

Pacific Library Partnership Innovation and Technology Opportunity Grant Program

Due Tuesday, December 10, 2013

Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email crowe@plsinfo.org.

1. Title of Project San Bruno Centennial History Project

2. Library/Committee applying for funding San Bruno Public Library
Name John Alita
Email alita@plsinfo.org
Mailing Address 701 Angus Avenue West, San Bruno, CA 94066

3. Amount of funding requested \$9,500

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

The Centennial History Project seeks to create original content about our community as it prepares to celebrate 100 years of incorporation. Major components of the project include developing a multimedia timeline of local history, a digital oral history project based on the StoryCorps interview model used by National Public Radio, and a series of interactive and hands-on library programs for adults and children that focus on local history.

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

One of the key contributions public libraries make in their communities is collecting and providing information of local historical interest. Preserving these materials and using them to create digital content is becoming more common. The San Bruno Public Library has amassed a significant amount of information and digitized key portions of it, however there is no resource that puts these materials in a historical context for citizens and those interested in San Bruno history. The ability to create original digital content is a strategic direction that the Library is actively pursuing. Creating a virtual "Local History Room" will give context and added value to local history materials. The City's centennial is occurring in 2014 and this provides an excellent opportunity to foster citizen engagement and preserve San Bruno history.

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

The project has three components: a digital multimedia timeline of City history, a digital oral history project documenting the lives of both long-term residents and recent immigrants, and a series of programs for adults and children that will bring the City's history to life and illustrate its relevance for a contemporary audience.

The multimedia timeline will use image, audio and video files on an Adobe Flash or similar platform to illustrate important moments in San Bruno's history. Users will be able to navigate the site to see, hear and listen to key moments in City history. The second component is an initiative to collect the stories of long-term residents and newer arrivals to San Bruno and to produce them in a digital format using the StoryCorps model featured on National Public Radio. StoryCorps describes their project as a way to "remind one another of our shared humanity, strengthen and build the connections between people, teach the value of listening, and weave into the fabric of our culture the understanding that every life matters." These digital histories will be made available on the centennial website and incorporated into the timeline. The final component is a series of programs with a local history focus. Examples of program topics include: A lecture on the history of the Tanforan Racetrack which was also used as an assembly center for Japanese-Americans during their internment in World War II, a children's craft program focusing on children's lives in early 20th century California, and a "scanning day" at the San Bruno Senior Center for residents to bring in historical photos and add them to the Library's digital collection.

The project will be most relevant to San Bruno residents and former residents and to historians of the San Mateo County area. The project will also be helpful to other libraries wishing to engage in a concerted effort to preserve local history in a digital format. Previous

grant recipients from the Burlingame Public Library implemented a similar project and staff have contacted them for advice and materials that may be useful for this project.

According to the 2010 census the City of San Bruno has the following demographics:

The racial makeup of San Bruno was 20,350 (49.5%) White, 942 (2.3%) African American, 246 (0.6%) Native American, 10,423 (25.4%) Asian, 1,377 (3.3%) Pacific Islander, 5,075 (12.3%) from other races, and 2,701 (6.6%) from two or more races. Hispanic or Latino of any race were 12,016 persons (29.2%).

There were 14,701 households, out of which 4,831 (32.9%) had children under the age of 18 living in them, 7,364 (50.1%) were opposite-sex married couples living together, 1,830 (12.4%) had a female householder with no husband present, 850 (5.8%) had a male householder with no wife present. There were 764 (5.2%) unmarried opposite-sex partnerships, and 123 (0.8%) same-sex married couples or partnerships. 3,660 households (24.9%) were made up of individuals and 1,119 (7.6%) had someone living alone who was 65 years of age or older. The average household size was 2.77. There were 10,044 families (68.3% of all households); the average family size was 3.31.

The population was spread out with 8,632 people (21.0%) under the age of 18, 3,577 people (8.7%) aged 18 to 24, 12,038 people (29.3%) aged 25 to 44, 11,653 people (28.3%) aged 45 to 64, and 5,214 people (12.7%) who were 65 years of age or older. The median age was 38.8 years.

4. The goals and objectives of the project.

Goal: Expand the role of the San Bruno Public Library to be a creator, not just a provider of information

Objective: Modernize the local history experience by creating original digital tools for the City of San Bruno centennial.

Goal: Create stronger connections between the citizens of San Bruno

Objective: Create a rich archive of local voices that give residents a sense of place and community pride.

Goal: Inspire a love of and interest in history and how it informs the present and future.

Objective: Develop informative and interactive programs to connect people's past to their present and future

5. The project timeline (activities).

(2014)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Interactive Multimedia Timeline Component												
Develop scope for interactive timeline	x											
Hire part-time Librarian to assist with curating timeline		x										
Hire web developer to program the interactive timeline		x										
Conduct weekly progress meetings with project staff		x	x	x	x	x	x	x				
Show beta website to City administrative staff					x							
Make adjustments to website						x						
Make website live on City server							x					
Monitor web traffic and user feedback								x	x	x	x	x
Digital Oral History Component												
Meet with San Bruno Cable to develop interview format	x	x										
Design DIY interview protocol based on StoryCorps	x	x										
Design oral history digital public archive framework	x	x										
Advertise interview dates			x									
Interview subjects				x	x	x						
Edit interview footage and recordings							x	x				
Add clips to timeline and to digital public archive									x	x		
Monitor web traffic and user feedback											x	x
Local History Programs Component												
Finalize library program ideas	x											
Create master calendar for events	x											
Contact presenters for library programs		x	x									
Commence library programming				x		x		x		x		x
Evaluate library programming						x		x		x		x

6. The evaluation of the project.

The project will be evaluated quantitatively by measuring web traffic on the new site, counting the number of interviews recorded and listened to, and counting program attendance. Qualitatively the project will be evaluated by user feedback and informal surveys of selected project participants.

7. The project budget.

	Grant	In-Kind	
Salaries			
Web Development services	\$ 4,000		Hiring of a Flash programmer (60 hours @ approximately \$60/hr)
Curating	\$ 2,000		Temporary Librarian staff to curate and select materials (60 hours @ \$33/hr)
Project Management		\$ 5,000	Library administrator supervision (80 hours)
Operations			
Image reproduction	\$ 500		Costs to reproduce images from other collections (San Mateo County Historical Museum)
Video Production	\$ 2,000	\$ 2,000	Partial offset for services from San Bruno Cable Television to record histories
Library Programs	\$ 1,000		Supplies and fees for public programs on local history
	\$ 9,500	\$ 7,000	