

PLP Grant Replication Program Application

1. One paragraph project summary, including description of the unique aspects of the project.

The Los Gatos Library seeks to replicate the Retro Tech program at Santa Clara City Library. Retro Tech is a collection of “retro” equipment from the last century that transfer older formats into digital files. The equipment will serve to record patrons’ stories and memories digitally, whether they are photographs, VHS tapes, cassette tapes, or Super 8 movie reels. The Library would invite patrons to make appointments to use the equipment in two hour blocks in the Library. The Library would also host “Retro Tech Parties” at community partner sites like senior residences or various community events. Staff members and volunteers would direct patrons to the various equipment needed to digitize their collections of long-forgotten memories buried within boxes of photos, recordings, and miscellanea hidden in attics, basements and garages throughout the Town of Los Gatos. The program not only offers the free and local service of helping people digitize their memories, but offers to educate patrons on preservation and technology.

2. Explain what grant was selected to replicate and why.

Retro Tech: Self-Service Preservation, Digitizing, and Conversion Stations
Bringing 20th Century Media into the 21st Century

The Retro Tech grant was selected for replication. The community in Los Gatos presents a diverse population, inclusive of different ages and cultures. The Town itself also has a rich and long history, with multigenerational residents as well as newer residents. We believe that our longstanding community will benefit from the Retro Tech program. Our Library already has a strong Local History collection that serves our patrons in home and property research, genealogy, and various other historical research needs. Our Library staff seeks to educate people on the history of Los Gatos as well as the importance of building and preserving their own stories as members of the community.

20th century media that hold many important memories are quickly degrading, whether they are old photographs, negatives, VHS tapes, Super 8 movie reels, slides, or cassettes. Most people do not know how to handle these materials in their households or end up paying a significant amount of money for them to be digitized—and items like

slides, for example, need to be shipped to a digitization facility and be mailed back to the owner. Some people may not wish to go through the hassle, and others may not want to ship their sentimental items in the mail. There is a clear problem with 20th century media collecting dust in peoples' homes, and we at the Los Gatos Library would like to educate people on how to save them, how to use various technologies, and how to keep the files for the future.

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

The Los Gatos Library has a strong focus in Local History because of the Town's own longstanding history. The Library helps patrons to research a variety of topics (people, education, businesses, Town government, houses and property, and more) as it seeks to continue to preserve its own materials and acquisitions. One of the strategic directions of the Los Gatos Library is to embrace local history through digitization and preservation. Through Retro Tech, the Library will be a resource for people to preserve collections of their families. Doing so would enrich the knowledge of their past and help people to understand not only where they came from but also where they are going.

Another strategic direction of our Library is to enhance our collections and technology. The various digitization equipment that will be provided through Retro Tech will achieve our goal to provide individuals with the ability to take their family or personal photos, slides, videos, audio recordings, documents, and more, and help our patrons convert them to a portable, shareable, and digital platform.

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

The Town of Los Gatos is a community in transition. Many long-time Los Gatos residents with generations behind them are increasingly interested in genealogical research and preservation of their family history. Our Local History volunteers constantly answer to patrons' inquiries about their ancestors as well as their ancestors' businesses and residences.

In addition, many of our senior community members are faced with technological challenges, as we see through our Tech Tutoring program and adult reference services. They are hungry to learn and to continue preserving their memories in new and more modern ways.

These community members live side by side with younger people who have been growing up in the digital age but do not know how to preserve older memories. Members of younger generations have a kindling interest in history and especially older technology and media. Faced with a lack of access to the tools to even view older media, like 35mm slides, super 8 film, cassette tapes, and video tapes, individuals are often required to purchase expensive equipment or worse yet, ship their precious family memories to a distant facility to be digitized in order to even know what they have. This

project aims to provide access to tools, resources, and training that gives them access to the media at their fingertips and on their own schedule in the Library. The Retro Tech station would help community members digitize and convert their analog media to digital files to add to their own portfolio of genealogical documentation.

5. Goals and objectives of the project. (Include here any rationale for changes to the original grant application).

- Preserve and digitize local history before the equipment is obsolete or unavailable and before the format has degraded completely
- Assist patrons with personal historical research and documentation
- Provide casual users with a free resource and training to preserve documents
- Provide education and skill building on digitization and preservation

Changes to the original grant application:

We at the Los Gatos Library would like to add two more goals:

- **Provide avenues for technologically-challenged library users to learn more about technology in general:** our Tech Tutoring program has been quite popular and telling of the need in our community to provide more technology learning space. The technologies we will work with for Retro Tech will allow people to practice working with computers, files, and other technology concepts that will educate them further and hopefully help them feel more comfortable sitting at a computer.
- **Build a bridge across the generations in our community:** We have an incredibly large teen presence at the Los Gatos Library, and our goal is to provide opportunities for the teens to get involved in our programs. This program would especially involve the teens in thinking and learning about the generations that went before them. Similarly, adults and seniors will learn more about the digital age in which younger generations are growing up.

6. Project timeline (activities).

Activity	2019											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Purchase equipment	X											
Recruit Volunteers	X	X	X	X								
Train staff		X	X	X								
Promote & Market Events		X	X	X	X							
Active Access Project Run Times				X	X	X	X	X	X	X	X	X
Host Info Events			X	X	X	X	X	X	X	X	X	X
Evaluation									X			X

7. Evaluation of the project.

The Library would seek to engage not only patrons but volunteers to help seek out historical or family documents, photos, and recordings. The Library would invite the participants who digitized some historical photos, documents, or recordings to share at least one of their digitized files with the library and other patrons. In September, the Library would evaluate how well we have reached the community by the number of sessions and documents digitized. At the end of the calendar year, our goal would be to have 300 shared documents with at least 100 participants in the project helping build a better picture of the people who have called Los Gatos home.

We would also use surveys and interviews to evaluate the performance of the technology, trainings, and staff knowledge and assistance.

8. Project budget. (Indirect costs are not allowed).

The bulk of the project will require equipment that converts analog media to digital. The goal would be to purchase equipment that converted media in the simplest and most straightforward manner without manipulation or mediation through software. However, there will be a need to invest in computer and software to accommodate some digitization.

Along with the new equipment, we will need to purchase an electronic magnifier as well. Seniors and visually-impaired persons make up a high percentage of our patrons in the community. To create easier access for people who will be coming in to digitize their 20th century media, a magnifier will help visually-impaired patrons to know which items will actually need digitization, after being able to take a closer look at the documents. Many times, people end up with blurry photos or multiple versions of slightly different photos, and to be able to choose which documents are worth digitizing will create ease of use and simplicity in number of files digitized.

Equipment	Cost
SlideSnap X1	\$3,000.00
Wolverine 8mm and Super 8 Movie Reels to Digital MovieMaker	\$300.00
ION Audio Tape Express Plus Tape Digital Converter & Player with Headphones	\$40.00
Epson WorkForce DS-860 Color Document Scanner	\$800.00
Epson FastFoto FF-640 High-Speed Photo Scanning System	\$500.00
VuPoint DVC-ST100B-VP-BX4 Digital Video Converter	\$50.00
VCR	\$130.00
Prodigi Desktop Electronic Magnifier 24 in	\$1800.00
Storage Cart	\$1100.00
Powerstrips	\$75.00
Miscellaneous cables, storage media & containers	\$300.00
Laptop	\$2,000.00
Subtotal	\$10,095.00
Tax	\$757.13
Shipping	\$504.75
Total Equipment	\$11,356.88
Marketing & Promotion	\$300.00
Total Budget	\$11,656.88

9. Sustainability analysis.

The Los Gatos Library desires to focus on long-term commitment with this project, and the service would continue to be run by staff, volunteers and with the grant-funded equipment. The self-service nature of the project, as well as the employment of volunteers, allow for ongoing use with limited staff if funding did not exist. In addition, the Friends of the Los Gatos Library may act as a funding source for circumstantial repairs, replacements, or updates to the Retro Tech equipment collection.