

**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>1. Library/Organization
 Burlingame Public Library</p> <p>3. Internet Web Site Address
 http://www.burlingame.org/index.aspx?page=32</p> <p>4. Project Coordinator Name & Title
 Ray Delara Library Assistant II</p> <p>6. Business Phone Number
 650-558-7413</p> <p>8. Mailing Address
 PO Box or Street Address
 480 Primrose Road
 City
 Burlingame
 State
 CA
 Zip
 94010</p> <p>9. Check the Appropriate Library Type
 <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>2. Library's DUNS Number
 12039828</p> <p>5. Email Address
 delara@plsinfo.org</p> <p>7. Fax Number</p> |
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Project Information

10. **Project Title** Burlingame Public Library W.H.E.E.L.S.
11. **LSTA Funds Requested** \$6,900
12. **Cash Contributions** \$0
13. **In-Kind** \$27,216
14. **Total Project Cost** \$34,116
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 type="checkbox"/> Community Connections |
| <input type="checkbox"/> 21st Century Skills | <input type="checkbox"/> Bridging the Digital Divide | <input type="checkbox"/> Ensuring Library Access for All |
| <input checked="" type="checkbox"/> 22nd 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*) 1,000
17. **Primary Audience for project** (*Select all that apply.*)
- | | |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Adults | <input type="checkbox"/> Pre-School Children |
| <input checked="" type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input 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 type="checkbox"/> Low Income | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input checked="" type="checkbox"/> Young Adults and Teens |
18. **This signature certifies that I have read and support this LSTA Grant Application.**

Library Director Name: Brad McCulley **Title:** City Librarian

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.

Recently, the Burlingame Public Library was contacted by a group in Burlingame that asked if we could offer a cell phone information session at one of their meetings. After this outreach program, we commissioned a Gale Experian Marketing Action report of non-patrons among the Burlingame and Hillsborough residents. This report identified 15,045 non-patrons. These non-patrons were divided into 71 subsets of residents based on their demographic information. We examined these subsets to determine that roughly 1/3 of the non-patrons would benefit from Library technology outreach programs. In order to better fulfill the Burlingame Library's mission statement which, in part, reads: "Within and beyond its walls, the library strives to preserve the past, serve the present and shape the future with opportunities to connect people and the world of information," we started brainstorming ideas to address the frequent requests for more programming and computer help sessions. Out of these discussions came the idea of BPL W.H.E.E.L.S., a mobile library unit equipped to bring programs and services to our patrons, wherever they may be. The W.H.E.E.L.S. acronym stands for "We help everyone enjoy library services." Events like the weekly Off the Grid food truck rally, the seasonal farmers market, and the annual Criterium bicycle race provide growing opportunities for our library to create a new mobile identity in Burlingame. By establishing an active presence in these thriving enclaves of Burlingame culture, the library will gain more users, increase both circulation and program attendance numbers, and will give staff a new way to connect with the community.

The BPL W.H.E.E.L.S. tricycle will be a state-of-the-art mobile technology/maker lab/learning center, including a 3D printing tool kit, eBook instruction services, hands-on music production tools, book storage displays, and a podcast creation kit. Borrowing an idea from food trucks, W.H.E.E.L.S. will utilize social media to alert our patrons of where and when the trike will be. In addition, the tricycle will be equipped with a GoPro camera to document all of the trike's adventures and a dedicated website will help preserve and promote the project's progress. The trike will make "Tech Stops" which will involve these following types of mobile technology programs. BPL W.H.E.E.L.S. would offer a popup demo of a 3D printer at the family-friendly Off The Grid food truck event; eBook tutorials at the Farmer's Market would help us promote our resources to new audiences; visits to the Burlingame High School's outside common area during lunch would show off new books, events and offerings to teens. The W.H.E.E.L.S. outreach tricycle will enable us to communicate and demonstrate the library's relevance in whole new arenas.

Over the next 12 months, we hope to create this unique outreach service. First, by designing and building the W.H.E.E.L.S. tricycle and trailer to optimize multi-purpose functionality (July 2015); second, creating module programs best suited for easy transport, setup and community engagement (August 2015); third, developing in-person and online survey questions that will allow us to gauge patron knowledge of the technological resources available to them at the Library before and after a Tech Stop program (September 2015-June 2016); fourth, we will establish a new and vital presence that will generate a buzz amongst the community, expand the reach of our services, and draw patrons (new and current) into our two physical locations (September 2015-June 2016). We anticipate BPL W.H.E.E.L.S. to be a successful, sustainable project if we register 100 new library patrons, and final analysis of submitted surveys reveals that program attendees became more knowledgeable of accessing digital collections and using emerging technology.

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 BPL W.H.E.E.L.S. trike will be used on a regular basis to increase civic engagement with our local community that will result in members gaining a greater understanding of new technology the Library has to offer and how it can be utilized in their daily lives.

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

100 new registered library card holders
500 promotional handouts on Library events and services will be created and distributed
100 items circulated directly from the BPL W.H.E.E.L.S. trike
15 Tech Stops (Hands-on technology demonstrations)
200 Surveys distributed and collected
12 new Youtube uploads of recorded outreach for community access
1 dedicated website that documents and promotes the progress of the W.H.E.E.L.S. trike.

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)

75% of program attendees will have increased knowledge of digital collections and feel comfortable using them.

50% of people attending mobile tech demonstrations will report increased awareness, interest in and comfort with, emergent technologies.

These outcomes will be measured using both print and online surveys administered on-site at each mobile event.

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

Future BPL W.H.E.E.L.S. outreach will be incorporated into the program budget with staff participation being extended to new staff who want to get involved. Current library outreach procedures will be reevaluated and modified to include the W.H.E.E.L.S. trike, making better usage of staff time and eliminating any overlapping efforts. Additionally, financial assistance can come from the Burlingame Library Foundation, who support all library programming.

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: A concrete example of how W.H.E.E.L.S. will instruct in-person involves an existing program the library offers. The W.H.E.E.L.S. bike will engage patrons by extending the reach of our Computer Education and Training (CET) program beyond the confines of the library building. The CET class is a structured overview of technology focusing on specific devices or social media services. After the overview, patrons are free to engage the staff instructor in more specific questions. The W.H.E.E.L.S. trike is perfect for bringing that service into the public. The staff instructor will adapt the structure of the program to better fit the environment and patrons in attendance.

- 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 W.H.E.E.L.S. trike will be used as a mobile library as such it will have the capability to register new library cards, circulate items, and act as a limited book return service. The W.H.E.E.L.S. trike will have instruction and troubleshooting programs that promote and assist patrons' awareness and use of the library's digital collections/services (ex.: ebooks)

- 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:

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
Design BPL Wheels branding with in-house graphic artist	X											
Contact Haley Trikes to buy custom trike including various technology elements	X	X	X									
Reach out to Off the Grid and Farmers Market to establish a presence in weekly events	X	X										
Contact Burlingame Chamber of Commerce to create a presence at 2015 "On the Avenue		X										
Create BPL W.H.E.E.L.S. Committee	X											
Design advertising material for BPL W.H.E.E.L.S		X		X			X			X		
Create pre-registered library cards for patron registration			X			X				X		
Create monthly program cycle			X	X	X	X	X	X	X	X	X	X
Develop schedule of Wheels outreach programs to correspond with major City events			X	X	X	X	X	X	X	X	X	X
Create and Design W.H.E.E.L.S. surveys			X				X				X	
Purchase and install technology for WHEELS			X	X								
Train WHEELS staff on procedures and tech equipment				X	X	X	X					
Develop and update W.H.E.E.L.S. dedicated website			X									
Begin BPL W.H.E.E.L.S Programming				X								
Document BPL W.H.E.E.L.S programs with GoPro Hero 4				X	X	X	X	X	X	X	X	X
Edit, upload, and share W.H.E.E.L.S videos to YouTube				X		X		X		X		X
Analyze BPL W.H.E.E.L.S registration statistics					X		X		X		X	
Analyze BPL W.H.E.E.L.S program statistics					X	X	X	X	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)

Budget Category	LSTA	Cash Contributions	In-Kind	Total
Salaries/Wages/Benefits				
Project Manager	\$0	\$0	\$10,560	\$10,560
1 Teen Librarian	\$0	\$0	\$6,380	\$6,380
1 Library Assistant	\$0	\$0	\$2,640	\$2,640
1 Adult Services Librarian	\$0	\$0	\$6,380	\$6,380
1 Graphic Artist	\$0	\$0	\$1,056	\$1,056
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$27,016	\$27,016

Description: The Project Manager will contribute 10 hours a week (48 Weeks * 10 hrs * \$22.00) developing W.H.E.E.L.S. scheduling, arranging bike upkeep, training staff on W.H.E.E.L.S. procedures, and updating website. One teen librarian will contribute 5 hours per week (44 Weeks * 5 Hours * \$29.00) to develop and execute W.H.E.E.L.S. programs. One adult reference librarian will contribute 5 hours per week (44 Weeks * 5 hours * \$29.00) to develop and execute BPL W.H.E.E.L.S. programs. 1 library assistant will spend 3 hours a week (40 Weeks * 3 hours * \$22.00) taking W.H.E.E.L.S. out into the community to register new patrons and distribute library literature. One graphic artist will contribute 1 hour a week (48 Weeks * 1 hr * \$22.00) developing W.H.E.E.L.S. posters and handouts.

Equipment (\$5,000 or more per unit)				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Library Materials				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Consultant Fees				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
Operating Expenses: Travel				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Supplies/Other				
Goal Zero Yeti 400 Solar Generator	\$459	\$0	\$0	\$459
GoPro Hero4 Black Camera	\$499	\$0	\$0	\$499
3D Systems CUBE 3D Printer plus supplies	\$1,755	\$0	\$0	\$1,755
BPL W.H.E.E.L.S informational handouts	\$0	\$0	\$200	\$200
2 Bose SoudLink Speakers/PODCASTUDIO/Maschine MK2	\$1,167	\$0	\$0	\$1,167
Custom Tricycle from Haley Trikes	\$3,020	\$0	\$0	\$3,020
Subtotal	\$6,900	\$0	\$200	\$7,100

Description: The solar generator will be used to power the technology loaded onto the tricycle. The GoPro camera will be used to record W.H.E.E.L.S. programming. A CUBE 3D printer, MK2 music production studio (\$599), and PODCASTUDIO (\$170) will become the framework for mobile "Tech Stop" programs. Two Bose SoundLink speakers (\$398) will provide the tricycle with a sound system to be utilized while riding and for mobile programs. W.H.E.E.L.S handouts and posters to be designed by in-house graphic artistn will also be passed out to the community. Finally, a custom tricycle will be purchased from Haley Trikes with a specific design made to house the various technology.

Operating Expenses: Contracted Services				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Project Total	\$6,900	\$0	\$27,216	\$34,116
Indirect Cost Rate Applied 0 % Indirect Cost	\$0	\$0	\$0	\$0

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:

Grand Total	\$6,900	\$0	\$27,216	\$34,116
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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.

Burlingame Public Library
Library/Organization

Burlingame Public Library W.H.E.E.L.S.
Project Name

Brad McCulley
Library Director Name

City Librarian
Title

Library Director Signature

Date