

## PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Mountain View Public Library

Project Title: Expanding Digital Discovery through Touchscreen Kiosks

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:

Digital Discovery through Touchscreen Kiosks (2017)

### 1. Please provide a one-paragraph project summary.

Mountain View Public Library would like to replicate our previous 2017 replication grant, “Digital Discovery through Touchscreen Kiosks.” With the 2017 grant funding, we purchased and configured three touchscreen kiosks and set-up the kiosk software on the remaining non-touchscreen virtual desktop infrastructure (VDI) catalog stations in the Library. These kiosks provide library users with the ability to search the catalog, find program information, reserve a study room, register for a library card, and locate items in the building with the StackMap wayfinding software. The three touchscreen kiosks have been well received by library users and are easy to modify by staff as needed. Unfortunately, we have encountered significant issues with running the kiosk software on the VDI terminals. Updates to the VDI images need to occur every time a change is needed and Library staff have to manually start the kiosk software every morning. The VDI terminals also present a security risk since they do not stay in kiosk mode. We would like to replace the seven remaining VDI catalog stations with touchscreen kiosks.

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

One of the Library’s goals for this fiscal year is to evaluate services and improve ease of use to help create better user experiences for customers. In addition, the Library is also working to evaluate our operational processes and look for ways to improve and increase efficiency. By converting our remaining VDI catalog stations into touchscreen kiosks, we will improve customer usability, increase flexibility, and greatly reduce staff time.

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

The City of Mountain View covers 12 square miles and is home to over 82,000 residents. The population of Mountain View increases significantly during the weekdays due to the influx of employees who work in the tech sector and service industry. The Library is open to all of these individuals regardless of their home address. Our Main location is a third-place within the community that provides residents and non-residents alike with spaces to relax, study, read, or attend programs. We serve a wide range of people from users with limited computer skills to tech-savvy Millennials.

**Count of current customers with physical cards\***

Children and Teens	3,652
Adults	51,912

\*Excludes virtual cards, self-registered, and Link+ cards

Transitioning the remaining VDI catalog stations to touchscreen kiosks will create a more streamlined user experience for customers with different levels of familiarity with technology. The touchscreen interface provides a simplified layout that clearly presents options and allows people to find information with fewer clicks than the traditional keyboard and mouse setup. According to a 2019 survey by Pew Research Center, 81% of the population now owns a smartphone and 37% of Americans mainly use a smartphone when accessing the internet. The familiar tile layout combined with the touchscreen capabilities will help facilitate use of the catalog stations for people from all user groups.

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

The initial three touchscreen kiosks have functioned very well, and staff can easily update the software and layout of the screen. However, updating catalog VDI stations is a time-consuming process that requires staff intervention every day. The goal for this project is to convert all of our catalog stations to touchscreen kiosks, building on what we already have in place that is working well.

Objectives:

1. Eliminate staff time involved in manually turning on the kiosk software on a daily basis.
2. Reduce the amount of time that catalog stations are not available to the public due to needed configurations.
3. Create a streamlined user experience for customers who need to search for items and complete other tasks in the Library.

4. Promote environmental sustainability by providing marketing information for programs and services that can be emailed rather than relying on pre-printed materials for promotional purposes. This aligns with the City’s goal to promote sustainability by reducing the use of paper.

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

**September 2021:** Purchase all-in-one units and stands.

**October 2021:** Copy configuration and set up new kiosks.

**February 2022:** Solicit feedback from staff and public on usability of touchscreen kiosks.

**March 2022:** Make changes based on feedback.

**April 2022:** Evaluate project and explore future improvements.

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

StackMap and SiteKiosk software provide analytics that allow staff to pull usage statistics from the stations. The usage statistics will allow staff to determine

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

Equipment and Materials	Price per Unit	Quantity	Total
Dell OptiPlex all-in-one	\$1,300	7	\$9,100
TV stand with power strip	\$500	3	\$1,500
<b>Total project amount</b>			<b>\$10,600</b>

The Library will cover costs above grant funding.

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

Mountain View Public Library will continue to use the touchscreens after the grant period has ended. The Dell OptiPlex computers we have chosen come with a three-year accidental damage warranty. The three computers purchased in 2017 are still fully functional and operating well, which indicates that the new hardware purchased will have a useful life long past the initial grant period. The Library will evaluate additional features and will make updates to the touch screens in the future as needed. Staff time for the initial setup and for future updates to the kiosks will be covered by the Library’s budget. The Library budget also covers the annual ongoing cost for the SiteKiosk and StackMap software used with the all-in-one stations.

**Complete Only for Category B Grants:**

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

We want to replicate the “Digital Discovery through Touchscreen Kiosks (2017)” grant because it has proven to be successful, and we want to convert the remaining VDI catalog stations into touchscreen kiosks. The upgrade will allow us to improve reliability, simplify the update process and promote ease of use for customers.

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

We have already established budget items for the SiteKiosk and StackMap software, so this replication will only require the purchase of additional hardware to expand our digital discovery capabilities. In addition, we only need TV stands for the three catalog touchscreens. The additional four touchscreens will be placed on existing surfaces, which is an adjustment from the original grant we seek to replicate. These two factors allow us to take advantage of existing resources to build upon the original project at a lower cost than the original grant.