

Application: 0000000178

Tracy Herold - herold@dcls.info
Violence Prevention Grant Program

Summary

ID: 0000000178
Last submitted: Nov 14 2025 10:22 PM (UTC)

SECTION 1: GENERAL INFORMATION

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SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Dane County Library Service, Department of Dane County

Fiscal Agent (If Applicable)

(No response)

EIN:

39-6005684

Organization Address:

1874 S Stoughton Rd, Madison, WI 53716

Contact Person:

Tracy Herold

Contact Email:

herold@dcls.info

Contact Phone Number:

608-266-6388

Program Information

Program Name:

Mobile literacy engagement project

Program Category

Child/Youth Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 46780.00

Brief Summary of your Program:

**150 Words Limit*

Dane County Library Service aims to use Violence Prevention Grant funding to engage youth in neighborhoods visited by the Dream Bus in literacy and library activities. The grant will fund literacy mentors to work directly with children in the Park Cedar, Madison Estates, Kennedy Heights and Harmony neighborhoods to engage children in literacy through group reading, read-alouds, book discussions, and other supportive activities.

SECTION 2: PROGRAM INFORMATION

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A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Project seeks to hire two BiPOC literacy mentors who will work with youth in each of the four neighborhoods. Candidates will have some undergraduate education in literacy and/or reading specialization and are bilingual. Mentors will establish relationships with youth at each location and foster a love of reading through reading aloud to youth, empowering children to choose books of interest to them, and exploring various formats.

The project is comprised of spring, summer and fall cycles. At the beginning of each cycle, literacy mentors will meet with youth at each site to identify themes, titles, and authors for that cycle. Mentors will visit neighborhoods during the weekly Dream Bus stop and engage with participating youth through read-alouds, discussion and reflection. At the end of each cycle, an event will help the neighborhood celebrate the efforts of the participants and invite others to do so. Participants will participate in a brief pre- and post-cycle survey to assess their comfort level with literacy and reading.

Madison Estates/Wisconsin Youth Company, Kennedy Heights and Harmony are regular Dream Bus service stops. Staff reduce and eliminate barriers to public library access through fine and fee forgiveness, working with patrons to restore their library records to good standing.

The Dream Bus provides a 3rd space in the communities it visits. Staff connect with children by greeting them, asking how they are, and inquiring about their topics of interest. Occasionally, staff need to speak to kids who have extra energy; they employ their training in the skills of restorative justice. The Dream Bus has fostered a sense of community, connection and trust in the neighborhoods it serves. This project aims to take those protective factors and deepen them by strengthening the engagement with literacy.

The Strong Cities Network presented a webinar on the role of public libraries in the prevention of hate and violence, stating that libraries possess unique credibility that make them strengthen the social fabric of communities. The Urban Libraries Council sees libraries as "engines of civic renewal" that have the ability to connect people and ideas in non-partisan, human ways. <https://strongcitiesnetwork.org/news/north-america-regional-hub-introduction-to-prevention-the-role-of-libraries-in-preventing-hate-and-targeted-violence-and->

[maintaining-social-cohesion/](#)

Libraries are in a position of unique community connection. The Dream Bus specifically brings the library into a community in a consistent, safe and reliable way and connects books with children and their supporting adults. As stated by the Minnesota Reformer, “If we want safer communities, we should focus on increasing literacy skills. We need to see literacy as a form of violence prevention.” <https://minnesotareformer.com/2023/03/10/literacy-as-an-anti-violence-strategy/>

DCLS and Dream Bus staff have established relationships with youth and families in the identified neighborhoods; they know and trust the Dream Bus and its staff.

DCLS and Dream Bus staff are library service professionals trained in material selection for the target aged children. Characters, stories and authors from a wide range of backgrounds and experiences are represented in the Dream Bus collection.

DCLS has experience managing grants and programs for service to underserved populations, including grants from Madison Community Foundation, Roots & Wings and the Packers Foundation.

DCLS staff take a restorative justice approach in all aspects of their work, engaging with individual children to reduce barriers to use, such as identifying and encouraging the return of lost items. Dream Bus staff take an engagement approach, rather than a punitive approach, to lost library items.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The project is estimated to reach 120 children by the end of year.

DCLS staff will connect with the community center and/or property management staff at each location to share information about the project through their lines of communication and help identify youth who would benefit from this support. Dream Bus staff will share information directly with the children and families who visit the bus. DCLS will work with Madison Public Library Staff at Goodman South Madison Branch to collaborate on messaging to the youth at that location. DCLS staff will share program information with the Neighborhood Resource Teams in each service location.

Literacy mentors will be BiPOC, preferably bilingual, who are studying or have training in literacy or as reading specialists. Mentors will undergo cultural sensibility training as part of the onboarding process.

Mentors will work with children at each stop to identify themes, titles and authors of interest. These discussions will guide the purchase of multiple copies of books for read-aloud, personal reading and discussion. Book selection will include those that have characters of color, are written by authors of color, Spanish/bilingual books, and books in a variety of formats. The focus groups will also steer decision making around the special art, music and dance events to enhance the program and attract more participants.

Spanish speaking staff and Spanish language collections already established as part of Dream Bus service. Staff will modify collection selection based on other languages represented. The project budget allows for language translation.

C. IMPLEMENTATION

Using the table below, describe implementation plan and timeline for the program (Complete at least 3)

	Estimated Benchmark Date (Month, Year)	Key Staff (Name and Title)	Milestone (Program development phase completed)
A.	January 2026	Tracy Herold, Director & Amy Winkelman, Librarian	Hire/onboard literacy mentors
B.	February 2026	Literacy mentors	Meet w/youth; pick themes & books
C.	Cycle 1: Feb-May 2026	Literacy mentors	Weekly visits to 3 locations & engage youth around selected materials; engage at least 10 children in discussion; grow site visits by 3% overall
D.	Cycle 2: Jun-Aug 2026	Literacy mentors	Engage with youth around summer reading program; grow participation 3% from June to August
E.	Cycle 3: Sep-Nov 2026	Literacy mentors	Weekly visits to 3 locations & engage youth around selected materials; engage at least 10 children in discussion; grow site visits by 3% overall
F.	December 2026	Herold, Winkelman, mentors	Evaluate data; final report
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

Provide 3-4 objectives for your program that connect both to measuring the success of program activities, as well as to the progress towards addressing the selected Roadmap Objective

Objectives should use the SMART approach:

- **Specific:** includes the “who”, “what”, and “where”
- **Measurable:** focuses on “how much” change is expected
- **Achievable:** realistic given program resources and planned implementation
- **Relevant:** relates directly to program/activity goals
- **Time-bound:** focuses on “when” the objective will be achieved

	Describe Objective	Evaluation Tool (i.e. client surveys, program hours or number of individuals reached)	Outcome (i.e. # of individuals reached, % of positive feedback from surveys)
Objective 1	Engage 10 children in literacy activities per stop, per cycle; total 120 youth	# participants	# participants
Objective 2	Increase visitors by 10 per stop, per cycle; 120 youth	#participants	#participants
Objective 3	25% of children are more confident readers at the end of each cycle	Participant surveys	25% of youth feedback is positive from exit surveys
Objective 4	25% of children are more comfortable with using the library	Participant surveys	25% of youth feedback is positive from exit surveys

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

DCLS and Dream Bus staff will lay out the project with the VP staff and check in on a monthly basis via email with numbers of participants, information about materials and future plans.

DCLS and Dream Bus staff already have productive working relationships with organizations in the target neighborhoods. DCLS will work with Madison Public Library Goodman South Madison Branch staff to connect with children at that location. The project will build more relationships like that already established with Officer Victoria Wickersheim at Harmony Apartments. DCLS staff will attend the City of Madison’s Neighborhood Resource Teams for each location in order to build and/or strengthen relationships with partners and identify successes.

Please complete this table below if your program will include collaboration with community partners

	Partner Organization	Contact Person	Signed MOU?	Role and Responsibility
Community Partner #1	Madison Public Library	Tammy Pineda	No	Youth Services Manager; contact for South Madison Branch
Community Partner #2	Kennedy Heights Community Centery	Elsa Caetano	No	Director; contact with Kennedy Heights parents
Community Partner #3	Harmony Apartments	Officer Victoria Wickersheim	No	Contact with Harmony community

SECTION 3: BUDGET PROPOSAL

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Please complete the budget proposal template: [Budget Template](#)

Do not attach any other documents for the budget unless specifically asked to do so.

[MobileLiteracyEngagement PHMDC Budget Template](#)

Filename: 8b4cae77b0f24be0882c2a8a0d29be71.xlsx Size: 19.1 kB

SECTION 4: REQUIRED ATTACHMENTS

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Please submit as attachments with application form, the following documents:

- **IRS Determination Letter**
- **Organizational Budget (For most recent fiscal year)**
- **Collaborative Agreements or MOUs (If applicable)**
- **Designation of Confidential and Proprietary Information (If applicable)**
- [Fiscal Agent Form \(If applicable\)](#)

[2026 BudgetDraft](#)

Filename: 57569e19a242419ebd0af76b37789589.pdf Size: 52.1 kB

[2025 MPD LoS VPG](#)

Filename: f548d36f07154a898abda28f1e47ca0c.pdf Size: 899.8 kB

[2025 MadPubLib LoS VPG](#)

Filename: 13ecb226779a49cc86ffe6c9c681430a.pdf Size: 708.6 kB

CODE/DESCRIPTION	2026 Draft Budget	2025 Budget	Difference	Notes	2026 BASE
PERSONNEL	\$1,216,000	\$1,288,700	-\$72,700		\$1,288,700
10009/Salaries & Wages	833000	\$872,400	-\$39,400		\$872,400
10027 Overtime	300	\$300	\$0		\$300
10072/LTE	60000	\$60,700	-\$700		\$60,700
10090/Per meeting	500	\$1,000	-\$500		\$1,000
10099/Retirement Fund	60700	\$60,700	\$0		\$60,700
10108/Social Security	63700	\$71,300	-\$7,600		\$71,300
10117/Health	174700	\$174,700	\$0		\$174,700
10126/Health Retirees	5500	\$30,000	-\$24,500		\$30,000
10153/Dental	10800	\$10,800	\$0		\$10,800
10171/Disability Insurance	900	\$900	\$0		\$900
10180/Life Insurance	400	\$400	\$0		\$400
10185/FSA Admin Fee	100	\$100	\$0		\$100
10189/Workers Compensation	5400	\$5,400	\$0		\$5,400
ALL OTHER	\$276,168	\$277,668	-\$1,500		\$286,547
20507/Books & Mtls	\$80,000	\$80,000	\$0		\$76,000
20535/Children's Prog.	\$5,000	\$5,000	\$0		\$2,300
20648/Conf & Train	\$1,000	\$2,100	-\$1,100		\$2,100
20810/Data Processing Services	\$38,300	\$38,300	\$0		\$36,300
21809/Op Equip Exp	\$40,000	\$40,000	\$0		\$40,000
21979/Principal Interest on debt	\$94,368	\$94,368	\$0		\$111,447
22043/Print ,Staff, Office Supplies	\$6,000	\$6,000	\$0		\$7,000
22373/Shared Utilities & Mtn	\$10,000	\$10,000	\$0		\$10,000
22646/Travel Exp	\$1,000	\$1,400	-\$400		\$1,400
22736/Telephone	\$500	\$500	\$0		\$0
CONTRACTUAL	\$7,092,151	\$6,694,968	\$397,183		\$6,100,586
30835/Delivery Service	\$218,200	\$218,200	\$0		\$233,000
31226/Indirect costs	\$74,229	\$74,229	\$0		\$69,433
31260 Insurance	\$41,300	\$41,300	\$0		\$20,100
31305/JANITOR SERVICE	\$20,000	\$20,000	\$0		\$20,000
31944/Pmt to Adj Co libraries	\$227,500	\$227,500	\$0		\$216,000
31953 Pmt Ext Ser	\$5,058,804	\$4,666,009	\$392,795		\$4,250,953
31954 Lib Facility	\$1,367,118	\$1,362,730	\$4,388		\$1,206,100
32232 Rent	\$85,000	\$85,000	\$0		\$85,000
EXP FROM NON-COUNTY FUNDS	\$53,000	\$51,400	\$1,600		\$49,400
20437/Beyond the Page Expense	50000	\$48,400	\$1,600		\$48,400
21415/Donations	3000	\$3,000	\$0		\$1,000
TOTAL 2023 EXP	\$8,637,319	\$8,312,736	\$324,583		\$7,725,233
REVENUE	\$1,675,768	\$1,184,705	\$491,063		\$839,505
81566/Donations	13000	\$12,000	\$1,000		\$3,000
84050/Library revenue	800	\$800	\$0		\$800
84060/Local library supplies	2000	\$2,000	\$0		\$1,625
84052/Dream Bus MPL rev	95000	\$95,000	\$0		\$120,000
84055/Reimbursement rev	1496868	\$982,605	\$514,263		\$623,680
84058/Dream Bus Municipal rev	12000	\$11,200	\$800		\$11,200
84059/Adjacent County rev	6100	\$6,100	\$0		\$4,200
84063/Beyond the Page	50000	\$75,000	-\$25,000		\$75,000
TOTAL 2023 REV	\$1,675,768	\$1,184,705	\$491,063		\$836,505
TOTAL FISCAL IMPACT	\$6,961,551	\$7,128,031	-\$166,480		\$6,888,728



Madison Police Department

John Patterson, Chief of Police

Mailing Address:

City-County Building

211 S. Carroll St.

Madison, WI 53703

Phone: (608) 266-4022 | Fax: (608) 266-4855

Public Building Entrance at 210 Martin Luther King Jr. Blvd, Madison, WI

madisonpolice.com

November 14, 2025

To Whom It May Concern,

Please accept this letter of support for the Dane County Library Service (DCLS) application for the Violence Prevention Grant.

As a Youth Community Outreach Officer with the Madison Police Department's East District, I have worked closely with the DCLS Dream Bus for the past three years. The Dream Bus has become one of the most consistent and trusted resources for youth and families at Harmony Apartments since it began visiting in 2022.

The Dream Bus first came to the neighborhood following a rise in violent crime. Recognizing the urgent need for positive, consistent community engagement, our alder helped bring the Dream Bus to Harmony on Thursday evenings—coinciding with our weekly outreach efforts. On its very first visit, more than 30 children and teens signed up for new library cards. Since then, the Dream Bus has continued to draw youth and families in all weather—rain, snow, or below-zero temperatures.

Harmony Apartments and the surrounding area are what we call a “resource desert.” The nearest library is over three miles away, and for many families, public transportation would take more than 30 minutes each way. The Dream Bus bridges that gap by bringing books, technology, and creative programming directly to the heart of the community.

DCLS has also gone beyond lending books. Through partnerships and programming, they've brought initiatives like *Think Like a DJ* with Martinez White and community art projects with Kai Saplan, offering youth opportunities for self-expression and mentorship in a safe, supportive space.

The Dream Bus's consistency and presence have helped foster a sense of stability, belonging, and hope in a neighborhood that has experienced significant challenges—including the tragic loss of a 14-year-old girl to gun violence shortly after the Dream Bus began visiting. Despite such hardships, DCLS staff have remained steadfast, continuing to show up and engage with compassion and resilience.

For these reasons, I strongly support the Dane County Library Service and their ongoing efforts to use literacy, creativity, and connection as tools for violence prevention and community healing. I respectfully urge you to fund their application for the Violence Prevention Grant.

Sincerely,

Officer Victoria Wickersheim

Youth Community Outreach Officer

Madison Police Department – East District



MADISON
PUBLIC
LIBRARY

Public Health Madison Dane County
Violence Prevention Grant Program
2230 S. Park St.
Madison WI 53713

November 14, 2025

Dear Violence Prevention Grant Program Committee:

201 W. Mifflin St.
Madison, WI 53703

608.266.6300 ph
608.266.4338 fax

Madison Public Library is pleased to offer a letter of support for Dane County Library Service's application for the Public Health Madison Dane County Violence Prevention Grant Program. Madison Public Library and Dane County Library Services' jointly run Dream Bus brings the library out into the community to neighborhoods without easy access to our physical locations.

A library on wheels, the Dream Bus arose out of the realization that transportation can pose a major challenge for Madisonians to access the city's library services. According to the City of Madison's Neighborhood Indicators Project, 37.5% of City residents have low transit access, and 11.2% of households do not have a vehicle as of 2022. To ensure residents use City services and literary resources, the library decided to meet residents where they are and bring the library to them. The initial bus route was developed with the City's Neighborhood Resource Teams, and consistent stops were made to establish library presence in each community. Since the bus launched in 2019, patrons have checked out over 20,000 items, applied for 1,000+ library cards, and usage continues to grow every year.

Thanks to the hard work of Dane County Library Services and Madison Public Library staff, the Dream Bus has become a reliable, trusted service in many isolated Madison neighborhoods, including Madison Estates (formerly The Crossings), Kennedy Heights, and Harmony Apartments. By building relationships with local community centers, partner organizations, and most importantly, Dream Bus patrons, community members regularly frequent bus stops and programming. Usage statistics show that patrons value the bus and make us confident that this grant funding will have an impact in the target neighborhoods Public Health Madison Dane County is looking to serve. We appreciate your consideration and urge you to support this community-focused literacy mentorship. Please feel free to reach out should you have any questions.

Kind regards,

Tammy Pineda
Youth Services Manager, Madison Public Library