

**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. <b>Library/Organization</b><br/>Palos Verdes Library District</p> <p>3. <b>Internet Web Site Address</b><br/>ww.pvld.org</p> <p>4. <b>Project Coordinator Name &amp; Title</b><br/>Ashley Kagan, Librarian</p> <p>6. <b>Business Phone Number</b><br/>310-377-9584 ext. 215</p> <p>8. <b>Mailing Address</b><br/><b>PO Box or Street Address</b><br/>701 Silver Spur Road</p> | <p>2. <b>Library's DUNS Number</b><br/>076188945</p> <p>5. <b>Email Address</b><br/>akagan@pvld.org</p> <p>7. <b>Fax Number</b><br/>310-547-4067</p> <p><b>City</b><br/>Rolling Hills Estates</p> <p><b>State</b><br/>CA</p> <p><b>Zip</b><br/>90274</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 |
|--|-----------------------------------|-------------------------------|-------------------------------------|--|

**Project Information**

10. **Project Title** R.E.A.D. Activity Kits
11. **LSTA Funds Requested** \$8,000
12. **Cash Contributions** \$0
13. **In-Kind** \$16,244
14. **Total Project Cost** \$24,244
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*) 336
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 type="checkbox"/> Young Adults and Teens     |
18. **This signature certifies that I have read and support this LSTA Grant Application.**

**Library Director Name:** Katherine Gould **Title:** Library Director

**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 Palos Verdes Library District spans the Palos Verdes Peninsula in the Los Angeles County, serving four very diverse and distinct cities. One of the populations the library serves is the large group of seniors who reside in this area. Seniors comprise 25% of the community. While Palos Verdes is commonly considered an affluent area, 3% of this senior group is below the national poverty level. The staff of PVLD have also observed an expansion of young families in the community and work to meet this segment's needs with library services and programs. Census data show that 22% of households in the area have children. In addition to these factors, the cost of housing and living in the Palos Verdes area is considered to be very high. Therefore, these growing groups do not have a lot of expendable income to spend on new learning new skills and developing new interests that will help them engage with their community.

We seek to enhance lifelong learning by providing our community with R.E.A.D. (Read, Enrich, Achieve, and Discover) Activity Kits that will support learning new skills and developing new interests. These themed activity kits will be available for checkout from the library and our community partner and will include books, field guides, library and community resources, tools, and supplies. We are planning the kits around topics relating to the environment, local history, and local culture.

PVLD's mission statement says the library "collaborate[s] with our community to create environments for learning and inspiration, and to share the unique history of the Peninsula." For the R.E.A.D. Activity Kits, we will collaborate with the Palos Verdes Peninsula Land Conservancy (PVPLC) to help inform the resources and other items that will be included in each kit. These will inspire users to learn new skills and develop new interests, promoting lifelong learning. Additionally, we will work with our own Local History Room to include aspects of local history in each kit. In this way, we will share the unique history of the Peninsula with users of the R.E.A.D. Activity Kits. Also, the library's vision is to be the "community's center for discovery, lifelong learning, and personal enrichment for all." The R.E.A.D. Activity Kits support this vision through their explicit goal for discovery, as well as lifelong learning and personal enrichment for a broad base of users.

The R.E.A.D. Activity Kits support PVLD's strategic initiatives for the 2015/2016 period to increase the library's community partnerships through our partnership with the local Land Conservancy; to get out into the community more through our physically embedding some of the kits at our partner organization's location; and to align further the library's services and programs with our changing demographics through our tailoring the activity kits to the growing groups of seniors and families.

During the grant period, we will meet with our community partner, create the R.E.A.D. Activity Kits, and work to make our community aware that the kits will be available at the library and other locations. We will use existing community assessment data and data gathered from our partner organization, we will design the activity kits to address community needs and interests. We will monitor the circulation of the activity kits to determine outputs. To determine outcomes, we will conduct user surveys. Success will be measured through our positively impacting our community through the expansion of interests and the enrichment of lives.

During the grant period, the work will happen in three different stages. During the preliminary stage, we will: begin research for the creation of the activity kits, meet with our community partner, examine assessment data, interview library staff to gather their input about recommended resources, conduct focus groups with the community, and research resources available in the community and generally. We will also hire a designer to create a R.E.A.D. Activity Kit logo, create a plan or overview, develop a book and field guide collection, purchase products and materials, order technology with the help of our IT Department, collect library and community resources, and create activity plans, maps, and other original resources. We will then assemble the activity kits, purchase portable containers, and purchase a storage unit for all of the activity kits. The last part of the preliminary stage will be to devise a community awareness campaign about the R.E.A.D. Activity Kits.

During the main stage, we will make twelve kits available to the community with the help of the library's Technical Services Department, monitor the use of the kits, analyze responses to the surveys, and also create twelve additional kits based on data and the popularity of certain themes.

In the post-project stage, we will analyze outputs and outcomes and make adjustments for the future of the R.E.A.D. Activity Kits project. Success will be measured through our positively impacting our community through the expansion of learning new skills and developing new interests and the enrichment of the lives of seniors and families within our community.

We will monitor the circulation of the activity kits to determine outputs. To determine outcomes, we will conduct user surveys. Success will be measured through our positively impacting our community through the expansion of learning new skills and developing new interests and the enrichment of the lives of seniors and families within our community.

**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 intent 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).**

We will enhance lifelong learning by providing seniors and families in our community with R.E.A.D. (Read, Enrich, Achieve, and Discover) Activity Kits that will support learning new skills and developing new interests at the same time that they create shared experiences and connect users with their community.

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

We will create a total of 24 R.E.A.D. Activity Kits, all around specific themes. For each of the kits, we will create activity plans, maps, and other original resources. We will collect library and community resources.

During the grant period, we anticipate each of the initial twelve activity kits will be checked out eight to ten times, for a maximum total 120 circulations. The additional twelve activity kits, that will be created from January to March, will be checked out four times each, for a maximum total 48 checkouts. All of the kits together will be circulated 168 times.

Additionally, since we anticipate the use of the activity kits to be a social experience, each circulation will affect two or more people. Therefore, this grant project is expected to serve over 336 people.

**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)**

Outcomes of this grant project will be as follows:

80% of participants will report that they learned a new skill as a result of using the activity kit.

80% of participants will report that they developed a new interest as a result of using the activity kit.

We will measure these outcomes through user surveys given after each activity kit circulation.

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

If the R.E.A.D. Activity Kit project is successful, PVL and the Peninsula Friends of the Library will assume funding support in future.

**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:

- 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: We will acquire library and community resources, create activity plans, maps, and other original resources, and lend the activity kits to users within the community. Users will learn new skills and develop new interests (i.e. knowledge transfer) through activity engagement with the content provided through the R.E.A.D. Activity Kits. The themes of the initial twelve kits will be: Hiking, Genealogy, Whale Watching, Discovering Peninsula History, Geocaching, Bird Watching, Running, Astronomy, Kites, Plein Air Art, Music, and Outdoor Games.

- 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: We will conduct focus groups and user surveys and analyze usage statistics to inform the creation of the R.E.A.D. Activity Kits. The focus groups at the beginning of the project will help inform what each activity kit will contain. Both the user surveys and usage statistics will help us determine which activity kits to duplicate after the initial twelve kits. For instance, if an activity kit turns out to be very popular and circulates a lot, we might choose to make one or two more kits of this kind. The user surveys will also help us to adjust the contents of the activity kits.

- 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: We will be procuring equipment/supplies, hardware/software, and other materials, such as binoculars, iPads, GPS devices, etc., to create the R.E.A.D. Activity Kits.

**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
Meet with community partners (ongoing)	x	x	x	x	x	x	x	x	x	x	x	x
Begin research for the creation of the activity kits	x	x	x									
Examine community assessment data	x	x										
Interview library staff to gather their input on recommended resources	x	x										
Conduct focus groups with the community	x	x										
Research resources available within the community and generally	x	x										
Hire a designer to create a R.E.A.D. Activity Kit logo	x	x										
Create a R.E.A.D. Activity Kit plan	x	x	x									
Develop R.E.A.D. Activity Kit book and field guide collection	x	x	x									
Purchase products and materials	x	x	x									
Order technology with the help of the library's IT Department	x	x	x									
Collect library and community resources	x	x	x									
Create activity plans, maps, and other original resources	x	x	x									
Purchase portable containers	x	x	x									
Purchase storage unit	x	x	x									
Devise community awareness campaign	x	x	x									
Create user surveys	x	x	x									
Assemble the activity kits	x	x	x									
Make kits available to the community with the help of Technical Services				x								
Circulate kits and monitor use				x	x	x	x	x	x	x	x	x
Administer post-use surveys and analyze responses				x	x	x	x	x	x	x	x	x
Create additional activity kits based on usage and user feedback							x	x	x			
Analyze outputs and outcomes and make adjustments for the future of the project									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
<b>Salaries/Wages/Benefits</b>				
2 Project Coordinators @ 3.5 hours/week for 48 weeks (37.76/hr)	\$0	\$0	\$12,688	\$12,688
Technical Services Head @ 2.25 hours/week for 4 weeks (\$54.69/hr)	\$0	\$0	\$492	\$492
3 Volunteers @ 2 hours/week for 12 weeks (\$23.00/hr)	\$0	\$0	\$1,656	\$1,656
IT Admin @ .25 hour/week for 48 weeks (\$34.21/hr)	\$0	\$0	\$410	\$410
Partner (PVPLC) liaison @ 36 hrs (\$23/hr)	\$0	\$0	\$828	\$828
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$16,074	\$16,074

**Description:** During the full course of the grant project, the two Project Coordinators will each be working approximately 3.5 hours per week. They will be assisted by the IT Administrator and Technical Services Head on an as-needed basis; the figures for these are above. Also, to assist with assembling the activity kits, three high-skilled volunteers will be utilized. Palos Verdes Peninsula Land Conservancy (PVPLC) partner liaison will donate 36 hours of time over three months.

<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>				
Books (e.g. 100 books x \$30 each = \$3000)	\$3,000	\$0	\$0	\$3,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$3,000	\$0	\$0	\$3,000

**Description:** We will create 24 R.E.A.D. Activity Kits, each with one adult book, one children's book, and one or two relevant field guides. We plan for these books to cost about \$30 each.

<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>				
	\$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>Operating Expenses: Supplies/Other</b>				
Storage unit (e.g. wire shelving; \$200)	\$200	\$0	\$0	\$200
Containers (backpacks/bins; 24 units x \$41.67 = \$1000)	\$1,000	\$0	\$0	\$1,000
Branding materials (stickers/patches; \$100)	\$0	\$0	\$100	\$100
Products and materials (\$156.25 per kit x 24 kits = \$3750)	\$3,750	\$0	\$0	\$3,750
PVPLC brochures (70 x \$1 each)	\$0	\$0	\$70	\$70
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$4,950	\$0	\$170	\$5,120

**Description:** Wire shelving unit will store backpacks/bins containing kits. Various products and materials for the activity kits will include a GPS (\$120), walking sticks (\$75), a compass (\$25), a hand held document scanner (\$75), a voice recorder (\$50), binoculars (\$70), a digital camera (\$110), a stopwatch (\$18), a telescope (\$45), a small practice kite (\$25), an outdoor foldable easel (\$90), a ukulele (\$120), a tuner (\$10), an iPad mini (\$250), bongos (\$50), a bocce ball set (\$45), a jump rope (\$15), a ball (\$15), and a pump (\$10). More specifics after conducting focus group conversations. Branding materials will be developed and purchased in-house through the library's Marketing Dept. Project partner PVPLC will provide maximum 70 brochures to insert into kits.

<b>Operating Expenses: Contracted Services</b>				
Logo design (Fiverr.com; \$5 x 10 = \$50)	\$50	\$0	\$0	\$50
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$50	\$0	\$0	\$50

**Description:** We will be using Fiverr.com to create the R.E.A.D. Activity Kits logo. Each logo design consultation costs \$5, and we expect to go back and forth with the online designers approximately 10 times to achieve an appropriate logo for the project.

<b>Project Total</b>	\$8,000	\$0	\$16,244	\$24,244
<b>Indirect Cost Rate Requested</b>	0%	<b>Indirect Cost</b>	\$0	\$0

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

No Indirect       Federally negotiated indirect cost rate \*       Indirect proposed cost rate for review (up to 10%) \*

\* please attach supporting documentation

**Description:**

<b>Grand Total</b>	<b>\$8,000</b>	<b>0</b>	<b>\$16,244</b>	<b>\$24,244</b>
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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.

Palos Verdes Library District  
Library/Organization

R.E.A.D. Activity Kits  
Project Name

Katherine Gould  
Library Director Name

Library Director  
Title

Library Director Signature

Date