

**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: San Mateo County Libraries Learning Landscape
2. Category (A or B): A
3. Library applying for funding: San Mateo County Libraries
Name: Nicole Pasini, Deputy Director
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Mailing Address: 125 Lessingia Court
San Mateo, CA 94402
4. Amount of funding requested: \$15,000

PLP Innovation and Technology Opportunity Grant Program

San Mateo County Libraries Learning Landscape

1. One paragraph project summary.

The vision for the San Mateo County Libraries Learning Landscape is to create an interactive learning space for community, connectivity, learning and contemplation. Developed in partnership with the Exploratorium's Studio for Public Spaces and building on our joint traditions of inquiry, creativity and active learning, this hands-on mobile exhibit will act as an inviting and highly visible public space. The Learning Landscape will increase use of library outdoor spaces and improve access to interactive learning opportunities that will celebrate and reflect the unique composition of areas throughout San Mateo County, incorporating such inspiration points as local climate trends, foliage and vegetation, topography and history. A PLP Innovation and Technology Grant would support STEAM programming to complement the rich experiences offered by the Learning Landscape.

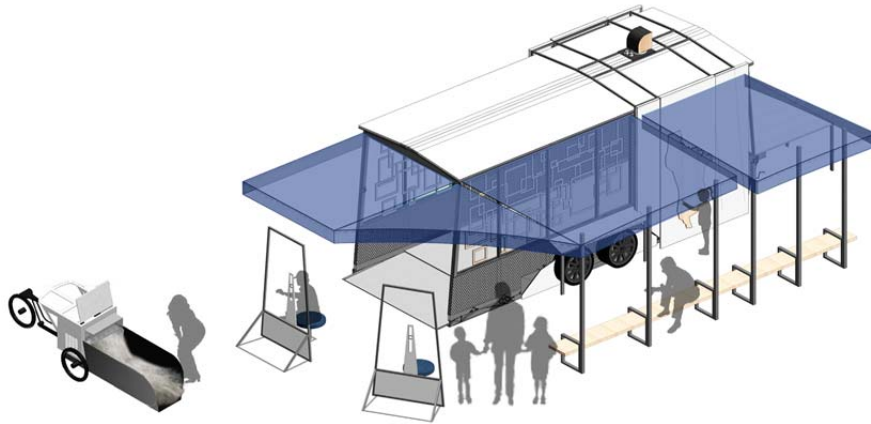
2. Explain how this project fits with the library's strategic directions.

The Learning Landscape responds to many areas of the San Mateo County Libraries Strategic Plan. Our vision is to ignite growth through transformative experiences, and the Learning Landscape will provide community members an opportunity to create, explore and experience new things in a unique and unexpected way. Community members will also build relationships with each other and deepen their understanding and sense of belonging in their own communities through the Learning Landscape, which fulfills our goal to cultivate an active presence and create spaces that support discovery, enrich lives and uplift the community. Additionally, we have a goal to be a leader in establishing a foundation for early literacy and supporting exploration and growth at every stage of life. The Learning Landscape will support this goal through its universal appeal, accessible design, and opportunities for self-directed, inquiry-based exploration into STEAM topics.

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

The Learning Landscape is composed of the Lookmobile, a custom built trailer housing five core experiences that help people explore and record their personal understanding of place. Community-generated maps will create a rolling archive that reflects the individual character and unique qualities of San Mateo County's diverse social and historical landscape. Outside, there will be places to sit, create neighborhood maps, and draw pictures using the Perspective Window exhibits. Inside the trailer are various tools of observation: a camera obscura and a wall of pinhole cameras that paint the surrounding landscape with light collected through multiple outward facing lenses.

An "outpost" of the Learning Landscape, the Fog Tricycle will provide an alternative scale of experience to allow for flexible positioning in more compressed locations, like parking spaces. Few things define and unify all of San Mateo County like the fog. An excellent example of a large-scale thermal and atmospheric phenomenon, the Fog Tricycle will generate large amounts of chilled, heavy fog and invite users to directly manipulate and even immerse themselves in the billowy clouds. Visitors will investigate and come to understand on many levels fog's fascinating dynamics, especially as they relate to San Mateo's unique position between valley, mountains and sea.



The Learning Landscape is designed to enable mediated and unmediated experiences. We will staff it for blocks of time, giving the community access to the full Learning Landscape experience; staff will be trained by the Exploratorium to support self-directed learning and work with all aspects of the Learning Landscape. When not staffed, community members will be able to access the activities and experiences on the outside of the Lookmobile. Additionally, the Learning Landscape will be an exciting place to hold programming on STEAM topics. From drawing classes that utilize the Perspective Windows and workshops on making your own pinhole cameras, to meeting local artists, geographers, climate scientists, meteorologists and others whose work aligns, the Learning Landscape offers opportunities for programming that are varied and unique.

San Mateo County Libraries have been an integral part of our diverse community for over a century. Our service area is comprised of the cities in Atherton, Belmont, Brisbane, East Palo Alto, Foster City, Half Moon Bay, Millbrae, Pacifica, Portola Valley, San Carlos, Woodside, and the unincorporated areas of San Mateo County. Our service area covers 351 miles, and approximately 279,000 people live within the district. We span coastal towns, rural farming areas, bustling urban cities, and an international airport. Over one-third of the service area population speaks a language other than English in the home. Nearly two-thirds of our residents identify as non-white and over one-third of households have children in the home. The Learning Landscape creates an inclusive sense of place that encourages all ages to explore the activities while interacting with one another. As a mobile learning environment, we will travel to every corner of our community and share the excitement of modern libraries with all sectors of San Mateo County.

We are currently developing a marketing plan for the Learning Landscape that will help attract people of all ages to the experience, leveraging school partnerships, relationships with local businesses and community organizations, as well as traditional and social media. We plan to develop a web presence that will archive and share maps, photos, videos and other content created by the public.

4. Goals and objectives of the project.

- Goal: Deploy the Learning Landscape in all the cities/towns that San Mateo County Libraries serves, and in at least one unincorporated area during the first year.
 - Objectives:
 - Implement a round of weekend visits, to include 8 or more hours of staffed service and one program per community
 - Implement a second round of month-long visits, to include 18 or more hours of staffed services weekly and one program per week in each community.

- Goal: Engage community members in STEAM activities in an engaging and exciting way
 - Objectives:
 - Develop and implement STEAM programming internally
 - Identify and engage partners to assist in leading STEAM programming
 - Promote access to the Learning Landscape when staffed and unstaffed
 - Engage partners to ensure that programming is available for all ages
- Goal: Develop a proof-of-concept for how San Mateo County Libraries might activate outdoor spaces adjacent to libraries.
 - Evaluate use and response to Learning Landscape and develop report to our board regarding how permanent installations of Learning Landscapes would activate public space and benefit communities.

5. Project timeline (activities).

- October 2016
 - Exploratorium finalizes Learning Landscape
 - SMCL staff are trained at the Exploratorium on the exhibits and how to effectively facilitate this kind of experience
- November 2016
 - Delivery of Learning Landscape
 - Soft launch
 - Grand opening and launch of marketing plan
- November 2016 -January 2017
 - Learning Landscape is deployed in each of our member cities and an unincorporated area for a weekend
 - Develop and deploy complementary web presence for Learning Landscape that captures and archives maps, photos and other community-created content
- February 2017 - January 2018
 - Learning Landscape is deployed in each of our member cities and an unincorporated area for a month

6. Evaluation of the project.

Learning Landscapes will increase use of library outdoor space and improve access to interactive learning opportunities for community members to explore, experience, pursue creativity, build relationships with each other, and deepen their understanding and sense of belonging to their own communities.

We will evaluate the effectiveness of the Learning Landscape in the following ways:

- Quantitative measures:
 - Number of programs and attendance
 - Number of staffed hours and attendance
 - Web traffic statistics
- Qualitative measures:
 - Community feedback on the overall experience, specific exhibits and the program quality.
 - Evaluative work with Exploratorium
 - Proof-of-concept evaluation to determine if this model could work permanently outside a library to activate public space

7. Project budget.

Expenditure	PLP Request	SMCL In-Kind	Notes
<i>Round One: Weekend Deployments</i>			
Staffing		\$5,547	2 Library Assistants at \$28.89/hr for 8 hours per week at 12 sites
Programming	\$7,200		Supplies, presenter fees, etc.
Marketing		\$500.00	Ads, promotional items, etc.
<i>Round Two: Monthly Deployments</i>			
Staffing		\$49,922	2 Library Assistants at \$28.89/hr for 18 hours per week for 4 weeks each at 12 sites
Programming	\$7,800		Supplies, presenter fees, etc.
Marketing		\$500.00	Ads, promotional items, etc.
Total	\$15,000	\$56,469	

8. Sustainability analysis

The Learning Landscape itself has already been purchased, and the richness of the design means that community members will have meaningful learning experiences with or without programming. The addition of programming will enrich and expand the experience for our community members. Additionally, the Learning Landscape is a “proof of concept” that we hope we can build upon long term, securing funding from Friends groups in order to maintain the mobile service, expand programming and working with our City partners to develop permanent Learning Landscapes in public spaces outside our libraries.