MOVING FORWARD TOGETHER

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FY17 Incubator Project Award Opportunity:
Powering Up: Library Charging Stations

Project Information and Award Guidelines

Introduction

Project Goal

Expand support for charging smartphone and mobile devices in New Jersey libraries

Objectives

- Provide awards to selected LLNJ member libraries statewide to achieve a local strategic goal of emergency preparedness and also public technology support
- Foster library connections with their communities of users
- Embolden libraries to expand their models of service
- Encourage collaboration with local emergency planners, providers and responders

Strategy

LibraryLinkNJ will fund the purchase of secure public device charging stations to be installed in selected public, school, academic, and special libraries in the New Jersey Library Network.

Definition of "Secure Charging Station"

A secure charging station is one that locks up the device, providing a safe and protected place while it charges.

Measures of Success

- Up to twelve libraries of varying sizes, types and geographic locations install public device secure charging stations for their community of users within the project period.
- Libraries demonstrate partnerships with local emergency planners, providers and responders
- Libraries promote and document community response and reaction

Project Rationale

The *Powering Up: Library Charging Stations* award opportunity is an initiative of LibraryLinkNJ (LLNJ) the New Jersey Library Cooperative.

LibraryLinkNJ, the New Jersey Library Cooperative, is a 501(c)3, nonprofit organization with a membership of 2,000 public and private school, public, academic, institutional, corporate, health sciences and special libraries and library-related agencies. LLNJ provides the mechanism for its members to cooperatively offer New Jersey residents full and equal access to library materials, programs, and information that might not otherwise be available in their local communities.

1. **The impact of Superstorm Sandy on October 22, 2012 was profound and multifaceted**. Libraries of all types realized that they needed better preparation to bear the mantle of responsibility thrust upon them: being safe havens in times of crisis. Fiscal stakeholders, organizational partners, and community members now recognize libraries as partners in disaster preparedness.

   Unless they were flooded or without power, many libraries were open, and were the places people accessed computers, used free wifi to contact relatives and insurance companies, filled out forms, and charged the batteries in their handheld devices and laptops.

   LibraryLinkNJ was one of the principal partners of the *Ports in a Storm: The Library as Community Partner in Disaster Recovery* statewide summit sponsored by the New Jersey State Library in April 2013. The State Library has since provided a strong slate of workshops and toolkits helping our libraries prepare for future catastrophic weather events.

2. **Smartphones and other handheld devices have become an integral part of our lives.** According to the 2015 report by the Pew Research Center, "Nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world". Smartphone usage is likely even more ubiquitous now. Smartphones and other mobile devices are an innovative everyday technology that have one significant, chronic problem: battery life. The average phone charge will only last 7-10 hours and low battery life is a fact as running apps, making calls, using Wi-Fi, and a quick processor all need support from a powerful battery. When a patron's phone battery has run out and they cannot find a place to charge it conveniently, will they still be interested in staying at the library without the device they depend on for so many essential daily tasks? Providing a secure way to charge phones and other mobile devices bolsters the argument for libraries as essential community services, and can attract new users who may be unfamiliar with what their

library can offer them in addition to being a charging station.

Description

LLNJ will assist the New Jersey library community in their goals of being safe havens and centers of community support, articulating their value, and supporting library user technology by awarding funds for the purchase of secure public device charging stations to a selected number of our members. Many of our member libraries' lean budgets hinder them from providing the technology support necessary to their patrons and communities.   This project will allow LLNJ to help libraries purchase and install secure charging stations, which they ordinarily could not afford.

This initiative addresses the LLNJ goals of producing services and programs to help extend and enhance library budgets; encouraging initiatives, services and projects that help libraries articulate their value to their communities; and generate and implement innovative ideas, methods and programs to support new models of service

Overview

Through this competitive award program, LLNJ will fund the purchase of up to 12 secure public device charging stations for selected public, school, academic, and special libraries in the New Jersey Library Network **at a maximum amount of $6,000 per award**. The total amount of available funding is $75,000.

A. Project Scope:

- **LLNJ will:** Evaluate applications and select awarded libraries
  - o Distribute awards to selected libraries
  - o Negotiate with vendor for a group discount
  - o Recommend a vendor and model
- **LLNJ will _not_ :**
  - o Be involved in the direct purchase or be responsible for any aspects of the installation process
  - o Cover the cost of installation

- **Member libraries will:**
  - o Purchase the secure charging station (including shipping), per their organization's purchasing guidelines
  - o Be responsible for all costs and facets of installation (for example, providing an electrical outlet)
  - o Promote the service

o   Submit reports
o   Deadline for installation is December 29, 2017

B. Audience:

Libraries of all types which are actively involved in supporting their community of users' technology and disaster planning needs.

C. Governance:

The project is an initiative of LibraryLinkNJ, the New Jersey Library Cooperative. LLNJ will launch and promote the project, evaluate applications, and review and promote the final projects. LLNJ has the responsibility to distribute awards to participating libraries, to communicate with libraries during the project period, to document receipt of final project reports. In addition, LLNJ will provide a final financial report and project summary to the Executive Board. Executive Director Kathy Schalk-Greene will manage the project, assisted by LLNJ staff, with an Evaluation Team to review applications. The Evaluation Team will be made up of the Executive Director and two Board or Cooperative members.

D. Members Eligible for the Project:

Public, school, academic and special libraries

E. Stakeholders Include:

- Project Sponsor: LibraryLinkNJ
- The Local Library Community: public, school, academic, special
- Library Funders
- Library Partners: opportunity to collaborate. Examples: emergency preparedness providers, government, medical institutions, schools, college/university departments
- Project libraries that receive awards to achieve local strategic initiatives
- Libraries statewide who will follow their colleagues strategic direction
- Project Users:
  o   Library users who will be delighted by a new, highly practical, service offered by their library
  o   Library funders/stakeholders, who will be invited for the launch and promotion of a new service with minimal to no impact on their budgets
  o   Staff from other organizations, including libraries, who come to see, use and explore possibilities

- Project Suppliers:

        ○   LibraryLinkNJ has negotiated with a vendor for a group discount

Project Timeline, Award Deadlines and Amount to be Awarded:

Project Launch:	Thursday, March 2, 2017
Application due date:	4:00 P.M. on Friday, April 28, 2017
Evaluation period:	Monday, May 1 - Thursday, May 25, 2017
Number of grant awards and amount:	Up to 12 awards at a maximum of $6,000.00 each.
Award notification date:	On or about Friday, May 26, 2017
Funds Distributed:	By Friday, June 30, 2017
Implementation/Installation of charging device deadline:	By Friday, December 29, 2017
Project period:	June 30, 2017 – December 29, 2017
Final report due date:	June 30, 2018

If the charging station is not installed by December 29, 2017, all award money must returned to LibraryLinkNJ no later than Thursday, February 1, 2018.

Criteria for Award

The project goal is to provide secure charging stations to a variety of types of libraries with wide geographic distribution throughout the state.

- At the time of application, the library may not have an extant *secured* public library device charging station. (See definition above)
- Charging station is to be placed in a public area for public use
- Applicant fulfills application process and signs award agreement, if so offered
- Applicant provides evidence of need (how the applicant envisions use)
- Applicant partners with a local institution(s), organization(s) and/or business(es) [not required but highly encouraged]
- Applicant describes current knowledge/capacity and interest, including approaches to staff training and promotion
- Consideration will be given to population, type of library, total library budget, and geographic location
- LLNJ uses an evaluation rubric which lists required elements and has point differentiations for the responses from applicants. Example: Requirements not met; Requirements partially met; Requirements fully met; Requirements exceeded

Vendor & Product Information:

LibraryLinkNJ has reviewed the marketplace, selected a product and vendor recommended by our membership project team, and negotiated a group discount with KwikBoost.

1. **KwikBoost Group Discount Offer:**
   - KwikBoost, 4819 Woodall St, Dallas, TX 75247, 800-676-4278, www.kwikboost.com
   - Project Contact: James Valera, james@kwikboost.com, 214.346.5262 (Direct) 214.289.1093 (Cell). *Mention the LibraryLinkNJ discount*
   - KwikBoost 9300 Charging Locker - this is the specific model for the group discount
   - Applicants that win an award and choose KwikBoost, will purchase this model directly from KwikBoost
   - Applicants must obtain a written quote from the vendor and submit a copy as part of the award application – *be sure to mention the LibraryLInkNJ discount when you call James Valera*

   - **PRODUCT FEATURES**
     - 8 individual charging lockers; phones, tablets, laptops
     - 2 charging cables per locker
     - Full speed, multi-device charging lockers for many devices
     - Intelligent, energy efficient, MFi certified charging technology
     - Digital keypad locks with user generated locker codes
     - Charges nearly 100% of mobile devices
     - Fanless; No moving parts, no noise
     - 1-year warranty; 1-year service plan
     - 2nd year warranty included in discounted price (negotiated by LibraryLinkNJ)
     - Custom graphics featuring LibraryLinkNJ logo and numbered lockers
     - Made in the USA

- **PRODUCT SPECIFICATION**
  - 16 charging connectors (Apple Lightning, Apple 30-Pin, Micro USB, USB Type-C)
  - Single power outlet installed in each charging locker Slot/Bay
  - Certified: UL, MFi, USB, RoHS, CE, FCC
  - ADA compliant
  - Charging Locker Ext. Dims: 21.5"W x 61"H x 16"D (Base = 24"x24")
  - Charging Locker Slot/Bay Dims: 17.5"W x 3.5"H x 12.25"D
  - Weight: 200 lbs (freestanding)
  - Adaptive Fast Charging Technology
  - 2.4A per port: 38.4A total
  - Commercial grade charging connectors with enhanced strain relief
  - 'Kwik' setup; plug and play; requires 1 standard outlet
  - Requires 8-10 weeks for manufacturing after order

2. Alternate Vendor:

- Applicants are also free to select a different vendor and do their own negotiations
- The charging station *must* have equivalent features and specifications as listed in the KwikBoost offer above
- Applicants must obtain a written quote from the vendor and submit a copy as part of the award application

Eligible Expenses

1. **KwikBoost:**
   - KwikBoost 9300 Charging Locker with 8 bays $5,055.40
   - Custom single power outlet for each bay (8@$72.68 ea.) $581.44
   - 1st year Service Plan & Technology Warranty   (included)
   - 2nd year Service Plan & Technology Warranty   (value $299, included)
   - Inside delivery to library (estimated) $350.00
                                                                 $5,986.84

2. Alternate Vendor:

- Equivalent expenses from another vendor are eligible

Examples of Ineligible Expenses:

- Expenses/purchases that are incurred prior to the project start date
- Social activities, ceremonies, receptions, or entertainment
- Installation, construction and renovation of facilities
- General advertising or public relations costs designed for promotional activities
- Fundraising costs
- Indirect costs

Technical Assistance:

Applicants with questions in advance of the due date may contact:

Kathy Schalk-Greene
Executive Director, LibraryLinkNJ
kathy@librarylinknj.org
Phone: 732-752-7720

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Application Review:

Applications will be reviewed by a three-member evaluation panel. Panelists will score the applications following a rubric which lists the required application elements.

Form B: Narrative will be scored on a 100-point basis with each section rated from 0 points (requirements not met) to 10 points (requirements exceeded). All other forms are scored on a pass/disqualification basis.

Panelists abstain from commenting or voting if they have:

- any current relationships, financial or otherwise, with the applicant organization, any persons connected with the proposal, or with the vendor

Appeal Procedure:

Applicants whose projects have not been awarded may submit a written request for an informal, fair hearing before the LLNJ Executive Board. A hearing will be held only if it is alleged that LibraryLinkNJ has violated a statutory or regulatory provision in the award. An appeal will not be heard based upon a challenge to the final evaluation score of the application.

Acknowledgement and Publicity:

As a requirement of receiving this award, the awardee must follow its publicity plan as described in Form B of its application and:

- Acknowledge the funders on all promotional materials about the award and use the proper accreditation statement and logo: *This project is supported by funds from LibraryLinkNJ, the New Jersey Library Cooperative, which is funded by the New Jersey State Library.* The LLNJ logo is available here: http://librarylinknj.org/about-us/llnj-logo.
- Submit a press release about the award (including the above acknowledgement statement) to a local or regional New Jersey newspaper
- Describe in the final report the awardees publicity efforts for the purposes of the award

Filing the application gives LLNJ permission to share a library's project and report information with the membership, the library community outside the state, and selected media venues.

Reporting and Monitoring:

- Awardees must submit final program reports to LLNJ. The final report form will be sent

to awardees upon the issuing of the award.

- The report must describe the project that was implemented, and a detailed explanation of why any parts of the project outlined in the proposal were not successfully implemented.
- Final report forms must be submitted to the LibraryLinkNJ office, 44 Stelton Road, Suite 330, Piscataway, NJ 08854 by June 30, 2018.
- LLNJ staff may make telephone calls or on-site visits to monitor the progress of a project.

Application Instructions and Evaluation Criteria:

- At the time of application, *the library <u>may not</u> have an extant secured public library device charging station.*
- It is responsibility of the applicant to submit a fully completed application with original signatures plus 1 copy of the entire application to LibraryLinkNJ by 4:00 P.M. on April 28, 2017.

The application must be mailed via U.S.P.S. or delivered via private carrier (e.g. FedEx) to

LibraryLinkNJ
44 Stelton Rd., Suite 330
Piscataway, NJ 08854
Attention: Kathy Schalk-Greene

Applications may not be sent via email. Any application sent by email or received after this time and date are automatically disqualified from consideration.

A fully completed application consists of:

1. FORM A: APPLICATION TITLE PAGE & CERTIFICATION FORM (completed with signature)
2. FORM B: NARRATIVE (completed)
3. COPY OF THE VENDOR QUOTE FROM THE SELECTED VENDOR, INCLUDING SHIPPING CHARGES

Please pay particular attention to the signature line on Form A.

Guidance for Application Form B: Narrative

Clearly address each of the ten topics listed in Form B, the application Narrative section. *The evaluation panel will score the applications based on the responses in the Narrative.*

Use the prompts below to help formulate your answers:

1. **Project title**: LLNJ has given this project a title "Powering Up". You may use this as your

project title or create one of your own. If you create one, it needs to be a succinct phrase or sentence that captures the essence of the project. The title will be utilized in award publicity.

2. **Project description**: Articulate the plan for use, placement and installation of the public charging station. Clearly articulate how the project supports the library goals. Applicants should be creative in their approach and could consider outreach and community partnerships. If there are items or services needed that are not covered by the award funds, applicants should demonstrate a commitment of funds beyond the award. Applicants should demonstrate their consideration of the project's impact on their intended users.

3. **Library project personnel, including roles and responsibilities:**
   - Describe the need for a secure public device charging station, addressing the library's need, and the needs of the service community overall.
   - Identify the library project team members and indicate their specific responsibilities within the project and any relevant prior experience that will help the project succeed.
   - Describe how the project will fit into the team members' current roles. Projects that might involve one or more additional partners should describe such partners (including their roles and the added benefit to the project).

4. **Goals and objectives**: Why is this project important to your library? Explain how the project fits into the goals and objectives of your library and into the overall goals of the award program as stated on page one of these application guidelines. How does the project complement the library's role in its community? Does this project expand the library's interaction with it users or non-users?

5. **Statement of need and description of project audience:** Describe the library's and the community it serves overall need for a secure public device charging station, including:
   - Size of service population
   - Socio-economic population demographics
   - Geographic/environmental factors
   - Role of the library in local emergency support
   - User interest, etc. Clearly state the intended users who will be engaged by this project

6. **Project activities with dates:** Outline the project activities, including the dates they will be accomplished during the award period. Include such benchmarks as program planning meetings, projected preparation for and installation of charging stations, staff training, public roll-out of the service, etc.

7. **Budget narrative:** Itemize and justify the requested funds, include vendor name, model number, device cost, and shipping cost. *Library must obtain and submit a copy of the vendor quote to LibraryLinkNJ.* Installation cost is not part of this award.

8. **Publicity plan**: Describe the outreach and publicity strategies you will employ to reach your targeted audience.

9. **Measures of success**: Describe your plan for evaluating whether the project reaches its goals. How will you identify and measure the impact this project has on your targeted users and on possible partners?

10. **Sustainability:** Explain how the library will continue maintain the charging station after the award period ends. Applications which describe a well-articulated plan to continue and/or expand local emergency support, create and/or maintain any partnerships, continue providing device support, and/or leverage other funding to expand the project will be the most competitive.

LibraryLinkNJ, The New Jersey Library Cooperative, and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion, and funding of the New Jersey Library Network.