

## PLP Innovation and Technology Opportunity Grant Program Application

Library Name: Hayward Public Library

Project Title: Placemaking - Find Yourself @ the Library

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.**

Though “innovation” in libraries often focuses on technology, Hayward has been reimagining how public libraries should look and how we can reflect the diversity of our communities, and how we should be serving new immigrants, many of whom arrive full of hope, and are often disheartened at the xenophobia they face or see reported in the news. Hayward Public Library (HPL) is expanding the “Libraries as the third place” to “Libraries as Placemakers”. A recent study finds Hayward the most ethnically and linguistically diverse of all medium and small cities in the US. Most residents see the Library as a welcoming and safe place for our diverse community and new immigrants. We have been piloting a very successful and popular “Placemaking” project for a couple of years by having representative, and larger than life, art/symbols around the library during heritage months and to celebrate special occasions. This is not a few book-displays or occasional programming, but 3- to 4-week long, unapologetic and beautiful decorations that cannot be missed or avoided as people walk into our two locations, accompanied by cultural programming. Families can see themselves and be reminded of their cultural and lived heritage, of the diversity of our nation, and immigrants can feel welcome in an often-difficult new environment.

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

Hayward just completed a new strategic plan which will be presented to the community shortly. The new mission states: Hayward Public Library provides diverse programming and

resources, supports personal and educational growth, inspires creativity, and contributes to the health and success of a thriving Hayward.

Of the six strategic goal areas highlighted in the plan, one is *Culture and Heritage* which is about “Cherishing Hayward’s shared diversity and history” and to “Foster understanding, respect, and inclusivity”, and to “Nurture Hayward’s cultural and ethnic diversity.” This innovative grant project fits perfectly in helping us achieve these goals. In addition, high among the City’s strategic priorities is Racial Equity.

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

Hayward is one of the most ethnically and linguistically diverse cities in the US with 38.9% being foreign born, and 59.3% speaking a language other than English at home. Hayward Unified school district lists 39 languages and language groups among the primary language spoken at home by its students. Hayward is also one of the poorest cities in the Bay Area, with 8.5% of families living below the federal poverty level. It is largely a working-class community, with many new immigrants arriving from a constantly changing native countries. A large portion of the community has little discretionary income, even for something as basic as the internet, and certainly very little for the arts or cultural events. Those who seek cultural pursuits or reminders of their own history or heritage, must travel to cities like San Francisco or Oakland, which adds the burden of transportation costs.

Most Hayward residents see the Library as a welcoming and safe place for new immigrants, and depend on it for educational and recreational needs, as well as for art, music, and other cultural pursuits. It is also seen as a safe place for people to express themselves and their gender identities. During our recent strategic planning, a large number of respondents, including library users and community leaders, expressed their appreciation of our cultural/inclusive programming and our seasonal and cultural decorations. They strongly acknowledged their value, and expressed their desire to see more of these programs and displays. Many neighboring libraries have expressed their appreciation of what Hayward is doing and asked questions about how we organize the project.

Recognizing the responsibility and trust placed in us, HPL is committed to growing this “Placemaking” project that it has been testing out for the last three years. The goal is to present Hayward Public Library as a meaningful cultural and learning center, where people can appreciate beautiful art in all its forms, where families can see themselves and be reminded of their cultural and lived heritage, and where we can all gain a greater appreciation of our uniqueness and commonalities.

This project consists of two major elements: The art installation/décor and the accompanying programs, but this grant application only seeks support for the art décor.

The décor consists of very large and prominently displayed artistic decorations at both library locations. At the Downtown library these can consist of 10-foot-tall skulls suspended between floors for Day of the Dead, rainbow umbrellas and community comment cards all over the building for Pride month, decorated lanterns for Lunar New Year, or storyboards and historical flags in honor of Juneteenth. Displays are planned in conjunction with local artists and organizations, with a focus on aesthetics as well as cultural sensitivity. By June 2025, HPL will complete at least 4 major displays focused on the following themes: Dia de los Muertos/Day of the Dead, Festivals of Light/Winter Festivals from around the world, Lunar New Year/Festival of the Lanterns, and Pride Month.

A minimum of six programs accompany these displays, and will include art classes, arts/crafts exhibits, and music/dance programs. All these programs will be done in partnership with community organizations like the Hayward Arts Council and the Friends of the Hayward Public Library. Other partners include the Black Excellence Project (California State University East Bay), San Francisco Opera, the school district, dance and martial arts schools, art studios, cultural organizations, etc. Though libraries have long offered dance and music performances, HPL's placemaking initiative adds to this by tying in the décor which permeates the facilities and brings cultural images powerfully to the forefront, and brands HPL as an inclusivity-forward organization.

We realize that this grant does not fit perfectly into the categories of **sustainability, climate change, and/or emergency preparedness**, but it is a grant for our residents who are affected by all three of these topics, and it will impact HPL's effectiveness in dealing with these issues.

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

Though libraries have long offered dance and music performances, HPL's placemaking initiative adds to this by tying in the décor which permeates the facilities and brings cultural images powerfully to the forefront. This project will

- Make the Library a more welcoming place where people from diverse backgrounds and of different identities can "find themselves" prominently reflected
- Remind library users of the diversity of our neighbor, and the interesting contributions we all make to our communities
- Encourage exploration of our own cultural heritage, as well as that of our neighbors
- Remove the fear of those who are different from ourselves, and fight xenophobia through positive images
- Ease the fear of immigrants who are facing culture shock as well as first had xenophobia or hear about it from many sources
- Make the library a cultural and art center in a city that has few other free resources of this type

- And, of course, draw people into the library so they can discover the many other services we offer that can benefit them in any other parts of their lives.

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

Large Art/Heritage installations will be displayed at both libraries. Most displays will include cards inviting visitors to fill out/decorate them to depict how they celebrate the event or what it means to them, or to simply recommend books/other library materials related to the topic. Displays will all be accompanied by cultural programs/classes which will be funded by HPL and/or our partner organizations.

Tentative Schedule (more displays/programs may be added depending on available funding)

**Décor planned:**

October 2024 - Day of the Dead/Fall Festival: Traditional symbols Painted skulls, paper flowers, ancestors' altar

November/December 2024 Festivals of Light/Winter: Images, story boards, etc.

February 2025 - Lunar New Year: Lanterns, horses, other traditional symbols

June 2025 Pride Month: Rainbows and LGBTQIA+ symbols

**Accompanying programs/classes** (funded separately):

Oct 2024 Trunk or Treat/Promise Fest (showcasing diverse multicultural dance/music/art and activities)

Nov-Dec 2024 Kwanzaa dance & Percussion class

Feb-Mar 2025 Children's Art class/display for Lunar New Year

Feb 2025 Black History Month Sew n Sew - Art and Quilts

May 2025 Dance/Music from the Islands and Asia

June 2025 How do you celebrate Pride

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

Attendance and community response/requests will be the immediate measure of success of our displays and programs. HPL will be in regular contact with our major partner organizations, as well as other organizations and individuals who partner on individual events for their feedback. HPL keeps detailed track of numbers daily visitors as well as attendance at events and

will continue to do so during this grant. Attendance data will be compared with previous program/monthly attendance to measure success and improvement. HPL also plans to conduct surveys to measure the visibility, outreach success, and impact of the grant. Opportunities for ongoing feedback will be available through HPL's various social media sites as well as the comment cards available throughout our facilities. Pictures of events will be posted on HPL's social media, in response to which the community tends to give candid feedback. In addition to these, anecdotal and direct comments and feedback will be taken into consideration in measuring the impact of this Placemaking project.

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

Though this project includes both decorations/displays as well as programming, this grant application will only be used to fund the décor/displays.

Décor at the planned scale and for the length of time it needs to be kept up for full impact can be expensive, with displays generally costing HPL between \$3,500 and \$7,000 each. We tentatively expect to distribute the funding over the displays as follows:

Day of the Dead/Fall Festival - \$3,000

Festivals of Lights/Winter - \$4,000

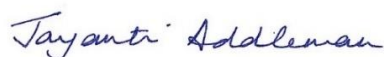
Lunar New Year - \$3,000

Pride Month - \$2,000

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

Hayward Public Library has applied for a significant National Endowment for the Arts Grant to cover our Placemaking project for 2 years starting in July of 2025. Even if we fail to receive the NEA grant, our City has acknowledged the value of this project and the Library's role in the City's inclusivity efforts. As they continue to see the impact of the project and how well it aligns with the City's strategic road map, we are optimistic about convincing the City to provide funding in the fiscal year and following year budgets for the project. We believe that the data we collect on the impact of our increased efforts in this direction through this PLP grant will go a long way towards demonstrating the importance of this project.

**Respectfully submitted:**



Jayanti Addleman, Director of Library Services  
Hayward Public Library

**Complete Only for Category B Grants:**

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

N/A

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

N/A