

North Miami Beach Public Library

Project Title: Mobile Library

Grant Number: 21.I.Is.000.081

Date Submitted: Monday, March 16, 2020

A. Applicant Information Page 1 of 11

Applicant Information

- a. **Organization Name:** North Miami Beach Public Library 
- b. **FEID:** 59-6000389
- c. **Phone number:** 305.948.2970
- d. **Principal Address:** 1601 Northeast 164 Street North Miami Beach, 33162-4099
- e. **Mailing Address:** 1601 Northeast 164 Street North Miami Beach, 33162-4099
- f. **Website:**
- g. **Organization Type:** Municipal Government
- h. **Organization Category:** Library
- i. **County:** Miami-Dade
- j. **DUNS number:** 079547172

1. Applicant Director *

First Name

Edenia

Last Name

Hernandez

Phone

305.787.6019

Email

edenia.hernandez@citynmb.com

2. Project Manager *

First Name

Edenia

Last Name

Hernandez

Phone

305.787.6019

Email

edenia.hernandez@citynmb.com

3. Applicant DUNS number

079547172

4. Public Library has implemented an Internet Safety Education Program? *

Yes

No

Not Applicable

5. Rural Economic Development Initiative eligible *

Yes

No

B. Project Information Page 2 of 11

1. Application Priority *

Priority 1 of 1

2. Targeted User Group(s) *

Pick at least one but not more than three. [? Help](#)

- Children (Persons age 11 and under)
- Young adults and teens (Persons ages 12-18)
- Seniors

3. Project Service Area *

The municipality, county or region the project will serve. [? Help](#)

City of North Miami Beach, Florida, Miami-Dade County

4. Project Summary *

A concise, stand alone summary of the project. Include the applicant name, who is to be served by the project and what project activities will occur in the project. [? Help](#)

North Miami Beach Public Library will purchase a new mobile library truck to expand outreach to children, youth, families and seniors. The mobile program will create new library card registrations and deliver off-site classes, library resources, materials and training at gathering places and events beyond the library walls. The Library's goal is to increase access to library services and technology for those who are unable to travel to the local branch.

C. Introduction Page 3 of 11

Gives an overview of the applicant and establishes who is applying for funds. The information provided in questions 1—6 should be answered for the applicant listed on the project information section.

If the project is being implemented by an outlet, member or specific subset of the organization, the information in questions 1—6 can be provided for the specific subset as a part of the response to question 7.

1. Where is the applicant located geographically? *

 Help

The City of North Miami Beach is located in the northern part of Miami-Dade County

2. How many staff members does the applicant have? *

 Help

8 full-time, 12 part-time, 3 volunteers

3. How many service outlets does the applicant have? *

 Help

North Miami Beach Library has one service outlet.

4. How many registered borrowers does the applicant have, if applicable? *

 Help

The North Miami Beach Library has 39,299 registered borrowers.

5. What is the governance of the applicant? *

 Help

The Municipal Library is a Department of the City of North Miami Beach. The City is governed by an elected mayor and six-member city commission as outlined in the City Charter. The City Manager serves as the Chief Executive Officer of the City, and administers the day-to-day operations. NMB Library has an inter-local agreement with the Miami-Dade County Library System, North Miami Library and the Hialeah Library system. This collaboration and our programming draws in many other North Miami-Dade residents to our library. Our records are purged every three years.

6. Provide any additional information about the applicant to set the context for the project. This response is optional.

 Help

Not Applicable

D. Need Page 4 of 11

The need section defines the problem to be solved by the project and who the targeted population to be served by the project. The need makes a case for funding the project.

1. Size of the target population *

30,000

2. Who is the target population? *

 Help

From within North Miami Beach and the surrounding county, the library will target 50,000 persons of low to moderate income households, early learners, children with limited access to technology, children with Limited English Proficiency, children with disabilities, teenagers, families, persons with limited transportation, and senior citizens. North Miami Beach, FL has a population of 45,877 people, and a median household income of \$40,952 (US Census, 2018 Estimates); compared to a median income of \$48,900 for the State of Florida. The state of Florida has a poverty rate of 13.6% (American Community Survey 2018, 1 year estimates,) yet of notable need, the 19.9% of The North Miami Beach population includes 8,150 citizens living in poverty (American Community Survey, five year estimates.)

The population of North Miami Beach, FL is 41.4% Black, 37.48% Hispanic, and 18% White. 70.5% of the people speak a non-English language, with 44% of people reporting that they speak English “less than well”. Although the library does not maintain demographic information on the people that attend our weekly programs, the makeup of the 30,000 target population is expected to be similar to the overall statistics mentioned above.

3. What are the unmet needs of the target population? *

 Help

The citizens of North Miami Beach face unique unmet needs because of the challenges formed by poverty, transportation, language and education limitations. The foreign-born population of this city is 51.9% compared to 20.5% of Florida as a whole. These foreign-born persons live in families where 70.5% or 32,343 citizens speak a language other than English at home. This need guides the project to provide English as a second language classes. Due primarily to

limited financial resources, 31.3% of citizens in North Miami Beach do not have internet access in their home. Their education has been limited with 18.2% of the population over 25 not having a high school diploma; a staggering rate 6.2% higher than Florida overall. This reflects a need for mobile technology outreach as well as access to literacy materials and programming.

The need for a mobile unit is demonstrated by the challenges in personal transportation. Most of our community are very neighborhood centered and do little outside of their immediate community because of the lack of transportation. To ease the transportation challenges, the City instituted a free trolley system through external funding sources. The trolley system has been quite a success and have assisted in the growth of library programming. The library has changed many of their toddler programming to coincide with the trolley schedule. Communities further out are still unaware and unwilling to travel. The westernmost and most financially challenged group must take two to three trolleys in order to reach the library making it a 45 minute to 1-hour ride.

4. How are the target population's needs not being met by the library or other community services? *



The mobile library will target the hard-to-reach population and increase the availability of technology, books, and other resources. Over the past two years, the library has proactively implemented outreach programs at community centers and childcare centers to improve the language development of children age 0-5 through literacy. Our Library at the Laundromat Story-time Hour engages young children through reading, songs, and finger-play while their caregiver completes household chores.

Unfortunately, children in our very low-income communities are still not visiting the physical location due to transportation barriers or lack of parental engagement. The library identified two communities to target during the initial roll out of this project, Highland Village, and Washington Park (see map of target areas in attachments). These communities are the most economically distressed parts of North Miami Beach. Washington Park is in a historically African-American community that despite its proud history, now faces economic challenges. Highland Village is a neighborhood of trailers and mobile homes. Youth face challenges common with high poverty communities such as exposure to substance abuse, crime, involvement in foster care, and food or housing insecurity. Unlike many of the youth and families that visit the library for our youth programming and technology labs, people from Highland Village and Washington Park are not able to safely walk to the library.

The mobile library makes more of the library's resources accessible to this hard-to-reach population.

5. How does the project relate to the applicant's long range plan or enhance the mission of the organization? *

 Help

Mission Statement -The North Miami Beach Public Library mission is to inspire lifelong learning, advance knowledge, strengthen our community and enrich the lives of our residents.

This project is consistent with the following goals of this library (1) To provide library services that are educational, enriching and access to information that **leads to success** in an open access and discovery atmosphere. (2)To acquire and make available books, periodicals, **digital materials, technology** and information access to all of our residents as a means of improving their satisfaction in our premier community.

Consistent with the library's strategic master plan, our users will *"use 21st century technology more effectively and efficiently"* and will *"have access to technology that is current and allows them to succeed in their areas of need or interest in order to become successful in education and personal development"*.

6. Additional Factors for Consideration / Continuing Project Status Report.

 Help

Not Applicable

E. Partners Page 5 of 11

1. List all project partners and their roles below. Add as many additional partners as needed.

 Help

#	Partner Name	Partner Role
1	NMB Parks and Recreation Department	Parking facility to provide outreach services in the community at Highland Village, Uleta and Washington Park, Invite Parents and students.
2	Miami-Dade Book Fair	Provide space for the Library mobile service to reach out to attendees and promote the services during the event.
3	Rising Star Academy	Allow the library to provide outreach to the parents at the Academy's events.
4	Fulford Methodist	Invites the library mobile service to their events at the church and at Highland Village outreach.
5	Voter's Council Washington Park	Invite mobile unit to meetings, provide space at their community events in target area of Washington Park.
6	FIU Neighborhood Health	Collaborate on community events to provide mobile library services while FIU health provides medical care.
7	The Children's Movement	Library will attend outreach events such as their World's Largest Baby Shower to reach expecting and new parents with literacy information, skills and materials.
8	Miami-Dade County Public Schools	Participate in Open Houses, Career Day, STEM Events, etc. The library would be present to demonstrate our services, especially in two (2) schools that operate without a media specialist.

F. Activities Page 6 of 11

1. Activities

Activity # Name	Activity Narrative	Activity Outputs
1 Procure Vehicle	The project lead in collaboration with the City's fleet management department will purchase the vehicle in compliance with required procurement procedures. The van will be purchased within the first 90 days of the project period.	1. 1 Van Purchased
2 Customize Vehicle	The mobile unit will be customized with shelving, cabinet storage with countertops, cooling system, LED lighting, generator, awning for exterior seating, electric outlets, first aid kits, fire extinguisher, and refrigerator. The exterior of the vehicle will be wrapped to promote the NMB Mobile Library and LSTA grant acknowledgement. Customization completed by the 9th month of the project.	1. Receipt of customized vehicle from manufacturer
3 Initiate Outreach Activities	The project lead will schedule the inaugural outreach activity. The new project will be promoted throughout the community via the City's website, social media platforms, and newsletter that is mailed out to every household. The outreach activity will take place at a public park within walking distance of the one of the target areas (Highland Village or Washington Park). See map of target areas. At least one event will take place before the end of the 12 month project period.	1. Host (1) kick-off outreach event, serving at least 50 individuals. 2. Reach at least 50,000 residents as measured by engagement on social media platforms, number of newsletters mailed, and website views.

2. List all resources needed and identify which activities they will support. Use a comma to separate Activity numbers. *

# Resource	Activity Number(s)

#	Resource	Activity Number(s)
1	Staff Time- procurement and tracking of progress in the customization of the vehicle	1,2

G. Additional Project Information Page 7 of 11

1. Publicity Communications *

Describe the plans to promote and publicize the entire project. Indicate who will be responsible for carrying out the publicity activities. How will the target audience be informed about the project? 
Help

The City will promote the new program on the city's website, newsletter, and social media sites. The website will also be updated to include the schedule of events for the mobile unit and a form for the public to request the mobile unit at their event. A press release will be drafted and distributed to the local print news outlets. The article will be included in the City's award-winning print newsletter which is mailed out to city residents. An announcement about the new service will be blasted out to the patrons of the library that are on our email opt-in list with 20,000 contacts. Finally, the van itself will serve as the most visible form of promotion. The artfully wrapped van not only serves as a "billboard on wheels" at the various events, but when not in use, it will be parked at the library in a highly visible to those passing by the library. Outreach is overseen by the Outreach Coordinator.

2. Sustainability *

Describe plans to continue or sustain the project once funding ends.  Help

Funding is used solely for the purchase of the outreach truck and truck supplies. The City has committed staff time to carry out the outreach activities (i.e. parent workshops, mobile STEM Classes) The library has included funding in our annual budget for the maintenance of equipment and fuel. The library actively researches and seeks to pursue additional funding opportunities for operations such as STEM activities, English as Second Language, Early Literacy, Financial Literacy classes, and more.

3. Digital Images

 Help

Are digital images being created? *

- Yes
- No
- Not Applicable

Are metadata records being added to the statewide database in the Florida Electronic Library?

Yes

No

If not, provide explanation

Not applicable

H. Evaluation Page 8 of 11

The evaluation plan describes how the project will be evaluated as it is implemented. It will also provide the measures to determine the project's success.

Outcome

The outcome measures changes in knowledge, skills, behavior or condition of the customer as a result of the project. The Division requires at least one required outcome for each project. Select at least one of the required outcome(s) that will best measure the success of the project. Additional outcomes can be added if desired, but are not required.

The required outcomes for the grants are:

- The targeted population uses information or services that were not previously available.
- The targeted population uses technology to get information.
- The targeted population demonstrates an increase in their knowledge, skills or abilities.

Indicator

Indicators show how well the project is meeting an outcome. An indicator answers the question "how do we know that an outcome is achieved?" It is the statistics or data gathered to prove your results. Provide at least one indicator for the outcome. List additional indicators, if needed.

Source

For each indicator listed, list the who or what that will provide the data that you will use to evaluate the outcomes of the project

Method

For each source listed above, list the method by which the data used to determine the indicator will be collected. [? Help](#)

1. Evaluation Narrative *

Describe who will be responsible for the evaluation and when the evaluation will occur during the project. Describe any questionnaires, surveys, or test instruments to be used. Describe any reports the evaluation will produce. Describe how the evaluation will be used to make changes within the project year. If you wish to include evaluation samples (not required), they can be uploaded in the attachments section of the application. [? Help](#)

The Library will keep track of the reservations for truck visits by our outreach coordinator.

It will also maintain records of visits to the van and the amount of new library cards generated by those visits. The Library is requesting a tracking field from the ILS (system that keeps control of library users) provider that would allow them to collect the data on the cards and circulation

generated by these users. TLC (company that tracks our ILS) will create a patron type for those obtaining a card from the mobile unit and will create a secondary location for the mobile unit that will allow us to generate reports on the usage of library services generated by the mobile unit.

Visitor logs will be maintained for each outreach location.

2. Outcome - Use Of New Information Services *

Not Applicable

The targeted population uses information or services that were not previously available.

#	Indicator	Source	Method
1	30,000 persons will be informed of the new mobile unit and how to request the mobile unit for their event	30,000 persons will be informed of the new mobile unit and how to request the mobile unit for their event	Staff will track monthly Impressions on social media for posts related to the mobile unit, hits on website, clicks on electronic newsletters, and readership/mailling list for print newsletter
2	50 Youth Served during inaugural outreach event	Count of attendance at outreach event	Count of attendance at outreach event
3	Increase in library card registrations by 10%	Registration counts	Staff will track the number of library card registrations for a period of nine (9) months from the time that the van is first used.

3. Outcome - Uses Technology *

Not Applicable

The targeted population uses technology to get information.

#	Indicator	Source	Method
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4. Outcome - Increase KSAs *

Not Applicable

The targeted population demonstrates an increase in their knowledge, skills or abilities.

#	Indicator	Source	Method
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5. Additional Outcomes

#	Outcome	Indicator	Source	Method
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I. Budget Page 9 of 11

The budget explains and justifies the LSTA and matching funds required to implement the project. It should be clearly related to project activities. Each section of the budget is comprised of two required parts: the budget narrative and budget detail of the proposed amounts.

The narrative provides a detailed explanation and justification of proposed LSTA and matching expenditures. For each amount listed in the detail, the narrative should show how the amounts were calculated, for both grant and matching (if applicable) funds, i.e., include calculations, unit costs, or breakdown of costs. [? Help](#)

If a project requests less than \$10,000 (\$0-\$9,999) in grant funds, no matching funds are required. All other projects must provide local matching funds that equal a minimum of one-third (1/3) of the amount of federal funds requested or awarded.

1. Salaries and Benefits

Show combined salaries benefits to be paid to each person employed in the project, or who will be used as match for the project on a separate line. The narrative should indicate what the benefits percentage is for the salaries. Fees and expenses for consultants should be included under the Contractual Services section. For each position listed, provide the full-time equivalency (FTE) based on the local workweek.

Salaries and Benefits Detail *

#	Position Title	F.T.E.	Grant Funds	Cash Match	Total
1	Outreach Coordinator /Project Lead	1.00	\$0	\$6,240	\$6,240
2	STEM Instructor/ Prof. Library Assistant	0.50	\$0	\$2,912	\$2,912
Totals:			\$0	\$9,152	\$9,152

Salaries and Benefits Narrative

1. \$30/hr x approximately 208 hours (10% of time) = \$6,240.00

Responsible for developing and ensuring the overall success of the program. Scheduling activities and attending outreach events, as needed.

2. \$14/hr X 208 hours (16% of time) = \$2,912

Accompanies Outreach Coordinator, sets up and provides STEM instruction or support to the program.

2. Contractual Services

Include costs for specific services to be performed by an outside organization or individual under contract. Examples include: consultant fees, rentals, advertising, speaker's fees and wiring costs. Briefly describe services to be provided by contract. [? Help](#)

Contractual Services Detail *

#	Description	Grant Funds	Cash Match	Total
1	Customization of Vehicle	\$44,700	\$9,500	\$54,200
Totals:		\$44,700	\$9,500	\$54,200

Contractual Services Narrative

Vehicle customization includes \$46,000 for the outfitting of the inside of the vehicle, \$5,000 for the vehicle wrap, and \$3,200 for power supply

3. Library Materials

Describe type and numbers of materials to be purchased. [? Help](#)

Library Materials Detail *

#	Description	Grant Funds	Cash Match	Total
1	2 Laptops	\$0	\$4,000	\$4,000
2	2 Tablets; 1 Android, 1 IOS	\$0	\$1,000	\$1,000
3	1 Handheld Scanner	\$0	\$100	\$100
4	1 3D Printer	\$0	\$5,000	\$5,000
5	1 Mi Fi	\$0	\$400	\$400
Totals:		\$0	\$10,500	\$10,500

Library Materials Narrative

2 Library Laptops will be used for issuing library cards and for check-out of materials. These same two laptops will be used for simple technology instruction on access to homework help materials from the Florida Electronic Library as well as the library databases or a demonstration of our 3Dprinting programs.

2 Tablets will be used in the instruction of accessing the various digital programs such as Freegal and Overdrive to access materials. One tablet of each kind will allow us to demonstrate and walk the visitors through the process of installing it on their own device.

1 MiFi will be used to provide internet access while on the road

The tablets together with the MiFi will allow us to provide on the go service for outreach of service which are of benefit such as the current 2020 Census or even the advantage of the Pronunciator database or Citizenship preparedness app.

1 Handheld scanner will be used for the check out of physical materials during the mobile visit

1 3D printer to attract the community to the technology programs and instruct the community as to the possibilities at the library.

Is the library purchasing materials for the library's collection?

Yes

No

If yes, are bibliographic records being loaded into the statewide database?

Yes

No

If no, provide an explanation of why the records are not being loaded.

4. Supplies

Describe the supplies needed for the project. Supplies may include computer supplies, toner, paper, postage, etc. [? Help](#)

Supplies Detail *

#	Description	Grant Funds	Cash Match	Total
1	1 Tent	\$0	\$300	\$300
2	Table and Chairs	\$0	\$150	\$150
3	Library card order	\$0	\$1,000	\$1,000
Totals:		\$0	\$1,525	\$1,525

#	Description	Grant Funds	Cash Match	Total
4	Bungee Cords	\$0	\$25	\$25
5	Personalized Tablecloth	\$0	\$50	\$50
Totals:		\$0	\$1,525	\$1,525

Supplies Narrative

The tent will be used when extra space is provided for the vehicle to provide technology presentations or storytime. Table and chairs will be used under the retractable awning to promote library services. Bungee cords will be use for securing items while traveling. A personalized tablecloth will be used to promote the Library. A shipment of cards will be ordered for the mobile library to provide cards at outreach events.

5. Travel

Indicate amounts to be used for travel associated with the project. Any travel conducted with grant or matching funds Must be done in accordance with Section 112.061, Florida Statutes. In the narrative indicate the traveler's position, destination, purpose, and how the travel relates to achieving project purposes. [? Help](#)

Travel Detail *

#	Description	Grant Funds	Cash Match	Total
1	City Events- About 10 a year	\$0	\$100	\$100
2	Park Outreach Events – 36 per year	\$0	\$360	\$360
3	Local Schools, Rising Stars, Greynolds, Fulford, Ojus and Sabal Palm Elementary	\$0	\$200	\$200
4	Miami-Dade Book Fair	\$0	\$300	\$300
5	FLA Conference	\$0	\$800	\$800
Totals:		\$0	\$1,760	\$1,760

Travel Narrative

The staff will be on duty while traveling. The traveling included are the areas proposed for programs. The amount listed is the amount of the gas expenses and the participation in the program.

6. Equipment

The costs for equipment and furniture to be purchased and used by the project are covered in this category. Examples include computers, desks, and chairs. Include only items with a useful life of at least one year and an acquisition cost of \$1,000 or more. Small items of equipment that do not meet this definition should be shown in the "Other" category. List all equipment to be purchased. Describe the type of equipment and explain how equipment will be used to support the project. [? Help](#)

Equipment Detail *

#	Description	Grant Funds	Cash Match	Total
1	Purchase of Vehicle	\$42,300	\$0	\$42,300
2	Retractable Awning	\$0	\$1,000	\$1,000
Totals:		\$42,300	\$1,000	\$43,300

Equipment Narrative

The City will purchase a cargo van with rooftop air conditioning and a high roof to allow for staff to stand and access the storage areas.

7. Other

Include costs for any items that do not fall under the categories above. Some examples include printing and small equipment costing less than \$1,000. [? Help](#)

Other Detail *

#	Description	Grant Funds	Cash Match	Total
1	none	\$0	\$0	\$0
Totals:		\$0	\$0	\$0

Other Narrative

None

Total LSTA Request:

\$87,000

Total Matching Funds:

\$33,437

J. Certifications and Attachments Page 10 of 11

1. Debarment Form *

File Name	File Size	Uploaded On	View (opens in new window)
Cert. Debart-NMB2020.pdf	103 [KB]	3/16/2020 9:53:26 PM	View file

2. Federal Funding Accountability and Transparency Act (FFATA) *

File Name	File Size	Uploaded On	View (opens in new window)
FFATA-NMB02020.pdf	114 [KB]	3/16/2020 9:53:39 PM	View file

3. Internet Safety Certification Form. Applies only to public libraries.

File Name	File Size	Uploaded On	View (opens in new window)
Internet Safety Act_NMB-2020.pdf	33 [KB]	3/16/2020 9:53:53 PM	View file

4. Lobbying Activities Form

File Name	File Size	Uploaded On	View (opens in new window)
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File Name	File Size	Uploaded On	View (opens in new window)
Disclosure Activities-NMB-2020.pdf	151 [KB]	3/16/2020 9:54:10 PM	View file

5. Certificate of Good Standing

6. Support Materials (optional)

File	Title	Description	Size	Type	View (opens in new window)
Attachment-NMB Maps and Schematics.pdf			628 [KB]		View file
NMB Library Technology Grant 2020 -Narrative.pdf			181 [KB]		View file

K. Review and Submit Page 11 of 11

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of North Miami Beach Public Library and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program as outlined under section 257. 12-15, Florida Statutes and 1B-2.011, Florida Administrative Code.

Signature (Enter first and last name)

Edenia Hernandez

