



## SPECIAL MEETING AGENDA

**Date:** 2/24/2025  
**Time:** 6:30 p.m.  
**Locations:** [Zoom.us/join](https://zoom.us/join) – ID# 831 8216 9736 and  
Arrillaga Family Recreation Center  
700 Alma St., Menlo Park, CA 94025

Please note meeting location change: Arrillaga Family Recreation Center, Elm Room.

**Chair Orton will be participating from:**  
**1895 White Oak Dr.**  
**Menlo Park, California 94025**

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

How to participate in the meeting:

- Access the meeting, in-person, at Arrillaga Family Recreation Center
- Access the meeting real-time online at:  
[Zoom.us/join](https://zoom.us/join) – Meeting ID 831 8216 9736
- Access the meeting real-time via telephone at:  
(669) 900-6833  
Meeting ID 831 8216 9736  
Press \*9 to raise hand to speak

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

### Special Session

#### A. Call To Order

#### B. Roll Call

#### C. Regular Business

C1. Approve the meeting minutes from the January 27, 2025 meeting ([Attachment](#))

C2. Ad-hoc subcommittee update ([Staff Report LC-2025-007](#))

#### D. Informational Items

D1. Overview of survey tools and methods used by the City of Menlo Park ([Staff Report LC-2025-008](#))

D2. Library and community services department statistics and recent activities ([Staff Report LC-2025-009](#))

D3. Library Commission tentative agenda calendar ([Attachment](#))

**E. Commissioner Reports**

E1. Individual Commissioner reports

**F. 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.

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.

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**SPECIAL MEETING MINUTES – DRAFT**

**Date:** 1/27/2025  
**Time:** 6:30 p.m.  
**Locations:** Teleconference and  
Menlo Park Library  
800 Alma St., Menlo Park, CA 94025

**A. Call To Order**

Chair Orton called the meeting to order at 6:32 p.m.

**B. Roll Call**

Present: Crockett, Herrick, Orton, Pollack, Saher, Westcott  
Absent: None  
Staff: Library and Community Services Director Sean Reinhart, Assistant Library and Community Services Director Nick Szegda, Librarian II Nora Mercer, Library Assistant III Juan Quinonez, Library Assistant III Stephanie Shen

**C. Presentations and Proclamations**

**C1. Library statistics (Attachment)**

Librarian Mercer, Library Assistant Shen and Library Assistant Quinonez made the presentation (Attachment).

**D. Regular Business**

**D1. Approve the meeting minutes from the November 25, 2024 meeting and the December 18, 2024 joint meeting with the Parks and Recreation Commission (Attachment)**

**ACTION:** Motion and second (Westcott/ Crockett) to approve minutes from the November 25, 2024 meeting and the December 18, 2024 joint meeting with the Parks and Recreation Commission, passed unanimously.

**D2. Ad-hoc subcommittee update (Staff Report LC-2025-001)**

Commissioners Crockett and Westcott gave an update on the subcommittee's activities.

**D3. Select Commission Vice Chair (Staff Report LC-2025-002)**

**ACTION:** Motion and second (Crockett/ Shafer) to select Commissioner Herrick as Vice Chair and to extend Chair Orton's term as Chair through September 2025, passed unanimously.

**E. Informational Items**

**E1. Star Libraries and Benchmark (Staff Report LC-2025-003)**

**E2. Library End of Year Statistics Report (Staff Report LC-2025-004)**

- E3. City and library and community services department mission and values statements (Staff Report LC-2025-005)
- E4. Library and community services department statistics and recent activities (Staff Report LC-2025-006)
- E5. Library Commission tentative agenda calendar (Attachment)

**ACTION:** By acclamation, the following items were added to the tentative agenda calendar:

- February: ad-hoc subcommittee survey and survey methods
- February: ad-hoc subcommittee report out

## **F. Commissioner Reports**

- F1. Individual Commissioner reports

Chair Orton reported on recent activities of the Library Foundation board.

Commissioner Westcott reported an update given to the Friends of the Library board on the ad-hoc subcommittee's activities.

## **G. Adjournment**

Chair Orton adjourned the meeting at 8:11 p.m.

Nick Szegda, Assistant Library and Community Services Director



# LIBRARY STATISTICS: WHAT DOES THE DATA TELL US?

Library Commission – Jan. 27, 2025



# LIBRARY PRESENTATION SERIES

Staff is preparing a series of presentations to the Library Commission. All dates and topics are tentative and are subject to change:

Library Overview:  
Who We Are and What We Do  
September 2024

Library Outreach:  
Bringing the Library to the Community  
March 2025

Library Programs:  
Enrichment through Experiences  
November 2024

Library of the Future:  
What's Next for Libraries and for MPL  
**June 2025**

**Library Statistics:**  
**What Does the Data Tell Us?**  
**January 2025**

Library Budget:  
Collection Development and Operations  
July 2025

## WHY COLLECT DATA?

- Collecting data is a best practice for record keeping and transparency
- Data helps us evaluate our need for resources
- Data helps us evaluate how well we are meeting our stated goals and fulfilling our mission
- Collecting data is strongly encouraged by Institute of Museum and Library Services and California State Library.

*“[Having reliable services] requires knowing what impact or outcomes you want the service to have. These outcomes are agreements between the library and the community. Does a service need a certain number of uses to justify it? Is it more important to build the library’s reputation externally for this service?”*

– R. David Lankes, [Expect More: Demanding Better Libraries for Today’s Complex World](#)



# PATRON DATA

City of Menlo Park population: 33,780

Languages spoken at home

- English
- Spanish
- Indo-European
- Asian and Pacific Islander

Income

- \$160,784 median household
- \$85,710 per capita

Age

- 8% - under 5 years
- 17% - 5 -18 years
- 61% - 18 - 65 years
- 14% - 65+ years

Education

- 8% High school or equivalent
- 9% Some college
- 73% Bachelor's Degree or higher

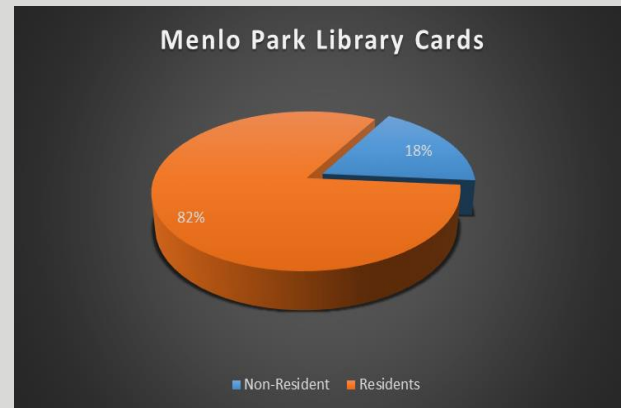


- <https://www.census.gov/quickfacts/fact/table/menloparkcitycalifornia/POP010220>
- [https://data.census.gov/profile/Menlo\\_Park\\_city\\_California?g=160XX00US0646870](https://data.census.gov/profile/Menlo_Park_city_California?g=160XX00US0646870)
- [https://menlopark.gov/files/sharedassets/public/v/3/city-managers-of-fice/documents/city-clerk/redistricting/draft-maps/draft-map\\_menlo-park-plan\\_b2.pdf](https://menlopark.gov/files/sharedassets/public/v/3/city-managers-of-fice/documents/city-clerk/redistricting/draft-maps/draft-map_menlo-park-plan_b2.pdf)



## PATRON DATA

- 70% of City of Menlo Park residents have a library card
- 28,667 total library accounts
- 82% are City of Menlo Park residents
- 3.2% of accounts are residents of the Belle Haven/ Bayfront area
- 18% of all accounts are non-residents
- 27% of all accounts were used for physical item checkout in 2024.



# COLLECTION DATA

113,370 physical items in total collection

Circulation in 2024:

- 404,439 physical items circulated
- 198,885 online items circulated
- 36,337 total items loaned to other libraries
- 46,794 items borrowed from other libraries

Residents with library cards borrowed an average of 17 items per person in 2024.

<b>ADULT BOOKS CIRCULATION</b>	101,282	1645	102,927
<b>CHILDREN'S BOOKS CIRCULATION</b>	190,092	10,490	200,582
<b>YOUNG ADULT BOOKS CIRCULATION</b>	9,185	327	9,512
DVDs	26,774	548	27,322
CDs	6,204	n/a	6,204
Books On CD	3,692	2	3,694
Video Games	180	24	204
<b>AUDIO-VISUAL CIRCULATION</b>	<b>36,850</b>	<b>574</b>	<b>37,424</b>
Laptop	1,559	99	1,658
Computer/Electronic Device	424	11	435
WiFi Hotspot/Battery/Bike U-Lock	218	99	317
Park Passes	41	15	56
<b>EQUIPMENT CIRCULATION</b>	<b>2,242</b>	<b>224</b>	<b>2,466</b>
eBooks (+ comics)	117,360	n/a	117,360
eAudio (including music)	52,021	n/a	52,021
eVideo	11,205	n/a	11,205
eSerials	18,299	n/a	18,299
<b>ELECTRONIC CIRCULATION</b>	<b>198,885</b>	<b>n/a</b>	<b>198,885</b>
<b>Total Collection Additions</b>	<b>6,850</b>	<b>7,583</b>	<b>14,433</b>
<b>Total Item Held</b>	<b>104,821</b>	<b>8,549</b>	<b>113,370</b>



# BELLE HAVEN LIBRARY – BEFORE AND AFTER



- 20% of City of Menlo Park’s residents live in the Belle Haven/ Bayfront area.
- Circulation percentage is calculated as total item checkouts divided by total number of items.
- The number of items in the Belle Haven Library collection increased 123%

	Old location 413 Ivy Drive	New location 100 Terminal Ave
Items in collection	6924	8549
Percentage of total library collection	6%	7.5%
Percentage of collection circulated (total circulation over total collection)	47%	131%*

\*For reference - percentage of collection circulated at 800 Alma St. is 371%



# BELLE HAVEN LIBRARY – BROWSING-ONLY



As promised to community, Belle Haven Library is a browsing-only collection; it is not possible to remotely place holds on the items for shipment to libraries outside Menlo Park.

**Benefits of browsing-only:**

- Prevents items from being shipped to libraries outside Menlo Park. This helps keep items available to people who frequent Belle Haven Library in person, i.e. Menlo Park residents.
- This benefit is greatest in the immediate months after opening a new library when items are new and in demand, and decreases over time.

**Downsides:**

- Peninsula Library System’s technical limitations are such that it is unable to adapt its system to designate Belle Haven Library for prioritization for incoming holds from libraries outside Menlo Park
- Shelves tend to become more full because shipping items to libraries outside Menlo Park historically has been a big percentage of circulation. This results in less room to grow the collection unless items are deselected, and less circulation data to inform decision-making about which items to deselect.

Conclusion: Staff is preparing to make some parts of the Belle Haven collection available for holds to libraries outside Menlo Park in the coming months.

## HOW DO WE MEASURE UP?

Comparing ourselves to similar libraries helps us:

- Know whether we are providing sufficient quality services to our community
- Understand what is reasonable to expect from our services
- Know how we could improve/better serve the community

*“Good hard play leads to realistic and authentic benchmarks. These benchmarks need to make sense to the community and need to be available for review by the community as well.”*

– *R. David Lankes, [Expect More: Demanding Better Libraries for Today’s Complex World](#)*

# LIBRARY JOURNAL STAR LIBRARIES



What does Star Libraries measure?

- Library visits (physical & website)
- Circulation (physical & electronic)
- Program attendance
- Public computer use
- Wifi sessions

Comparison group and ranking:

- Libraries with budget \$1-4.9mil.
- 1,094 libraries
- Does not account for different economics state-to-state
- Top 30 libraries per group are named Star Libraries
- MPL current rank: 120

LIBRARY	STATE	POPULATION OF LEGAL SERVICE AREA	TOTAL OPERATING EXPENDITURES	NATIONAL RANK	LIBRARY LOCATIONS	TOTAL FTE STAFF	BOOK VOLUMES HELD	TOTAL COLLECTION EXPENDITURE
PLYMOUTH DISTRICT LIBRARY	MI	36,656	\$3,974,492	27	1	33.27	192,271	\$453,064
CARY MEMORIAL LIBRARY	MA	33,792	\$3,505,256	29	1	32.80	218,566	\$290,001
BETENDORF PUBLIC LIBRARY INFORMATION CENTER	IA	33,215	\$3,392,229	105	1	33.23	142,823	\$423,735
BALDWIN PUBLIC LIBRARY	MI	35,350	\$3,602,356	110	1	38.78	95,312	\$587,701
MENLO PARK PUBLIC LIBRARY	CA	35,254	\$3,795,759	120	2	25.00	111,447	\$340,671
GLENSIDE PUBLIC LIBRARY DISTRICT	IL	36,259	\$3,625,357	202	1	31.33	88,124	\$296,340
OSSINING PUBLIC LIBRARY	NY	34,230	\$3,754,773	232	1	27.59	98,794	\$199,815
GUILDERLAND PUBLIC LIBRARY	NY	36,131	\$3,801,016	269	1	61.41	112,414	\$361,218
MICHIGAN CITY PUBLIC LIBRARY	IN	35,339	\$3,639,855	601	1	37.00	71,145	\$321,126

# LIBRARY JOURNAL STAR LIBRARIES



- Ranking is based on out-of-date data (2020) and changes made would not see results for 3-4 years.
- Necessary changes at Menlo Park Library to achieve LJ Star Library rating (top 30 libraries)
  - Higher budget & staffing
  - Desktop computers
  - Eliminate sparsely attended events
- Staff is evaluating whether these changes add value for our community.

*“By definition, service outputs do not reflect quality, excellence, effectiveness, or value Of services to the library’s community.”*

– *Library Journal*



# PUBLIC LIBRARY ASSOCIATION LIBRARY BENCHMARK



What does Benchmark measure?

- IMLS Annual Survey
- PLA Annual Survey
- US Census American Community Survey

Our comparison group

- Suburban municipal libraries with service population that is <75% white & >35% college educated
- 161 libraries
- Can create custom comparison groups

*“Benchmark is PLA’s newest tool for data-driven planning and advocacy in public libraries. It features a range of interactive data visualizations that allow libraries to easily make peer comparisons across a wide range of metrics related to library programs, services, and operations.”*

*– Public Library Association*



# PUBLIC LIBRARY ASSOCIATION LIBRARY BENCHMARK



## Strengths

- Multiple sources of data
- Highly customizable
- Data more recent
- Measures input as well as output

## Weaknesses

- Have to know what you want to know
- Some data inconsistent – some surveys optional
- User interface difficult to learn, data sets difficult to parse

- Not recommended as the ONLY tool for comparing ourselves to other libraries
- However, overall allows for significantly more nuance and productive conclusions about library operations



## FINAL THOUGHTS

*“Please note, however, that benchmark[ing] is not equivalent to numbers and statistics.*

*“Benchmarks must be negotiated and meaningful. Librarians and community members must set a desired outcome, then seek a common understanding of what evidence will demonstrate that outcome.*

*“That may be a number (people in the library), but it could also be the collected stories of the community, or consensus from focus groups, or a product of observing interactions in libraries and other community spaces.*

*“The bottom line here is that there are no longer standard numbers that describe a great library... **Great libraries and great communities seek impact, not numbers.**”*

– R. David Lankes, [Expect More: Demanding Better Libraries for Today’s Complex World](#)



**THANK YOU**



**STAFF REPORT**

**Library Commission**

**Meeting Date:**

**2/24/2025**

**Staff Report Number:**

**LC-2025-007**

**Regular Business:**

**Ad-hoc subcommittee update**

**Recommendation**

City staff recommends that the Library Commission (LC) receive an update from the ad-hoc subcommittee.

**Policy Issues**

The LC may establish subcommittees of less than a quorum of the LC members in order to support and/or expedite the full LC's review and consideration of matters within the LC's purview. Standing subcommittees that have continuing subject matter jurisdiction or a meeting schedule established by the LC are subject to the Brown Act (see Government Code §54952(b)). Ad hoc or temporary subcommittees are advisory by nature, temporary, formed to complete a specific task, and will disband automatically upon completion. Ad hoc subcommittees are informal, and their meetings are not subject to the Open Meetings Act.

**Background**

On Aug. 19, 2024, the LC established an ad-hoc subcommittee, defined its scope, and assigned LC members Crockett, Herrick, and Westcott to serve on the subcommittee.

The ad-hoc subcommittee reported out on its activities at the September, October, November and December 2024 LC meetings.

On January 27, 2025 the ad-hoc subcommittee reported on their visit to the Redwood City library, their attendance at the Friends of the Library board meeting, and on their plans for additional library visits.

**Analysis**

Scope of work

At their Oct. 21, 2024 meeting, the LC assigned the subcommittee's scope of work as follows:

- Continue to work toward achieving Library Commission work plan goal #2: "Review library programs and services, identify potential service gaps for specific age groups or affinity groups, and advise to fill needs to create the 'library of the future.'"

Activities report-out

- January 29 - the ad-hoc subcommittee visited the Los Gatos Library
- January 30 – the ad-hoc subcommittee visited the South San Francisco Library
- The ad-hoc subcommittee began a review of library literature focusing on identifying the traits of successful libraries and identifying future library trends
- A draft exploratory survey is under development to gather community input on a future library. The ad-hoc subcommittee is targeting March or April for the survey distribution.

### **Impact on City Resources**

As an advisory body to the City Council, the LC 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**

None.

Report prepared by:

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director



**STAFF REPORT**

**Library Commission**

**Meeting Date:**

**2/24/2025**

**Staff Report Number:**

**LC-2025-008**

**Informational Item:**

**Overview of survey tools and methods used by the City of Menlo Park**

**Recommendation**

City staff recommends that the Library Commission (LC) receive this informational report on survey tools and methods used by the City.

**Policy Issues**

The City Manager implements the City Council's plans and priorities by coordinating the work of all City departments and employees. As an 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 LC ad-hoc subcommittee seeks to develop a survey focused on community desires for a "library of the future." The subcommittee has expressed a wish to distribute their survey to as broad a selection of residents as possible, including but not exclusive to library users, and is interested in the survey questions, tools, and methods used by the LCS department.

**Analysis**

At the direction of the City Council and/or City Manager, the Library and Community Services department (LCS) occasionally conducts surveys of residents and program users to better understand community needs and to assess the effectiveness of department programs and services.

Survey tools

City staff typically selects survey tools from the available options according to the survey's length, intended reach, and purpose. For ongoing short-reponse response surveys and feedback forms, the OpenForms system typically is used. For gathering more qualitative and detailed data, the Publicinput system is typically used. In past years, the Surveymonkey tool was occasionally used by the City but it is generally no longer used in favor of Publicinput. Paper versions of surveys are typically also produced to gather input from users who may not want to fill out online surveys, The data from the paper forms typically is then imported or keyed into the electronic system by staff.

Survey distribution methods

To distribute surveys, LCS employs a wide range of techniques. Electronic surveys are distributed via email to lists of users who have opted in to receive communications from LCS. Typically for citywide surveys, printed materials also are mailed to residential addresses within the City, either as postcards with links that point to the survey, or as a complete paper version of the survey with instructions for completing and

returning the survey to the City. City staff occasionally also field informational tables at public events and/or perform on-the-street “intercepts” at local gathering spots. Promotional slides typically are displayed on facility informational screens, and QR codes on printed marketing materials inside facilities to point users toward survey sites. Survey links typically are posted to City social media accounts.

### Examples of past surveys

At the direction of the City Council and/or City Manager, the City has conducted various community surveys, examples of which include:

- Resident satisfaction survey in 2020 (Attachment A)
- Recreation and community programs survey in 2022 (Attachment B)
- Belle Haven Library collection development survey in 2022 (Attachment C)
- Aquatics user survey in 2024 (Attachment D)
- Child care needs survey in 2024 (Attachment E).

All of the above surveys were conducted at the direction of the City Council and/or City Manager. All the above surveys entailed significant staff time and financial resources to execute.

The LCS department is planning to distribute a follow-up to the 2022 recreation and community programs survey in April 2025.

### **Impact on City Resources**

As an advisory body to the City Council, the LC does not authorize allocations of financial resources or staff time. City budget authorizations are the sole purview of the City Council. Staff direction is the sole purview of the City Manager and/or their City staff designees. 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. Hyperlink: Resident satisfaction survey. [menlopark.gov/Government/Departments/City-Managers-Office/Special-projects/Community-survey](https://menlopark.gov/Government/Departments/City-Managers-Office/Special-projects/Community-survey)
- B. Hyperlink: Recreation and community programs survey. [menlopark.gov/files/sharedassets/public/v/2/agendas-and-minutes/city-council/2022-meetings/agendas/20220913-city-council-agenda-packet.pdf](https://menlopark.gov/files/sharedassets/public/v/2/agendas-and-minutes/city-council/2022-meetings/agendas/20220913-city-council-agenda-packet.pdf)
- C. Hyperlink: Belle Haven Library book survey. [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/library-commission/2024-meetings/agendas/20240318-library-commission-regular-agenda-packet.pdf](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/library-commission/2024-meetings/agendas/20240318-library-commission-regular-agenda-packet.pdf)
- D. Hyperlink: Aquatics user survey. [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/aquatics-user-survey](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/aquatics-user-survey)

[minutes/parks-and-recreation-commission/2024-meetings/agendas/agenda\\_prc\\_20241120-amended.pdf](#)

E. Hyperlink: Child care needs survey. [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20241112/m3-20241112-cc-childcare-survey.pdf](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20241112/m3-20241112-cc-childcare-survey.pdf)

Report prepared by:

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director





## STAFF REPORT

**Library Commission**

**Meeting Date:**

**2/26/2025**

**Staff Report Number:**

**LC-2025-009**

**Regular Business:**

**Library and Community Services department statistics and recent activities**

### Recommendation

City staff recommends that the Library Commission (LC) review and provide feedback on the statistics and recent activities in the Library and Community Services (LCS) department outlined in this report.

### Policy Issues

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

### Background

LCS provides a wide range of 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

#### January 2025 statistics

LCS collects statistics related to department activities. These data help to inform decision-making and improve services to the community. Monthly statistics for January 2025 are provided in Attachment A.

Staff has implemented new enhancements to the statistical reports for 2025, including:

- Marketing and outreach: The statistical report now includes email engagement data on Library and Community Service's weekly newsletter. The data offers insights on open rates, click rates, recipient counts, several monthly averages, and overall subscriber interaction with our newsletters. Including this data will help us understand audience engagement and increase transparency on our internal community outreach efforts.
- Senior Center themed lunch events: The report now includes themed lunch events at Menlo Park Senior Center, along with attendance counts for each event. The events occur approximately once per month to coincide with significant holidays and cultural events, such as Black History Month and Mexican Independence Day.
- Library circulation counts: In December 2024, staff identified and corrected a duplication in circulation statistics reporting procedures. Because the corrected data provides a more accurate representation of total circulation numbers, the corrected method will be used beginning January 2025. It is estimated that the past total monthly counts erroneously duplicated approximately 5,000 to 7,000 items per month,

representing an approximate 10% overcount. The data has been retroactively corrected, and the corrected numbers are reflected in Attachment A.

#### Library Commission vacancy and recruitment

The City of Menlo Park accepted applications to fill two advisory body vacancies: one vacancy on the Library Commission for a term expiring on April 30, 2027, and one vacancy on the Environmental Quality Commission for a term expiring on April 30, 2026. Applicants must be at least 18 years old and reside in the City of Menlo Park. The recruitment closed on Friday, Feb. 14. City Council is set to consider applications and potentially make appointments tentatively on Feb. 25.

#### City Council priority setting workshop – residents' input is requested by March 7

The City Council seeks residents' input on what Menlo Park should prioritize for fiscal year 2025-26. The resident input is the first step and will help the City Council understand the community's priorities. Community feedback will be presented for City Council consideration and discussion at the Priority Setting Workshop on Saturday, March 22, from 10 a.m. to 2 p.m. Residents are requested to please provide any written input by Friday, March 7.

Last year, the City Council identified four top priorities for fiscal year 2024-25, with the help of many community members who shared their input.

- Climate action - mitigation, adaptation and resilience
- Emergency and disaster preparedness
- Housing
- Safe routes

Activating downtown / economic development was also included as a top priority in the past. Identifying top priorities helps the city manager create a work plan of projects for the year. Many of the projects take multiple years to plan, fund and complete. Additional information and a link to the feedback form is provided in Attachment B.

#### City Council informational report about a change in Belle Haven Pool hours

On Feb. 11, City Council received an informational report about the Parks and Recreation Commission (PRC) Jan. 22 recommendations for the aquatics program, including the recommendation to temporarily suspend the minimum operating hours requirement at Belle Haven Pool, and staff's preparations to implement that recommendation effective Feb. 13. The item was received by City Council with no comments or questions, and the recommended change in hours was implemented effective Feb. 14 (Attachment C).

#### Belle Haven Community Campus wins Green Building Award

The Belle Haven Community Campus has earned prestigious recognition for its innovative sustainable design, receiving the 2025 Green Building Honorable Mention from Sustainable San Mateo County and the American Institute of Architects' San Mateo County Chapter. The campus demonstrates the City's commitment to environmental leadership while serving community needs. This all-electric facility runs on on-site solar power, backed by battery storage for resilience during outages. Despite housing energy-intensive amenities like an aquatic center and commercial kitchen, the building actually generates more power than it uses — while cutting typical energy consumption by 55%. By bringing multiple services together in one location and providing extensive EV charging, the campus makes it easier for residents to access community resources while reducing vehicle trips. The facility's all-electric design also helps improve local air quality by eliminating the need for natural gas. A link to the full award announcement is provided in Attachment D.

### Teen College and Career Fair

The City of Menlo Park hosted a teen college and career fair on Saturday, Jan. 25, at Belle Haven Community Campus. The event provided opportunities for teens to explore paths for their future careers and/or education, visit with professionals who are experts in their fields, talk to representatives from colleges and vocational schools.; and attend a presentation that demystifies applying for financial aid. Over 25 area colleges, employers, and organizations participated.

### Black History Month Events

At the Feb. 11 City Council meeting, Mayor Drew Combs proclaimed and celebrated February as Black History Month in the City of Menlo Park, honoring the cultural significance and impactful history of Black and African Americans and recognizing that our society's rich diversity is one of our greatest strengths. The City organized a number of events in recognition of Black History Month, including:

- Black Liberation Month celebration: On Feb. 8, the Belle Haven Community Campus hosted a community celebration that brought together culture, creativity, and reflection. This year's theme was African Americans and Labor, which focused on the various and profound ways that work and working of all kinds – free and unfree, skilled and unskilled, vocational and voluntary – intersect with the collective experiences of Black people. Local business owners and those working in Belle Haven and neighboring communities were celebrated.
- Black History Month Congolese dancing: On Feb. 10 at Belle Haven Community Campus, dancer Arnaud Loubayi delighted attendees with his vibrant Congolese dances for all ages.
- Black Country before Beyoncé: On Feb. 12 at Belle Haven Library, music historian Mark Montgomery French introduced attendees to exciting tunes and the talent and tales of unfairly obscured African American Country artists. his humorous, highly immersive, and historically accurate talk uncovered the African-American roots of Country, Folk, and Americana music.
- Black History Trivia Night: On Friday, Feb. 28, from 6:30 – 7:30 p.m. at Belle Haven Community Campus, there will be a Black History Trivia Night focusing on friends, learning, music, culture, fashion, and history (Attachment E).

### Exhibition: "Telling Stories of Mexican California"

Though it lasted less than three decades, California's Mexican period (1822–1846) helped shape the distribution of land, wealth and power after California officially entered the union in 1850. This free exhibition, "Telling Stories of Mexican California: Real Life & Myth Making," reflects on this past and the romanticized retellings that made lasting impacts on the state's culture and understanding of this important part of California's rich history. The exhibition will be on view through March 30 at Belle Haven Library (Attachment F) and is accompanied by interpretive events, including:

- Monday, Feb. 10: Food Stories of Early California (Attachment G)
- Tuesday, Feb. 25: California in Transition (19th Century Edition) (Attachment H)
- Wednesday, March 12: On the Move: Behind the Scenes of Traveling Exhibits (Attachment I).

### Belle Haven Community Resource Fair

Community members are invited for an engaging and informative resource fair for residents in the Belle Haven neighborhood and Menlo Park overall. Participants will enjoy delicious food, light entertainment, and an interactive atmosphere with local agencies and community groups providing information and resources for strong and vibrant neighborhoods. The event will take place on Saturday, March 29, from 11 a.m. to 2 p.m. at Belle Haven Community Campus (Attachment J).

### **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. January 2025 statistics
- B. Hyperlink. City Council Priority Setting Workshop. [menlopark.gov/City-Council/City-Council-Priority-Setting-Workshop](https://menlopark.gov/City-Council/City-Council-Priority-Setting-Workshop)
- C. Hyperlink. City Council Staff Report #25-022-CC. [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2025-meetings/20250211/i5-prc-aquatics-recommendation.pdf](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2025-meetings/20250211/i5-prc-aquatics-recommendation.pdf)
- D. Hyperlink. Sustainable San Mateo County awardees. [sustainablesanmateo.org/2025-awardees/](https://sustainablesanmateo.org/2025-awardees/)
- E. Hyperlink. Black History Trivia Night event. [menlopark.gov/Citywide-calendar/Community-events/Black-History-Trivia-Night](https://menlopark.gov/Citywide-calendar/Community-events/Black-History-Trivia-Night)
- F. Hyperlink. Exhibition "Telling Stories of Mexican California." [menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/202502-03-Special-Exhibition-Mexican-California](https://menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/202502-03-Special-Exhibition-Mexican-California)
- G. Hyperlink. Food stories of early California event. [menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250210-Food-Stories-Maite](https://menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250210-Food-Stories-Maite)
- H. Hyperlink. California in Transition (19th Century Edition) event. [menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250225-California-in-Transition-Salomon](https://menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250225-California-in-Transition-Salomon)
- I. Hyperlink. On the Move: Behind the Scenes of Traveling Exhibits event. [menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250312-Exhibit-Envoy-on-the-Move](https://menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250312-Exhibit-Envoy-on-the-Move)
- J. Hyperlink. Community Resource Fair event. [menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Community-events/Community-Resource-Fair](https://menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Community-events/Community-Resource-Fair)

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  
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ATTACHMENT A

**Table 1. Library items circulated**

Location*	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
800 Alma St.	36,595	33,556	38,799	35,906	36,068	37,195	36,644	36,262	34,156	33,070	31,542	33,787	34,604	32,918	35,504	33,038	34,588	34,361	35,858	36,698	36,029	35,330	34,288	34,639	36,767
100 Terminal Ave.*	940	788	963	950	1,005	878	1,068	1,026	898	792	765	772	753	839	911	747	580	1,540	2,145	1,940	2,153	2,056	1,877	1,893	2,299
Total online / digital	8,702	8,219	8,827	8,707	9,374	9,891	10,368	9,970	10,332	11,598	11,598	12,082	12,977	11,862	12,227	11,547	12,204	12,910	18,284	19,394	18,490	19,612	18,122	17,756	18,405

\*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

**Table 2. Library cards**

Location*	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
Library cards issued – MP residents	303	240	239	253	232	330	322	207	181	150	139	122	158	170	117	158	122	263	259	244	207	186	158	120	200
Total MP resident library cardholders	21,189	21,299	21,417	21,512	21,601	21,733	21,189	21,808	22,105	22,020	22,327	22,133	22,415	23,177	23,369	22,715	22,826	23,273	23,169	23,340	23,444	23,431	23,673	23,765	23,847

**Table 3. Library patron questions answered**

Location*	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
800 Alma St.	2,967	2,714	3,347	2,834	2,393	3,496	3,282	3,294	2,753	3,046	2,977	3,169	3,342	3,167	3,360	3,118	3,105	3,761	3,653	3,482	3,182	3,283	3,038	2,971	3,321
100 Terminal Ave.*	209	262	340	279	306	744	264	345	337	244	244	255	273	204	244	201	250	600	586	463	429	521	423	469	565

\*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

**Table 4. Library holds filled (item requests)**

Location*	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
800 Alma St - Incoming holds	4,375	3,934	4,763	4,393	4,256	4,472	3,968	4,121	4,043	4,076	3,760	3,861	4,419	3,895	3,871	3,597	3,953	3,930	3,897	4,054	4,189	4,123	3,803	3,915	4,391
800 Alma St - Outgoing holds	2,879	2,788	3,142	2,665	2,773	3,252	3,050	3,968	3,238	3,062	3,171	2,688	3,471	3,074	3,311	3,122	3,078	3,293	3,091	3,897	3,064	3,035	2,766	2,694	3,087
100 Terminal Ave. - Incoming holds*	-	-	-	-	-	144	195	183	154	154	120	87	158	116	78	72	47	109	167	227	194	162	149	184	262
100 Terminal Ave. - Outgoing holds*	-	-	-	-	-	159	183	157	190	190	177	160	191	144	175	154	22	23	6	10	11	26	15	13	43

\*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

**Table 5. Library foot traffic (gate count)**

Location*	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
800 Alma St.	-	-	-	-	-	13,108	-	-	-	13,541	12,580	12,283	14,060	13,183	15,066	12,763	12,949	14,038	14,699	14,408	13,262	13,304	13,450	13,048	13,679
100 Terminal Ave.*	881	1,189	1,365	1,241	1,288	1,231	1,034	1,261	1,169	1,248	1,148	1,041	1,050	981	1,220	875	-	4,101	3,863	3,266	3,117	3,221	3,108	2,573	5,135

\*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

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**Table 6. Library program attendance**

	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
Total attendance - 800 Alma St.	893	847	730	888	606	822	1,653	1,405	883	1,121	754	798	1,000	1,163	993	1,080	1,171	998	1,174	1,248	795	798	744	1,044	1,011
# of programs - 800 Alma St.	30	29	25	31	28	27	30	36	30	36	37	31	31	26	27	37	34	36	27	37	31	39	28	32	32
Total attendance - 100 Terminal Ave.*	87	173	156	98	67	116	157	296	132	116	158	125	48	144	110	59	68	331	498	298	190	326	166	316	612
# of programs - 100 Terminal Ave.*	8	8	8	8	7	8	8	8	9	7	9	8	6	7	8	5	5	10	29	29	22	25	21	24	28

\*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

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

Location	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
Menlo Children's Center	33	32	34	33	35	38	33	33	23	23	26	28	27	29	33	38	37	41	40	39	28	28	28	26	32
Belle Haven Child Development Center	56	59	61	64	65	65	45	43	48	50	53	60	56	62	62	63	63	63	63	35	43	44	44	48	48

**Table 8. School age child development (after school enrichment) – enrollment**

Location	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
Menlo Children's Center - After School	28	28	28	28	28	28	30	27	28	30	34	33	36	36	36	32	32	53	43	30	30	31	31	31	31
Belle Haven Youth Center	42	42	42	42	42	42	28	56	54	54	54	54	52	52	52	52	52	45	45	67	55	55	55	55	58

**Table 9. Senior Center services**

	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
Lunches served	376	560	555	551	624	656	570	482	519	642	422	315	511	521	435	-	243	683	866	914	1,113	1,132	836	726	810
Grocery boxes distributed	480	480	480	460	460	460	576	460	460	460	230	230	460	460	460	-	230	460	460	460	460	460	460	460	230
Senior shuttle trips	1,058	902	1,018	898	1,053	1,124	1,010	1,006	1,158	1,200	1,057	761	1,126	1,170	1,162	-	614	1,466	1,745	1,618	1,660	1,786	1,160	1,332	1,488
Special event attendance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127

\*Senior Center was closed during April and part of May 2024 to relocate to Belle Haven Community Campus

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**Table 10. Older adults / seniors class enrollment**

Location	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
700 Alma St – Enrollment - residents	145	108	437	421	113	21	25	25	49
700 Alma St - Enrollment - non-residents	240	216	264	269	100	11	11	11	66
700 Alma St # of senior classes offered	42	42	14	14	14	2	2	2	7
100 Terminal Ave. – Enrollment - residents	-	-	-	-	-	264	116	109	87
100 Terminal Ave. – Enrollment - non-residents	-	-	-	-	-	44	72	54	70
100 Terminal Ave. - # of senior classes offered	-	-	-	-	-	17	16	14	14

\*Season is still in progress and data shown is not yet final.

**Table 11. Recreational classes**

Location	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
700 Alma St. - Enrollment – residents	263	239	166	297	356	323	206	485	452
700 Alma St. - Enrollment – non-residents	126	117	67	152	150	107	114	196	187
700 Alma St. - # of classes offered	77	88	73	57	48	48	56	57	55
700 Alma St. - # of instructors	24	22	28	21	20	20	20	26	22
100 Terminal Ave. - Enrollment – residents	-	-	-	-	-	103	99	126	66
100 Terminal Ave. - Enrollment – non-residents	-	-	-	-	-	19	22	27	21
100 Terminal Ave. - # of classes offered	-	-	-	-	-	16	16	16	12
100 Terminal Ave. - # of instructors	-	-	-	-	-	9	9	10	8

\*The Fall 2024 season is still in progress and data shown is not yet final.

**Table 12. Gymnastics classes**

	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
Enrollment – residents	490	499	416	490	740	814	577	817	926
Enrollment – non-residents	158	255	174	158	159	257	285	355	363
Classes offered	93	101	80	93	95	114	114	120	120

\*Season is still in progress and data shown is not yet final.

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**Table 13. Sports classes**

Location	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
600 Alma St - Enrollment - resident	195	70	242	76	265	26	113	177	48
600 Alma St - Enrollment - non-resident	129	97	181	11	114	80	101	113	10
600 Alma St - # of classes offered	20	12	40	3	17	4	11	28	10
600 Alma St - # of instructors	5	5	10	3	7	2	5	6	2
600 Alma St - Drop-in basketball visits	243	280	172	359	633	665	474	847	219
600 Alma St - Drop-in volleyball visits	637	534	513	505	927	542	930	993	388
600 Alma St - Leagues – individual registrations	1,400	84	1,239	156	224	458	180	1300	0
600 Alma St - Leagues – team registrations	142	12	111	35	31	70	18	137	0
100 Terminal Ave. - Drop-in basketball visits	-	-	-	-	-	28	169	203	64
100 Terminal Ave. - Drop-in volleyball visits	-	-	-	-	-	26	58	106	26
100 Terminal Ave. - Drop-in Fitness Center	-	-	-	-	-	512	877	1,053	488

\*Season is still in progress and data shown is not yet final.

**Table 14. Facility rentals**

Location	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
700 Alma St. - Rentals - residents	57	24	18	24	23	21	0	18	21
700 Alma St. - Rentals – non-residents	46	89	76	62	81	73	19	25	12
100 Terminal Ave. - residents	-	-	n/a	n/a	n/a	n/a	n/a	10	14
100 Terminal Ave. - non-residents	-	-	n/a	n/a	n/a	n/a	n/a	15	1
Athletic field rentals (hours reserved)	899	1,533	1,042	785	722	1146	560	811	151

\*Season is still in progress and data shown is not yet final.



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**Table 15. Recreation client accounts**

	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025
New recreation client accounts	-	-	-	-	-	-	-	-	-	215	335	895	412	327	844	451	515	490	558	1,216	523	380	654	543	297
Total recreation client accounts	-	-	-	-	-	-	-	-	-	5,798	6,013	6,348	7,243	7,655	7,982	8,826	9,277	9,792	10,282	10,840	12,056	12,579	13,233	13,776	14,043
Hyperlocal client accounts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,354

**Table 16. Web page views**

	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	
MenloPark.gov/Library	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4,636
MenloPark.gov/ActivityGuide	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4,706

**Table 17. Newsletter engagement**

	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	
Newsletters Sent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
Average recipients per newsletter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,441
Total newsletter clicks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,992
Total newsletter unique clicks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,209
Total newsletter opens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61,371
Total unique opens	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38,439
% open rate (monthly average)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80%
% unique opens rate (monthly average)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50%
Unsubscribes Monthly Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168
% Unsubscribes - Monthly Average	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.22%
Email Bounces - Monthly Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,547

**Table 18. Large-scale community event attendance**

Location	Jan. 2023	Feb. 2023	Mar. 2023	Apr. 2023	May 2023	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan. 2024	Feb. 2024	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	
Black Liberation Month Celebration 2/11	-	150	-	-	-	-	-	-	-	-	-	-	-	256	-	-	-	-	-	-	-	-	-	-	-	211
Spring Fest – Burgess Park	-	-	-	1,500	-	-	-	-	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-	-	-
Small child's egg hunt - 700 Alma St.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	-	-	-	-	-	-	-	-	-	-
Egg Hunt – Burgess Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	450	-	-	-	-	-	-	-	-	-	-
BHCC Grand Opening	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,000	-	-	-	-	-	-	-	-	-
Juneteenth	-	-	-	-	200	-	-	-	-	-	-	-	-	-	-	-	-	300	-	-	-	-	-	-	-	-
4 <sup>th</sup> of July Parade and Celebration	-	-	-	-	-	-	1,250	-	-	-	-	-	-	-	-	-	-	-	1,200	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	-	-	186	387	-	-	-	-	-	-	-	-	-	-	270	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	-	-	388	247	-	-	-	-	-	-	-	-	-	-	230	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	-	-	261	520	-	-	-	-	-	-	-	-	-	-	244	300	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	222	550	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	300	80	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	330	-	-	-	-	-	-
Summer Concert - Karl E. Clark Park	-	-	-	-	-	-	-	103	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Summer Concert - Karl E. Clark Park	-	-	-	-	-	-	-	137	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trunk-or-Treat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Halloween Hoopla	-	-	-	-	-	-	-	-	-	1,100	-	-	-	-	-	-	-	-	-	-	-	-	1,500	-	-	-
Pumpkin Splash	-	-	-	-	-	-	-	-	-	101	-	-	-	-	-	-	-	-	-	-	-	-	150	-	-	-
Light Up the Season	-	-	-	-	-	-	-	-	-	-	-	750	-	-	-	-	-	-	-	-	-	-	-	-	-	900
Photos with Santa	-	-	-	-	-	-	-	-	-	-	-	300	-	-	-	-	-	-	-	-	-	-	-	-	-	450

LIBRARY COMMISSION  
TENTATIVE AGENDA SCHEDULE  
February 24, 2025

MEETING DATE*	TENTATIVE AGENDA TOPICS**
January 27, 2025 (4 <sup>th</sup> Monday)	<ul style="list-style-type: none"> <li>• Presentation: Library data</li> <li>• Ad-hoc subcommittee update</li> <li>• Select Commission Vice Chair</li> <li>• End of year library statistics</li> <li>• Benchmark and Star Libraries report</li> <li>• City and departmental mission, vision, and values statements</li> </ul>
February 24, 2025 (4 <sup>th</sup> Monday)	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> <li>• Overview of survey questions and methods</li> </ul>
March 17, 2025	<ul style="list-style-type: none"> <li>• Presentation: Library outreach</li> <li>• Policy update: makerspace user policy</li> <li>• Commission work plan 2024-25 progress report</li> <li>• Review: Draft recreation and community programs survey</li> </ul>
April 21, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> </ul>
May 28, 2025 (Joint meeting w/ PRC) (4 <sup>th</sup> Wednesday)	<ul style="list-style-type: none"> <li>• Presentation: BHCC first year of operations</li> <li>• Review: Recreation and community programs survey results</li> </ul>
June 16, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> <li>• Presentation: Look ahead for libraries and MPL</li> <li>• Study session: Prepare updates to the LC work plan 2025-26</li> <li>• Consider assigning commissioner liaisons to library affinity groups</li> </ul>
July 21, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> <li>• Presentation: Library collection development</li> <li>• Study session: Prepare a report-out to City Council on the LC work plan 2024-25</li> </ul>
August 18, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> <li>• Recommend updates to the LC work plan 2025-26</li> </ul>
September 15, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> </ul>
October 20, 2025	<ul style="list-style-type: none"> <li>• Ad-hoc subcommittee update</li> </ul>
November 17, 2025	<ul style="list-style-type: none"> <li>• Approve the 2026 Library Commission meeting calendar</li> </ul>
December 15, 2025 (Joint meeting w/ PRC)	<ul style="list-style-type: none"> <li>• Year in review</li> <li>• Open house / social</li> </ul>
Standing/ recurring agenda items (typically every meeting)	<ul style="list-style-type: none"> <li>• Approve previous meeting's minutes</li> <li>• Department activities and statistics</li> <li>• Tentative agenda calendar</li> <li>• Commissioner reports</li> </ul>
Unscheduled future items	<ul style="list-style-type: none"> <li>•</li> </ul>

\* Library Commission 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