

**NorthNet Library System
Innovation Grant Opportunity
Due Wednesday, January 9, 2013**

Please provide the following information in a Microsoft Word document.
Send the completed form to Wendy Cao, 2471 Flores Street, San Mateo, CA 94403 or
email caow@plsinfo.org.

Questions? Contact Jane Light at lightj@plsinfo.org or 650-533-0548

1. Title of Project: Touch the Past

2. Library/Libraries applying for funding: El Dorado Hills Branch Library
Name: Carolyn Brooks
Email: carolyn.brooks@eldoradolibrary.org
Mailing Address: El Dorado Hills Branch Library, 7455 Silva Valley Parkway, El
Dorado Hills, CA 95762

3. Amount of funding requested: \$13,700

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4. One paragraph project summary.

The El Dorado County Libraries, Museums, Chambers of Commerce and California Welcome Centers will create a portable interactive historical digital kiosk (iCell) for use throughout the entire region. Content on the iCell (photos, videos, writings and interviews with local residents) is presented on a 32" monitor and accessed with a wave of a hand over various icons on the face of the iCell (Gold Rush, Historical Events, Cultural Arts, People, Wine, Logging, Ranching and Recreation). Collaborations with local businesses will be developed and further grants/funding sought in order to procure multiple kiosks, so that eventually every California Visitor's Center, Chamber of Commerce, Library and Museum in the county will be able to host their own iCell, with icons specific to their local area. Local cultural history events will be held throughout the county in conjunction with the visiting iCell, and will include storytelling, cultural arts presentations and activities, artifact displays, local historian talks, and student history projects. The iCell will be made available for other libraries in adjacent counties to borrow, so that they may demonstrate its uses to their own prospective funders, as well as provide information on how to replicate the project.

5. Explain how this project fits with the library's strategic directions.

The El Dorado County Library mission statement and strategic goals clearly state that the library will enrich lives by promoting lifelong learning, educational resources, and literacy for all ages. As the County Historical Museum is a division of the Library, we share a joint mission to exhibit and interpret the heritage of the County in a current, accurate, and engaging manner, and to be a valuable historical resource to the community through its historical exhibits.

Development and creation of the interactive historical digital kiosk affords a special opportunity to encourage our community members, visiting tourists and local business members to become excited about delivering cultural and historical knowledge and information to the public, which, if we are honest, can be very challenging. The iCell digital and interactive format allows us to directly compete in a marketplace that is becoming increasingly digitized with information provided at the touch of a screen, whether that screen is a smart phone or tablet. This project will allow us to instantly put a wealth of knowledge and information at the fingertips of hundreds, if not thousands, of the people in our communities. The portability of this kiosk means that we do not have to limit its use to a single geographic location, but can instead ensure that every community has access to this exciting and interactive learning experience. It also allows us to share the iCell with neighboring counties, so that they may replicate this project easily.

The iCell will improve the visibility of the library within our communities, promote learning, provide educational resources and produce valuable collaborations with key community members/groups, allowing us the opportunity to bring local history to a wider audience through community outreach.

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

The County of El Dorado has a rich heritage and visitors from all over the world arrive every day to explore our beautiful county, learn about our impressive history and engage with businesses from South Lake Tahoe to El Dorado Hills. California Welcome Centers and local Chamber of Commerce are entry points for many of our visitors to the various local historical sites, recreational centers and businesses throughout the county. They provide information and guidance for the endless questions about the Gold Rush local commerce and sites of interest. The County itself is home to about 180,000 people, and covers 1,700 square miles. Retail trade is the largest sector and 84% of the population is White, and 11% Hispanic. The El Dorado County Libraries, El Dorado County and South Lake Tahoe Museums, California Welcome Centers, Chambers of Commerce of El Dorado Hills, Cameron Park, Placerville and South Lake Tahoe and the Friends of the Library plan to provide a portable interactive historical digital kiosk called an iCell that engages visitors, community members and students, and keeps them interested in content by letting them explore and discover at their own pace. Digital content for each iCell will include photos, videos, writing and interviews with local residents garnered from our wealth of knowledge and materials at the local museums, libraries and historical societies. The iCell kiosks are easy to use and maintain, intuitive to the user and draws them into a self-directed exploration of different types of media about our county.

This first iCell will be used as a prototype and is portable, allowing its use throughout the county, without geographic limitations. Its small footprint at 3'x39"x93" ensures that all sites with a single electrical outlet will be able to host the iCell. The kiosk is so engaging and fascinating, as well as easy to use, that it is anticipated that the demonstrations will quickly impress potential funders and create public/private partnerships that will allow us to showcase our county's rich cultural heritage.

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6. The goals and objectives of the project.

Goals:

To create a portable, interactive historical digital kiosk that will allow us to provide greater access to the rich cultural heritage of our county through outreach efforts to a wider audience in the community.

To further develop public and private collaborative partnerships with the Libraries, Museums, Schools, local businesses and California Welcome Centers.

To acquire business sponsorship and grant funding for future iCell kiosks through successful demonstration of this prototype.

To construct a working model for replication of this project for other library systems.

Measureable Objectives:

Each month, two of the video montages for each of the eight icons (Gold Rush, Historical Events, Cultural Arts, People, Wine, Logging, Ranching and Recreation) for the iCell will be completed, with all eight completed by the fourth month.

Month four, the iCell unit will be completed and delivered to El Dorado County.

Months five thru eight, a minimum of eight cultural history events will have occurred in Placerville, Cameron Park, El Dorado Hills, Georgetown, Pollock Pines and South Lake Tahoe at the library branches and museums.

A minimum of one new collaborative partner per cultural event will be added to the present collaborative of the Libraries, Museums and Friends of the Library.

By month nine, a working model of the project will be posted on our website for replication by other systems, and adjacent counties will be notified by email/phone calls of the project and the availability of the iCell for borrowing.

Month	1	2	3	4	5	6	7	8	9
Create videos	XX	XX	XX	XX					
Create iCell				X					
Local Events					XX	XX	XX	XX	
New Partner				XX	XX	XX	XX		
Model Posted									X

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8. The project timeline (activities).

The Libraries, Museums and Library Teen Council will establish a Committee to coordinate the content of the iCell and sub committees will be formed to collect and prepare the digital information for each of the icons on the iCell: Gold Rush, Historical Events, Cultural Arts, People, Wine, Logging, Ranching and Recreation. Local historical societies, schools, community members and businesses will be asked to provide additional content for of these sub committees. Documents, photos, oral histories and interviews, and videos will be gathered, screened and assembled into a video montage for each icon that will be approved by the Committee. The County Museum has over 25,000 historic photographs available for use with this project, and the South Lake Tahoe and Placerville Libraries have videos of local community members recounting the oral history and traditions of our county ready to go. As it is a simple process to update information display unit, any changes or adaptations of information each icon is easily done. Our Library Teen Council will assist with the creation of the video montage for each icon, as well providing a youthful perspective on the interest level of the presentation of content. This process is expected to take two months.

DC Connect (iCell manufacturer) will assimilate the video montages for each icon and assemble the iCell with a custom designed fabric face. Creation and assembly of the entire unit takes less than a month and is delivered and set up by DC Connect.

The Placerville Chamber of Commerce will host the welcoming reception with the Board of Supervisors, all other Chambers of Commerce, California Welcome Centers, and any interested community members invited to attend. Solicitation of business sponsorship and collaboration will be sought at this event for each of the local history events at the libraries and museums. Local historians and storytellers will also attend this reception, and schools will be encouraged to send representation as well.

The eight local cultural history events will be coordinated by the Library and Museum staff, with participation and support from the local Chamber of Commerce, historical society, schools and interested community businesses. The library staff at each of our six branches has formed impressive connections with the local schools, County Office of Education and historical societies that will easily allow this collaborative effort to succeed and flourish. Each event will include the following: Storytellers, artifact displays from the local museum, local historian talks, and displays of student historical projects. Each site will determine the cultural arts presentations and activities representative to their community, but will include a hands-on craft activity,

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presentations by local artisans and educational groups, and opportunities for the community to share their cultural heritage. Museum events will be sponsored and supported by the local library staff.

9. The evaluation of the project.

Measuring outcomes will be accomplished with record keeping of events, attendance, participating partners and project development milestones. In addition to this record keeping, surveys will be developed that analyze the effectiveness of the interactive experience, the knowledge gained through the use of this new media, and the community member's responses. Surveys will be distributed at every event, and tagged with their local community where the event took place, allowing results to be used cumulatively or locally. An additional survey will be developed for use of the kiosk at the local Chamber of Commerce and California Welcome Centers that will be targeted at collecting information about the type of user (tourist, local students), the icon that was most useful and their favorite video montage. Additional questions will be added as need for data collection by local businesses. Once again, these surveys will be tagged by locale for greater ability to analyze the data locally and globally throughout the county.

Project outcomes and survey results will be formalized in a report available for community members, prospective funders, collaborative partners, and libraries in California that might be interested in replicating the project.

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10. The project budget:

Revenue

	Project	Grant Request
NorthNet System Innovation Grant	\$13,700	\$13,700
Friends of the Library	\$10,185	
El Dorado County Library	\$7,680	

TOTAL \$31,565 \$13,700

Expenses

	Project	Grant Request
Staff Salaries	\$7,680	
Storytellers & Speakers	\$5,600	
Room and Hall Fees	\$360	
Graphics Work	\$200	
Photocopying/Printing	\$1,000	
Media Marketing	\$200	
Refreshments	\$2,025	
Arts & Crafts Supplies	\$800	
iCell Unit & Programming	\$12,850	\$12,850
Custom Design for iCell face	\$850	\$850

TOTAL \$31,565 \$13,700

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