

Parks and Recreation Commission



REGULAR MEETING AGENDA

Date: 1/27/2021
Time: 6:30 p.m.
Regular Meeting Location: [Zoom.us/join](https://zoom.us/join) – ID# 911 6597 4358

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

Teleconference meeting: All members of the Parks and Recreation Commission, city staff, applicants, and members of the public will be participating by teleconference. To promote social distancing while allowing essential governmental functions to continue, the Governor has temporarily waived portions of the open meetings act and rules pertaining to teleconference meetings. This meeting is conducted in compliance with the Governor Executive Order N-25-20 issued March 12, 2020, and supplemental Executive Order N-29-20 issued March 17, 2020.

- How to participate in the meeting
 - Access the meeting real-time online at:
[Zoom.us/join](https://zoom.us/join) – Regular Meeting ID 911 6597 4358
 - Access the regular meeting real-time via telephone (listen only mode) at:
(669) 900-6833
Regular Meeting ID 911 6597 4358

Subject to Change: Given the current public health emergency and the rapidly evolving federal, state, county and local orders, 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 www.menlopark.org. The instructions for logging on to the Zoom webinar and/or the access code is 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.org/agenda).

Regular Meeting ([Zoom.us/join](https://zoom.us/join) – ID# 911 6597 4358)

- Call To Order**
- Roll Call**
- Public Comment**

Under "Public Comment," the public may address the City Council on any subject not listed on the agenda. Each speaker may address the City Council once under public comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The City Council cannot act on items not listed on the agenda and, therefore, the City Council cannot respond to non-agenda issues brought up under public comment other than to provide general information.

D. Presentations

- D1. Covid-19 update: Indoor and outdoor sports leagues
- D2. Diversity, Equity and Inclusion update: Adaptive programming

E. Regular Business

- E1. Approve: Parks and Recreation Commission minutes for the meeting of November 19, 2020 ([Attachment](#))
- E2. Review/update: Parks and Recreation Commission agenda calendar ([Attachment](#))
- E3. Review/recommend: Library and Community Services Department Strategic Plan Update: 2020 and Beyond. ([Staff Report 21-001-PRC](#))

F. Reports and Announcements

- F1. Commissioner reports (Vice Chair Staley-Shenk)
- F2. Department updates
 - a. Menlo Park Community Campus project ([Staff Report 21-002-PRC](#))
 - b. Pickleball pilot program ([Staff Report 21-003-PRC](#))
 - c. Suggestion box responses ([Staff Report 21-004-PRC](#))

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 prior to, the public hearing.

Any writing that is distributed to a majority of the City Council 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.org. 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 Government Code §54954.2(a) or §54956. Members of the public can view electronic agendas and staff reports by accessing the City website at menlopark.org/agenda and can receive email notification of agenda and staff report postings by subscribing to the "Notify Me" service at menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting City Clerk at 650-330-6620. (Posted: 1/22/2021)

Parks and Recreation Commission

SPECIAL MEETING MINUTES – DRAFT

Date: 11/19/2020

Time: 6:30 p.m.

Special Meeting Location: Zoom.us/join – ID# 911 6597 4358



CITY OF
MENLO PARK

A. Call To Order

Chair Baskin called the meeting to order at 6:13 p.m.

B. Roll Call

Present: Baskin, Bryman, Diepenbrock, Harris, Johnson, Payne, Staley

Absent: None

Staff: Library and Community Services Director Sean Reinhart, Assistant Community Services Director Adriane Lee Bird

C. Presentations

C1. Senior programming update

Recreation Coordinator Avidah Yaghmai-Samardar made the presentation ([Attachment](#)).

D. Regular Business

D1. Approve the Parks and Recreation Commission minutes for the meeting of October 28, 2020 ([Attachment](#))

ACTION: Motion and second (Bryman/Payne) to accept the Parks and Recreation Commission meeting minutes of October 28, 2020, passed unanimously.

D2. Review/Update: Parks and Recreation Commission Agenda Calendar ([Attachment](#))

Assistant Community Services Director Adriane Lee Bird and the Parks and Recreation Commission reviewed and updated the commission agenda.

E. Reports and Announcements

E1. Commissioner reports (Dayna Payne)

Commissioner Payne reported on the Kelly Park pickleball court signs and on the possibility of adding hand sanitizer at the handwashing stations at the parks.

E2. Update on Transportation Master Plan and Middle Avenue Bike Lane Project ([Attachment](#))

Assistant Community Services Director Adriane Lee Bird gave the Transportation Master Plan and Middle Avenue Bike Lane project update.

E3. Library and Community Services Strategic Plan 2020 and Beyond ([Staff Report #20-011-PRC](#))

Community Services Director Sean Reinhart gave the Library and Community Services Strategic Plan update.

E4. Library and Community Services department updates ([Staff Report #20-012-PRC](#))

Community Services Director Sean Reinhart gave the Library and Community Services department updates.

F. Adjournment

Chair Baskin adjourned the meeting at 7:55 p.m.

Linda Munguia, Senior Office Assistant

NOVEL CORONAVIRUS, COVID-19, EMERGENCY ADVISORY NOTICE On March 19, 2020, the Governor ordered a statewide stay-at-home order calling on all individuals living in the State of California to stay at home or at their place of residence to slow the spread of the COVID-19 virus. Additionally, the Governor has temporarily suspended certain requirements of the Brown Act. For the duration of the shelter in place order, the following public meeting protocols will apply.

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MP Senior Center Services During COVID-19 Closure

MEAL DELIVERY

With the closure of MP Senior Center in March, the staff immediately identified the at-risk, vulnerable seniors who attended the Center on a regular basis for programs, but most importantly for meals. A contract was established with Samaritan House for the pre-cooked, packaged meals to be picked up and delivered to those seniors immediately. The initial 15 seniors were scheduled to receive double meals three times a week, along with a wellness call, just prior to delivery. Soon the numbers started to rise as more seniors in the community and beyond were identified, and added to the list. As of October, 80 seniors are being served three times a week with double meals in Belle Haven, and EPA. Additionally, every Friday, 25 meals are delivered to a local Menlo Park church for distribution to homeless seniors living in and around the community.



FACEBOOK MOBILE MARKET BAGS

As a kind, neighborly gesture, the Center received a large delivery of fresh produce just prior to the closure of all the Facebook kitchens in March. These items translated into numerous bags filled with wonderful fresh produce that were distributed among the seniors in the community not only to those who received meals, but others as well. The result of seeing appreciative seniors encouraged us to reach out to the FB Mobile Market Director and ask for donated bags of produce and food items to be distributed among the seniors on a regular basis. We received the first set of 15 bags that was delivered only to those receiving meals back in March. Soon the number was raised to 30, and as of May 4, we

were delivering 55 bags filled with produce, eggs, milk and other necessities from FB Mobile market to homebound seniors in the community. Currently we deliver 75 boxes to seniors every Monday.

SECOND HARVEST FOOD BANK GROCERY DISTRIBUTION

On a normal Brown Bag day, when the MP Senior Center was open, somewhere between 150-180 seniors would be served through this program. Due to many unknown factors, we started with 50 boxes of grocery from 2nd Harvest at our first drive-through distribution in March, all of which were distributed and gone in a short time to seniors in need of food. The following distributions, due to higher volume and demand from the community, 150 servings of food were given away in the form of two boxes and a bag to seniors and non-seniors. They also received face masks, and information about upcoming food distributions and other community resources. Of the 150 servings, 50 were delivered to the homes of seniors in need who had no means of leaving their home to pick up the food. The remainder 100 were distributed in a drive-through format to those who were registered, or new to the program. As of mid-May, the number of those served through Brown Bag reached 180, and currently 200 servings are distributed twice a month by senior programs.



WELLNESS CHECKS

With meal distribution, each Monday, Wednesday and Friday, 80 seniors receive wellness calls prior to food delivery. It gives an opportunity to evaluate their needs, and well-being as the delivery is taking place. In addition to those, over 40 other seniors also receive wellness calls each week totaling to over 120 calls put out weekly to check on the wellness and needs of the seniors, mainly in Belle Haven and EPA communities, all of which have been long time patrons of the Center for many years.

MP Senior Center Services During COVID-19 Closure



ACTIVITY AND ENGAGEMENT PACKAGES

With the help of the staff and Foothill College Instructors, elaborate activity packages have been created and sent to seniors since early April. These colorful packages have included lessons in art, geography/travel, exercise, acupressure/meditation, cooking recipes, coloring pages, old photographs, sewing projects with supplies, and much more. These packages are distributed to those registered for the Foothill Classes. While the Foothill College provides the seniors with some needed materials for the projects such as fabric pieces and yarn, the Senior

Center has also added canvases, brushes, watercolors, colored pencils, and glazes for ceramics pieces that continue to be fired in the Senior Center kiln. The effort is to keep the seniors active and engaged while they stay sheltered in place during this pandemic.

Shelter-In-Play Activity Packets are created by the Recreation staff and include more mind challenging activities, such as puzzles, coloring pages, and creative writing pages, as well as photos from years past so they keep the images of friends in review as a mental exercise. Additionally, a two page, elaborate resource guide is also enclosed that can help seniors reach out to various organizations for their needs. The Shelter-In-Play packets are created and distributed twice a month. Currently they are delivered to 50 homebound seniors with an additional 120 that are distributed on the Brown Bag days.



PROJECT CHEER

Receiving a handwritten letter or card in the mail to warm the heart of an isolated senior is the idea behind MPSC's Project Cheer. With the help of youth volunteers who created hand painted cards, staff who wrote personal notes to seniors, and colorful envelopes that brought everything together via USPS, much smiles were created knowing people care. The project has been well-received by seniors, their families, the staff and volunteers who have found a new way to re-connect with those we served at the Center. To this day, over 200 letters have been delivered or mailed to seniors, some in Spanish, some in English, and all filled with love.



EMERGENCY SUPPLIES

Through a collaboration with Center For the Independence of the Disabled (CID), the Senior Center staff delivered 35 Emergency Supplies Bags to the most frail, homebound MPSC registered seniors who are considered the most at-risk. These packages included all sorts of essentials plus a small emergency/first aid kit. Packets were distributed on the 3rd week of May. A new batch of Emergency Supplies Bags were delivered on September 30th, and will be distributed in October as a part of MPSC's Emergency Preparedness awareness to those who did not receive a bag in May.



SPECIAL EVENTS

As an integral part of our vibrant and active senior programs, Pre-COVID, the MPSC staff hosted two-three special events monthly. These events ranged from cultural events to educational, from dances to music performances. Since the closure, we have turned our focus on the basic needs of the seniors and not as much on the social aspect of their lives. During the Memorial Day Weekend, through a collaboration with Belle Haven Action Plan, a local Belle Haven band offered their talents to play music to the sheltered seniors in Mid Pen Housing apartments on



MP Senior Center Services During COVID-19 Closure

Willow. This fun event had seniors sitting in their balconies, enjoying the festivities as music played. The MPSC distributed free masks, and activity packets, complete with coloring pencils to the 85 senior residents. With three important holidays coming up, Day of the Dead, Thanksgiving, and Christmas, and substantial donations from Facebook to offset the cost associated with these events, the staff is actively planning on special events that can be “delivered” rather than presented at the Center. Drive-by entertainment for Day of the Dead along with traditional Mexican sweets, visit from Santa delivering gifts sponsored by Facebook, and special Thanksgiving meals to seniors are among the ideas being planned for the upcoming months.



Revised 10/8/2020 AYS

**City of Menlo Park Parks and Recreation Commission
2020-21 Tentative Agenda Schedule**

Meetings are held in the Cypress Room at the Arrillaga Family Community Center at 6:30pm on the fourth Wednesday of the month unless otherwise specified.

MEETING DATE	PROPOSED AGENDA TOPICS
July 22, 2020	<ul style="list-style-type: none"> • Election of Chair and Vice Chair • Childcare and summer camp reactivation presentation • Approve 2018-2020 work plan update on achievements
August 26, 2020	<ul style="list-style-type: none"> • Pickleball Presentation • Sports Groups and Field Rentals Reactivation presentation • Work plan amendments 2020-2021
September 23, 2020	<ul style="list-style-type: none"> • Pilot Pickleball program • Menlo Park Community Campus Project
October 28, 2020	<ul style="list-style-type: none"> • Flood Park presentation by San Mateo County • City Clerk's presentation on advisory bodies • Youth Advisory Committee • Master plan update/Capital projects report • County guidelines on playgrounds (include in director's report) • Pickleball update (include in director's report)
November 19, 2020	<ul style="list-style-type: none"> • Library and Community Services Strategic Plan presentation • Draft TMP and Middle Avenue Bike Lane project update - memo • Senior Programming Presentation • Commissioner's Report – Payne
December 23, 2020	<ul style="list-style-type: none"> • No meeting – holiday break
January 27, 2021	<ul style="list-style-type: none"> • Covid-19 update: Indoor and outdoor sports leagues • MPCC project update • Diversity, Equity, and Inclusion update: Adaptive programming • LCS Strategic Plan Update: 2020 and Beyond • Pickleball pilot program update • Commissioner's Report - Staley-Shenk
February 24, 2021	<ul style="list-style-type: none"> • MPCC project update • Diversity, Equity, and Inclusion update: Addressing institutional bias • Intro by the YAC • Communications update • Aquatics update • Commissioner's Report - Baskin
March 2021	<ul style="list-style-type: none"> • MPCC project update • Commissioner's Report - Harris
April 2021	<ul style="list-style-type: none"> • MPCC project update • Commissioner's Report - Diepenbrock
May 2021	<ul style="list-style-type: none"> • MPCC project update • Pickleball pilot program 6-month review
June 2021	<ul style="list-style-type: none"> • MPCC project update
<i>Unscheduled future items (tentative)</i>	<ul style="list-style-type: none"> • <i>Trends report</i> • <i>Rebuilding LCS – City Council priority</i> • <i>Community partnerships</i> • <i>Storyboards for Karl E. Clark Park</i> • <i>Commissioner's Report – Johnson</i> • <i>Commissioner's Report - Bryman</i>



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 01/27/2021

Staff Report Number: 21-001-PRC

Regular business: Review and recommend the Library and Community Services Strategic Plan Update: 2020 and Beyond

Recommendation

Staff recommends that the Parks and Recreation Commission review and recommend the Library and Community Services Strategic Plan Update: 2020 and Beyond.

Background

In response to the COVID-19 pandemic's major impacts to Library and Community Services ("LCS") 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 LCS 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 ("Strategic Plan Update") 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.

Analysis

The Parks and Recreation Commission has played an integral role in the development of the Strategic Plan Update over the past six months. LCS staff updated the supporting goals, tasks, and performance measures incorporating feedback from advisory bodies and the public, finalized plan elements, and confirmed the department's capacity to achieve the markers in this necessarily ambitious plan.

Next Steps

The City Council is scheduled to receive the Strategic Plan Update on January 26, 2021, in preparation for the annual Council goal-setting process on January 30.

Prepared by:

Nick Szegda, Assistant Director of Library Services

Adriane Lee Bird, Assistant Director of Community Services

Reviewed by:

Sean Reinhart, Director of Library and Community Services

Attachments

- A. LCS Strategic Plan Update: 2020 and Beyond



Library and Community Services

Strategic Plan Update: 2020 and Beyond

Updated January 26, 2021

PURPOSE

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

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

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)

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

- The [2015 Operational and Administrative Review](#)¹ 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](#).²
- A progress report was provided to the Library Commission in [August 21, 2017](#).³
- 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](#).⁴
- The Library Commission reviewed the draft Strategic Plan Update 2019-20 on [February 25, 2018](#)⁵; and the final plan 2019-20 on [May 20, 2019](#).⁶
- 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](#)⁷; reviewed and provided input to a draft Strategic Plan Update in a public meeting on [October 19, 2020](#)⁸; provided additional feedback in a public meeting on [November 16, 2020](#)⁹; 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](#)¹⁰; reviewed a draft Strategic Plan Update in a public meeting on [November 19, 2020](#)¹¹; and the final draft Strategic Plan Update in a public meeting on January 27, 2021.

Input from all of the above, including the insights gleaned 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.

¹ Link: menlopark.org/DocumentCenter/View/15271/Attachment-D---Recommendations-from-the-Operationaland-Administrative-Review-of-the-Library-Departme?bidId

² Link: menlopark.org/DocumentCenter/View/15808/Library-Strategic-Plan-2016-2020?bidId

³ Link: menlopark.org/AgendaCenter/ViewFile/Agenda/_08212017-2962

⁴ Link: menlopark.org/DocumentCenter/View/20298/Staff-Report_LC_2018_12_17_Strategic_plan_update

⁵ Link: menlopark.org/DocumentCenter/View/20713/Staff-Report_LC_2019_02_25_Strategic_plan_update_2019-2020

⁶ Link: menlopark.org/DocumentCenter/View/21592/Staff-Report_LC_2019-05-20_Strategic_plan_update_2019-2020

⁷ Link: menlopark.org/DocumentCenter/View/25723/Staff-Report_LC_2020-07-20_LCS-updates

⁸ Link: menlopark.org/DocumentCenter/View/26447/Staff-report_LC_20_015_LCS-Strategic-Plan

⁹ Link: menlopark.org/DocumentCenter/View/26708/Staff-report_LC_20_018_LCS-Strategic-Plan

¹⁰ Link: menlopark.org/DocumentCenter/View/25742/Staff-Report_PRC_20-003-PRCupdates

¹¹ Link: menlopark.org/DocumentCenter/View/26754/Staff-Report_20201116_LCS-updates

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

Task	Description	Start	End	Performance goal
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

Task	Description	Start	End	Performance goal
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

Task	Description	Start	End	Performance goal
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.

Task	Description	Start	End	Performance goal
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.

Task	Description	Start	End	Performance goal
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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.

Task	Description	Start	End	Performance goal
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.

Task	Description	Start	End	Performance goal
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

Task	Description	Start	End	Performance goal
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

Task	Description	Start	End	Performance goal
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

Task	Description	Start	End	Performance goal
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.



STAFF REPORT

To: Parks and Recreation Commission
Library Commission

Meeting Date: 01/27/2021

Staff Report Number: 21-003-LC; 21-002-PRC

Informational update: Menlo Park Community Campus project

Recommendation

That the Commission read and comment on the January 12, 2021 staff report to the City Council (Attachment A) and review the presentation given by Hart Howerton, architects (Attachment B).

Background and Analysis

Commissioners are encouraged to read the staff report from the 1/12 City Council meeting for current information about the Menlo Park Community Campus project (formerly known as the Belle Haven Community Center and Library project). The City Council gave their final approvals for the project.

Next Steps

The project timeline calls for facility closures in June of 2021 and remediation and demolition from July to August, 2021. The new facility is scheduled to open in spring of 2023. The Library Commission and the Parks and Rec Commission will serve as critical bodies to review and discuss interim services and services at the new facility, and provide a forum for public feedback on departmental services.

Attachments

A. January 12, 2021 staff report to the City Council. Hyperlink:

<https://www.menlopark.org/DocumentCenter/View/27102/E1-20210112-CC-MPCC-final-approvals-PH>

B. January 12, 2021 presentation from Hart Howerton, architects. Hyperlink:

https://menlopark.org/DocumentCenter/View/27164/E1-19-044-MPCC-City-Council-Presentation_20210112

Prepared by:
Nick Szegda, Assistant Director of Library Services

Reviewed by:
Sean Reinhart, Director of Library and Community Services



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 01/27/2021

Staff Report Number: 21-003-PRC

Informational report: Pickleball pilot program update

Recommendation

City staff recommend that the Parks and Recreation Commission review this informational report.

Summary

The Parks and Recreation Commission on September 23, 2020 recommended the initiation of a six-month pickleball pilot program at Kelly Park.¹ Staff converted an existing Kelly Park tennis court to accommodate pickleball play and opened the new pickleball courts to public use on November 13.

To encourage new players to try the game -- and to eliminate barriers to access for residents for whom fees-for-services are prohibitive -- access to the pickleball courts is free. The exterior gate is locked and secure by default, as are all city tennis courts, however the pickleball courts are readily accessible by calling a telephone hotline that plays a recorded message with an access code that can be used to open the gate. The hotline number is posted next to the gate. The access code and recording are updated periodically.

For players who prefer to confirm the availability of a pickleball court in advance, reservations are accepted online through the city website,² and are available between the hours of 8:00 a.m. to 12:00 p.m., Monday through Friday. At all other park hours, the pickleball courts are open for drop-in play.

To further encourage new players to try the game -- and to eliminate barriers to access for residents for whom the cost of the necessary equipment is prohibitive -- the city acquired multiple sets of pickleball paddles and balls and makes them available for checkout from Menlo Park Library at no charge. Pickleball sets can be requested online through the city website,³ and picked up at the Menlo Park Senior Center (adjacent to Kelly Park) through the library curbside pickup system.

The new pickleball court has seen steady use during the first two months of the pilot program, and usage is expected to further increase when spring weather arrives. Staff will conduct an observational count of pickleball user traffic during two sample weeks in March and April 2021, and will present the results to the Parks and Recreation Commission in the context of the pilot program's six-month review tentatively scheduled on May 26.

Prepared by:
Sean Reinhart, Director of Library and Community Services

¹ Link: menlopark.org/DocumentCenter/View/26180/Pickleball-Pilot-Program-Staff-Report-20200923

² Link: secure.egovlink.com/menlopark/rentals/rentalavailability.asp?rid=269&cid=301

³ Link: menlopark.bibliocommons.com/item/show/3063035076

STAFF REPORT 21-004-PRC

LIBRARY AND COMMUNITY SERVICES
SUGGESTION BOX
OCTOBER 2020 - JANUARY 2021

SUGGESTION	RESPONSE
<p>10/1/2020 Wanting to congratulate you on the wonderful program where it is possible to continue to have access to books in the library. I have enjoyed the digital services for years but having use of the library's books has taken in a whole new use!</p> <p>I am reading to my 4 year old grandson in Manhattan Beach via FaceTime twice a week. This allows his mom a little extra time to spend with her 6 and 9 year old children while they do their distant learning. Being able to provide variety of books to keep up the interest and fun these months has been invaluable.</p> <p>Thank you, thank you! This service is greatly appreciated – Susan</p>	<p>10/5/2020 Hi Susan, Thanks for your message, and for your kind compliments. It's gratifying to hear that you're enjoying the library curbside pickup service, and that you're using it to borrow books for reading to your grandson over Facetime. If you don't mind, I'd like to share your feedback with the library team - I'm sure they would be happy to hear that their efforts are helping families stay connected. - Sean</p>
<p>10/5/2020 My name is Ryan ** and I am a fifth-year medical student at Stanford University. Many of us will be interviewing for physician residency programs in the coming months, but unfortunately, the process has been moved to a virtual format due to the ongoing pandemic. This introduces many potential barriers, such as ambient noise and unstable internet connectivity. We are inquiring about the possibility of using any private spaces/rooms in the Menlo Park Library that can be reserved for the purposes of remote interviews? Are you aware of other community resources? On behalf of the medical school, thank you in advance for your consideration and I look forward to hearing from you soon!</p>	<p>10/5/2020 Dear Ryan, Thanks for your message. Menlo Park Library's indoor facilities are closed to the public to protect public health and prevent the spread of Covid-19, and are not expected to open for indoor access until the new calendar year. I hope this information is helpful. Please feel free to contact me again if I can be of further assistance.</p> <p>Best regards, Sean</p>
<p>10/10/2020 The 2 accounts below each had 1 item checked out of the Menlo Park library that have an overdue fine. They were returned to the Foster City library where I was told that, although fines were not being charged during the pandemic, Menlo Park is charging fines and I should request the fines be waived. Hopefully this is the correct form to make that request. – Florence A</p>	<p>10/20/2020 Dear Ms. A, Thanks for your message, and for your patience awaiting this reply. Sorry to hear that the folks in Foster City weren't able to help you, but we're happy to clear your overdue fine. It may take a few days for your library account to reflect the change. I hope this is helpful. Please feel free to contact me directly if I can be of further assistance. Best regards, Sean</p>

SUGGESTION	RESPONSE
<p>10/12/2020 If there is one good thing that has come out of this pandemic, it is the great communication I've received from the Library Community Service Newsletter and from the librarians. You've made this whole SIP much easier to deal with. Be it providing books, answering questions, or providing these great virtual community events. So thank you! – Joann</p>	<p>10/20/2020 Dear Ms. *, Thank you for your kind compliment of the Library and Community Services newsletter and librarians. It is gratifying to hear your positive feedback. I would like to share your message with the team (with your contact information redacted, of course) – I'm certain it will lift their spirits. Best regards, Sean</p>
<p>10/21/2020 I have enjoyed your excellent videos/webinars and wish they were available for viewing afterwards. Claudia</p>	<p>10/21/2020 Hi Claudia – We are so glad that you are enjoying our programs! We have a Vimeo account for our program recordings: https://vimeo.com/channels/menloparklibrary Not all of our performers allow us to record their programs, and some only allow them to be available for a limited time. There were 42 programs available just now – which is a pretty good amount. In addition some of our program content ends up on our social media feeds. We also let followers know about upcoming events that might be of interest. You can find our feeds and follow us at https://www.menlopark.org/79/Social-media. Kind regards - Nick</p>

SUGGESTION	RESPONSE
<p>10/21/2020 I am concerned at the length of time books I've requested remain IN TRANSIT. Five of the six books I've requested since the first week of September (most recently in the hope that something would be available) have met the same fate. The sixth book is NOT READY. I'm afraid that all five books will be available at the same time and I'll not be able to read most of them before they're due. A little more information about their status, and -- ideally -- advice about how to manage this situation, would be very helpful - Karen</p>	<p>10/22/2020 Hi Karen – Thanks for reaching out to us through our feedback form. It can be frustrating when the catalog software doesn't provide enough information for in transit items. Four of the items you have on hold that are in transit are coming through our Link+ system. Link+ items usually arrive very quickly – they are courier delivered from other academic and public libraries throughout the state. We apologize for the long wait for these – some of the Link+ libraries are operating under different conditions because of COVID restrictions. Our staff will reach out to the owning libraries for these two items: The Station Athos by Robert Byron The Etruscans by Mario Torelli If we can't contact them we may cancel and then replace the Link+ hold so that we can get the items from another library. I have purchased a copy of the following two books: The Scottish Highlands by Andrew Beattie A Neotropical Companion by John Kricher When those arrive here I'll reach out again - you can pick them up through our curbside pickup. No due dates on those two - just bring them back when you are done with them. The other two items on hold were owned by other libraries in the Peninsula Library System, and should be here relatively quickly. We'll follow up on those if we don't see them hit the hold shelf by next week. Sorry again for the wait – we'll be in touch as the purchased items arrive and the other holds are resolved. Please feel free to reach out to me directly if you have any other questions. Kind Regards - Nick</p>
<p>10/21/2020 The State of California issued a guidance on 9/28 which allowed local communities to re-open playgrounds. Why are they still not open in Menlo Park 23 days after this approval? There is no reason why our community needed to wait until the City Council met on October 13th, much less as late as October 29th, to have our re-opening plan implemented. The City KNEW our playgrounds would eventually be opened. There should have been plans in place so that the reopening was a simple switch, taking minimal time to get out kids back out playing and being kids. You should all be embarrassed. As a member of this community for almost 20 years, I'm appalled with the lack of foresight and planning.</p>	<p>10/27/2020 Dear Ms. *, Thanks for your message. I understand your frustration with having to wait until the various preparatory steps are taken before safely reopening playgrounds. The new state guidance about playgrounds came with no advance warning, and the guidance contained several new stipulations for regular playground cleaning, handwashing stations, and signage – all of which took substantial time and money to put into place properly. Those steps are nearly complete and the playgrounds will reopen with precautions on October 29. Thanks for your patience and understanding as we work to safely reopen playgrounds in accordance with applicable laws and processes. I hope this information is helpful. Please feel free to contact me again if I can be of further assistance. Best regards, Sean</p>

SUGGESTION	RESPONSE
<p>10/21/2020 When will you be taking book donations again?</p>	<p>10/27/2020 Hi Alex – Unfortunately, none of our volunteers, including the Friends of the Library, have been back into the library since the shelter in place began. The health and safety of our staff, customers, and volunteers is our top priority. At this time the Friends’ work space in the basement does not allow for the kind of modifications necessary to make safe accepting, sorting, and selling operations possible. I don’t anticipate that they will be back this calendar year, and it may not be possible for them to safely return until sometime in 2021. You can be sure that when they are back in the building and we are again accepting donations we will let everyone know. Kind regards - Nick</p>
<p>10/21/2020 Greetings, Been wanting to tell you folks how thoroughly impressed and thankful I have been with the Garden Seed Program! I received seeds 2-3 times and have been using them all. I always plant a summer garden but recently planted a winter garden as well and the seeds have come in handy. Also, I love how they arrive! Cute little packages with great planting instructions in an old fashion library card format. Just love it! I so hope you will continue the seed program! In fact, is there any way of helping out in this awesome program? Is it one person that does this at the library? I would love to find out more. Kind regards, Bernadette Hello again, Forgot to also mention how much I loved the paint a birdhouse project last year too. Just loved that evening event. I hope you will offer it again when we can get back together again. Thanks for all you do. Best always, Bernadette</p>	<p>10/27/2020 Hi Bernadette – I am so glad that you are enjoying the seed library program, and that you took time out to write and thank us – we really appreciate it! Would it be OK if I shared your kind words with our team? I am sure they would really appreciate hearing them. The seed library is a team effort and we are planning on continuing it. There have been monthly gardening talks on Zoom and those will continue. We also have plans to transform our main library patio into a demonstration garden in collaboration with our afterschool child care program at the Menlo Children’s Center. I’m sure the seed library team will be thinking up other ideas to keep you engaged as we move through the winter and into the spring. Keep an eye on our events page, or sign up to get notices about our Library and Community Services events here: https://www.menlopark.org/543/Adults I notice that there’s a November 4th event about the best gardening books – I hope you’ll join us. Thank you also for your offer to help out with the seed library, but with all of the COVID restrictions in place we are not accepting volunteers at this time. We’ll be open again, and I am sure we will need help with the seed library in the future. I am glad you enjoyed the birdhouse crafting event – we’ve been trying to figure out how to hold those kinds of events while keeping everyone safe. Keep watching that events page – we have a creative group of virtual event planners. Thanks again for taking the time to write, and for your support of the Library and Community Services programs. Kind regards - Nick</p>

SUGGESTION	RESPONSE
<p>10/27/2020 Hi - thanks for being such a great support to our community during these unprecedented times. One suggestion I'd make is to extend the library books checkout period. With the limited book return dropbox hours, it is nearly impossible to get to the dropbox during the weekday/normal working hours. Practically, this means that working folks have essentially only 1 day/week (Saturday) to try to return books, and if we're out of town one weekend, that either means we're paying at least 1 week of late fees, or our checkout period is effectively reduced. I have repeatedly racked up fines due to this. Please consider extending the checkout period during this time or increasing the dropbox hours to accommodate working folks. Thanks for your consideration.</p>	<p>10/28/2020 Hi Julie – Thanks for taking the time to write us. Our staff hours have been limited by the budget reductions in July and we have had to scale back some of our service hours to compensate. We have changed our book drop open hours – the book drops at the main library and at the Senior Center are now open between 9:00am on Tuesday through 4:00pm on Saturday. Hopefully those overnight hours will make it a little easier to return items. If you ever have difficulty returning items or get fines because you couldn't return an item when the book drop was closed, please feel free to reach out to me directly. Kind regards - Nick</p>
<p>11/2/2020 Love all the creative online (and offline) activities you are providing! Proud to be a Menlo Park resident.</p>	<p>11/5/2020 Hi Daniel – Thanks so much for taking the time to write us – we really appreciate your kind words. Our virtual events team has worked very hard to adapt all of our different programs to these extraordinary times. Would you mind if I shared your comment with the team? They would like to hear it, I am sure. If you haven't already done so, you can see upcoming library events and subscribe to calendar updates here: https://www.menlopark.org/543/Adults Our Virtual Recreation Center has some great things going on here: https://www.menlopark.org/1660/Virtual-Recreation-Center And our social media feeds and recordings of past events (on Vimeo) are listed here: https://www.menlopark.org/79/Social-media Warm regards – Nick</p>

SUGGESTION	RESPONSE
<p>11/3/2020 Library isn't doing well and this email update is confusing - doesn't really deal with the library but rather community services. My complaint? - Friends of the Library, one volunteer at a time, should be able to work on donations. We (and others I'm sure) have them piling up and can't wait until "next June" to turn them in.</p>	<p>11/5/2020 Hi Richard – Thank you for taking the time to write us. We apologize for not being able to provide our normal level of service during the pandemic. Unfortunately, none of our volunteers, including the Friends of the Library, have been back into the library since the shelter in place began. The health and safety of our staff, customers, and volunteers is our top priority. In a normal year, the Friends receive thousands of items weekly, and many volunteers spend many hours to receive, sort, price, and list them for sale. Our statistics show that more than two dozen volunteers spent more than 18,000 hours last year volunteering at the library - the equivalent of nine full-time employees. A single volunteer would not be able to handle the volume of donations we would receive were we to turn that donation spigot on. At this time the Friends' work space in the basement does not allow for the kind of modifications necessary to make safe accepting, sorting, and selling operations possible. I don't anticipate that they will be back this calendar year, and it may not be possible for them to safely return in numbers to allow donation processing until sometime in 2021. You can be sure that when they are back in the building and we are again accepting donations we will let everyone know. Kind regards - Nick</p>
<p>11/3/2020 I wanted to inquire about when the library will be reopened (even to a limited number of patrons at a time). We've now had access to many stores for many months and, given the County's progress on controlling infections, it appears that more reopening is pending. I wanted to see what the plan is for reopening?</p>	<p>11/6/2020 Hi Chris - Thanks for taking the time to write us. We are eager to get back to normal operations as well – unfortunately, the City Manager and City Council have decided that City facilities will remain closed through the end of the calendar year. This decision was made in the best interest of staff and customer safety. The City will re-assess our situation in January in light of the pervasiveness of the pandemic and the availability of any vaccines that might allow a return to regular operations. In the meantime I hope you will make use of our curbside pickup service, and participate in our many virtual events. You can find more information about both at http://menlopark.org/library. Kind regards - Nick</p>
<p>11/3/2020 Can the city enforce pruning of shrubs that encroach on city sidewalks? It is not possible to walk two side by side on some parts of Santa Cruz Ave west of downtown. If there aren't rules about pruning, maybe there should be? These should require shrubs to be pruned far enough away from the edge of the sidewalk, to a vertical height of at least 7 feet so normal growth won't encroach at our feet, shoulders, or head. Thank you.</p>	<p>11/6/2020 No reply back info given - I forwarded the message to Public Works. Would also tell future questioners like this about the City's online reporting tool: https://www.menlopark.org/actmenlopark - Nick</p>

SUGGESTION	RESPONSE
<p>11/5/2020 I can follow links on your library pages to a page describing Link+ but I cannot get past this to the Link+ catalog. Perhaps you are not doing Link+ yet. When I go to the LINK+ catalog system via the Palo Alto library site I can see that Palo Alto is not in the list of participating libraries at the moment - but Menlo Park is listed. I called Palo Alto and they are not doing Link+ until at least the end of the year. Is there a way to get Link+ books via the Menlo Park Library? - Ken</p>	<p>11/7/2020 Hi Mr. * – The Menlo Park Library does indeed participate in the Link+ system. Our contract with Link+ extends only to City residents, so you won't be able to place a Link+ hold with your San Mateo County card through Menlo Park's site. San Mateo County does participate in Link+, but a quick check of their web page (https://smcl.org/inter-library-loan/) shows that they are not accepting Link+ requests at this time. I suggest reaching out to SMCL directly with your request (you can email, call or text them – contact info is here: https://smcl.org/get-in-touch/) and see what can be arranged. Please feel free to reach out to me directly if you have further questions. - Nick</p>
<p>11/17/2020 Wondering if the Spanish classes of Alex, at Menlo Park Senior Center in East Menlo, could be Zoomed.....it is late to ask ...I have not heard a thing and it is a shame to lose these classes for so long...I was in beginning class.....thanks</p>	<p>11/17/2020 Hi Margaret. Thank you so much for writing us! We appreciate your feedback. We are actually in the process of onboarding Alex to start teaching Spanish classes again via Zoom in the new year. I will make sure you receive information on the upcoming session. Please let me know if you have any additional questions. Best, Adriane</p>
<p>11/17/2020 How can we pay overdue late fees and find out how much we owe?</p>	<p>11/17/2020 Hi Simonne – You can log into your account (have your library card ready) at this link: https://menlopark.bibliocommons.com/ The log in link is at the upper right of the screen. Your PIN is usually the last four digits of your phone number. Once you log in, click on the link at the upper right (with your username, mine is MisterOwl) to get to your account. The drop down has a link for fines and fees. I've pasted in a screenshot below. You can also call our info desk, Tuesday-Saturday, 11-5, if you prefer to talk to a person (650-330-2520). If you get stuck, or you have further questions, feel free to reach out to me directly. Kind regards - Nick</p>

SUGGESTION	RESPONSE
<p>11/17/2020 Just decided to return to reading (and escape!) and requested book and arranged pick up. It was so easy and wish I had realized earlier that I could continue reading for my book group even though not attending the Zoom stuff, which I still refuse to use. But now I am enjoying ability to read variety of books. Thank you.</p>	<p>11/18/2020 Hi Leslie – Thanks so much for taking the time to write – we appreciate your kind words. Our curbside staff has been working really hard to make it easy for folks to pick up their items. I’d love to share your message with them – would that be OK? If you can’t find what you are looking for in the catalog we have a pretty robust purchase suggestion program. We will buy most items if they are available and are reasonably priced, then add them to our collection. Here’s the link for that: https://www.menlopark.org/FormCenter/Library-and-Community-Services-8/Suggest-a-purchase-363 I understand your reluctance to use Zoom, but I urge you to give it another try. The Library and Community Services department has a whole lot of virtual programming going on (link here) and you can watch without turning on your mic or camera or participate at whatever level is comfortable for you. You can also sign up to get notifications about upcoming events. It’s a great way to stay connected in these isolating times. If you have any technical problems getting connected, give our info desk a call – they would be happy to help you troubleshoot (650-330-2520, Tues – Sat 11-5). Thanks again for compliment, and be well - Nick</p>
<p>11/18/2020 My library card from about 8 years ago has expired. Is there a way to renew online? Thank you so much.</p>	<p>11/18/2020 Hi June – Thanks for your note. It’s really easy to apply for a new card online (here’s the link: https://www.menlopark.org/577/Apply-for-a-library-card) You will get a temporary number that you can use immediately, and we will mail you a physical card. We can’t renew your expired card because it’s no longer in our database. If you get stuck or have further questions, feel free to reach out to me directly. You can also call our info desk at 650-330-2520, Tuesday through Saturday, 11-5. Kind regards - Nick</p>

SUGGESTION	RESPONSE
<p>11/26/2020 Hi Justin I am writing a thank-you letter to the Menlo Park library because I want to tell you, library volunteers and your colleagues what you are doing is meaningful and significant. You have helped a lot of English language learners, including me. Sometimes, I am always thinking I am still lucky even in the middle of pandemic. Before the pandemic, my schedule didn't allow me to join this English conversation club. Now I have been in the English conversation club pretty much for 6 months and I know a lot of friends, Lisa, Rene, David and new volunteers who I don't know their names. Again, I really appreciate what you do for the community. Happy Thanksgiving!! - Mary</p>	<p>1/19/2021 Hi Mary – Justin recently passed along your wonderful note. We are so glad that you are participating in the English Conversation Club and that you are finding it helpful. It means a lot to the staff to get a note of thanks like yours – would it be OK if I shared it with them? All the best to you in the new year - Nick</p>
<p>12/22/2020 As a local author, I would like to suggest that you order a copy for the library of "Sliver of Change" a poetry collection by Marianne Brems published in November of 2020 by Finishing Line Press. https://www.finishinglinepress.com/product/sliver-of-change-by-marianne-brems/. This new collection of poems revolves around the theme of transformations, small ones, big ones, frightening ones, peaceful ones that occur at every moment as they continually trace the spiritual journey from one place to another. The poems in Sliver of Change explore fascinating quirks of human nature as well as curious aspects of the physical world through simple vignettes of everyday life.</p>	<p>12/22/2020 Dear Ms. Brems, Thanks for your message. I've passed along this information to our book buyer for consideration. Please let me know if I can be of further assistance. - Sean</p>
<p>1/16/2021 Is the monthly gardening series returning soon? It was very informative and helpful and provided practical advice as well! Also expertly coordinated with managing the viewers' questions.</p>	<p>1/19/2021 Hi Phyllis – Thanks for taking the time to drop us a note. Boy the spring-like weather over the weekend had me thinking about gardening too. The monthly garden talk series has started again, and you can see the lineup at the seed library page: https://www.menlopark.org/1654/19240/Seed-Lending-Library We'll be adding more detail to the listings as they get finalized. You can also see recordings of past garden talks at the City's Vimeo page: https://vimeo.com/channels/menloparklibrary Kind regards – Nick</p>

SUGGESTION	RESPONSE
<p>1/16/2021 Thank you for making book pick ups so easy! I also want to thank you for all the programs available online. I have enjoyed the series on gardening in particular!</p>	<p>1/19/2021 No reply back info given. Shout out posted to the staff Kudos board - Nick</p>

SUGGESTION	RESPONSE
<p>1/16/2021 Please delete *** from your mailing list. I do not want to receive Library info. I do want to receive Covid info, emergency info (traffic problems, etc). Send these to ** Thank you.</p>	<p>1/19/2021 Unsubscribe link for newsletter takes users to the City's "Notify Me" page where one can manage subscriptions or be removed from all lists. Lists are opt-in, and require a confirmation before subscriptions begin. Message sent to City webmaster. - Nick</p>
<p>1/16/2021 Your email unsubscribe button does not work! I haven't lived in Menlo Park in almost a decade and have been trying to unsubscribe all these years. PLEASE help me unsubscribe from your City of Menlo Park emails. I've even gone so far as trying to email individual city staff members and IT workers. I have followed all the right actions to unsubscribe but I still get your emails. This is a privacy violation and against the law to not offer the ability to unsubscribe.</p>	<p>1/19/2021 Unsubscribe link for newsletter takes users to the City's "Notify Me" page where one can manage subscriptions or be removed from all lists. Lists are opt-in, and require a confirmation before subscriptions begin. Message sent to City webmaster. - Nick</p>
<p>1/16/2021 THANK YOU. Thank you to the libraries' staff for continuing to reimagine how to put the library's mission into action during Covid and how to keep our communities connected. We're loving the quotes at the start of the newsletter, the extended renewals on books, the events with museums, the book recommendations, and there's so much more.</p>	<p>1/19/2021 Hi Marion – Thank you so much for your kind note! It really means a lot to us that you took the time to send it along. I think Sean pulls the quotes for the beginning of the newsletter, and we have a fantastic team of staff who are working on site at the curbside and behind the scenes creating all of that programming. Do you mind if I shared your comments with our staff? They would be very pleased to hear it. Take care - Nick</p>
<p>1/16/2021 Hi, I understand you are not accepting book donations at this time. However, I have 5-10 boxes of good books (kids' college books and others) and I don't know what to do with them. I hate to throw them in the trash, but that's the next option for me. Any advice? Thanks.</p>	<p>1/19/2021 Hi Russ – We miss our Friends of the Library too! Here are some suggestions for what to do with those books you want to donate: There are a bunch of Little Free Libraries around town: https://www.menlopark.org/1500/Little-Free-Libraries Probably not the best solution for the amount that you have, but a good thing to keep in mind for the future. Goodwill accepts donations of books, and they have a contactless, drive-up drop off center on El Camino right at the Atherton/Redwood City border. They won't take magazines or encyclopedias: Chavez Supermarket Parking Lot: 46 Fifth Avenue, Redwood City, 94063 • Accepting Donations: 9 AM to 2 PM (Tues-Sun) The Boys and Girls Club of the Peninsula accepts books: Boys & Girls Clubs of the Peninsula 401 Pierce Road Menlo Park 650-646-6127 www.bgcp.org I hope that helps – stay safe and hang in there! - Nick</p>

SUGGESTION	RESPONSE
<p>1/19/2021 Please allow hair salons, nail salons, outdoor dining and gyms to open. For the people who own and work for these companies, their jobs are essential. A dental hygienist and dentist get as close, if not closer, than a salon worker. We need to be fair and allow people to choose whether or not they frequent these establishments. Thank you</p>	<p>1/19/2021 Dear Michelle, Thanks for your message. The Covid-19 restrictions on certain business sectors, including the restrictions on salons, outdoor dining and gyms, are imposed by the State of California, not the city. The city of Menlo Park has no ability to overrule state mandates. More information about the state's Regional Stay at Home order can be found here: https://covid19.ca.gov/stay-home-except-for-essential-needs/ I hope this information is helpful. Please contact us again if we can be of further assistance. Best regards, Sean</p>