

WASHINGTON STATE LIBRARY



Washington
Secretary of State
SAM REED

2010 Renew Washington Communication Grants

Final Narrative Report Cover Sheet

Date 9/25/2010 Contract # G-10/274 Grant # 09-RW-c-012

Library Puyallup Public Library Puyallup, Washington

Title of Grant Renew Washington Communications Grant

Amount Awarded \$6,000.00

Grant Period

Start Date April 14, 2010 Through September 17, 2010

Submitted by Beth Swartzbaugh

Signatures Certifying the Final Report

We certify that all of the information contain herein is correct to the best of our knowledge. We certify that 8 of 8 objectives of this grant have been achieved. We certify this report includes an analysis of each objective of this grant and an evaluation of the impact this grant has made on our services. We certify \$ 5,498 has been claimed and \$ \$502 of the amount originally awarded was not used and the reasons are explained in this report.

Signatory _____ Date _____

Fiscal Agent _____ Date _____

Signatory: Defined as the person who would sign the grant contract and whose signature will be a representation that the legal entity submitting this report has authority to enter into the grant contract; and that the signatory has the authority to sign the grant contract on behalf off the legal entity.

Fiscal Agent: Defined as an individual authorized by the Grantee's governing body to obligate it to the financial liabilities and accountable to the Grantees governing body for the integrity of the official accounting system and the financial statements that the system provides.

Submit this form and the Final Narrative Report to:

**Anne Yarbrough
Grants Program
Washington State Library
Post Office Box 42460
Olympia, WA 98504-2460**

In addition, send electronic copy to:

anne.yarbrough@sos.wa.gov



Final Narrative Report (2010 Renew Washington Communication grant)

1. This grant has helped amplify the value of our library with decision-makers in our community.

	Strongly agree
x	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain:

Through the use of requested Communications Grant monies, the Puyallup Public Library achieved 100% of the planned activities proposed for implementation. We know both qualitatively and quantitatively that our messaging and information activities have reached a broad spectrum of the Puyallup community, created good will within other City of Puyallup departments and reached City decision makers.

2. Summarize the project, the situation it was intended to address, and the objectives of the project.

The goal of our communications plan was to develop and utilize key messages in activities and outreach efforts that would drive home the essential value of the Puyallup Public Library in our community. The objective of this project was to get more visibility in our community, run a library card drive for all City employees and develop more active outreach efforts and communications strategies that we could sustain into the future. We also wanted to measure community sentiment and knowledge of the Library through a City wide survey. The survey would help the Library establish benchmarks for specific improvements, assist in the strategic planning process for 2011-2013 and provide information to be used in a budget presentation to the Puyallup City Council.

We have been pleased with what we have achieved to date and have accomplished the tasks under the proposed implementation plan in Exhibit A-Statement of Work.

3. Summarize the results of the project, including activities accomplished, and any problems or unexpected outcomes encountered.

Activities Accomplished:

- Formulated key messages for use in our card drive and outreach efforts
- Developed promotional pieces that contained our key messages (see samples)
- Conducted City wide survey (see survey and summary). The survey was offered online through Survey Monkey with paper copies available for those without computer access. The survey was preceded by a mailer to all City of Puyallup households and insertion of

reminder in utility bills. (see mailer) We received a total of 832 survey responses which is 3.8% of city households. We had hoped for a larger response. The survey was completed in July and a full Summary Report was completed in August.

- Library Staff and Volunteers have participated in informational outreach efforts at 3 community events during June, July and August. During the Meeker Days celebration on June 19, 2010, Friends of the Library and staff spoke with over 235 citizens in a one day effort.
- Library staff members have spoken in front of 5 community groups in outreach efforts. These groups included Kiwanis, Lions Club, Altrusa International, and Emeritus Senior Living.
- We are currently finishing up our City Employee "Get Carded" card drive which will be completed in mid-October. To date, we have completed visits with 9 of a total of 12 City departments. Due to involvement with the Western Washington Puyallup Fair it was difficult to arrange appointments with some departments prior to the Grant deadline. We have appointments to complete Get Carded presentations with the 3 remaining departments in October.
- Grant monies not spent and in kind expenditures:

Grant Total Awarded:	\$6,000
Total Spent/Claimed:	\$5,498

Explanation of unspent funds: Costs estimated under Expendable Supplies in Exhibit B were \$502 less than estimated. The largest savings was a \$237 savings on promotional give-aways and additional printing expenses on posters which we did in-house.

In-kind (other Funding) Estimated staff time at community events, group Talks presentations and Get Carded campaign visits: Total hours to date: 28 hours@ \$30/hr \$840. Under Other Funding Expendable Supplies; the Library spent \$164 for the additional Survey reminder insertion into utility.

4. In the context of your communication effort, quantify where possible, the results of the project. (For example, number of decision makers reached; number of people who received printed materials; number of staff that have participated in internal messaging or communications training; media coverage resulting from communications effort; changes in support from public decision makers; changes in funding levels for the library or services offered through the Renew Washington grant)
 - Staff participation: Three staff members participated in the Communications grant training held on March 4, 2010. These staff members formed the backbone of a marketing committee which consisted of a total of 6 library staff members.
 - Community wide survey reminders reached all City of Puyallup households and the Library received 832 responses. This represented 3.8% of households in Puyallup.
 - Survey results summary has been shared with Puyallup Library Board, Friends of the Library, Puyallup City Council and community strategic planning committee which consisted of 18 community leaders and Puyallup citizens.
 - Volunteers (includes Friends of the Library) have participated in 3 community events during the period June-August. Staff has participated in 2 community events. Efforts included participation in Puyallup's Livable Communities Fair, Meeker Days, Chalk the Walk program during one Saturday Farmer's market, and participation with other Community partners at the ESL Fair at Pierce College. One of the highlights was

that the Friends of the Library and staff spoke to over 235 citizens during their advocacy effort during Puyallup Meeker Days on June 19, 2010.

- Library staff has spoken in front of 5 community groups during the period of June through August.
 - A presentation, utilizing information gathered from the City wide survey was made on September 14, 2010 to City Council.
 - Get Carded City Employee drive has completed presentations to 9 of 12 City Departments. Appointments with remaining departments have been scheduled and will be completed in mid-October.
 - Seven articles have appeared our local newspaper, The Herald, concerning the Library, February-September 8th, 2010. An additional article will appear on September 28th focusing on the survey, the Library's strategic plan and the value of the Library. (see news articles- supporting documents)
 - Friends of the Library have sent out letters to 109 members asking for active support of the Puyallup Public Library. One of our most significant successes is that the Friends have taken on a more active advocacy role in addition to their more traditional fund raising activities.
5. Did the project meet its stated objectives? Compare the project objectives to actual accomplishments.
- Our original plan was to try to measure through the community wide survey, satisfaction levels with the Puyallup Public Library. We accomplished completion of a city wide survey but it did not get the response rate of that we had wanted. That said, the survey did establish some benchmarks for future improvement efforts and we plan to do some focus group activity to try to reach community demographics that showed low response rates. Survey results are also being used in the Library's current strategic planning process for 2011-2013 and in budget presentations before the City Council.
 - We did develop key messages and informational pieces that could be used to garner support for the Library. These messages and printed leave-behind cards will continue to be used in our future outreach and library card registration efforts.
 - We did purchase Get Carded giveaway promotions for our Get Carded in the form of pens with the Get Carded message on them.
 - The City of Puyallup "Get Carded" Campaign and our key messages will have gotten in front of 100 percent of the 12 City of Puyallup departments including all City Council members. (3 departments are still remaining with appointments for presentation on October 12th and 13th.)
 - Due to the economic climate within the City of Puyallup, including union negotiations and anticipated budget reductions being considered by the City Council in October 2010, we had to be sensitive in how the Get Carded Campaign was presented. We also needed to consider the fact that there has been a hiring freeze within all City departments since February 2010. Many City departments are shorthanded and it was clear that we needed keep our Get Carded appeals short and to the point. Our original plan was to run contests between departments and award prizes for departments with the most library card membership at the end of the campaign. This original plan included \$200 in prizes (to be purchased through support of Friends of the Library) in the campaign. Our Library

Board advised us to reduce this part of our plan because they did not want it to appear Library had money to give away as incentives for card registration. We also did not have departments competing with one another since we did not want to set up departmental competition during the City's budget negotiations. We had originally wanted to measure our success by numbers of card registrations but changed the Get Carded drive goal to getting our information and messages in front of at least 90% of our City employees. We did accomplish that goal and this lower key approach has gained us good will within the City. Feedback from department heads has been positive.

- Perhaps our most significant achievement has been the development of stronger media presence in our community. The Library has significantly strengthened its coverage in our local newspaper, The Herald, which has given us positive coverage on the Renew Washington Grant, the Library survey and the strategic planning process. We have also used the City of Puyallup intranet more effectively in our staff communications during the Get Carded Campaign. Working more closely with the City Public Affairs office, we have become more aware of how to use other media outlets for publicizing events at the Library. Our Young Adult Librarian will be featured in an interview on Banned Books Week with Pierce County News, Comcast Channel 22 and Click Cable in September. This will be PPL's first formal venture into television promotion and we are currently planning other possible public TV opportunities for 2011. We feel we are on the right path to increasing library visibility within our community through this expanded use of media outlets.
- Another significant achievement is one we did not anticipate nor plan for. By asking the Friends of the Puyallup Public Library to be more involved in volunteer advocacy at community events, Friends members have become more active in initiating their own advocacy efforts. In addition to attending City Council meetings, the Friends of the Library group has started a mailing campaign to their membership asking members to contact the newspaper and City Council in support of the Library. This is direct citizen participation and activity we could not generate or request as City of Puyallup employees and we are grateful for their efforts on the behalf of the Library.