

**CALIFORNIA STATE LIBRARY  
FISCAL YEAR 2015-2016  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  
PITCH AN IDEA GRANT APPLICATION**

**ELEMENT 1: BASIC INFORMATION** (please see application instructions for additional information)

**Applicant Information**

- |   |   |
|---|---|
| <p><b>1. Library/Organization</b><br/>Azusa City Library</p> <p><b>3. Internet Web Site Address</b><br/>www.ci.azusa.ca.us/library</p> <p><b>4. Project Coordinator Name &amp; Title</b><br/>Reed Strege, City Librarian</p> <p><b>6. Business Phone Number</b><br/>(626) 812-5177</p> <p><b>8. Mailing Address</b><br/><b>PO Box or Street Address</b><br/>729 North Dalton Ave.<br/><b>City</b><br/>Azusa<br/><b>State</b><br/>CA<br/><b>Zip</b><br/>91702</p> <p><b>9. Check the Appropriate Library Type</b><br/> <input checked="" type="checkbox"/> Public Library            <input type="checkbox"/> Academic            <input type="checkbox"/> K-12            <input type="checkbox"/> Multi-Type            <input type="checkbox"/> Special/Other</p> | <p><b>2. Library's DUNS Number</b><br/>040371361</p> <p><b>5. Email Address</b><br/>rstrege@ci.azusa.ca.us</p> <p><b>7. Fax Number</b><br/>(626) 334-4868</p> |
|---|---|

**Project Information**

- 10. Project Title** Neighborhood Connections
- 11. LSTA Funds Requested** \$30,000
- 12. Cash Contributions** \$0
- 13. In-Kind** \$6,205
- 14. Total Project Cost** \$36,205
- 15. California's LSTA Goals** (*Check one goal that best describes the project*)
- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Literate California             | <input type="checkbox"/> Content Creation/Preservation | <input checked="" type="checkbox"/> Community Connections |
| <input type="checkbox"/> 21 <sup>st</sup> Century Skills | <input type="checkbox"/> Bridging the Digital Divide   | <input type="checkbox"/> Ensuring Library Access for All  |
| <input type="checkbox"/> 22 <sup>nd</sup> Century Tools  | <input type="checkbox"/> Information Connections       |   |
- 16. Number of persons served** (*The number of persons who use or will benefit directly from this project*) 250
- 17. Primary Audience for project** (*Select all that apply.*)
- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Adults                                  | <input type="checkbox"/> Pre-School Children          |
| <input type="checkbox"/> Families   | <input type="checkbox"/> Rural Populations            |
| <input checked="" type="checkbox"/> Immigrants/Refugees                     | <input type="checkbox"/> School Age Children          |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families)      | <input checked="" type="checkbox"/> Senior Citizens   |
| <input type="checkbox"/> Library Staff , Volunteers and/or Trustees         | <input type="checkbox"/> Statewide Public             |
| <input checked="" type="checkbox"/> Low Income                              | <input type="checkbox"/> Suburban Populations         |
| <input checked="" type="checkbox"/> Non/Limited English Speaking Persons    | <input checked="" type="checkbox"/> Unemployed        |
| <input checked="" type="checkbox"/> People with Disabilities                | <input checked="" type="checkbox"/> Urban Populations |
| <input checked="" type="checkbox"/> People with Limited Functional Literacy | <input type="checkbox"/> Young Adults and Teens       |
- 18. This signature certifies that I have read and support this LSTA Grant Application.**

**Library Director Name:** Ann Graf **Title:** Director of IT & Library Services

**Mailing Address**  
(if different from above) \_\_\_\_\_ **City** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Library Director Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**ELEMENT 2: PROJECT BACKGROUND AND SUMMARY (please see application instructions for additional information)**

**Describe how this project was identified as a need, how it relates to your library's strategic plan, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Summary should relate to activities in the timeline (Element 4) and include statistical info to support the project.**

The library leadership team has identified a strong unmet need for a social service assistance and referral program in Azusa. According to the most recent U.S. Census data, one-fifth of Azusa residents live in poverty, one-quarter lack health insurance, and over 80% lack a four-year college degree. These percentages are all significantly higher than the California averages. According to the recently released "Portrait of California" report by the Social Science Research Council, the Azusa area ranks 187th out of 265 Census-defined areas in a statewide measurement of quality of life. The report found that Azusa is far below average in terms of educational attainment and median earnings, and is therefore part of what the authors of the report call "Struggling California." Between 2011 and 2014, visits to the Azusa City Library increased by over 25%. This strong growth is a result of purposeful outreach and a rapid expansion of comprehensive programs, including adult literacy, technology training, language instruction, citizenship preparation, and afterschool tutoring for children. Although the library has welcomed thousands of new users over the past several years, staff hours and operating expenditures have decreased substantially. As a result, the library staff has often been unable to devote lengthy amounts of time to complex interactions with visitors who need assistance with social services. Despite the best efforts of the library team, many residents of Azusa remain disconnected from organizations that can help them create meaningful change.

Visitors to the Azusa City Library frequently ask complex questions about unemployment claims, disability benefits, the Affordable Care Act, the AB 60 driver's license law, and continuing education opportunities. In some cases, library visitors are struggling with homelessness, mental health problems, or drug and alcohol addiction. In order to address these needs, some public libraries in California have created new programs and hired staff to provide direct social service information to their users. There is an excellent opportunity in Azusa for a similar program. The community remains underresourced, and the options that do exist often seem elusive or confusing to library users. In 2014, the library partnered with a Master of Social Work class at Azusa Pacific University (APU) to create a bilingual Community Resource Guide that can be easily distributed to library visitors (this guide was modeled on the "Street Card" created by the Baltimore County Public Library). The library also recently hosted a workshop developed in partnership with the Community Counseling Center, during which library staff members learned effective techniques for working with people who suffer from mental illness. The success of these initiatives encouraged the library leadership team to create Neighborhood Connections, a comprehensive program that will serve as a bridge between service providers and the residents that need them most. The program is closely aligned with the strategic goals of the Azusa City Library. The primary goals are to encourage new participants to join our programs, strengthen existing partnerships with community groups, and ultimately improve the quality of life for Azusa residents.

The Neighborhood Connections program will be developed, implemented, and evaluated within the 12-month time frame. By leveraging existing strong partnerships, the library leadership team will build an effective and sustainable program that is properly scaled to meet the needs of the Azusa community. In July 2015, the City Librarian will hire a Community Resource Specialist (CRS) and promote the new program to partners and agencies throughout the area, including schools, colleges, churches, government offices, and non-profit organizations. The first step for the City Librarian and CRS will be to create a confidential and measurable system for tracking every consultation with library visitors and making appropriate referrals. This tracking system will be unique to the Neighborhood Connections program and will include basic demographic data (optional for participants) and informal assessments of need. The City Librarian will also develop pre- and post-program evaluations and create a plan for conducting interviews and focus groups in April and May 2016. After creating a marketing strategy and promotional materials, the CRS will begin to formally present the program to City of Azusa staff, with particular emphasis toward team members who coordinate programs in the areas of ESL, citizenship, literacy, technology training, public safety, afterschool tutoring, recreation, and family services. The CRS will then present to existing program participants and begin accepting appointments to assist library visitors access social services. In September, the City Librarian and CRS will use the library's existing roster of community partners and social service agencies to create a strategy to promote the program beyond the walls of the library. The main external partners of the library include the School District, Azusa Pacific University, Citrus College, the Neighborhood Homework House, the Azusa Ministerial Association, Foothill Family Service, and the Community Counseling Center. The continued collaboration with the Social Work program at Azusa Pacific University is expected to be especially beneficial, because the instructors and students in the program frequently provide expertise and volunteer support to organizations throughout the community. The City Librarian and CRS will proactively seek out potential new partners, especially with those organizations that provide housing information, employment, and access to health care. The CRS will also enroll in training and professional development opportunities that will help him/her execute the program. These trainings may include the Navigator program through Covered California and the CASAS Citizenship Interview Test Examiner Instruction certification program. From September to June, the main focus of the program will be identifying and helping individuals in need of assistance.

Success will be measured by the number of interactions that the CRS is able to schedule with residents seeking help with social services, as well as by the number of positive outcomes that program participants report on evaluations. The referral system will track interactions and will include follow-up contact from the CRS. Success will also be determined by the number of new partnerships between the library and social service providers in the Azusa area, as well as the improved strength of existing partnerships. Representatives from these organizations will be given evaluations and interviews to measure the success of the program and to assess the likelihood that the partnership will continue past the end of the grant year.

**ELEMENT 3: PLANNING AND EVALUATION (please see application instructions for additional information)**

Please answer each area concisely and completely. **For section A-F limit to four pages.**

**A. Project Intent** (Check only one that best describes the project)

**Institutional Capacity**

- Improve the library workforce
- Improve the library's physical and technology infrastructure
- Improve library's operations

**Information Access**

- Improve users' ability to discover information
- Improve users' ability to obtain information resources

**Lifelong Learning**

- Improve users' formal education
- Improve users' general knowledge and skills

**Human Services**

- Improve users' ability to apply information that furthers their personal, family, or household finances
- Improve users' ability to apply information that furthers their personal or family health & wellness
- Improve users' ability to apply information that furthers their parenting and family skills

**Employment & Economic Development**

- Improve users' ability to use resources and apply information for employment support
- Improve users' ability to use and apply business resources

**Civic engagement**

- Improve users' ability to participate in their community
- Improve users' ability to participate in community conversation around topics of concern

**B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).**

The purpose of this project is to close the significant gap between Azusa residents and the vital social services that can improve their lives. The Neighborhood Connections program will connect residents with established organizations that offer assistance with health information, educational opportunities, housing assistance, employment development, immigration information, shelter, nutrition, and other critical services. The CRS will build relationships between program participants and these service providers in a consistent, reliable, and measureable manner. The CRS will create a referral and evaluation system that is more effective and discreet than the library staff can offer at the public service desks. Because of the success of the Grassroots ESL and Inspired Citizenship programs, the CRS will place particular emphasis on immigrant integration, including such services as naturalization preparation, driver's license information, language instruction, fraud awareness, and access to health insurance. The primary target populations for this new program are 1) participants in existing library programs, including adult literacy and technology students, 2) friends, family members, and colleagues of those current program participants, 3) library visitors who often seek assistance at public service desks, and 4) residents who are served by our community partners, including schools, churches, and non-profit groups.

The expected benefits for program participants are clear information about social service agencies, better access to the assistance that these agencies provide, and improvements in quality of life after receiving assistance. An important component of the program will be follow-up contact from the CRS to ensure that participants are indeed experiencing improvements. The expected benefit for the community is a better coordinated system to guide assistance seekers to the agency or office that can best help them. It is expected that this new system will reduce confusion and the redundancy of efforts by community groups.

**C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.**

The anticipated project outputs of Neighborhood Connections are:

- 1 accurate and comprehensive roster of local social service providers
- 1 complete appointment and referral system for library visitors seeking access to social service providers
- 1 complete pre- and post-program evaluation system for program participants and community partners
- 1,000 pieces of promotional material created and distributed throughout the community
- 10 presentations made to City of Azusa staff members who coordinate programs for residents
- 10 presentations made to social service providers and government agencies in the Azusa area
- 10 new partnerships created between the City of Azusa and local social service providers
- 25 City staff members trained in effective procedures for referring assistance seekers
- 250 referrals made for assistance from social service agencies
- 250 post-program evaluations distributed to assistance seekers during follow-up contact from CRS

**D. Anticipated Project Outcome(s) – What change is expected in the target audience’s skills, knowledge, behavior, attitude, and/or status/life condition? How will you measure these outcomes? (for examples see attachment B of the application instructions)**

The City Librarian and CRS will create pre-program and post-program assessment tools to evaluate the success of Neighborhood Connections.

80% of program participants (200 people) will report a clearer understanding of how to access social services, as measured by post-program evaluations, interviews, and focus groups.

70% of program participants (175 people) will report an improvement in quality of life as a result of a successful interaction with a social service provider, as measured by post-program evaluations, interviews, and focus groups.

80% of existing partner organizations (8 organizations or more) will report an improvement in quality of life for those participants referred by the CRS, as measured by post-program evaluations, interviews, and focus groups.

70% of new partner organizations (7 organizations or more) will report satisfaction with the Neighborhood Connections program and a willingness to continue the new partnership, as measured by post-program evaluations, interviews, and focus groups.

**E. Briefly describe how this project will be financially supported in the future.**

Neighborhood Connections is a sustainable program, and will be recognized by stakeholders as an important and beneficial addition to the set of services at the Azusa City Library. The partnerships that are created during the grant year will be designed to last well into the future. The cost of marketing materials and office supplies will be absorbed by the library after the startup year. The library will also seek grant funding from the Canyon City Foundation to sustain the salary costs for the Community Resource Specialist (the Canyon City Foundation is a local philanthropic organization that offers strong support to the library).

**F. Activity Information. Activities are action(s) through which the intent or objective of a project are accomplished. Four activity types have been identified, each with select methods to help you describe how you will carry out this project. Indicate activity types that require a significant commitment of resources to the project (representing 10% or more of total project resources).**

- I.  **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*
- Program - Formal interaction and active user engagement (e.g., a class on computer skills).
  - Presentation - Formal interaction and passive user engagement (e.g., an author’s talk),
  - Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.

Description: The City Librarian and CRS will consult with library staff to demonstrate effective procedures for referring library visitors to appropriate social service agencies. The CRS will also frequently interact with professionals from government agencies and social service providers for the purpose of creating partnerships.

- II.  **Content** - Involves the acquisition, development, or transfer of information and how information is made accessible. *(Check all that apply and provide a description including whether the format will be physical, digital, or both)*
- Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.
  - Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.
  - Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.
  - Lending - Provision of a library’s resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.
  - Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.

Description: The library will add approximately 50 books at a cost of \$30 per book, for a total of \$1,500. Materials for the library collection will include bilingual print materials that provide current information about social services such as health care, immigration, employment, disability, and housing.

- III.  **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description)*
- Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.
  - Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description:

- IV.  **Procurement** - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description: The City Librarian will procure a laptop computer, a set of office supplies, and a set of promotional materials to support the library infrastructure and the Neighborhood Connections program.

**ELEMENT 4: GRANT TIMELINE/ACTIVITIES** (please see application instructions for additional information)

Show each major project activity and when it will be started and/or completed throughout the project. The timeline should correspond to the activities described in Planning and Evaluation. Please put an X in each pertaining month.

Activity	2015/2016											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Recruit and hire Community Resource Specialist (CRS)	X											
Contact community partners and social service agencies to promote program	X											
Purchase computer and office supplies for Community Resource Specialist	X											
Create referral system for library visitors and library program participants	X	X										
Create marketing and promotional materials	X	X	X	X								
Expand roster of social service agencies and identify potential new partners	X	X	X	X	X							
City Librarian and CRS create pre-program intake assessment system		X	X									
CRS presents to library program participants (ESL, etc.) about new program		X	X	X								
CRS presents to community partners about Neighborhood Connections			X	X	X	X	X	X	X	X	X	X
CRS consults with library visitors seeking access to social service providers			X	X	X	X	X	X	X	X	X	X
City Librarian and CRS partner with Social Work class at Azusa Pacific Univ.			X	X	X			X	X	X		
City Librarian and CRS create post-program assessment system			X	X								
Evaluate Neighborhood Connections based on pre- and post-assesments					X	X	X	X	X	X	X	X
Select and acquire bilingual collection materials to support program			X	X	X	X						
Write LSTA reports			X			X			X			X
Conduct interviews and focus groups with participants and program partners										X	X	
Identify and secure funding to support program sustainability							X	X	X	X		

**ELEMENT 5: BUDGET** (please see application instructions for additional information)

The budget should clearly identify the amounts requested and from what sources. (please do not unlock the application form, if additional space is needed contact Mickie Potter at [mickie.potter@library.ca.gov](mailto:mickie.potter@library.ca.gov))

Budget Category	LSTA	Cash Contributions	In-Kind	Total
<b>Salaries/Wages/Benefits</b>				
City Librarian	\$0	\$0	\$6,205	\$6,205
Community Resource Specialist	\$21,727	\$0	\$0	\$21,727
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$21,727	\$0	\$6,205	\$27,932

**Description:** The City of Azusa will make an in-kind contribution of 5% of the City Librarian's time to oversee the Neighborhood Connections program, including planning, evaluation, and supervision. The City Librarian will work 104 hours during the grant year at \$59.66 per hour. The Community Resource Specialist will work 19 hours per week over 52 weeks at \$21.99 per hour. The CRS will work with the City Librarian to create an effective and measurable referral and assistance program for library visitors. The CRS will assist library visitors access social service providers, and will provide outreach to social services agencies for the purpose of creating partnerships.

<b>Equipment (\$5,000 or more per unit)</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

<b>Operating Expenses: Library Materials</b>				
Materials for the library collection	\$1,500	\$0	\$0	\$1,500
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$1,500	\$0	\$0	\$1,500

**Description:** Materials for the library collection will include bilingual print materials that provide current information about social services such as health care, immigration, employment, disability, and housing. The library will add approximately 50 books at a cost of \$30 per book, for a total of \$1,500.

<b>Operating Expenses: Consultant Fees</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
<b>Operating Expenses: Travel</b>				
Mileage	\$255	\$0	\$0	\$255
Parking	\$224	\$0	\$0	\$224
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$479	\$0	\$0	\$479

**Description:** The CRS will travel approximately 500 miles (10 miles per week over 50 weeks) by personal car to meet with representatives from social service providers, attend meetings, and participate in training activities. The City of Azusa reimburses for mileage at a rate of 51 cents per mile. The CRS will also incur approximately \$224 in parking costs during these outreach visits and professional development activities.

<b>Operating Expenses: Supplies/Other</b>				
Computer	\$1,067	\$0	\$0	\$1,067
Office supplies	\$500	\$0	\$0	\$500
Promotional and marketing materials	\$1,000	\$0	\$0	\$1,000
Training and professional development	\$1,000	\$0	\$0	\$1,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$3,567	\$0	\$0	\$3,567

**Description:** The CRS will use a laptop computer and a set of office supplies to research social services providers and to provide assistance to library visitors. The computer will be a Lenovo ThinkPad T540p with Windows 7 and 4GB of memory. Promotional and marketing materials will include professionally created and printed bilingual flyers, posters, signs, and bookmarks. Professional development opportunities for the CRS will include in-person workshops, webinars, conferences, and online trainings related to providing access to social service agencies.

<b>Operating Expenses: Contracted Services</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

<b>Project Total</b>	\$27,273	\$0	\$6,205	\$33,478
<b>Indirect Cost Rate Applied</b> 10 % <b>Indirect Cost</b>	\$2,727	\$0	\$0	\$2,727

Check one: (please see application instructions for additional information)

No Indirect                       Federally negotiated indirect cost rate \*                       Indirect proposed cost rate \*

\* please attach supporting documentation if required

**Description:** The library is seeking 10% of the project total as indirect costs in order to successfully integrate the Neighborhood Connections program into the operations of the Azusa City Library. Overhead costs will include utility bills, photocopying, telephone and Internet charges, personnel, and bookkeeping.

<b>Grand Total</b>	\$30,000	\$0	\$6,205	\$36,205
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**ELEMENT 6: ATTACHMENTS (please see application instructions for additional information)**

If you have additional resources that support your grant, please attach after this page

**ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2015/16**

(please see application instructions for additional information)

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

**A.  An individual applicant that is CIPA compliant.**

The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

**B.  Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**

All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

**C.  Not Subject to CIPA Requirements.**

The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

Azusa City Library  
Library/Organization

Neighborhood Connections  
Project Name

Ann Graf  
Library Director Name

Director of IT and Library Services  
Title

Library Director Signature

Date