

**Pacific Library Partnership
2015-16 Grant Program**

Due Friday, October 30, 2015 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 Book Pedal-er Mobile Library
2. Category (A or B) B
3. Library applying for funding Los Gatos Library
Name Melissa Maglio
Email mmaglio@losgatosca.gov
Mailing Address 100 Villa Ave.
Los Gatos, CA 95030
4. Amount of funding requested \$12,228.00

PLP Grant Replication Program

1. One paragraph project summary, including description of the unique aspects of the project.

The Los Gatos Library is proposing to replicate Oakland Public Library's 2015 Bike to Books project. Unlike Oakland Public Library's original Bike to Books project, which focused on bicycle advocacy, our project would place more emphasis on library outreach—widening our service delivery to local senior communities, preschools, community organizations, businesses, and other Los Gatos residents who may not be able to access the physical library building. Utilizing an electric bicycle, every corner of Town limits would be reachable. Additionally, we would partner with the Friends of the Los Gatos Library for a matching grant and collaborative branding, marketing and programming associated with the Book Pedal-er Mobile Library project.

2. Explain which grant was selected to replicate and why.

The Los Gatos Library completed its first strategic plan on October 20, 2015 (see Attachment 1). The community input received through focus groups, surveys and one-on-one interviews highlighted the need for mobile library services as well as increased outreach activities. As a green business and a member of a small town dedicated to being a full-service community that is also environmentally sensitive, a bicycle-powered mobile library would match library, Town, and community goals.

Oakland Public Library's original grant emphasized bicycle education and the promotion of bicycles as a "preferred mode of transportation by Oaklanders." Their grant funded fix-it clinics, a bike repair station at their main library, and a conference with the local Oakland bicycle coalition advocacy group. Oakland Public Library's Bike to Books program also included craft programs, monthly outreach events, and access to library resources. Mana Tominaga, the Oakland Public Librarian who authored the original Bike to Books grant, highlighted the visual promotion of the library around town as their greatest success. This is a huge draw for Los Gatos Library as we continue to work towards being a larger presence in our community.

The main lessons learned by Oakland Public Library were related to the design, construction, and maintenance of their bike powered library. Mana stated: "You don't want to get such a wide trailer as we did. Make sure it fits through a normal door." Mana also advised us to be conscious of the maintenance costs of the bike and trailer. The Oakland book trailer required an overhaul after 150 miles and repairs needed to be done on a regular basis, including the replacement of parts. We have included maintenance costs in the budget portion of this grant. Additionally, our Friends of the

Library Group has planned for the purchase of a Burgeon Group book trailer, which has been highly successful in San Francisco.

Los Gatos Library is excited to replicate Oakland Public Library's hard work, focusing more on outreach services and providing library resources to residents who may struggle to get to the library easily. Our library's purpose is to foster curiosity and community connection. By following in Oakland Public Library's success, we will be able to promote our purpose and bring library services to new locales and venues.

Los Gatos is a bicycling community. One of Los Gatos' Eagle Scout projects this year is the installation of two bicycle repair stations at trail heads near the Library. We would be able to collaborate and participate in the grand opening events, as well as programming and marketing of these repair stations, while highlighting the new Book Pedal-er Mobile Library services.

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

Los Gatos has a population of approximately 30,000 people and covers approximately 18 square miles. According to the 2010 United States Census, Los Gatos has a racial makeup of 81.8% White, 0.9% African American, 0.3% Native American, 10.9% Asian, 0.2% Pacific Islander, 1.6% from other races, and 4.4% from two or more races. More than half the population is between 20 and 54. 66.2% of the population has a bachelor's degree or higher (about twice the California average). The age population is composed of 22.3% of Los Gatos residents under the age of 18, 4.9% aged 18 to 24, 22.9% aged 25 to 44, 32.0% aged 45 to 64, and 17.9% age 65 and over. The median age is 45.0 years.

According to the Town of Los Gatos' 2020 General Plan, almost 30 percent of all households in Los Gatos have at least one child under the age of 18. Also noted in the General Plan is the growing number of senior citizens or persons over the age of 65. "In 2010 the median age of the Los Gatos population is estimated to be 45 years, while in 1970 it was estimated to be 30 years." Our residents are growing older and are choosing to remain in Los Gatos and make this beautiful town their retirement home. At the same time, Los Gatos is known for its high ranking schools and more families are choosing Los Gatos as a place to raise their children. We are seeing a continued growth at both ends of the age spectrum. For the Library, this means we need to find new, innovative ways to serve this growing majority. Our proposed project will help foster curiosity in our growing population of young library users as well as serve our growing population of seniors who need help taking advantage of library services closer to their homes.

The Library has two new programs aimed at these separate populations that would be enhanced by the addition of the Book Pedal-er Mobile Library—Be a Book Family and homebound book delivery services. Be a Book Family is a Los Gatos Library family reading program that encourages parents and caregivers to read with their children from birth through the middle school years. The Los Gatos Library Book Pedal-er Mobile

Library would allow us to expand this program into schools and local businesses. Our homebound book delivery service is currently a partnership between the Library and the Los Gatos/Monte Sereno Police Department. This service is limited to two routes per month due to the time constraints of our Volunteers in Policing staff. The Book Pedal-er Mobile Library would allow us to reach more seniors and senior living facilities in our town.

The Book Pedal-er Mobile Library would allow library staff to bring books, movies, internet access, and entertainment out to the general community as well. We would promote the Library and its services by attending community events such as farmer's markets, Shakespeare in the Park, music festivals, sporting events, bicycle races, and other community gatherings. During these stops, we would be able to issue new library cards by harnessing mobile WiFi technology. Our integrated library system, KOHA, is web-based, which would allow us to help patrons with their accounts and easily provide the same services we provide inside the library. We would be able to check out materials to users, market library resources such as eBooks and educational databases, and bring curious members of the community together by showcasing an eye catching electric bicycle and custom-built bicycle trailer that houses hours of entertainment and instruction.

At each outreach event we would be able to:

- Issue library cards
- Checkout library materials
- Demonstrate eBooks use
- Promote library services
- Provide and promote library programs such as storytimes, local history programs, book talks, and bookclubs
- Promote library databases
- Promote volunteer opportunities
- Answer questions
- Foster curiosity
- Connect with the community
- Promote the Friends of the Library

4. Goals and objectives of the project. (Include here any rationale for changes to the original grant application.)

The Book Pedal-er Mobile Library would meet several points in the Library's Strategic Plan, including: homebound outreach, mobile library services, attendance at community and school events, partnership development, community knowledge sharing, and creative learning opportunities for all ages in an environmentally-friendly way. As the focus for this project is Library outreach and accessibility, rather than bicycle advocacy, the goals listed below represent a different focus than those of Oakland Public Library's Bike to Books project:

- Increase the number of library cards issued to Los Gatos residents (currently only 42% of our Library card holder are Los Gatos residents. Our goal is to increase that number to 75% over the next five years).
- Increase the number of materials loaned through our homebound book delivery service.
- Increase the number of students at all Los Gatos schools who have library cards.
- Increase the use of our electronic resources, including both eBooks and databases.
- Serve a wider area of our community by setting up the mobile library at a distance that is not within reasonable walking distance to our physical building.
- Foster curiosity and community connection by attending community events.
- Follow the Town’s vision of offering “full-service” to the community that is also “environmentally sensitive.”

5. Project timeline (activities).

Estimated Project Timeline:

Activity	2016											
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Purchase electric bike, trailer and electronic devices	x	x	x	x								
Outreach events				x	x	x	x	x	x	x	x	x
Schedule routine bike mobile stops	x	x	x	x	x	x	x	x	x	x	x	x
Staff training on bike safety	x	x	x	x								
Bicycle powered mobile library kick off events					x							
Marketing of new service	x	x	x	x	x	x	x	x	x	x	x	x

Examples of Outreach Events:

- Monthly stops at the Terraces and Meadows senior living facilities
- Monthly stops at schools (public & private Pre-K-12)
- Los Gatos Shakespeare Festival
- Fiesta de Artes
- Safe Routes to Schools events
- Monthly stops at the Farmer’s Markets

Examples of Marketing Activities:

- Monthly Library, Town, and Friends newsletters
- Flyers to community businesses
- Letters to school administrators and librarians
- Promotion at ongoing library events, such as story times and local history programs
- Collaboration with community organizations
- Calls/letters to potential Book Pedal-er Mobile Library stops
- Chamber of Commerce newsletter (our Friends are members)
- Chamber of Commerce mixer events
- Town Council meeting
- Local newspaper article
- Homeowners Associations' newsletters
- Library & Town social media sites

6. Evaluation of the project.

Usage statistics will be gathered by collecting the following information:

- Number of library cards issued to Los Gatos residents at each outreach event
- Number of materials circulated at each outreach event
- eBook and electronic database usage
- Number of trips taken and the distance of each trip
- Number of people served during each trip
- Number of scheduled events

7. Project budget.

The project budget listed has been adapted from the original Oakland Public Library Bike to Books application for several reasons:

- The focus of the project is on mobile library services and library outreach, rather than bicycle advocacy.
- We will be incorporating the use of an electric bicycle with towing capacity to extend mobile library services throughout the Town of Los Gatos.
- We will need additional hourly librarian support for outreach days, due to our small staff size.
- We will be utilizing the bicycle repair stations installed through an Eagle Scout project.
- The Friends will provide funding for a custom-built, co-branded book trailer and offering marketing assistance.
- The Los Gatos Library will utilize existing collections for loan through the Book Pedal-er Mobile Library.

PLP Innovation and Technology Funding Source

Item Description	Cost	Tax	Extended Price
Electric Bicycle (with towing capacity)	\$4,995.00	\$462.00	\$5,457.00
Bicycle Helmets (2)	\$175.00	\$16.00	\$191.00
Bicycle Repair/Maintenance Supplies for 1 year (mobile repair tools, tubes, parts as needed, etc.)	\$750.00		\$750.00
Electronic Devices (2 mobile WiFi Hotspots and annual fees for 1 year, using Town's Verizon discount)	\$1,310.00		\$1,310.00
Hourly Librarians to support 24 outreach days (2 per month for 1 year)	\$4,520.00		\$4,520.00
Total Request for PLP Funding			\$12,228.00

Friends of the Los Gatos Library Funding Source:

Item Description	Cost	Tax	Extended Price
Custom-built and co-branded book trailer	\$15,000.00		\$15,000.00
Marketing Materials	In-kind		
Total Friends of the Library Contribution			\$15,000.00

Town Los Gatos Library Funding Source:

Item Description	Cost	Tax	Extended Price
Employee bicycles available for loan (2 nd staff member available to pedal along)	Existing		Est. \$1,000.00 value
Collections for Book Pedal-er	Existing		Est. \$5,000.00 value
Staff Time for planning & implementing Book Pedal-er	Existing		Est. \$10,000.00 value
Total Est. LG Library Contribution			Est. \$16,000.00 value



LOS GATOS LIBRARY

- **PURPOSE**
- **VISION**
- **VALUES**
- **STRATEGY**

2015-2020

PURPOSE – WE ARE HERE TO...

FOSTER CURIOSITY AND COMMUNITY CONNECTION

VISION – WE STRIVE TO BE...

**LOS GATOS LIBRARY AT THE HEART OF AN ENGAGED
AND VIBRANT COMMUNITY**

VALUES – WE ARE...

RESPECTFUL – WE VALUE COURTESY

VIBRANT – WE CELEBRATE COMMUNITY

WELCOMING – WE HONOR EVERY PERSON

CURIOUS - WE FOSTER LEARNING

PROGRESSIVE – WE EMBRACE NEW IDEAS

TIMELESS – WE RESPECT OUR HISTORY

STRATEGY – WE PLAN TO ACCOMPLISH THIS THROUGH...

CREATING COMMUNITY CONNECTIONS	Welcoming Space <ul style="list-style-type: none">▪ Facilities Management▪ Staff Training▪ Sound Zones
	Library Beyond the Building <ul style="list-style-type: none">▪ Homebound Outreach▪ Mobile Library▪ Community/School Events
	Partnerships <ul style="list-style-type: none">▪ Local Public and Private Schools (Pre-K-12)▪ NUMU (Art & History)▪ Friends of the Library▪ Los Gatos Saratoga Recreation▪ Los Gatos/Monte Sereno Police Department▪ Local Businesses▪ Local Bookclubs
	Programming <ul style="list-style-type: none">▪ Creative Learning Opportunities for All Ages▪ Promote Community Knowledge Sharing▪ Digital Literacy▪ Volunteer Training
	Access <ul style="list-style-type: none">▪ 24 Hours through Website and Digital Content▪ Open Hours Convenient for Community Needs▪ Mobile App

<h2 style="margin: 0;">BUILDING THE NEXT GENERATION LIBRARY USER</h2>	<p>Early Literacy</p> <ul style="list-style-type: none"> ▪ Storytimes ▪ Staff Training/Development ▪ Family Programming ▪ Summer Listening
	<p>School Age</p> <ul style="list-style-type: none"> ▪ Developmental Assets ▪ Staff Training/Development ▪ Family Programming ▪ Reading Buddies ▪ Summer Reading
	<p>Teens</p> <ul style="list-style-type: none"> ▪ Volunteer Opportunities ▪ Youth Commission ▪ Library Board Youth Members ▪ Textbook Collections ▪ Safe and Welcoming Space ▪ Community Services Officer Intern ▪ Partnerships with High School, Middle School, CASSY, and Youth Friendly Businesses ▪ Developmental Assets ▪ Staff Training/Development ▪ Passive and Social Media Programming ▪ Curriculum Aligned Programming ▪ Summer Reading

<h2 style="margin: 0;">EMBRACING LOCAL HISTORY</h2>	<p>Partnerships</p> <ul style="list-style-type: none"> ▪ NUMU ▪ Local Schools
	<p>Access</p> <ul style="list-style-type: none"> ▪ Digital Collections ▪ Mobile app Capabilities ▪ Docent Hours ▪ Staff Training ▪ Outreach Programs
	<p>Volunteerism</p> <ul style="list-style-type: none"> ▪ Local Knowledge Base ▪ Technology Skills

ENHANCING COLLECTIONS & TECHNOLOGY	Collections <ul style="list-style-type: none">▪ Collection & Demographic Assessment▪ Print & Digital Content Assessment▪ Digital Access/Availability Assessment
	Technology <ul style="list-style-type: none">▪ CENIC – Connecting to the California Educational Network Broadband for higher speeds and greater capacity▪ Flexible/Adaptable Technology▪ Wi-Fi Access▪ Programming▪ Staff Training

ENGAGING OUR STAFF TEAM	<ul style="list-style-type: none">▪ Ideas at Every Level▪ Team Building▪ Training Opportunities▪ Connections to ALA, PLA, CLA, and PLP▪ Networking with Local Libraries▪ Recruitment▪ Performance Management▪ Succession Planning/Cross-Training
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