

**Pacific Library Partnership  
2015-16 Grant Program**

**Due Friday, October 30, 2015 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](mailto:caow@plsinfo.org).

1. Title of Project Santa Cruz P(edal) Library
2. Category (A or B) A
3. Library applying for funding: Santa Cruz Public Libraries  
Name Janis O'Driscoll, Interim Director  
Email: odriscollj@santacruzpl.org  
Mailing Address: 117 Union Street, Santa Cruz CA 95060
4. Amount of funding requested \$15,000

## PLP Innovation and Technology Opportunity Grant Program

### 1. One paragraph project summary.

A BikeMobile is the perfect fit for an active, outdoor population like the one in Santa Cruz County. Not only is there an energized bicycle community, but a developing alternative transportation network is being created by the Regional Transportation Commission to make it safer, and more fun, to travel throughout the county by bicycle. This is the perfect time for the Santa Cruz Public Library to demonstrate our enthusiasm for alternative means of delivering library services. We also have numerous community events & gatherings that are perfect for a library presence but are inaccessible to our full size bookmobile. With a BikeMobile we will engage with our community in parks, at the beach, schools, farmer markets, and neighborhoods enhancing our visibility while fostering a closer connection with the varied communities within Santa Cruz County. We are seeking a \$15,000 Pacific Library Partnership Innovation and Technology Opportunity Grant in order to purchase a specially designed, all-weather bicycle trailer suitable for our terrain so that we can expand our community outreach program beyond our current format.

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

- The use of a BikeMobile aligns with the Community Connections component of the Santa Cruz Public Libraries Strategic Plan "People will strengthen their ties with each other, the community and the library. SCPL will increase its visibility in social networking venues." By taking the library out to the community we will be connecting with people in small groups but with a visible, unique presence that will encourage discussion through shared passions (bicycling and libraries). The potential for partnerships with the wider bike community is phenomenal- Santa Cruz is a mecca for mountain bikers, bike designers, recreation riders, and advocates for clean energy solutions. A major group is Ecology Action. For nearly 30 years, Ecology Action has been organizing the Bike to Work program in Santa Cruz County. The program happens every May and October and now represents the largest sustainable transportation event in the region and serves a combined total of over 13,000 residents every year.
- A BikeMobile also demonstrates our commitment to two key guiding principles of the library system: innovation and humor & fun.
- Further, the adoption of a BikeMobile also correlates with the City of Santa Cruz's commitment to being a bicycle friendly community, this commitment goes back to the early 1970s with the first adoption of bicycle friendly traffic lanes and pathways. Continued development of share lanes and a growing network of

bicycle friendly paths is a key component to the City's vision of the local transportation network in the next fifteen years. (<http://www.ci.santa-cruz.ca.us/pl/gp/GPmain.html>). The City of Santa Cruz actively encourages the use of bicycles for transportation and provides bike lockers at all parking garages and at the Downtown library. The two other cities within the service population of the Santa Cruz Public Libraries, Scotts Valley and Capitola, have similar language in their general plans for the next ten years. The County of Santa Cruz is also advocating a greater role for bicycles throughout the county in its General Plan by stating "The emphasis of the Bicycle Plan is on safe and convenient commuter bicycle routes and facilities which complement other transportation modes (e.g., transit, carpool, etc.) and which serve places of employment, commercial districts, schools, beaches, and parks. Santa Cruz County cyclists envision being able to ride safely, conveniently and pleasurably to all destinations. A secondary purpose of the Plan is to serve the recreational objectives of bicycling, in concert with other countywide recreational programs such as regional parks riding and hiking trails." ([http://scrtc.org/wp-content/uploads/2011/08/2011BikePlan\\_SC\\_County.pdf](http://scrtc.org/wp-content/uploads/2011/08/2011BikePlan_SC_County.pdf))

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

The BikeMobile project is based around a library-focused bicycle trailer built by the Burgeon Group of Portland, Oregon:



The trailer is waterproof, lightweight (150lbs unloaded), lockable, wired for USB charging and portable wifi, can hold up to 250lbs of books & materials- with shelving and storage, the side doors fold out to be desks, adjustable 'feet' allow for freestanding service, and it has working tail lights for safety. Library staff will adjust the BikeMobile collection based on the event or location. As an example, when attending a farmers' market the collection will include gardening, cooking, and water-wise landscaping materials; at a housing complex the collection will include a materials appropriate for the age and interest of the residents. The BikeMobile will also have an iPad onboard that will allow for catalog searches and access to SCPL's database collection for reference enquiries.

Santa Cruz County is home to approximately 260,000 individuals – 125,000 living in unincorporated areas of the county and the rest living either in one of four cities- Capitola with a population of 10,000, Santa Cruz with 60,000, Scotts Valley with 12,000, and Watsonville with 50,000. The city of Watsonville is served by an independent library system that shares users with the Santa Cruz Public Library. The ethnic make-up of the county is predominately White at 56%, Hispanic is the second highest at 32%, Native American at 4%, with African-American/Pacific Islander/Asian and Other making up the remaining 8%. The age of the population is spread out with 23.8% under the age of 18, 11.9% from 18 to 24, 30.8% from 25 to 44, 23.5% from 45 to 64, and 10.0% who are 65 years of age or older. The median age is 35 years.

This project will be serving all members of our county through outreach at various events and festivals. The Santa Cruz Public Libraries regularly participates in local parades in the communities of Aptos, Boulder Creek, La Selva Beach, the city of Santa Cruz; as well as events such as the Japanese History Festival, C-Dog & Birchbark events for local animal non-profits, pop up events with the Museum of Natural History, First Friday events with the SC Arts Council, Felton Farmers' Market, Open Street Santa Cruz, and many other events. With the BikeMobile we will engage the cycling community by participating at the Mountain Charlie bicycle event in Scotts Valley, the Bike to Work week events with Ecology Action, establishing a pop up event at Wilder State Park for the mountain bikers that utilize the trails, and by creating a bicycle 'trail' connecting all the Free Little Libraries in the county – leading to a Tour de Books event where participants will bike the trail with guides who will provide a history of the area being toured.



Additionally, the BikeMobile will also serve as a library stop at locations that cannot be served by the bookmobile due to its size. One such location is the Tannery Lofts, a low income housing project that is part of a large artist colony and performance center created from a leather tanning plant in the city of Santa Cruz and is home to almost 400 residents.



Other locations will include the many local California State Parks, with whom we partnered in our Summer reading 2014 when Park naturalists led story times. With the BikeMobile we will be able to go into the campgrounds and provide print materials and local reference for campers and will deliver story times and craft projects. We will be able to partner with the Monterey Bay National Marine Sanctuary Exploration Center through pop-up book displays & discussions during the summer months.

#### 4. Goals and objectives of the project.

The purpose of the Santa Cruz Public Libraries is to **Connect\*Inspire\*Inform**. We can best do this when we are out in the community interacting with our neighbors. The primary goal of this project is to further strengthen the Library's connection with the residents of Santa Cruz County. We will expand our outreach program beyond the reach of the bookmobile to serve those individuals who are underserved due to geographic causes, to enrich resident and visitor experiences, and to connect with special interest groups throughout the county through participation in events, festivals, and other community building activities. The secondary goal of this project is to demonstrate the viability of using bicycles as a primary mode of transportation within the cities of Santa Cruz County. This will be achieved by having a regular, monthly, BikeMobile route and through attendance at events throughout the coastal area of Santa Cruz County.

5. Project timeline (activities).

Activity	2015											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Order/ Purchase Trailer	X	X										
Purchase Bicycle		X										
Purchase electronics	X											
Train staff		X										
Outreach Events			X	X	X	X	X	X	X	X	X	X

Examples of Outreach events: C-Dog Festival, Ecology Action Bike Week, Festival of the Book, Holiday parades, Japanese & Greek Heritage Festivals, Farmer Markets, Open Street events, Santa Cruz Mountain Bike Festival

## 6. Evaluation of the project.

Usage statistics will be gathered by collecting the following information:

- The number of library cards issued by the BikeMobile
- The number of items circulated via the BikeMobile
- Face to face contact numbers collected during event participation
- Public recognition of the BikeMobile as part of the Santa Cruz Public Libraries – included in online survey via the Library's webpage.
- Participation in Library sponsored bike around town events.

## 7. Project budget.

PLP Innovation and Technology Funding Source:

\$15,000 for a specially designed library bike trailer from the Burgeon Group in Portland, Oregon.

Santa Cruz Public Libraries- In Kind funding:

Dual purpose, multi speed bicycle: \$2,000

Staff time for planning, publicity, and delivering programs: \$5,000

The project, which has the full support of Santa Cruz Public Libraries Division Managers, will be led by Laura Whaley, Librarian II and interim Manager of the Programs Department. Ms. Whaley has been a librarian for five years and has been with the Santa Cruz Public Libraries since 1997 when she was hired as a Library Assistant in Youth Services. Prior to becoming the first Volunteer Coordinator for SCPL in 2010, Ms. Whaley was a Branch Manager for ten years. Ms. Whaley is a Eureka Fellow, 2014, and a strong supporter of community partnerships and innovative programs.