

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

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.

Califa and the California State Library have been exploring ways to reinvent resource sharing to make it more cost-effective for several years. This led to the development of the Zip Books for Rural Libraries Project, first implemented in FY 2013/14. The 29 libraries currently participating in the project utilize a central online service, Amazon.com, to purchase and direct-deliver books in tangible formats to library customers, that would previously have been borrowed through traditional interlibrary loan. The intent is to employ an alternative to traditional ILL service that eliminates the need for expensive bibliographic utility fees and library-to-library ground delivery of items, saving staff time in the process.

Data collected from this multi-year project so far show an overall cost per transaction of about \$11 per request. This includes purchase and shipping of books (shipping in most cases was free because an Amazon Prime membership was purchased for each library), plus the cost of staff time to process requests. This represents a savings of 40-66% over traditional ILL, depending on the benchmark used (existing benchmarks are outdated, however, and are based on academic libraries and on very different models of service). Average time from placement of request to customer receipt of item is 3.5 days (for traditional ILL, it's 2-3 weeks). Customer satisfaction is reported as very high; of nearly 7500 customers surveyed over the past three years, 95% rated the service as "excellent," and another 4.9 % rated it as "good." Since the beginning of the project in September 2013, the data consistently show the same trends: low costs relative to traditional ILL services, and high customer satisfaction.

The current request will continue the use of the Zip Books model in the 29 libraries in which it is now being implemented, and add an additional 5 libraries to the project, for a total of 34. We plan to work intensively with libraries and library cooperatives to develop sustainability (e.g., exploring the possibility of using CLSA Communications and Delivery funds for Zip Books).

Among our accomplishments will be: 1) further development of a new model of service to deliver books to customers that are not currently owned by local libraries; 2) a continuation of faster, less expensive, more flexible ILL-type services; 4) demonstrated value of the Zip Books model for library collection development; 5) a plan for sustainability for Zip Books service in rural libraries for the future.

This project relates to the California State Library's 2013-17 LSTA 5-year plan as follows: Goal VI, Information Connections; Program I (develop platforms that support the connection and distribution of content statewide); and Goal VIII, Ensuring Library Access for All, Program III (develop and support services and programs that ensure access to library information and resources in geographically challenged areas).

ELEMENT 3: PLANNING AND EVALUATION

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*)

Lifelong Learning

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

Information Access

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

Institutional Capacity

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

Economic & Employment Development

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

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

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).

This project will continue implementation of the Zip Books model in 34 rural and small California library jurisdictions, to continue to deliver a very popular service to Californians around the state and develop a plan for sustainability. Among the benefits we expect: 1) further development and continuation of a successful alternative model of service to deliver books not currently owned by local libraries to library customers; 2) a continuation of faster, less expensive, more flexible ILL-type services for California rural libraries; and 3) a plan for sustainability for Zip Books service in rural libraries for the future.

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

34 libraries will participate.

5 libraries will receive training to implement Zip Books service.

34 libraries will receive ongoing technical assistance and support for their Zip Books services.

Participating libraries will realize at least a 40% savings over traditional ILL service.

At least 24,000 books will be purchased.

At least 18,000 books will be added to local collections.

At least 20,000 library customers will be served.

Marketing materials (bookmarks, posters, postcards) will be distributed to 34 libraries.

2 planning meetings (fall and spring) to develop a project sustainability plan

1 sustainability working group will be formed

1 sustainability plan will be developed

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)

We expect that at least 40% of participating libraries will convert part of their acquisitions/ILL budgets to enable them to continue Zip Books service beyond the grant period. We will measure this outcome through surveys.

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

We will develop a sustainability plan during this grant period. We believe there is a possibility CLSA Communications and Delivery funds can partially support Zip Books in the future, and we'll be investigating this option. Local libraries will also contribute..

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).

1. **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.
 - Other

Description: We will conduct an online orientation and training session (about 1.5 hours) for new libraries; We'll also hold a Zip Books ReadyTalk webinar to update libraries on policies, procedures and best practices, and to discuss requirements for the project period (July 2016-June 2017). We will also provide ongoing technical assistance to participating libraries

2. **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.
- Other

Description: When a library patron requests a book not owned by a Zip Books library, the library (with certain exceptions) will order the book from Amazon and have it delivered directly to the patron. The patron will then return the book to the library when finished. The library will have the option of adding the item to its collection or offering it to other Zip Books libraries. We anticipate at least 24,000 requests will be filled (24,000 items "lent") and at least 18,000 books will be added to library collections.

3. **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 including whether the format will be in-house or third-party)*
- 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:

4. **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

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	Fiscal Year 2016/2017											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Select new participants	X											
Conduct orientation/training for new participants		X										
Conduct project update online meeting for existing participants		X										
Libraries receive purchase allotments and continue their Zip Books services		X	X	X	X	X	X	X	X	X	X	X
Sustainability plan meetings held					X				X			
Sustainability plan developed										X	X	X
Libraries surveyed for outcomes											X	X

ELEMENT 5: BUDGET

The budget should clearly identify the amounts requested and from what sources.

Budget Category	LSTA	Cash Contribution	In-Kind	Total
Salaries/Wages/Benefits				
Library assistants	\$0	\$0	\$46,930	\$46,930
Librarians	\$0	\$0	\$55,760	\$55,760
Library directors	\$0	\$0	\$16,660	\$16,660
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$119,350	\$119,350

Description: 34 library assistants: 2470 estimated hours, x average salary/benefits of \$19/hour. 34 librarians, 1360 estimated hours at average salary/benefits of \$41/hour. Library directors, 340 estimated hours at average salary/benefits of \$49/hour. Average hourly compensation is based on most recent wages data for the 29 current participating rural libraries.

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

Description:

Library Materials				
Books in tangible formats	\$311,000	\$0	\$0	\$311,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$311,000	\$0	\$0	\$311,000

Description: Allocations for 34 libraries based on population and registered borrower statistics.

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
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
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Travel				
Travel for sustainability working group	\$2,500	\$0	\$0	\$2,500
	\$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	\$2,500	\$0	\$0	\$2,500

Description: Travel for 5 persons to attend 1 on-ground sustainability planning meeting (\$500 each).

Supplies/Other				
Marketing materials	\$5,000	\$0	\$0	\$5,000
	\$0	\$0	\$0	\$0
	\$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	\$5,000	\$0	\$0	\$5,000

Description: Printing of marketing materials (posters, bookmarks, postcards) for distribution to new libraries and to replenish supplies for existing libraries.

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2016/17

Check the Appropriate Library Type

- Public Library** **Academic** **K-12** **Multi-Type** **Special/Other**

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.

Califa Group
Library/Organization

Zip Books for Rural Libraries -- Year 4
Project Name

Susan Hildreth
Library Director Name

Executive Director
Title

Library Director Signature

Date