Pacific Library Partnership
2016-17 Grant Program

Due Friday, September 30, 2016 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 _____

2. Category (A or B)_____

3. Library applying for funding _____

   Name _____

   Email _____

   Mailing Address _____

   _____

4. Amount of funding requested _____

Retro Tech - Bringing 20th Century media into the 21st Century

1. One paragraph project summary.

Retro Tech: Self Service Preservation, digitizing and conversion station.

Santa Clara City Library proposes adding a mobile collection of "retro" equipment from the last century to assist customers with preserving their personal documents, photos, sound recordings, and video recordings in order to help record their family stories digitally. The Library would invite patrons to make appointments to use the equipment in two hour blocks in the Library's study rooms. The Library would also host "Retro Tech Parties" in the library and at community partner sites like the Senior Center or various community events. Staff, interns and volunteers would orient patrons to the various equipment needed to digitize their collections of long forgotten memories buried within boxes of photos, recordings, and miscellanea hidden in attics, basements and garages throughout the city.

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

The Santa Clara City Library has one of the strongest Genealogy and Historical Collections in Silicon Valley. The Library hosts dozens of genealogical research programs each year with hundreds of attendees. The Library helps patrons perform research with a specialized genealogy librarian who supervises a team of volunteers from the Santa Clara County Historical Society.   One of our strategic directions is to promote preservation and digitization so that future generations can learn about the past, about their families' histories, and the events that helped shape this amazing part of the world. Providing tools, skills and resources for the public to preserve collections of their families helps enrich the knowledge of our past and helps us understand not only where we came from but also where we are going.   Our goal is to provide individuals with the ability to take their family photos, slides, videos, audio recordings, documents, and more and help our patrons convert them to a portable, shareable, and digital platform.

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

Santa Clara City is a community in transition. Many long-time Santa Clara residents purchased their homes in the 1960s and 1970s and have since retired. They are increasingly interested in genealogical research and preservation of their family history. Younger generations and Millennials also have a kindling interest in history and especially older technology and media.   Faced with a lack of access to the tools to even view older media, like 33mm slides and negatives, super 8 film, cassette tapes, and even video tapes, individuals are often required to purchase expensive equipment or worse yet, ship their precious family memories to a distant facility to be digitized in order to even know what they have.   This project aims to provide access to tools, resources and

training that gives them access to the media at their fingertips and on their own schedule in the library.

The Retro Tech station would help community members digitize and convert their analog media to digital files to add to their own portfolio of genealogical documentation.

4. Goals and objectives of the project.

- Preserve and digitize local history before the equipment is obsolete or unavailable and before the format has degraded completely.
- Assist customers with personal historical research and documentation.
- Provide casual users with a free resource and training to preserve documents.
- Provide education and skill building on digitization and preservation.

5. Project timeline (activities).

Activity	2017											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Purchase Equipment	X											
Recruit Volunteers	X	X										
Train Staff		X										
Promote & Market Events		X	X	X								
Active Access Project Run Times			X	X	X	X	X	X	X	X	X	X
Host Info Events		X	X	X	X	X	X	X	X	X	X	X
Evaluation						X						X

6. Evaluation of the project.

The Library would seek to engage not only patrons but volunteers to help seek out historical or family documents, photos and recordings. The Library would invite the participants who digitized some historical photos, document, or recording to share at least one of their digitized files with the library and other patrons. After six months, the Library would evaluate how well we have reached the community by the number of

sessions and documents digitized. At the end of the calendar year, our goal would be to have one thousand shared documents with at least 250 participants in the project helping build a better picture of the people who have called Santa Clara home.

We would also use surveys and interviews to evaluate the performance of the technology, trainings, and staff knowledge and assistance.

7. Project Cost
The bulk of the project will require equipment that converts analog media to digital. The goal would be to purchase equipment that converted media in the simplest and most straightforward manner without manipulation or mediation through software, however, there will be a need to invest in computer and software to accommodate some digitization.

Staff will be utilized to train and host "Retro Tech Parties" at the library and in the community where the public will be invited to bring a small amount of photos or recordings to digitize. At the Library Assistant and Librarian level, it is anticipated the Library would use 180 hours averaging to $30 per hour.

Equipment & Cost Breakdown

SlideSnap Lite	$2,795.00
Wolverine 8mm and Super 8 Movie Reels to Digital MovieMaker	$299.00
Manny's Childrens Turntable	$89.00
ION Audio Tape Express Plus Tape Digital Converter & Player with Headphones	$36.99
Epson WorkForce DS-860 Color Document Scanner	$799.99
Epson Perfection V800 Photo	$640.99
A/ V Cart	$400.00
Powerstrips	$75.00
VuPoint DVC-ST100B-VP-BX4 Digital Video Converter -	$100.00
Miscellaneous cables, storage media & containers -	$300.00
Laptop	$2,000.00
Subtotal	**$7,535.97**
Tax	$678.24
Shipping	$376.80
Total Equipment	**$8,591.01**
Marketing & Promotion	$500
Staff Time 180 hours $30/hour	$5,400.00
Total Budget	**$14,491.01**

8. Sustainability analysis

This project would be slated to last for one year at Santa Clara City but if successful, could be continued with existing staff, volunteers and the grant funded equipment. This project also could be easily replicable by other libraries and organizations seeking to tap into their community's desire to connect with the past.   The self-service nature of the project allows for ongoing use with limited staff if funding did not exist, however, Santa Clara City Library is committed to promoting historical and genealogical research for years to come.