

October 30, 2015

Wendy Cao, Administrative Assistant  
Pacific Library Partnership  
2471 Flores Street  
San Mateo, California 94403

RE: PLP Innovation and Technology Opportunity Grant

The Pleasanton Public Library is pleased to submit the attached Pacific Library Partnership Innovation and Technology Opportunity Grant application for your review. We look forward to your partnership in our effort to serve the youngest members of our community with the proposed 1,000 Books Before Kindergarten at the Library and Beyond project.

Directed at infant through pre-school aged children, 1,000 Books Before Kindergarten at the Library and Beyond will transform the standard library reading program into a year round effort aimed at laying a foundation for literacy not only among typical library users, but also for children of families who do not have a tradition of library attendance.

Our proposal requests \$5,300.00, which, in concert with additional funds from a secured City of Pleasanton grant and in-kind support, will launch this early literacy program. Our partnership with a low-income apartment management team will provide the facilities for offsite bilingual story times and a basis for the outreach portion of 1,000 Books Before Kindergarten at the Library and Beyond.

Since its inception as a reading room in 1909, the Pleasanton Public Library has played a vital role in the community by inspiring, informing and enriching the lives of its users. Now serving a highly diverse population of over 70,000, the Pleasanton Public Library provides the citizenry of Pleasanton with a robust package of multi-generational and multicultural programs, services, and collections. Your investment in this project will allow us to extend our reach beyond the library and into the underserved portions of our community.

Thank you for your consideration. We truly appreciate the opportunity to submit this proposal, and will be happy to provide any additional information required by the members of your Review Panel.

Sincerely,

Sandy Silva  
Assistant Library Director  
City of Pleasanton

Pacific Library Partnership  
2015-16 Grant Program

Due Friday, October 30, 2015 by 5:00 p.m.

Please provide the following information in a Microsoft Word document. Please email the completed form to Wendy Cao at [caow@plsinfo.org](mailto:caow@plsinfo.org).

1. Title of Project 1000 Books Before Kindergarten at the Library and Beyond
2. Category (A or B) A
3. Library applying for funding Pleasanton Public Library  
Name Sandy Silva  
Email ssilva@cityofpleasantonca.gov  
Mailing Address 400 Old Bernal Avenue, Pleasanton, CA 94588  

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4. Amount of funding requested \$5,300.00

## PLP Innovation and Technology Opportunity Grant Program

### 1. One paragraph project summary.

1,000 Books Before Kindergarten (<http://1000booksbeforekindergarten.org/>) is an early literacy program that encourages reading aloud to children on a regular basis, establishing reading as an enjoyable family activity while laying a foundation for literacy. Similar in structure to summer reading programs, 1,000 Books Before Kindergarten is established at many libraries across the nation, including several in the San Francisco Bay Area. With 1,000 Books Before Kindergarten at the Library and Beyond, the Pleasanton Public Library (PPL) proposes to expand on the original model by taking it beyond the walls of the library and into the homes of underserved members of the community. The PPL 1,000 Books Before Kindergarten at the Library and Beyond team will aggressively promote the program in areas frequented by families of young children. To reach families who do not have a tradition of library attendance, PPL will offer materials and programming assistance to pre-schools, daycares, recreation programs, and other organizations that serve those with infant through preschool aged children. The opportunity to participate in the program will also be provided in conjunction with bilingual off-site story times conducted in targeted neighborhoods with high concentrations of underserved and ESL.

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

Pleasanton Public Library's mission is to provide access to "resources, services, and programs to inspire, inform and enrich our community." In addition, PPL is dedicated to the development of community partnerships that enhance its ability to reach underserved members of Pleasanton's population.

1,000 Books Before Kindergarten at the Library and Beyond provides an excellent opportunity to enrich the lives of the youngest members of our community. As noted by the American Academy of Pediatrics in a 2014 policy statement, **reading to young children is associated with higher language skills and interest in reading, and is essential to their development and readiness to learn.** In addition, shared reading time, a major component of the 1,000 books program, has the added benefit of strengthening the bonds between the child and caregiver and establishing the parent as the child's first teacher. The strength of a foundation for lifelong literacy that can be laid through the simple act of daily reading to a young child is the primary reason that PPL would like to establish this program, and to expand its reach beyond the library to children who may not otherwise have the opportunity to participate. The opportunity to educate parents who may not realize the importance of such a simple act should not be missed.

Partnering with other community-minded organizations is a key element in the success of the outreach portion of the program.

### Established Successful Program Partners

The Pleasanton Public Library has partnered with management at the Las Ventanas apartment complex to conduct off-site bi-lingual story times in the Las Ventanas community room. Las Ventanas, located near Valley View Elementary School, has been identified as a neighborhood with a high concentration of underserved and ESL families. It is estimated that 70% of the 131 units at Las Ventanas are occupied by families whose primary language is Spanish and have limited English proficiency. 100% of those families qualify for free or reduced lunches. Further, the children residing in the Las Ventanas community are geographically isolated from many of the recreational and learning opportunities that provide a basis for readiness to learn. The existing partnership with Las Ventanas will be extended to allow PPL to offer 1,000 Books Before Kindergarten, including parent education and awareness activities, in conjunction with the bi-lingual story times.

In partnership with the City of Pleasanton, the Pleasanton Public Library has received a grant for the use of recycled materials in its programming. Pleasanton Public Library will use funds from this grant to support the purchase of bags composed of recycled materials for the 1,000 Books program. In addition, the City of Pleasanton will supply additional support for 1,000 Books promotional materials, allowing PPL to extend its reach further into the community.

### Additional Partners

PPL is actively seeking additional partners to expand and sustain the outreach portion of 1,000 Books Before Kindergarten at the Library and Beyond. PPL is discussing with Head Start the possibility of providing materials and program assistance for a 1,000 Books Before Kindergarten effort at its facilities in Pleasanton. Axis Community Health, an organization dedicated to providing affordable health care to all members of society, will be approached to provide early literacy information to clients with young children and to assist with parent education. PPL is also working to identify areas similar to the Las Ventanas community where an effective outreach partnership and program could be established.

### **3. A description of the proposed project including the population served and the demographics of that population.**

1,000 Books Before Kindergarten at the Library and Beyond is a year round early literacy program that encourages reading aloud to children on a regular basis. Similar in operation to a summer reading program, children will receive small incentives leading to a grand prize on the completion of 1000 books. The program will be open to any child who has not started kindergarten.

1,000 Books Before Kindergarten and Beyond will be launched at two sites, the Pleasanton Library and the Las Ventanas Apartments, in February 2016. The intent is to enroll all attendees at regularly scheduled infant through preschool-age library programs and at off-site bilingual story times in addition to families attracted by promotions. Every child registering for the program will receive a reusable bag containing multi-lingual instructions, information on early literacy, a reading log, an age appropriate reading list, and a schedule of children's library programs. The reading log

will be a simple sheet with shapes to color in as each book is read. Books read by different caregivers, at preschool or daycare, by siblings, etc., all count toward the 1000 books. Multiple readings of the same book will also count. A large sticker indicating how many books have been read will be awarded after every 200 books, and small incentives such as bookmarks will be given out periodically. Children completing 1000 books will receive a book to build home libraries. The program could be completed by a participant in as little as a year (at 3 books, or three repetitions of the same book, per day) or at a slower pace.

To engage parental and caregiver support, PPL will offer training sessions that focus on the benefits of reading to children and readiness to learn. The sessions will be lead by PPL staff or early education specialists and will be offered at least four times per year. Parental/caregiver training sessions will be conducted both on- and off-site and in languages appropriate to the audience.

1,000 Books Before Kindergarten and Beyond will be marketed on-site and at organizations that support infant through preschool aged children and their caregivers via multi-lingual flyers and bookmarks. Marketing will be measured to coincide with the school year. Targeted will include churches, pre-schools, PUSD, and community health centers. Informational bookmarks and posters will include early literacy tips and promote the importance of shared reading.

PPL staff will also offer programming assistance and materials to childcare centers, preschools, or other organizations that wish to offer 1,000 Books Before kindergarten at their facility. Material support will include bags, reading logs, and incentives. Programming assistance will include volunteer readers. Depending on the success of the program, Pleasanton intends to continue 1,000 Books Before Kindergarten and Beyond the foreseeable future.

### Demographics

The Pleasanton Public Library serves a vital community of nearly 78,000 within a geographic area of about 24 square miles. Once a fairly homogenous community, Pleasanton is evolving into a more ethnically diverse area with a growing immigrant population (American FactFinder Community Facts, <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>). Between 2000 and 2013, Pleasanton's population grew from 63,654 to 71,488. During that same time period, those of Asian descent in Pleasanton's community increased from 11.7 to 25.6% while Hispanic/Latino members of the community increased from 7.9 to 11.9%. The percentage of White members of the population declined from 80.4 to 66.0%.

The number of people with a first language other than English has also grown, from approximately 17.4% in 2000 to 31.1% in 2013. California Department of Education statistics indicate that in 2014, 29.5% of children enrolled in the Pleasanton Unified School District learned English as a second language. Nearly one quarter of those students are classified as English Learners. The language most spoken by English Learners in Pleasanton is Spanish. The greatest concentration of English Learners is found at Valley View Elementary School, the feeder school for the Las Ventanas community. The highest concentration of elementary school aged children eligible for free meals are also found at Valley View Elementary School (SARC, 2014).

#### **4. Goals and objectives of the project.**

**Goal 1:** To lay a foundation for literacy and to foster a love of reading in the infant through preschool members of our community, leading to lifelong learning and enjoyment.

**Objective a:** Beginning in February 2016, introduce the 1,000 B4K program to the Pleasanton community and provide opportunity for registration during all regularly scheduled library infant preschool programs, with the goal of 100% registration among attendees. Program registration will also be available during all library hours of operation.

**Objective b:** Increase awareness of the program by distribution of flyers to pre-schools, childcare facilities, and parent groups. Special attention will be paid to organizations providing support to at-risk families, such as Head Start and Axis Community Health.

**Objective c:** By April 2016, evaluate the in-house portion of the program through enrollment and progress statistics as well as through surveys of attending parents and caregivers. Projected program enrollment increase is 10% per month. Parent/caregivers should report increased shared reading time with preschool children. Implement any needed adjustments in the program prior to September 2016.

**Goal 2:** To reach underserved and ESL families in our community who might not otherwise have contact with a library, and to provide them with opportunities to participate in and benefit from early literacy programming.

**Objective a:** Beginning in February 2016, introduce the 1,000 B4K program during weekly off-site story times conducted in a targeted neighborhood with a high concentration of underserved and ESL families.

**Objective b:** In April 2016, evaluate off-site program through enrollment and progress statistics as well as survey of attending parents and caregivers.

**Objective c:** Identify additional underserved neighborhoods for inclusion in the program beginning in September 2016. Inclusion of underserved neighborhoods in the program will increase readiness to learn for all community members.

**Goal 3:** To increase parent and caregiver awareness of the beneficial effects of reading to preschool children, regardless of the language used or the skill of the reader.

**Objective a:** Develop multi-lingual informational materials detailing the benefits of reading to infant-preschool aged children. Bilingual (Spanish and English) materials will be distributed to pre-schools, childcare facilities, parent

groups, and other organizations interested in the well being of infant through pre-school aged children.

**Objective b:** Provide for parent workshops and informational speaker programs providing information regarding the benefits of reading to young children and readiness to learn. Workshops will be held at least four times a year at both on- and off-site venues.

## 5. Project timeline (activities).

| Time Period                 | Action  | Person Responsible                   |
|-----------------------------|---|--------------------------------------|
| October 2015 – January 2016 | <ul style="list-style-type: none"> <li>• Prepare for 1,000 B4K with design and purchase of bags, reading logs, reading logs, brochures, and marketing materials.</li> </ul>   | Project Lead                         |
| February 2016               | <ul style="list-style-type: none"> <li>• Initiate marketing of program with distribution of informational materials both in the library and to off-site pre-schools, childcare facilities, and parent groups.</li> <li>• Launch 1,000 B4K in-house at regularly scheduled infant through preschool-age library programs.</li> <li>• Launch off-site program at weekly bilingual story times at Las Ventanas.</li> <li>• Begin parent/caregiver education series.</li> </ul> | Project Lead<br>Designated PPL Staff |
| April 2016                  | <ul style="list-style-type: none"> <li>• Evaluate program and determine where changes in implementation should be made.</li> <li>• Identify additional communities in Pleasanton for inclusion in outreach.</li> </ul>  | Project Lead<br>Designated PPL Staff |
| September 2016              | <ul style="list-style-type: none"> <li>• Renew 1,000 B4K marketing campaign and implement outreach in at least one additional neighborhood.</li> </ul>  | Project Lead<br>Designated PPL Staff |
| October 2016                | <ul style="list-style-type: none"> <li>• Evaluate program and compare to initial evaluation.</li> </ul>   | Project Lead<br>Designated PPL Staff |

## 6. Evaluation of the project.

### Evaluation

The primary goal of this program is to foster a love of reading in the youngest members of PPL's user community. Additional program outcomes will include increased parent/caregiver understanding of the importance of a child's exposure to books and reading, increased time spent reading with children, development of reading as a shared family activity, and an increased interest in reading by older siblings.

Evaluation of the project will be conducted using program enrollment and progress statistics coupled with parent/care giver surveys. Survey questions will address changes in the amount of time parent/caregivers spend reading with children, any noted changes in reading habits among older siblings, and satisfaction with the program as a whole. To complete the evaluation, information regarding circulation of children’s materials and attendance at PPL children’s programs will also be collected.

The outreach portion of the program will be evaluated independently of the in-house portion of the project and will include a survey of any out-reach partners. Evaluations will be conducted in April 2016 and again in October 2016. The results of the evaluations will be used to determine satisfaction with the program on the part of the participants and to assess where changes in implementation need to be made.

## 7. Project budget.

Projected budget for 1 year of operation

| Item   | In-kind         | Other funds    | PLP Request    | Total           |
|--|-----------------|----------------|----------------|-----------------|
| Librarian; planning and program development  | \$5,000         |                |                | \$5,000         |
| Part-time Librarian or Library Assistant; Off-site and bilingual Story Times         | \$4,850         |                |                | \$4,850         |
| Promotional Materials (posters, flyers and postage)                                  | \$1,000         |                |                | \$600           |
| Reusable Bags of recycled material<br>(1,500 for first year)                         |                 | \$6,500*       |                | \$6,500         |
| Stack of Books milestone structures (5)  |                 | \$1,000**      |                | \$1,000         |
| Informational Speakers and local author story times                                  |                 |                | \$1,000        | \$1,000         |
| Reading Logs, incentives (bookmarks, milestone stickers) and informational materials |                 |                | \$1,300        | \$1,300         |
| Books for completing program   |                 |                | \$3,000        | \$3,000         |
| <b>Total Project</b>   | <b>\$10,850</b> | <b>\$7,400</b> | <b>\$5,300</b> | <b>\$23,550</b> |

\*The purchase of bags will be supported by a recycling grant from the City of Pleasanton

\*\*Additional support supplied by the City of Pleasanton



