PLP Grant Replication Program Application

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

   The Palo Alto City Library (PACL) is looking to replicate the "Retro Tech: Self Service Preservation, Digitizing and Conversion Station," developed by Santa Clara City Library (SCCL). Much like SCCL's model, PACL will provide equipment access to customers to digitize documents, photos and sound and video recordings. Customers would make 2-hour appointments, and work with volunteers or staff to digitize their items. The equipment would be mobile and PACL would schedule outreach visits to senior facilities, churches and other community events.

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

   PACL sees the SCCL model as a unique opportunity to reach out to seniors and new Americans in the community. The idea of preserving family stories of living in and immigrating to the U.S. is an important community value and the Library would like to position itself as a resource for providing the tools and skills needed to preserve these stories, as well as a repository for collecting and disseminating them.

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

   PACL has two guiding goals in mind with this grant: provide emerging technology access and skills; and provide opportunities for community building. Below are a few specific goals (from the Library's own Strategic Plan, 2015-2017) that this project can serve:

   - **Goal A—Create a variety of opportunities of learning and provide effective tools for improving all types of literacy**: This is an opportunity to provide digital literacy, skills and tools to preserve and share personal stories. Providing access to the equipment will provide many customers the resources and skills needed to engage in a digital world.
   - **Goal B—Strengthen the community and the library through effective partnerships**: The Library has been successful at bringing about community engagement through various programs and events in partnership with outside organizations. This project will allow the Library to strengthen ties to senior facilities, as well as faith-based and cultural organizations that serve the target audience. It will also allow the Library to work more often and effectively with the Palo Alto Historical Association (PAHA), to provide greater access to the Library's historical archives that PAHA curates. The Library has previously partnered with the Palo Alto Women's Club to digitize some of their historical records; with this grant, the Library can continue to build on this partnership and/or work with similar organizations.
   - **Goal C—Facilitate civic participation and effective community engagement**: The equipment and service will allow staff to be creative in programming and outreach opportunities to various facilities and organizations, culminating in social mixers or "movie premiers" of customers' stories, or displays of their items in the Library and/or on website, to elicit discussion and community building. This grant could also tie in nicely with the upcoming 2019 Silicon Valley Reads genealogy-related theme.

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

Like many Peninsula and South Bay communities, Palo Alto has a seen tremendous growth, changes and transitions in demographics. The city attracts top talent to its tech industry and educational institutions, while still housing long-time residents that are aging and making up more than 17% of the total population. Working millennials, young families and immigrants are adding more diversity to Palo Alto. Through a series of community conversations, PACL has learned that people want to connect more with each other. A project like this would provide the resources and skills for people to learn and share their family histories.

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

PACL would take and use the same goals and objectives set by SCCL, including:

- Preserve and digitize local history before the equipment is obsolete or unavailable and before the format has degraded completely.
- Assist customers 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.
- *Create opportunities for users to share their digitized stories in displays, programs and Library website and social media.*
- *Establish ongoing genealogy instruction and programming with PAHA.*

6. Project timeline (activities).

January-March 2019

- Purchase equipment
- Reach out to potential partners and volunteers
- Identify and train staff
- Develop program/reservation schedule
- Develop marketing campaign and plan—brand and logo

April 2019

- Reservations are activated at Mitchell Park Library

May-December 2019

- Develop genealogy programming
- Visit various senior facilities, as well as faith-based and cultural organizations that serve the target audience, in order to promote service.

7. Evaluation of the project.

The success of this project would be determined by the amount of appointments made to use the equipment; the successful digitization of items during the appointments (based on access, ease of use and performance of the equipment, knowledge of the volunteer); and the number of digitized files shared with the Library, on display, website or during a program.

We would survey all users of the equipment and randomly follow up with a longer interview to determine if the service met their expectations and/or if they gained something unexpected.

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

Equipment	Make/Model	Cost
Slide Scanner	*Slidesnap Pro*	*$3,395.00*
Photo Scanner	*Epson V800*	*$715.25*
FastFoto Scanner	*Epson FastFoto FF-640*	*$599.00*
Turntable Converter	*Ion Audio Max LP*	*$76.99*
Cassette Tape Converter	*ION Tape Express Plus*	*$32.90*
VHS/DVD Converter	*VuPoint DVC Digital Video Converter*	*$49.95*
VHS/DVD Player	*Sanyo Combo VHS/DVD player*	*$349.00*
8mm tape player	*Sony EV-C8u 8mm VCR*	*$237.97*
Film Scanner	*Wolverine 8mm & Super 8 Reels to Digital MovieMaker Pro Film Digitizer, Film Scanner, 8mm Film Scanner, Black (MM100PRO)*	*$399.95*
Misc. cables, containers and storage (estimate)		*$2500.00*
Tax (estimate)		*$750*
Shipping (estimate)		*$400*
Marketing		$500
Staff time (80 hours x $40 hourly rate)		$3200.00
Program Supplies (10 hours x $40 hourly rate)		$600
Grant Request		*$9506.01*
In-Kind Expenditure		$4800.00
Total Cost		$14306.01

9. Sustainability analysis.

This project is a great model to follow, as it provides a self-service feature, training for volunteers and equipment needed. The only challenge will be to make sure that equipment is cared for and to upgrade as technology changes. If grant funding did not exist, PACL would be able to scale this down and support it.