

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: 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, Lebanon Public Library 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. U.S. Congressional District: Congressional District 04
7. **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.
8. **Brief paragraph describing proposed project:**
This is the second 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%. The discount for the second year will be 75%, followed by a 50% discount the third and final year. 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.
9. **List partnering organizations.** All partnering organizations must also 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.

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

(Check applicable boxes)

THIS IS THE	<input type="checkbox"/>	1 st YEAR	OF A	<input type="checkbox"/>	ONE YEAR GRANT PROJECT
	<input checked="" type="checkbox"/>	2 nd YEAR		<input type="checkbox"/>	TWO YEAR
	<input type="checkbox"/>	3 rd YEAR		<input checked="" type="checkbox"/>	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	2,359.04	4,791.80
Benefits		973.11	943.61	1,916.72
Travel			240.00	240.00
Equipment			0.00	0.00
Supplies			1,069.00	1,069.00
Contractual			17,075.00	17,075.00
Library Materials				\$0
Total Direct Charges	\$0.00	\$3,405.87	\$21,686.65	\$25,092.52
<i>Indirect Charges</i>				<i>\$0.00</i>
Total Budget	\$0.00	\$3,405.87	\$21,686.65	\$25,092.52

Proposed second year LSTA amount: \$ 21,686.65

Proposed third year LSTA amount: \$15,192.65

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; Leona McCann, Sweet Home; and LaVonne Murray, Scio) worked together to complete the first year of this grant project. In addition, they worked together for five years in their efforts to establish a library district in Linn County. 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 recently 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 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 second year, to retain the recipients from the first year 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

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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 year of the grant project and work to develop the second phase of the program to draw non-residents into the libraries either as renewing patrons from the first year 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 first 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%. This application is seeking to continue the discounted card project a second year 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 - 300; Sweet Home - 200; and Scio - 50.

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 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

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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	\$ 3,300.00
Lebanon	\$ 13,200.00	\$ 10,950.00	\$ 7,200.00
Totals	\$ 20,600.00	\$ 17,075.00	\$ 11,200.00

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. It will enhance their opportunity to meet and communicate on a regular basis - to discuss the progress of the discounted card plan and to share other related library management and organizational ideas. It will take away the isolation that is felt by librarians who are a one-person staff. It will enrich the pool of options for collaboration. It will help each librarian to re-examine how work is done and to improve processes or programming as knowledge is exchanged and will begin to create an environment for collaboration amongst the libraries.

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 one-day wage for each librarian to be away from the job, along with travel to the site of the meetings, which would be one of the three participating libraries each time. When the project is over, these meetings would become a regular part of the work of these librarians.

Activities.

- 1) Develop and implement a process to track renewal of the first year, grant funded non-resident cards as they expire.
- 2) Develop documents to promote card renewal. (i.e. renewal letter to be sent to first year card holders as their cards expire, flyers for posting in the libraries, press releases for local newspapers).
- 3) As possible, without violating privacy rights, extract patron demographic information (i.e. new, returning, adult, child, renewed for year two) for analysis.

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4) Develop an in-house survey for grant funded card holders to determine their response to their library experience.

5) Create a summary of information gathered from patron demographics and the survey to be included in year end report.

6) Continue quarterly meetings of the three librarians and other interested parties to review the data, develop the summary, discuss any program issues and seek other ways to collaborate.

Timeline.

Beginning July 1, 2011, the librarians will extract information from patron demographics to determine response to the grant project. For example, number of first time patrons, returning patrons, children, and adults, single verses multiple users from the same address, and renewal rate. This information will be used to create a summary statement at the end of the second year grant period.

From July 1, 2011 until November 1, 2011, the librarians would develop a renewal process, renewal documents, and a renewal letter. The grant funded cards from the first year of the grant project will begin to expire December 15, 2011. The libraries would promote card renewal through the renewal letters, flyers, posters, and the local media. Renewal letters would be mailed to patrons one month before the expiration date of their card/s. We would predict that 90% of the first year group will return for the second year and that 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 years. The intention is to keep 550 cards available, either through renewal or initial registration, for all three years of the grant project.

- September 2011 the city librarians would begin to meet quarterly.
- By January 31, 2012, design of the survey document would be completed.
- By February 3, 2012, the survey would be mailed to patrons. With their surveys patrons will receive a stamped, self-addressed envelope for returning the survey.
- March 5, 2012 is the requested return date of the survey.
- By April 1, 2012, the librarians will create a summary of information gathered from patron demographics and the survey.

A. Budget narrative

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

Personnel: Wages for the three librarians (determined by their current salaries) are requested for them to attend quarterly meetings during the year. All other time spent on this project by the librarians will be in-kind, estimated to be three hours each month per librarian.

Benefits: Estimated at 40%.

Travel: Car travel at the rate of \$.50/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. (\$240)

Supplies: The cost of paper, labels and envelopes, printing and mailing of renewal letters and survey (\$1,069)

Contractual: Cost of reimbursing libraries for the remaining cost of the discounted library cards for the second year of the project. (\$17,075) See charts in Project Narrative, Section C for detail.

B. Evaluation method

Limited demographic data will be collected for these new/renewing patrons - gender, age, 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.

C. Summary

Through the first year 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. To date, the libraries are on pace to distribute all 550 of the discounted non-resident library cards with Scio having sold all 50 of their cards, Lebanon having sold 265 of 300 and Sweet Home having sold 55 of 200. If Sweet Home doesn’t sell all of their cards, the cards will be distributed to Scio and Lebanon.

Overall, patron response to the cards has been extremely positive. An unforeseen by-product of the project has been educating some 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. As word of the project spread, non-resident patrons who came in to get the grant funded cards went home pleased and eager to tell their families and neighbors about the cards. This project has been a wonderful promotion for the three libraries.

The second goal was to bring the librarians together on a regular basis. Most of our meetings have been to plan processes and documents to facilitate the grant cards. To date, we have had one quarterly meeting that was largely devoted to talking about library management, organizational ideas and possible collaboration. This meeting was very beneficial to all involved. As a result, one library was able to assist a patron group at another library by making library materials available to them on a short term loan basis.

Funding this project for the second year will allow us to build on what has been accomplished in Year 1.

Part IV: Certification of Application

1. Documentation of project support. Partners listed in part I.9 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>
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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.	<i>(for consortia only)</i> 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 costs described in Appendix B of the General Information and Grant Application Guidelines, Library Services and Technology Act.

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4. Signature of grant applicant

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

Title

Signature Date

Email

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