

**Pacific Library Partnership  
Innovation and Technology Opportunity Grant Program**

**Due Wednesday, October 31, 2012**

Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email [crowe@plsinfo.org](mailto:crowe@plsinfo.org).

1. Title of Project "Burlingame Memory Portal" Digital Local History Project
  
2. Library/Committee applying for funding Burlingame Public Library  
Name Brad McCulley  
Email mcculley@plsinfo.org  
Mailing Address 480 Primrose Road, Burlingame, CA 94010
  
3. Amount of funding requested \$5000.

# PLP Innovation and Technology Opportunity Grant Program

## 1. One paragraph project summary.

The idea for this project began with a program held here at Burlingame Public featuring the story of a local resident who had been a Tuskegee airman during WWII. We realized that some of our residents have very interesting stories to tell but that we had a short time frame to work with because many were elderly. What we would like to do is preserve our local history by partnering with the Burlingame Historical Society to identify local residents who have a “memory” of local historical significance to share them by creating a user “experience” in the library and online. We would like to create two touch-screen stations with each viewer uploaded with four edited videos for a total of 8 videos that can be rotated as new recordings become available, as well as hosted on a site like Vimeo or Youtube. This project will be similar to the [Digital Storytelling](#) project of the Rancho Cucamonga Library -- filming, editing, researching photos and using a touch screen viewer to display and listen to these short stories. While Rancho Cucamonga has a dedicated history room though, we want to have these stations embedded in the stacks and throughout the library for both serendipitous discovery and mapped-deliberate viewings. Eventually we would like to have enough that each display station would have a subject, such as Burlingame True Crime, Burlingame Architecture or Burlingame Founding Families.

## 2. Explain how this project fits with the library’s strategic directions.

The idea to preserve these legacies and local histories is reflected in the library’s mission statement, which is: "Burlingame Public Library is the cultural and learning center for the community. 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." Our local history programs are very popular and consistently have the highest number of participants than most other programming, which shows a definite interest in this area. This project will help preserve local histories that are all too often lost and our “memory” displays will provide short local history “experiences” that can be accessed anytime in the library. This is the sort of knowledge that is not always

to be readily found in a book. As Thomas Frey of the DaVinci Institute stated "While most libraries have become the document archive of their community, the memories of a community span much more than just documents. What did it sound like to drive down Main Street in 1950? What did it smell like to walk into Joe's Bakery in the early mornings of 1965? Who are the people in these community photos and why were they important? Memories come in many shapes and forms."

Our strategic direction also includes a major library renovation beginning in 2013 incorporating more space for technology and with an eye to this project (one Achilles heel has been the availability of a power source) we are scouting out prime locations and getting prepared. These new spaces and the equipment we purchase will eventually double as a "recording studio" for patrons who come to us with stories they feel are important very much like Story Corps.

### **3. A description of the proposed project including the population served and the demographics of that population.**

Burlingame Public Library is a medium sized library that serves a diverse service population of approximately 51,000 people (includes the adjoining town of Hillsborough). Less than three percent of our residents are over 85 years of age and every day more of these community members are lost and their knowledge with them.

The Historical Society has for years created lists of local elderly residents that have interesting stories to tell. They do their best to record and preserve with very little funds (haphazardly and with antiquated recording equipment) but with no way for the public to access these stories afterward. We would like to purchase equipment to film these stories, work with the Historical Society to provide relevant photographs, edit the film and photographs into a short 7 to 8 minute video and provide a touchscreen display located in the stacks and eventually throughout the library to view these stories. We would also make these stories available online and linked to the library's website. This has the potential to impact all age groups of our community. Historical Society tours, local intermediate and high school class reports, projects and tours, history buffs, online researchers, and, of course, the patron who happens to find it a display by accident will all be benefactors of a local history "experience".



Form project committee and define roles			X									
Meet with project committee for updates and planning			X	X	X	X	X	X	X	X	X	X
Create/gather training materials for filming/editing ( Apple Genius Bar, Safari Tech, online tutorials)			X	X	X							
Purchase equipment (Mac comp, camera, microphone, video display etc...)					X							
Decide initial locations of viewers located in Lower Level stacks						X						
Prep locations for touchscreen viewer mounting									X			
Schedule touchscreen viewer mounting with City Facilities Dept										X		
Filming/editing/interview - training for staff							X					
Begin recruitment of teen volunteers							X	X	X			
Create/edit training curriculum for teen volunteers								X				
Filming/editing/interview - training for teen volunteers (YALSA grant)									X			
Meet with BHS to begin identifying 8 persons/stories to include in project			X	X	X							
Meet with BHS to schedule interview filming						X						
Begin filming interviews								X	X	X		
Edit interviews									X	X	X	
Create account and upload videos to Vimeo												X
Meet with BHS Board to discuss PR for “unveiling” (104 <sup>th</sup> anniversary Oct)									X	X	X	X
Meet with City graphic artist to prepare signage									X			

and maps												
Meet with Library website coordinator to decide placement										x		
Upload videos to touchscreen displays and prepare for 1 <sup>st</sup> showing												x

## 6. The evaluation of the project.

Evaluation of the project will be based on completion of the project objectives within the timeframe and the number of uses and number of times viewed online. Once the two displays have been created and populated with video “memories” we will have the opportunity to offer printed questionnaire evaluations that will be located at each of the two stations or possibly an evaluation to be filled out directly on the touchscreen display as well as a questionnaire for our online presence. This will provide an opportunity for the public to comment on the videos, gage the quality of the videos and measure new knowledge acquired.

## 7. The project budget.

Budget Items	Grant	Cash match	In Kind	
<b>Salaries</b>	0	0	\$12,900	
<b>Equipment &amp; materials</b>				
21.5-inch iMac	\$1000.	\$200		
Sony Digital camera	\$1000.			
2 touch-screen all-in-one displays	\$3000.			
Camera light panels	0	\$175		
2 audio handset	0	\$200		
Recording microphone	0	\$400		
<b>Operations</b>				
Online video hosting	0	\$295 = 5 years		
Video editing training		\$200		
<b>Sub Totals</b>	\$5,000.	\$1,470.	\$12,900	
<b>Grand Total</b>				<b>\$19,370</b>