



## REGULAR MEETING AGENDA

**Date:** 8/21/2023  
**Time:** 6:30 p.m.  
**Locations:** [Zoom.us/join](https://zoom.us/join) – ID# 882 0971 1131 and  
Menlo Park Library  
800 Alma St., Menlo Park, CA 94025

Members of the public can listen to the meeting and participate using the following methods.

How to participate in the meeting:

- Attend in person at Menlo Park Main Library
- Access the meeting real-time online at:
- [Zoom.us/join](https://zoom.us/join) – Meeting ID 882 0971 1131
- Access the meeting real-time via telephone at:  
(669) 900-6833  
Meeting ID 882 0971 1131  
Press \*9 to raise hand to speak

Subject to Change: The format of this meeting may be altered, or the meeting may be canceled. You may check on the status of the meeting by visiting the City's website, [menlopark.gov](https://menlopark.gov). The instructions for logging on to the Zoom webinar and/or the access code are subject to change. If you have difficulty accessing the Zoom webinar, please check the latest online edition of the posted agenda for updated information ([menlopark.gov/agendas](https://menlopark.gov/agendas)).

### Regular Meeting

#### A. Call To Order

#### B. Roll Call

#### C. Public Comment

Under "Public Comment," the public may address the Commission on any subject not listed on the agenda. Each speaker may address the Commission once under public comment for a limit of three minutes. You are not required to provide your name or City of residence, but it is helpful. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under public comment other than to provide general information.

#### D. Regular Business

- D1. Approve minutes from July 17, 2023 meeting ([Attachment](#))
- D2. Recommend the Library Commission work plan for 2023-24 ([Staff Report LC-2023-015](#))
- D3. Recommend updated policies for library user privacy, library exhibits, and displays ([Staff Report LC-2023-016](#))

**E. Informational Items**

- E1. Department updates ([Staff Report LC-2023-017](#))
- E2. Library and Community Services strategic plan update ([Staff Report LC-2023-018](#))
- E3. Library Commission tentative agenda calendar ([Attachment](#))

**F. Commissioner Reports**

- F1. Individual Commissioner reports

**G. Adjournment**

At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

For appeal hearings, appellant and applicant shall each have 10 minutes for presentations.

If you challenge any of the items listed on this agenda in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Menlo Park at, or before, the public hearing.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available by request by emailing the city clerk at [jaherren@menlopark.gov](mailto:jaherren@menlopark.gov). Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at 650-330-6620.

Agendas are posted in accordance with Cal. Gov. Code §54954.2(a) or §54956. Members of the public can view electronic agendas and staff reports by accessing the city website at [menlopark.gov/agendas](http://menlopark.gov/agendas) and can receive notification of agenda postings by subscribing at [menlopark.gov/subscribe](http://menlopark.gov/subscribe). Agendas and staff reports may also be obtained by contacting the City Clerk at 650-330-6620. (Posted: 8/17/2023)



**REGULAR MEETING MINUTES – DRAFT**

**Date:** 7/17/2023  
**Time:** 6:30 p.m.  
**Locations:** Teleconference and  
Menlo Park Library  
800 Alma St., Menlo Park, CA 94025

**A. Call To Order**

Chair Velagapudi called the meeting to order at 6:33 p.m.

**B. Roll Call**

Present: Chen Rekhi, Cohen, Hadrovic, Orton, Singh (arrived at 6:36 p.m.), Velagapudi, Wise  
Absent: None  
Staff: Library and Community Services Director Reinhart, Assistant Library and  
Community Services Director Szegda

**C. Public Comment**

None.

**D. Study Session**

**D1. Update the Library Commission work plan (Staff Report LC-2023-011)**

Assistant Director Szegda introduced the item.

The Commission discussed updates to the existing work plan.

The Commission requested that staff bring the library and community services (LCS) departmental strategic plan and a draft of the new Library Commission work plan to a future meeting for review.

**E. Regular Business**

**E1. Approve minutes from June 19, 2023 meeting (Attachment)**

**ACTION:** Motion and second (Hadrovic/ Cohen), to approve the minutes from the June 19, 2023 meeting, passed unanimously.

**E2. Designate individual Library Commissioners to serve as liaisons to library affinity groups (Staff Report LC-2023-012)**

- Jim Lewis spoke in favor of the Commission maintaining an informational liaison with the Menlo Park Historical Association.

The Commission discussed ways to maintain contact with library affinity groups, and took no action to designate liaisons.

- E3. Recommend updated policies for library meeting room use, computer and internet use, and document reproduction (Staff Report LC-2023-013)

Director Reinhart introduced the item.

**ACTION:** Motion and second (Cohen/ Orton), to recommend the updated policies for library meeting room use, computer and internet use, and document reproduction, passed unanimously.

## **F. Informational Items**

- F1. Library and Community Services department updates (Staff Report LC-2023-014)

Assistant Director Szegda introduced the item.

- F2. Library Commission tentative agenda calendar (Attachment)

- Jim Lewis spoke in favor of adding emergency preparation to the tentative agenda calendar.

**ACTION:** By acclamation, the following changes were made to the Commission's agenda calendar:

- August: add review work plan edits
- August: add review departmental strategic plan
- September: add joint meeting with Parks and Recreation Commission (PRC)
- October: add joint meeting with PRC
- Unassigned: add review of department budget proposal for next fiscal year

## **G. Commissioner Reports**

Commissioner Hadrovic reported on the Library Foundation's presence at the parade and celebration on July 4 and ongoing support of the Little Free Library installation program.

## **H. Adjournment**

Chair Velagapudi adjourned the meeting at 8:40 p.m.

Nick Szegda, Assistant Library and Community Services Director



## STAFF REPORT

### Library Commission

Meeting Date:

8/21/2023

Staff Report Number:

LC-2023-015

Regular Business:

Recommend the Library Commission work plan for 2023-24

### Recommendation

City staff recommends that the Library Commission recommend its annual work plan (Attachment A) to the City Council for approval.

### Policy Issues

Council Policy CC-23-004 (Attachment B) sets the procedures, roles and responsibilities of Council-appointed advisory bodies, including the Library Commission. The policy requires that each advisory body develop an annual work plan which will be the foundation for the work performed by the advisory body in support of City Council annual work plan. The plan, once finalized by a majority of the advisory body, will be formally presented to the City Council for direction and approval no later than September 30 of each year and then reported out on by a representative of the advisory body at a regularly scheduled City Council meeting at least annually, but recommended twice a year.

### Background

City Council most recently approved the Library Commission's work plan on November 9, 2021. (Attachment C).

The Library Commission reviewed and updated its work plan on July 17, 2023, (Attachment D).

### Analysis

The draft work plan in Attachment A includes 10 goals with a renewed emphasis on the Library Commission's role as a forum for public information on library issues and a continuing focus on the Menlo Park Community Campus project. Both goals are in alignment with the City Council's goals and with the Library Commission's responsibilities. The Library Commission also combined and further clarified some of its previous goals, and added a review of the Library and Community Services department's strategic plan and its annual budget proposal.

### Impact on City Resources

As an advisory body to the City Council, the Library Commission does not authorize resource allocations. City budget authorizations are the sole purview of the City Council. There is no substantive impact to the City's general fund related to the topics in this report.

## Environmental Review

This report is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

## Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

## Attachments

- A. Library Commission draft work plan with revisions shown in redline, August 21, 2023.
- B. Hyperlink – “Adopt a resolution amending City Council Policy CC-23-004 Commissions/Committees Policies and Procedures, Roles and Responsibilities,” City Council meeting agenda (item H-6), June 27, 2023. <https://menlopark.gov/files/sharedassets/public/agendas-and-minutes/city-council/2023-meetings/agendas/20230627-city-council-regular-agenda-packet.pdf#page=289>
- C. Hyperlink – “Library Commission Work Plan 2021-22,” City Council meeting agenda (item L-3), November 9, 2021. [https://menlopark.gov/files/sharedassets/public/agendas-and-minutes/city-council/2021-meetings/agendas/20211109-city-council-agenda-packet\\_1.pdf#page=112](https://menlopark.gov/files/sharedassets/public/agendas-and-minutes/city-council/2021-meetings/agendas/20211109-city-council-agenda-packet_1.pdf#page=112)
- D. Hyperlink – “Update the Library Commission work plan,” Library Commission meeting agenda (item D-1), July 17, 2023. <https://menlopark.gov/files/sharedassets/public/agendas-and-minutes/library-commission/2023-meetings/agendas/20230717-library-commission-regular-agenda-packet.pdf#page=3>

Report prepared by:

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

## LIBRARY COMMISSION WORK PLAN

Library and Community Services Department  
800 Alma St., Menlo Park CA 94025

November 9, 2024



### Work plan goals

1. Support and advise the development of the Menlo Park Community Campus project (MPCC) in the areas of library programming, service integration, and library policies within the shared space environment in the new facility, as directed by City Council
2. Support and advise the advancement of the overall Library Systems Improvement Program, as directed by City Council
3. Establish a plan and timeline to periodically review the library's public-facing policies and recommend updates; as required, with a special focus on policies that may be impacted by shared space operations at the new MPCC
4. Establish an understanding of and advise on the library needs of the community during the current COVID pandemic and in other emergencies. This may include a review of library policies and services related to adaptations made by the library in response to emergencies. Of particular interest is how the current pandemic is affecting user access, how library service is changing, the impact of technology on the provision of library services, and how the Commission might help increase equitable access for community members
5. Establish a plan and timeline to periodically receive staff presentations and reports about major Library service areas and programs and Commissioner liaison reports about affiliates.
6. Maintain a 12-month schedule of planned Commission agenda items; update and post for public review monthly
7. Encourage and facilitate robust public comment and participation at Commission meetings
8. Foster a public meeting environment that is inclusive of all members of the diverse Menlo Park community
9. Support the filling of openings on the Commission and the effective onboarding of new Commissioners.

1. As an advisory body to the City Council and a forum for public information about library issues, encourage and facilitate robust public comment and participation at Commission meetings. Foster a public meeting environment that is inclusive of all members of the diverse Menlo Park community.
2. Support and advise the development and launch of the Menlo Park Community Campus (MPCC), focusing on library programming, service integration, and library policies within the shared space environment in the new facility, as directed by City Council.
3. Support and advise staff on the advancement of overall library system improvements, as directed by City Council.
4. Periodically review the library's public-facing policies and recommend updates, as required, with a special focus on policies that may be impacted by shared space operations at the new MPCC.
5. Establish an understanding of and advise on the library needs of the community during emergencies. This may include a review of library policies and services related to adaptations made by the library in response to emergencies.
6. Monitor any changes in how library users access the library, how library services may be changing, the impact of technology on the provision of library services, and how the Commission might help increase equitable access for community members.
7. Periodically receive staff presentations and reports about major library service areas and programs and Commissioner liaison reports about affiliates. Maintain a 12-month schedule of planned Commission agenda items; update and post for public review monthly.
8. Support the filling of openings on the Commission and the effective onboarding of new Commissioners.
9. Review and advise on updates to the department strategic plan and advise on any strategic plan updates made after the opening of the MPCC.
10. Annually review departmental budget proposal before presentation to City Council, focusing on any potential impacts to library services. Review and advise on potential synergies with or support from other City departments.

### Work plan history

Action	Date	Notes
Work plan recommendation	August 16, 2021	Library Commission recommended
Work plan adoption	November 9, 2021	City Council approved
<u>Work plan recommendation</u>	<u>August 21, 2023</u>	

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## STAFF REPORT

### Library Commission

Meeting Date:

8/21/2023

Staff Report Number:

LC-2023-016

Regular Business:

**Recommend updated policies: library user privacy policy; library exhibits and displays policy**

### Recommendation

Staff recommends that the Library Commission review and recommend updated policies: library user privacy policy; library exhibits and displays policy (Attachments A and B).

### Policy Issues

As a duly appointed advisory body to the City Council, the Library Commission may review and recommend updates to library user policies and procedures as the need arises.

### Background

Library policies establish rules, expectations, and procedures for the operation and public use of library programs, services, facilities, and resources.

### Analysis

From time to time, it is appropriate and necessary to review and update library policies in the interest of clarifying rules and procedures, responding to changing community needs, establishing criteria for programs and services, and other considerations in the interest of transparency, fairness, inclusion, belonging, equity, accessibility, freedom of information, operational efficiency, safety, and other best practices in library services for the community. City staff periodically reviews policies and identifies updates or clarifications as needed and appropriate. Policies are included with this report in Attachments A and B.

### Impact on City Resources

As an advisory body to the City Council, the Library Commission does not authorize resource allocations. City budget authorizations are the sole purview of the City Council. There is no substantive impact to the City's general fund related to the topics in this report.

### Environmental Review

Meeting attendance of advisory board members is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

### Public Notice



Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

**Attachments**

- A. Library user privacy policy
- B. Library exhibits and displays policy

Report prepared by:

Rose Waldman, Library and Community Services Supervisor  
Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

# LIBRARY USER PRIVACY POLICY

Library and Community Services  
800 Alma St., Menlo Park, CA 94025  
tel 650-330-2501



## Purpose

Menlo Park Library protects the right to privacy and confidentiality of all library users. This policy affirms the library's commitment to privacy, explains the information that the library collects, and alerts library visitors and users of remotely accessed library services to their privacy choices.

Menlo Park Library is in accord with the American Library Association's article "[Privacy: An Interpretation of the Library Bill of Rights](#)" that "privacy is essential to the exercise of free speech, free thought, and free association" because "when users recognize or fear that their privacy or confidentiality is compromised, true freedom of inquiry no longer exists." Furthermore, "Article III of the *Code of Ethics of the American Library Association* states that confidentiality extends to 'information sought or received and resources consulted, borrowed, acquired or transmitted,' including, but not limited to, reference questions and interviews, circulation records, digital transactions and queries, as well as records regarding the use of library resources, services, programs, or facilities."

## Information that we may collect

Menlo Park Library limits the collection of personal information to that which is relevant and necessary to accomplish a lawful purpose of the library and/or the City of Menlo Park. For example, information such as someone's legal name, address, telephone number, and date of birth may be required when issuing a library card.

The library may also retain records that pertain to our business, such as library barcode number, items currently checked out, requested, canceled holds, and interlibrary loans, overdue items (until returned), fine history, and sign-up information for library classes and events.

The library uses personal information, as defined in the [California Information Practices Act](#), only for the specified purpose of its acquisition unless consent is obtained from the subject of the information or unless authorized by law or regulation. The library will not sell, license, or disclose it to any third-party except those working under contract or as required by law. Any information the user chooses to provide, such as information gathered through voluntary user surveys, will be used only to provide or improve services.

The library protects user account information by placing it on a secure server. It does not engage in practices that might place users' information on public view without consent. Protection of confidentiality extends beyond personal information to information sought or received and materials consulted, borrowed, and searched.

## Who has access to this information?

All customer records are confidential. Records may only be disclosed to:

- City of Menlo Park staff performing job duties
- Card or account holders, upon proof of identity
- Parents or guardians of minor children (limited access)
- Anyone with written consent of the cardholder (limited access)
- Under court order or subpoena

If the card or account holder is under the age of 18, the parent or guardian listed in the account record may only be given limited information about that child's record. Proof of the parent or guardian's identity is required through photo identification. Library staff will only tell customers the number of books checked out, due dates, and fines owed.

The privacy and safety of children is very important. Personal information collected by the library is not shared with any non-contracted agency or vendor. Children's use of library resources, including the internet, is regulated by their parents and caregivers. Due to the ease with which children can share personal information on the internet, parents and caregivers are encouraged to engage in communication with their children about their online activities.

All customers can view and update their personal information. This can be done online or in person.

Library account records will not be made available to any agency of the state, federal or local government except pursuant to such process, order, or subpoena as may be authorized under the authority of, and pursuant to, federal, state, or local law relating to civil, criminal, or administrative discovery procedures or legislative investigatory power.

### **How might information be collected?**

The library does not collect home, business, or email addresses or account information from persons who simply browse the Library's Internet website. The library's website ([menlopark.gov/library](http://menlopark.gov/library)) is encrypted with HTTPS. All communications between your browser and the library website are private.

The library does not keep a record of library users' reading history beyond operational requirements. Once an item is returned, it is removed from the user's account. The library user may choose to turn on the reading history feature in their online account to keep a log of items previously checked out. Items with late fees will remain on a user's account until paid.

The library's website contains links to external websites not maintained by the City of Menlo Park. The City of Menlo Park cannot be responsible for users' privacy when visiting outside websites. Please consult the privacy policies of those websites with any questions regarding their use.

The library enters into agreements with third-parties to provide online services, digital collections, streaming media content, and more. When using some of these services, the user may also connect with social networks and other users. Third-party vendors may keep records. We make reasonable efforts to ensure that the library's contracts, licenses, and offsite computer service arrangements reflect Library policies and legal obligations concerning customer privacy and confidentiality.

BiblioCommons ([menlopark.bibliocommons.com](http://menlopark.bibliocommons.com)) is a third-party software that provides a user-friendly method of displaying and searching books and materials and placing holds. Users may share ratings and reviews of titles found at the local library, create custom booklists, and see other user recommendations. When a user accesses online catalog pages that are denoted as "Powered by BiblioCommons" in the lower left-hand corner of the page, the user will be using what is referred to as the "BiblioCommons Service," and the user is subject to the BiblioCommons Terms of Use. In acceptance of the [BiblioCommons Terms of Use](#), a user agrees to abide by the [BiblioCommons Privacy Statement](#). Users are advised to read the BiblioCommons Terms of Use and Privacy Statement carefully.

Xplor Recreation ([cityofmenlopark.perfectmind.com](http://cityofmenlopark.perfectmind.com)) is a third-party software that provides a user-friendly registration process for programs and facility rentals. Users can search and register for Menlo Park programs, classes, and events, track payments, keep track of family activity schedules, and make facility reservations. When a user accesses online pages that have a URL that includes "cityofmenlopark.perfectmind.com," the user will be using what is referred to as the "Xplor Recreation Service," and the user is subject to the Xplor Technologies Terms of Use. In acceptance of the Xplor Technologies Terms of Use, the user agrees to abide by the Xplor Technologies Privacy Notice. Users are advised to read the Xplor Technologies Terms of Use and Privacy Notice carefully.

Radio Frequency Identification (RFID) technology is used to check out library materials, keep a record of the library collection, and secure the collection from theft. RFID tags attached to items only contain the barcode number of the item. No personal library customer or transaction information is on the RFID tag.

The library does not keep a record of your activities on any public computer or laptop. Any record of browsing history and activities are removed after the computer restarts. The next customer cannot see any of your information.

For library computer users, all personally identifiable information is purged immediately upon the end of your public computer reservation. An anonymous log is created that includes only the computer terminal number, reservation time, and duration of the session.

The library uses security cameras inside and outside the library. Video footage is kept for one year, or until storage space is full, and is only available to view by supervisory staff. A warrant is required to view footage from indoor cameras.

### **Legal requirements and California Senate Bill 272**

The library's information management practices conform to the requirements of the Information Practices Act (Civil Code Section 1798 et seq.), the Public Records Act (Government Code Section 6250 et seq.), Government Code Sections 11015.5 and 11019.9, and other applicable laws pertaining to information privacy. [State laws \(§ 6267 and § 6254 - Paragraph J\)](#) protect library records from disclosure if a member of the public or the media requests them.

#### **Senate Bill 272**

Approved on October 11, 2015, California State Senate Bill 272 adds a section to the California Public Records Act requiring local agencies to create a catalog of Enterprise Systems by July 1, 2016, with annual updates.

#### **Enterprise System**

A software application or computer system that collects, stores, exchanges, and analyzes information that the agency uses that is both of the following:

- A multi-departmental system or a system that contains information collected about the public.
- A system that serves as an original source of data within an agency.
- An Enterprise System does not include any of the following:
  - Information Technology security systems, including firewalls and other cybersecurity systems.
  - Physical access control systems, employee identification management systems, video monitoring, and other physical control systems.
  - Infrastructure and mechanical control systems, including those that control or manage street lights, electrical, natural gas or water or sewer functions.
  - Systems related to 911 dispatch and operation or emergency services.
  - Systems that would be restricted from disclosure by Section 6254.19.
- The specific records that the information technology system collects, stores, exchanges or analyzes.

#### **Requirements**

1. Create a catalog of enterprise systems containing:
  - Current system vendor
  - Current system product
  - System's purpose
  - A description of categories or types of data
  - The department that is the prime custodian of the data
  - The frequency that system data is collected
  - The frequency that system data is updated
2. To make the catalog publicly available upon request
3. To post the catalog in a prominent location on the agency's website

#### **Exception**

If the public interest served by not disclosing the information described clearly outweighs the public interest served by disclosure, the local agency may instead provide a system name, brief title or identifier of the system.

## Enterprise System Catalog Table

### SB 272 Enterprise System Catalog Table

Peninsula Library System - SB 272 catalog - list of enterprise systems - 8/19/16

System Vendor	System Product	System Purpose	Department	Primary Custodian	Type of Data Collected	System Updates	Notes
Innovative Interfaces Inc.	Sierra	Library Material Catalog System	PLS IT (PLAN)	PLS IT (PLAN)	Patron's address, phone number, and library card number	Daily	Immediately
Envisionware	PC and Print Management	Manage PC usage and printing	PLS IT (PLAN)	PLS IT (PLAN)	Patron's Library Card Number	Daily	Immediately

### Policy Adoption

This policy will be reviewed at least once every five years.

### Policy History

Action	Date	Notes
Policy recommended		

# LIBRARY EXHIBITS AND DISPLAYS POLICY

Library and Community Services  
800 Alma St., Menlo Park, CA 94025  
tel 650-330-2501



Purpose		
Menlo Park Library features exhibits and displays to showcase resources, information, art, and culture to celebrate the diversity and history of the Menlo Park community and to inform the public about topics relevant to current events and community interests.		
Criteria		
<p>Display and exhibit space is limited. The library occasionally hosts exhibits and displays that meet all of the following criteria:</p> <ol style="list-style-type: none"> <li>1. Official exhibits or displays created, developed, and/or commissioned by the library</li> <li>2. Content is relevant to some or all Menlo Park community members</li> <li>3. Content and message are inclusive of all members of the community</li> <li>4. Content and message comply with all library use guidelines and policies.</li> </ol>		
Decommissioning, relocation, alteration, and removal of exhibits and displays		
Menlo Park Library reserves the right to relocate, remove, alter, decommission, or dispose of exhibits and displays for any reason at the sole discretion of the library administration. Unauthorized exhibits and displays will be removed and discarded. The library bears no responsibility for loss or damage to unauthorized exhibits or displays.		
Disallowed materials		
<p>Menlo Park Library does not exhibit or display the following content or messages:</p> <ul style="list-style-type: none"> <li>• Partisan political messages, petitions, and/or similar items</li> <li>• Religious messages or doctrine</li> <li>• Services or products for sale</li> <li>• Solicitations for membership</li> <li>• Solicitations for fundraising, except for library and/or City-sponsored fundraising activities</li> </ul>		
Policy history		
Action	Date	Notes



## STAFF REPORT

### Library Commission

Meeting Date:

8/23/2023

Staff Report Number:

LC-2023-017

Informational Item:

Library and Community Services department updates

### Recommendation

City staff recommends that the Library Commission review this informational report about recent activities in the Library and Community Services Department.

### Policy Issues

As a duly appointed advisory body to the City Council, the Library Commission is charged with advising the City Council on matters related to the City's libraries.

### Background

The Library and Community Services department (LCS) provides lifelong learning and recreational opportunities for Menlo Park residents of all ages, abilities, and lived experiences. Programs and facilities include public libraries, recreation, and sports, early childhood education, after-school programs, summer youth camps, older adults (senior) services, athletic fields and courts, community events, and aquatics.

### Analysis

#### July 2023 statistics

LCS collects statistics related to department activities. These data help to inform decision-making and improve services to the community. Statistics from the month of July 2023 are provided with this informational report. (Attachment A).

#### Suggestion box comments and responses

LCS collects public feedback through physical suggestion boxes in public facilities and an electronic feedback form. A compilation of suggestion box comments and responses from March 8, 2023 to August 7, 2023 is provided with this informational report. (Attachment B).

### Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### Attachments

A. Statistics – July 2023

B. Suggestion box comments and responses – March 8, 2023 to August 7, 2023

Report prepared by:  
Ashley Walker, Management Analyst

Report reviewed by:  
Sean S. Reinhart, Library and Community Services Director



CITY OF MENLO PARK  
LIBRARY AND COMMUNITY SERVICES DEPARTMENT  
STATISTICS - JULY 2023

Table 1. Library items circulated

Location	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
800 Alma St.	48,847	43,930	50,395	46,190	47,023	49,544	49,616
413 Ivy Dr.	1,193	929	1,320	1,205	1,285	1,088	1,112
Online / digital	8,702	8,219	8,827	8,707	9,374	9,891	10,368

Table 2. Library cards

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
New library cards issued – MP residents	303	240	239	253	232	213	303
Total MP resident library cardholders	21,189	21,299	21,417	21,512	21,601	21,733	21,189

Table 3. Library patron questions answered

Location	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
800 Alma St.	2,967	2,714	3,347	2,834	2,393	3,496	3,282
413 Ivy Dr.	209	262	340	279	306	744	264

Table 4. Library holds filled (item requests)

Location	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
Incoming holds 800 Alma St.	4,375	3,934	4,763	4,393	4,256	4,472	3,968
Outgoing holds 800 Alma St.	2,879	2,788	3,142	2,665	2,773	3,252	3,050
Incoming holds 413 Ivy Dr.	-	-	-	-	-	144	195
Outgoing holds 413 Ivy Dr.	-	-	-	-	-	159	183

Table 5. Library foot traffic (gate count)

Location	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
800 Alma St.	-	-	-	-	-	13,108	-
413 Ivy Dr.	881	1,189	1,365	1,241	1,288	1,231	1,034

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**Table 6. Library program attendance**

<b>Location</b>	<b>Jan 2023</b>	<b>Feb 2023</b>	<b>Mar 2023</b>	<b>Apr 2023</b>	<b>May 2023</b>	<b>Jun 2023</b>	<b>Jul 2023</b>
Total program attendance 800 Alma St.	893	847	730	888	606	822	1,653
Number of programs 800 Alma St.	30	29	25	31	28	27	30
Total program attendance 413 Ivy Dr.	87	173	156	98	67	116	157
Number of programs 413 Ivy Dr.	8	8	8	8	7	8	8

**Table 7. Preschool child development - enrollment**

<b>Location</b>	<b>Jan 2023</b>	<b>Feb 2023</b>	<b>Mar 2023</b>	<b>Apr 2023</b>	<b>May 2023</b>	<b>Jun 2023</b>	<b>Jul 2023</b>
Menlo Children's Center	33	32	34	33	35	38	33
Belle Haven Child Development Center	56	59	61	64	65	65	45

**Table 8. School age child development - enrollment**

<b>Location</b>	<b>Jan 2023</b>	<b>Feb 2023</b>	<b>Mar 2023</b>	<b>Apr 2023</b>	<b>May 2023</b>	<b>Jun 2023</b>	<b>Jul 2023</b>
Menlo Children's Center - After School	28	28	28	28	28	28	30
Belle Haven Youth Center	42	42	42	42	42	42	28

**Table 9. Senior Center services**

<b>Location</b>	<b>Jan 2023</b>	<b>Feb 2023</b>	<b>Mar 2023</b>	<b>Apr 2023</b>	<b>May 2023</b>	<b>Jun 2023</b>	<b>Jul 2023</b>
Lunches served	376	560	555	551	624	656	570
Grocery boxes distributed	480	480	460	460	460	576	460
Senior shuttle trips	1,058	902	1,018	898	1,053	1,124	1010
Rideshare trips	220	236	294	288	225	252	0

**Table 10. Senior Center classes**

	<b>Winter 2022-23</b>	<b>Spring 2023</b>	<b>Summer 2023 (pending)</b>
Enrollment – residents	145	137	
Enrollment – non-residents	108	102	
Classes offered	14	14	

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**Table 11. Recreational classes**

	<b>Winter 2022-23</b>	<b>Spring 2023</b>	<b>Summer 2023 (pending)</b>
Enrollment – residents	263	239	
Enrollment – non-residents	126	117	
Classes offered	77	88	
Number of instructors	24	22	

**Table 12. Sports classes**

	<b>Winter 2022-23</b>	<b>Spring 2023</b>	<b>Summer 2023 (pending)</b>
Enrollment – residents	195	70	
Enrollment – non-residents	129	97	
Classes offered	20	12	
Number of instructors	5	5	
Drop-in basketball visits	243	280	
Drop-in volleyball visits	637	534	
Leagues – individual registrations	1,400	84	
Leagues – team registrations	142	12	

**Table 13. Gymnastics classes**

	<b>Winter 2022-23</b>	<b>Spring 2023</b>	<b>Summer 2023 (pending)</b>
Enrollment – residents	490	499	
Enrollment – non-residents	158	255	
Classes offered	93	101	

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Table 14. Facility rentals			
	Winter 2022-23	Spring 2023	Summer 2023 (pending)
Recreation center rentals – residents	43	25	
Recreation center rentals – non-residents	17	4	
Athletic field rentals (Jan-May 2023 hours reserved)	938	-	
Tennis court keys (annual) – residents	166	-	
Tennis court keys (annual) – non-residents	41	-	

Table 15. Community event attendance						
Location	Feb 2023	Apr 2023	June 2023	July 2023	Aug 2023	Sep 2023
Black Liberation Month Celebration	150	-	-	-		
Egg Hunt	-	1,500	-	-		
Juneteenth Celebration	-	-	200	-		
4 <sup>th</sup> of July Parade and Celebration	-	-	-	1,250		
Summer Concert – Fremont Park 7/12	-	-	-	186		
Summer Concert – Fremont Park 7/19	-	-	-	388		
Summer Concert – Fremont Park 7/26	-	-	-	261		

LIBRARY AND COMMUNITY SERVICES  
SUGGESTION BOX COMMENTS AND RESPONSES  
March 8, 2023 –August 7, 2023  
menlopark.gov/feedback

Ref #	Date received	Comment	Response
1	2023-03-08	For your baby Mandarin class, would you be able to offer a weekend class? Thank you	[Suggestion info given to supervisor.]
2	2023-03-17	I like it here. I like teacher. This is very convenient place. This is very good class.	[No answer.]
3	2023-03-17	I look forward to the Monday watercolor class. I have learned a great deal from the instructor and the other students. Art is best stucked in a group setting for sharing, inspiring, and receiving feedback.	Hi, thank you for your comment. We are glad to hear the class is going well. Thank you for being a part of the senior program! Best, Rondell
4	2023-03-17	Great teacher in a cozy and friendly classroom. We love this class and want to stay here forever.	Thank you for your comment. We appreciate you attending the senior program! Best, Rondell
5	2023-03-17	Please keep adult painting and adult sewing class at the library area. I truly enjoy- I am 89 years of age and would be difficult to go to new area.	Hi, we appreciate your comments about the senior painting and sewing classes. Best, Rondell
6	2023-03-17	I like this city and I have a question, how many good police are in Menlo Park? Menlo Park looks pretty.	Hello, thank you for writing us a question and compliment in our suggestion box. We agree that Menlo Park is a beautiful place. We're so glad you like it.  To answer your question about how many police we have, we currently have 38 police officers, many of whom are funny, friendly, and happy to meet with children who are interested in the police. If you'd like to learn more about the police, the Library has books about police officers available. Or you can plan a visit to the Police Department to chat with an officer in person. -Ashley
7	2023-03-17	I really enjoy the class with all my classmates. Appreciate my teacher "DO" us so much!	[This email was kicked back] Hi, thank you for your comment. We are glad you are enjoying the class and will archive and send your message. Thank you, Rondell
8	2023-03-17	I like my teacher very much! Also, it's the first time I come here. But I'm really happy in the Library.	[Contact info unreadable.]
9	2023-03-17	Please keep Adult Painting and also sewing at the Library.	[No contact info.]

10	2023-03-17	I enjoy the art class a lot, teacher is great. I learn a lot. Please keep the class in the library area.	[No contact info.]
11	2023-03-17	Stop graffiti removal at the skate park. It's a waste of money.	[No contact info.]
12	2023-03-17	Rock collecting books for adult, not for kids	[No contact information, but we will review our current holdings and add books on rock collecting for adults if we are lacking titles.]
13	2023-03-17	Love the senior class at the Library. It's very convenient and easy to attend. I enjoy the other student and making art together.	[No contact info.]
14	2023-03-17	Airel Tinajero is extremely understaffed and doing an amazing job under the circumstances. We really need to reimburse our teachers financially to encourage them to continue teaching and offering classes, especially for seniors.	[No contact info.]
15	2023-03-17	I like the drawing class with Jorel, where we get all the material and can create our own art. Thank you.	[No contact info.]
16	2023-03-20	In order to be clear, the new Community Center Naming form page needs modification. 1. Why is the Naming Form closed until summer or at all? It's an online form! Why is feedback not wanted or accepted in Winter and Spring? This does not seem to make sense. 2. The fact that the naming form is closed needs to be at the top of the naming section. As a first-time Naming Form site visitor, I went around and around in online circles trying to figure out where to find the naming form. One link led to the naming form page (not the actual Naming Form! 🤔👉👈) and the naming form page led back to the original link I had just left. QUESTIONS 1. Why is the naming form not available without interruption? 2. Will you please put the naming form back now rather than losing valuable community feedback waiting until summer?	[Received and filed]
17	2023-03-27	Please continue to use Onetta Harris as the name of this facility. Mrs. Harris and her memory are an inspiration to this community and to the neighboring communities. Our History is so very important as the powers that be wipe out the old landscape. For communities like ours, we need the power and strength of those on whose shoulders we stand, especially since the social conditions in our city have not changed as much as the landscape has. Be respectful.	[Received and filed]

18	2023-04-10	<p>Why is the web info for summer activities not available yet? Where are the dates for summer registration? Where is the catalog? When should we expect to see our physical copy? I keep getting different information from every activity or rec person I speak with. It is very frustrating for parents trying to plan summer activities to not know what will be available yet and when registration will be. Please at least update the website to show when we can expect to see the catalog and when registration is. I was also told there is a new website to register but cannot find any information on that on help Menlo Park website. Why are we being left in the dark?</p>	<p>Hi, thank you for you using our suggestion box system. The web info for summer activities is now visible on our new web platform, perfect mind. Here is the website link <a href="https://cityofmenlopark.perfectmind.com/">https://cityofmenlopark.perfectmind.com/</a> and you can register and find the summer courses. Registration for summer 2023 opens to Menlo Park residents on April 24th. All classes will be online, and physical catalogs will not be mailed out during this session. Information mailers about the new registration system should be arriving in mailboxes soon. Thanks again for your email, and I hope this info is helpful.</p> <p>Best, Rondell</p> <p>The NEW ONLINE REGISTRATION SYSTEM</p> <ul style="list-style-type: none"> <li>• Easy account sign up</li> <li>• Improved user experience</li> <li>• Searchable catalog of programs</li> <li>• Simplified registration process</li> <li>• Real-time confirmations</li> <li>• Paperless - good for the environment</li> <li>• All users must create a new account on first sign up</li> </ul>
19	2023-04-24	<p>I am having trouble registering for a summer class today, although i am a resident. Can you please assist me ASAP so I can register now? Thanks.</p>	<p>[Staff has reached out to follow up. This resident is signed up now.]</p>
20	2023-04-24	<p>I have a question regarding the money on my e-Government account (technically under my husband's account). It seems the city is upgrading to a new online registration platform and no longer uses eGovernment nor connect the account between them. I am wondering if there is any way to transfer my money from my e-Government account to a new one or get my money back. I really appreciate your help. Best regards,</p>	<p>Thanks for the reminder--I created an account + transferred credits for this customer on 4/25. Customer received log-in information and has since created accounts for other family members. Let me know if you'd like me to do an additional follow-up with them or take any further action. -Khalid</p>
21	2023-04-24	<p>1. I have feedback about the pickleball classes. I am taking one this spring, plus I have done other classes/clinics elsewhere, so I have opinions about what works. 2. You list the summer Intermediate Pickleball class, session 1 as being free - is that correct?? 3. I miss the info that was included in the listings before, like who the instructor is.</p>	<p>We received your comment below from our Library and Community Services comment form. We are happy to hear from you and want to respond to your comments. Please see response in red:</p> <p>1. I have feedback about the pickleball classes. I am taking one this spring, plus I have done other classes/clinics elsewhere, so I have opinions about what works. We look forward to hearing your comments. I copied Keifer on this email. He manages the pickleball classes. He also looks forward to hearing your</p>

			<p>comments.</p> <p>2. You list the summer Intermediate Pickleball class, session 1, as being free - is that correct?? Thank you for catching this. There is a fee to the program. The Intermediate Pickleball class is \$180 for residents and \$243 for non-residents.</p> <p>3. I miss the info that was included in the listings before, like who the instructor is. Are you referring to the Activity Guide? We are now digitizing the information and process flow for our website with our new registration system. The information looks different and I see that the instructor information is not included on what the community sees. There is a way for us to add this information on the back end, I will check to see if when we enter it it is visible on the website. Thank you for this. David is the instructor for our classes.</p> <p>We are happy to answer any further questions you may have and value your input.</p> <p>Please let me know if there is anything further I can do to assist.</p> <p>Best, Tricia</p>
22	2023-04-25	A very bad idea-not having an Activity Guide(except online) is ridiculous. For one thing, how are people supposed to ever know that this information is online? This is not appropriate marketing and will seriously undermine the # of people who can sign up for classes.	<p>Hi, thanks for taking the time to give us feedback about our summer activity guide.</p> <p>Our new registration software offers a simpler registration process with an improved user experience. It works well on mobile devices like phones and tablets, in addition to computers. The class listings online are searchable, but your point about having a PDF version of the activity guide is a good one: we now have a PDF version linked on our Activity Guide and registration page, and available on request at our public service desks. We mailed a postcard to all Menlo Park residents, letting them know about our new registration software. It contained information about how to contact staff and learn more about summer activities. We are always happy to assist customers in person or on the phone if they need any assistance. I hope my response has been useful – if you have further questions, please reach out.</p> <p>Kind regards, Tricia</p>



23	2023-04-25	Why no published activity guide? I received the postcard at my home b/c I live in Menlo Park but hard for others to learn about classes.	Hi, Thanks for taking the time to give us feedback about our summer activity guide. Our new registration software offers a simpler registration process with an improved user experience. It works well on mobile devices like phones and tablets, in addition to computers. The class listings online are searchable, but your point about having a PDF version of the activity guide is a good one: we now have a PDF version linked on our Activity Guide and registration page, and available on request at our public service desks. We mailed a postcard to all Menlo Park residents letting them know about our new registration software. It contained information about how to contact staff and learn more about summer activities. The previous paper guide was mailed only to Menlo Park residents. We also let all of the subscribers to our weekly e-newsletter know about events like summer class registration. We are always happy to assist customers in person or on the phone if they need any assistance. I hope my response has been useful – if you have further questions, please reach out. Kind regards, Tricia
24	2023-04-26	Open more hours: Monday-Friday 9am to 10pm, Saturday-Sunday 9am-10pm. Also MedL/snacks M-F 3:00-4:30pm, thank you.	Thank you so much for your comment and for your support for more library hours. We strive to provide as much access to the Library as possible with the resources available, which are limited. Currently, we are only able to staff our two library locations eight hours per day, seven days a week. Most sincerely, Rose
25	2023-04-26	Please keep a "stay strong for life" class at Burgess after Belle Haven reopens. So much closer and easier for most in our class. Thanks!	Hi, thank you both for submitting your comment through our suggestion box. It is great that everyone is enjoying our Strong by Life class at our Arrillaga Recreation Center. We will consider your request when temporary services for our senior program are relocated back to Belle Haven. Thanks again for your suggestion. Best, Rondell
26	2023-04-26	Thanks for all of the hard work Arianna. Most appreciated	[No contact info.]
27	2023-04-26	Thank you for all you do!	[No contact info.]
28	2023-04-26	Chairs/benches in the foyer	[No contact info.]
29	2023-04-28	Comment: I just used the website to register for a course, and it worked well, because I was re-enrolling for a fitness class I've been taking. I understand that the Activity Guide is no longer being printed and mailed. That poses a problem for people who	Hi, thanks for taking the time to give us feedback about our summer activity guide. Our new registration software offers a simpler registration process with an improved user experience. It works well on mobile devices like phones and tablets, in

		may not know what classes they want to take. It was very easy to page through the Activity Guide to learn about what courses will be available. It is NOT easy to click on every link on the page. I would like to request that an Activity Guide in PDF form be available on the website. Thanks	addition to computers. The class listings online are searchable, but your point about having a PDF version of the activity guide is a good one: we now have a PDF version linked on our Activity Guide and registration page, and available on request at our public service desks. We mailed a postcard to all Menlo Park residents letting them know about our new registration software. It contained information about how to contact staff and learn more about summer activities. We are always happy to assist customers in person or on the phone if they need any assistance. I hope my response has been useful – if you have further questions, please reach out. Kind regards, Tricia
30	2023-05-03	I would like the Library to acquire the book, The Secret Gate: a true story of courage and sacrifice during the collapse of Afghanistan. Authored by Mitchell Zuckov. Published April 25, 2023. Please let me know when it arrives because I would like to check it out. Thank you	Hi, thank you so much for suggesting an addition to our Library's collection. I have passed on your suggestion to the selecting librarians, and if the book is added to the collection it will be placed on hold for you. If you would like to suggest more purchases, you are more than welcome to use the purchase suggestion form on our website at <a href="https://menlopark.gov/Services/Suggest-a-library-purchase">https://menlopark.gov/Services/Suggest-a-library-purchase</a> Sincerely, Rose
31	2023-05-11	Can you get? Newest book about saxophonist- Sonny Rollins	Hi, thank you for suggesting an addition to Menlo Park Library's collection. Because you are a resident of Redwood City, I'm going to direct you to the Redwood City Library's Suggest a Purchase form, instead of ours : <a href="https://www.redwoodcity.org/departments/library/books-movies-more/suggest-a-purchase">https://www.redwoodcity.org/departments/library/books-movies-more/suggest-a-purchase</a> I hope this helps! Sincerely, Rose
32	2023-05-11	Suit spinner has been broken for months. Is it getting fixed or replaced?	[No contact info.]
33	2023-05-11	Low hanging branch in front of entrance to pool.	[No contact info.]
34	2023-05-11	More anti slip mats in the women's bathroom, changing room and showers.	[No contact info.]
35	2023-05-11	The doors to the lobby are quite heavy. As an elderly person I have trouble opening the doors to get inside. Once I am through, the door closes with such force that you have to enter even faster.	[No contact info.]

36	2023-05-11	The furthest shower in the womens is always leaking. Such a waste of water!	[No contact info.]
37	2023-05-11	The doors to the women's bathroom and the private bathroom are very sticky. Had to call the front desk to be let out of bathroom.	[No contact info.]
38	2023-05-15	Menlo Park is not doing enough to create more pickleball courts or make the current courts more usable. It has been almost 2 years with little to no progress after 4 courts were added to a Nealon park. The only item completed was improving the Nets. we need more courts, better access to the back end of the court (additional gate), and trash plus recycling bins near the court entrance.	Thank you for sharing your concerns regarding pickleball courts in Menlo Park. We understand the importance of adequate facilities for racquetball sports enthusiasts. We apologize for the delay in progress, Your input is valuable to us, and we will work towards addressing the issues. We appreciate your patience as we strive to make the best resolution for all residents of Menlo Park. -Rondell
39	2023-05-19	Hi there! My child and I regularly attend the children's storytime which we love - thank you for hosting these and to allow children to mingle and learn together. We used to go regularly and storytime was the full 30 minutes, but recently, storytime has been cut short to about 10 minutes. We loved it when it was a full 30 minutes with many different songs and books. Recently, it's only been 2 books and 3 songs and it ends in about 10-12 minutes. Would it be possible to bring the full 30 minutes back? That would make the trip to storytime much more worthwhile. Thank you so much!	Thank you for reaching out to Menlo Park Library. I'm so glad that you have enjoyed our storytimes. Our goal IS to provide 20-30 minute storytimes, which is typically accomplished with three songs and two books (though some of us might throw a couple extra songs in there for good measure). That said, our "post pandemic" audience tends to be very young, and sometimes we do adjust the length of our storytimes to the needs of our audience. Thank you, sincerely. Your feedback helps us to take stock of how we're doing, and I will bring it to our storytimers. We'll work on returning to a 20-30 minute average, with a shorter storytime being the exception, rather than the rule. All my best, Rose
40	2023-05-22	Hillview tennis team just ended, and we are so grateful that our kids were able to participate in a team sport that they enjoy!! Thanks so much for making this possible!	Hello, we received your comment below from our Library and Community Services Feedback form. We are happy that the season went well and that Hillview was able to enjoy the use of the Nealon tennis courts for a successful season. Please let us know if there is anything further that we can assist with. "Hillview tennis team just ended, and we are so grateful that our kids were able to participate in a team sport that they enjoy!! Thanks so much for making this possible!" Best, Tricia
41	2023-05-23	I just saw the signs for the refurbishment of Kelly Park and would like to make a suggestion or two. I use the park twice a week, religiously, to run as it has a soft track and infield that are better for my surgically repaired left knee. First, I would like to suggest that when the new track is laid down that the first set of lane	Hi, thank you for reaching out and sharing your suggestions with us. We appreciate your interest in this project. We got your comment and want to assure you that we take community suggestions seriously. To ensure a thorough assessment, I've forwarded your suggestions to our project team for review. We

		<p>numbers be placed coincident with the "starting line" at the bollards near the restrooms and then at quarter-track intervals. The current number placement doesn't match any sort of "obvious" starting or end point on the track, making it difficult to track split times for people that care about such things. Second, as the track will be closed during the time of the renovation, I'm wondering whether individual, temporary, use permits can be issued for the use of the track at Menlo-Atherton High School. I, for one, would like to be able to continue my exercise routine while the track is closed and am loath to subject my knees to pavement running during that time. Thank you,</p>	<p>understand the importance of considering community input and will carefully evaluate the feasibility of implementing these suggestions within our project. Best, Rondell</p>
42	2023-05-25	<p>Hi, Please provide ear plugs for event venues with very loud music &lt; 87 decibels. Thnaks</p>	<p>Hi, thank you for bringing the loud noise level to our attention. We will try to make sure that our event sound levels at community events are appropriate. We can also provide you with upcoming event dates so that you are aware of when there may be additional sounds coming from parks that may be located near you.</p>
43	2023-05-25	<p>Please do not convert tennis courts into pickle ball courts at Neal on park. My daughter has enjoyed playing with Hillview tennis team in 7th grade this year and would like to continue playing tennis. Please find another location for pickle ball courts. We need the tennis courts! Thanks,</p>	<p>Hi, thank you for taking the time to reach out and share your input with us. We hold community suggestions in the highest regard. Your input is vital, and we are committed to incorporating community feedback. Best, Rondell</p>
44	2023-05-25	<p>I'd like a PDF activity guide please - the online system is not user friendly. I couldn't do it.</p>	<p>[Spoke with her and sent her the catalog. She believes that we are losing revenue by not having an Activity Guide.]</p>
45	2023-05-25	<p>Order 'Warriors: Power of Three: Eclipse' please</p>	<p>Hi, thank you so much for adding your voice and helping to build our collection of books. I have passed on your purchase suggestion of "Warriors: Power of Three: Eclipse" to our selection librarians. If you'd like to suggest more purchases, you are more than welcome to use the purchase suggestion form on our website at <a href="https://menlopark.gov/Services/Suggest-a-library-purchase">https://menlopark.gov/Services/Suggest-a-library-purchase</a> Sincerely, Rose</p>
46	2023-05-25	<p>I love the Menlo Park Library, the returning service and check out service is great, and the staff are very nice.</p>	<p>Hi Soraya, Thank you so much for writing your positive feedback about our Library on a comment card! All of our staff strive to provide excellent service to our community, and we are so happy to hear that you are enjoying our space, staff, and services. Here's to many happy future library visits! Sincerely, Rose</p>

47	2023-05-25	More comfortable lounge-type chairs close to the new books section in the adult part of the Library	[No contact info.] We can take a look at moving some of the lounge furniture closer to the new books section. Will pass along to the library team.
48	2023-05-25	Open the Pro Shop!	[No contact info.]
49	2023-05-25	Open the shop! Please!	[No contact info.]
50	2023-05-26	White Lotus, Season 2, Homeland-last season you carry all but the last season!	Thank you for suggesting an addition to the Menlo Park Library collection! Because your "home library" in the Peninsula Library System is Woodside Library, you can direct purchase suggestions to San Mateo County Libraries via their website: Suggest a Purchase   San Mateo County Libraries (smcl.org) I hope this helps! Sincerely, Rose
51	2023-05-29	more books on planes, airline, aviation commercial airline stuff	[No contact info.] Will pass this suggestion along to the library team/selectors
52	2023-05-30	1. Your website has no clear information of seasons. When does a season of classes for kids begin and end. When we register if we miss rotating the dates, we are screwed with planning. 2. The phone number for 'swim' never is picked up. What's the point of your phone number when no body picks up. 3. Booking your classes a hassle on your system. I had to talk to your receptionist for 30 mins to figure out a better timings for us. Your online website is slightly better than in person booking. 4. When a season ends, the drop in and booking each class in between season sucks. Your season is super short, which means every 2 months we are booking your seasons, individual classes in between, and plan for next season. I wish there is a better way. 5. Your seasons are hardly 8 classes. Can you make at least 2.5 months?	[Forwarded to Team Sheep for review.]
53	2023-06-05	Comment: Thank you for running the summer concert series. On the summer concerts page, please list the type/genre of music for each group. For two of them, zero information is available online. Thank you. <a href="https://menlopark.gov/Government/Departments/Library-and-Community-Services/Programs-and-events/Community-events/Summer-Concert-Series">https://menlopark.gov/Government/Departments/Library-and-Community-Services/Programs-and-events/Community-events/Summer-Concert-Series</a> For example, you could put: July 12. Luv Bomb. Soul, rhythm and blues July 19 Night owls. Top 40 current hits. July 26. Fog City Swampers. High-energy rock and boogie. All-woman band. August 2. Curley Taylor.	Hello, I'm writing in response to your suggestion/request for more information on the music genres of the two bands that will be performing during our summer concert series. First, allow me to quickly provide you with the requested information for those two bands. ARENA is a tribute to the epic songs of the '70s and '80s, recreating the songs you love by your favorite classic rock bands. Frank "Tebo" Thibeaux of Tebo Muzik is a Belle Haven neighborhood native who has been playing the guitar since he was 12 years old. He brings

		<p>Zydeco and Blues August 9. ARENA. I couldn't find more information. August 11. Tebo Musik. I couldn't find more information. August 16. Sun Kings. Beatles tribute band. August 18 Busta Groove! Hits from the 1970s, 1980s and 1990s</p>	<p>his signature blend of funky blues with a zydeco twist. His band style is described as fun and funky. We highly recommend them both and hope you can attend!</p> <p>I did visit the concert page to correct our omission(s); however, the descriptions were already there. From the main concert series page, click the name of the band that you are interested in, and a few lines of additional information pop up, including the music genre. Unfortunately, the preview windows can only list the first few lines of the larger band information page, possibly making it look like there is no genre information. Regardless, thank you for taking the time to let us know if there is an error on our web pages. It helps us keep things sharp, which is important to us. You even took the time to write some suggestions on the descriptions. Very kind!</p> <p>Soon we will also be updating all the concert dates to include band photos, so be sure to check back if you are interested in those.</p> <p>Wishing you the happiest of summers, Ashley</p>
54	2023-06-06	Duct tape over the 'No Life guard on Duty' sign	Left a voicemail. No call back at time of compiling.
55	2023-06-12	For the automated reminder books due emails, could "RENEWED" be in green instead of red text?	<p>Hi, thanks for taking the time to write to us. The automated overdue reminders are not generated locally – they are managed and generated by our library system team (the Peninsula Library System). I will pass your suggestion about changing the "renewed" text color along to them.</p> <p>Kind Regards - Nick</p>
56	2023-06-12	<p>My name is [redacted] and my family recently moved to Menlo Park. I was at the Menlo Park Library the other day and was looking for some language therapist/training service provided by the city. My daughter is 4.5 years old and might have some difficulties with her spoken English. the staff at the Library gave me your card and told me you might have the information. I would appreciate it if you could point me in the right direction. Thanks.</p>	<p>The child's pediatrician would be a good place to start, many people find speech therapists through referrals from their doctors. Insurance companies also often have therapists in their network that they can recommend. These institutions have divisions of speech therapy: Stanford Children's Health Specialty Services is on 321 Middlefield Road and their number is (650)736-2000. There's also Lucile Packard Children's Hospital Stanford, 725 Welch Road, and their number is (650)497-8218.</p> <p>Many schools also provide speech therapists and can connect you with help. If your child is enrolled with the Menlo Park school district, the person to contact would be List Walton, MPCSD Preschool Coordinator at lwalton@mpcsd.org You can send her an email requesting an assessment and Lisa will work with you through the whole process.</p>

			I hope this information helps, please feel free to contact us with any more questions.
57	2023-06-12	Not a question, just a comment I just wanted to praise and thank those who selects books for the Menlo Park Library. I always find excellent selections in among the new books. Most recently, "How to Read a Rock", (although not such an inspiring title) turned out to be a fascinating and delightful story of earth's geology and other planets' geology. Thanks!	[No contact info.]
58	2023-06-13	Be more transparent about hours of openings	[No contact info.] Unclear what this commenter is referring to here - library hours are consistent across locations, are publicly posted onsite and online, and have been the same since reopening after the pandemic.
59	2023-06-13	Please add more to the graphic novels section! (in kids area)	[No contact info.] Will pass this suggestion along to the library team/selectors
60	2023-06-13	Please bring back Soul Line Dancing	[No contact info.]
61	2023-06-15	I would like this Library to check out Kindles. (ereaders)	Hi, thank you for suggesting that we make Kindles available for checkout. Due to privacy concerns, Kindles may not be the best shared electronic device for our community, but we are looking into other tablet options, thanks to your request! So, thank you for lending your voice to our community, and making a suggestion that our team is looking into. Hope to see you at the Library soon, Rose
62	2023-06-22	Can you please add computers at the MPK library ?	Hello, Thanks for your message, which was relayed to me for a response. The Menlo Park Main Library has 17 laptops available for public use, and there usually are at least a few laptops available at any given time. The Belle Haven branch has four desktop public computers, and there usually are one or more of these computers available at any time. I hope this information is helpful. Please let the library staff know if you need help accessing a library computer, or if you experience technical issues or some other difficulty using the technology. Regards, Sean
63	2023-07-03	Airel the Senior Center coordinator is great! Very friendly and professional	[No contact info.]

64	2023-07-03	Was recently in Edmunds, WA. Friend of mine who lives there was saying their Library tells them how much their saving by borrowing books vs buying. I LOVE that idea for MP, must be a software program. They also can print 100 copies at Library for free. Love that idea too.	Hi, we love to see our community members visiting other libraries and sharing what they learned. It sounds like Edmonds has a great library! Thank you so much for your feedback, and I hope you're enjoying our services. Sincerely, Rose
65	2023-07-03	I'd like to receive the Activity Guide in the mail. :)	Hi, we received your suggestion box comment, "I'd like to receive the activity guide in the mail." Thank you for providing this feedback. Our new registration software offers a simpler registration process with an improved use experience. It works well on mobile devices like phones and tablets, in addition to computers. The class listings online are searchable, but your point about having a PDF version of the activity is a good one: we now have a PDF version linked on our Activity Guide and registration page( <a href="http://menlopark.gov/activityguide">menlopark.gov/activityguide</a> ), and printed copies are available on request at our public services desks. We mailed a post card to all Menlo Park residents letting them know about our new registration software. It contained information about how to contact staff and learn more about classes and activities. We are always happy to assist customers in person or on the phone if they need any assistance. I hope my response has been useful-if you have further questions, please reach out. Kind Regards, Tricia
66	2023-07-03	Please get the book "Shadow Crosser" by J. C. Cervantes at this location! Thank you!	[No contact info.] Passed on to selectors.
67	2023-07-03	You should open Proshop with ice-cream	[No contact info.]
68	2023-07-03	More shade to the skate park	[No contact info. Forwarded to Coordinator.]
69	2023-07-03	add more shade to the skate park	[No contact info. Forwarded to Coordinator.]
70	2023-07-03	I wish to commend Airl, Isabel, and all the staff and volunteers who work on the senior center recreation program. It is beautiful to see people pulling together as in rowing or sculling on the water. Sometimes leaders can be "mouth only" leaders, but I notice in these senior programs it is here. Leadership by example, performing necessary actions with mind, body, and	Given to supervisor.



		spirit. Thank you for working so hard to help the community of seniors!	
71	2023-07-03	I love Menlo. I have lived in SF my whole life until this year. I love the lack of trash and homeless people. Sometimes I forget why I like it here, then I remember. Thank you for being a safe and welcome home.	[Received and filed]
72	2023-07-03	Need to have designated Quiet Zones for patrons who need to work without distractions. I am leaving to find another library as I had to move twice to different Library areas-a woman was cursing audibly in a phone conversation near reference desk, so I moved to corner of senior area- then a patron sat next to me to speak with and English. Learner- they could have chosen a different spot-or just label which areas are QUIET ZONES so we know where they are. Thank you.	[No contact info. Staff is considering options for implementing this.]
73	2023-07-10	Tony in children's was very helpful and professional	[No contact info. Passed feedback on to employee.] - RW
74	2023-07-10	Please consider buying Investigators: Ants in our Pants	[No contact info.] passed on to purchasing team - RW
75	2023-07-10	We need the tech volunteers program back!! Also, some tech group/lessons would be very helpful	Responded by phone: Tech literacy classes are a great suggestion. We periodically hold tech "open house" events at the Library where community members can bring in their devices and receive individual assistance on hardware and software issues. For customers looking for something like the one-on-one tech tutoring program (which the Library ran from the mid 2000s - 2010) we refer them to the Boys and Girls Club of the Peninsula (for youth tutoring) or Little House (for seniors)
76	2023-07-10	My compliments to Erin at the Ref. desk. Very pleasant while professional, extremely intelligent, helpful, patient, creative, understanding, kind, talented, cool, comprehensive.	Hi, I'm delighted to hear that our staff are providing excellent service. Thank you so much for taking the time to provide feedback about them. Sincerely, Rose
77	2023-07-11	Is really delicious, Airel is very nice person to be close to. Good Host. God bless you guys.	[Given to supervisor.]
78	2023-07-11	How blessed we are to have the senior program! Not only is the food excellent and affordable, but the staff is wonderful! Airel, the cooks, the servers, everybody is so happy to do their best for us. Thank you. Thank you so much!	Given to supervisor.

79	2023-07-11	As a parent and resident, I am really disappointed not to see a display of books celebrating and educating about July 4th, a national holiday. What a missed opportunity. Why doesn't the holiday get more respect?	Thank you for your feedback regarding our lack of a Fourth of July display. I am happy to report that the lack of such a display was due to an oversight, rather than a lack of spirit. We do usually put up a display for the 4th, but, due to human error, this year the 4th passed and the display had not yet gone up. We recognized this mistake, and put up an American History display – so our community members can celebrate our country all month long! Thank you again for your feedback, and for your understanding. Sincerely, Rose
80	2023-07-11	Comment: For library purchase: "White Nights" Blu-ray edition Sony Pictures Media Format NTSC, Widescreen Actors Mikhail Baryshnikov, Gregory Hines, Geraldine Page, Helen Mirren, Isabella Rossellini Studio Sony Release date March 26, 2019 ASIN B07NBF3YWY If my suggestion is approved, please put this item on hold for me.	Hi, thank you for suggesting an addition to the Menlo Park Library collection. I have passed on your purchase suggestion of the blu-ray of "White Nights" to our selectors. Because you are a resident of Palo Alto, you should be able to get this item through LINK+, an interlibrary loan system that both Palo Alto and Menlo Park use. However, you will need to use a Palo Alto Library card, and pick up the item at one of the City of Palo Alto libraries. They should be able to assist with that. Sincerely, Rose
81	2023-07-11	The front desk and coordinator were so much help, thank you	[No contact info.]
82	2023-07-16	I have found that the family restrooms are in need of better ventilation. I also think that one of the family restrooms could be converted into an all gender restroom. This is not mutually exclusive with being a family restroom.	I spoke with suggestor and shared that we appreciated the comment and that I spoke with CIP to see if this may be something we that is feasible to include in the lobby project.
83	2023-07-26	Instead of of writing me when it is too late to pick up the book I put on hold, send me an email the day before, so we have a chance to pick up. Thanks.	[No contact info.] Hold notices are sent by text and email when a hold arrives. Customers have ten days from the notice date to pick up a hold item. - NS
84	2023-07-26	There is a gentleman every Wednesday am w/open wounds on his legs, with sheet paper on them. CalBears hat 5 Wednesdays in a row at 9am. I think he needs a welfare check. He sits by door across from receptionist	I left a VM for suggestor letting her know that if she would like to have a welfare check done for this individual, the PD non-emergency number is what she we use. I offered a follow-up conversation if she was interested.
85	2023-07-27	Lately, it taken a very long time to get a reserved book. My suggestion is to charge late fees again. They worked very well.	[No contact info.] I will reach out to this customer. If wait times for particular titles are long we can buy more copies (or customers can look for Quick Pick items which are not hold-

			able). We do run "high demand hold" lists monthly and buy additional titles based on the length of the hold list. NJS
86	2023-07-27	Please enforce a no cell phone policy. We have come to the children's section and witnessed people on phone and Facetime.	[No contact info.] We don't enforce a policy around device use, but there is a provision in the Library Use Guidelines as follows: "Disturbing others by talking loudly or with other noisy activity—including any loud sound originating from any electronic device. Please do use headphones when listening to audio on any electronic devices." -- RW
87	2023-07-27	You guys should put a soda machine :)	[No contact info.]
88	2023-07-27	The locker room floor for the girl's bathroom is really dirty. I hope you make it cleaner.	[No contact info.]
89	2023-07-28	Please a suggestion: we are thankful for the everything that you guys do for us seniors. Brocoly and cauliflowers are very hard for the intestines. But mix veggie and green beans are good for us. Thank you , may the Lord bless you.	[No contact info.]
90	2023-07-31	Hi. My husband and I went to Fremont Park last Wednesday for the concert. Sadly, the speakers were WAY too loud for us to stay. I recommend you turn the volume down, as there are kids and babies there who can't just leave when it is too loud like we can. We had a picnic packed and chairs and a great spot on the lawn, but left after 10 min. The music doesn't need be that loud to be heard.	Hi, thank you for your feedback regarding the volume at the concert on July 26th. I am present at each concert and will be sure to monitor the volume levels going forward. Should the volume be so loud, I can speak with the sound technician to adjust the speaker volume. We appreciate you coming out each week to support the concert series and hope you will join us again on Wednesday.
91	2023-08-07	Hi! Who do I contact with regards to unregistering from a children's gymnastics class for this coming fall?  Thank you!	Hello, I hope this email finds you well. We received this email from the Library and Community Services feedback submittal: Hi! Who do I contact with regard to unregistering from a children's gymnastics class for this coming fall? Harrison or I can assist you with withdrawing your child from gymnastics for the fall. Can you please provide me your child's name and the class that you registered your child for? We can process it once we have this information. Please let us know if there is anything further that we can assist you with. Best, Tricia
92	2023-08-07	The online catalog, for the classes is difficult to view, because of the size of the font, and the faintness of the text and links. I am not particularly visually impaired, but find it difficult to read. I tried pressing the accessibility button to change the contrast and the	Aug 7, Good morning, I'm Ashley, a Management Analyst with Library and Community Services. We received your suggestion to change the font size in Xplor to make it easier to view. Thank

		<p>other options offered there, but that does not really help because the text is so faint. The rest of the website is easy to read. For reference, I am 66 years old. Please make it easier for everyone to read the classes catalog. Thank you.</p>	<p>you for bringing this problem to our attention. I'm interested in fixing this for you and am considering some short-term and long-term options. First, I'd like to troubleshoot the issue with you so that we can get you the ability to view the Xplor page right away. Once you are set, I'll contact Xplor and talk to them about our options for making permanent changes to the font on their software.</p> <p>Before we get started, would you be so good as to confirm if the page shown below is the page you were having trouble with?</p> <p>I understood that the accessibility options (in a blue box on the bottom right) did not have a significant effect on making the Xplor widget readable.</p> <p>One way we can work around that in the meantime is to use your web browser's accessibility functions instead. The easiest way I can think of is to increase the zoom. I found that an increase from 100% up to 150% kept the screen from becoming too large while still making the font much easier to read. Would you like for me to help walk you through that process? If you would, please let me know what browser you use, and I will provide step-by-step instructions.</p> <p>I plan to contact Xplor shortly to ask how we can make black font the default and to ask them if the links can be somewhat bolder as opposed to thinner than the titles. If Xplor can work with us to make those changes, it may take some time. [Update - Xplor contacted their developers to change our font from blue to black. In progress as of 8/14/2023.]</p>
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## STAFF REPORT

### Library Commission

Meeting Date:

8/21/2023

Staff Report Number:

LC-2023-018

Informational Item:

Library and Community Services department  
strategic plan update

### Recommendation

City staff recommends that the Library Commission review the Library and Community Services department's current strategic plan (Attachment A) in preparation for a study session on a strategic plan update.

### Policy Issues

As a duly appointed advisory body to the City Council, the Library Commission is charged with advising the City Council on matters related to the City's libraries.

### Background

In June 2020, the Library and Community Services department undertook a process to update the department's strategic plan to align with rapidly changing operational goals, needs, and resources caused by both the COVID-19 pandemic and the merger of the previously distinct Library and Community Services departments. The resulting Library and Community Services Strategic Plan Update: 2020 and Beyond (Strategic Plan) included critical input from the department's advisory bodies, and was recommended for approval to the City Council by both the Library Commission and the Parks and Recreation Commission in January 2021.

On August 16, 2021 the Library Commission received a report out on progress made towards the plan's goals (Attachment B).

### Analysis

The Strategic Plan is intended to be a living document that can and should be periodically updated to remain aligned with new operational circumstances, emerging opportunities, and evolving community needs over time. Staff present the current Strategic Plan as an informational item in anticipation of bringing the Strategic Plan back as a study session at a future meeting.

### Impact on City Resources

As an advisory body to the City Council, the Library Commission does not authorize resource allocations. City budget authorizations are the sole purview of the City Council. There is no substantive impact to the City's general fund related to the topics in this report.

### **Environmental Review**

This report is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

### **Public Notice**

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### **Attachments**

- A. Library and Community Services Strategic Plan Update – 2020 and Beyond.
- B. Hyperlink – Library Commission meeting agenda (item E-3), August 16, 2021.  
<https://menlopark.gov/files/sharedassets/public/agendas-and-minutes/library-commission/2021-meetings/agendas/20210816-library-agenda.pdf>

Report prepared by:

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director



## **Library and Community Services Department**

### **Strategic Plan Update: 2020 and Beyond**

Updated January 30, 2021

## **PURPOSE**

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In response to the COVID-19 pandemic's major impacts to Library and Community Services department operations -- including extensive facility closures and program suspensions, a rapid pivot to a "new normal" of safety and health precautions, substantial operating budget reductions and layoffs, and the combination of Library and Community Services operations into a single department -- staff in June 2020 initiated a process to expediently update the department's strategic plan to align with rapidly changing operational goals, needs, and resources. The resulting Library and Community Services Strategic Plan Update: 2020 and Beyond provides a detailed yet flexible roadmap and performance metrics for department facilities, services, programs, resources, and personnel going forward. As is appropriate and necessary in the dynamic and fluid environments in which local governments typically operate, the Strategic Plan Update is intended to be a living document that can and should be periodically updated to remain aligned with new operational circumstances, emerging opportunities, and evolving community needs over time.

## **GUIDING PRINCIPLES**

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The Strategic Plan Update process embraced these guiding principles:

1. Align goals and outcomes with City Council priorities and direction
2. Prioritize goals and tasks in context of available resources and community needs
3. Ensure equitable access to public resources for all community members
4. Deliver excellent customer service to the Menlo Park community
5. Develop a service adaptation (reactivation) plan for department services, facilities, operations, budget, and personnel in preparation for post-Covid operations
6. Facilitate the success of complex, multi-year projects in addition to daily tasks
7. Ensure transparency and accountability to the Menlo Park community
8. Maintain nimbleness and flexibility to respond to continuously evolving needs, demands and circumstances.

## **STRATEGIC DIRECTIONS**

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The eight major categories of the Strategic Plan Update are:

1. Deliver excellent customer service
2. Advance the Menlo Park Community Campus project
3. Provide services and programs that respond to community needs
4. Maintain efficient operations, systems, and facilities
5. Create meaningful staff development, engagement, and team communication opportunities
6. Engage in robust, transparent, two-way communication and outreach with the community
7. Prioritize diversity, equity, and inclusion in department services and programs
8. Design and implement safe, effective, sustainable Service Adaptation Plans for post-COVID operations.



## OPERATIONAL GOALS (S.M.A.R.T. GOALS)

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What follows is a topline summary of the operational goals contained in the Strategic Plan Update. Goals are Specific, Measurable, Achievable, Results-oriented, and Time-bound. A more detailed matrix of the specific tasks, performance metrics, and timelines associated with each operational goal is provided in the Strategic Plan Task Matrix on page 6.

1. Strategic Direction #1: Deliver excellent customer service
  - 1.1. Implement a customer satisfaction data collection system with tools to assess community sentiment and satisfaction with department services
  - 1.2. Create a customer service training program for LCS team members. Cross-train and test all team members on customer service expectations and techniques
  - 1.3. Review and update Library and Community Services department policies and procedures with stakeholder input
  - 1.4. Create self-service and automation systems to enhance convenience and access for residents, increase operational efficiencies, and achieve operational cost savings
2. Strategic Direction #2: Advance the Menlo Park Community Campus project
  - 2.1. Working with the City Council, the community, Facebook, and other stakeholders, complete remaining design phases of the Menlo Park Community Campus facility project
  - 2.2. Develop a plan to provide interim services during MPCC project construction
  - 2.3. Develop an operational plan for the new facility that meets resident needs and provides equitable access for all
  - 2.4. Assist and facilitate robust community engagement at all phases in the project development, in coordination with design team and city public engagement manager.
3. Strategic Direction #3: Provide services and programs that respond to community needs
  - 3.1. Complete the LCS Strategic Plan Update: 2020 and Beyond
  - 3.2. Use library and community services statistics, community survey response data, strategic and master plan documents, and analyses of best practices to inform decisions about new and current LCS services and programs
  - 3.3. Target department services, programs, and resources efficiently and where they are most effective.
4. Strategic Direction #4: Maintain efficient operations, systems, and facilities
  - 4.1. Operate an efficient municipal department that meets assigned service delivery outcomes within approved operating budget
  - 4.2. Secure external resources from grants, volunteers, and partnerships that are valued greater than the costs to acquire and maintain the external resources
  - 4.3. Coordinate with City IT and Public Works departments to address ongoing technology needs, resolve technical challenges, and leverage emerging opportunities to address evolving facility and technology needs
  - 4.4. Practice environmental sustainability and energy efficiency in department operations

5. Strategic Direction #5: Create meaningful staff development, engagement, and team communication opportunities
  - 5.1. Complete individual work plans annually for all department team members. Work plans will include goals, tasks, and Performance goals as well as individual training and professional development goals
  - 5.2. Develop a department wide staff training plan to maximize depth and breadth of organizational knowledge, provide cross-training and development opportunities for career growth
  - 5.3. Conduct regular employee recognition and team-building activities and facilitate robust, transparent internal communication at all organizational levels.
6. Strategic Direction #6: Engage in robust, transparent, two-way communication and outreach with the community
  - 6.1. Coordinate with city public engagement manager to review and update LCS department webpages, email lists, social media presence, printed materials, and onsite messaging as needed to improve the effectiveness and transparency of communications
  - 6.2. Target communications and outreach resources efficiently and where they are most effective, in coordination with city public engagement manager
  - 6.3. Explore new communications channels for reaching the community; reinforce and educate the community about existing channels
7. Strategic Direction #7: Prioritize diversity, equity, and inclusion in department services and programs
  - 7.1. Identify and reduce barriers to participation for all residents
  - 7.2. Provide diverse, equitable, and inclusive services, programs, and facilities for all residents
  - 7.3. Train staff on the principles and practice of equity, diversity, inclusivity, and adaptive learning; conduct a full review of potential bias in department operations
8. Strategic Direction #8: Design and implement safe, effective, sustainable Service Adaptation Plans for post-COVID operations
  - 8.1. Develop a comprehensive service adaptation (reactivation) plan for rebuilding department services, facilities, operations, budget, and personnel, in preparation for post-Covid operations

## BACKGROUND AND PROCESS

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- The [2015 Operational and Administrative Review](#)<sup>1</sup> of the Library Department recommended that Library staff coordinate with Library Commissioners and other stakeholders to develop a Library Strategic Plan.
- The Menlo Park Library Strategic Plan 2016-2020 was completed and presented to the City Council on [October 11, 2016](#).<sup>2</sup>
- A progress report was provided to the Library Commission in [August 21, 2017](#).<sup>3</sup>
- A Strategic Plan Scorecard providing a detailed evaluation of department progress toward the Strategic Plan goals, was presented to the Library Commission on [December 17, 2018](#).<sup>4</sup>
- The Library Commission reviewed the draft Strategic Plan Update 2019-20 on [February 25, 2018](#)<sup>5</sup>; and the final plan 2019-20 on [May 20, 2019](#).<sup>6</sup>
- The formerly separate Library and Community Services departments were combined into a single operational department in June 2020.
- LCS department staff initiated the “Strategic Plan Update: 2020 and Beyond” process with a review of the new department’s existing strategic plans, procedures, and other relevant documents in June 2020.
- The Library Commission was advised of the Strategic Plan Update process in a public meeting on [July 20, 2020](#)<sup>7</sup>; reviewed and provided input to a draft Strategic Plan Update in a public meeting on [October 19, 2020](#)<sup>8</sup>; provided additional feedback in a public meeting on [November 16, 2020](#)<sup>9</sup>; and the final draft Strategic Plan Update in a public meeting on January 25, 2021.
- The Parks and Recreation Commission was advised of the Strategic Plan Update process in a public meeting on [July 22, 2020](#)<sup>10</sup>; reviewed a draft Strategic Plan Update in a public meeting on [November 19, 2020](#)<sup>11</sup>; and the final draft Strategic Plan Update in a public meeting on January 27, 2021.
- The City Council received the final Strategic Plan Update in a public meeting on [January 30, 2021](#).<sup>12</sup>

Input from all of the above, including the insights from public comments and suggestions, related projects like the Menlo Park Community Campus and Parks and Recreation Facilities Master Plan, and City Council Goals and Priorities, was integrated into this updated strategic plan. As a living document, this strategic plan is subject to continuous evaluation and revision as needed to respond to changing needs and resources over time, and is intended to facilitate, not hinder, forward movement and progress in a nimble, flexible, and transparent way.

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<sup>1</sup> Link: [menlopark.org/DocumentCenter/View/15271/Attachment-D---Recommendations-from-the-Operationaland-Administrative-Review-of-the-Library-Departme?bidId](https://menlopark.org/DocumentCenter/View/15271/Attachment-D---Recommendations-from-the-Operationaland-Administrative-Review-of-the-Library-Departme?bidId)

<sup>2</sup> Link: [menlopark.org/DocumentCenter/View/15808/Library-Strategic-Plan-2016-2020?bidId](https://menlopark.org/DocumentCenter/View/15808/Library-Strategic-Plan-2016-2020?bidId)

<sup>3</sup> Link: [menlopark.org/AgendaCenter/ViewFile/Agenda/\\_08212017-2962](https://menlopark.org/AgendaCenter/ViewFile/Agenda/_08212017-2962)

<sup>4</sup> Link: [menlopark.org/DocumentCenter/View/20298/Staff-Report\\_LC\\_2018\\_12\\_17\\_Strategic\\_plan\\_update](https://menlopark.org/DocumentCenter/View/20298/Staff-Report_LC_2018_12_17_Strategic_plan_update)

<sup>5</sup> Link: [menlopark.org/DocumentCenter/View/20713/Staff-Report\\_LC\\_2019\\_02\\_25\\_Strategic\\_plan\\_update\\_2019-2020](https://menlopark.org/DocumentCenter/View/20713/Staff-Report_LC_2019_02_25_Strategic_plan_update_2019-2020)

<sup>6</sup> Link: [menlopark.org/DocumentCenter/View/21592/Staff-Report\\_LC\\_2019-05-20\\_Strategic\\_plan\\_update\\_2019-2020](https://menlopark.org/DocumentCenter/View/21592/Staff-Report_LC_2019-05-20_Strategic_plan_update_2019-2020)

<sup>7</sup> Link: [menlopark.org/DocumentCenter/View/25723/Staff-Report\\_LC\\_2020-07-20\\_LCS-updates](https://menlopark.org/DocumentCenter/View/25723/Staff-Report_LC_2020-07-20_LCS-updates)

<sup>8</sup> Link: [menlopark.org/DocumentCenter/View/26447/Staff-report\\_LC\\_20\\_015\\_LCS-Strategic-Plan](https://menlopark.org/DocumentCenter/View/26447/Staff-report_LC_20_015_LCS-Strategic-Plan)

<sup>9</sup> Link: [menlopark.org/DocumentCenter/View/26708/Staff-report\\_LC\\_20\\_018\\_LCS-Strategic-Plan](https://menlopark.org/DocumentCenter/View/26708/Staff-report_LC_20_018_LCS-Strategic-Plan)

<sup>10</sup> Link: [menlopark.org/DocumentCenter/View/25742/Staff-Report\\_PRC\\_20-003-PRCupdates](https://menlopark.org/DocumentCenter/View/25742/Staff-Report_PRC_20-003-PRCupdates)

<sup>11</sup> Link: [menlopark.org/DocumentCenter/View/26754/Staff-Report\\_20201116\\_LCS-updates](https://menlopark.org/DocumentCenter/View/26754/Staff-Report_20201116_LCS-updates)

<sup>12</sup> Link: [menlopark.org/DocumentCenter/View/27266/C1-20210130-CC-Goal-setting](https://menlopark.org/DocumentCenter/View/27266/C1-20210130-CC-Goal-setting)

## STRATEGIC PLAN TASK MATRIX

- Strategic Directions: The eight major categories of the plan
- S.M.A.R.T. Goals: Specific, Measurable, Achievable, Results-oriented, Time-bound
- Tasks: Clearly defined but flexible to respond to the changing environment
- Start/end dates: Specific timeframes establish when tasks will be completed. Dates are considered realistic and achievable but are subject to change as new circumstances and resource constraints may arise over time.
- Performance goals: Metrics to assess if and how well a goal has been achieved

### **Strategic Direction #1:** **Deliver excellent customer service**

#### **S.M.A.R.T. Goal #1.1. Implement a customer satisfaction data collection system with tools to assess community sentiment and satisfaction with department services.**

Task	Description	Start*	End*	Performance goal
1.1.a	Deploy survey tools to collect data about community satisfaction with Library and Community Services operations, services, and programs	Jan 2021	Aug 2021	Survey tools deployed by Aug 2021
1.1.b	Analyze customer satisfaction data and identify potential service enhancements.	Aug 2021	ongoing	90% or higher rating on customer satisfaction surveys achieved
1.1.c	Provide a public suggestion box at every service point, including online. Respond to every suggestion received within a week and publish responses monthly.	Jan 2021	ongoing	100% responses sent within five business days; published monthly online and in reports to advisory bodies

#### **S.M.A.R.T. Goal #1.2. Create a customer service training program for LCS team members. Cross-train and test all team members on customer service expectations and techniques.**

Task	Description	Start	End	Performance goal
1.2.a	Implement customer service procedures and cross-training modules for LCS staff.	Jan 2021	Sept 2021	100% customer service procedures and training modules implemented
1.2.b	Department team members achieve proficiency with the customer service techniques and training contained in the customer service procedures modules.	Jan 2021	Jul 2021	Team members collectively achieve average 90% or higher score on customer service module proficiency tests.

\* Dates are estimated to be realistic and achievable at the time of this update, but are subject to revision as new circumstances, resource constraints, or updated priorities arise over time.

1.2.c.	Convene annual LCS staff in-service training conferences focused on customer service	Apr 2021	Oct 2021	Training conferences successfully convened by Oct 2021 and annually thereafter
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**S.M.A.R.T. Goal #1.3. Review and update Library and Community Services department policies and procedures with stakeholder input.**

Task	Description	Start	End	Performance goal
1.3.a.	Update operational procedure manuals for all LCS functional areas; convert all to secure electronic formats	Jan 2021	Jan 2022	Procedure manuals updated and converted to secure electronic formats by Jan 2022
1.3.b.	Update and compile a comprehensive emergency and safety procedures manual; present to advisory bodies for review	Jan 2021	Jul 2021	Emergency manual updated; review by advisory bodies completed
1.3.c.	Update and compile customer service policies from across department; align and combine policies where appropriate	Jan 2021	Jan 2022	Policies updated and presented to advisory bodies for review and recommendation

**S.M.A.R.T. Goal #1.4. Create self-service and automation systems to enhance convenience and access for residents, increase operational efficiencies, and achieve operational cost savings**

Task	Description	Start	End	Performance goal
1.4.a	Evaluate current self-service and automation options to improve customer service and gain operational efficiencies across department. Review industry best practices. develop budget and resource allocation proposals and identify potential upgrade options	Jan 2021	Jun 2021	Assessment completed; recommended options identified in the context of the FY 2021-22 operating budget
1.4.b	Implement self-service and automation solutions in coordination with city IT and Public Works departments	Jul 2021	Jun 2022	Implementation completed 100% on time and within budget
1.4.c	In cooperation with the project design team and city IT, develop a self-service and automation strategy and recommendations for the new Menlo Park Community Campus building that provides fast, convenient, easy to use options for customer self service	Feb 2021	Jun 2022	Strategy and recommendations developed and integrated in MPCC equipment/software acquisition strategy
1.4.d	Coordinate with City IT and Public Works departments to address ongoing technology needs, resolve technical challenges, and leverage emerging opportunities to address evolving facility and technology needs.	Jun 2020	ongoing	See Goal 4.3

## **Strategic Direction #2:** **Advance the Menlo Park Community Campus Project**

### **S.M.A.R.T. Goal #2.1. Working with the City Council, the community, Facebook, and other stakeholders, complete remaining design phases of the Menlo Park Community Campus facility project**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
2.1.a.	Assist and advise project design process; provide input and recommendations from operational perspective	Aug 2020	Dec 2020	Project design completed and approved by Planning Commission and City Council
2.1.b.	Assist and advise interior design process; focus on furnishings that are welcoming, easy to maintain, and appropriate for seniors, teens and families.	Feb 2021	Dec 2021	Interior design completed and approved 100% % in alignment with overall project timeline and milestones
2.1.c.	Develop a program for the inclusion of thoughtful, inclusive public art elements in the new building that are community specific, integral to local history, and solicit community participation	Jan 2022	Jun 2022	Public art program completed and approved 100% in alignment with overall project timeline and milestones
2.1.d.	In coordination with the Menlo Park Library Foundation, develop a system for recognizing donor contributions to the new MPCC	Mar 2021	Jul 2021	Donor recognition plan completed and approved 100% in alignment with overall project timeline and milestones

### **S.M.A.R.T. Goal #2.2. Develop a plan to provide interim services during MPCC project construction**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
2.2.a.	Plan for and install modular facilities at Kelly Park for after school youth program. Ensure students have safe access to reach modular buildings	Sep 2020	Jun 2021	Modular facilities installed and ready for occupancy 100% on time and within budget
2.2.b.	Provide hot meals, senior enrichment classes, and a senior lounge area on the Burgess Campus during the transitional period	Sep 2020	Jun 2021	Senior services at Burgess in place and implemented 100% on time and within budget
2.2.c.	Work with PW-Transportation to provide convenient, reliable transportation for neighborhood residents from Belle Haven to Burgess campus	Sep 2020	Jun 2021	Transportation service plan in place and implemented 100% on time and within budget
2.2.d.	Explore options for providing some recreation classes in Belle Haven neighborhood and at the Burgess campus	Sep 2020	Jun 2021	Recreation service in place and implemented 100% on time and within budget

2.2.e.	Provide branch library services during the construction of the MPCC; work with the Ravenswood School District to ensure a smooth transition of the Belle Haven Branch Library facility back to a school facility once construction is completed	Mar 2021	Jul 2023	Library services restored at Belle Haven Branch library during construction; transition plan to new MPCC facility in place and implemented 100% on time and within budget
2.2.f.	Evaluate current food pantry distribution programs; explore options and leverage partnerships to efficiently support food security for vulnerable community members during MPCC construction.	Jan 2021	Jun 2021	Food pantry distribution activities sustained during 100% of the MPCC transitional period

**S.M.A.R.T. Goal #2.3. Develop an operational plan for the new facility that meets resident needs and provides equitable access for all.**

Task	Description	Start	End	Performance goal
2.3.a.	Create a staffing and operational plan for the new facility that meets projected service demands, provides operational flexibility, and leverages self-service and automation systems to gain operational efficiencies where feasible and appropriate	Jan 2022	Jun 2022	Proposed staffing and operational plan completed and presented to City Council in the context of the FY 2022-23 operating budget
2.3.b.	Develop proposed hours of operation to meet resident needs and expectations for the new facility, in the context of resource constraints and	Jan 2022	Jun 2022	Proposed operating hours completed and presented to City Council in the context of the FY 2022-23 operating budget
2.3.c.	In coordination with the project design team and city Environmental Services, establish operational procedures to conserve energy and reduce waste	Jul 2022	Mar 2023	Energy conservation and waste reduction procedures established and in place by facility opening day

**S.M.A.R.T. Goal #2.4. Assist and facilitate robust community engagement at all phases in the project development, in coordination with design team and city public engagement manager.**

Task	Description	Start	End	Performance goal
2.4.a.	Utilize the Institute for Local Government "TIERS" public engagement model for all major project communication efforts, in coordination with project team and city public engagement manager.	Jan 2020	Jul 2023	TIERS model engaged for 100% of major project communication efforts
2.4.b.	Translate major project documents into Spanish and other languages and provide translation services at public meetings where feasible and appropriate	Aug 2020	Mar 2023	Translations provided for 100% of major project documents and at public meetings
2.4.c.	Engage and advise relevant advisory bodies (Library Commission, Parks & Recreation Commission, Youth Advisory Committee) with regular project progress updates throughout each phase of project development	Jun 2021	Mar 2023 and ongoing	Advisory bodies receive project status updates at 100% of duly noticed advisory body public meetings through all phases of the project development

## **Strategic Direction #3:** **Provide services and programs that respond to community needs**

### **S.M.A.R.T. Goal #3.1. Complete the LCS Strategic Plan Update: 2020 and Beyond**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
3.1.a.	Engage the input and suggestions of LCS team members in development of the Strategic Plan Update	Aug 2020	Dec 2020	Every LCS team member engaged in planning process
3.1.b.	Engage the input and suggestions of the Parks and Recreation Commission, the Library Commission and general public in development of the Strategic Plan	Nov 2020	Jan 2021	LCS Strategic Plan recommended by both the Parks & Rec Commission and the Library Commission
3.1.c.	Conduct an annual review of performance and progress toward Strategic Plan goals	Oct 2021	Jan 2022	Complete next annual review by Jan 2022
3.1.d.	Integrate strategic plan goals into individual employee work plans	Feb 2021	Aug 2021	All individual work plans tie directly to strategic plan goals

### **S.M.A.R.T. Goal #3.2. Use library and community services statistics, community survey response data, , strategic and master plan documents, and analyses of best practices to inform decisions about new and current LCS services and programs.**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
3.2.a.	Develop tools to collect quantitative and qualitative feedback from service users and program attendees, in alignment with Strategic Direction #1.	Jan 2021	Aug 2021	See Goal 1.1.a
3.2.b.	Use community feedback to modify programs and services in response to identified community needs	Oct 2021	ongoing	90% or higher rating on customer satisfaction surveys achieved
3.2.c.	Publish relevant statistics and data to the public through advisory bodies, budget stories page, and for publication online and in print.	Jan 2021	ongoing	Budget stories page updated annually; advisory bodies monthly
3.2.d.	Advance the recommendations of the Parks and Recreation Facilities Master Plan (PRFMP)	Jul 2020	ongoing	See PRFMP

### **S.M.A.R.T. Goal #3.3. Target department services, programs, and resources efficiently and where they are most effective.**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
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3.3.a	Develop a “Rebuilding LCS” service adaptation plan for post-Covid-19 services, operations, facilities, and personnel	Jun 2020	Jun 2021	See Strategic Direction #8
3.3.b.	Develop and implement a plan to enhance technology services and access to seniors	Aug 2020	Dec 2021	Achieve 100% of senior center users have access to high-speed internet and connected device
3.3.c.	Under Council direction, convene and support a Youth Advisory Committee (YAC) to provide input on youth related programs and services	Nov 2020	Jun 2021 and ongoing	Work with the new YAC to create a committee work plan for 2021-22 year by June 2021
3.3.d.	Implement a Books By Mail program to direct ship library materials to seniors and the homebound using existing resources	Sep 2020	Apr 2021	Program implemented and operational on time and within existing available resources
3.3.e.	Create a pilot program for pickleball play on City tennis courts; re-evaluate pilot program after 6 months	Nov 2020	May 2021	>80% of pickleball users rate pilot program as satisfactory or better in user surveys
3.3.f.	Create a demonstration garden at the main library to use by MCC children and seniors during MPCC interim services, as well as the general public	Jan 2021	Summer 2021	Garden and supporting programming in place by beginning of transitional service period
3.3.g.	In coordination with Strategic Direction #7, identify opportunities to eliminate or reduce barriers to recreation program participation and facility use	Feb 2021	Jun 2021	See Strategic Direction #7
3.3.k.	Provide virtual and or virtual/onsite hybrid participation for programs, events, and classes whenever feasible and appropriate	Apr 2020	ongoing	>50% of classes, events and programs provide a virtual or hybrid option; >90% of virtual program attendees rate experience as good or better in user surveys

## **Strategic Direction #4:** **Maintain efficient operations, systems, and facilities**

### **S.M.A.R.T. Goal #4.1. Operate an efficient municipal department that meets assigned service delivery outcomes within approved operating budget.**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
4.1.a.	Deliver 100% of the department's service delivery outcomes within established operational budget constraints	Jun 2020	Jul 2021	100% of service outcomes delivered on time and within budget
4.1.b.	Analyze departmental staffing needs and organizational structure and develop staffing proposals to address projected service demand changes, in alignment with Strategic Direction #8	Jan 2021	Jun 2021	Proposed staffing and operational plan completed and presented to City Council in the context of the FY 2021-22 operating budget
4.1.c.	Complete a fee study that analyzes the current fee structure and costs for classes and rentals with the goal of creating a consistent fee structure for classes and rental costs across all LCS facilities	Oct 2020	Apr 2021	Propose any fee changes for Council adoption for 2021/22 FY.
4.1.d.	Cross train staff across functional areas to increase staff skills and flexibility	Jan 2021	Jul 2021	>50% of department staff cross-trained in two or more operational areas of the department

### **S.M.A.R.T. Goal #4.2. Secure external resources from grants, volunteers, and partnerships that are valued greater than the costs to acquire and maintain the external resources.**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
4.2.a.	Secure external grant funding to support and enhance LCS services.	Jun 2020	ongoing	Total annual grant funding secured is equivalent to or greater than 5% of department annual general fund operating budget.
4.2.b.	Engage volunteerism in support of library and community services public services.	Jun 2020	ongoing	Total annual volunteer hours served is equivalent to or greater than 3% of total annual staff hours worked.
4.2.c.	Continue to work with local higher education programs to provide internship opportunities	Jun 2020	ongoing	Total annual intern hours served is equivalent to or greater than 0.5% of total annual staff hours worked.
4.2.d.	Explore opportunities to facilitate the creation of a nonprofit group to support parks and recreation facilities and services	Feb 2021	Jan 2022	See Goal 7.1.b

**S.M.A.R.T. Goal #4.3. Coordinate with City IT and Public Works departments to address ongoing technology needs, resolve technical challenges, and leverage emerging opportunities to address evolving facility and technology needs.**

Task	Description	Start	End	Performance goal
4.3.a.	Advance the recommendations of the Parks and Recreation Facilities Master Plan (PRFMP)	Jul 2020	ongoing	See PRFMP
4.3.c.	Working with City IT and the IT Master Plan, identify strategies and opportunities to ensure that all Menlo Park residents have reliable access to high-speed internet and an internet-connected device	Jul 2020	Jul 2023	100% of Menlo Park residents have reliable access to high-speed internet and an internet-connect device
4.3.d.	Identify opportunities for self-service and automation technology systems to improve efficiency and free up staff resources to focus on services and programs	June 2020	Ongoing	See Goal 1.4
4.3.e.	Implement a department-wide, web-accessible staff shift scheduling system that intuitive for staff and improves operational efficiency and flexibility	Oct 2020	Dec 2020	System implemented and 100% of staff shift scheduling effectively migrated to new system
4.3.f.	Seek and secure competitive bids for a new Integrated Library System platform; engage new vendor; migrate library data to new system and launch new ILS by July 1, 2021	Oct 2020	Jul 2021	Project completed 100% on time and within budget
4.3.g.	Working with City Finance department, investigate customer payment systems that improve ease of payments, financial reconciliation, and integration with existing systems, possibly as part of new library ILS (See above)	Jan 2021	Jul 2021	Project completed 100% on time and within budget
4.3.i.	Investigate improvements to customer registration system (currently EGov) for LCS programs and events, including options to migrate to a new system	Jul 2021	Dec 2021	Project completed 100% on time and within budget
4.3.j.	Improve departmental capabilities for videoconferencing. Focus on internal uses to improve intra-team communication, and on external uses for virtual program creation and distribution	Jan 2021	Jun 2021	Project completed 100% on time and within budget

**S.M.A.R.T. Goal# 4.4. Practice environmental sustainability and energy efficiency in department operations**

Task	Description	Start	End	Performance goal
4.5.a.	Working with city Environmental Sustainability department and following the strategy recommendations of the Community Zero Waste Plan, reduce waste generation by staff by 5%	Jan 2021	Dec 2021	Reduce departmental waste generation by 5%

4.5.b.	Readjust energy consumption at LCS facilities to achieve operational Net Zero Energy in alignment with Climate Action Plan goals for city facilities by 2030	Jan 2021	Dec 2030	Achieve 100% of Climate Action Plan energy consumption goals by 2030
4.5.c.	In coordination with Public Works, replace water fountains at LCS facilities with bottle filling stations	Oct 2020	Jul 2021	Bottle filling stations installed on time and within established project budget

## **Strategic Direction #5:** **Create meaningful staff development, engagement, and team communication opportunities**

**S.M.A.R.T. Goal #5.1. Complete individual work plans annually for all department team members. Work plans will include goals, tasks, and Performance goals as well as individual training and professional development goals.**

Task	Description	Start	End	Performance goal
5.1.a.	Complete individual work plans for all department team members.	Aug 2020	Jan 2021	100% of department team members complete individual employee work plans by 9/30/19.
5.1.b.	Identify individual employee training needs and coordinate training sessions to fill the needs. Make sure training outcome is shared and applied	Jan 2021	ongoing	As part of work plan development, identify training needs and schedule trainings for all employees by May 2021
5.1.c.	Identify individual employee professional development goals and develop action plans to help each employee achieve their professional goals. Encourage certifications and educational requirements when required for position.	Jan 2021	ongoing	As part of work plan development, create professional development action plans for each employee by 2021
5.1.d.	Provide regular one-on-one check- in meetings between employees and supervisors to review performance goals and progress	Jan 2021	ongoing	100% of employees and supervisors engage in monthly one-on-one meetings
5.1.e.	Complete annual employee evaluations for every employee	Jan 2021	ongoing	100% of departmental employees receive an annual evaluation

**S.M.A.R.T. Goal #5.2. Develop a department wide staff training plan to maximize depth and breadth of organizational knowledge, provide cross-training and development opportunities for career growth.**

Task	Description	Start	End	Performance goal
5.2.a.	Create a training team and task them with developing a training plan for the department. Training plan should include team or small group trainings and require post-training report-outs to larger team or at departmental meetings. First round of training topics to be developed based on responses from October 2020 departmental survey.	Jan 2021	ongoing	Training team created. 3 team trainings per division per year; group trainings provided at each annual staff retreat meeting
5.2.b.	Develop and implement an operations cross-training strategy to enhance staff capacity, teamwork, and flexibility.	Apr 2021	Dec 2021	Cross training plan developed

5.2.c.	Develop depart-wide understanding of position requirements so that training support can be provided	Mar 2021	Dec 2021	Technical and training requirements for each departmental position available to all employees
5.2.d.	Provide technology training based on the results of the departmental survey from Oct 2020 (Monday.com; Box.com; Deputy.com; Zoom; Workplace)	Nov 2020	Apr 2021	Tech training events held
5.2.e	Working with City HR, conduct all-hands trainings related to employee safety (e.g., protecting against viral transmission, dealing with difficult customers, active shooter training, etc.)	Jan 2021	Jan 2022 and ongoing	100% of department staff attend two or more safety trainings per year
5.2.f.	Implement supervisor talent exchange program to build capacity, facilitate succession planning, increase staff knowledge of department operations, and improve collaboration	Nov 2020	Jan 2021 and ongoing	100% of program work plan goals met
5.2.g	Develop a department wide staff development and succession plan to maintain continuity of organizational knowledge, minimize operational disruptions, sustain employee retention levels, and provide opportunities for career growth.	Jan 2021	Jan 2022	Plan completed and presented to City Manager for review and approval
5.2.h	Provide rewarding internship opportunities for early career professionals and students to provide opportunities for work experience	Jun 2020	Ongoing	See Goal 4.2.c

**S.M.A.R.T. Goal #5.3. Conduct regular employee recognition and team-building activities and facilitate robust, transparent internal communication at all organizational levels**

Task	Description	Start	End	Performance goal
5.3.a.	Convene semiannual staff retreats for team building, information sharing, and professional development	Mar 2021	ongoing	100% of department staff participate in one or more staff retreats annually
5.3.d.	Provide opportunities for peer-generated staff recognition activities (e.g. virtual kudos boards, virtual and onsite recognition events, verbal recognition at all-hands meetings, etc.)	June 2020	ongoing	100% of department staff engage in one or more peer-generated recognition activities annually
5.3.e	Designate an official communication channel for internal communications and ensure all department staff have access to and are trained in the use of the channel	Dec 2020	ongoing	100% of department staff gain access and training in the use of designated internal communication system
5.3.f	Engage all department staff in collaborative problem-solving efforts to address suggestions and concerns identified in the biennial City employee survey (e.g., work/life balance, workload demands, balancing remote vs. on site work, internal communication and team-building, etc.)	Jun 2020	Jun 2022	>3% positive improvement in overall department employee satisfaction reported in biennial City employee survey

## **Strategic Direction #6:** **Engage in robust, transparent, two-way communication and outreach with the community**

**S.M.A.R.T. Goal #6.1. Coordinate with city public engagement manager to review and update LCS department webpages, email lists, social media presence, printed materials, and onsite messaging as needed to improve the effectiveness and transparency of communications**

Task	Description	Start	End	Performance goal
6.1.a.	Develop and implement a coordinated social media messaging strategy driven by user analytics. Use engagement tools to measure effectiveness of social media messages	Feb 2021	ongoing	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.
6.1.b.	Provide easy channels for residents to provide feedback online and in person. Respond to all customer feedback promptly.	Aug 2020	ongoing	See Goal 1.1.c
6.1.c.	Evaluate current department webpages and print materials to assess reach, impact and relevance to residents	Jan 2021	Dec 2021	Achieve 90% or greater customer satisfaction with departmental communications on department customer satisfaction surveys.
6.1.d.	Utilize the Institute for Local Government "TIERS" public engagement model for major department communications efforts, in coordination with city public engagement manager and other relevant stakeholders	Jun 2020	ongoing	TIERS model engaged for 100% of major department communication efforts
6.1.e.	In coordination with city communications team, develop a system for identifying, targeting, and focusing departmental messaging. Test message content and methods to increase the effectiveness and reach of department communications	Jun 2021	Dec 2021	Achieve 90% or greater customer satisfaction with departmental communications on department customer satisfaction surveys.

**S.M.A.R.T. Goal #6.2. Target communications and outreach resources efficiently and where they are most effective, in coordination with city public engagement manager**

Task	Description	Start	End	Performance goal
6.2.a.	Produce a weekly department e-newsletter for citywide distribution.	Jul 2020	ongoing	Weekly e-newsletter produced >45 times per year
6.2.b.	Translate major department communications. Have staff available to assist in translating during customer interactions. Encourage staff education in Spanish language/ASL	Oct 2020	ongoing	Translations provided for 100% of major department communications; bilingual staff are available to translate service interactions during 100% of operational hours

6.3.d.	Enhance visual accessibility of department web pages for users who need web readers. Evaluate options for improving accessibility of communications for those who are hearing impaired/sight impaired	Apr 2021	ongoing	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.
6.3.e.	Use data from post event surveys to identify most effective forms of communication	Nov 2020	ongoing	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.
6.3.f.	Produce and distribute printed information materials to inform residents of department services	Feb 2021	ongoing	Printed informational materials produced and distributed to Menlo Park residents on a quarterly or more frequent schedule

**S.M.A.R.T. Goal #6.3. Explore new communications channels for reaching the community; reinforce and educate the community about existing channels**

Task	Description	Start	End	Performance goal
6.3.a.	Recruit ambassadors from department affiliate groups and advisory bodies to distribute department messages on hyperlocal social media channels (e.g., NextDoor, Facebook Neighborhoods, etc)	Jan 2021	ongoing	4 or more messages per quarter placed on hyperlocal channels
6.3.b.	Leverage the existing Niche Academy platform for training staff and the community	Feb 2021	ongoing	2 or more promotional pieces created and 2 or more staff training modules created per year
6.3.c.	Develop internal production capacity to produce “behind the scenes” videos for social media channels/ training for staff	Jan 2021	ongoing	1 or more training or promotional videos produced per year
6.3.d.	Integrate livestream broadcast into department event production (e.g., Zoom webinar synchronization to Facebook Live, YouTube, etc). Use archived recordings to enrich social media channels	Jan 2021	ongoing	2 or more live stream events produced and archived per year
6.4.e.	Secure “earned media” local media placements via press releases and other publicity techniques	Jan 2021	ongoing	4 or more local media placements and one feature article per year



## **Strategic Direction #7:** **Prioritize diversity, equity, and inclusion in department services and programs**

### **S.M.A.R.T. Goal #7.1. Identify and reduce barriers to participation for all residents**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
7.1.a.	Assess current cost recovery model to identify barriers to program participation (e.g., fees-for-service, overdue fines, instructor rates, prioritization of services, etc.)	Feb 2021	Jun 2021	Cost recovery / fee study completed and authorized in the context of the FY 2021-22 operating budget process
7.1.b.	Evaluate opportunities and best practices to remove barriers and increase accessibility to department programs and services (e.g., sliding scales, voluntary/ suggested donations at points of entry, fee waivers or scholarships, fundraising partnership with area nonprofits, "one city" access card system, etc.)	Feb 2021	Jun 2021	Evaluation completed and implemented in the context of the FY 2021-22 budget process
7.1.c.	Improve the accessibility of external communications by providing materials in other languages, making online communications web reader friendly, and other enhancements	Jan 2021	Jan 2022	See strategic direction 6.3.b.
7.1.d.	Identify opportunities, challenges and impacts to reduce access barriers for unhoused residents (e.g., address verification for library cards, internet access, use of recreation and gymnasium facilities, etc.)	Jan 2021	Jan 2022	Evaluation completed and recommendations presented to advisory commissions for review

### **S.M.A.R.T. Goal #7.2. Provide diverse, equitable, and inclusive services, programs, and facilities for all residents**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
7.2.a.	Align resources so that facility hours and services are equitable and accessible residents in all areas of the city	Feb 2021	ongoing	Facility hours and services are comparable and equitable
7.2.b.	Review policies related to public use of facilities (library behavior policy, recreation facility use policy, etc.) to ensure equity, diversity, and inclusion for all residents regardless of background	Feb 2020	Jun 2020	90% or more of facility users agree with the following statement on user surveys: "City facilities, services, and programs reflect the community's diversity and provide equity, inclusion, and accessibility for all residents regardless of background."

7.2.f.	Coordinate with Public Works to review physical accessibility of all LCS facilities	Oct 2020	Dec 2021	ADA review of all LCS facilities completed and recommendations presented in the context of a future Capital Improvement Program budget
7.2.g.	Coordinate with Public Works to assess furnishings and fixtures at LCS facilities for accessibility by seniors and the differently abled	Oct 2020	Jun 2021	90% or more of facility users in these demographic categories rate the accessibility of department facilities good or better in customer satisfaction surveys
7.2.h.	Assess options to provide adaptive technology for hearing-impaired users (e.g. audio loop systems, portable radio/assistive technology) and for users with with low vision.	Jun 2021	Jun 2022	Assessment completed and recommendations presented in the context of the FY 2021-22 operating budget
7.2.i.	Develop and implement services and programs that are adaptive and inclusive for people of all abilities	Jun 2020	ongoing	90% or more of service and program participants in these demographic categories rate the accessibility of department facilities good or better in customer satisfaction surveys
7.2.j.	Build and strengthen partnerships with community-based organizations (e.g. Samaritan House, Mateo Lodge) that assist people who are unhoused and/or need access to health care. Develop a pilot program to refer and connect users to these organizations.	Dec 2020	Dec 2021	Pilot program developed and implemented

**S.M.A.R.T. Goal #7.3. Train staff on the principles and practice of equity, diversity, inclusivity, and adaptive learning; conduct a full review of potential bias in department operations**

Task	Description	Start	End	Performance goal
7.3.a.	Participate in institutional bias reform and training sessions, in alignment with City Council priorities	June 2020	ongoing	100% of LCS team members participate in one or more institutional bias training sessions per year
7.3.b.	Provide effective staff training on services to people who are unhoused	Jan 2021	ongoing	100% of department staff participate in one or more trainings per year about inclusive services to the unhoused
7.3.c.	Provide effective training to staff and contract instructors on adaptive learning techniques	Jan 2021	ongoing	100% of department staff and contract instructors participate in one or more trainings per year about adaptive learning techniques
7.3.d.	Ensure and sustain a diverse, safe, and inclusive work environment for all department staff	Nov 2020	Apr 2021	90% or more of department staff rate the department's commitment to workplace diversity, safety and inclusion good or better in employee surveys
7.3.e	Conduct a full review of potential bias in department operations	Jan 2021	Jan 2022	Review completed and presented to advisory bodies and City Council with recommendations for eliminating bias in operations

## **Strategic Direction #8:** **Design and implement safe, effective, efficient, and sustainable Service Adaptation Plans for post-COVID operations**

### **S.M.A.R.T. Goal #8.1. Develop a comprehensive service adaptation (reactivation) plan for rebuilding department services, facilities, operations, budget, and personnel, in preparation for post-Covid operations**

<b>Task</b>	<b>Description</b>	<b>Start</b>	<b>End</b>	<b>Performance goal</b>
8.1.a.	Modify and prepare department facilities, operations, and personnel for resiliency in a post-Covid environment, and within long-term economic and operational restraints created by the pandemic	Jun 2020	Jun 2021	"Rebuilding LCS" service adaptation plan completed, authorized, and implemented in the context of the FY 2021-22 operating budget process
8.1.b.	Align strategy and timelines with State and local health orders and guidelines for safe reopening of city facilities to public access	Jun 2020	Jun 2021	"Rebuilding LCS" strategy and timelines 100% aligned with state and local guidelines
8.1.c.	Work with the Public Works department to create a facility cleaning and ventilation plan for city facilities prior to reopening for staff and public access	Jun 2020	Jun 2021	"Rebuilding LCS" facility plan meets or exceeds 100% of applicable post-Covid-19 health and safety standard requirements
8.1.e.	Create staffing and operational plans for department facilities that meet projected service demands, provide operational flexibility, and leverage self-service and automation systems to gain operational efficiencies where feasible and appropriate	Nov 2020	Jun 2021	"Rebuilding LCS" staffing and operational plan completed and presented to City Council in the context of the FY 2021-22 operating budget
8.1.f.	Re-configure public service points and interior spaces to provide for social distancing and to protect staff health. Implement cashless payments, sneeze guards, hand-sanitization, and touchless and self-service systems where necessary and appropriate to reduce likelihood of person-to-person viral transmission	Nov 2020	Jun 2021	"Rebuilding LCS" service adaptation plan includes detailed recommendations to reconfigure interior spaces and implement touchless/ self-service systems for a post-Covid-19 environment
8.1.g.	Evaluate and adapt programs and services to meet changing customer needs, align with post-Covid-19 health and safety requirements, and pivot to new service delivery models as needed and appropriate to adjust to new financial and operational restraints	June 2020	ongoing	"Rebuilding LCS" service adaptation plan includes detailed recommendations to adapt 100% of department's major service components
8.1.h	Prioritize service adaptation to vulnerable user groups, e.g., seniors, people with disabilities, people who are immune-compromised, families with young children	Apr 2020	ongoing	"Rebuilding LCS" service adaptation plan prioritizes access to services and programs for vulnerable user groups.

LIBRARY COMMISSION  
2023 TENTATIVE AGENDA SCHEDULE  
AUGUST 21, 2023

Meetings are held at 6:30pm on the third Monday of the month unless otherwise specified.  
All dates and topics are tentative and subject to change

MEETING DATE	PROPOSED AGENDA TOPICS
July 17, 2023	<ul style="list-style-type: none"> <li>Update the Library Commission work plan</li> <li>Designate commissioner liaisons to library affinity groups</li> <li>Recommend updated library policies</li> <li>Department updates</li> </ul>
August 21, 2023	<ul style="list-style-type: none"> <li>MPCC naming process</li> <li>MPCC programming and policies</li> <li>Recommend the Library Commission work plan</li> <li>Suggestion box – comments and responses</li> <li>Information item – department strategic plan</li> </ul>
September 18, 2023 <i>Date may change – potential joint meeting with PRC</i>	<ul style="list-style-type: none"> <li>MPCC naming process</li> <li>MPCC programming and policies</li> </ul>
October 16, 2023 <i>Date may change – potential joint meeting with PRC</i>	<ul style="list-style-type: none"> <li>MPCC naming process</li> <li>MPCC programming and policies</li> </ul>
November 20, 2023 <i>Date may change - Thanksgiving</i>	<ul style="list-style-type: none"> <li>MPCC project updates</li> <li>LCS department strategic plan update</li> </ul>
December 18, 2023 <i>Date may change</i>	<ul style="list-style-type: none"> <li>MPCC project updates</li> <li>Suggestion box – comments and responses</li> </ul>
January 15, 2024 <i>Date may change – MLK holiday</i>	<ul style="list-style-type: none"> <li>MPCC project updates</li> <li>LCS department strategic plan update</li> </ul>
February 19, 2024 <i>Date may change – Presidents' Day holiday</i>	<ul style="list-style-type: none"> <li>MPCC project updates</li> </ul>
March 18, 2024	<ul style="list-style-type: none"> <li>Main Library roof replacement / solar project update</li> </ul>
April 15, 2024	<ul style="list-style-type: none"> <li>Suggestion box – comments and responses</li> </ul>
May 20, 2024	<ul style="list-style-type: none"> <li>Select commission chair and vice-chair</li> <li>Onboarding new commissioners</li> <li>Suggestion box – comments and responses</li> </ul>
June 17, 2024	<ul style="list-style-type: none"> <li></li> </ul>
Unscheduled future topics	<ul style="list-style-type: none"> <li>Staff presentations: library programming, early childhood education, literacy / ESL</li> <li>Local author collection policy</li> </ul>

Parks and Recreation Commission: Typically meets fourth Wednesday of each month, 6:30 PM

Recurring board meetings of library affiliated nonprofit orgs:

Friends of the Library: Typically meets second Monday of each quarter, 1pm.

Library Foundation: Typically meets first Thursday of each month, 2pm.