PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Pleasanton Public Library

Project Title: Take-Home Laptop Lending

Select criteria that you are applying under (check all that apply):

☒ Service that introduces a new idea, program or vision that is not currently used in libraries in response to the COVID-19 pandemic.

☒ Service that may benefit other PLP members in response to the COVID-19 pandemic.

☒ Service that may benefit other California libraries in response to the COVID-19 pandemic.

1.   **Please provide a one paragraph project summary.**

Pleasanton Public Library seeks to implement an innovative Take-Home Laptop Lending program that utilizes LTE-enabled Chromebooks for community members struggling to find or afford technology or internet access during the Alameda County Shelter in Place orders due to COVID-19. Pleasanton seniors comprise the largest percentage of the population most in need at 14%, followed closely by unemployed individuals at 10% (up 300% compared to this time last year), and low-income residents at 4%, as well as other populations struggling to pay bills and in need of internet access. Pleasanton Public Library seeks $5,000 to purchase Chromebooks needed for a successful and sustainable Take-Home Laptop Lending program, with $2,337.91 in initial matching funding provided by the Friends of the Pleasanton Library, in addition to $4,220 per year for data, maintenance, and backend support plans on all devices. The Take-Home Laptop Lending program will meet numerous strategic goals for the library, including to

"increase assistance and instruction for customers in the use of digital devices, tools, resources and general digital literacy skills" and "Identify opportunities for increasing our partnerships with other City departments, local agencies, businesses and organizations to extend the reach of the department to meet community needs and interests." ([Pleasanton Library and Recreation Department Strategic Plan 2019-2024](#)) Pleasanton Public Library will continue to work with new and existing community partners to identify and reach individuals with the greatest need. Throughout the program, PPL will continue to assess the success of the program through evaluations provided to Take-Home Laptop Lending users that will measure the impact on their ease of internet access, digital literacy, sense of wellbeing, and knowledge of the community's available resources.

Contact

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2. **Please provide a detailed description of the proposed project including the population served and the demographics of that population.**

To address the information access needs of the Pleasanton community hit hardest by COVID-19, the Take-Home Laptop Lending program is a groundbreaking approach for the Pleasanton Library, seeking to serve the public at a time when library buildings and their on-site services cannot be accessed normally. While a typical laptop lending program offered by a public library enables users to borrow laptops and connect to WiFi on the premises, the Take-Home Laptop Lending program will give community members the ability to check out LTE-

enabled Chromebooks from the library's current outdoor Sidewalk Service or other future checkout processes. With the ability to access the internet anywhere a cellular signal is present, these Chromebooks would not require a WiFi network to access the internet, solving a major hurdle for many community members who do not have internet access at their place of residence and cannot access the typical locations that offer free WiFi due to the COVID-19 pandemic and Shelter in Place orders.

Target demographics include seniors (approx. 11,400 people or 14% of the population), unemployed individuals (approx. 8,200 people or 10% of the population) and those below the poverty line (approx. 3,300 people or 4% of the population). (Y Charts, 2020) Pleasanton has seen an increase of over 6,000 newly unemployed community members in the past few months and there is a large demand for internet access among this demographic.

Access to technology and the internet has been one of the biggest equity gaps for library users to emerge from the COVID-19 library facility closure. Prior to the closure, 17 public PCs were highly relied upon by individuals needing access to computers and the internet throughout the library's 62 open hours per week. Adults in the community simply do not have a place to access technology now that the Pleasanton Library and Senior Center are closed. No other community service organization, agency, or faith-based center offers this service for adults in Pleasanton. Children are obtaining Chromebooks through Pleasanton public schools, but adults do not have a similar option. Library staff report requests for internet access have been one of the most common phone calls these past few months. Callers report needing to look for new jobs, apply for unemployment, and seek applicable resources, yet the inability to pay for access to technology looms large with callers, even those who have not actually lost

their job or those who have been able to receive unemployment benefits. Some community members are also struggling to pay bills with the increased burden of childcare, even with stimulus and government financial assistance. Pleasanton resident Marissa Ringman puts it best: "If you're a single mom with three kids and have to work all day and now you have to homeschool them, that $600 could mean either milk, food, or PG&E." (NBC Bay Area, 2020)
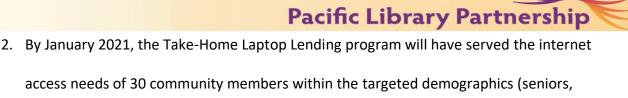
The community connections Pleasanton Public Library has developed, including close ties with the Pleasanton Senior Center, Tri-Valley Career Center, Veteran's Affairs, and low-income housing developments, will aid in serving the target demographics and will bolster the sustainability of the program, including its intended goals and outcomes. While vendor quotes estimate that annual data, maintenance, and backend support plans for 10 Chromebooks will amount to roughly $4,220 per year, the Friends of the Pleasanton Library have agreed to keep this program running at least two years beyond the grant cycle. Funding will also go toward upkeep and maintenance of the Chromebooks and associated materials.

Processes and procedures will be developed with considerable input from each target audience, including seniors, the unemployed, those experiencing poverty, and the underserved. Prototype and pilot sessions that meet health and safety guidelines will be held in September/October 2020 and will feature participants reserving, checking out, and operating the devices. By working with the Senior Center staff, library staff will be able to identify a number of seniors to not only help in testing the program, but also in creating buzz amongst this demographic for the program launch date. Initial marketing efforts will be geared toward local job and career assistance organizations, low-income housing properties, and in multiple languages.

The Take-Home Laptop Lending program will build upon other recently successful grant opportunities obtained by the Pleasanton Public Library, namely the 2019-2020 PLP Innovation Grant "Digital Pop-Ups" (implementation paused due to temporary facility closures) and the 2018-2019 LSTA CopyCat Grant "Robots on the Loose!" As stated in its newly adopted Strategic Plan, the Pleasanton Library and Recreation Department continuously seeks to "enhance programming that will encourage exploration and intellectual curiosity" and "increase assistance and instruction for customers in the use of digital devices, tools, resources and general digital literacy skills." Other applicable strategic plan goals include: "Goal B #12: Identify opportunities for increasing our partnerships with other City departments, local agencies, businesses and organizations to extend the reach of the department to meet community needs and interests." "Goal B #13: Partner with regional and state organizations for programming, training, and financial support." "Goal D #6: "Identify new funding opportunities that support the ongoing mission of the Library and Recreation Department including programs and facilities." ([Pleasanton Library and Recreation Department Strategic Plan 2019-2024](#))

3.   **What are the goals and objectives of the project?**

1. By November 2020, Pleasanton Public Library will have partnered with the Friends of the Pleasanton Library to implement and offer LTE-enabled Chromebook lending via library Sidewalk Service or other future lending service.

2. By January 2021, the Take-Home Laptop Lending program will have served the internet access needs of 30 community members within the targeted demographics (seniors, unemployed, below poverty line).

3. By June 2021, 100 community members will have utilized the program.

4. By June 2021, a majority of participants in the Take-Home Laptop Lending program will report positively about the program's ability to meet their information access needs.

5. By June 2021, participants will report a greater interest in accessing the library's digital materials on their own after taking part in the program.

6. By June 2021, a majority of participants will recommend the program to friends and family.

7. By June 2021, 25% more seniors will attend virtual library programs.

8. By December 2021, additional funding will be sought to increase the number of Chromebooks or other technology in the collection.

9. By December 2021, library staff will have reviewed program feedback and implemented changes to better meet the needs of the community with the Take-Home Laptop Lending program.

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

As adopted in its Strategic Plan, the library's mission is for community members to "Start your journey here. Discover. Connect. Enjoy." Innovation is highlighted as one of Library and Recreation's five values where: "We continuously pursue innovative training and new best practices to improve service delivery and enhance our ability to appropriately serve the

changing needs of the Pleasanton community" and where "We consistently seek feedback from our colleagues and the community in an effort to provide the best service possible." Other applicable goals include, Goal B, Strategy 12, "identify opportunities for increasing our partnerships with other City departments, local agencies, businesses and organizations to extend the reach of the department to meet community needs and interest," Goal D, Strategy 2, "partner with the Pacific Library Partnership and the state library to increase access and usability of library resources," and Goal D, Strategy 4, "identify new funding opportunities that support the ongoing mission of the library." (Pleasanton Library and Recreation Department Strategic Plan 2019-2024)

5.   **Please include your project timeline (include detail of activities).**

Mar 2020 –   Needs assessment via phone call data & public demographic information

June 2020 –   Research LTE-enabled laptops and service plans

July 2020 –   Research local laptop lending programs (Pleasanton Unified School District)

Aug 2020 –   Reach out to Senior Center staff and get Friends Group commitment

              Prepare Grant Application and Submit for PLP Innovation Grant ($5,000)

Sep 2020 –   Purchase and Receive Materials (10 LTE-enabled Chromebooks, charging station)

              Prepare devices for public use

              Train applicable staff on use of materials and check out procedures

              Prepare tutorials and how-to videos for public use

              Finalize evaluation process for prototypes and pilots (pre- & post surveys)

Work with Senior Center and TriValley Career Center staff in promotion

Draft promotional materials with Dept. Communications Coordinator

Oct 2020 –   Prototype and pilot sessions with targeted demographics (incl. evaluation)

Evaluate feedback from prototypes and pilots and make changes

Develop public policies and staff procedures

Continue to train applicable staff (circ and reference) on use of materials, policies, and processes

Finalize and submit promotional materials to Dept Communications Coordinator

Promotion goes public, press release due, social media posts

More prototypes/pilots as necessary

Nov 2020 –   Launch of Take-Home Laptop Lending program

Evaluate and assess feedback (public and staff)

Track statistics

Dec 2020 –   Consider new purchases and supplements in conjunction with partners

Continue to evaluate and assess feedback, make changes

2021 –   Compile evaluations and write narrative report to PLP and partners.

Present to PLP members on successes and strategies learned

6.   Please include your project budget. (Note: Indirect costs are not allowed).

PLEASANTON LIBRARY TAKE-HOME LAPTOP LENDING
FY 2020-2021 & FY 2021-2022

NON-PERSONNEL ITEMS	DESCRIPTION	COST
Equipment		
10 Samsung Chromebook Plus	$655.49 ea (incl. tax)	$6,554.89
1 Carrier 15 Device Rack	$783.02 ea (incl. tax + shipping)	$783.02
Data & Protection Subscriptions		
10 Verizon unlimited data plan	$80/mo first device, $20/mo ea +	$260/mo
Verizon multi-protection plan	(covers all devices)	$50/mo
10 Chrome Enterprise licenses (backend support)	$50/year per device	$500/year
Total Equipment Cost		**$7,337.91**
Total Subscription Cost (2-year total)		**$8,440**
TOTAL PROJECT COST		**$15,777.91**
TOTAL Friends contribution		**$10,777.91**
TOTAL PROJECT COST less Friends contribution		**$5,000**

7. **Please indicate how you will evaluate success of your project.**

Formative, Summative, Quantitative, & Qualitative data gathering will be utilized in the evaluation process. Library staff will use pre-program and post-program surveys, interviews and conversations with participants before and after participation, program observation, prototype/pilot program focus groups, and measuring program statistics like reservations, checkouts, and renewals. This data collection will lead to the following outcomes and objectives.

Outcomes

1. Participants will learn about the Take-Home Laptop Lending program available as part of the library's curbside pickup program and at the Senior Center's facility.

2. By June 2021, a majority of participants in the Take-Home Laptop Lending program will report an increase in well-being after utilizing the LTE-enabled laptops.

3. By June 2021, participants will report a greater interest in checking out library e-resources on their own after taking part in the program.

4. By June 2021, participants will report an increase in social belonging and community connection due in part to participation in the program.

5. By December 2021, participants will report the program assisted them in applying for job opportunities, receiving unemployment benefits, or other related activities

6. By December 2021, participants in the Take-Home Laptop Lending program will participate in virtual library events and programs.

Outputs

1. By June 2021, the Take-Home Laptop Lending program will have connected 100 community members with LTE-enabled Chromebooks.

2. By June 2021, 50% more seniors will attend virtual library and senior center programs.

3. By December 2021, the Take-Home Laptop Lending program will have connected 150 participants with LTE-enabled Chromebooks to meet their information access needs.

4. By December 2021, 25% of participants will report accessing job-seeking, unemployment, or related assistance via the Take-Home Laptop Lending program.

5. By December 2021, a majority of participants will report having recommended the Take-Home Laptop Lending program to others.

8.   Please indicate how the project will be sustained after the grant term is over.

The Friends of the Pleasanton Library have committed to providing 10 LTE data subscriptions for the next two years at approximately $4,220 per year. Future funding will also be sought from other opportunities, including new partnerships and future grants. Depending on demand, future funding will also be considered for adding additional laptops or other supplemental items to the collection. Additionally, staff will look at adding currently owned and underutilized library materials to the collection, including iPads and other portable technology.

Links and Supplemental Material

1. [Pleasanton Library and Recreation Strategic Plan 2019-2024](link)

2. Samsung Chromebook Plus LTE (image)

3. Carrier 15 Device Rack from Lock n Charge (image)