

**Pacific Library Partnership
2016-17 Grant Program**

Due Friday, September 30, 2016 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.

1. Title of Project: Bike-mobile at Sunnyvale Public Library
2. Category (A or B): B
3. Library applying for funding: Sunnyvale Public Library
Name: Cynthia Bojorquez, Director
Email: cbojorquez@sunnyvale.ca.gov
Mailing Address: Sunnyvale Public Library, 665 West Olive Ave,
Sunnyvale, CA 94086
4. Amount of funding requested \$5,650

PLP Grant Replication Program

1. One paragraph project summary, including description of the unique aspects of the project.

Inspired by similar grants awarded to Palo Alto, Oakland, Santa Cruz and Los Gatos in the last two years, the Sunnyvale Public Library would like to begin its own bike-mobile program to extend its reach beyond the walls of the library and engage the community where they typically gather, such as the Farmers' Market, local parks, retirement centers, the train station, community centers and more. Our project is not so much about delivering materials (although that will be one component), but about advocacy and engagement, thus creating a "buzz" about library programs and services. We plan to use the bike-mobile as a branding tool so that people will identify with the Library beyond the building and to promote our presence on social media. Loaded with a tablet or laptop, a hotspot, lots of "library swag" and information about library services, we plan to meet with the public in person and show them how they can take advantage of all the library has to offer both remotely and in-house. We also intend to engage the community in conversations about their personal aspirations and how we can deliver services that would help them meet their needs. With the purchase of an electric bike and the Burgeon book trailer, the Library hopes our bike-mobile will become an anticipated and enjoyable sight around Sunnyvale and ignite a spark of curiosity and imagination. Because the cost of this project goes beyond the scope of this grant, the Friends of the Sunnyvale Public Library has committed funding to purchase the Burgeon trailer.

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

The Sunnyvale Library has chosen to replicate the grant undertaken by the Los Gatos Public Library in 2015-16. Their focus on outreach services and providing library services to residents who cannot reach the library easily is closely aligned with our own goals and objectives. Also mentioned in their proposal was the desire to work towards becoming a larger presence in the community. They referred to a statement by Mana Tominaga, the author of the original Bike to Books grant in Oakland, who highlighted the visual promotion of the library around town as their greatest success. This aligns with our goal to use the bike-mobile as a branding tool for the library.

Melissa Maglio, the project manager from Los Gatos, stated that so far, the project "has been a blast". They love the book trailer that was purchased from the Burgeon Group and the electric bicycle from Vintage Electric Bikes. Los Gatos planned to do two outreach activities a month with a goal of 24 for the year. Los Gatos is a smaller library than Sunnyvale with a correspondingly smaller staff so our goal is to make at least twice

as many appearances. Last year, the librarians scheduled 15 “pop-up” events at various venues such as coffee shops, parks and the Farmers’ Market. Approximately 843 people were reached, many of whom had not been to the library in quite some time. A common phrase that was heard was, “I had no idea the library did all that!” Organizers of the Farmers’ Market, which takes place every Saturday, have encouraged the librarians to continue making appearances as often as possible. The bike-mobile will enable us to easily bring all the materials needed and serve as a conversation starter as well. Staff will prepare reusable “goody bags” containing a free book, brochures about the library services and other library “swag” for those who signed up for a library card. In addition to the Farmers’ Market, the Library plans to take the bike-mobile to schools, parks, local coffee shops and other city festivals such as the State of the City event and the Fit and Fun Health Fair.

Like Los Gatos, the Sunnyvale community is a bicycling community with a strong focus on green-living and sustainability. The Library has already shown its commitment to these principles by installing a bike repair station in front of the Library and hosting two Library2Library bike rides between selected libraries in Santa Clara County. In addition, the Library sponsored a “Repair Café” program featuring members of Bay Area Bike Mobile, an organization that offers free repair clinics to help people learn how to fix their own bicycles. The bike-mobile would be the perfect addition to these events, drawing the attention of the public to this unique vehicle and allowing the librarians to spread the word about library programming and services.

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

The strategic direction of the Sunnyvale Public Library closely mirrors that of Los Gatos with a primary focus on the desire to foster curiosity and create community connections as well as forming new partnerships and creating learning opportunities for all ages in an environmentally friendly way. By taking the bike-mobile out on the road to various gathering spots in Sunnyvale, the librarians hope that the uniqueness of the station will serve as a conversation starter and lead to discussions about the Library and other City services as well. It will enable us to talk with residents one on one at a venue of their choice. We also hope that other organizations will express interest in the bike-mobile and invite us to their events. This year we are attending Tech Nights at two local elementary schools and bringing the bike-mobile with us would be a definite plus. We could not only demonstrate how to use our digital resources but if there is power, we could bring our 3D printer along to demonstrate a new technology and encourage the students to design their own objects to print.

Last May, several members of the staff attended the Harwood Public Innovators Lab and learned techniques for turning our focus outward into the community and becoming a force for change. The Library has adopted this philosophy as we move towards building a new branch and eventually a new main library. The bike-mobile is just one

technique, but a very effective one in that it has been shown to be a conversation starter, laying the groundwork for meaningful conversations with the public. The bike-mobile also fits into our plans of exploring alternative service access points throughout the city.

Finally, the City recently implemented a Climate Action Plan outlining the City’s commitment to creating a more sustainable, healthy and livable Sunnyvale. One element of this plan is to educate the public about the need to reduce greenhouse gas (GNG) emissions. The bike-mobile not only models the use of a clean vehicle but will aid in the dissemination of information about the project.

4. A description of the proposed project including the population served and the demographics of that population.

Sunnyvale has a population of approximately 148,372 people (2016 estimate) and covers 24 square miles. According to the 2010-2014 estimates from the American Community Survey, the race and age breakdown is as follows:

Race			Age	#	
White	48%		Under 5	12,416	8%
African American	2%		5-19 years	23,318	16%
Native American	0%		20-44 years	59,978	41%
Asian	41.50%		45-64 years	33,873	23%
Hispanic or Latino	18%		65 +	16,336	11%
Pacific Islander	0.06%				
Two or more races	3.80%		Total	145,921	

According to the U.S. Census, approximately 44% of Sunnyvale residents are foreign-born and 7.9% of Sunnyvale households fall below the poverty line. In north Sunnyvale, the nearest library is more than four miles away. This is also one of the areas with the highest number of low-income residents and non-English learners. This heightens the importance of reaching out to residents to ensure they are able to access Library services and programs

The proposed project would reach out to all Sunnyvale residents, but particularly those that are isolated due to language, location or simply being new to the community. The bike-mobile would allow us to connect with schools, local businesses, retirement centers and just about anywhere a bicycle and trailer could go. Our goal is to talk to residents about Library program and services, issue library cards and provide

assistance on how to access the Library's digital resources, including downloadable books, movies and music, as well as databases such as Lynda.com and Learning Express. Depending on the venue, short story times or puppet shows, book talks or an easy craft might be offered. The book trailer will be stocked with a few items to check out as well.

It is our hope that the bike-mobile will serve as a conversation starter and bring curious members of the community over to admire the electric bicycle, the custom-built trailer and talk to the librarians. Using our own Facebook page, we will offer the first five people who visit us at various venues a small prize such as 3D printed keychain. To further extend our reach, we will ask visitors to take a selfie of themselves with the bike-mobile, post it on their social media sites such as Facebook and Instagram and tag the Library. The selfies and social media posts serve as form of digital advertising and go back to the basics of marketing by word-of-mouth—getting our community members to share, on our behalf, the buzz about the Library to their network of friends and colleagues.

5. Goals and objectives of the project. (Include here any rationale for changes to the original grant application).

The goals of this project are very similar to those of Los Gatos, but one difference is that we will not be using it as a means to provide homebound book delivery service. The Sunnyvale Library already has a delivery service for homebound residents that has been in place for many years.

The goals for this project include:

- Increase the number of library cards issued to Sunnyvale residents by 5%. Currently 71% of library card holders are Sunnyvale residents.
- Increase the number of students at Sunnyvale schools who have library cards by 5%.
- Increase the use of electronic resources, including both eBooks and databases by 5%.
- Serve a wider area of the community by setting up the bike-mobile in places that are not within reasonable walking distances of the physical building.
- Foster curiosity and community connection by attending community events
- Increase the number of summer reading sign-ups by 5%.
- Increase the visibility of the Library on various social media sites by 5% by monitoring the number of "likes".
- Increase awareness of library services and the level of community engagement in preparation for a new branch.

6. Project timeline (activities).

Estimated Project Timeline:

Activity	2017											
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Purchase electric bike, trailer and electronic devices	x	x	x	x								
Outreach events				x	x	x	x	x	x	x	x	x
Schedule routine bike mobile stops	x	x	x	x	x	x	x	x	x	x	x	x
Staff training on bike safety	x	x	x	x								
Bicycle powered mobile library kick off events					x							
Marketing of new service	x	x	x	x	x	x	x	x	x	x	x	x

Examples of Outreach Events:

- Bimonthly appearances at the Farmers' Market
- Monthly stops at local parks and schools
- Appearance at Full Circle Farm and Community Garden events
- Sunnyvale State of the City event
- Annual Fit and Fun Fair
- Summer Music Series in downtown Sunnyvale
- Sunnyvale Art & Wine Festival
- Sunnyvale Senior Center
- Columbia Neighborhood Center
- Back to School night and various local schools
- Pop-ups at local coffee shops
- Cal-Train station

Examples of Marketing Activities:

- Library print and digital newsletters
- Constant Contact email (goes to list of approximately 30,000 people.) This is our most effective form of marketing.
- Library Facebook page

- Library and City website
- Promotion at ongoing library events
- Collaboration with community organizations such as the Sunnyvale Historical Society and Full Circle Farm
- Chamber of Commerce newsletter
- City Council meetings
- Neighborhood Association newsletters
- Special kick-off event
- Summer Reading kick-off

7. Evaluation of the project.

Usage statistics will be gathered by collecting the following information:

- Number of trips taken and the distance of each trip
- Number of people served during the trip
- Number of library cards issued at each outreach event
- eBook and electronic database discussion and usage
- Number of materials circulated at each event

8. Project budget.

PLP Innovation and Technology Funding Source

Item Description	Cost	Tax	Extended Price
Electric Bicycle with towing capacity	\$2,500	\$219	\$2,719
Employee bicycle so that 2nd staff member can pedal along	\$500	\$44	\$544
Bicycle helmets (2)	\$120	\$11	\$131
Bicycle repair/maintenance supplies for 1 year (mobile repair tools, tubes, parts as needed, etc.	\$221		\$221
Electronic devices (1 mobile WiFi Hotspots and annual fees for 1 year	\$650		\$650
Vests for Book Bikers (3)	\$25		\$75
"Goody bags" for new library card holders	\$1,000		\$1,000
Weather proof storage covers for 2 bikes and trailer	\$310		\$310
Total Request for PLP funding			\$5,650

Note: Our budget is less than Los Gatos for several reasons. We are not asking for hourly librarian help to support outreach days and we are not using a custom vintage bike as they did. Our local bike shop, Walt’s Cycle, will work with us to purchase an electric bike that will suit our needs.

Friends of the Library Funding Sources

Item Description	Cost	Tax	Extended Price
Custom built book trailer	\$15,000		\$15,000
Marketing materials	in kind		
Total			\$15,000

Sunnyvale Public Library Funding Source:

Item Description	Cost	Tax	Extended Price
Marketing materials	Existing		est. \$500
Collections for Bike-Mobile	Existing		est. \$3,000
Staff time for planning & implementing Bike-Mobile	Existing		est. \$10,000
Total Est. Sunnyvale Library contribution			Est. \$13,000

9. Sustainability analysis

The Library plans to continue this project long after the grant period ends. Community engagement through appearances at City-sponsored events, the Farmers’ Market, local parks, etc. will always be a priority of the Library. Once the initial purchases are made, the main investment will be staff time to prepare and plan the events and then to actually attend the events. This time is already built into our operating budget as part of our library programming.

Other costs, such as updating the marketing materials, refreshing the collection and maintaining the bicycles and book trailer will come out of the library budget as well.

This project has the added benefit of being environmentally friendly and modeling the use of alternative transportation around town.