



## **Innovation Grant Application**

**Library:** Bay County Public Library

**Project Manager:** Heather Ogilvie

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**Name of Project:** Community Engagement: Popup Library Outreach

**Grant Amount requested:** \$2400

### **Scope of the Project:**

The Community Engagement: Popup Library Outreach Project is designed to outfit our Popup Library and mobilize BCPL Outreach at maximum efficiency with minimum staff and zero operating budget. Our purpose is to engage our community with a Library connection, and empower our people with education.

Bay County Public Library Outreach is the frontline of Community Engagement. We take the Library outside of our buildings, to meet people where they live, work, and play. In six months, we have developed a Popup Library model to mobilize Outreach services with maximum efficiency, delivering educational opportunities to those who do not visit us in our Libraries. The model is simple: we look for opportunities to teach, we find gaps in Library connectivity, we bring books and assorted resources, we show up with unbridled enthusiasm for learning, we pack the power of the Northwest Regional Library System and offer Library services to everyone. To date, we have presented 44 events, with 2500 attendees. Every day we find opportunities for new partnerships, inspiration for exciting new programs, and emerging underserved populations. The opportunities to serve are enormous.

### **What need in the library/community will this project address?**

Our job is to take the Library to the community, to reach out to those who are not inside our Libraries, and offer equal opportunities for access to information. BCPL Outreach has proven to be successful in building relationships, in connecting and engaging our community. We have a community, willing and eager to engage. What we do not have is money or supplies to support a comprehensive program of education. We need basic supplies, equipment, and training to maximize our success.

Areas of need include:

- Emergent Literacy/Early Childhood, Preschool/School Readiness: We present Popup Library literacy classes (with STEAM) at the Panama City Mall, Martin Luther King, Jr. Rec Center, public and private childcare facilities, as well as Play More and Explore More events at local Parks. Our focus is on supporting the development of literacy skills, and inspiring a family passion for learning. We are operating with a minimum of supplies.
- Homeschool/Alternative Education/Autism Spectrum/Sensory Processing Disorders: Popup Library activities include, Reading programs, Book Clubs, Homework Help sessions, Art and Science Workshops, Play/Exploration adventures in local Parks. We need a few simple props, including fidgets and talking sticks, to support learning across the spectrum of participants.
- At-Risk Teens/Disconnected-from-the-Library Teens: We offer Book Clubs, Homework help, Financial Literacy workshops, Employment help, Art/Science programs, Volunteer opportunities. We have multiple requests for a Next Chapter Book Club, serving young adults with developmental disabilities.

- Outliers – Geographically and Socioeconomically, i.e., Homeless, ALICE (Asset Limited, Income Constrained, Employed, as identified in United Way Study of financial Hardship), Transient, Rural: The first need is often water. Branded water bottles would serve to remind users that they have a personal connection with the Library. WiFi Access will enhance the user experience at many of our events. These encounters include opportunities to help immediately, we could provide a vital connection.
- The need for senior Outreach is great and growing. Opportunities to read, sing, dance, and create, are vital to our brains at all ages. Aging brains need to experience creativity. We need to be able to put paper and pencils in the hands of anyone who wants to use one.
- The reality of Outreach includes the public passion for takeaways. We generally include an art or craft project which can be made or taken, but with large crowd events, this is not a practical solution. 'What do you have here?' and 'Is there anything here for us to take?' are common questions. When we are serving a large crowd, a takeaway craft may not be the best option in terms of staff time and money. We need, attractive, inexpensive, branded incentives, to put the Library in the hands, as well as the hearts and minds, of our community.

### Resources required:

Item	Description (Target Audience)	Price	Quantity	Total Item Price
WiFi Hotspot	Jetpack® 4G LTE Mobile Hotspot— AC791L (100) SKU# AC791LVWQ (Verizon) (General Public)	\$50	1	\$50
WiFi Contract	Verizon \$40 /Month	\$40	12	\$480
NCBC Training	Next Chapter Book Club ONLINE TRAINING TO BECOME A NCBC AFFILIATE \$350.00 (\$50 DISCOUNT AVAILABLE) Community-based book clubs for adolescents and adults with Down syndrome, autism, cerebral palsy and other intellectual and developmental disabilities.	\$300	1	\$300
Legos (Ages 0-3)	LEGO DUPLO My First Deluxe Box of Fun 10580 Building Toy by LEGO Item # 6062469 (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness	\$40	1	\$40
Legos (Ages 4-7)	LEGO Classic Large Creative Brick Box 10698 Item # 6102215 (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness	\$50	1	\$50
Magna-Tiles	Magna-Tiles Clear Colors 100 Piece Set Item # 1517888 (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness	\$120	1	\$120
Foam Blocks	Liberty Imports Creative Educational EVA Foam Building Blocks - 131 Pcs ASIN B00PR9IWDQ (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness	\$29	1	\$29

Wooden Train Set	Orbrium Toys 52 Pcs Deluxe Wooden Train Set with 3 Destinations Fits Thomas, Brio, Chuggington, Melissa and Doug, Imaginarium Wooden Train ASIN B015VMORBE (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness	\$30	1	\$30
Easel	Educational Insights 3-in-1 Portable Easel by Educational Insights Item # 1027 Emergent Literacy/Early Childhood Preschool/School Readiness Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders	\$38	1	\$38
Maracas	Aspire Musical Instruments Egg Maracas Kids Educational Toys, 10 Pcs by Aspire Item # GBCH-HA08519 (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness Autism Spectrum/Sensory Processing Disorders	\$8	1	\$8
Xylophone	D'Luca 13 Notes Children Xylophone Glockenspiels with Music Cards by D'Luca ASIN B005486JRG Emergent Literacy/Early Childhood Preschool/School Readiness Autism Spectrum/Sensory Processing Disorders	\$24	1	\$24
Rhythm Sticks	West Music 6 Inch Lummi Sticks, 12 Pair by <u>West Music</u> ASIN B010EAKTI8 Emergent Literacy/Early Childhood Preschool/School Readiness Autism Spectrum/Sensory Processing Disorders	\$17	1	\$17
Promotional Water	16.9 Oz. Custom Label Bottled Water Item # KHGFH-HVEVJ Business Presentation Services Outliers – Geographically and Socioeconomically (Homeless, ALICE, Transient, Rural)	\$1	300	\$300
Water Color Pencils	Colored Pencils for Adult/Kids Coloring Books, 48 Assorted Watercolor Pencils Set for Artists "Vibrant" with Brush & Sharpener by Felistar ASIN # BO1JFUOSCQ (Amazon) Homeschool/Alternative Education At-Risk Teens (Disconnected-from-the-Library Teens) Adults who do not use the Library because of scheduling conflicts/different needs Senior Population/Disabilities/Dementia	\$18	1	\$18

Color Pencils	Sargent Art Premium Coloring Pencils, Pack of 50 Assorted Colors, 22-7251 by Sargent Art (Amazon) Homeschool/Alternative Education At-Risk Teens (Disconnected-from-the-Library Teens) Adults who do not use the Library because of scheduling conflicts/different needs Senior Population/Disabilities/Dementia	\$8	2	\$16
Gel Pens	Smart Color Art - 100 Colors Gel Pen Set - Perfect for Coloring by Smart Color Art Item # 100GELPENASST Homeschool/Alternative Education At-Risk Teens (Disconnected-from-the-Library Teens) Adults who do not use the Library because of scheduling conflicts/different needs Senior Population/Disabilities/Dementia	\$14	2	\$28
Crayons	Crayola® Regular Crayons Classpack® - 8 Colors, Set of 800 Item # RCC Emergent Literacy/Early Childhood Preschool/School Readiness Homeschool/Alternative Education	\$60	1	\$60
Large Crayons	Crayola® Large Crayon Classpack® - Set of 400 Item # LCC Emergent Literacy/Early Childhood Preschool/School Readiness Homeschool/Alternative Education	\$64	1	\$64
Construction Paper	Colorations Construction Paper Smart Pack – 600 Sheets Item # SMARTSTK (Amazon) Emergent Literacy/Early Childhood Preschool/School Readiness Homeschool/Alternative Education	\$18	1	\$18
Scissors	Scotch 5-Inch Soft Touch Pointed Kid Scissors, 12 Count Teacher Pack, Green (1442P-12) by Scotch Emergent Literacy/Early Childhood Preschool/School Readiness Homeschool/Alternative Education	\$16	1	\$16
Activity Board	Autism Supplies And Developments Picture Exchange Communication System Indoor Activity Choice Board by Autism Supplies And Developments ASIN B00JOC92S6 Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders	\$15	1	\$15
Fidgets	RELAX RENEW RELEASE Squeeze Ball, Puffer and Fidget Toy Sensory Stimulation Bundle (24 items) + 2 Bonus Items by Market Street Provisions	\$36	1	\$36

	ASIN B01FSBCEEA Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders			
Turn-taking Fidget	Toysmith Wacky Tracks (Assorted Colors) by Toysmith Item 7956 Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders	\$6	3	\$18
Custom Stamp	Same-Day Pre-Inked Custom Stamp, 7/10" x 2" Impression, Black Item # 512950 Office Depot All audiences, take away worksheets, giveaway or sale books	\$25	1	\$25
Incentives	25 PC Stress Ball Toy Assortment Product Number: BAASTSB Rhode Island Novelty Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders	\$14	2	\$28
Incentives	50 PC 38 MM High-Bounce Ball Assortment Product Number: BA38MMB Rhode Island Novelty Homeschool/Alternative Education Autism Spectrum/Sensory Processing Disorders	\$10	2	\$20
Sculpting Tools	ISPORT 30 Piece Clay Sculpting Tools Ceramic & Pottery Carving Modeling Tool Kit, Polymer Clay Supplies for Beginners & Professionals with Free Roll up Wrap by ISPORT ASIN B01LWOE1GW Amazon Senior Population/Disabilities/Dementia	\$20	1	\$20
Polymer Clay	Sago Brothers Ultra Light Modeling Clay Magic Air Dry Clay 24 Colors a Box by Sago Brothers ASIN B00RF7A1TG Amazon Senior Population/Disabilities/Dementia	\$16	2	\$32
Miscellaneous	Shipping, consumables, replacement parts, accessories	\$500	N/A	\$500

**Community Engagement: Popup Library Outreach 2016**

**Estimated Total Budget: \$2400**

**Activities/Timeline (include estimated completion date):**

From January 2017 forward we will expand BCPL Outreach services, adding events made possible with the additional supplies. With a mobile hot-spot we can provide WiFi access where it is needed. We will offer WiFi access at all Popup Library events: Book MarkIt at farmers' markets and street fairs, Art Attacks, homework help sessions, book clubs. We will strengthen our community connections, continue to add new partnerships, and expand our geographical reach.

We will offer sensory-friendly programming for children of all ages at public, private, and alternative schools. Popup libraries will include larger venues, such as childcare and afterschool centers, where we

will now be able to work with a wide range of ages at once, facilitating collaboration and creativity. Fortified with art supplies, we will expand adult services to include more senior living facilities and respite care centers. We can serve more people, and provide more of our own resources. We will continue service to geographic and socioeconomic outliers of all ages, including homeless, the ALICE population, transients, and rural communities, with a stronger presence, now with WiFi capability, at events (e.g., Homeless Veterans Stand Down, Teaching Hope, Financial Literacy for Youth), and on the street, using branded bottled water to establish a connection in real life and begin a conversation.

Online training for Next Chapter Book Club, community-based book clubs for adolescents and adults with Down syndrome, autism, cerebral palsy and other intellectual and developmental disabilities, will begin in January 2017. We have two community partners with potential book club members, strong interest, and no budget. We will begin organization as soon as funding becomes available. A Panama City Chapter of NCBC will operational by April 2017.

From January 2017 forward we will use the new supplies as they arrive. We will continue to learn and grow, using the funds to support developing programs. While the Community Engagement Project does not have a formal end in sight, we will demonstrate significantly smarter, better, stronger Outreach Services by July of 2017.

**How will the library sustain this project?**

We are requesting a starter package, technology, educational toys, musical instruments, art supplies, and training to support the continuing development of Outreach Services in the Northwest Regional Library System. With visible growth in participation numbers, strong partnerships, and public enthusiasm, BCPL Outreach will play a dynamic role in Community Engagement. As such, we become more likely to be funded, by our stakeholder base, local organizations, and charitable individuals. The toys and instruments will last a long time. If our mobile WiFi presence is successful, the service will be attractive to funding sources. The experience we gain in the learning process will be ours to keep. As we learn and grow, so, I believe, will our opportunities for financial support.

Thank you.

**Library Director's signature:**  **Date:** 10/27/16

 **Date:** 10/27/16  
**Signature of agent, office, or board to whom the Director reports**

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**For PLAN use only:**  
**Approved** \_\_\_\_\_ **Not Approved** \_\_\_\_\_  
**PLAN Executive Director** \_\_\_\_\_

# ALICE®

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED



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## United Way's Study of Financial Hardship

**ALICE**, a United Way acronym which stands for Asset Limited, Income Constrained, Employed, represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, child care, health care, and transportation.

Through a series of new, standardized measurements, United Way is quantifying the size of the workforce in each state that is struggling financially, and the reasons why. These measurements provide a broader picture of financial insecurity than traditional federal poverty guidelines.

### Why ALICE Matters

ALICE workers are essential to the fabric of our society. ALICE works in jobs that are integral to our communities, from child care educators and home health aides to mechanics – all workers we rely on every day.

The future success of our communities is directly tied to the financial stability of ALICE households. When ALICE suffers and is forced to make difficult choices, we all face serious consequences.

### ALICE: A Grassroots Movement

Building on a project first initiated in 2009 at United Way of Northern New Jersey, United Ways in several other states joined the United Way *ALICE Project* in 2014. This grassroots movement is gaining momentum in local communities across the country and several new Reports are in development. With significant press coverage, a fresh, nonpartisan, dialogue has started about the importance and fragility of ALICE across the country.

United Ways involved plan to use the Reports as the framework for their work in improving their residents' lives and strengthening their communities. Community partners including government agencies, nonprofits and corporations are also making use to this new data to improve the lives of ALICE families.

# ALICE IN BAY COUNTY

**Population:** 171,903 | **Number of Households:** 68,653  
**Median Household Income:** \$46,005 (state average: \$45,040)  
**Florida Underemployment Rate for 2012:** 16%  
**Gini Coefficient** (zero = equality; one = inequality): 0.42 (state average: 0.48)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the U.S. poverty level, but less than the basic cost of living for the county. Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.

<b>Poverty</b> 11,056 HH 16%	<b>ALICE</b> 19,046 HH 28%	<b>STRUGGLING</b>	<b>Above ALICE</b> 38,551 HH 56%
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## What are the economic conditions?

The **Economic Viability Dashboard** evaluates community conditions for ALICE in three core areas. Each is an index with a scale of 1 (worst) to 100 (best).

<b>Housing Affordability</b> fair (53)	<b>Job Opportunities</b> good (58)	<b>Community Support</b> fair (50)
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## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the U.S. poverty rate of \$11,170 for a single adult and \$23,050 for a family of four.

Household Survival Budget, Bay County		
	SINGLE ADULT	FAMILY (INFANT AND PRE-K)
Housing	\$686	\$829
Child care	\$0	\$946
Food	\$176	\$531
Transportation	\$350	\$699
Health care	\$107	\$426
Miscellaneous	\$149	\$355
Taxes	\$171	\$123
<b>Monthly total</b>	<b>\$1,638</b>	<b>\$3,910</b>
<b>ANNUAL TOTAL</b>	<b>\$19,659</b>	<b>\$46,924</b>
<b>POVERTY ANNUAL TOTAL</b>	<b>\$11,170</b>	<b>\$23,050</b>

Source: U.S. Department of Housing and Urban Development (HUD), U.S. Department of Agriculture (USDA), Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS) and state Treasury, and ChildCare Aware, 2012; American Community Survey, 1 year estimate.

Bay County, 2012		
Town	Total HH	% ALICE & Poverty
Callaway	5,293	37%
Cedar Grove CDP	1,297	46%
Laguna Beach CDP	1,827	51%
Lower Grand Lagoon CDP	2,581	51%
Lynn Haven	7,120	38%
Mexico Beach	604	34%
Panama Beach	5,269	40%
Panama Beaches CCD	16,477	42%
Panama CCD	35,790	46%
Parker	2,201	45%
Pretty Bayou CDP	1,306	38%
Southport CCD	3,483	37%
Springfield	3,601	53%
Tyndall AFB CDP	747	54%
Upper Grand Lagoon CDP	6,009	35%
Youngstown CCD	2,584	57%

NOTE: Municipal-level data may not match county-level data; municipal-level data often relies on 3- and 5-year averages, is not available for the smallest towns that don't report income, and may overlap with Census Designated Places (CDP).