

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

Mountain View Public Library would like to replicate Burlingame Public Library's 2014 "Tap, Swipe, Discover" project. Mountain View Public Library will be remodeled during the 2017/2018 fiscal year, and many of our collections will be changing locations and services will be improved. Due to these changes Library signage will also be updated. The Library would like to incorporate more digital signage, including three touchscreen kiosks with wayfinding software, into our signage plans. We believe that adding touchscreen kiosks will allow Library users to quickly and easily find the new locations of collections, register for programs, and learn about library resources. The Library will also be able to cut down on the use of paper, and have a greener footprint in accordance with Mountain View's City Council goals. We would like to purchase three touchscreen computers, three standing kiosks, and the wayfinding software from StackMap.

2. Explain what grant was selected to replicate.

Mountain View Public Library would like to replicate Burlingame Public Library's 2014 "Tap, Swipe, Discover" project. The "Tap, Swipe, Discover" project brought touchscreen computers into Burlingame Public Library to highlight materials, resources, and procedures. We would like to request similar touchscreen computers that will allow library users find locations of library materials on a map, register for programs, and learn more about Library services. Mountain View Public Library will be undergoing a renovation during the 2017/2018 fiscal year that will include moving collections, updating signage, and moving reference desks. Adding touchscreen technology with wayfinding software will streamline the Library's ability to make library users aware of collection changes, program information, and other Library resources.

In the original grant request of Burlingame Public Library, the touchscreens were wall-mounted. However, after discussing the grant with Tommy McMahan and explaining our ideas, he recommended using an angled display or kiosk to hold the touchscreen so it will be easier for library users to view the information. We are requesting standing kiosks as we want to provide technology that is easy to access for all our users.

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

Mountain View Public Library is proud of its mission to promote lifelong learning. The Library has a robust program schedule with at least one adult and/or children's program hosted every single day. One of Mountain View Public Library's goals for fiscal year 2017/2018 is to provide access to resources for immigrants and other underserved populations. We host programs on DACA renewal, affordable housing workshops, ESL Conversation Club, and Lawyers in the Library. Each of these events has a unique flyer. The touchscreen kiosk will allow for additional marketing of these programs without creating more paper waste. Users will also be able to quickly and easily find the new locations of their favorite collections using the wayfinding software. The combination of the touchscreen kiosks loaded with wayfinding software will allow a person to find the exact location of the item they are searching for. We propose the

StackMap wayfinding software. The software is so precise it will tell the user the location of the item down to the exact row. We want to provide technology that is interactive, has compelling features, and is so easy to use that even our less confident technology users will be comfortable using the kiosk.

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

The City of Mountain View covers 12 square miles and is home to over 79,278 residents. The population of Mountain View increases significantly during the weekdays due to the influx of tech and service employees. The Library is a place for library card holders and non-card holders to relax, study, read, or attend a program. We serve a wide range of people from users who have low computer skills to tech-savvy Millennials. According to a recent Pew Study, “older Americans who use the internet tend to view technology in a positive light and incorporate digital technology into their everyday lives” (Pew Research Center, May 2017, “Tech Adoption Climbs Among Older Adults”). Of library card holders, 65 and older accounts for 10% of users. Another Pew Study has found that 41% of Millennials have “used a library website in the past 12 months” (Pew Research Center, June 2017, “Millennials are the Most Likely Generation of Americans to Use Public Libraries”). These two studies highlight the increasing usage of technology of all age ranges. Millennials represent approximately 50% of our library card holders.

Count of Current Patrons with Physical Cards*

Age Range	Number of Cards per Age Range
0-12	2,090
13-17	1,512
18-24	3,063
25-44	18,576
45-64	10,476
65-104	4,301
Total	40,018

*Excludes virtual cards, self-registered, and Link+ cards

We will use the touchscreen kiosks to inform and market the Library’s services including programs, reading recommendations, and digital resources. The kiosks will also feature an interactive map. The Library remodel will relocate many of our collections. With one touch of a finger, a library user will be able to find out exactly where the item they are looking for is now located. One of City of Mountain View’s City Council goals is to “promote environmental sustainability with a focus on measurable outcomes.” We will use the touchscreen kiosks to reduce the amount of print material we produce by offering digital maps, program registration, and information on library resources and programs.

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

The objective of the touchscreen kiosks is to implement a modern way to provide library users with information about library programs, services, and collection locations. We have added wayfinding software to the original grant. Due to our upcoming remodel, many of our collection locations will be relocated. Instead of printing maps and creating more paper waste, the wayfinding software can be used to show people exactly where the item or section is now located. The wayfinding software is also accessible from smartphones and other mobile devices. If the touchscreen kiosks are in use by another patron all a user has to do is pull out their smart device, connect to the Library's free WIFI and pull up the map.

Goal 1: Make it easier for library patrons to learn about Library services. The touchscreens will be mounted on tilted kiosk stands that make it easy for patrons to use. They will be able to tap on a map, digital flyer, or resource and immediately find out more information.

Goal 2: Add the StackMap wayfinding software for digital, interactive maps. The maps will be fully configured with architectural drawings, call numbers, and a patron-friendly design.

Goal 3: Engage visual learners. Visual learners learn by seeing versus by someone explaining something to them. The touchscreens will allow these types of users to learn more about Library resources using images and easy to follow instructions.

Goal 4: Reduce paper waste. The touchscreen kiosks will market resources and provide information on demand, printed or email at the touch of a finger reducing pre-printed materials.

6. Project timeline (activities).

Mountain View Public Library will be under remodel starting late 2017 going into at least April 2018. The timeline reflects some of the time that areas might not be available for screen installation.

January 2018: Sign contract with StackMap for wayfinding software. Create a timeline to highlight different Library resources including programs, digital resources, and collections.

February 2018: Work with City IT Department to order and configure computer equipment as well as order kiosk stands to hold the screens.

March – April 2018: Work with StackMap staff and engineers to load touchscreens with software. Schedule Library staff training with StackMap to learn to use the administrative dashboard. Identify the best location to place the touch screen kiosks. Put together the kiosks and prepare them to have the touch screens installed.

May 2018: Install touch screen to kiosk and place the kiosk in public area for patron and staff use.

June-August 2018: Evaluate use of the touchscreens. Use StackMap administrative dashboard to make any changes to the maps.

September 2018: Solicit feedback from staff and the public on the usability of the touchscreen kiosks.

October-December 2018: Make any changes from feedback forms. Continue to evaluate and update information monthly.

January 2019: Evaluate project and explore expanding functionality.

7. Evaluation of the project.

We will collect usage statistics of the touchscreens using Google Analytics and from the StackMap admin console. We will provide feedback forms next to the screens to encourage people to inform us of their experience using the touchscreens and the wayfinding software. We can use the feedback to adjust features and kiosks location accordingly.

8. Project Budget.

Equipment & Materials	Requested Amount	Quantity	Total
OptiPlex 7450 All-in-One	\$1387.90	3	\$4,163.70
TV Stand for Floor with Power Strip	\$336.66	3	\$1,009.98
StackMap wayfinding software	\$7,495.00		\$7,495.00
Staff time for Librarian II	\$66/hour	20 hours	\$1,320.00
Misc. items	\$200.00		\$200.00
Total Requested			\$14,187.98

9. Sustainability Analysis

Mountain View Public Library will continue to use the touchscreens after the grant period has ended. According to Tommy McMahon, the screens they got for their grant is still in great shape after more than two years. The Dell Optiplex computers we have chosen come with a three-year accidental damage warranty. The Library is open to adding additional features to the touch screens in the future. The Library also has staff that are used to marketing and program promotion. Any future staff time beyond the initial setup and configuration will be covered by the Library's budget.