

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: CHULA VISTA PUBLIC LIBRARY FOUNDATION

JUNE 28, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	CHULA VISTA PUBLIC LIBRARY FOUNDATION
Name(s) of Principal(s) and Complete Titles	David J. Palmer, President; Roderick L. Reinhart, Secretary; Mariya Anton, Treasurer
Contact Information (complete)	David J. Palmer, Chula Vista Public Library, 365 F Street, Chula Vista, CA 91910; (619) 691-5170; E-mail dpalmer@chulavista.lib.ca.us; FAX (619) 427-4246
Name of Program or Project (if different from organization)	Access for South San Diego County
Geographic Location or Focus of Program or Project	Project Focus Area: Southwest Chula Vista plus residents from the surrounding communities of South San Diego city, Imperial Beach, Otay Mesa, San Ysidro, and unincorporated South San Diego County. The region is located 12 miles south of downtown San Diego and immediately north of the international border with Mexico.
Demographic Overview of Focus Community or Population	Southwest Chula Vista is a multi-ethnic region of 61% Hispanic residents (more than half of whom speak Spanish or other languages than English), 23% Caucasian, 8% Asian, 4% African American, and 3% other ethnic groups. The community is young, with 33% under the age of 18. Adults tend to be less well educated than San Diego County as a whole (70% versus 83% have highschool diplomas) and tend to be classified as the “working poor” with only 7.6% unemployment but 13.4% living below the poverty line with a median household income that is 15% below the County median. 53% of our children are in free lunch programs, with an additional 25% reduced fare. More South County residents over the age of 5 have some form of disability than countywide (21% vs. 18%). South County has been identified as the most technologically underserved region of San Diego County, with 32% of residents having no computer/Internet access at home, school, or work (as compared to 7% of San Diegans). For this community, the Chula Vista Public Library South Branch is the ONLY significant available public service provider for computer and Internet access.
Description of Program or Project named above	A key recommendation of the recent report “Digital Divide Revisited (Regional Technology Alliance: San Diego, 2004)” was to “encourage and support community technology programs in the [underserved] South County.” The proposed project would take positive steps to reduce the Digital Divide and promote community technology in the Southwest Chula Vista region.
o Goals	
o Objectives	To promote digital inclusion, increase community awareness and computer literacy, and increase public access to computers and broadband technology in South County for all age groups, ability levels, and for those with disabilities.
o Strategies	Remove obstacles to access, include strategies to increase interest, overcome fear and affordability

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	issues and the significant language barriers, improve Internet availability via existing public library connectivity, and to improve accessibility for those with disabilities.
○ Actions	Phase 1: Targeted public outreach: a community-specific needs assessment; education and awareness campaign conducted in concert with our community-based and school-based project partners. Support low-income underserved families by providing reliable computers and Internet applications through the public library. Provide on-site technical assistance and training in computer and Internet skills free to the public. Phase 2 (not part of this grant proposal): Program expansion to include broadband service to mobile home parks and community centers.
○ Outcomes	More people benefiting from the use of the Internet (finding jobs, medical and legal information, homework help). More technically adept young student, disabled, and senior computer users. Significant increases in comfort level, familiarity with, and incorporation of technology into residents' daily lives.
○ Brief History (when was the organization founded or when was the program launched?)	The Chula Vista Public Library Foundation was founded October 2005. However, the program to provide computer and Internet access to residents of South County was launched with the building of the South Chula Vista Public Library nearly 13 years ago in 1995, and has remained a primary mission of the library since that time.
○ Size and Magnitude of Program or Project ▪ Number of People Served, Involved, Impacted	80,855 residents of South Chula Vista, plus portions of the populations of South San Diego, Imperial Beach, Otay Mesa, San Ysidro, and the unincorporated areas of South San Diego County – total estimated 165,000 – will be impacted by this program.
▪ Annual Budget, Percentage of Earned Income and Staff	The Chula Vista Public Library Foundation is staffed by unpaid volunteers and receives annual donations totaling approximately \$36,000. The proposed project is estimated to total \$89,600, as follows: <ul style="list-style-type: none"> • \$5,000 – Develop and conduct a community-based needs assessment study • \$15,000 – Develop and conduct community-based education outreach & computer awareness campaign & a six-month follow-up assessment • \$11,700 – Additional customer technical assistance & training, Year 1 • \$11,000 – Expand wireless access (entire library now becomes one large hot spot) • \$1,800 – Accessibility software and other software • \$5,400 – Installation of network infrastructure • \$13,300 – Twenty (20) laptops (for in-house use and checkout) • \$4,300 – Tax & freight • \$15,600 – ITS monthly maintenance of 20 laptops, Year 1 • \$6,500 – Additional staff services to checkout, receive & inspect 20 laptops, Year 1
▪ Funding Sources and Partners	City of Chula Vista Public Library, Southwest Development Impact Fee Fund, City of Chula Vista Technology Replacement Fund, Friends of the Library, State Senator Denise Ducheny, Southwestern College, Chula Vista Redevelopment Agency, Southwest Civic Association, County Supervisor Greg Cox, South County Career Center, various local corporate sponsors.
○ Results and Evidence of Success	<ul style="list-style-type: none"> • Public library network computer usage and wireless laptop usage by students and other residents

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<ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<ul style="list-style-type: none"> • Awareness and use of digital resources • Computer literacy/technical ability, and comfort level • Acceptance of the theme “SCVPL: your hot spot away from home”
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<ul style="list-style-type: none"> • Increased usage by all age groups and by individuals with disabilities • Increased awareness and use of digital resources at the library and reported off-site usage • Increased sophistication in technical questions asked • Increased ability to use computer technology independently <p>Phase 1 activities will be completed within 12 months of notification of grant award. This includes obtaining funding partner commitments, developing and conducting the needs assessment and the community-based education and awareness campaign, expanding computer and wireless access at the public library, developing and implementing training and technical assistance programs, and conducting follow-up project assessments. Phase 2 activities to expand the program to mobile home parks and community centers, will be developed and implemented as future funding becomes available.</p>

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