

Pacific Library Partnership 2015-16 Grant Program

Background

The PLP Executive Committee is continuing the very successful Innovation and Technology Opportunity Grant Program for 2015-16. In addition to the customary grant award program, there will also be a new category for those libraries seeking funding to replicate a previously successful grant. The total amount of available funds is \$150,000.

Funding Limits

Each grant application may not exceed \$15,000.

Category A: PLP Innovation and Technology Opportunity Grant Program

Funds will be available to fund implementation of an idea, program or vision that provides a new service model or brings a fresh idea or interpretation to an existing model of library service. Reviewers will be asked to evaluate applications based on these criteria:

1. Service that introduces a new idea, program or vision that is not currently used in PLP or surrounding libraries
2. Service that may benefit other PLP members
3. Service that may benefit other California libraries

Category B: PLP Grant Replication Program

There has been a significant number of very successful grants that can easily be replicated in another jurisdiction. In order to encourage this practice, the PLP Executive Committee is introducing a new category: the PLP Grant Replication Program. All the previously funded grants are posted on the PLP website at plpinfo.org. To view the past grants, go to the *About* tab in the header and click on Innovation Grants. Reviewers will be asked to evaluate applications based on these criteria:

1. Clear articulation of how the grant will be replicated.
2. Rationale for any changes or enhancements to the original grant application. It is expected that the grant funding request will not exceed the amount of the original grant. If it does exceed the original amount, a compelling case should be made for the increase in funding.

3. Demonstrated understanding of the concept, success and “lessons learned” from the original grant and documentation of any follow-up with the original awardee.

Requirements

Those that receive grant funding will be expected to submit a final report

Review Panel

The PLP CEO will recruit a three-person panel from outside of PLP to review funding applications and provide feedback on the proposals.

Timeline

Grants are due on Friday, October 30, 2015 by 5:00 p.m.

**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 Building up the Bikes at PACL
2. Category (A or B) B
3. Library applying for funding Palo Alto City Library
Name Monique le Conge Ziesenhenn
Email Monique.ziesenhenn@cityofpaloalto.org
Mailing Address 270 Forest Ave., Palo Alto CA 94301

4. Amount of funding requested \$12,500

PLP Grant Replication Program

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

Bicycling is a common form of transportation in Palo Alto and the library makes bicycle parking available in large numbers (99 parking spaces at the Mitchell Park Library & Community Center, for example) and encourages bicycle and pedestrian access to the five library branches. In 2013 and 2014, PLP awarded Innovation Grants to two different bicycle-themed grants, which included bicycle repair stations, education and outreach using a bicycle book mobile trailer, tools, and other supplies needed to accomplish the goals of the grants. We seek to replicate the grants and build upon them, leveraging partnership grants to purchase a bicycle book trailer, install bike repair stations at two branches, offer education, engage the community in healthy cities (a City Council priority for Palo Alto) activities, and create a “Safe Routes to Libraries” map and guide. This last enhancement has been requested by the public and the Library Commission and allows parents, students, schools, City departments, and the library to highlight the best way to bike from library to library.

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

Library Bike Stop – MVL (\$3,548.29)

Bike to Books – OPL (\$15,000)

Both of these grants were inspiration for our application. The success and interest that each has generated in the respective communities, for improved health, air quality, and as a key to reducing traffic congestion, is something that our library would like to replicate. While we have new facilities, parking and traffic in Palo Alto are among the top local concerns. Encouraging and modeling biking behaviors, while offering repair stations and providing safe route information are opportunities where the library can have impact. Moving from one library branch to another can take a long time and using the bicycle trailer to go to outreach events and schools will also make our service more reliable.

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

The Palo Alto Bicycle & Pedestrian Transportation Plan

(<http://www.cityofpaloalto.org/civicax/filebank/documents/31928>) was adopted in July 2012. As part of a strong bicycle-focus

(<http://www.cityofpaloalto.org/gov/depts/pln/transit/bicycling/>), the Plan identifies objectives for the expansion of bicycle and pedestrian goals for the City. The City has a goal of expanding all work commute trips by 2020 to 15%. The City already realizes an average 44% high school student commuter population in part to the past efforts to

provide bicycle-friendly infrastructure within the community. This supports additional goals for the city to encourage life-long appreciation for bicycle commuting to support healthy living and preserve global climate change. Because this is a City Council-adopted plan, the entire population of Palo Alto (66,029) is part of the target demographic. The City also has a detailed Bikeway Network (<http://www.cityofpaloalto.org/civicax/filebank/documents/40420>) outlining the 65.5 miles of bicycle facilities. With a daytime population double that, workforce bicycle use is emphasized and the City is a participant in Bike to Work Day, sponsoring Energizer Stations on various routes. Stanford University, adjacent to Palo Alto, does offer repair stations; none are currently on City properties. Bicycle projects have continued to evolve since the Bicycle Plan was approved (<http://www.paloaltoonline.com/news/2015/10/27/bike-projects-expand-and-evolve-in-palo-alto>). As a City, there is likewise a strong focus on health and well-being, sustainability, and environmental responsibility, reinforced by the use of bicycles throughout the community.

The library created a Strategic Plan (<http://www.cityofpaloalto.org/civicax/filebank/documents/47258>) in 2015 to guide library activities for the coming three years. In particular, the library is working to strengthen the community and the library through effective partnerships by collaborating with schools and finding new ways to connect librarians to community organizations in order to support their goals and participate in their activities by bringing library resources and services directly to them.

PACL will work with the Public Works Department to install a bike repair station at both Mitchell Park Library (adjacent to several public and private schools) and Rinconada Library. This will place them at the north and south end of town. At the same time, the Library and the Safe Routes to School staff from the City Planning & Transportation Division will begin working with a contractor to develop a “Safe Routes to Libraries” map and plan. This will engage students and others from the schools in addition to library users and bikers from the community. Once this is completed, we’ll conduct training and outreach to both the City and the schools about the map and bicycle safety and repair trainings. The Safe Routes information will be added to the City’s website and made available electronically as well as in print.

Along with this, the PACL staff has received an offer from the Friends of the Library to partially fund a bicycle trailer. This has been a “wish list” item for a couple of years and will allow us to visit schools, Stanford, and community events more easily, without adding traffic to the roads, reducing pollution, and conserving parking. It will also reduce the amount of time the staff spend just looking for a parking space! Matching their donation and other fundraised money with \$2,500 will allow the staff to purchase the bicycle trailer and outfit it appropriately, so that they can offer digital resources, library card sign ups, and checkouts at remote locations.

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

In addition to the original objectives, PACL would like to add to the Safe Routes to Libraries component, both electronic and physical, as an outcome to this grant. We also feel that the installation of these repair stations will link us to other PLP libraries with the same services, promoting a “library bicycle route” for the Bay Area.

5. Project timeline (activities).

All dates, 2016

January: purchase repair stations, finalize selection of bicycle trailer, identify supplies needed, and meet with City Departments involved to identify staff resources and timing

February: install repair stations (Public Works Department already committed), purchase bicycle trailer and supplies, and begin outreach to identify school partners and community participants for Safe Routes to Libraries (including Library Commissioner)

March-May: develop Safe Routes to Libraries Map, including community feedback process, offer educational and leisure-focused public programs about the repair stations, bicycle use in Palo Alto, and bicycle repair aimed at all ages; use the bicycle trailer for Farmer’s Market, school promotion

May: participate in Bike to Work Day, highlighting the repair stations; use bicycle trailer to promote Summer Reading Program (likely to be the sports theme, tying in with this effort)

June-August: Summer Reading Program events (at least 2)

August: satisfaction survey regarding bicycle repair stations

August-October: bicycle trailer used to promote PACL aligned with beginning of school, early Fall events

December: final evaluation of attendance, use, partnerships, web analytics (as noted below)

6. Evaluation of the project.

In addition to traditional use and participation numbers, PACL would like to know the following, to better understand how this project is received and how (or whether) to further develop similar projects:

- Number of participants in the Safe Routes to Libraries development & completion of map
- Number of times the electronic version of the Safe Routes to Libraries is accessed on the web
- Number of special events and school visits made during the grant project
- Number of new partner organization relationships developed
- Satisfaction of public with repair stations, as noted by a survey once they have been installed 6 months

7. Project budget.

2 bike repair stations, installed:	\$ 4,000
Safe Routes to Libraries Map:	\$ 5,000
Matching Grant for Bike Trailer:	\$ 2,500
Supplies, Education Outreach:	\$ <u>1,000</u>
TOTAL REQUEST	\$12,500