APPLICATION
Extending Library Service to the Unserved Grant Program
Library Services and Technology Act FFY 2011

Use 12 point Times New Roman, with one inch margins. The deadline for receipt of the Application is **5:00 pm on Friday April 22, 2011.**

Part I: General Information

1. Project title: Libraries ROCC! (Rural Outreach in Clatsop County)

2. Applicant: Astoria Public Library & Seaside Public Library

3. Address: Astoria Public Library   Seaside Public Library
    450 10th Avenue   1131 Broadway
    Astoria, OR 97103   Seaside, OR 97138

4. Contact person: Jane Tucker   Phone: (503) 325 - 7323

    Email: jtucker@astoria.or.us   rfackerell@cityofseaside.us

5. Fiscal agent (if different than applicant): City of Astoria

6. U.S. Congressional District: Congressional District 1

7. Identify currently unserved population that will be served by the project: This project will serve an estimated 7,747, birth through high school, that do not have access to library services in rural Clatsop County.

8. Brief paragraph describing proposed project:

    This project will put a ROCC! Library Card into the hands of every rural County child, expand reciprocal borrowing among the participating libraries, win local funding to sustain cooperative services, and provide early childhood literacy programming for families in rural areas of Clatsop County.

9. List partnering organizations. All partnering organizations must also sign part IV.1.

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
   x   2nd YEAR   ☐ TWO YEAR
   ☐ 3rd YEAR   X 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		$60,000	$27,300	$87,300
Benefits		$21,000		$21,000
Travel			$490	$490
Equipment				$0
Supplies			$4,000	$4,000
Contractual			$47,355	$47,355
Library Materials				$0
Total Direct Charges	$0	$81,000	$79,145	$160,145
Indirect Charges				*$0*
Total Budget	$0	$81,000	$79,145	$160,145

Proposed second year LSTA amount: _____   Proposed third year LSTA amount:_$75,000 _

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 Seaside Public Library and the Astoria Public Library both have strong support in their jurisdictions. The library directors have worked together for the last fifteen years on many projects to improve library services to residents of Clatsop County. These projects include Clatsop County One Book (the first community public book club in the state), a two-year two-county library district feasibility study in 2004-06, and coordinated county programming for Oregon Reads. They have been leaders in collaboration in a county that is divided.

B. Detailed statement of problem

1. Rural Clatsop County tax support for public libraries

The main problem is that 12,733 rural residents of Clatsop County do not have tax-supported public library service. These residents must pay a fee to use city libraries in the County or go without library services. The concern is that many of them, particularly children under the age of 18, go without library services. This is of concern because it undermines their language development, readiness to read, school success, literacy as adults, and ability to succeed in the world.

One solution would be for Clatsop County to fund library services for County residents directly and/or to put a tax measure before voters for same, either independently or with the cities. A regional approach could ultimately provide a stable source of funding for library services throughout the County.

We know from a previous comprehensive feasibility study that residents of the unincorporated County want library services. This was resoundingly expressed in well-attended focus groups and independent surveying, all of which is documented in the North Coast Library District Feasibility Study Report, 2004-2005.

At that time, the focus of the feasibility study was to create a library district that would have encompassed both Clatsop and Columbia counties, including the cities and existing library districts therein, for a total of 11 local jurisdictions. While elected officials were sympathetic to the needs of the rural public, there was not the willingness to pursue formation of a library district on the proposed scale at this time. Thus, the unincorporated County is one of the few remaining areas in Oregon that does not have access to tax supported library service to its residents.

There are a number of related issues, but the goal of this project is to explore options and to build momentum for a permanent solution. The related issues are explained below.

2. Clatsop County Children at Risk

Poverty puts children at increased risk for negative outcomes. The rate of poverty affecting children is higher in Clatsop County than in Oregon overall and the situation is worsening. According to the most recent data, 1,761 (23.2%) of children, age 0-17, live in poverty. This poverty rate for children in Clatsop County was 12% worse in 2009 than in 2008 and 20% worse than five years ago.[1] In 2009, 2,410 students (48.7%) were eligible for free and reduced price meals in Clatsop County.

Children raised in poverty are more likely than other children to:

- Have limited or no access to adequate and preventive health care
- Have chronic health problems, such as asthma and anemia
- Experience food insecurity and hunger
- Have learning disabilities or developmental delays
- Score lower on standardized tests
- Drop out of school
- Be poor as adults

Supporting and motivating families and children to use libraries can help families gain ground, improve conditions for their children, and help prepare young children to be ready to read, listen, and learn.

3. Misunderstandings surrounding taxation

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[1] Children First for Oregon, *Status of Oregon Children, 2010, Clatsop County*
http://www.cffo.org/images/pdf_downloads/county_data_books/Clatsop%20County.pdf
These are the number of children estimated to live in families with incomes at or below 100% of the Federal Poverty Level ($22,050 for a family of four). Source: Small Area Income and Poverty Estimates (SAIPE)

The Astoria Public Library and the Warrenton Community Library in north County, and Seaside Public Library in South County are municipal libraries established under the Oregon Revised Statutes (ORS 357.410.) According to the City Charter, Warrenton Community Library also serves the residents of the Warrenton School District. All three libraries are open to non-residents who purchase a non-resident library card. The charge for a card varies across these libraries.

Many rural Clatsop County residents want library service and some elect to pay for a library card at the Astoria, Seaside, or Warrenton libraries. Others go without library services. The rural children, in particular, suffer. For example, when Astoria and Seaside library personnel are in the schools promoting programs like Summer Reading, children from the unincorporated County have to be told that they must purchase a library card to be able to check out materials they are hearing about in the promotion.

Children and their parents do not understand why they cannot check out library materials without first having to buy a library card. Explanations about jurisdictional boundaries, who pays library taxes and who doesn't, sound bureaucratic. Since everyone pays taxes, many people do not understand that they aren't paying taxes for library services. It only frustrates and angers people and does not solve the immediate problem of the child who cannot check out alongside his or her city-dwelling friends.

4. Conundrum for Seaside and Astoria Libraries

The Seaside and Astoria public libraries are confronted with this reality daily. The two libraries differ in how they handle this. While Seaside offers free cards during the summer, Astoria requires families to purchase cards. As a work-around, families from north County go to Seaside for their summer cards, putting an added burden on Seaside for use of its collections and library staff. North County parents drive an extra 40 miles round trip for services. During the school year, the children and their families have no free library services at all.

The Seaside Public Library in south Clatsop County and the Astoria Public Library in north Clatsop County have been working together to make library services for their respective city residents better and their operations more efficient. In recent years, they have adopted the same integrated library system to facilitate interlibrary resource sharing. They have begun an interlibrary delivery service that moves books and other materials between the two libraries and connects externally with Orbis Cascade Alliance delivery network.

The Astoria and Seaside library directors understand that resources can be leveraged and that their city residents are better served through interlibrary cooperation. They also see that the absence of tax supported library service in the unincorporated County impacts their libraries. They are torn between serving an unserved population and the responsibility to serve their local tax payers. At its best, however, interlibrary cooperation is not a solution when 1/3rd of the county has no libraries.

Interlibrary cooperation amongst the city libraries is a foundation for universal services in the future. On April 12, 2011 ROCC! Project principal and Seaside Library Director, Reita Fackerell, invited the Warrenton Library Board to become involved in the ROCC! Project.

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)

Our Approach

To bridge the gap of funding for library services, the grant applicants are taking a practical approach that works from the ground up. We want to address the problem in a straightforward way by providing real services. We believe this approach will demonstrate the value of library services to tax payers and elected officials.

We are hopeful that this effort and its results, along with a proactive campaign to show the benefits and value of services, will gradually lead to a universal funding model for library services in the County. The model doesn't have to be consolidated. Rather, it should be a creative, workable, regional funding plan that has the jurisdictions' buy-in. We believe that once there is a will, we will find a way.

Ultimately, the best way to win support for library services in the County is to provide services that once enjoyed by the public will motivate support from community leaders. We propose to do this by focusing on children and their families.

The goals are described below. The work plan, including the timeline, personnel, and measurable objectives for the project follows in Figure 1.

1. Our first goal is to put a ROCC! Library Card into the hands of every rural County child. After launching the ROCC! Campaign in the first grant cycle, we will continue that campaign in the second grant cycle. At this writing, we have lined up school visits in May throughout five school districts, promotions at several events in May and June throughout the County, and summer reading program outreach at Healthy Start and Head Start groups. We have prepared library card applications, a literacy fact sheet for parents, library brochures, all in English and Spanish. Volunteers will help with outreach and promotion. One of the by-products will be a replicable "campaign in a box" that includes card application materials, press release and radio spot templates, and other promotional materials. We want a surge of campaign activity throughout the summer months to boost participation in the summer reading program. A second surge of activity will occur in October, after school has started and teachers and students have settled in.

2. Our second goal is to continue and to expand reciprocal borrowing among the participating libraries, which we hope will eventually include Warrenton. To facilitate improved reciprocal borrowing between Astoria and Seaside, and Warrenton if they so request, we will collectively examine options for an improved integrated library

system, taking into account best practices and current technologies. Several years ago, Astoria and Seaside sequentially purchased TLC in large part to facilitate reciprocal borrowing. However, high maintenance costs and new industry options and open source software have made Seaside want to explore their options and to do this together. The grant applicants will invite the City of Warrenton Library Board to join in expanded reciprocal borrowing and, in that case, the proposed study of a common ILS. Our intention would be to estimate the cost of the preferred system and to request funding for the system in year three of this project. To support reciprocal borrowing within a common ILS, Seaside and Astoria will implement courier service between them and will invite Warrenton to participate. Astoria and Seaside will maintain interlibrary loans year-round.

3. Our third goal is to win local funding to sustain cooperative services. We propose to continue to work with our consultant to secure the commitment of local funders and to develop library services that are sustainable. This work will also produce results data and presentations for elected officials, the news media, and the general public.

4. A fourth goal, if sufficient funding is granted, is to provide early childhood literacy programming for families in two rural "centers" in Clatsop County and a third "traveling" program. Astoria Youth Librarian, Patti Skinner, has training and expertise in early childhood literacy. Through her work and presentations in the cities and County, Ms. Skinner has raised awareness and interest among community leaders. We want to parlay this interest into partnerships and future financial support for early childhood literacy programming and parent education.

Timeline	Task	Goal, Activities, Measurable Objectives
July - Aug 2011	**1**	**Every child in Clatsop County who wants a public library card will have one**
Oct-Nov 2011	1.1	Launch Phase 2 of the Libraries ROCC! Campaign throughout the County
April -June 2012	1.12	Promote campaign and sign up kids for library cards in five school districts in Clatsop County
	1.13	Coordinate cadre of volunteers to staff events throughout the County
	1.14	Recruit community partners who will promote and help fund the campaign (e.g. Warrenton, Clatsop County, Chamber of Commerce, Rotary, Lions, PTA, etc.)
	1.15	Advertise online and on local radio and in rural community "centers" in rural Jewell and Knappa-Svensen
	1.16	Collect, analyze, and report relevant input and output data

Measurable Objectives:

Outreach visits to 5 school districts

Library card applications in English and Spanish to 3,500 students in five school districts

Pre-Summer reading outreach promotional campaign at 10 county events
Fall outreach promotional campaign at 10 county events
Outreach to 5-10 Head Start and Healthy Start Groups

Twenty percent increase in library cards to Clatsop County rural children

Nov 2011-Feb2012	**2**	**Astoria and Seaside will have reciprocal borrowing for their residents**
	2.1	Evaluate current ILS and alternatives in context of best practices and emerging technologies
	2.11	Contract with Library IT specialist to assist
	2.12	Determine ILS strategy that will keep Astoria and Seaside compatible for resource sharing
	2.13	Develop cost estimate for ILS recommendation
	2.2	Replace disrupted Astoria-Seaside courier (possibly Warrenton)
	2.3	Maintain interlibrary loan year-round between Astoria and Seaside

Measurable Objectives:
Best ILS option selected by both Astoria and Seaside
ILS option costs established for 3rd year grant application
Courier service reinstated locally
ILL service is maintained locally

July 2011-June 2011	**3**	**Secure local funding to sustain selected, high-demand cooperative services**
	3.1	Prioritize high-demand cooperative services
	3.2	hire a consultant to advise and coach library directors in making case for local funding
	3.3	consultant provides supporting written materials for elected officials
	3.4	consultant provides additional coaching and grant-writing
	3.5	Consultant works with Astoria and Seaside to develop their MOUs and IGAs

Measurable Objectives:
Number of partnerships secured

Sept 2011-March 2012	**4**	$ value of partnerships secured

MOUs or IGAs developed between Astoria, Seaside, other partners

Children aged 0-5 and their parents will have early literacy programs in selected rural locations

4.1	Hire contractor to draw prospectus from Patty
4.2	Consultant draws up prospectus
4.3	Find partners to co-fund this element
4.4	Plan and deploy "pop-up" early literacy programming in Knappa-Svensen and Jewell
4.5	Plan and deploy roving "pop-up" early literacy programming selectively
4.6	Collect, analyze, and report relevant input and output data

Measurable Objectives:

Number of early literacy programs given

Number attending

85% of parents surveyed following parent ECL education indicate training improved reading to their children

D. Budget Narrative

Local In-kind Contribution: $81,000. $60,000 is the estimated minimum in-kind personnel costs and $21,000 in estimated benefits related to each of the goals. The library directors and the library staff will be contributing a few hours per month to expedite one or more of the goals.

LSTA Contribution: $79,145, including 15 hours per week of addition library staff between the two libraries for 52 weeks. This amounts to an estimated $27,300. Travel is estimated at $490 and Supplies at $4,000. Contractural estimates include $37,080 for consulting services, including the evaluation and cost estimate for a common ILS, securing local funding commitments and developing interlocal agreements, indirect administration costs of $3,675, grant evaluation costs of $600, and an estimated $6,000 in courier service, paying a contractor for twice a week delivery at the monthly rate of $500, and delivering the early literacy programming in rural Clatsop County.

E. Evaluation Method: the measurable objectives are listed in the preceding table with each goal.

Part IV: Certification of Application

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

4. Signature of grant applicant

_Paul Benoit_____
Name of official authorized to enter into contractual agreements for the
ORGANIZATION

City Manager_____
Title

_____
Signature   Date
_pbenoit@astoria.or.us_____
Email
_503-325-5824_____
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)

_____
Name of official authorized to enter into contractual agreements for the
ORGANIZATION

_____
Title

_____
Signature   Date
_____
Email
_____
Phone number

**This form must be received at the State Library no later than 5:00 p.m. on
Friday April 22, 2011.**

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:

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