

**Pacific Library Partnership
2016-17 Grant Program**

Due Friday, September 30, 2016 by 5:00 p.m.

Please provide the following information in a Microsoft Word document. Please email the completed form to Wendy Cao at caow@plsinfo.org.

1. Title of Project Discover & Go, Museum Pass Reservation System Enhancements
2. Category (A or B) A
3. Library applying for funding Contra Costa County Library
Name Stacie Deng
Email sdeng@ccclib.org
Mailing Address 1750 Oak Park Blvd. Pleasant Hill, CA 94523
4. Amount of funding requested \$25,000

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

Developed in 2011 by Contra Costa County Library and Quipu Group, Discover & Go, the first of its kind downloadable museum pass management system, is now a nationally recognized partnership between libraries and museums that has provided more than 150,000 free visits to 90 cultural venues. As the service moves into its 6th year of operation, expanding to 44 California library systems, the software is in need of enhancements to improve the user experience on all mobile and computer platforms. Contra Costa County Library will partner with San Francisco Public Library to test Quipu Group's enhancements that will create less time-intensive processes for library staff who administer the service and improve customer experiences for patrons using the software to explore cultural opportunities.

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

This project aligns with Contra Costa County Library's strategic vision and directions.

Contra Costa County Library is the pulse of our community. Working together, we spark imagination, fuel potential, and connect people with ideas and each other. Contra Costa County Library received the coveted Institute of Museum and Library Services National Medal in 2012 for its many achievements in bringing the Library to the community. In recognizing the Contra Costa County Library, the IMLS cited innovative services such as Discover & Go.

The library ensures easy, equitable access to library services for all Contra Costa County residents. Discover & Go is accessible to those populations that are culturally underserved due to monetary restrictions, lack of transportation, or awareness of available services.

The library champions personal and community engagement to enrich lives. Discover & Go bridges the Library's literary offerings and local cultural activities as well as enriches patrons' lives. Discover & Go ties into the Library's STEAM-related programming and services.

This project also aligns with San Francisco Public Library's strategic goals including: **Technology & Innovation** – provide equitable and robust access to public technology and information services, including deploying new technology and equipment that meets the needs of all library users.

Partnerships & Civic Engagement – Develop strong community partnerships to promote and support civic engagement, including pursuing initiatives and programs that highlight San Francisco’s cultural, educational and civic institutions.

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

Project Description:

Quipu Group will make needed enhancements to the Discover & Go platform that will bring the software up-to-date with current mobile platforms and improve the administrative interface. Contra Costa County Library will partner with the San Francisco Public Library to test the enhancements. As a result of the project, Discover & Go will include the features that mobile users have come to expect such as text messaging notification, wireless printing, and geolocation service. A Spanish-language interface will be added to the Discover & Go website.

Demographics:

Patrons within the PLP jurisdiction and 44 member library systems in the Discover & Go Network will benefit from enhancements to the user interface and administrative software. According to the 2010 census, PLP libraries serve a population of approximately 6,306,148 people.

The upgrade will also provide essential updates for the increasing number of mobile users. A Pew Research Center report from October 2015 stated that 68% of U.S. adults have a smartphone, up from 35% in 2011, the year Discover & Go was created. Tablet computer ownership has edged up to 45% among adults.

Discover & Go promotes cultural awareness through its venues and programs of those community members that are underserved, particularly residents living in low-income communities. Contra Costa County cities such as San Pablo, El Sobrante, and Oakley, have lower household incomes than the county median of \$73,721.00. Other PLP service areas, such as the city of Oakland, have a median household income of \$49,721, far below the state median of \$60,883. San Benito County has a median household income of \$65,771. Over 18% of the Monterey County’s population lives below the poverty level, with the number much higher in many sections of Monterey County Free Library’s service area.

The enhancements will include the addition of a Spanish-language interface that will provide information on venues and instructions on how the service works. According to the Census 2010, the total Hispanic/Latino population in the San Francisco Bay Area is 1,681,800. Data gathered by the Association of Bay Area Governments between 2010 and 2013, shows that Contra Costa County had the second highest growth rate of the Bay Area in Hispanic population at 7%. In addition, this enhancement will help bring San Francisco Public Library and Network member, San Jose Public Library, into partial compliance with their city's Language Access Ordinance which requires the translation of written materials regarding access of specific Library services into Spanish.

4. Goals and objectives of the project.

Goal #1: Perform software upgrades to the Discover & Go administrative platform and interface to create less time-intensive processes for staff managing the service.

Objective #1: The ability to transfer reservations from one library account number to another for lost/replaced cards will become available.

Objective #2: The interface will allow staff to more easily handle the settings for venues requiring specific performance times for applicable offers and performances.

Objective #3: The software will allow for a "general pool" of passes that all participating libraries can use to make the service more equitable and available, giving access to a broader group of users system-wide.

Goal #2: Perform website enhancements to make the public version of Discover & Go more user-friendly and available on several platforms.

Objective #1: Create a more current and user-friendly interface that will also provide essential updates for the increasing number of mobile users.

Objective #2: Improve patrons' ability to find available offers and increase usage by adding a filtering option to the search for venue offers.

Objective #3: Add opt-in notification option for patron reservation confirmations, reminders, and survey requests.

Objective #4: Enable email and text messaging courtesy notifications

Objective #5: Where possible, allow printing of passes from mobile device.

Objective #6: Enable geolocation services to show offers close to the patron's current location.

Objective #7: Extend services to Spanish-speaking library users by offering a Spanish-language interface that will provide information on venues and instructions on using the Discover & Go service, including the steps on how to make a reservation.

5. Project timeline (activities).

First Quarter

- Contra Costa County Library will contract with Quipu Group.
- Contra Costa County Library will work with Quipu Group and San Francisco Public Library to finalize the project plan.
- Contra Costa County Library will share the project plan with participating libraries within the Discover & Go Network.
- Contra Costa County Library will review the project plan to develop best practices for achieving the desired outcome of making improvements to the Discover & Go site to improve the user experience and creating an overall better service.
- Contra Costa County Library will recruit additional participating libraries to review and test the new enhancements.

Second Quarter

Goal #2, Objective #1: Quipu will perform software modifications to improve user interfaces for both desktop and mobile devices.

Goal #2, Objective #2: Quipu will add filtering/searching options for offers.

Goal #2, Objective #3: Quipu will add a patron opt-in process for generating push notifications such as reservation confirmations, reminders, and survey requests.

Goal #2, Objective #4: Quipu will configure text message alerts and email courtesy notifications.

Goal #2, Objective #5: Quipu will enable printing of passes from mobile devices.

Goal #2, Objective #6: Quipu will add geolocation-capability to the software application so users can find Discover & Go offers close to their current location.

Third Quarter

Goal #1, Objective #1: Library staff will be able to transfer reservations from one account to another for lost/replaced library cards through the administrative interface.

Goal #1, Objective #2: Library administrators of the software will have the ability to set specific performance times on applicable offers (e.g., theaters).

Goal #1, Objective #3: All libraries in the Discover & Go Network will have access to general pool of offers will be available to all libraries for cross-region offers.

Goal #2, Objective #7: Quipu will add a Spanish-language interface to extend service to Hispanic/Latino population in Discover & Go Network.

Fourth Quarter

- Contra Costa County and San Francisco Public libraries will conduct periodic testing of the software enhancements to ensure that each element supports the desired outcomes for the project.
- Contra Costa County Library will train the Network libraries on the new software and will revise the frequently asked questions and technical support for patrons and participating libraries.
- Contra Costa County Library will survey Network libraries to obtain qualitative data regarding user experience of the Discover & Go site.
- Contra Costa County Library will gather quantitative data to assess increase in mobile use and visits.
- Contra Costa County Library will help to develop promotional materials in Spanish for all libraries to use.
- Contra Costa County Library will write a final report of the results and lessons learned for submission to the PLP Executive Committee.

6. Evaluation of the project.

Outcome measures:

Assessment will be based on the following outcome measures:

Venues

- Increase in the number of attractions that accept mobile passes vs. printed pass
- Increase in the number of visits to those venues with low usage
- Increase venue access to real time data (e.g., number of tickets reserved, by date, week, and month)

Users

- Increase in user base of Hispanic/Latino population across libraries
- End-users report improvements to the website
- Mentions about the service in the libraries' social media channels
- Increase in the number of first time users of the service

7. Project budget.

Since the software enhancements will benefit all PLP libraries and beyond, we are asking the Executive Committee to consider the Discover & Go Project a bit differently and extend the award beyond the \$15K per grant request limit. This flexibility would allow us to wrap the enhancements into one grant rather than spread the award between Contra Costa County and San Francisco Public libraries.

Listed below is the cost for implementation of the project.

Expenditure Category	Cost	In-Kind	Total
Quipu System Enhancement	\$25,000		\$25,000
*Salaries		\$7,490	\$7,490
Totals			\$32,490

*Salaries - (Contra Costa County Library and San Francisco Public Library)
 Information Systems Programmer Analyst II \$41.34 x 80 = \$3,307
 Chief, Community Programs & Partnerships \$49.0125 x 40 = \$1,960
 Library Assistant Journey Level \$23.25 x 80 = \$1,860
 Library Specialist \$36.26 x 10 = \$362.60

8. Sustainability analysis

The funds from PLP will support the needed enhancement requests within the time-period of the grant.