

PLP Innovation and Technology Opportunity Grant Program Application

1. One paragraph project summary.

Since the 1860's, Watsonville Public Library (WPL) has been providing library services at various locations. The WPL system includes the Main downtown library, Freedom branch, and the Watsonville Literacy Center. The library is currently celebrating its 10th anniversary at its downtown location. Although, the library offers traditional library services in a building; the library lacks a book mobile which is critical for providing outreach services. This is the perfect time for WPL to demonstrate our enthusiasm for alternative means of delivering library services. The City of Watsonville has numerous community events and gatherings that are perfect for a library presence. For this project, WPL plans to purchase a Pop-up Book Mobile library by exploring alternative modes of transportation. There are two options 1) a customized gas powered cargo van or 2) a specially designed electric book van. Both options will allow staff to engage with our community in parks, at schools, farmer markets, and neighborhoods enhancing our visibility while fostering new connections within the City of Watsonville.

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

WPL's leadership team is in the process of updating the library's three-year strategic plan in which surveys and studies from various community stakeholders including all library staff will help guide the library's future goals for 2019-2022. The following is a partial list of goals based on the library's current strategic plan:

- 1) Increase visibility and awareness about services
- 2) Reach more people in the community
- 3) Provide information in a variety of formats to meet their educational and recreational needs
- 4) Develop and foster new community partnerships

The Pop-up Book Mobile Library meets all four of these goals. Both the gas wagon van and the electric book mobile will allow staff to provide outreach services to neighborhoods, create visibility and awareness of library's services. Staff will be able to provide information to patrons in a variety of formats that meet their educational and recreational needs.

This project also furthers WPL vision to "gather, learn, & celebrate". By being a presence in the community, WPL will be able to create an atmosphere where individuals from our diverse multi-cultural community can gather and learn about library services. From these interactions new friendships and partnerships can blossom and also strengthen existing partnerships in our community.

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

the demographics of that population.

This project will benefit all residents of Watsonville and residents who live outside of the city limits, especially those who do not have access to library services.

Option 1) A Ford Transit Connect Wagon is a small cargo van that can be purchased locally at Watsonville Ford Dealership and customized by Adrian Steel Electrical to include shelving units for displaying materials.



This mobile library van standard feature includes Duratec 2.5L I-4 169hp engine, 6-speed automatic transmission with overdrive, and 4-wheel anti-lock brakes (ABS). It can be customized to transport up to 300 items. It can also be wired for portable wifi. A side door opens up to reveal on display various materials that patrons can check out and staff can advertise upcoming library events.

Option 2) This Pop-Up Library is based around an electric powered mobile library designed by AllaCart Manufacturing, Inc., Columbus, Ohio.



This mobile library is a low-speed, electric vehicle that can travel up to 25-30 miles on a single charge, with a maximum speed of 30 mph. It is especially customized to transport

and display up to 200 library books. It is lockable and wired for portable wifi. The sides of the mobile library fold up to reveal book shelves that patrons can browse and select items from, register for a library card or learn about current events and services offered through the library.

For both options, the Library staff can adjust the Pop-Up Book Mobile library collection based on the event or location. For example, when attending the farmers' market the collection will include gardening, cooking, and water-wise landscaping materials; at the migrant camps the collection will include bilingual materials appropriate for the age and interest of the residents. The Pop-Up Book Mobile will also have an iPad onboard that will allow for catalog searches and access to WPL's database collection for reference enquiries.

WPL's current location is shared with the Santa Cruz County Supreme Court and the City of Watsonville City Council/Administration. WPL is located in the City of Watsonville which is recognized for its ethnic and cultural diversity. The City of Watsonville is 6.7 square miles and its economy is primarily centered around the farming industry. Its population is 54,384; the majority identify as Hispanic/Latino (81.8%) but Watsonville is also a community of Asians, African Americans, Croatians, Portuguese, Filipino, Japanese, Sikhs and Ohlone residents. 75.7% of the residents speak a language other than English at home, approximately 50% of the children have at least one immigrant parent and 90.6% of our residents work in our community. Watsonville is also a young town, with over 31.5% of its population under 19 years of age. The average income is \$51,760 and the average education level is high school or below.

This project will be serving all members of our city through outreach at various events and festivals. The Watsonville Public Library regularly participates in the city's local parade, events such as National Night Out, Open Streets, Strawberry Festival, and Day of the Child/Earth Day. WPL plans to establish a pop-up event at the local farmer's market, Watsonville Nature Center, Senior Centers, and many other locations and events.

Additionally, the Pop-Up Book Mobile will also serve as a library stop at locations that do not have access to library services. One such location is the Buena Vista Camp, a low income housing migrant camp who residents are Latino migrant workers that follow the crop seasons. At this location, Library staff will be able to deliver bilingual storytimes and craft projects on a monthly schedule.

4. Goals and objectives of the project.

Watsonville Public Library's goal is to provide access to a wide variety of information, materials and services of value for lifelong learning. We can best do this when staff is out in the community interacting with our neighbors. The goal of this project is to further strengthen the Library's connections with the residents of Watsonville and its surrounding areas. The library will expand its outreach program beyond its physical space 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 city through participation in events, festivals, and other community building activities.

5. Project timeline (activities).

Activity	2018		2019									
	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Create an Implementation Plan	X											
Order/Purchase Pop-Up Book Mobile Library		X	X									
Train Staff				X								
Outreach Events					X	X	X	X	X	X	X	X

Examples of Outreach events: National Night Out, Open Streets, Day of the Child/Earth Day, 4th of July Parade and other local parades, Farmers' Market, Strawberry Festival

6. Evaluation of the project.

Usage statistics will be gathered by collecting the following information from our ILS system and at events/locations:

- The number of library cards issued by the Pop-Up Book Mobile Library
- The number of items circulated via the Pop-Up Book Mobile Library
- The number of Pop-Up Mobile Library visits
- Face-to-face interactions collected during event participation
- Assessment of surveys conducted at each event or location

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

Option 1

Item	Total Costs	PLP Grant	Other Funding Sources

Pop-Up Book Mobile Library Wagon Van (gas)	\$30,000	\$15,000	\$15,000
Totals	\$30,000	\$15,000	\$15,000

Option 2

Item	Total Costs	PLP Grant	Other Funding Sources
Pop-Up Book Mobile Library (electric)	\$60,000	\$15,000	\$45,000
Totals	\$60,000	\$15,000	\$45,000

The decision to purchase which vehicle will depend on funds from Other Funding Sources.

8. Sustainability analysis.

For Option 1, the Pop-up Book Mobile Library would be stationed at the parking garage shared by the Main Library and the City of Watsonville. The Library will include in its operating budget the annual service maintenance fees. The vehicle would be serviced and maintained by the City's Municipal Service Center.

For Option 2, the Pop-up Book Mobile Library would be stationed at the loading dock at the Main Library. The parking garage currently has two electric charging stations. The Library will include in its operating budget the annual service maintenance fees and charging costs. The vehicle would be serviced and maintained by the City's Municipal Service Center.