

2011 APR 13 PM 6:22

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: P. Lamont Ewell
FROM: Oakland Public Library
DATE: April 26, 2011

RE: Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grant Funds In The Amount of \$73,000 From The Bay Area Library And Information System (BALIS) For The Development of a Teen Multimedia Creation Lab At The New 81st Avenue Library That Fosters Participatory Media, Creativity, and Digital Literacy

SUMMARY

Staff requests City Council approval of a resolution authorizing the City Administrator to apply for, accept and appropriate an Innovative in Libraries Project grant from the Bay Area Library and Information System (BALIS) in the amount of \$73,000. The grant allows the Oakland Public Library to continue its technology initiatives and move forward on its 2009-11 Business Goals. This grant will provide funding to design, equip and assist in staffing a unique multimedia learning lab at the 81st Avenue Library where Oakland teens can:

- Access a range of content creation tools,
- Participate in workshops and engage in peer-to-peer learning, and
- Receive ongoing support from knowledgeable staff and partners.

FISCAL IMPACT

This resolution authorizes the acceptance of the grant, should it be awarded, to the Oakland Public Library, to fund the development of a Teen Multimedia Creation Lab that fosters participatory media, creativity, and digital literacy at its new 81st Avenue Library. Funds received will be deposited in the Oakland Public Library Trust Fund (7540), Automation organization (61131), and in a project to be assigned. The grant project budget is as follows:

Item	Unit Cost	Qty.	Grant Amount
Staff	TBD	TBD	\$50,092
Apple Mac Book Air	\$2,265 ⁽¹⁾	7	\$15,855
Sony Video Camera	\$999	3	\$2,997
Field Video Equipment	\$500	3	\$1,500
Pentax Digital Camera	\$426	6	\$2,556
TOTAL:			\$73,000
⁽¹⁾ Includes 3-year Maintenance Agreement			

The grantor does not allow grant monies to be used for any overhead expenditure that may be incurred in order to administer this grant. Therefore, staff also requests that the City Council waive collection of the City's *Central Service Overhead* (CSO) charges as a condition of accepting this grant.

BACKGROUND

The Oakland Public Library proposes to develop the Teen Lab at its new joint school-public library marking a new level of cooperation between the City of Oakland and the Oakland Unified School District. This area of East Oakland is in transition from a predominantly African American to an increasingly Latino community. The service area is 49% Latino, with many recent immigrants from Latin America. Additionally, one in three residents lives below the poverty level.

The City of Oakland is home to an estimated 41,800 young people between the ages of 10 and 19, nearly 12% of the entire population. Another six percent will enter this category within four years. The make-up of Oakland's youth population reflects what the leading sociologist Mike Males characterizes as "California's most multicultural city." Over one-quarter of the city's households contain youth under the age of 18. Many of our young people come from "new American families" (Source: 2006-2008 American Community Survey 3-Year Estimates; American Community Survey).

Although Oakland school test scores lag behind those of other school districts, the city's youth number among the most politically active and community-oriented of any major urban center. Thus, serving teens in Oakland presents unique challenges and promises. It is these barriers and opportunities that the Teen Multimedia Creation Lab is specifically designed to meet.

While the digital divide is a very real barrier, when it comes to participatory media, "urban youth (40 percent) are somewhat *more likely* than their suburban (28 percent) or rural (38 percent) counterparts to be media creators." (Jenkins, *Confronting the Challenges of Participatory Culture*, 2006). OPL Teen Services librarians have conducted an informal needs assessment locally, which confirms this finding holds true for Oakland teens.

PROJECT DESCRIPTION

The Oakland Public Library (OPL) proposes to develop a Teen Multimedia Creation Lab that fosters participatory media, creativity, and digital literacy at its new 81st Avenue Library. This type of Lab, which is the first of its type in the Bay Area, is dependent on two critical components: the technology and equipment to create the media; and experienced technical staffing to teach the use of the equipment and software. This grant will provide funding to design, build, equip and assist in staffing a unique multimedia learning lab where Oakland teens can:

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- Learn to use digital tools, such as video cameras and computer software for media creation.
- Receive training from an experienced staff member as well as peer-to-peer support from teen volunteers.
- Participate in programs and workshops addressing civic engagement through technology and online teen privacy.
- Improve job readiness through exposure and training of digital technology.

By building on long-standing partnerships with expert media educators at Youth Radio, Youth Uprising, Youth Movement Records and others, the Lab will be a conduit for teen expression and participation, digital literacy development, and real and virtual community building. As well, it is anticipated that this Lab will be an incubator for other Teen Media Centers in additional Oakland Public Libraries.

Oakland Public Library's Teen Services mission is to positively reach "the City's young people through raising and meeting their expectations of libraries." With this project and the redesign of the teen section of the OPL website, these initiatives will help achieve the vision of being a real and virtual destination for local youth, as well as becoming a conduit for local teen culture and media, while contributing to and promoting youth participation, civic engagement, and alternatives to stereotypical views of youth.

The unique opportunity embodied by this lab will make the 81st Avenue Library a destination for teens in and around the area. Their participation in these programs will also allow teens to share their creations, making the library's website a destination for other teens as well. When libraries and their websites become destinations, we open up the patrons' perceptions of the library's resources and value, while the world itself becomes more readily available. Many of these teens who seek out this destination will become lifelong learners and library users.

Through innovative thinking and initiatives such as this, public libraries can provide the rich experience needed to support digital learning and creative expression, social responsibility, job readiness and personal accomplishment.

KEY ISSUES AND IMPACTS

The goals and timeline of the project are:

- GOAL A: Become a destination for teens to experiment with, create, evaluate and share digital arts in a supported learning environment.*
- GOAL B: Support teen's creativity and expression both online and in the library.*
- GOAL C: Coordinate ongoing digital literacy and media creation programs.*

Estimated Project Timeline:

Activity	2011									2012		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Hire experienced coordinator	x											
Discuss design w/ staff & teens	x	x										
Purchase furniture & equipment	x	x										
Build Multimedia Creation Lab			x	x								
Identify & Work w/ Community Partners to provide workshops		x	x	x	x	x	x					
Design & implement staff training		x	x	x	x	x	x	x	x			
Develop programs/workshops		x	x	x	x							
Begin programs & Teen volunteer training					x	x	x	x	x	x		
Ongoing Technical Assistance					x	x	x	x	x	x	x	x
Develop outreach & PR Plan		x	x	x						x	x	x
Collect statistics						x	x	x	x	x	x	x
Evaluate project								x	x	x	x	x
Draft & issue Final Report											x	x

SUSTAINABLE OPPORTUNITIES

Economic: The project will provide teens with the opportunity to develop new skills that are useful in future job employment and college applications. College level education translates into increased income. Additionally, the project purchases will generate sales tax for the City.

Environmental: No environmental opportunities have been identified.

Social Equity: Through a project of this type, and with the skills development that can occur, teens are more likely to experience equal opportunity in future employment, housing, and further education, thus closing the equity gap.

DISABILITY AND SENIOR CITIZEN ACCESS

All Oakland Public Library facilities are ADA accessible.

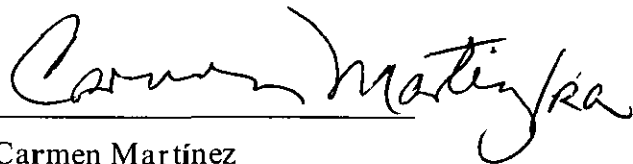
RECOMMENDATION (S) AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the amount of \$73,000 from the Bay Area Library and Information System (BALIS) for the development of a Teen Multimedia Creation Lab that fosters participatory media, creativity, and digital literacy at its new 81st Avenue Library and include a waiver of City of Oakland overhead charges.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt the resolution.

Respectfully submitted,



Carmen Martínez
Library Director
Oakland Public Library

Prepared by:
Gerry Garzón, Associate Director
Oakland Public Library

APPROVED AND FORWARDED
TO THE LIFE ENRICHMENT COMMITTEE


Office of the City Administrator

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Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

Resolution Authorizing The City Administrator To Apply For, Accept, And Appropriate Grant Funds In The Amount of \$73,000 From The Bay Area Library And Information System (BALIS) For The Development of a Teen Multimedia Creation Lab At The New 81st Avenue Library That Fosters Participatory Media, Creativity, and Digital Literacy

WHEREAS, the City of Oakland is home to an estimated 41,800 young people between the ages of 10 and 19, nearly 12% of the entire population; and

WHEREAS, the Oakland Public Library seeks to further its mission to positively reach “the City’s young people through raising and meeting their expectations of libraries;” and

WHEREAS, the grant will provide funding for the 81st Avenue Library to become a destination for teens to experiment with, create, evaluate and share digital arts in a supported learning environment; and

WHEREAS, the grant will provide funding to support teen’s creativity and expression both online and in the library; and

WHEREAS, the grant will provide funding to coordinate the development of a Teen Multimedia Creation Lab at the 81st Avenue Library; and

WHEREAS, the grantor does not allow grant monies to be used for any overhead expenditures; now, therefore, be it

RESOLVED: that the City Administrator or his designee is hereby authorized to apply for, accept, and appropriate grant funds in the amount of \$73,000 from the Bay Area Library and Information System (BALIS) for the purposes described above; and be it

FURTHER RESOLVED: That should additional funds be received for this project, the City Administrator, or his designee, is hereby authorized to accept and appropriate the same for the purposes described above; and be it

FURTHER RESOLVED: That City Central Services overhead charges are hereby waived.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

**AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, AND
PRESIDENT REID**

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California