

**CALIFORNIA STATE LIBRARY  
FISCAL YEAR 2015-2016  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  
PITCH AN IDEA GRANT APPLICATION**

**ELEMENT 1: BASIC INFORMATION** (please see application instructions for additional information)

**Applicant Information**

- |   |   |
|---|---|
| <p>1. <b>Library/Organization</b><br/>Kern County Library</p> <p>3. <b>Internet Web Site Address</b><br/>http://www.kerncountylibrary.org</p> <p>4. <b>Project Coordinator Name &amp; Title</b><br/>Heather Eddy</p> <p>6. <b>Business Phone Number</b><br/>661-868-0727</p> <p>8. <b>Mailing Address</b><br/><b>PO Box or Street Address</b><br/>701 Truxtun Ave</p> | <p>2. <b>Library's DUNS Number</b><br/>127901718</p> <p>5. <b>Email Address</b><br/>heather.eddy@kernlibrary.org</p> <p>7. <b>Fax Number</b><br/>661-868-0799</p> <p><b>City</b><br/>Bakersfield</p> <p><b>State</b><br/>CA</p> <p><b>Zip</b><br/>93301</p> |
|---|---|
9. **Check the Appropriate Library Type**
- |  |                                   |                               |                                     |  |
|--|-----------------------------------|-------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> Public Library | <input type="checkbox"/> Academic | <input type="checkbox"/> K-12 | <input type="checkbox"/> Multi-Type | <input type="checkbox"/> Special/Other |
|--|-----------------------------------|-------------------------------|-------------------------------------|--|

**Project Information**

10. **Project Title** Pop-Up Goes the Library!
11. **LSTA Funds Requested** \$95,000
12. **Cash Contributions** \$0
13. **In-Kind** \$10,809
14. **Total Project Cost** \$105,809
15. **California's LSTA Goals** (*Check one goal that best describes the project*)
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Literate California                        | <input type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Community Connections           |
| <input checked="" type="checkbox"/> 21 <sup>st</sup> Century Skills | <input type="checkbox"/> Bridging the Digital Divide   | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 <sup>nd</sup> Century Tools             | <input type="checkbox"/> Information Connections       |  |
16. **Number of persons served** (*The number of persons who use or will benefit directly from this project*) 2,500
17. **Primary Audience for project** (*Select all that apply.*)
- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Adults                               | <input type="checkbox"/> Pre-School Children               |
| <input checked="" type="checkbox"/> Families                             | <input checked="" type="checkbox"/> Rural Populations      |
| <input checked="" type="checkbox"/> Immigrants/Refugees                  | <input checked="" type="checkbox"/> School Age Children    |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families)   | <input type="checkbox"/> Senior Citizens                   |
| <input type="checkbox"/> Library Staff , Volunteers and/or Trustees      | <input type="checkbox"/> Statewide Public                  |
| <input checked="" type="checkbox"/> Low Income                           | <input type="checkbox"/> Suburban Populations              |
| <input checked="" type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed                        |
| <input type="checkbox"/> People with Disabilities                        | <input type="checkbox"/> Urban Populations                 |
| <input type="checkbox"/> People with Limited Functional Literacy         | <input checked="" type="checkbox"/> Young Adults and Teens |
18. **This signature certifies that I have read and support this LSTA Grant Application.**

**Library Director Name:** Nancy Kern **Title:** Director of Kern County Libraries

**Mailing Address**  
(if different from above) \_\_\_\_\_ **City** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Library Director Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**ELEMENT 2: PROJECT BACKGROUND AND SUMMARY (please see application instructions for additional information)**

**Describe how this project was identified as a need, how it relates to your library's strategic plan, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Summary should relate to activities in the timeline (Element 4) and include statistical info to support the project.**

This project aims to help the Spanish-speaking population in Kern County and, in particular, the rural communities, in becoming more aware of and using Library services, resources, and materials in print and digital format.

Kern County is the third largest county in California comprising more than 8,000 sq. miles, with 24 library locations and 2 bookmobiles serving both the rural and urban communities of more than 864,000 people. Nearly 50% of Kern County residents are Hispanic. However, the percentage of library users who are Spanish-speaking is lower than expected and disproportionate to population demographics. We hope that this project will increase the awareness of the resources, services, and materials available to this population.

Connecting the Spanish-speaking communities with the Kern County Library's resources through the use of pop-events will greatly benefit our community as a whole. Multiple factors contribute to this population not using government agencies such as a public library. Data suggests that some contributing factors for non-usage are: work schedule/library hours conflict, lack of transportation to local branches (Kern Council of Governments 2014), hesitancy to use government facilities due to immigration status, the perception that service incurs fees and finally, lack of current materials in Spanish language.

A recent article featuring a study on literacy listed Bakersfield and Kern County as the least literate place in America (Time Magazine, 2014). Lower literacy rates often correlate to lower educational attainment and income levels. An article from the Sacramento Bee (3 Apr. 2015, p. A3) highlighted a study showing lagging language and cognitive abilities in Latino babies suggesting the need for increased literacy opportunities. Poverty rates in Kern County average 23%, but levels for Hispanics average higher, anywhere from 23.6% - 26.9%. (Public Policy in California 2013). Some studies have even more dire statistics, saying that Hispanics have higher poverty rates (28.9% vs. 22% average) and lower literacy levels than both County and State averages (Census Quick Facts, City-data.com).

Taking the Library out to the areas where these communities congregate will allow us to increase our visibility and connect with underserved communities, thereby encouraging them to utilize our services. This project supports Kern County Library's strategic goal of increasing outreach to culturally diverse communities, and aggressively marketing library services in Spanish. We will post pop-up events on the Library's website, calendar and social media outlets.

The Kern County Pop-Up Library will help the Spanish-speaking population in Kern County and, in particular, the rural communities, to become more aware of and use Library services, resources, and materials in print and digital format. Our vision is to utilize the trendy pop-up retail store model to introduce Library resources and materials to the Spanish-speaking communities around rural Kern County. Our goal is to 'pop-up' in unexpected places - starting the conversation, introducing ourselves to the people in our rural communities and showcasing resources which would be valuable to them and their families. By visiting non-traditional venues, we aim to insert ourselves into locations the Spanish-speaking population already frequents but where the Library currently doesn't have a presence. We hope to provide learning experiences for a population that is often afraid, sometimes undocumented, and generally undereducated.

Pop-up events will have Spanish-speaking staff knowledgeable and experienced in both digital technologies and Library resources. An inflatable tent with colorful graphics in both languages, which is easily assembled by one person in under two minutes, coupled with portable display furnishings including freestanding device display units emblazoned with library graphics will draw the public's attention. A mobile Wi-Fi device will allow staff to demonstrate use of Library digital resources to groups and individuals in real time. The secure, freestanding digital devices would allow the public to experiment, interact with and practice using the Library's digital resources for themselves, inspiring them to connect with the Library both online and/or in person.

Through the use of surveys at the pop-up venues and Library staff and volunteers speaking with the participants, we anticipate that 70% will indicate an increased awareness of library services and materials. Furthermore, we anticipate that 50% of attendees will apply for library cards.

Kern County has nearly a 50% Hispanic population – a number which is predicted to increase to 60% by 2060 (CA Dept. of Finance Population Projections). In order to address the needs of this growing community, the Kern County Library will use this grant opportunity to purchase equipment and materials for a Pop-Up Library. The first two months (July-August) of the grant period will be spent acquiring the pop-up tent, electronics and display units. Spanish-language library materials for all ages in both physical and digital format will be purchased over the course of the entire grant period to ensure a steady flow of current and relevant resources. The Pop-up schedule will be planned in August and September while the Library begins marketing this grant effort in the County through social media and PSAs through newsmidia outlets. Univision has committed to being our media launch partner and will feature the Pop-Up project as a leading story on air in September. From September through May, the Pop-Up Library will appear at a minimum of 2 venues each month in the Spanish-speaking community around Kern County. At each event, surveys will be given to participants to measure the success of the demonstrations.

**ELEMENT 3: PLANNING AND EVALUATION (please see application instructions for additional information)**

Please answer each area concisely and completely. **For section A-F limit to four pages.**

**A. Project Intent** (Check only one that best describes the project)

**Institutional Capacity**

- Improve the library workforce
- Improve the library's physical and technology infrastructure
- Improve library's operations

**Information Access**

- Improve users' ability to discover information
- Improve users' ability to obtain information resources

**Lifelong Learning**

- Improve users' formal education
- Improve users' general knowledge and skills

**Human Services**

- Improve users' ability to apply information that furthers their personal, family, or household finances
- Improve users' ability to apply information that furthers their personal or family health & wellness
- Improve users' ability to apply information that furthers their parenting and family skills

**Employment & Economic Development**

- Improve users' ability to use resources and apply information for employment support
- Improve users' ability to use and apply business resources

**Civic engagement**

- Improve users' ability to participate in their community
- Improve users' ability to participate in community conversation around topics of concern

**B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).**

Pop-up Goes the Library aims to engage with Kern County's Spanish-speaking population in their own communities and at their own events, increasing their awareness of Library resources and inviting them to engage with us both physically at pop-up events with library materials and virtually through the Library's website and digital offerings, enabling families with members of all ages to better understand what the Library can offer them at home or at a branch.

**C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.**

- 1 Pop up tent with furniture, display kiosks and electronics
- 2500 Spanish titles purchased for collection in both print and digital format
- 15 Facebook ads, 1 TV spot on Spanish station and five Spanish-language radio PSAs.
- 2000 flyers printed and distributed to minimum of 5 publicity partners.
- 18 "Pop-Up" events
- 60% of attendees surveyed
- 500 attendees applied for library card
- 10 volunteers recruited and trained
- 60% increase in circulation of Spanish-language print materials

**D. Anticipated Project Outcome(s) – What change is expected in the target audience's skills, knowledge, behavior, attitude, and/or status/life condition? How will you measure these outcomes? (for examples see attachment B of the application instructions)**

We anticipate:

- 60% of participants will report an increased understanding of tablets through navigating Library's online resources (measured by survey)
- 50% of pop-up attendees will have used a minimum of one or two library resources (measured through survey)
- 50% new community partners will report increased awareness of Library resources and services for their customers and clients (measured by survey)
- 60% of attendees will be able to name 3-5 Library services and resources

**E. Briefly describe how this project will be financially supported in the future.**

This project will be supported in the future through soliciting financial support from the KCL Foundation and the Friends groups:

- Maintenance of the pop-up tent and graphics (in case of damage to tent or updating of library information requiring new graphics), furniture and generator equipment.
- Updated software and/or devices (tablets, iPads) as needed
- Continuous purchase of current Spanish-language materials for mobile Pop-Up Tent collection

**F. Activity Information. Activities are action(s) through which the intent or objective of a project are accomplished. Four activity types have been identified, each with select methods to help you describe how you will carry out this project. Indicate activity types that require a significant commitment of resources to the project (representing 10% or more of total project resources).**

- I.  **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*
- Program - Formal interaction and active user engagement (e.g., a class on computer skills).
  - Presentation - Formal interaction and passive user engagement (e.g., an author's talk),
  - Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.

Description: The Pop-Up Library will be taken to nontraditional venues and set up to include Spanish language materials and interactive technological displays (iPads, and Galaxy Tablets) which the library staff and volunteers will introduce, demonstrate and encourage visitors to try. A mobile wi-fi unit will be on-site and will allow for real-time use of the library website and its digital resources. Library card signups can be done on-site and those new library users will be taught how to access databases, eBooks and other Library resources at that time. They will be encouraged to linger and use the technology and library materials. Surveys will be distributed for the purpose of measuring increased awareness of services and ability to use devices and digital resources.

- II.  **Content** - Involves the acquisition, development, or transfer of information and how information is made accessible. *(Check all that apply and provide a description including whether the format will be physical, digital, or both)*
- Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.
  - Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.
  - Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.
  - Lending - Provision of a library's resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.
  - Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.

Description: Just over 50% of the grant includes monies to develop, select, purchase, process and distribute a refreshed Spanish-language collection from vendors for both children and adults in multiple formats. Physical materials will be designated for both a traveling collection for the Pop-Up Library and for several branches with a predominately Spanish-speaking population. The digital materials will be available via the Library's eBook platform.

- III.  **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description)*
- Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.
  - Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description: n/a

- IV.  **Procurement** - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description: Procurement of equipment and materials will begin after the grant award has been distributed. We will be procuring supplies and equipment including inflatable tent, iPads, laptop, furniture, printer, scanner, and other materials for the Pop-Up library.

**ELEMENT 4: GRANT TIMELINE/ACTIVITIES** (please see application instructions for additional information)

Show each major project activity and when it will be started and/or completed throughout the project. The timeline should correspond to the activities described in Planning and Evaluation. Please put an X in each pertaining month.

Activity	2015/2016											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Plan Pop-Up event calendar for year	X	X	X	X	X	X	X	X	X			
Develop list of resource professionals and community partners	X	X	X	X	X	X	X	X	X			
Develop printed training materials for staff/volunteers of Pop-Up Library	X	X	X	X	X	X						
Create and distribute surveys to be handed out to Pop-Up Library attendees	X	X	X	X	X	X	X	X	X	X	X	
Create and distribute surveys for community partners	X	X	X	X	X	X	X	X	X	X	X	
Develop graphics & purchase pop-up tent and feather flags	X	X										
Select & purchase furniture, display shelves/tables, kiosks, tablets, accessories	X	X	X									
Select, purchase and process a minimum of 2500 titles in print and digital formats	X	X	X	X	X	X	X	X	X	X	X	
Train staff/ volunteers for pop-up events		X	X	X	X	X	X	X	X	X		
Create and purchase Facebook ads		X	X	X	X	X	X	X				
Create & distribute promotional print materials	X	X	X	X	X	X	X	X	X	X	X	
Pop-Up Library Kickoff Event			X									
Social media promotional campaign		X	X	X	X	X	X	X	X	X	X	
Produce Pop-Up Events			X	X	X	X	X	X	X	X	X	
Develop volunteer position description	X	X										
Recruit volunteers		X	X	X	X	X	X	X	X	X		

**ELEMENT 5: BUDGET** (please see application instructions for additional information)

The budget should clearly identify the amounts requested and from what sources. (please do not unlock the application form, if additional space is needed contact Mickie Potter at [mickie.potter@library.ca.gov](mailto:mickie.potter@library.ca.gov))

Budget Category	LSTA	Cash Contributions	In-Kind	Total
<b>Salaries/Wages/Benefits</b>				
Collection Development Librarian	\$0	\$0	\$3,572	\$3,572
Bibliographic Control Librarian	\$0	\$0	\$3,572	\$3,572
Bibliographic Control Library Associate	\$0	\$0	\$996	\$996
Public/Social Media Library Associate	\$0	\$0	\$996	\$996
Graphic Designer	\$0	\$0	\$673	\$673
Extra-Help Library Associates	\$7,862	\$0	\$0	\$7,862
<b>Subtotal</b>	\$7,862	\$0	\$9,809	\$17,671

**Description:** Kern County Library will contribute approximately \$9,809 in-kind staff hours for Collection Development Librarian (72 hrs@\$49.70 for selecting and ordering materials), Bibliographic Control Librarian (72 hrs@\$49.70 for cataloging and processing materials), Bibliographic Control Library Associate (26 hrs @ \$38.29 for cataloging and processing materials), Publicity/Social Media Library Associate (26 hrs @ \$38.29 for creation of publicity materials) and Graphic Designer (40 hrs @ \$16.83 for creation of publicity graphics). Extra-help Library Associate hours (480 hrs @ \$16.38) will be used to backfill Library staff going out for 16 hours/mo. to Pop-Up Library events.

<b>Equipment (\$5,000 or more per unit)</b>				
Inflatable Tent	\$7,738	\$0	\$0	\$7,738
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$7,738	\$0	\$0	\$7,738

**Description:** The major component of the Pop-Up Library is an inflatable tent emblazoned with Library graphics.

<b>Operating Expenses: Library Materials</b>				
Spanish-language materials in multiple formats	\$50,000	\$0	\$0	\$50,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$50,000	\$0	\$0	\$50,000

**Description:** • We anticipate a minimum purchase of approximately 1500 digital titles x \$15/title =\$25,000 divided between adult fiction (70%) and non-fiction (30%) and children's fiction (40%) and non-fiction (60%)

• We anticipate a minimum purchase of approximately 1000 print titles x \$25/title = \$25,000 divided between adult fiction (70%) and non-fiction (30%) and children's fiction (40%) and non-fiction (60%)

<b>Operating Expenses: Consultant Fees</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
<b>Operating Expenses: Travel</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

<b>Operating Expenses: Supplies/Other</b>				
Tent accessories and graphics	\$8,952	\$0	\$0	\$8,952
Chairs and display units with security equipment	\$5,889	\$0	\$0	\$5,889
Computers, tablets, wireless unit/data plan and accessories	\$6,123	\$0	\$0	\$6,123
Table, extension cords and misc. road equipment	\$2,165	\$0	\$0	\$2,165
15 Facebook ads	\$1,000	\$0	\$0	\$1,000
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$24,129	\$0	\$0	\$24,129

**Description:** Tent walls (3) = \$2,012.40; Canopy=\$2,795.00; Canopy walls (2) \$752.50; Canopy big wall (1) \$677.25; Retractable Banner (2) \$661.13; Feather flags (2 M) \$1,085.75; 6' Table cover (2) \$967.50; Staff/Public Chairs (7) \$639.63; Mobile Bookcases (3-58"H) \$1,001.33; Kiosks - iPad (3) \$1,504.79; Kiosks - Galaxy (3) \$1,504.79; Security Cable Lock (6) \$149.96; Shipping Costs for Brodart \$788.48; iPads (3) \$1,612.50; Galaxy Tabs (3) \$1,612.50; Laptop \$537.50; Power Surge \$10.75; MiFi \$53.75; Data Plan: 10GB, 24month \$2,296.20 ; 6' Table (2) \$107.50; 20' Extension cords (2) \$150.50; 8' Extension Cords (8) \$90.04; Shipping for Lowe's \$79.00; Road Case (2) \$233.99; Generator \$1,503.93; Receipt Printer \$300; Barcode scanner \$150; 15 Facebook ad ads @ \$66/ea.

<b>Operating Expenses: Contracted Services</b>				
Marketing contracts for media	\$5,271	\$0	\$0	\$5,271
Univision TV spot	\$0	\$0	\$1,000	\$1,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$5,271	\$0	\$1,000	\$6,271

**Description:** We will be contracting with several different local TV and radio station media groups for a minimum of 5 radio ads to advertise Pop-Up events near important venue dates. Univision will be giving an in-kind donation by featuring the Pop-Up Library in a TV interview for our launch.

<b>Project Total</b>	\$95,000	\$0	\$10,809	\$105,809
<b>Indirect Cost Rate Applied</b> 0 % <b>Indirect Cost</b>	\$0	\$0	\$0	\$0

Check one: (please see application instructions for additional information)

No Indirect                       Federally negotiated indirect cost rate \*                       Indirect proposed cost rate \*

\* please attach supporting documentation if required

**Description:**

<b>Grand Total</b>	\$95,000	\$0	\$10,809	\$105,809
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**ELEMENT 6: ATTACHMENTS (please see application instructions for additional information)**

If you have additional resources that support your grant, please attach after this page

**ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2015/16**  
(please see application instructions for additional information)

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

**A.  An individual applicant that is CIPA compliant.**

The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

**B.  Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**

All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

**C.  Not Subject to CIPA Requirements.**

The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

Kern County Library  
Library/Organization

Pop-Up Goes the Library!  
Project Name

Nancy Kerr  
Library Director Name

Director of Kern County Libraries  
Title

\_\_\_\_\_  
Library Director Signature

\_\_\_\_\_  
Date