

PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Monterey County Free Libraries

Project Title: Looking at Racial Equity Data in a Multi-Branch System

Select category you are applying under:

Category A: Innovation and Technology Opportunity Grant

Category B: Grant Replication Program

If Category B is selected, enter the name of the grant you are replicating:

1. Please provide a one paragraph project summary.

In 2021, MCFL joined the “California Libraries Creating Racial Equity and Inclusion” (CREI) cohort. Through this experience the CREI team recognized that analyzing broad Monterey County data did not provide a true picture of what was happening in the local communities surrounding our 16 branches. To advance the work of the CREI team, MCFL would like to use this grant to conduct a deep dive into local community data and establish a framework for branches to analyze core data points for their specific communities. This framework will include a branch template with standard core data points and a brief annual report form, that each branch will use to summarize data observations and set one or two annual goals and objectives, informed by the data, to advance racial equity and inclusion. The framework will be presented to branch staff at an all staff training along with a guest speaker presentation on the importance of data informed decision making based on the Government Alliance for Racial Equity (GARE) model.

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

Racial Equity and Inclusion is a large portion of the Monterey County Free Libraries 2020 Strategic Plan (<https://www.co.monterey.ca.us/government/departments-i-z/library/about-us-our-library/strategic-plan>), including the specific pillar:

Equity, Diversity and Inclusion: Fostering equitable access, social justice, and a welcoming environment to all, honoring and celebrating the richness of cultures and identities within Monterey County, and beyond.”

It also supports our specific service objective that “service enhancements or decisions are supported by professional assessment and evaluation, with strategic use of reliable data.”

Making use of reliable community data with the focus on advancing racial equity and inclusion, aligns with MCFL’s short-term and long term strategic objectives.

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

This project provides training to the approximately 65 MCFL staff members at our 16 branches and administrative office. MCFL staff serve a population of 231,537, spread out over 3,000 square miles. The majority of the population is Hispanic or Latino (58.7%). Research by the CREI team found that MCFL service communities with the highest Hispanic/Latino populations have the lowest California Healthy Place Index scores, which is an indicator that can have a direct impact on a person’s overall life expectancy and well-being.

MCFL branches are located in the cities of Marina, Seaside, Greenfield, Gonzales, Soledad, King City and in the unincorporated areas of Aromas, Big Sur, Castroville, Carmel Valley, Parkfield, Pajaro, Prunedale, Salinas, San Lucas, and San Ardo. Most of our branches are located in small towns, many rural.

The CREI team will design a standard data template that includes strategic data points, such as demographics, community health indicators, and poverty levels. These core data points will help branches make decisions on services and programs, with a particular focus on racial equity and inclusion. Project staff will identify the census tracts surrounding each of MCFL’s 16 branches and note them on each branch data template, to help with community data analysis. Project staff will populate the individual branch templates with current data. CREI staff will develop a branch report where a branch manager can describe data trends and identify one or two data informed goals that focus on racial equity and inclusion. CREI staff will hold a staff training on the data template, data report and host a guest speaker to explain the importance of data informed decision making based on the Government Alliance for Racial Equity (GARE) model.

We believe this project will help other multi-branch library systems make use of core data points at the branch specific level. Tips on identifying core data points and easily finding census tracts may help other library systems save time and resources and provide a replicable framework for racial equity and inclusion data analysis and data informed decision making.

4. What are the goals and objectives of the project?

GOAL: MCFL staff will understand the importance of data informed decision making in the area of racial equity and inclusion.

Objective: MCFL staff attending the training on data informed decision making will fill out a survey measuring their knowledge before and after the training.

GOAL: MCFL staff will know how to access important local data for their specific branch service community and will be able to easily update the data annually.

OBJECTIVE: The majority of staff will receive training, instructions and links on how to access core data points. The majority of staff will know how to easily update their branch core data template. This will be measured by number of staff attending the training.

GOAL: MCFL branches will better understand their local community through analyzing core data points, with a focus on racial equity and inclusion.

OBJECTIVE: Branch staff will complete a survey measuring their change in community knowledge before and after analyzing their core data.

GOAL: MCFL managers will make better decisions when planning programs and services by using community data and the public will be better served.

OBJECTIVE: Branch Managers will report on data trends and how the data will impact their plans for programming and services and who will benefit from their decisions, particularly in the area of racial equity and inclusion. This will be measured by completing a brief annual report.

GOAL: This project will benefit other library systems.

OBJECTIVE: MCFL will share the framework resources of this project with the CREI cohort and freely with interested PLP Libraries.

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

By 12/21 CREI team will design Branch Core Data Template

By 2/21 Temporary librarian staff (Project staff) will be scheduled to document census tracts covering individual community branches.

Project staff will input core data into Branch Core Data Template for all 16 branches.

Project staff and CREI Team will develop training materials for core template and annual report.

By 1/22 CREI staff will find a trainer to speak about the importance of data informed decision making in planning services and programs, with a focus on racial equity and inclusion. (GARE)

By 2/22 Meeting Scheduled. Coordinate refreshments at all locations and compile training materials.

By 3/22 Staff receive training materials and Branch Core Data Template.

By 4/22 Staff attend training. Staff complete evaluation.

By 5/22 Branches complete first annual report. CREI staff visit branches to follow up on impact of Core Data Template and discuss racial equity and inclusion goals.

By 6/30 Grant funds expended. Grant reports submitted.

6. Please indicate how you will evaluate success of your project.

MCFL Staff will complete a survey after the training. The survey will measure the change in community understanding and the likelihood of implementing data informed decision making in the area of racial equity and inclusion.

Survey results and CREI follow up visits at the branches will determine the effectiveness of the project.

Sharing the framework with other PLP and CREI Libraries will also be a measure of success.

7. Please detail your project budget. (Note: Indirect costs are not allowed).

\$2,500 Project staffing

\$3,500 Staff training materials, branch binders, files, paper and printing

\$1,500 Refreshments for all staff - Zoom training held at 10-16 locations.

\$1000 mileage/travel

\$1500 trainer/speaker fee

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

The Branch Core Data template will be updated annually by branch managers/heads. Branches will complete a brief annual report on data analysis and provide data informed goals and objectives for their location, with a focus on racial equity and inclusion. This report will be shared with the senior management team.

Complete Only for Category B Grants:

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



10. If there are changes or enhancements to the original grant, including budgetary changes, please detail the changes and your rationale for making them.