Pacific Library Partnership
Innovation and Technology Opportunity Grant Program

Due Friday, October 10, 2014

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 _____ Tap, Swipe, Discover _____

2. Library/Committee
   applying for funding ___ Burlingame Public Library _____
   Name _____ Tommy McMahon _____
   Email _____ mcmahon@plsinfo.org _____
   Mailing Address _____ 480 Primrose Road, Burlingame, CA 94010 _____

3. Amount of funding requested _____ $7,215.60 _____

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

The Burlingame Public Library is currently undergoing a large scale renovation to reflect the changing needs of our patrons. Preserving the historic feel of the building, the library will now be more equipped to meet the needs of the future. To compliment these changes, we would like to implement 4 touch screen computers throughout the library as a means of marrying traditional services with a modern delivery method that is more reflective of the world we live in. These touch screen computers will highlight materials, inform patrons about often underutilized resources, and streamline procedures. This project will help foster an interest in reading, encourage personal enrichment, develop digital literacies, and enhance the overall library experience for our patrons.

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

Promoting literacy, learning, and community engagement fits well within the library's mission statement and strategic direction. As stated, "The Burlingame Public Library is the cultural and learning center for the community, encouraging the joy and wonder of reading, the wisdom of diverse ideas, and the power of lifelong learning. Within and beyond its walls, the library strives to preserve the past, serve the present and shape the future with opportunities to connect people and the world of information." By providing touch screen displays for patrons to explore our advisory services, test drive our databases, and make the most of our physical and digital resources, this project will truly help promote the library as the "cultural and learning center" of the community. This technology addresses the various ways that our diverse user group interacts with the library and will be more reflective of their evolving needs and interests.

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

The Burlingame Public Library is a medium sized library that serves a diverse mix of ethnicities and socioeconomic statuses within a relatively small geographic area. Multi-million dollar homes sit right alongside stretches of one-bedroom apartments in Burlingame and the neighboring town of Hillsborough. With a service area of 37,192 people, the library reaches a fairly even distribution of ages (see below)

POPULATION AGE	Burlingame	Hillsborough
Under 18	21.7%	26.6%
18 to 24	5.2%	4.3%
25 to 44	30.8%	14.8%
45 to 64	28.2%	33.9%
65 or older	14.0%	20.5%

Given this diversity, it's fair to say that our patrons approach the library with a rich variety of life experiences and skills. Some are avid readers while some may be uninterested, reluctant, or struggle. Some are tech savvy and some are tech challenged. The library serves as a bridge, connecting these various members of our community to each other and to a multitude of resources.

We would like to use the PLP grant to purchase 4 touch screen computers to highlight materials, inform patrons about resources, and streamline procedures. The computers will be placed throughout the 3 floors of the library and will serve a variety of purposes. Each touch screen will initially serve a particular purpose, however, the function of each computer can easily be modified to keep patrons interested. With the library currently undergoing a renovation, these computers will fit right in with the new layout.

The Upper Level of the Burlingame Library houses our Fiction and Mystery collections. The touch screen on the Upper Level will highlight our recently introduced Advisory Services website (http://burlingamelibrary.weebly.com/). Patrons will have quick access to a variety of book lists, reviews, blogs, and tools such as Novelist. In addition, patrons can submit a brief survey to receive a personalized list of book suggestions. Since there is no dedicated service desk on that floor, this would be a very valuable resource for book searchers.

The Main Level of the library will soon be home to all of our audio/visual materials. The touch screen in the Popular Materials area will be used to highlight the Music and Film/TV sections of the library's Advisory Services website. With music playlists, film lists, reviews, and blogs, the touch screen will highlight materials available to our patrons throughout the entire Peninsula Library System. Patrons will also be able to submit a request for personalized, staff-curated music and film suggestions.

A second terminal will be located on the Main Level, near the library's new multi-purpose service desk. This terminal will be used to highlight the library's databases and paid subscription services. Although often appreciated and praised, many of our databases are underutilized. Focusing on one database a month, the touch screen will be an eye-catching way to draw patrons in for a hands-on test drive of these resources. With its proximity to the service desk, it will be the perfect teaching tool for reference staff.

The Lower Level will be the home of our new technology lab and study rooms. With public computers and study rooms in high demand, the library will be using scheduling software to coordinate the usage of each space. Patrons will be able to use the terminal to check room availability and sign up for open slots. This will offer patrons the convenience of self service and will help streamline the reservation process.

Since the content displayed on each screen will be maintained and updated in the background, the touch screen terminals will require little-to-no maintenance. They will serve as valuable advisory and instruction tools, will help streamline services, and will help in promoting a love of reading, life-long learning, and even help lessen the digital divide. Tech savvy, yet reluctant readers may come across the terminals and discover a new favorite. Older adults, who are often some of our most avid readers, may pick up

new tech skills while navigating the terminals. These touch screen devices will be a welcomed addition to the library, bridging the gap between traditional library services and the conveniences of modern technology.

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4. The goals and objectives of the project.

<u>Goals</u>

1. Encourage the joy and wonder of reading, the wisdom of diverse ideas, and the power of lifelong learning.
2. Foster an increased awareness and usage of resources and materials.
3. Promote an awareness of new technologies and cultivate digital literacy.
4. Streamline procedures, allowing staff to better connect with the community and the community to connect with each other.

<u>Objectives</u>

- Purchase touch screen computers and supplies by March 1st, 2015 to coincide with the late spring completion of the library-wide renovation.
- All front-line staff will be versed in the equipment and available for instruction by May 1st, 2015.
- Terminals will be set up and running for public use by May 15th, 2015.
- Touch screen registration will become the primary means for meeting room reservation by September 1st, 2015.
- At least 25 patrons will have submitted a personalized suggestion survey by October 30th, 2015.
- Database usage will increase by 15% by December 31st, 2015.

5. The project timeline (activities).

- **November/December 2014** – Project staff will add content to the library's Advisory Services site, establish a schedule for highlighting databases, and set up meeting room scheduling software.
- **January/February 2015** – Project coordinator will purchase equipment (Dell OptiPlex 9030 Touch Screen Computers, wall mounts, etc.) and prepare devices for mounting.
- **March/April 2015** – Project coordinator will familiarize frontline staff with technology and work on publicity to promote the service.
- **May 1st, 2015** – Touch screens will be mounted and available for patron use.

- **June 2015** – Project coordinator will analyze usage statistics, check for staff feedback, and adjust where necessary.
- **July-November 2015** – Ongoing evaluation and tweaking of content based on staff feedback and usage statistics.
- **November/December 2015 –** Patron surveys, both printed and digital will be made available.
- **January 2016 –** Overall evaluation. Usage should have increased and any kinks should be completely worked out at this point.

6. The evaluation of the project.

Evaluation of the project will be based on a combination of staff/user generated feedback and an analysis of usage statistics. Since all of the content will be hosted online, we will be able to track usage statistics, comparing them over time. This information will clearly indicate if the project is working or if adjustments need to be made. Staff feedback will be crucial and will play a major role in tweaking the project to meet both staff and patron needs/interests. A questionnaire will be used to assess patron impressions of the project and its usefulness. The questionnaire will be available in print and digital versions to cover the diversity of our users. Increases in database usage, web traffic, circulation, and usage of the personalized suggestion service will be used as indicators of success.

7. The project budget.

Budget Items	PLP Grant	Quantity	In Kind	Total
Salaries			$1033.60	
Equipment & Materials				
Dell OptiPlex 9030 Touch Screen Computer	$1498	4		$5992
Custom Acrylic Signage/Wraps for Computer Monitors	$183.90	4		735.60
Pop Phone Audio Receiver	$20	4		$80
Wall Mounts for Computers	$52	4		$208
Weebly Web Hosting for Reader's Advisory Site (2 years)	$100	1		$100
Misc. Cables, etc.				$100
Grand Total Requested				**$7215.60**