

## PLP Grant Replication Program

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

We would like to renovate an existing small group study room into a Community Creativity Center. The renovation of this room would allow us to create a new programmed public space that fosters the exploration and use of state of the art technology, including: virtual reality, audio and visual recording equipment and SMART board tools. This renovation would also provide the community with an upgraded conference (meeting) and workshop space with modern, mobile furnishings and equipment that meet the needs of twenty-first century clientele. This room currently functions as a meeting space for individual or small group resume, health care, personal technology device and literacy appointments. While these activities could still continue, the room renovation allows for new and expanded uses, including classes and workshops. In addition, the renovation of the space would further existing partnerships and collaborations while attracting new and diverse clientele of all ages. It also provides a defined space for future technology acquisitions.

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

We have chosen to replicate Santa Clara City Library's 2014 Central Studio-An Artist's Space grant since it took an existing outdated, uninviting space and transformed it into a modern space that provides furnishings and tools for interactive discovery, creation and workshops. Our vision is similar—take an existing space and transform it into a modern environment where community members have access to high-tech equipment and tools that support individual and collaborative exploration, education, and cultural and recreational pursuits. Having a dedicated space populated with technology that is shaping the future, enables the library to host workshops and programs that introduce these tools to individuals of all ages and backgrounds. Exposure to and comfort with this technology is critical for academic and professional success. It is also fun!

The library is partnering with the local museum to collect stories from residents who moved to Pleasanton in the last thirty years as part of a *Building Pleasanton - Our Journey Stories Project*. Grant funding allows us to acquire audio-visual recording equipment and flexible furnishings that will support this project through the recording of resident interviews, while also creating a space that allows the community to engage with future technologies.

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

A Community Creativity Center is the physical manifestation of the Library's mission: *Start your journey here: discover, connect, share*. This project creates a dedicated space where community members individually or collaboratively *discover* how some of the most current technologies can be utilized to support recreational, educational or life-long learning goals. Public access to technology tools has vast potential for the school-age children and teens in our community, as well as our older populations. Hands-on, immersive experiences with virtual reality, new audio/visual recording equipment and Smart Board tools can occur at library workshops, during class field trips to the library, afterschool tech meet-ups and VR Nights for teens. Adults will be able to attend programs like the virtual travelogue series, where participants will be able to visit parts of the globe that would otherwise be inaccessible to them. This re-imagined space affords us the ability achieve our goal of "enhancing programming that will encourage exploration and intellectual curiosity" in patrons of all ages.

As envisioned, the Community Creativity Center is a wonderful space for community members to *connect* with each other and *connect* with technology in a meaningful way. This room encourages community members to come together in a space where they can use the Smart board tools for meetings and to collaborate on projects, or use the room as a studio for audio-visual endeavors. This space will be a perfect setting for literacy tutors to engage technology tools to help their students assimilate into the community, and improve their language and digital literacy skills. A Community Creativity Center provides equal access to every member of the Pleasanton community regardless of income, mobility, or status. It will be a site where experiences and expertise are shared freely and openly.

Partnership opportunities with local schools, civic organizations and businesses are essential now more than ever in our push for a new library facility, and creating a destination hub with cutting edge technology and tools will further strengthen the library's ability to "extend the reach of the Library to meet community needs and expectations." With the Virtual Reality Experience Project, the Pleasanton Library will partner with local higher education institutions and local experts to share what is possible with virtual reality. Cross-promotional efforts increase the visibility of each organization, while presenting inside information that would otherwise be inaccessible to patrons who are neither enrolled students nor alumni.

The Museum's *Building Pleasanton - Our Journey Stories Project* focuses on *sharing* stories. Through this project, the Museum on Main has already collected several oral histories that focus on the early families who lived in the Pleasanton community from the turn of the 20th century to the mid 1970's. The ability to record oral and video histories in the library would expand the project to include newer immigrants from more diverse cultures. Library staff is critical to the inclusion of a wider cultural group since our user-base is so much more diverse than the current museum audience. Museum

visitors also tend to drop by only occasionally whereas the library has more regular users. The equipment would be housed at the Library. The Museum's Curator is well-versed in video editing so he would be in charge of editing and curating the recordings and making them accessible to the public through both museum and library collections. Sharing staff resources and expertise will facilitate sharing the stories of newer residents and contribute to the rich fabric and history of Pleasanton.

The Community Creativity Center will considerably strengthen our vision to inspire curiosity, creativity and community.

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

Located in the Tri-Valley region of the Bay Area, Pleasanton is a suburban community of approximately 83,000. Conveniently located, Pleasanton Public Library is a vibrant community hub that attracts residents from the Central Valley, the East Bay and Silicon Valley. Mirroring the state trend, Pleasanton is a community in transition with increased diversity. The ethnic breakdown, based on 2010 census data, was 66% Caucasian, 24% Asian, 10% Latino, 3% mixed race and 2 % African American. Attracted by strong schools and proximity to the high tech industry, the Asian population is the fastest growing demographic in Pleasanton, representing many diverse Asian countries. Our immigrant population uses the library heavily, accounting for 77% of our literacy students and regularly attending story times and cultural events. The library is regarded as the community center where all members feel welcome and supported. Because of our relationship with the community, the library is ideal host site to conduct the stories/oral histories that are at the heart of the Building Pleasanton--Our Journey Stories Project and to expand access to new technologies. The library is well loved and used by the community with more than 1500 visitors each day. The addition of a Community Creativity Center will strengthen our position in the community as venue that offers access to resources and technology that will be essential for academic and work place success.

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

We are not creating a Central Studio for artists, instead our Community Creativity Center will become a dynamic hub where new and emerging technology is available for use and exploration by transforming an outdated, limited-use space into vibrant center for technology enthusiasts and community engagement. By creating this space, we will raise awareness about the library's offerings, showcase the library's role in the community's technology infrastructure and, similar to the Artist's Space grant, "prove that the libraries are not just places to read—they are places to create." Collaboration with the local museum is just the first identified partnership. With this project we can engage familiar partners like the school district and our City's Community Services Department and also reach out to new partners in the local tech economy.

6. Project timeline (activities).

	1st month	2nd month	3rd month	4th month	5th month	6th month	7th month	8th month	9th month	10th month	11th month	12th month
<b>Meeting Room Renovation</b>												
Purchase Smart Board & peripherals	x											
Purchase flip-top tables and chairs	x											
Open reservations to the public			x	x	x	x	x	x	x	x	x	x
<b>Digital Oral History Project</b>												
Purchase video camera, mic, tripod, MacBook	x											
Meet with Museum staff to identify timeline and activities	x											
Meet with Museum staff to develop	x											
interview format & questions, <i>Community Inclusion</i> survey & interviewers training	x											
Design oral history digital public archive framework	x											
Advertise for volunteers who will conduct oral history interviews	x	x										
Train volunteers to conduct oral histories		x	x									
Set master schedule for interviews	x											
Advertise interview dates			x									
Interview subjects			x	x	x	x	x	x	x	x		
Conduct <i>Community Inclusion</i> survey			x	x	x	x	x	x	x	x	x	x



- The *Building Pleasanton - Our Journey Stories Project* instills a sense of civic pride
- The Museum on Main gains increased attention from city residents

Outcomes and Outputs will be measured by:

- Statistical data tracking the number of workshops and interviews
- Surveys administered at workshops and interviews through social media

## 8. Project budget.

Equipment	PLP Innovation Grant	Friends Matching Grant	In Kind
1 Digital video camera with a built hard drive; at least 250 gb	\$400		
1 Drop Mic – that can be put on a person for better sound quality or table microphone	\$150		
1 Tripod	\$25		
1 Dedicated Apple MacBook 13” with at least 500 gb memory laptop with I-Movie software (is part of the basic suite)	\$1,500		
1 65” Smart Board (get model details from Allen)	\$7,000		
1 Smart Board mobile stand	\$900		
2 flip-top Tables		\$3,280	
8 Herman-Miller chairs		\$1,880	
Hourly Librarian staff time			\$4,500 (100 hours)
Museum Curator staff time			\$7,500 (100 hours)
Marketing materials			\$1,500
8 VR Workshop Presenter Fees		\$2,400	
Transcription Service for 50 interviews		\$1,125	
<b>Total</b>	<b>\$9975</b>	<b>\$8,685</b>	<b>\$13,500</b>

## 9. Sustainability analysis

The Library is committed not only to sustaining this effort but, using it as the foundation to further expand and enhance the resources and services a Community Creativity Center provides. The library will continue to work with established partners such as the Museum on Main, Community Services, Pleasanton Unified School District, the Korean Parents Association and the Chinese American Cooperation Council. The Pleasanton Library Commission is actively involved in outreach efforts which are identifying and fostering potential partners the Library can engage in future workshops, programs and community interviews. Not only will staff from the Museum on Main and the Library be dedicated to the *Building Pleasanton - Our Journey Stories Project*, but an entire team of volunteers will have been trained and experienced in conducting and recording interviews which will broaden our reach into the community.

The Library's current and future fiscal year budgets will include funds for any maintenance and software upgrades. We will also continue to pursue external funding that enables us to expand the collection of technology tools, possibly including a 3-D printer and digital gaming equipment. Funds to further support this effort will be included in the Library's annual request to the Friends of the Pleasanton Library.