

## PLP Innovation and Technology Opportunity Grant Program

### 1. One paragraph project summary.

The Palo Alto City Library (PACL) is seeking a PLP grant, to present an April 2018 event, where various environmental groups, businesses City/County/State departments provide activities and learning opportunities to promote living a sustainable lifestyle. This all-day event will feature cutting-edge environmental technology, through presentations and interactive activities, as well as provide workshops on sustainable home life. “The RE: Maker Faire” is designed after the Maker Faire movement, which celebrate arts, crafts, engineering, science and DIY mindsets. However, the RE: Maker Faire will specifically incorporate the same activities that have a real focus on preservation, sustainability, reusability and resource-sharing.

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

As a zero-waste city, Palo Alto is a leader in providing sustainable opportunities and learning experiences to other communities. PACL has three LEED-certified buildings in the city and has an opportunity to highlight this accomplishment. As a key community value, PACL has an obligation to keep customers up to date on emerging techniques, practices and resources that helps everyone do their part. The Library’s own Strategic Plan, 2015-2017 has specific goals that helps it meets its mission to “inspire and nurture innovation, discovery and delight.” The following goals will be reached in this proposed project:

- **Goal A—Create a variety of opportunities of learning and provide effective tools for improving all types of literacy:** This is an opportunity to provide learning for many who do not have experience with sustainable living, as well as a chance to reach out to newcomers who may not have had access or knowledge of these resources in their native home countries.
- **Goal B—Strengthen the community and the library through effective partnerships:** The Library has been successful at bringing about community engagement through various programs and events in partnership with outside organizations. This project will connect the community to other various environmental resources and will help establish the Library as a trusted resource and partner in environmental preservation.
- **Goal C—Facilitate civic participation and effective community engagement:** Part of this event will be to facilitate discussions or activities on what type of community/world people desire to live in. Out of these responses, the Library hopes to develop further programs, services and opportunities that meet those expectations.
- **Goal D—Expand virtual customer experiences:** The Library will be showcase the digital services and programs that help reduce the need for print materials and highlight improved virtual experiences, such as our Bibliocommons platform, that allow customers to find resources and engage with the Library from anywhere in the world.
- **Goal E—Foster a culture of excellence, continuous improvement and risk-taking:** This event will showcase the Library’s commitment to innovation, learning and resource-sharing. Featuring varied presenters from artists to scientists, this event will bring together creators, researchers and risk-takers who imagine a healthy and clean planet.

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

The project is a one-day faire (in April 2018) where various speakers, presenters, organizations and activities will be in one location to showcase emerging sustainability trends and practices. Activities include:

- Featured artists—using repurposed materials in art pieces (work with Palo Alto Art Center and Public Art)
- Book Art—using discarded books to make art pieces
- Repair Café—a chance for attendees to have items repaired and/or learn how to repair them
- Clothing Bonanza –upcycling of clothing, featuring quick tips and ideas for repurposing items, as well as making repairs
- Life Hacks Stations—learning simple solutions with everyday materials
- Baby Toys at Home—making toys with home products
- Pantry Meals—saving money and food by creating meals with food in your kitchen
- Community Conversation Tables
- Library’s Tech Zoo—featuring MakeX, robots and 3-D printing demos (feature City’s IT department)
- Energy Conservation by Utilities Department
- Water Conservation by Santa Clara Valley Water District (being water-wise; landscape efficiency; water-barrel installation)
- Zero Waste Palo Alto demo (waste reduction and responsible disposal)
- Bay Area Air Quality Management District (Spare the Air & Cool the Climate presentation)
- Presentations by local Green Tech startups and Ethical and Fair Trade businesses.

The Library will use this project as an opportunity to establish an ongoing sustainable program plan that incorporate the Library’s LEED buildings, City’s Zero Waste goals and the efforts/services of partnering environmental groups.

4. Goals and objectives of the project.

- Goal 1: Community is aware of various organizations that provide tools and resources for sustainability.
- Objectives:
  - Generate interest and engagement in environmental preservation and sustainable living
  - Create opportunities for the public to engage in environmental technology
  - Library appears in media regarding partnerships with environmental groups/companies
- Goal 2: Community learns how to incorporate sustainability actions in their homes, and help lead the way for their neighborhoods, schools and workplaces.
- Goal 3: PACL has an engaged audience for community conversations.
- Goal 4: PACL reinforces its partnerships with various City departments, the school district and civic organizations.

5. Project timeline (activities).

November-January 2018

- Secure location of event (Mitchell Park Community Center)
- Reach out to potential partners
- Identify staff
- Develop marketing campaign and plan—brand and logo

January -April 2018

- Confirm community participation
- Implement marketing and publicity plan

April 2018

- Event

May-September 2018

- Host community conversation about sustainability
- Develop sustainable programming
- Incorporate Library technology (robots, VR, 3-D printing) into program plans
- Evaluate the project through survey /focus group

6. Evaluation of the project.

To assist in evaluation of the project we will:

- Provide a pre-evaluation at start of event
- Provide post-evaluations at end of event, using real-time tools, like MeetSift
- Participation in community conversations/programming

An evaluation of the project as a whole will take place in October when the project is completed.

7. Project budget.

- Presenters Fees: **\$3000**
- Marketing: **\$500**
- Misc. (room, tent, table rentals): **\$1500**

In-kind costs:

- Staff hours on planning **\$3200** (80 hours x \$40 hourly rate)
- Survey/focus group **\$400** (10 hours x \$40)
- Program supplies, outreach information **\$600** (10 hours of staff time x \$40 hourly rate; materials)

Total Cost: **\$9200**

Grant Request: **\$5000**

In-kind Expenditures: **\$4200**

8. Sustainability analysis

The Library hopes this project will turn into an annual event that highlights new trends in sustainability. With its multiple partners, the Library has an opportunity to organize and lead this effort. Working closely with the Office of Sustainability, the Library will have various resources and contacts to continue this effort. Additional funding can come from the annual budget and from the Friends of the Palo Alto Library.