



Agenda Report

MEETING DATE: Tuesday, April 11, 2023

TO: City Council

FROM: LIBRARY DIRECTOR MARTINEZ

THROUGH: CITY MANAGER MENDEZ

SUBJECT: RESOLUTION ACCEPTING AND APPROPRIATING \$13,416
GRANT FROM CALIFORNIA STATE LIBRARY

RECOMMENDED ACTION:

Adopt a resolution accepting a grant for \$13,416 from the California State Library for the "Learning Adventure" program; authorizing the City Manager to execute any necessary grant documents; and appropriating such funds to the Special Grants Fund [0260].

BACKGROUND:

As an organization, we recognize the financial barriers that many of our community members face in regards to recreational activities. The two largest hurdles our community members have to local parks are transportation and awareness. Grant funding will allow the Watsonville Public Library to provide buses for families, bilingual park interpreters, and learning materials. Over a span of eight weeks, the Library, in partnership with 4 local state parks, will provide access and education to under-resourced community members.

DISCUSSION:

Watsonville Public Library was awarded a \$13,416 grant from the California State Library. Our proposed program, "Learning Adventure" will promote the recognition of four local State Parks in the area through marketing and outreach efforts to a diverse population. We will be working with the following State Parks: Castro Adobe, Nisene Marks, Natural Bridges, and Seacliff State Parks. Our 8 (eight) week program will be structured to highlight one park for 2 weeks.

City residents will be able to take advantage of one of the following opportunities:

- They can either register their family for a free bus "Learning Adventure"
- Or a self-driven "Learning Adventure".

On board the bus and at the park site, a bilingual Parks Interpreter will present patrons with a personal learning experience. The self-driven "Learning Adventure" varies only in that the experience allows patrons to drive themselves to the park in order to meet up with a State Park Interpreter. We will be able to provide transportation for a total of 240

people throughout the summer, distribute 100 day passes, and offer up to 40 State Park Passes for checkout. Our outreach aims to educate the community on the mental and physical health benefits of visiting a State Park, as well as the unique environment and cultural significance they have to offer. This grant will pave the way for a working and hopefully recurring partnership with the State Parks Staff and their future endeavors.

The grant will commence upon the execution of the award packet materials. As outlined in the grant terms and conditions, Watsonville Public Library is required to provide project financial and narrative reports and the final reporting will be due March 30, 2024.

STRATEGIC PLAN:

This grant supports the City's Strategic Plan: 5-Community Engagement & Well-Being – Library Services & Programs.

The following is a partial list of goals based on the Library's Strategic Plan for 2021-2023:

1. Aim to improve the lives of Watsonville families and children, promote lifelong learning, and celebrate the unique diversity and heritage of our community. This Parks initiative will educate the community about the local opportunities they have to enjoy a healthy outdoor activity as a family.
2. Creating awareness of the unique environments and cultural significance of these parks within our communities is truly aligned with what our organization seeks to accomplish.
3. We strive to connect with the community through strong outreach efforts. Outreach allows our organization to promote resources, local partners, and services.

FINANCIAL IMPACT:

The grant from the California State Library will be awarded in one payment upon execution of the award packet materials and will go directly towards staffing costs, purchasing marketing materials and chartering buses to support the "Learning Adventure" program.

Staff is requesting that the \$13,416 grant be appropriated to the Special Grants Fund [0260].

ALTERNATIVE ACTION:

If this grant is not accepted, the library will need to find alternative funding sources to fund and implement this project.

ATTACHMENTS AND/OR REFERENCES (If any):

- 1) CA State Library Grant Agreement & Certification of Compliance