

**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: Get Lit: A Librarian-Curated Delivery Service
2. Category (A or B): A
3. Library applying for funding: Burlingame Public Library
Name: Megan Wong
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Mailing Address: 480 Primrose Rose, Burlingame, CA 94010
4. Amount of funding requested: \$4200

1. One paragraph project summary.

Get Lit is a book delivery service that matches Burlingame Public Library (BPL) patrons with subject-specialist librarians who hand-curate book selections. Five books, along with other cool library schwag, are mailed to select patrons every other month. Patrons choose which books to read during the two-month period. Get Lit books have an extended checkout time and may be returned to any book drop.

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

BPL has long had a history of being a traditional library. Its dark oak furniture and soaring ceilings makes one feel as if they've stepped back in time. But beneath its august veneer, the Burlingame Library is bubbling with innovation – robotics classes, 3D printers, high-tech study rooms, to name just a few things. In short, BPL's strategic direction looks toward the future but still holds dear its rich book collection.

Get Lit is the perfect marriage of a traditional library service (books) with an untraditional approach that is more in line with the zeitgeist of today's on-demand economy¹.

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

Today's average consumer is impatient² – and for good reason. We're working a lot³, we're spending more time than ever in our cars⁴, and we have the Internet to cater to our demand for the immediate provisioning of goods and services. Don't know what wine to buy? Never fear! Club W will create an algorithm designed specifically for your palate and deliver you the perfect wines every month. Don't know what to read, however? Plan to spend a lot of time culling through websites or browsing the aisles of your local library or bookstore. Burlingame Public Library plans to change all that. Get Lit is a customized book delivery service that matches up librarians and patrons and delivers a box of books (along with other cool library schwag) hand-picked by subject-specialist librarians.

¹ Business Insider (2014). "The 'On-Demand Economy' Is Revolutionizing Consumer Behavior — Here's How." <http://www.businessinsider.com/the-on-demand-economy-2014-7>

² Boston Globe (2013). Instant Gratification is Making Us Perpetually Impatient. <https://www.bostonglobe.com/lifestyle/style/2013/02/01/the-growing-culture-impatience-where-instant-gratification-makes-crave-more-instant-gratification/q8tWDNGeJB2mm45fQxtTQP/story.html>

³ USA Today (2016). Labor Day by the Numbers: Americans Can't Stop, Won't Stop Working. <http://www.usatoday.com/story/news/nation-now/2016/09/05/labor-day-numbers-americans-cant-stop-wont-stop-working/89768022/>

⁴ Christian Science Monitor (2016). Americans Spend More Time Drive Than Ever. Will Driverless Cars Change That? <http://www.csmonitor.com/USA/Society/2016/0908/Americans-spend-more-time-driving-than-ever.-Will-driverless-cars-change-that>

BPL is asking for funds to carry the program for two years. The first year, the program will be limited to select Burlingame patrons, 25 total (1500 books shipped over two years). This will allow the library to test the service in a small, controlled environment. After the first year assessment, the library will determine if expansion is possible and lay out a plan for 2018.

The population served will be a small subset of adult Burlingame patrons. We hope to have a combination of new cardholders as well as BPL stalwarts. The demographics of this group are as follows:

★ City of Burlingame Demographic Overview

	2000	2010	Current estimate
Population	28,158	28,806	30,459
Daytime Population	38,613	unavail.	39,000
Library Service Area Population	36,750	36,294	37,515 (includes ⅓ Hillsborough)
Median Age	38.4	40.5	40.4
Over 18	22,756 (80%)	22,550 (78%)	22,830 (74%)
Over 65	4,287	4,046	3,871
Median Household Income	\$68,526	\$81,849	\$90,890
Population Below Poverty	5.7%	7.2%	6.4%
Race - White	21,648 (77%)	19,510 (67.7%)	20,073 (65.9%)
Race - Asian	3,881 (13%)	5,841 (20.3%)	6,210 (20.5%)
Race - African Am.	296 (1.1%)	360 (1.2%)	348 (1.1%)
Race - Hispanic/Latino	2,995 (10.6%)	3,966 (13.8%)	3,933 (13.3%)

4. Goals and objectives of the project.

Customer Service

BPL learned from public surveys taken this summer that our community is interested in a book delivery service and reading recommendations. Providing these two services in one combined effort would display that BPL is taking our survey responses seriously and implementing new services to address our customers' needs and desires.

Connect with New Patrons

Many of the survey respondents are residents but not yet library patrons. Our hope is that upon hearing about this service, residents will register for a library card and sign up to participate in Get Lit.

Promote Collection

BPL prides itself on the richness and breadth of its collection, and our librarians are eager to promote hidden (and not-so-hidden) gems. Get Lit offers the library a chance to promote its collection and also provide a cutting-edge service to our patrons.

5. Project timeline (activities).

ACTION	DATE
Get Lit Committee forms	January 2017
Marketing materials drafted and distributed	February 2017
Circulation & postal procedures codified	March 2017
Get Lit participants selected and matched with a librarian	April 2017
First round of boxes sent	May 2017
2017 assessment begins	May 2017
Second round of boxes sent	July 2017
Third round of boxes sent	September 2017
2017 assessment ends	October 2017
Fourth round of boxes sent	November 2017
Plan for 2018 codified	December 2017
First round of 2018 boxes sent	January 2018
Funding source for 2019 codified	February 2018
Second round of 2018 boxes sent	March 2018
Third round of 2018 boxes sent	May 2018
2018 assessment begins	
Fourth round of 2018 boxes sent	July 2018
Fifth round of 2018 boxes sent	September 2018
2018 assessment ends	October 2018
Sixth round of 2018 boxes sent	November 2018

6. Evaluation of the project.

Patron Assessment

Participants will receive a survey within each box. The surveys will assess their satisfaction with the program itself and the titles selected, giving the library the opportunity to create a better curated box the next time. Participants may send in the survey via mail, book drop, or an online form. After an assessment period of four months, the library will make the necessary adjustments based on survey findings.

Staff Assessment

Staff will be assessed before, during, and after the launch of Get Lit. The purpose of the staff assessment is to determine impact on staffing and how best to minimize that impact and increase efficiency in the Get Lit workflow to make room for future expansion of the service.

7. Project budget.

\$10 per month per patron | 25 patrons | Bi-monthly | 2 years | 1500 books

ITEM		COST
Shipping Costs x 2 years	\$10 per box per patron (UPS estimation)	\$3000
Delivery Supplies x 2 years	Boxes, tape, bubble wrap, etc.	\$600
Marketing Materials x 2 years	T-shirts, mugs, stickers, etc.	\$600
	Grand Total:	\$4200

8. Sustainability analysis

Staffing

Initially, this will be staff-intensive. After a workflow is established, we intend to use volunteers to handle some of the more rote tasks – freeing up the librarians to focus on curation and allowing for expansion of the service.

As this will be a new task that we are asking staff to absorb – in addition to their other duties – the library will need to offset this by removing some duties. After the staff assessment period, we should have a clearer idea of how much time is spent (per staff person) curating lists and packaging boxes. At that time, we can determine which other duties can be removed from their workflow to make room for sustainability of the service and possible expansion – depending on Get Lit’s success.

Funding

BPL has a generous and dedicated foundation that funds our programming. Should the program be a success, staff will ask the Foundation to continue to fund delivery costs. The library will absorb the costs of supplies and marketing materials, as well as staffing costs.