

Unserved
Received
Proposal # 13-5-12b

APR 13 2012

APPLICATION
Extending Library Service to the Unserved Grant Program
Library Services and Technology Act FFY 2012

Use 12 point Times New Roman, with one inch margins. The deadline for receipt of the Application is 5:00 pm on Friday April 13, 2012. Funding begins July 1, 2012.

Part I: General Information

1. **Project title:** Opening the Doors Wider: Serving the Unserved in East Linn County
2. **Applicant:** East Linn County Public Libraries of Lebanon, Sweet Home, and Scio
3. **Address:** 55 Academy Street Lebanon, OR 97355
4. **Contact person:** Denice Lee Phone: 541-258-4232
Email: dlee@ci.lebanon.or.us

5. **Fiscal agent (if different than applicant):**

Dean Baugh, Finance Manager, City of Lebanon

6. **DUNS number:** 136617656
7. **U.S. Congressional District:** Congressional District 04

8. **Identify currently unserved population that will be served by the project:**

The target population for this grant is people who live in areas of Linn County adjacent to the cities of Lebanon, Sweet Home, and Scio, but outside the city limits of those three cities, and who do not have library cards.

9. **Brief paragraph describing proposed project:**

This is the third of what is hoped to be a 3 year project to develop new non-resident library patrons by offering them a discounted card for three consecutive years. The discount the first year was 90% (2010). The discount for the second year was 75% (2011); the discount for the third and final year (2012) will be a 50% discount. During that time each library will use grant funds to complete the cost of the non-resident card (minus \$1 per card as an in-kind contribution).

In addition, the three libraries request support to establish and maintain regular meetings that will insure that the discounted cards program is on target; and establish a professional relationship among the three librarians that will extend beyond the grant period.

10. **List partnering organizations. All partnering organizations must sign part IV.1.**

Sweet Home Public Library and Scio Public Library will partner with Lebanon Public Library to offer this special discounted card. Informal community partners will be the Lebanon and Sweet Home Head Start Programs, private and public day care centers in the three cities as well as public schools and senior citizen centers.

Application- Extending Library Service to the Unserved

PLEASE FILL IN THE FOLLOWING INFORMATION ABOUT THE ANTICIPATED LENGTH OF YOUR GRANT PROJECT:

(Check applicable boxes)

THIS IS THE 1st YEAR OF A ONE YEAR GRANT PROJECT
 2nd YEAR TWO YEAR
 3rd YEAR THREE YEAR

For projects that are multi-year be sure to include an estimate of the funds anticipated to be needed for the future years in the budget discussion.

Part II: Project Budget

Proposed project budget (use this format only – do not alter):

(Double click on the table to enter data. Before closing the table, be sure to scroll to the top of it)

Item	Local Cash	Local In-Kind	LSTA	TOTAL
Personnel		\$2,432.76	\$500.00	\$2,932.76
Benefits		\$973.11		\$973.11
Travel			\$267.00	\$267.00
Equipment				\$0.00
Supplies			\$2,250.00	\$2,250.00
Contractual			\$15,067.88	\$15,067.88
Library Materials				\$0.00
Total Direct Charges	\$0	\$3,405.87	\$18,084.88	\$21,490.75
Indirect Charges				\$0.00
Total Budget	\$0	\$3,405.87	\$18,084.88	\$21,490.75

Proposed third year LSTA amount: \$18,084.88

Part III: Project Narrative

(Attach additional pages. See the criteria for grant proposal evaluation in the General Information and Grant Guidelines)

A. Background of Applicant (describe the agency's ability to undertake this project)

The lead staff of these three libraries (Denice Lee, Lebanon; Rose Peda, Sweet Home; and LaVonne Murray, Scio) worked together to complete the second year of this grant project. The largest library, Lebanon Public Library, proudly occupies a new building, financed by a local bond levy. The next largest library, Sweet Home Public, proudly boasts having passed a 5-year local option levy of \$.82/\$1000 of assessed valuation. The smallest library, Scio Public Library, occupies a space of less than 800 square feet but has a strong teen collection and an active genealogy program. Their patrons and potential patrons are alike in the following ways: the geography is semi-rural/rural; the economies of each city are in distress and have been for years; the education level is moderate to low; housing is modest; and incomes tend to be low. An

Application- Extending Library Service to the Unserved

annual library card costing \$30 in Scio, \$35 in Sweet Home, and \$50 in Lebanon is in many cases a luxury item, particularly when potential patrons are unaware of the resources and pleasures of their local library.

The librarians wish to continue, by extending this grant project into a third year, to retain the recipients from the first two years of the grant and address the issue of recruiting new non-resident patrons in order to demonstrate library services and create library supporters for a future districting effort.

B. Detailed statement of problem

There are approximately 35,000 people in Linn County who are not currently served by any library. There is no library district. The unserved do not live in a city where a portion of their city taxes automatically pay to support the library and thus, entitle them to a library card. In addition, they have not elected to purchase an annual library card. While children's cards may be free in some cases, this benefit does not allow use of the library by other family members. Our focus is on getting families to make libraries a part of their lives - a habit that will extend far into the future.

C. Describe the proposed solution that the project will implement. Indicate the project goal, and the quantified objectives that will be used to measure whether the goal is accomplished. Describe the activities that will be undertaken to meet each objective. (include timeline)

The libraries need to build on the success of the first two years of the grant project and work to develop the third phase of the program to draw non-residents into the libraries either as renewing patrons from the first two years of the grant project or as new patrons. In the case of new patrons, many non-residents have never been inside the libraries because they do not think they can have a library card. By easing the burden of paying full price for a card, this project would continue to be an enticement to draw new patrons to the library, as well as create an incentive for continued library use through renewal of the second year grant funded cards. The goal is to provide an opportunity for non-residents to learn about the wonderful services and collections of the libraries and be transformed into library supporters.

The first project goal is to encourage non-residents in areas of East Linn County outside of the cities of Lebanon, Sweet Home, and Scio to use the three libraries and to become continuing library patrons when the project is over. To accomplish this goal, these three East Linn County public libraries began in the first year of the grant funding to offer a limited number of library cards at a discounted rate of 90%. The discounted card project the second year offered library card renewals at a discounted rate of 75%. Year 3 cards would be discounted 50%. By Year 4 it is our contention that at least 50% of these patrons will be convinced that having a library card is a good investment and one for which they are willing to pay full price.

During these three years, the East Linn County Libraries request funding for the remaining cost of the discounted cards - minus \$1 per card which we offer as an in-kind contribution to this effort. The number of discounted cards offered is: Lebanon - 350; Sweet Home - 200; and Scio - 70.

The following three tables show the discounted card costs to patrons using the three libraries in each of the three years of the grant (Table A); the cost to LSTA for the unpaid portion

Application- Extending Library Service to the Unserved

of library cards per discount and by city (Table B); and the cost to LSTA per city for each year of the project (Table C). The \$1/card in-kind amount is noted in the second table.

Table A shows the discounted card costs to the new patrons for each year of the project.

TABLE A

CITY	Card Cost	Discounted Cost - 90%	Discounted Cost - 75%	Discounted Cost - 50%
Scio	\$ 30.00	\$ 3.00	\$ 7.50	\$ 15.00
Sweet Home	\$ 35.00	\$ 3.50	\$ 8.75	\$ 17.50
Lebanon	\$ 50.00	\$ 5.00	\$ 12.50	\$ 25.00

Table B shows the individual card cost to LSTA in each year, with \$1.00/card deleted.

TABLE B

City	Unpaid card cost - 90%	Unpaid card cost - 75%	Unpaid card cost - 50%
Scio	\$ 26.00	\$ 21.50	\$ 14.00
Sweet Home	\$ 30.50	\$ 25.25	\$ 16.50
Lebanon	\$ 44.00	\$ 36.50	\$ 24.00

Table C shows the total cost for cards to LSTA per city for each year.

TABLE C

City	Year 1	Year 2	Year 3
Scio	\$ 1,300.00	\$ 1,075.00	\$ 700.00
Sweet Home	\$ 6,100.00	\$ 5,050.00	\$ 2376.00
Lebanon	\$ 13,200.00	\$ 10,950.00	\$ 6048.00
Totals	\$ 20,600.00	\$ 17,075.00	\$ 9124.00

A second project goal is to continue to bring these librarians together on a regular basis. Libraries in areas that do not include a district tend to become isolated. This proposed three-year project will serve an important purpose for East Linn County librarians. Bringing the librarians together will be beneficial in several ways: 1) It will enhance their opportunity to meet and communicate on a regular basis; 2) It will create an opportunity to discuss the progress of the discounted card plan; 3) It will allow them to share other related library management and organizational ideas; 4) It will take away the isolation that is felt by librarians who are a one-person staff; 5) It will help each librarian to re-examine how work is done thus improving processes or programming as knowledge is exchanged; and finally 6) It will create an opportunity for a collaborative project amongst the libraries.

Application- Extending Library Service to the Unserved

To this end, the project would request funding to continue quarterly day-long meetings of the three librarians. Funds would be used to pay a replacement person for the Scio librarian to be away from the job, along with travel expenses to the site of the meetings, which would be two of the three participating libraries each time. Funds would also be used to create a collaborative project between the three libraries. When the project is over, these meetings would become a regular part of the work of these librarians.

Activities.

- 1) Track renewal of the second year, grant funded non-resident cards as they expire.
- 2) Promote card renewal. (I.e. renewal letter to be sent to second year card holders as their cards expire, flyers for posting in the libraries, press releases for local newspapers).
- 3) Continue quarterly meetings of the three librarians and other interested parties to discuss any program issues and seek other ways to collaborate.
- 4) Prepare a summary of the project to be submitted with the final report.
- 5) Conduct a survey of second year card holders.
- 6) Create a collaborative project between the three libraries.

Timeline.

From July 1, 2012 through June 30, 2013, the librarians would update and implement the renewal process, using renewal documents and a renewal letter. The grant funded cards from the second year of the grant project will begin to expire December 15, 2012. The libraries would promote card renewal through the renewal letters, flyers, posters, and the local media. Renewal letters would be mailed to patrons at least one month before the expiration date of their cards. We would predict 80% of the second year group will return for the third year. If patrons do not renew, they will be withdrawn from the project and that number of new cards will be issued for the remaining year. The intention is to keep 620 cards available, either through renewal or initial registration, for all three years of the grant project.

Beginning August 2012, the librarians will begin their quarterly meetings and develop a collaborative program that involves all three libraries. In September 2012, the librarians would develop a second survey to be sent to current cardholders toward the end of the third year. Information gathered from the survey would be summarized in the final report at the end of the project. In November 2012, renewal letters would be sent out for cards that begin expiring December 15, 2012. In October 2012, a second survey would be conducted. In June 2013, a summary of both the second survey and a summary of the project would be prepared for submission with the final report.

Because the first year of the "Opening the Doors Wider: Serving the Unserved in East Linn County" grant project started November 1, 2010 and ended August 31, 2011 there will be patrons whose library cards won't expire until after July 1, 2013. We will most likely ask the Oregon State Library for a two-month extension in order to treat these patrons fairly. The extension will not affect the budget but it will affect the timeline.

- August 2012, the librarians would begin to meet quarterly
- August 2012, develop a collaborative program between the three libraries
- August 2012, develop a second survey of cardholders

Application- Extending Library Service to the Unserved

- October 2012, mail the second survey
- November 2012, begin sending renewal letters to current cardholders as their cards expire
- December 2012, begin renewing cards for the third year grant program
- February, 2013, prepare a summary of the second survey
- June 2013, prepare a summary of the project to be submitted with final report
- July 2013, submit final report to Oregon State Library.

D. Budget narrative

Funds are requested in the following categories to pay for grant expenses.

- Personnel:** Wages for a replacement for the Scio librarian since she is the only staff. All other time spent on this project by the librarians will be in-kind, estimated to be three hours each month per librarian.
- Travel:** Car travel at the rate of \$.555 /mile is requested for librarians to attend the quarterly meetings. Total estimated mileage for four meetings, two persons traveling for each meeting, is 480 miles. (\$266.40)
- Supplies:** The cost of paper, labels and envelopes, printing and mailing of renewal letters (\$2,250)
- Contractual:** Cost of reimbursing libraries for the remaining cost of the discounted library cards for the third year of the project (\$9,124). See charts in Project Narrative, Section C for detail. Also included in contractual expenses is \$600 for the peer evaluation; and \$343.88 of the fiscal agent fees. There are also \$5,000 for the collaborative project between the three libraries.

E. Evaluation method

Limited demographic data will be collected for these new/renewing patrons – adult, child, and mailing address. This data will form the basis for reporting how the discounted card implementation is proceeding. To the extent that it is possible, the library experiences of these patrons as a group (not individually) will be noted to determine how they use the library. This information will help the librarians to better prepare to serve this new population.

At the end of the each grant year, the success of the program will be measured by the rate at which the discounted card holders renew their library cards at the higher cost. At the end of the third grant year, the success of the program will be measured by the rate at which the discounted card holders renew their library cards at the full cost of a card.

Notes of the quarterly meetings will be kept and submitted with the annual report to LSTA and to Oregon State Library staff.

F. Summary

Through the first year and second years of LSTA grant funding for “Extending Library Service to the Unserved” the “Opening the Doors Wider: Serving the Unserved in East Linn County” grant has accomplished both of the stated goals.

The first goal was to encourage non-residents in areas of East Linn County outside of the cities of Lebanon, Sweet Home and Scio to use the three libraries and to become continuing library patrons. The first year the libraries distributed all 620 of the discounted non-resident library cards with Scio selling all 70 of their cards, Lebanon selling all 350 and Sweet Home

Application- Extending Library Service to the Unserved

selling all 200. To date, the renewal rate for the second year cards is as follows: Lebanon 51%; Sweet Home 54 % and Scio 65 %. Cards not being renewed are being offered to new non-resident patrons.

Overall, patron response to the cards has been positive. An unforeseen by-product of the project has been educating non-residents that they *could* have a library card. Some patrons thought that because they lived outside of the city limits, they *couldn't* get a card at any price. This project has been a wonderful promotion for the three libraries.

The second goal was to bring the librarians together on a regular basis. At the quarterly meetings about 50% of our time has been devoted to planning processes and documents to facilitate the grant cards program. The other 50% of the meeting time has been spent talking about library management, organizational ideas and a possible collaboration project between the three libraries. These meetings are very beneficial to all involved. Funding this project for Year 3 will allow us to build on what has been accomplished in Year 1 and Year 2.

It is anticipated that the three libraries will be asking for an extension to this grant program at the end of year 3 because all three libraries will have patrons whose renewal date for year three will fall outside the timeline for the grant. This will happen because the year one grant period was from November to August instead of the normal grant period which is from July to June.

Part IV: Certification of Application

1. Documentation of project support. Partners listed in part I.10 must sign. The grant applicant signs part IV.4. If the fiscal agent is different than the applicant, they sign part IV.5.

I HAVE READ THE PROPOSAL PRESENTED ON THE PRECEDING PAGES. I AM AWARE OF THE OBLIGATIONS THAT PARTNERSHIP IN THE PROPOSED PROJECT WOULD ENTAIL. BY MY SIGNATURE I CERTIFY MY ORGANIZATION'S COMMITMENT TO SUPPORT THE PROPOSED PROJECT AS DESCRIBED IN THE PRECEDING PAGES.

<i>Name</i>	<i>Library/Organization</i>	<i>Signature</i>	<i>Date</i>
<i>Rose Peda</i>	<i>Sweet Home Public library</i>	<i>Rose Peda</i>	<i>4/10/12</i>

Part IV: Certification of Application

1. Documentation of project support. Partners listed in part I.10 must sign. The grant applicant signs part IV.4. If the fiscal agent is different than the applicant, they sign part IV.5.

I HAVE READ THE PROPOSAL PRESENTED ON THE PRECEDING PAGES. I AM AWARE OF THE OBLIGATIONS THAT PARTNERSHIP IN THE PROPOSED PROJECT WOULD ENTAIL. BY MY SIGNATURE I CERTIFY MY ORGANIZATION'S COMMITMENT TO SUPPORT THE PROPOSED PROJECT AS DESCRIBED IN THE PRECEDING PAGES.

<i>Name</i>	<i>Library/Organization</i>	<i>Signature</i>	<i>Date</i>
LaVonne Murray	Scio Public Library		4-9-12

Application- Extending Library Service to the Unserved

2. Certification for Children’s Internet Protection Act

Public and public school library applicants, and consortia with public or school members **must** check one of the options below (a, b, or c).

a.	The applicant public or public school library has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. Every computer connecting to the Internet, public and staff, is filtered. The filter can be disabled upon request of adults.
b.	(for consortia only) Prior to using any LSTA funds to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet for a public library or a public school library, the applicant consortium or group will collect and retain a duly completed Internet Safety Certification from every constituent public library or public school library in accordance with requirements of Section 9134(f) of the Library Services and Technology Act. Every computer connecting to the Internet, public and staff, is filtered. The filter can be disabled upon request of adults.
c.	The requirements of Section 9134(f) of the Library Services and Technology Act do not apply to the applicant library because no funds made available under the LSTA program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet for a public library or public school library that does not receive discounted E-Rate services under the Communications Act of 1934, as amended.

3. Certification of the grant applicant and/or fiscal agent (if different than applicant)

a. I affirm that the jurisdiction or organization (henceforth, ORGANIZATION) is the designated fiscal agent for the project described in this application and is empowered to receive and expend funds for the conduct of the proposed grant project.

b. I affirm that the information contained in this application is true and correct and that the ORGANIZATION for which I am an official has authorized me to submit this application for LSTA grant funds.

c. I affirm that if this application were to result in the ORGANIZATION being awarded grant funds to carry out the project described in this application, that the ORGANIZATION would comply with all of the federal and state requirements for the administration of LSTA grants, including part IV.2 above and allowable

Application- Extending Library Service to the Unserved

costs described in Appendix B of the General Information and Grant Application Guidelines, Library Services and Technology Act.

4. Signature of grant applicant

Denise Lee
Name of official authorized to enter into contractual agreements for the ORGANIZATION
Library Services Manager
Title
Denise Lee April 11, 2012
Signature Date
dlee@ci.lebanon.or.us
Email
541-258-4232
Phone number

5. Signature of fiscal agent (if different than applicant or if applicant is not a 501(c)3 or legally established entity or if applicant does not have contract authority for the ORGANIZATION)

John Hitt
Name of official authorized to enter into contractual agreements for the ORGANIZATION
City Manager
Title
 John E. Hitt April 11, 2012
Signature Date
jhitt@ci.lebanon.or.us
Email
541-258-4202
Phone number

This form must be received at the State Library no later than 5:00 p.m. on Friday April 13, 2012.

Faxed copies will not be accepted. There are no exceptions. If requesting indirect costs, attach appropriate sections of a federally approved indirect cost plan.

Mail or deliver **one copy** of your application to:

Application- Extending Library Service to the Unserved

Library Development Services
Oregon State Library
250 Winter St., NE
Salem, OR 97301-3950