

1. One paragraph project summary.

California 360 – Our community creates a virtual world

Santa Clara City Library would like to invite our community to create virtual reality content by equipping them with 360 cameras that plug directly into their smartphones. The Library will introduce themes that ask our patrons to: explore our beautiful state, capture content with cameras, and share their 360 their experiences with the Library. and upload their videos to our new California 360 collection that will be archived on youtube.com. The community will then be able to experience all of these journeys using our various virtual reality equipment. Themes that we would like to explore are: favorite places in the City of Santa Clara, Santa Clara County Parks, California National Parks, California Theme Parks, California Cemeteries, California Pizza Parlors, soon to be lost locations and more. Since the Library has already acquired Virtual Reality equipment through a pilot Project with AMD and HTC Vive, our staff has already been trained in VR programming. The Library will also give content creators a free pair of VR cardboard so that they can experience their creation wherever they would like.

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

Seated in the heart of Silicon Valley, the Santa Clara City Library is invested in putting technology into our patrons' hands. When combined with our prioritization of kinesthetic and experiential learning, new technologies can become more than just trendy gadgets. Demonstrated in programs such as Girls Who Code, Teen Hackathons, "RetroTech: Preserving Memories," and STEM Central, our Library is committed to providing opportunities that connect emerging technology with hands-on learning. Our community loves these experiences. The Library would like to take that idea to the next level by teaching our patrons to become virtual reality content creators and allow them to share these immersive experiences with friends, neighbors, and the world at large.

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

The City of Santa Clara welcomes many new residents every year. In the last year alone, Santa Clara grew by 6,582 new residents to the City. Many of these new neighbors are not only new to Santa Clara, but new to California or even then country. California 360 is a fun, interactive way of introducing our growing community to the wonders of our beautiful state and sharing the beauty they find in it. Also with balancing work and family, many residents may find it difficult to explore California as much as they would like. California 360 will allow our community to travel "virtually" to Yosemite or to experience The Wizarding World of Harry Potter in the comfortable setting of the Library or their home with the virtual collection.

4. Goals and objectives of the project.

- Introduce the community to virtual reality
- Invite the community to create their own virtual world by making 360 videos
- Create a California 360 Virtual Library Collection
- Allow our community to become invested in this new technology

5. Project timeline (activities).

Activity	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Purchase equipment	x											
Train staff		x	x									
Promote & Market Events		x	x	x	x	x	x	x	x	x	x	x
Kickoff First Theme			x									
Collect & Archive Experiences				x	x	x	x			x		x
Host Public Viewing					x	x	x	x	x	x	x	x
Host 2nd, 3rd Theme & Repeat						x			x			
Evaluate 1st Theme						x						
Evaluate 2nd Theme									x			
Evaluate 3rd Theme											x	x

6. Evaluation of the project.

With California 360 the Library hopes to: introduce our community to virtual reality, invite our residents to create visual experiences that show the beauty of our city and our state, and develop an archive of the experiences for the community to interact with. After 3 months, the Library will review how it engaged the community with the 1st theme by the number of immersive experiences we have added to the archive. After the calendar year, we hope to have at least 50 immersive experiences in our California 360 collection for the community to benefit from. The California 360 Collection should introduce our community to new beautiful places that will help our residents celebrate the wonders of California.

7. Project budget.

Equipment & Cost Breakdown

15 Giroptic iO HD 360 degree cameras
for IOS & Android including
2 year protection plan with tax and shipping **\$3,500**

200 - 300 Branded VR Cardboard Headsets
with tax and shipping **\$1000**

Total Equipment cost \$4,500

Marketing & Promotion **\$500**

Staff Time for VR Programming 100 hours \$30/hour **\$3000**

Total Budget \$8,000

8. Sustainability analysis

California 360 project hopes to engage our community for 1 year. If successful, Library staff will continue dreaming up new and engaging themes to encourage content submissions for our archive. Library staff will use in-kind funding to continue to provide virtual reality programming featuring the California 360 archive. The Library may also look into lending Virtual Reality Cardboard kits to the public so that families and friends may experience California 360 together in their own homes.