



PLP Grant Replication Program Application

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

The Salinas Public Library embraces the future of libraries by experimenting with and adopting new technologies to improve and change how library services may be provided to the public. Since many in Salinas don't have access to the latest technologies in their homes, positioning the library as a "public laboratory" for new technology is particularly important. For this project, the Library plans to purchase a NAO robot for use as a "greeter" and to augment programming, and the latest Beam+ device. We plan to evaluate the practicality and cost of sustaining these services, as well as the quality of engagement with patrons. The innovative services and programs will be designed for a very "public" and broad audience at the **Library Connection @ Northridge**, the interim Library location serving North Salinas until the new, much expanded El Gabilan Library is built. The robots will provide informational resources about Library services, the other sites and locations for library services, and will be used in other creative ways to augment existing programs.

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

Salinas Public Library would like to replicate the "Positioning Libraries for the Virtual Future" (Palo Alto City Library, FY16/17). Like Palo Alto, we want the community to see the important role libraries have as centers of innovation, and exploration in the community. We also have a unique opportunity to bring the greeter robot to the **Library Connection @ Northridge**, a temporary location for library services for North Salinas residents while we build a new 21,000 square foot library. With more than 280,000 visitors monthly, and over 600,000 visitors in the holiday months, the library has a unique opportunity to reach out to the community and introduce our library services. Having a NAO robot and Beam+ will showcase the latest in virtual technology and be an exciting draw for residents to learn more about the rest of our services, and create excitement about the new library that will open in the Fall of 2019.

While we were impressed with Palo Alto's experience, we also recognize that our two communities are very different. We appreciated their feedback, and equipment recommendations. It will be interesting to study and compare the different impacts. Because of the increased cost of the updated versions of the NAO robot and Beam+, we will not be implementing the workstation to enhance the 3-D digital printing. We also already have a 3-D printer, and a high-powered workstation.

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

One of our Library's strategic directions is to excite curiosity and encourage creativity, as well as position the Library as a center of innovation and exploration in the community. This project will invite the community to explore and test new robotic technologies, and novel ways of communicating and sharing information. We are also in the middle of an extensive Strategic Planning process, which has informed the building of the new library facility. This project aligns itself very well with other technology programs we have in place, and will continue to develop once the new El Gabilan Library opens. These programs include Coding and Design Thinking workshops for youth, a new program called "Game On" where teenagers 14-18 will develop their own games, Minecraft clubs, and much more. In 2017, the Library also began a collaboration with Digital Nest, a nonprofit based in Watsonville, California, committed to



bringing technology to underserved youth. They have opened up a satellite location within the Cesar Chavez Library. Positioning ourselves as leaders in technology, especially in a community like Salinas where typical households do not have access to expensive equipment, is especially important to us.

Lastly, the City of Salinas is very committed to being a leader in technology and agriculture. The City has partnered with Forbes Corporation to host an International conference on AGTech in downtown Salinas for the past several years, and is committed to a vision of the Salinas Valley as the next "Silicon Valley" for advances in agriculture and technology. Robotics represent a critical innovation to the future of agricultural production.

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

The project will introduce the community to robotic technologies, and challenge staff to find innovative ways to use the NAO robot and Beam+ technologies in programming. The NAO robot will greet users at the mall to our Library Connection @ Northridge, and the BEAM+ will give users a virtual walk through our other library facilities, in addition to other uses. We envision, for example, the NAO robot participating in our Music & Movement program at the mall, inviting families to "move" with the robot. We envision other creative uses of the robots as well.

The Library Connection @ Northridge is serving the community near El Gabilan Library, which is located in the 93906 zip code, and has 61,030 residents (the total population of Salinas is 157,000). The Library generally defines the users served by a library to be those living in a 2-mile radius of the facility; 44,013 residents live within this distance, including the Northridge Mall. The city as a whole is characterized by high unemployment (9.4%), low home ownership (47% are renters), and a low median income of \$54,949. The per capita income of residents (according to 2016 census) is \$18,347, versus \$31,458 statewide. Similarly, the poverty rate in Salinas is 18.9%, versus 14.3% percent in the State of California. The educational attainment of Salinas's residents is also low for the County, and State. Only 12.2% have a college education (versus 23.6 in Monterey County, and 32% in the State of California). The number of high school graduates are lower: 59.5% for Salinas versus 82% in the State. The demographics of Salinas are 76.6% Hispanic, and 70% speak a language other than English in their homes. 81.5% of children are Hispanic, and many schools have enrollments where 95% are Hispanic, and start school identified as "ELL" or English Language Learners, meaning they start kindergarten with very limited grasp or exposure to English.

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

Goal/Objectives:

Create opportunities for the public to engage in new technology.

Goal/Objectives:

Understand how patrons perceive the robots through surveys and community conversations.

Goal/Objectives:

Encourage staff and the community to create novel ways to use the NAO robot and Beam+ technology.

Goal/Objectives:

Generate excitement about library services and position the library as a showcase for new technologies.



6. Project timeline (activities).

January – February, 2019

- Purchase of equipment and configuration
- Exploration of program ideas

March – May, 2019

- Staff training and experimentation with the robots
- Planning for implementation: creating training materials, marketing materials and evaluation materials; confirming program ideas.

June – September, 2019

- Deployment of robots as greeters, and implement programs.
- Gather information from community about their reaction to robots.
- Evaluate the project through surveys.

7. Evaluation of the project.

1. Program attendance and community participation and engagement.
2. User interest and satisfaction as measured in surveys.
3. A complete evaluation of the project as a whole will take place in October when the project is completed.

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

Equipment:

- NAO Robot V6 \$9000 (www.eduporium.com/store)
- Beam Enhanced technology robot \$5000 (<https://suitabletech.com/products/shop>)

In-kind costs:

- Staff hours (assembly of robots, configuration, testing) \$3200 (80 hours @ \$40)
- Staff training \$1600 (40 hours X \$40)
- Program supplies (marketing materials, outreach materials, giveaways, etc.) \$1800
- Shipping costs, misc. expenses related to hardware – batteries, repairs, etc. (\$2500)

Total Cost: \$23,100

Grant Request: \$14,000

In-kind Expenditures: \$9,100

9. Sustainability analysis.

Like Palo Alto, this will be a new opportunity for library customers to get introduced to high-end robotic technology. This first test will help us understand whether the community considers this a project worth continuing. Assuming that the project is embraced by the community and valued, we fully expect to sustain the program at the new El Gabilan Library when it opens in the Fall of 2019, which will be a beautiful, two-story, 21,000 square foot building with a makerspace, digital media lab, and much more.