

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

Due Tuesday, December 10, 2013

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.

1. Title of Project Community Publishing with 2020 Press

2. Library/Committee applying for funding
A joint project of Menlo Park Library /Palo Alto Library /San Mateo County Library
Name Susan Holmer
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Mailing Address 800 Alma Street, Menlo Park, CA 94025

3. Amount of funding requested \$45,000 (\$15,000 per library)

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1. One paragraph project summary.

Community Publishing With 2020 Press creates a collaborative community project that focuses on working with community members and groups that are interested in self-publishing. It also will deliver books-on-demand printing to library users in the San Francisco Bay Area Peninsula region through a public-private partnership. Menlo Park Library is participating with Palo Alto City Library and San Mateo County Library as partners. The project also has a community partner in Kepler's Bookstore, an independent bookstore with deep community roots. Kepler's Bookstore has been an intellectual and cultural hub for the mid-peninsula area since 1955.

Funds awarded for this project would be used for the purchase of an Espresso Book Machine which would be shared by the three library jurisdictions and housed at Kepler's. The additional funds needed for this project would be raised through "crowdfunding" which will build upon the high recognition value that Kepler's has in the community. This interesting mix of public libraries and bookstores will be a valuable test of crowdfunding for projects which have high local interest and involve a mix of public and private agencies.

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

The libraries participating in this project have a shared goal of developing and sustaining the high local interest in creative writing and have a long history of presenting writing classes and workshops, and developing local collections that support writers and would-be writers. These library jurisdictions joined together on this project because they have a history of working together, and because the community reach of Kepler's Bookstore overlaps well with the libraries. Multiple ways of reaching readers and writers living in the Bay Area Peninsula region are possible through this alliance.

Expanding on the idea first developed with iStreet Press at Sacramento Public Library, Community Publishing With 2020 Press offers a unique model for encouraging local authors and would-be authors to publish, as well as making on-demand printing available to the public at the local bookstore. By engaging the community both in and outside of the libraries, new connections are formed allowing users to develop new skills while creating and preserving knowledge and information and contribute to building digital successes in public services.

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

The mid-peninsula area, with Stanford University as an intellectual hub, is home to a large number of creative authors. Local libraries have encouraged creative writing

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through author series, writing workshops, poetry slams, and materials collections which support writers. Local middle and high schools offer creative writing programs for their students and the libraries supplement that with programming such as teen poetry slams.

What the libraries have not been able to do is assist the authors and student classes as they seek affordable means for publishing their work. This project would change that. Funds awarded for this project would be used to support the purchase of an Espresso Book Machine (EBM) which would be shared by the three library jurisdictions and housed at Kepler's. Staff expertise and support for the EBM will be provided by Kepler's.

Kepler's will use their marketing channels to build awareness of the project with local writers groups and classes, and provide a physical point of contact for the project and printing on demand. To market the project, the partners will create one common web site and a social media presence, as well as promote Community Publishing With 2020 Press through schools, community colleges, literary events, and writing contests. Libraries will tap into Friends of the Library groups and library foundations for community support, as well as use the community agencies' newsletters and public relations network.

To further develop this publishing model long-term, the partners will explore using books created by Community Publishing With 2020 Press as additions to Califa's eBook Enki Library. Because the library partners in this project serve a wide variety of linguistic and cultural audiences, one focus will be to examine printing books in languages other than English as a way of preserving cultures and sharing information.

The libraries working together in this project (Menlo Park, Palo Alto, and the Atherton, Portola Valley and Woodside branches of San Mateo County Library) serve a combined population of approximately 125,000. Nearly 80% of that group, ages 25 and over, has completed a Bachelor's Degree or higher. With so much intellectual capacity and creativity in the area it is not surprising that writing is a strong local interest.

The additional funds needed for this project would be raised through "crowdfunding" which will build upon the high recognition value and fierce loyalty that Kepler's has in the community. Library and Kepler's staff will be designing the rewards for pledges and the rewards will be specific to Kepler's and local library activities and emphasis.

4. The goals and objectives of the project.

The goals and purpose of the partnership are to:

1. Promote reading and writing by creating a local community publishing center
2. Inform, educate, and assist people with researching, writing, and publishing

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3. Enhance the libraries' role as maker spaces, to be creators of information, not just repositories
4. Provide another means for people to access and publish books
5. Increase the relevance and core business for libraries and partner bookstore
6. Maximize positive public sentiment for the local libraries and Kepler's Bookstore by stimulating the public to support the project through crowdfunding.

The roles of the partners are as follows:

1. The participating libraries will provide seed money for programs and staff training, overall monitoring and evaluation, help market the project, explore regional spin-offs, and share the pilot program's ground rules with others.
2. Individual library sites will provide room and staff for training and programs; facilitate outreach by working with schools and children as writers; present programs targeting academics, readers, and writers; and, purchase books to enhance library stock.
3. Kepler's Bookstore will provide labor, rent, and utilities over the course of the project for hosting and operating the EBM. They will use their marketing channels to build awareness of connections with local writers groups and classes, and provide a physical point of contact for the project and printing on demand.
4. All will participate in designing the crowdfunding pitch and rewards and promote crowdfunding to build the resources needed for the project.

5. The project timeline (activities).

The proposed timing:

- PLP Innovation and Technology Opportunity Grant December-January
- Design and launch the crowdfunding campaign – February/March 2014
- Place order for Espresso Book Machine (EBM): April 2014
- Delivery: June/July 2014
- Develop the initial series of library creative writing programs: June/September 2014
- Training: August/September 2014
- EBM Launch: October 2014

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6. The evaluation of the project.

The success of the project will be measured by the amount of local interest that can be raised and the number of local authors who utilize the EBM to publish their books. Other measures will be the increase of students in creative writing programs and the attendance at library and Kepler's writing workshops and seminars. The success of the crowdfunding campaign both in funds raised and comments received will be a crucial part of the evaluation of project success. With project success there will be a model for other libraries and their neighboring independent bookstores to replicate for a community self-publishing and books-on-demand service.

7. The project budget.

The estimated cost for the project includes:

EBM hardware	EBM Software License (5 years)
\$85,000	\$25,000
Shipping, Installation and Training	Xerox printer cost
\$5,000	\$17,000
EBM Support Contract (5 years)	TOTAL PROJECT:
\$36,000	\$193,000
Xerox Support Contract (5 years)	
\$25,000	

REQUEST FROM Pacific Library Partnership \$45,000

In Kind support for the project for staff and space will be provided by Kepler's and the libraries. Estimate: \$50,000