

**Pacific Library Partnership
Innovation and Technology Opportunity Grant Program**

Due Friday, October 10, 2014

Please provide the following information in a Microsoft Word document. Please email the completed form to Wendy Cao at caow@plsinfo.org.

1. Title of Project: Bike to Books
2. Library applying for funding: Oakland Public Library
Name: Jamie Turbak, Interim Deputy Director
Email: jturbak@oaklandlibrary.org
Mailing Address: 125 14th Street, Oakland, CA 94612
3. Amount of funding requested: \$15,000

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

Bicycling is a healthy, non-polluting, low-cost, and quiet form of transportation that is ideal for commuting, recreation and visiting the library. Improving infrastructure, education and coordination for cyclists supports the City of Oakland's efforts to become more environmentally, economically, and socially sustainable. For the past several years, Oakland Public Library (OPL) has piloted efforts to support biking and promote increased bike use among staff and patrons. We seek a \$15,000 Pacific Library Partnership Innovation and Technology Opportunity Grant in order to expand upon our past successes. Funds will support a new bike-mobile trailer, bike safety, maintenance, and educational programs, as well as tools and supplies for use by library patrons.



Oakland Public Library: Bike Trailer, 2014

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

Encouraging the expansion of bicycle use in Oakland aligns with the Oakland City Council's Adopted Policy Budget goals, including #2 "Develop a Sustainable City," #3 "Improve Oakland's Neighborhoods," and #6 "Maintain and Enhance Oakland's Physical Assets." In December 2007, the Oakland City Council adopted a *Bicycle Master Plan* as the citywide, long-range policy that promotes bicycling as a viable means of transportation and recreation in Oakland over the next 20 years. The report states, "Oakland will be a City where bicycling is fully integrated into daily life, providing transportation and recreation that are both safe and convenient."

Twice a year, the City of Oakland publishes a newsletter called *I Bike Oakland* (www.oaklandbikes.info) that details progress of the *Bicycle Master Plan* and tracks specific metrics of growth. In the original plan, no mention of libraries or library programs is made, although other City agencies and community based organizations are cited as partners. About two years ago, recognizing the importance of bicycling to our community and local government, OPL implemented various strategic activities in

order to become a key partner with the City, residents, bike coalitions and activists and to further the goals of the *Bicycle Master Plan*. OPL is beginning to make an impact and our library programs were recently featured in the newsletter.

Bicycling helps connect residents with their communities by exposing them to the sights, sounds, and social interactions that are otherwise muted by traffic. Through bicycling, children gain independence, stay active, and develop an enriched understanding of their neighborhoods. Bicycling also reduces air and noise pollution, is ideal for short trips, lends itself well to intermodality, and is at the heart of sustainable urban development. Being a driving force in the promotion of bicycling keeps the Oakland Public Library relevant as a sustainable resource for patrons and community partners.



Oakland Public Library: Bike Fix-it Clinic, 2013

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

Oakland is home to approximately 400,000 people and comprises 54 square miles. It is an incredibly diverse community, with a population that is 27% African American, 26% non-Hispanic White, 25% Hispanic or Latino, and 17% Asian. It is ethnically diverse, as well, with more than 28% of Oakland residents who are foreign-born and 40% who speak a language other than English at home.

Bicycles are ideal transportation for trips within urban areas. In the San Francisco Bay Area, 43% of all trips are two miles in length or less, and in Oakland, 85% of residents live within two miles of downtown or a major transit station. This two-mile distance equates to an easy 12-minute bicycle ride. According to the 2008-2012 American Community Survey by the U.S. Census Bureau, 2.4% of Oakland residents bike to work, earning Oakland the #10 spot on a list of 15 large cities with the highest percentage of bike commuters. At a finer level of detail, cycling rates vary significantly between census tracts in Oakland. Some neighborhoods have cycling rates over 5%, while other areas report no residents cycling to work as their primary transportation mode.

Bicycling is an inexpensive and broadly accessible form of transportation. The average

annual cost of operating a car is \$5,000 to \$12,000 versus \$120 per year for operating a bicycle. Bicycling is affordable transportation for lower income Oaklanders who—because of the correlation between wealth and race in the United States—are disproportionately people of color. While some research shows that all people, including poor people, ultimately aspire to car ownership (<http://www.citylab.com/commute/2014/07/how-low-income-commuters-view-cycling/374390/>), supporting inclusive programming efforts to promote a socio-cultural shift towards bicycling will be key for Oakland to truly promote bicycling as an alternative to driving.

Bicycling also creates a healthier lifestyle. Physical inactivity and poor nutrition are the root causes of the obesity epidemic in the United States. In the Oakland Unified School District, 20% of students are physically unfit and 36% of students are overweight or obese. Additionally, over 40% of the leading causes of death in Oakland -- including heart disease, cancer, stroke, and type 2 diabetes -- are all related to physical inactivity.

The City of Oakland's *Bicycle Master Plan* addresses commuters and recreationists as two basic categories of on-street bicyclists. Depending on their skill level, bicyclists may be further differentiated as either experienced or casual. OPL seeks to support the goals of the *Bicycle Master Plan* by improving conditions for experienced cyclists, encouraging casual cyclists to ride more often and more skillfully, and attracting new people to cycling for transportation, recreation, environmental sustainability, financial savings and fitness.



Oakland Public Library: Scaper Bike Program, 2014

Recent examples of OPL bike programming and outreach include a city-wide read of *Everyday Bicycling*, a book that introduces the basics of using a bike for transport, with the hope “that getting around by bicycle becomes so normal that everyone can just get on a bike every day without thinking twice about it.” The author, Elly Blue, discussed her book with OPL patrons and led a large bike tour that visited libraries in East Oakland and El Collectivelo, a bike cooperative. OPL has hosted bike drives to collect donations of used bikes, a bike mechanics workshop, scraper bike art programs for youth, and other programs about safety and bike adventures. OPL commissioned a bike-mobile – a bike powered mobile library – that goes to local festivals and bike events such as PedalFest and Oaklavia. For the past two years, to generate staff

participation, OPL created teams and registered for the regional Team Bike Challenge winning second place in Alameda County amongst medium sized companies, up from third place the previous year. Also, two staff and seven volunteers supported an Energizer Station on Bike to Work Day in 2014, which was quite a feat considering that the event started at 6:30 a.m.

These efforts have enabled the library to build stronger relationships with cyclists and biking advocacy organizations, including Bike East Bay, Walk Oakland Bike Oakland, and the City of Oakland's Bicycle and Pedestrian Advisory Commission, as well as various bike shops. If awarded, PLP Innovation funds will be used to offer regular programs like those listed above, as well as to purchase a new bike trailer, a bike repair station at the Main Library and supplies for fix-it clinics and bike craft programs.

4. The goals and objectives of the project.

Oakland's *Bicycle Master Plan* specifies the following overarching objective: *Publicly strive to become a Bicycle Friendly Community, as recognized by the League of American Bicyclists.* (The Bicycle Friendly Community Campaign is a national program to evaluate and award municipalities for actively promoting bicycling.)

To support this broader effort, OPL plans to pursue the following:

Goal one: To influence the use of bicycles as a preferred mode of transportation by Oaklanders;

Goal two: To reduce carbon footprints;

Goal three: to improve the health of individuals.

OPL's bike-related programs will help to create behavioral change through education (author programs), remove some obstacles toward bike use in underserved communities (bike distribution and free bike repair programs), provide entertainment and promote awareness (scraper bike and bike art programs), as well as institute new habits (Team Bike Challenge and library branch bike tour). The programs will also incorporate assistive and adaptive cycling efforts and issues into its promotional and volunteer opportunities, thereby raising awareness of cycling for patrons with disabilities.

The following actions items from the *Bicycle Master Plan* will direct our goals:

Action 2A.1 – Youth Education: Provide educational programs (fix-it clinics and safety programs) that promote youth cycling.

Action 2A.2 – Adult Education: Work with bicycling organizations and partner agencies to provide street skills and other bicycle safety courses for adult cyclists. Promote creative re-use of bike parts and tubes; support craft programs to create luggage carriers and other accessories for better riding experiences.

Action 2A.4 – Commute Incentives: Continue a commute incentive program in May for library employees.

Action 2A.6 – Public Awareness: Publicize the benefits of bicycling, existing facilities, and available programs through Bike to Work Day, the City of Oakland’s web site, library materials for check-out and other outreach opportunities. Provide bike locks and basic bike repair equipment at branches.

Action 2A.7 – Maps: Support the creation, maintenance, and distribution of bicycling maps including the *Walk Oakland! Map & Guide*, the on-line BikeMapper at www.511.org, and the Bike East Bay’s *West of the Hills* map. Promote the creation of ‘safe routes’ to branches through Walk Oakland Bike Oakland.



Oakland Public Library: Jewelry craft using bike inner tubes at PedalFest, 2014

5. The project timeline (activities).

Activities to take place over the course of 12 months.

Estimated Project Timeline:

Activity	2015											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Se	Oct	Nov	Dec
Weekly Fix-it Clinic at 81st	X	X	X	X	X	X	X	X	X	X	X	X
Purchase cargo bike, trailer and electronics	X	X	X									
Purchase and catalog tools, locks, DVDs and books for check out				X	X	X						
Install bike repair station at Main Library			X	X								
Adult library programs and staff activities			X		X			X		X		
Craft programs for youth		X	X	X	X	X	X	X		X		
Outreach Events	X	X	X	X	X	X	X	X	X	X	X	X
Host coalition conference					X							

Examples of Programs and Outreach events:

- Every Friday fix-it clinic at 81st Ave Library (2 hour weekly program)
- Walk Oakland, Bike Oakland - design route for citywide bike tour of libraries
- Cycles of Change - free bike repair and education programs
- East Bay Bicycle Coalition – publicity for events
- The Crucible - bike art displays and programs
- Baybe Champ Da Scraper Bike King - scraper bike programs for youth
- Nerd Nite at Sea in Alameda
- Green City event at City Hall
- Bike to Work Day at City Hall
- Author programs
- Off the Grid and First Friday, East Bay Bike Party
- Regular outreach efforts at community events and fairs (Pedal Fest, Oaklavia, Slow Food Festival, holiday parades, Farmer's Markets, Art and Soul, etc.)

6. The evaluation of the project.

Usage statistics will be gathered by collecting the following information:

- Attendance at weekly fix-it clinic at 81st Avenue Branch Library
- Count of individual contacts at outreach events
- Sign-in sheet and evaluation forms at workshops and programs
- Circulation of bike tools and locks
- Circulation of materials about biking, including DVDs
- Track followers for the OPL Bike Library twitter account



Example of a bike repair station

7. The project budget.

PLP Innovation and Technology Funding Source

- A new, streamlined bike trailer and cargo bike: \$2,500
- Electronic devices (sound system/tablets) for outreach events: \$1,000
- Bike repair station at Main Library: \$2,000
- Workshop presenter fees: \$1,000
- Craft supplies: \$3,000
- Repair supplies for fix-it clinics and patron check-out: \$5,000
- Hosting a bicycle coalition conference: \$500

Oakland Public Library In-Kind Funding Source

- Staff time for planning, publicity and hosting programs: \$5,000

The project, which has the full support of Oakland Public Library administrators, will be spearheaded by Supervising Librarian Mana Tominaga. Ms. Tominaga has eight years of experience as a librarian and started at OPL in June 2013. Prior, she worked for San Jose Public Library, where she was on the selection committee for Silicon Valley Reads 2007-2009 and implemented programs at branches and online from 2010-2013. Her last role was as senior librarian with oversight of all digital services. Ms. Tominaga currently supervises the Main Library at OPL, which houses large collections of more than 350,000 reference and circulating non-fiction and fiction books. Ms. Tominaga is a passionate and experienced bicyclist.

Working with Ms. Tominaga, Interim Deputy Director Jamie Turbak has been with the Oakland Public Library since 2001. She has worked throughout the system in progressively responsible positions including branch manager, supervising librarian for Children's Services and for the Main Library, and Administrative Librarian responsible for Children's Services, Teen Services, Catalog Database, IT/Desktop Support, Policies, ADA Services, Collection Management, Acquisitions and Cataloging. She is currently Interim Deputy Director responsible for public services at the Main Library and 16 branches. She has a B.A. from the University of California at Berkeley and a Master of Library and Information Science from San Jose State University. Ms. Turbak is a novice bicyclist who was strongly influenced by OPL bike programs to become a proud bike owner.

Friends of the Oakland Public Library Funding Source

- Refreshments, prizes, bike related collection materials (DVDs/Books): \$4,000