

Parks and Recreation Commission



REGULAR MEETING AGENDA

Date: 4/24/2024
Time: 6:30 p.m.
Locations: [Zoom.us/join](https://zoom.us/join) – ID# 862 7050 1185 and
Arrillaga Family Recreation Center, Oak Room
700 Alma St., Menlo Park, CA 94025

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

How to participate in the meeting

- Access the meeting, in-person, at Arrillaga Family Recreation Center
- Access the meeting real-time online at:
[Zoom.us/join](https://zoom.us/join) – Meeting ID 862 7050 1185
- Access the meeting real-time via telephone at:
(669) 900-6833
Meeting ID 862 7050 1185
Press *9 to raise hand to speak

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

Regular Business

- A. **Call To Order**
- B. **Roll Call and Introductions**
- C. **Public Comment**
- D. **Presentations and Proclamations**
 - D1. Middle Avenue project updates ([Attachment](#))
- E. **Regular business**
 - E1. Approve minutes from the March 27 meeting ([Attachment](#))
 - E2. Select Parks and Recreation Commission Chair and Vice Chair ([Staff Report PRC-2024-010](#))
 - E3. Recommend the Library and Community Services department strategic plan 2024-26 ([Staff Report PRC-2024-011](#))
 - E4. Recommend updates to Library and Community Services departmental policy: recreation scholarship policy ([Staff Report PRC-2024-012](#))

F. Informational Items

- F1. Onboarding new commission members ([Staff Report PRC-2024-013](#))
- F2. Library and Community Services department updates ([Staff Report PRC-2024-014](#))
- F3. Belle Haven Community Campus updates ([Staff Report PRC-2024-015](#))
- F4. Parks and Recreation Commission tentative agenda calendar ([Attachment](#))

G. Commissioner Reports

- G1. Individual Commission member reports

H. Adjournment

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

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

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

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

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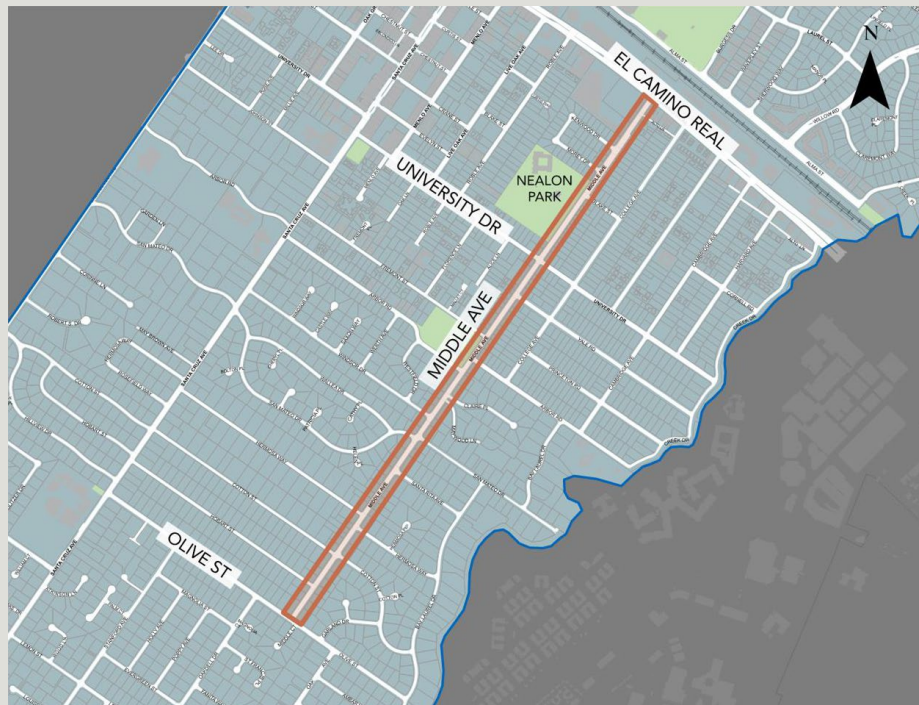


MIDDLE AVENUE COMPLETE STREETS PROJECT UPDATE

April 24, 2024

AGENDA

- Project goals
- Background
- Project summary
- Data summary
- Future considerations
- Project schedule



PROJECT GOALS

- Enhance bicyclist and pedestrian visibility and improve safety of all users
- Provide safe and comfortable cycling and pedestrian infrastructure and encourage sustainable mode of transportation
- Increase accessibility of the corridor by supporting improvements related to Middle Plaza and ongoing study of the grade-separated pedestrian and bicycle crossing



BACKGROUND

- March 3, 2022 – Conducted community kick-off meeting
- Oct. 18, 2022 – City Council approved traffic calming measures
- Feb. 14, 2023 – City Council approved the bike lane pilot
- July 2023 – Installed pilot from Olive St. to University Dr.
- Oct. 2023 – Installed pilot from University Dr. to El Camino Real





PROJECT SUMMARY (BUFFERED BIKE LANE PILOT)



- Olive St. to University Drive



Olive St.

Hobart St.

Middle Ave.



At Olive St.



Arbor Rd.

Fremont St.

Middle Ave.



PROJECT SUMMARY (BUFFERED BIKE LANE PILOT)



- University Drive to El Camino Real

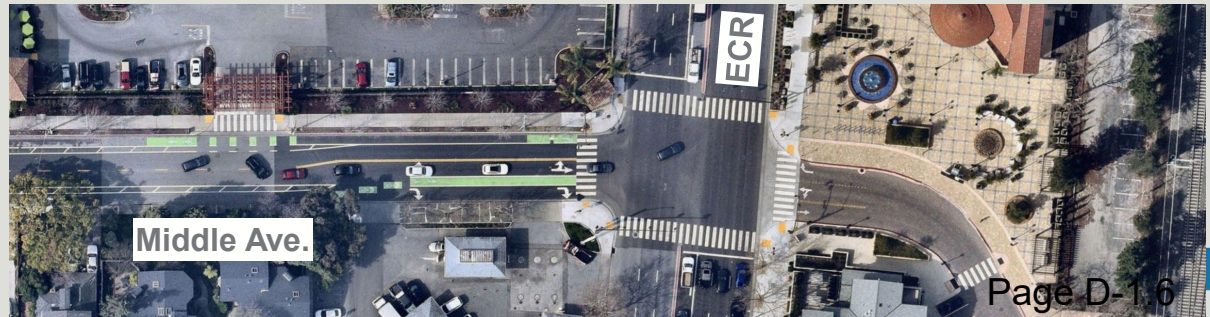


Middle Ave.

Blake St.



At Blake St.



Middle Ave.

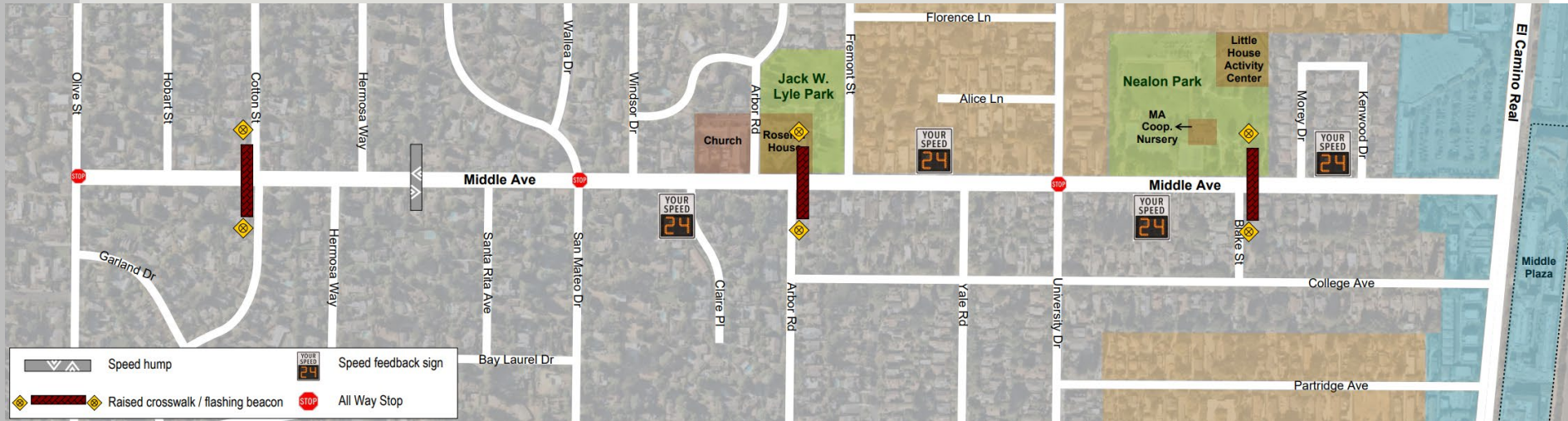
ECR



PROJECT SUMMARY (OTHERS)



■ Traffic calming measures



PROJECT SUMMARY (OTHERS)

- Signal analysis and geometric design @ ECR / Middle Ave
 - Protected left turn on Middle Ave.
 - No right turn on red phase on Middle Ave.
 - Partial protected intersection on the western side of ECR
- Street resurfacing (San Mateo Dr. to ECR)



DATA COLLECTION

- Roadway volumes (vehicle/ bike)
- Roadway speed
- Intersection volumes (vehicle/ bike/ pedestrian)
- Reported collisions
- Parking occupancy
- Public feedback survey (March 15th – April 7th)

- Data collection timelines
 - Before pilot: February - April 2023
 - With pilot: March - April 2024

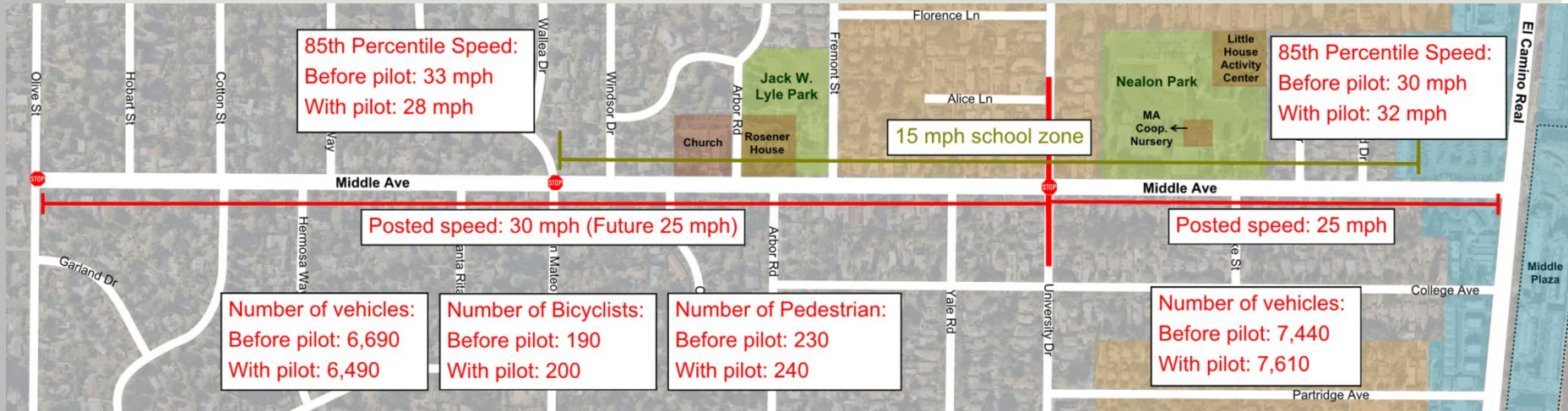
ADDITIONAL STAKEHOLDER OUTREACH

- Two community meetings (virtual and in-person)
- PVI - Little House / Rosener House
- New Community Church / New Beginning Preschool
- MA Cooperative Nursery
- Schools



DATA SUMMARY

Volume / speed



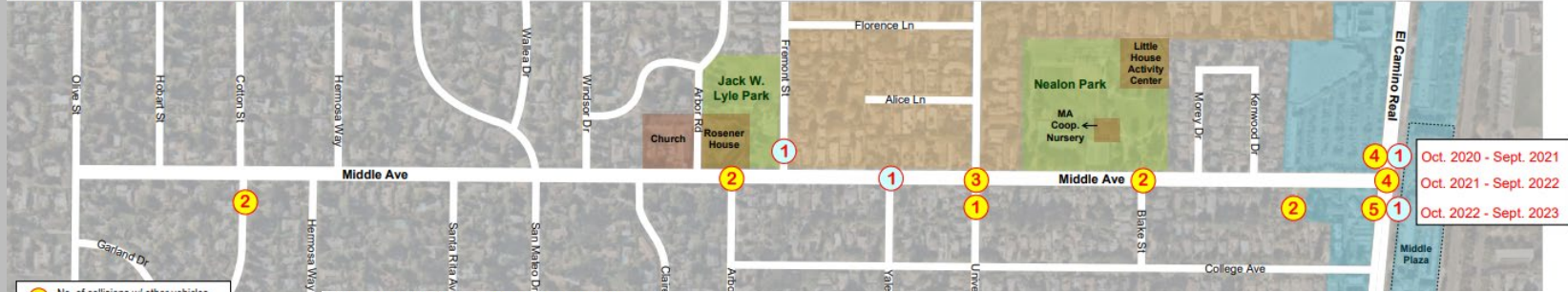
Before Pilot Data Collection: February to April, 2023
 With Pilot Data Collection: March, 2024



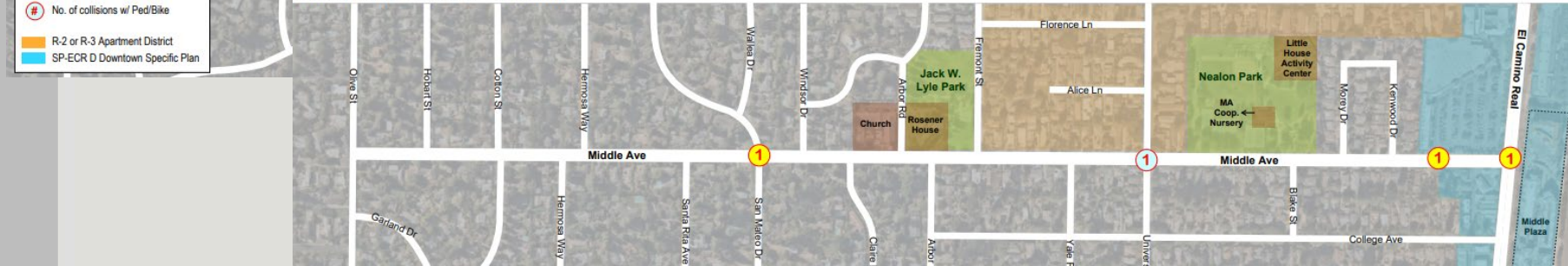
DATA SUMMARY (COLLISIONS)



Before pilot (Oct. 2020 - Sept. 2023)



After pilot (Oct. 2023 - current)



All collisions resulted in no injury/minor injury. All ped/bike resulted in minor injury.



DATA SUMMARY (PARKING OCCUPANCY)



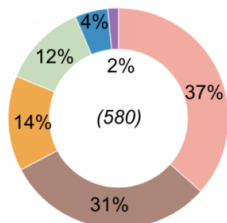
Data Collection Period: March/April, 2024



DATA SUMMARY (PUBLIC SURVEY)

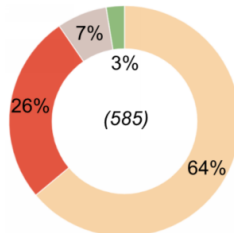


Where do you live?



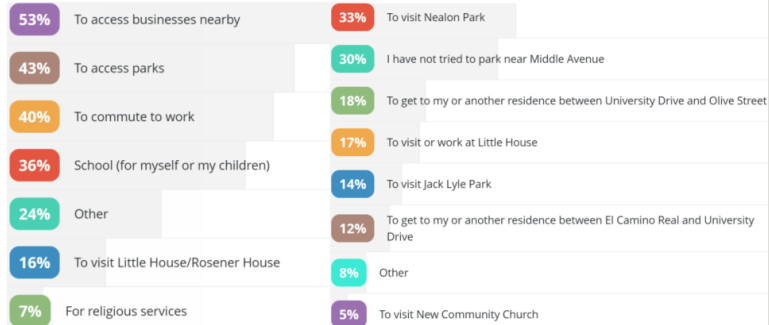
- On street connected to Middle Ave.
- Elsewhere in Menlo Park
- On Middle Ave
- In a neighboring community
- Elsewhere in the region
- Others

How often do you travel on Middle Ave?



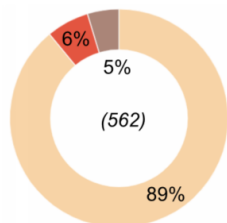
- Daily
- A few times per week
- A few times per month
- Several times per year

Primary purposes for traveling on Middle Ave. (576)



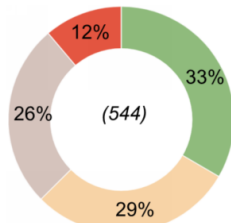
If you have driven, where have you parked? (538)

Have you changed your route?



- No, still drive on Middle Ave.
- Yes, more likely to drive on other street
- Yes, more likely to bike or walk

Parking experience near Middle Ave.



- Have not tried to park
- Had no trouble finding parking
- Had frequent trouble (> half the time)
- Had some trouble (< half the time)

Finding (bicycle):

- Have ridden bike/e-bike/scooter? Yes = 50%, No = 50% (545)
- Bike more? Yes = 31%, No = 69% (488)
- Bicycle experience: safer = 60%, No change = 26%, less safe = 14% (370)
- Key concerns: illegal parked cars, Middle Ave. / Olive St., speeding

Finding (pedestrian):

- Have walked or use other mobility device to cross Middle? Yes = 52%, No = 48% (531)
- Pedestrian experience: safer = 36%, No change = 50%, less safe = 14% (459)
- Key concerns: Crossing ECR, poor yield rates, speeding

Demographics:

- Age: >65 = 24%, 46-65 = 35%, 31-45 = 32%, 18-30 = 8%, Others = 1% (515)
- Gender: male = 40%, female = 52%, Others = 8% (514)



FUTURE CONSIDERATIONS (OLIVE ST. TO UNIVERSITY DR.)



- (Permanent) Buffered bike lanes - no parking zone on both sides



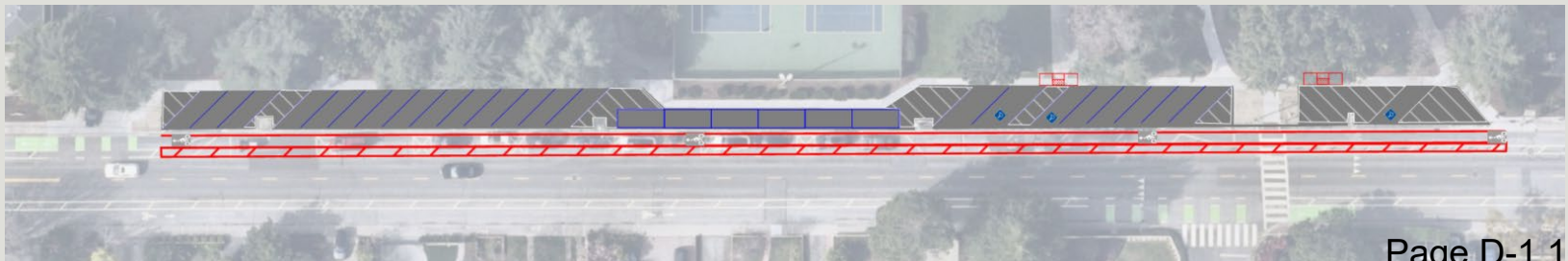
- Arbor Rd. reached ≥ 95 percent parking occupancy on Sundays
- Maximum parking occupancy on other cross streets: ≤ 50 percent



FUTURE CONSIDERATIONS (UNIVERSITY DR. TO ECR)

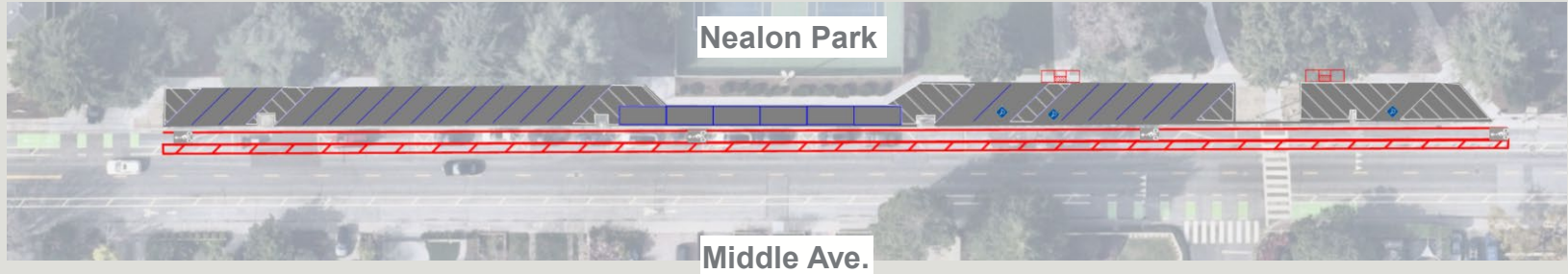


- (Pilot) Nealon Park frontage: back-in angle parking, shift buffered bike lanes (fall 2024)
- (Permanent) Buffered bike lanes - no parking zone on both sides





FUTURE CONSIDERATIONS (UNIVERSITY DR. TO ECR)



- Alleviate Nealon Park parking lot and frontage parking demand (i.e., occupancy reached ≥ 95 percent)
- Improve children loading/unloading conditions for park users and nursery families
- Improve sight visibilities

OTHER CONSIDERATION (CROSSING SAFETY / CIRCULATION)



At Blake St.

PROJECT SCHEDULE

- April 10: Complete Streets Commission
(Supported staff recommendations)
- April 24: Parks and Recreation Commission
- May 7 (tentative): City Council

- Pilot decision: spring 2024
- Design: fall/winter 2024
- Construction: summer 2025



THANK YOU



REGULAR MEETING MINUTES – DRAFT

Date: 3/27/2024
Time: 6:30 p.m.
Locations: Teleconference and
Arrillaga Family Recreation Center, Oak Room
700 Alma St., Menlo Park, CA 94025

A. Call To Order

Chair Bunyagidj called the meeting to order at 6:35 p.m.

B. Roll Call

Present: Bunyagidj, Joshua, Lee, Theriault
AB2449: Oza (for childcare)
Absent: Brosnan, Wessel
Staff: Library and Community Services Director Sean Reinhart, Assistant Library and Community Services Director Nick Sgezda, Library and Community Services Supervisor Tricia Mullan, Library and Community Services Supervisor Rondell Howard, Management Analyst Ashley Walker, Recreation Coordinator Da'Shawn Williams, Librarian Ella Hadrovic, Library Assistant Sarah Benitez

Youth Advisory Committee: President Ayla Karadogan
Vice President Jovi Wong
Secretary and Reporter Siboney Lynch
Scribe Isabel Habibi
Committee Member Rowan Hanley

C. Public Comment

C1. Public comment

Shani – Spoke on tennis and tennis court repair needs at Nealon Park. Spoke in support of moving pickleball to Burgess Park.

Gulles van Ruymbeke – Spoke in support of moving pickleball to Burgess Park.

D. Presentations and Proclamations

D1. Youth Advisory Committee update (Attachment)

President Ayla Karadogan, Vice President Jovi Wong, Secretary and Reporter Siboney Lynch, Scribe Isabel Habibi, and Committee Member Rowan Hanley made the presentation.

The commission and staff asked YAC members questions about YAC's social media marketing, recruitment, and funding and complimented their youth flea market event.

E. Regular Business

- E1. Approve minutes from the February 28, 2024 joint meeting with the Library Commission and the January 24, 2024 meeting (Attachment)

ACTION: Motion and second (Joshua/ Theriault), to approve minutes from the February 28, 2024 joint meeting with the Library Commission and the January 24, 2024 meeting, passed 5-0-2 (Brosnan and Wessel absent).

- E2. Recommend updates to library and community services departmental policies: recreation scholarship policy; event sponsorship policy (Staff Report PRC-2024-007)

Commission members asked questions regarding the number of people using the recreation scholarship policy and marketing for the scholarships and offered suggestions for the recreation scholarship policy regarding privacy practices and eligibility criteria.

ACTION: Motion and second (Joshua/ Theriault), to recommend the recreation scholarship to City Council with the above-noted suggestions, and to recommend the event sponsorship policy to City Council as presented, passed 5-0-2 (Brosnan and Wessel absent).

F. Informational Items

- F1. Advisory body attendance reports (Staff Report PRC-2024-008)
F2. Library and Community Services Department updates (Staff Report PRC-2024-009)
F3. Tentative agenda calendar (Attachment)

By acclamation, the commission added park policy enforcement, Nealon Park playground, and dog parks to the tentative agenda calendar.

G. Commissioner Reports

- G1. Individual Commissioner reports

Chair Bunyagidj reported that YAC is presenting to City Council on April 16th.

H. Adjournment

Chair Bunyagidj adjourned the meeting at 7:43 p.m.

Management Analyst Ashley Walker



Menlo Park Youth Advisory Committee

Parks and Recreation Commission and City
Council Presentation

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Reflections & Questions

Who are we?

President
Ayla Karadogan



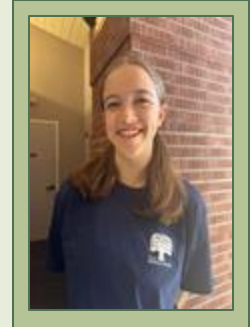
Vice President
Jovi Wong



Media Manager
Antonia



Treasurer
Abbie MacLeod



Secretary/Reporter
Siboney Lynch



Secretary
Lulu Maxcy



Isabel



Scribes
Alisha Parikh-Briggs



Recruitment Lead
Rowan Hanley





What is the Youth Advisory Committee?

- YAC is a group of teens who advise and respond to all matters related to the needs of youth in Menlo Park or needs raised by the Parks and Recreation Commission and city staff
- Engages the future leaders of Menlo Park by encouraging youth to take an active leadership role in the community
- Fosters greater involvement of youth in municipal government and civic affairs
- Advise city staff on activities, events and programs to meet the needs of youth and teens in the community
- We act as a bridge between local teens and city government by generating opportunities for youth



YAC Meetings



- We meet once a month on Thursday, from September to May
- Discuss pertinent city issues
- Plan and arrange a YAC-sponsored city event
- Occasionally special guests attend the meetings
 - Vice Mayor Drew Combs
 - Public Works delivered a presentation and facilitated a discussion on e-bike safety and bike racks



YAC Work Plan



As Ambassadors for the City of Menlo Park:

- Members attend City Council meetings
- Members volunteer for city-sponsored events
- Members listen to city staff deliver presentations and members provide feedback
- Committee presents a service project to City Council
- Committee works together to plan recruitment for the following year
- All members are given the opportunity to attend YAC Attack

YOUTH ADVISORY COMMITTEE WORK PLAN

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



Youth Advisory Committee Work Plan Goals

The Youth Advisory Committee (YAC) advises the Parks & Recreation Commission on matters relating to the youth and teen population within the City of Menlo Park. This may include programs relating to safety, community involvement, special interests, recreation, sports, socialization, socio-economic and environmental concerns.

The Youth Advisory Committee is also designed to be a learning experience for teens to become more familiar with local government. As a member of the Youth Advisory Committee, members will learn best practices in order to:

- Research and identify needs, assets, and interests in your community and possible service projects needed.
- Work effectively with youth from unique perspectives and backgrounds.
- Budget, address an audience, and delegate responsibilities.
- Engage youth and their peers effectively.

All members of the Youth Advisory Committee are required to do the following:

- Attend at least 75% of all scheduled meetings.
- Play a leadership role in the planning and implementation of a service project in your community.
- Provide feedback on program efficacy and goals upon completion of the program.
- Serve as an overall ambassador of the Menlo Park Youth Advisory Committee mission.
- Represent the City of Menlo Park.

Specific Examples

As ambassadors for the City of Menlo Park:

- Each member will attend at least one City Council meeting and introduce themselves and the Committee to the community.
- Each member will volunteer for at least one city-sponsored event.
- Each member will listen to at least one city department presentation and will share their ideas and feedback regarding teen involvement.
- The Committee will work together to present their chosen service project to the City Council and the Parks and Recreation Commission.
- The Committee will work together to plan recruitment for the following year, ensuring that teens in the community are aware of the opportunity to apply.
- Each member will have the opportunity to attend the 2024 YAC Attack Conference to learn more about Youth Advisory Committees in neighboring cities.

Exhibits

A. Youth Advisory Committee role, purpose, and activities. Menlo Park City Council, Dec. 10, 2019

Work Plan History

Action	Date	Notes
Work plan recommended	January 11 th , 2024	Youth Advisory Committee recommended

City Service

- YAC members volunteer for at least one City of Menlo Park event each year
- The City of Menlo Park hosts a wide variety of community events, celebrations, observances, cultural and educational program for all ages

Events: Halloween Hoopla, Light Up the Season, Eggstravaganza



YAC Attack 2024

- Conference for Youth Advisory Committees across the bay
 - 150 teens from 15 different cities
- Event dedicated to empowering young professionals
 - Insightful panels, interactive workshops, networking opportunities
- Event is held once every other year, this year was at Burlingame Community Center
- Various workshops to choose from, such as:
 - Generations day, League of Women Voters, Political Polarization, and self defense!

BUILDING BLOCKS OF WISDOM PANEL

Gain valuable insights from politicians, mayors, city managers, and more as they discuss leadership and civic engagement. Benefit from their wealth of experience and wisdom in this enlightening dialogue!



ALEX KHOJIKIAN
City Manager
City of San Mateo



DAVID CANEPA
Supervisor
San Mateo County



DONNA COLSON
Mayor
City of Burlingame



JULIA MATES
Mayor
City of Belmont



RON COLLINS
Council Member
City of San Carlos



STACY JIMENEZ
Vice Mayor
City of Foster City

HAVE A QUESTION FOR THE PANEL?

Scan the QR Code! Questions will be asked in the order we receive them.



YAC Attack



Planning Process for Our Flea Market

- Brainstormed idea in one of our first meetings and came to the unanimous decision to organize a flea market
- Planning began in October
- Contacted potential vendors by sending out interest forms to guarantee sufficient interest in our plan
 - Used this data to receive endorsement from the city
- Communicated with vendors about the logistics of Flea Market
- Advertised our event to Menlo Park and surrounding communities
- Worked as greeters, photographers, and ran the YAC Recruitment station

Flea Market Photos!

“It’s been a really good opportunity because there’s been a lot of foot traffic” Chloe, Vendor



“I’ve feel like I’ve made an impact; there are many more people who have visited my website” Balthazar, Vendor

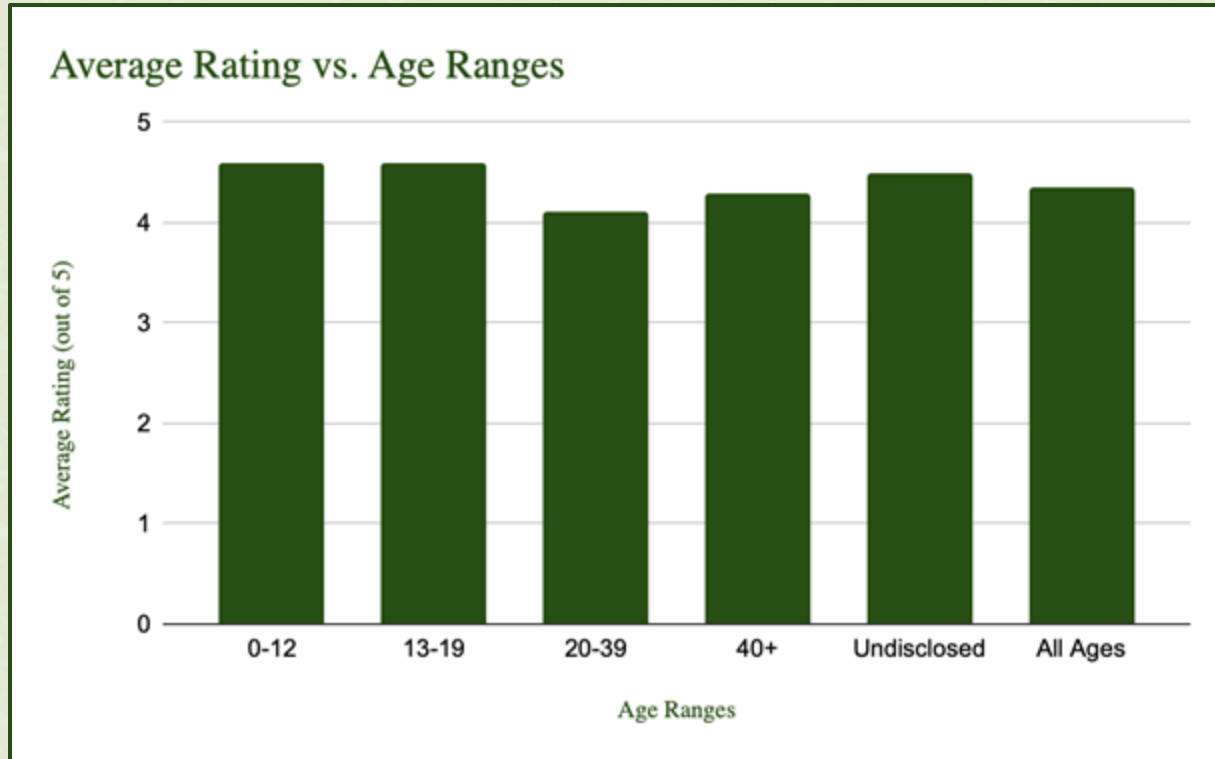


“I’m seeing a lot of people I know and it’s really interesting to see what they’re interested in. I really like the businesses here” Faith, Patron



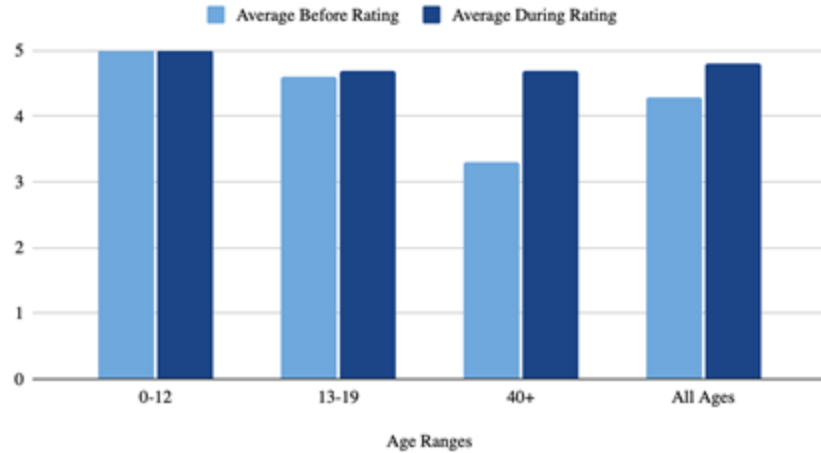
Flea Market Outcomes-Attendees

388
Attendees!



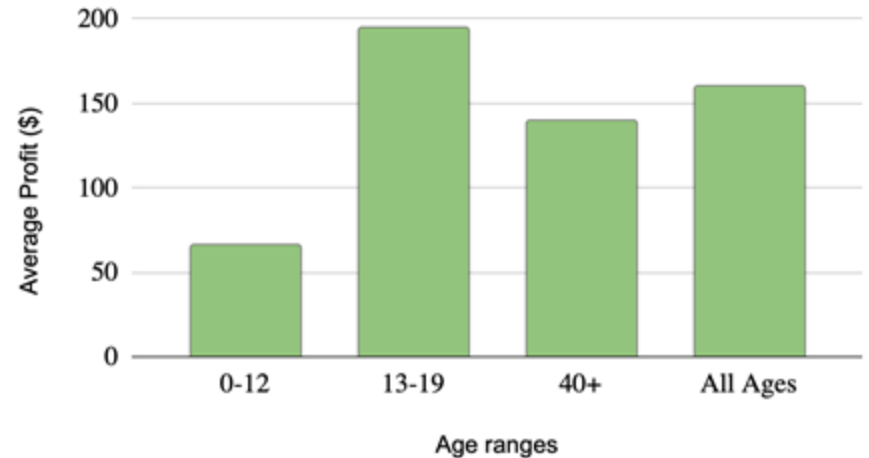
Flea Market Outcomes - Vendors

Vendor Communication Rating By Age Range



15 vendors participated

Average Profit (\$) by Age Ranges



Vendors sold crochet plushies, clothing, trinkets, and more!

YAC Project

- Assist with the opening of Belle Haven Community Campus (BHCC)
- We will be leading a craft that highlights Creativebug, a new library e-resource, in the Makerspace
 - YAC 2022-23 provided the Parks and Rec Commission with research to build this Makerspace
- Goal: connecting the citizens of Menlo Park to the new BHCC and highlighting library resources





Our Reflections



Questions?



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/24/2024

Staff Report Number: PRC-2024-010

Regular Business: Select new Parks and Recreation Commission Chair and Vice Chair

Recommendation

City staff recommend that the Parks and Recreation Commission select a Chair and Vice Chair for the 2024-25 fiscal year.

Policy Issues

City Council policy CC-24-004 (Attachment A) requires advisory bodies to select a Chair and Vice Chair and to rotate those positions annually. The policy states that “The Chair and Vice Chair shall be selected in May of each year by a majority of the members and shall serve for one year or until their successors are selected.”

Background

In October 2022, the Parks and Recreation Commission adopted a process for selecting a Chair and Vice Chair on a rotating basis that emulates the model used by City Council to annually select the Mayor and Vice Mayor. (Attachment B).

Analysis

The Parks and Recreation Commission (PRC) Chair works with staff to set the agendas for PRC meetings and presides over those meetings. The PRC Chair typically delivers the PRC’s annual updates to the City Council. The Vice-Chair serves as PRC Chair in the PRC Chair’s absence. The Chair and Vice Chair are sometimes called upon to represent the Commission at ceremonial events.

City staff recommends that the PRC follow the procedure that was established at their October 2022 meeting for selecting a new PRC Chair and Vice Chair. That procedure states that the longest-serving PRC member who has not served as Chair becomes the Chair, and the next longest-serving PRC member becomes Vice Chair.

Following the previously established procedure, Vice Chair Brosnan would serve next as Chair, and PRC member Joshua would serve next as Vice Chair. The new PRC Chair and Vice Chair will begin their duties at the June 2024 Parks and Recreation Commission meeting and will serve until May 2025.

The PRC is scheduled to convene a joint meeting with the Library Commission on May 22. For this reason, staff recommends that the PRC select the PRC Chair and Vice Chair in April instead of May.

Public Notice

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

Attachments

- A. Hyperlink. "Adopt a resolution amending City Council Policy CC-24-004 Commissions/Committees Policies and Procedures, Roles and Responsibilities authorizing a stipend for the Planning Commission," City Council meeting agenda (item K-6), Feb. 13.
menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240213/k6-20240213-cc-planning-commission-stipend.pdf
- B. Hyperlink – "Establish a procedure for the annual selection of Chair and Vice Chair," Parks and Recreation Commission meeting agenda (item D-2), Oct. 26, 2022.
<https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2022-meetings/agendas/20221026-parks-and-recreation-commission-agenda-packet.pdf>

Report prepared by:
Nick Szegda, Assistant Library and Community Services Director

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



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/24/2024

Staff Report Number: PRC-2024-011

Regular Business: Recommend the Library and Community Services department strategic plan 2024-26

Recommendation

City staff recommends that the Parks and Recreation Commission (PRC) recommend the proposed Library and Community Services department strategic plan for 2024-26 (Attachment A).

Policy Issues

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

Background

On Jan. 27, 2021, the PRC recommended the Library and Community Services Department Strategic Plan: 2020 and Beyond (Attachment B).

On Aug. 25, 2021, the LC received an informational "Scorecard" report on progress made towards the strategic plan goals as of that date (Attachment C).

On January 24, 2024, the PRC held a study session and provided feedback on the draft strategic plan (Attachment D)

Analysis

The Library and Community Services (LCS) department strategic plan is intended to be a living document that can and should be periodically updated to remain aligned with new operational circumstances, emerging opportunities, and evolving community needs over time.

Since the last update in 2021, significant events and changes in the City of Menlo Park include the ongoing recovery from the coronavirus pandemic, new economic uncertainties in the City organization's long-term budget forecast, and the anticipated opening of the new Belle Haven Community Campus project.

In September 2023, City staff began an internal review of the current LCS department strategic plan to identify potential updates for 2024-25.

As part of the review process, staff created and presented it to the PRC on Jan. 24. (Attachment D).

On January 24, 2024, the Parks and Recreation Commission held a study session to review an updated Scorecard to report on progress made toward the strategic plan goals, and provide feedback on an updated

draft of the strategic plan for 2024-25. Staff have incorporated PRC feedback, made additional minor revisions, and provide the final draft strategic plan for recommendation in Attachment A.

New revisions since the PRC's Jan. 24 review include:

- Updated the strategic plan's overall timeframe to encompass two years from 2024 to 2026 instead of one year from 2024-25
- Revised some start dates in Goal 2.2. to align with the anticipated start of operations at the Belle Haven Community Campus
- Added four tasks to Goal 3.1 Strategic Planning and Accreditation:
 - 3.1.e. Conduct reviews of the Parks and Recreation Facilities Master Plan (PRFMP) at least every two years.
 - 3.1.f. Achieve accreditation by the Commission for Accreditation of Park and Recreation Agencies (CAPRA)
 - 3.1.g. Achieve accreditation by the National Association for the Education of Young Children (NAEYC)
 - 3.1.h. Achieve Star Library rating by Library Journal (LJ)
- Fixed various minor typographical and grammatical errors.

Impact on City Resources

As an advisory body to the City Council, the Parks and Recreation Commission does not authorize resource allocations. City budget authorizations are the sole purview of the City Council. There is no substantive direct impact to the City's general fund as a result of this study session.

Environmental Review

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

Public Notice

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

Attachments

- A. Library and Community Services department strategic plan 2024-26
- B. Hyperlink – “Recommend: Library and Community Services Department Strategic Plan Update: 2020 and Beyond,” Parks and Recreation Commission meeting agenda (item E-3), Jan. 27, 2021.
<https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2021-meetings/agendas/20210127-parks-and-rec-agenda.pdf>
- C. Hyperlink – “Library and Community Services Strategic Plan Scorecard,” Parks and Recreation Commission meeting agenda (item E-4), Aug. 25, 2021.
<https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2021-meetings/agendas/20210825-parks-and-rec-agenda.pdf>
- D. Hyperlink – “Library and Community Services department strategic plan 2024-25”, Parks and Recreation Commission meeting agenda, (item D-1), January 24, 2024.
<https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation->

Staff Report #: PRC-2024-011

[commission/2024-meetings/agendas/20240124_prc_agenda.pdf](#)

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****DRAFT****

**CITY OF MENLO PARK
LIBRARY AND COMMUNITY SERVICES DEPARTMENT
STRATEGIC PLAN
2024-26**

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Strategic Plan Elements

1. Strategic Directions: The eight major categories of the plan.
 2. Goals: Specific, Measurable, Achievable, Results-oriented, Time-bound.
 3. Tasks: Clearly defined but flexible to respond to the changing environment.
 4. Start/end dates: Timeframes for completing tasks. Dates are realistic and achievable but subject to change as new circumstances and resource constraints arise.
 5. Performance goals: Metrics to assess if and how well a goal has been achieved.
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Strategic Direction 1: Excellent customer service

Use customer satisfaction data, staff training, self-service and automation systems, and policies and procedures to deliver excellent customer service to all members of the community, at all times, in all aspects of department programs and operations.

Goal 1.1. Customer satisfaction data collection

Use customer satisfaction data collection systems 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 2024	ongoing	Survey tools deployed at least annually. Develop and implement tools for measuring ongoing customer satisfaction
1.1. b.	Analyze customer satisfaction data and identify potential service enhancements.	Jan 2024	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 in reports to advisory bodies

Goal 1.2. Customer service training

Provide robust customer service training programs 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 2024	Jan 2025	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 2024	Jul 2024	Team members collectively achieve average 90% or higher score on customer service module proficiency tests.
1.2. c.	Convene annual LCS staff in-service training conferences. Incorporate customer service training at one in-service per year.	Jan 2024	ongoing	Two half-day and one full-day staff trainings held annually.

Goal 1.3. Department policies and procedures

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 2024	Jan 2025	Procedure manuals updated and converted to secure electronic formats
1.3. b.	Update and compile a comprehensive emergency and safety procedures manual; present to advisory bodies for review	Jan 2024	Jan 2024	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 2024	Jun 2024	Policies updated and presented to advisory bodies for review and recommendation
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Goal 1.4. Self-service and automation systems

Deploy user-friendly, accessible 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.	Continue to evaluate 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 2024	ongoing	Assessment completed; recommend options identified in the context of the FY 2024-25 operating budget
1.4. b.	Implement self-service and automation solutions in coordination with city IT and Public Works departments	Jan 2024	ongoing	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 Belle Haven Community Campus building that provides fast, convenient, easy to use options for customer self service	Feb 2021	Jun 2024	Strategy and recommendations developed and integrated in BHCC equipment/software acquisition strategy. Review automation and self service solutions at opening day +6 months
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.	ongoing	ongoing	See Goal 4.3

Strategic Direction 2: Belle Haven Community Campus project

Goal 2.1. Operational startup

Working with City Council, Belle Haven neighborhood residents, City departments, agency partners, and other stakeholders to open and operate the Belle Haven Community Campus.

Task	Description	Start	End	Performance goal
2.1. a.	Transfer interim services for seniors, interim services for the Belle Haven Youth Center, and branch library services to the new Campus facility.	Feb 2024	May 2024	Services ready for facility opening day
2.1. b.	Implement staffing plan in preparation for Campus facility opening day.	Nov 2023	Apr 2024	Staff hired, trained and shifts assigned by Campus opening day
2.1. c.	Complete remaining construction tasks in coordination with Meta, construction team, and other City departments	Nov 2023	May 2024	Certificate of Temporary Occupancy issued – City takes possession of facility and LCS staff move in

2.1. d.	Purchase necessary materials for Campus facility	Aug 2023	May 2024	Campus facility outfitted with necessary equipment and materials needed to provide services on opening day
2.1. e.	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 2024	Fall 2024	Public art program completed and approved 100% in alignment with overall project timeline and milestones
2.1. f.	In coordination with the Belle Haven Community Campus Subcommittee, develop a system for recognizing donor contributions to the new BHCC	Dec 2023	May 2024	Donor recognition plan completed and approved 100% in alignment with overall project timeline and milestones

Goal 2.2. Equivalent and comparable programs

Provide quality programs and services to the Belle Haven neighborhood that meet resident needs and are equivalent or comparable to programs and services at the Burgess campus.

Task	Description	Start	End	Performance goal
2.2. a.	School-aged child development. Provide year-round afterschool education and summer camps for rising K-5 th grades at the Belle Haven Youth Center in the new Campus facility	May 2024	Ongoing	Safe, healthy, quality program of after school care for rising K-5 children provided. Summer camp programs for K-5 and 6-8 grade youth provided on time and within budget
2.2. b.	Senior enrichment and transportation. Provide senior nutrition program, senior enrichment classes, senior transportation, and a senior lounge area at the new Campus facility	May 2024	Ongoing	Senior services at the Campus facility implemented 100% on time and within budget
2.2. c.	Library collections and technology access. Provide free and equitable access to information, resources, opportunity and learning through library collections and technology	May 2024	Ongoing	Children’s library and all-ages library open 7 days a week, 8-10 hours per day. Library collections and information resources provided within budget
2.2. d.	Makerspace and Teen Zone. Give Campus users the opportunity to create, collaborate, and develop skills that can lead to new interests or employment through the programs and resources of a makerspace and teen zone.	May 2024	Ongoing	Provide makerspace programs to seniors and school-aged youth. Expand makerspace services through partnerships with local educational and nonprofit organizations. Partner with Youth Advisory Commission, Teen Advisory group and other stakeholders for service provision in teen zone. Services are responsive to neighborhood needs and are within budget.
2.2. e.	Library cultural and educational programming. Provide educational resources and opportunities for life enrichment through cultural and educational programming	May 2024	ongoing	Early literacy storytimes provided 3+ times per week. Cultural and educational programs including informational workshops, guest speakers, live performances, resource fairs, and community conversations about issues of local, regional and national importance are provided.

2.2. f.	Fitness Center and Movement Studio. Support the health and wellness of Menlo Park residents by providing community access to fitness equipment and training	May 2024	ongoing	Satisfaction with fitness and movement studios rate more than 90% on user surveys.
2.2. g.	Facility rentals and meeting rooms. Support the community's need for safe, welcoming, community-oriented places to gather by making venue spaces available in the new Campus facility	May 2024	ongoing	Venue spaces prioritize Menlo Park residents, Menlo Park based nonprofit organizations and City programs. Satisfaction with facility rentals and meeting rooms rate more than 90% on user surveys.
2.2. h.	Indoor and outdoor sports. Support the health and fitness of Menlo Park residents by providing community access to athletic activities.	May 2024	Ongoing	Prioritize athletic facility usage for Menlo Park residents, community-oriented leagues and local schools. Satisfaction with indoor and outdoor sports programs and facilities rate more than 90% on user surveys.
2.2. i.	Aquatics program. Support the fitness, wellness, and social connectedness needs of Menlo Park residents by providing community-oriented access to aquatics programming.	May 2024	Ongoing	Satisfaction with aquatics programming and facilities rate more than 90% on user surveys.

Goal 2.3. Community engagement

Assist and facilitate robust community engagement in program development, service provision, and facility maintenance, in coordination with city public engagement manager.

Task	Description	Start	End	Performance goal
2.3. a.	Gather resident and facility user feedback on programming, services, and facilities.	May 2024	October 2024	Resident and facility user feedback gathered using in person fee
2.3. b.	Translate major project documents into Spanish and other dominant second languages and provide translation services at public meetings where feasible and appropriate	Jan 2024	ongoing	Translations provided for 100% of major project documents and at public meetings
2.3. c.	Engage and advise relevant advisory bodies (Library Commission, Parks & Recreation Commission, Youth Advisory Committee) with regular project progress updates throughout opening.	Nov 2023	Apr 2024 and ongoing	Advisory bodies receive project status updates at 100% of duly noticed advisory body public meetings. Updates on Campus programming and operations at opening day + 6 months and opening day + one year.

Strategic Direction 3: Responsiveness to community needs

Goal 3.1. Strategic planning and accreditation

Regularly review and update the strategic plan and other planning documents to stay current and responsive to changing circumstances and evolving community needs.

Task	Description	Start	End	Performance goal
3.1. a.	Engage the input and suggestions of LCS team members in reviewing and updating the Strategic Plan	Sep 2023	Dec 2024	Every LCS team member engaged in review and update process

3.1. b.	Engage the input and suggestions of the Parks and Recreation Commission, the Library Commission and general public in review of and updates to the Strategic Plan	Dec 2023	Dec 2024	LCS Strategic Plan updates reviewed and recommended by both the Parks & Recreation Commission and the Library Commission
3.1. c.	Conduct an annual review of performance and progress toward Strategic Plan goals	Oct 2023	March 2024	Complete next annual review by December 2024
3.1. d.	Integrate strategic plan goals into individual employee work plans	Ongoing	Ongoing	All individual work plans tie directly to strategic plan goals
3.1.e.	Conduct reviews of the Parks and Recreation Facilities Master Plan (PRFMP) at least every two years.	Fall 2024	Ongoing	PRFMP updates reviewed and recommended by the Parks & Recreation Commission and City Council
3.1.f.	Achieve accreditation by the Commission for Accreditation of Park and Recreation Agencies (CAPRA)	Fall 2024	Fall 2026	All City recreation programs meet or exceed requirements to achieve CAPRA accreditation by Fall 2026
3.1.g.	Achieve accreditation by the National Association for the Education of Young Children (NAEYC)	Fall 2024	Fall 2026	All City early childhood education programs meet or exceed requirements to achieve NAEYC accreditation by Fall 2026
3.1.h.	Achieve Star Library rating by Library Journal (LJ)	Fall 2024	Fall 2026	All City library programs meet or exceed requirements to achieve LJ Star Library rating by Fall 2026

Goal 3.2. Analysis and data

Use statistics, community survey response data, strategic and master plan documents, and analyses of best practices to inform decisions about 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 2024	Aug 2024	Library materials survey for BHCC completed and results used to inform purchasing. Library annual statistics for State Library reported out to LC. Xplor user surveys post class, as noted in item 1.1a See also Goal 1.1.a
3.2. b.	Use community feedback to modify programs and services in response to identified community needs	Oct 2023	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 2024	ongoing	Budget stories page updated annually; advisory bodies monthly
3.2. d.	Advance the recommendations of the Parks and Recreation Facilities Master Plan (PRFMP)	Nov 2023	ongoing	See PRFMP

Goal 3.3. Programs and services

Target department services, programs, and resources efficiently and where they are most effective and responsive to community needs.

Task	Description	Start	End	Performance goal
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3.3. a.	Develop and implement a plan to enhance technology services and access to seniors	Apr 2024	Apr 2025	Achieve 100% of senior center users have access to high-speed internet and connected device
3.3. b.	Under Council direction, support Youth Advisory Committee (YAC) to provide input on youth related programs and services	Nov 2023	Jun 2024 and ongoing	Work with the new YAC to create a committee work plan for 2023-24 year by June 2024
3.3. c.	Continue collaboration with master gardeners on seed library and demonstration garden programs. Continue monthly "Garden Talk" program series. Explore further collaborations with child development and senior programming teams.	Jan 2024	Summer 2024	Garden and supporting programming in place by beginning of transitional service period. Modify this performance goal post BHCC opening.
3.3. d.	In coordination with Strategic Direction 7, identify opportunities to eliminate or reduce barriers to recreation program participation and facility use	ongoing	ongoing	See Strategic Direction 7
3.3. e.	Continue to provide virtual and or virtual/onsite hybrid participation for programs, events, and classes whenever feasible and appropriate	Jan 2024	ongoing	>25% 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: Efficiency and effectiveness

Maintain efficient operations, systems, and facilities

Goal 4.1. Budget outcomes

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 2023	Jul 2024	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. Special focus on staffing and service demands at the new Campus facility.	Jan 2024	Jan 2025	Proposed staffing and operational plan completed and presented to City Council in the context of the FY 2024-25 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 2024	Apr 2025	Propose any fee changes for Council adoption for 2025/26 FY.
4.1. d.	Increase cross training across functional areas to increase staff skills and flexibility	Jan 2024	Jan 2025	>50% of department staff cross-trained in two or more operational areas of the department

Goal 4.2. Grants, volunteers, and partnerships

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 that is valued greater than the costs to acquire and maintain the external resources.	Jan 2024	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.	ongoing	ongoing	Total annual volunteer hours served is equivalent to or greater than 3% of total annual staff hours worked.
4.2. c.	Explore opportunities to facilitate the creation of a nonprofit group to support parks and recreation facilities and services	Jan 2024	Jan 2025	See Goal 7.1.b

Goal 4.3. Facilities and technology

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)	Nov 2023	ongoing	See PRFMP
4.3. b.	Continue to identify opportunities for self-service and automation technology systems to improve efficiency and free up staff resources to focus on services and programs	Ongoing	Ongoing	See Goal 1.4
4.3. c.	In coordination with City Public Works and Planning teams, advance major infrastructure and facility projects currently in progress or scheduled to begin in FY 2023/24 including Main Library roof replacement, Willow Oaks Park upgrades and Kelly Field turf and track replacement	Jun 2023	ongoing	Infrastructure and facilities projects completed

Goal 4.4. Environmental sustainability and energy efficiency

Practice environmental sustainability and energy efficiency in department operations

Task	Description	Start	End	Performance goal
4.4. 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 2024	Dec 2024	Reduce departmental waste generation by 5%
4.4. 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 2024	Dec 2030	Achieve 100% of Climate Action Plan energy consumption goals by 2030

Strategic Direction 5: Staff development

Create meaningful staff development, engagement, and team communication opportunities.

Goal 5.1. Performance planning

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.	Jul 2023	Jun 2024	100% of department team members complete individual employee work plans anniversary of hire date.
5.1. b.	Identify individual employee training needs and coordinate training sessions to fill the needs. Make sure training outcome is shared and applied	Jun 2023	ongoing	As part of work plan development, identify training needs and schedule trainings for all employees by anniversary of hire date
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.	Jun 2023	ongoing	As part of work plan development, create professional development action plans for each employee by anniversary of hire date
5.1. d.	Provide regular one-on-one check- in meetings between employees and supervisors to review performance goals and progress	Jun 2023	ongoing	100% of employees and supervisors engage in monthly one-on-one meetings
5.1. e.	Complete annual employee evaluations for every employee	Jun 2023	ongoing	100% of departmental employees receive an annual evaluation

Goal 5.2. Staff training

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. Develop training topics based on responses from departmental survey.	Jun 2023	ongoing	Two annual half-day and on annual full day training events for department established. Individual teams have additional trainings as needed.
5.2. b.	Develop and implement an operations cross-training strategy to enhance staff capacity, teamwork, and flexibility.	Apr 2024	Dec 2024	Cross training plan developed
5.2. c.	In coordination with City HR, develop depart-wide understanding of position requirements so that training support can be provided Offer shadowing days or a talent exchange program to help staff better understand duties not shown in job description documents.	Mar 2024	Dec 2024	Technical and training requirements for each departmental position available to all employees. Shadowing or talent exchange program developed.
5.2. d.	Continue to provide technology training based on the results of departmental survey from annual employee in-service day (Monday.com; Box.com; Deputy.com; Zoom; Workplace, Xplor)	Nov 2023	Nov 2024	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 2024	Jan 2025 and ongoing	100% of department staff attend two or more safety trainings per year
5.2. f.	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.	Nov 2023	Jun 2024	Plan completed and presented to City Manager for review and approval

Goal 5.3. Employee recognition

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. b.	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.)	Jun 2023	ongoing	100% of department staff engage in one or more peer-generated recognition activities annually

Strategic Direction 6: Public engagement

Engage in robust, transparent, two-way communication and outreach with the community

Goal 6.1. Public communication

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.	In coordination with City Public Engagement Officer, develop and implement a coordinated social media messaging strategy driven by user analytics. Use engagement tools to measure effectiveness of social media messages	April 2024	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.	Nov 2023	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 2024	Dec 2024	Achieve 90% or greater customer satisfaction with departmental communications on department customer satisfaction surveys.
6.1. d.	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 2024	Dec 2024	Achieve 90% or greater customer satisfaction with departmental communications on department customer satisfaction surveys.

Goal 6.2. Effective messaging

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 2023	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 2023	ongoing	Translations provided for 100% of major department communications; bilingual staff are available to translate service interactions during 100% of operational hours
6.2. c.	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	ongoing	ongoing	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.
6.2. d.	Use data from post event surveys to identify most effective forms of communication	Nov 2023	ongoing	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.
6.2. e.	Produce and distribute printed information materials to inform residents of department services	ongoing	ongoing	Printed informational materials produced and distributed to Menlo Park residents on a quarterly or more frequent schedule

Goal 6.3. Communication channels

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)	ongoing	ongoing	4 or more messages per quarter placed on hyperlocal channels
6.3. b.	Explore the use of online systems for asynchronous staff and customer training	Jun 2024	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 2024	Dec 2024	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. Partner with local media nonprofits (MidPen Media Center) to increase local coverage of department events	Jan 2024	ongoing	Partnership with local media nonprofit established and 4 or more livestreaming events produced

6.3. e.	Secure “earned media” local media placements via press releases and other publicity techniques	Jun 2023	ongoing	4 or more local media placements and one feature article per year
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Strategic Direction 7: People-focused programs

Prioritize social justice, equity, diversity, inclusion, and belonging in department services and programs

Goal 7.1. Identify and reduce barriers

Identify and reduce barriers to participation for all residents.

Task	Description	Start	End	Performance goal
7.1. a.	Continue to 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 2024	Jun 2024	Cost recovery / fee study model assessed in the context of the FY 2024-25 operating budget process
7.1. b.	Continue to 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 2024	Jun 2024	Evaluation completed and implemented in the context of the FY 2024-25 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 2024	Jan 2025	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 2024	Jan 2025	Evaluation completed and recommendations presented to advisory commissions for review

Goal 7.2. Access and inclusivity

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	ongoing	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	ongoing	ongoing	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. c.	Coordinate with Public Works to review physical accessibility of all LCS facilities every other year	ongoing	ongoing	Biannual ADA review of all LCS facilities completed and recommendations presented in the context of a future Capital Improvement Program budget
7.2. d.	Coordinate with Public Works to assess furnishings and fixtures at LCS facilities for accessibility by seniors and the differently abled	May 2024	Dec 2024	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. e.	Assess options to provide adaptive technology for hearing-impaired users (e.g. audio loop systems, portable radio/assistive technology) and for users with low vision.	Jun 2024	Jun 2025	Assessment completed and recommendations presented in the context of the FY 2024-25 operating budget
7.2. f.	Develop and implement services and programs that are adaptive and inclusive for people of all abilities	Jun 2023	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. g.	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 2023	Dec 2024	Pilot program developed and implemented

Goal 7.3. Eliminate bias

Train staff on the principles and practices of equity, diversity, inclusivity, social justice, and adaptive learning; eliminate 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	ongoing	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	ongoing	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	ongoing	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 2023	Jun 2024	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 2023	Jan 2024	Review completed and presented to advisory bodies and City Council with recommendations for eliminating bias in operations

Strategic Direction 8: Emergency resiliency and relief

Emergency shelter and care. Support relief activities for community members impacted by large-scale emergencies and disasters.

Goal 8.1. Resiliency and preparedness

Ensure that department facilities are resilient and prepared for relief activities

Task	Description	Start	End	Performance goal
8.1. a.	In coordination with the Public Works department, ensure that department facilities are in good working order and that designated facilities are able to serve as emergency shelters	Jun 2023	ongoing – annual assessment	100% of LCS facilities are in good working order, and have emergency supplies and equipment. Regular safety inspections and tests are conducted.
8.1. b.	In coordination with the City’s emergency services coordinator, prepare staff for serving the community during emergency events	Jun 2023	Jun 2024	100% of staff are trained on emergency procedures and disaster service worker obligations.
8.1. c.	Provide CPR/First Aid/AED training and certification opportunities. Practice emergency procedures regularly	Jun 2023	ongoing	100% of staff participate in emergency procedure training. Required staff complete CPR and first aid certification training.
8.1. e.	Maintain agreement with American Red Cross to mobilize disaster relief services at City facilities in the event of an emergency service activation. Practice and participate in local and regional emergency management planning and response efforts	Jun 2023	Ongoing	American Red Cross agreement maintained. Staff participation in emergency planning and response exercises greater than 50%
8.1. f.	Cultivate a prepared and resilient community by hosting safety and emergency preparedness workshops, encouraging public signups for emergency notification and information systems, and coordinating with community volunteers.	Jun 2023	ongoing	4 or more emergency preparedness or community safety workshops held per year.



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/24/2024

Staff Report Number: PRC-2024-012

Regular Business: **Recommend proposed revisions to the recreation scholarship policy**

Recommendation

Staff recommends that the Parks and Recreation Commission (PRC) recommend proposed revisions to the recreation scholarship policy (Attachment A). The PRC recommended updates to the recreation scholarship policy on Mar. 27. After a standard administrative review of the policy by the city manager and city attorney, staff proposes additional revisions to the policy described in this report.

Policy Issues

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

Library and community services departmental policies establish rules, expectations, and procedures for the operation and public use of department programs, services, facilities, and resources. Policies are available for public review in person at City recreation facilities, libraries, and online at the City of Menlo Park website (Attachment B).

The purpose of the recreation scholarship policy is to eliminate barriers that can result from registration fees by providing discounted recreation fees to qualifying low and moderate-income residents, subject to applicable rules and criteria.

Background

On March 9, 2021, City Council directed staff to develop a pilot program for need-based recreation scholarships for residents of Menlo Park (Attachment C).

On May 26, 2021, the Parks and Recreation Commission recommended a recreation scholarship pilot program (Attachment D).

On Aug. 31, 2021, City Council received an update about the creation of a recreation scholarship policy (Attachment E).

On March 27, the Parks and Recreation Commission recommended revisions to the recreation scholarship policy (Attachment F).

Analysis

Staff recommends that the Parks and Recreation Commission recommend the proposed revised policy

included with this report in Attachment A. Proposed revisions are presented with inline markup showing additions in underline and deletions in strikethrough, followed by a clean version of the full policy showing all proposed revisions incorporated. The policy version used for this markup is the version the PRC recommended on Mar. 27.

Proposed revisions to the recreation scholarship policy in Attachment A include:

- Clarify that only incorporated Menlo Park residents are eligible
- List all facilities that provide activities applicable to recreation scholarships
- Change the frequency of policy review to annual in conjunction with master fee schedule updates
- Clarify the parties responsible for performing the annual policy review
- Remove birthdate question from application form and replace with a general age group question
- Add Calwater's fee assistance program to the list of example documents.

Impact on City Resources

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

Environmental Review

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

Public Notice

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

Attachments

- A. Recreation scholarship policy proposed revisions
- B. Hyperlink: Library and Community Services department policies and procedures webpage. menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Policies-and-procedures
- C. Hyperlink. "Direction on cost recovery policy, library overdue fines and recreation user fees," City Council meeting agenda (item G4), Mar. 9, 2021. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2021-meetings/agendas/20210309-city-council-agenda-packet.pdf#page=90
- D. Hyperlink. "Recreation scholarship pilot program," Parks and Recreation Commission meeting agenda (item D2), May 26, 2021. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2021-meetings/agendas/20210526-parks-and-rec-agenda.pdf#page=15
- E. Hyperlink. "Recreation scholarship pilot program update," City Council meeting agenda (item J4), Aug. 31, 2021. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2021-meetings/agendas/20210831-city-council-agenda-packet.pdf#page=712
- F. Hyperlink. "Recommend updates to library and community services departmental policies: recreation scholarship policy; event sponsorship policy," Parks and Recreation meeting agenda (item E2), Mar. 27, 2024. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2024-

[meetings/agendas/20240327_parks_and_recreation_regular_meeting_agenda.pdf#page=31](#)

Report prepared by:

Tricia Mullan, Library and Community Services Supervisor

Natalya Jones, Library and Community Services Manager

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

RECREATION SCHOLARSHIP POLICY

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



Purpose
<p>The recreation scholarship policy is intended to help reduce and eliminate barriers that can result from registration fees. Recreation scholarships provide discounted recreation fees to qualifying low- and moderate-income residents, subject to applicable rules and criteria. In providing this policy, the City of Menlo Park strives to provide parks, recreation programs and facilities that are:</p> <ul style="list-style-type: none"> • Responsive to changing community needs over time. • Equitably distributed across all neighborhoods of Menlo Park. • Accessible to all Menlo Park residents regardless of age, ability, background, or income.
Eligibility
<p>Participation in the recreation scholarship policy is application-based and must include documentation of <u>residency within incorporated City of Menlo Park and</u> income eligibility through enrollment in another income-based subsidy program. Examples of documents that may demonstrate income eligibility include:</p> <ul style="list-style-type: none"> • Household participation in subsidized utility programs (for example, PG&E CARE or Menlo Park Municipal Water's reduced rate program) • Enrollment at Belle Haven Child Development Center (Menlo Park residents only). <p>The City of Menlo Park shall not retain eligibility documentation longer than is necessary to complete the application and shall not disclose eligibility documentation to any other party.</p>
Scholarship awards
<p>City of Menlo Park residents may qualify for recreation scholarship awards for discounted recreation fees of 50 percent off the resident fee. For recreation programs with resident fees that are significantly higher than the average resident fees for other City of Menlo Park recreation programs, as calculated by fees per hour of program time, scholarships may be up to 75 percent off the resident fee. Discount rates are set for each recreation program by City of Menlo Park staff in advance of each registration season within the parameters described in this policy.</p>
Exclusions
<p>The recreation scholarship policy does not apply to fees for:</p> <ul style="list-style-type: none"> • Childcare, including afterschool • Facility, field, court and/or park rentals • Senior center programs • Attire, food and drink, and/or merchandise • Advertising and/or permits.
Procedure
<p>Applications for recreation scholarships must be submitted in writing to Library and Community Services staff for review. Applications shall be submitted on an application form provided by the Library and Community Services department, including but not limited to the following information:</p> <ul style="list-style-type: none"> • Name, residence address, and other identifying information • Documentation of enrollment in income-subsidy programs – see application for examples • Waiver and release of liability <p>City of Menlo Park residents who meet the eligibility criteria may complete the application on the following page or online at menlopark.gov. Applications must be accompanied by proof of income eligibility as described above, and submitted to the City of Menlo Park by one of the following means:</p> <ul style="list-style-type: none"> • By US Mail to: Library and Community Services Department, 800 Alma St., Menlo Park, CA 94025 • By hand-delivery to one of the following locations in Menlo Park: <ul style="list-style-type: none"> ○ Arrillaga Family Recreation Center, 700 Alma St. ○ <u>Arrillaga Family Gymnasium, 600 Alma St.</u>

- [Arlliaga Family Gymnastics Center, 501 Laurel St.](#)
- Belle Haven Community Campus, 100 Terminal Ave,
- Main Library, 800 Alma St.
- Online at menlopark.gov

Applications and eligibility documentation are reviewed by City staff within 10 business days. Additional information may be requested to help evaluate eligibility. Decisions about application eligibility may be appealed to the Library and Community Services Director, whose decision is final. Recreation scholarships are granted for twelve (12) months, after which a new application may be submitted to request renewal.

Policy review

This policy shall be reviewed [by City Council in conjunction with annual master fee schedule amendments, or](#) at least once every two years.

Policy history

Action	Date	Notes
Policy adopted	August 31, 2021	City Council reviewed
Policy updated	March 27, 2024	Parks and Recreation Commission recommended

RECREATION SCHOLARSHIP APPLICATION

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



Resident information	
Name:	
Home address:	
Email:	Phone number:
<u>Date of birth</u> Age: <input type="checkbox"/> 0-5 years <input type="checkbox"/> 6-11 years <input type="checkbox"/> 12-17 years <input type="checkbox"/> 18-28 years <input type="checkbox"/> 29-50 years <input type="checkbox"/> 51-65 years <input type="checkbox"/> 65+ years <input type="checkbox"/> I prefer not to answer	
Eligibility	
I am enclosing the following document(s) that demonstrate my current enrollment in another income-based subsidy program:	
<input type="checkbox"/> PG&E CARE program	<input type="checkbox"/> Belle Haven Child Development Center
<input type="checkbox"/> Menlo Park Municipal Water reduced rate program	<input type="checkbox"/> Medi-Cal / Medicaid
<input type="checkbox"/> Supplemental Nutrition Assistance Program (SNAP)	<input type="checkbox"/> AT&T Lifeline / Comcast Essentials or similar
<input type="checkbox"/> <u>Cal Water Customer Assistance Program (CAP)</u>	<input type="checkbox"/> Other: _____
Waiver and release from liability/ assumption of risk	
I, the undersigned authorize the City of Menlo Park and its officers, agents, and employees to review this application and accompanying documentation.	
<p>I, the undersigned understand that there are inherent risks in participating in the recreational activity, and that injuries may occur from time to time even when reasonable safety precautions are taken. Knowing these inherent risks, nevertheless, in consideration of my or my minor child's participation in the above referenced recreational activity, I as a participant or as legal guardian on behalf of my minor child, hereby assert that my or my minor child's participation in this event is voluntary and agree to assume those risks and release, indemnify and hold harmless the City of Menlo Park, its officers, agents, employees and volunteers from any and all liability for accidents, injuries, loss of and/or damage to me or my minor child's person or property that may arise out of my or the minor child's participation in this activity, except where caused by the gross negligence of the City of Menlo Park. I understand that this waiver, release, and assumption of risk is binding on me, my minor child, and our heirs and assigns.</p> <p>I, the undersigned further expressly agree that the foregoing waiver, release, and indemnification is intended to be as broad and inclusive as is permitted by the law of the State of California and that if any portion therefore is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect. In the event that the individual participating in the activity is a minor, I certify that I am his/her parent or legal guardian and I give my permission for him/her to participate in the recreational activity program. I understand my signature is a legal and binding signature and will be considered original if received by fax.</p>	
Signature	
Name (please print):	
Home address:	
Signature:	Date:
Name of minor child (if applicable):	

RECREATION SCHOLARSHIP POLICY

Library and Community Services
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Policy history

Action	Date	Notes
Policy adopted	August 31, 2021	City Council reviewed
Policy updated	March 27, 2024	Parks and Recreation Commission recommended

RECREATION SCHOLARSHIP APPLICATION

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



Resident information	
Name:	
Home address:	
Email:	Phone number:
Age: <input type="checkbox"/> 0-5 years <input type="checkbox"/> 6-11 years <input type="checkbox"/> 12-17 years <input type="checkbox"/> 18-28 years <input type="checkbox"/> 29-50 years <input type="checkbox"/> 51-65 years <input type="checkbox"/> 65+ years <input type="checkbox"/> I prefer not to answer	
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I, the undersigned further expressly agree that the foregoing waiver, release, and indemnification is intended to be as broad and inclusive as is permitted by the law of the State of California and that if any portion therefore is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect. In the event that the individual participating in the activity is a minor, I certify that I am his/her parent or legal guardian and I give my permission for him/her to participate in the recreational activity program. I understand my signature is a legal and binding signature and will be considered original if received by fax.	
Signature	
Name (please print):	
Home address:	
Signature:	Date:
Name of minor child (if applicable):	



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/24/2024

Staff Report Number: PRC-2023-013

Informational Item: Onboarding new commission members

Recommendation

Staff recommends that the Commission review a resource list for onboarding new Parks and Recreation Commission members.

Policy Issues

As a duly appointed advisory body to the City Council, the Parks and Recreation Commission is charged with advising the City Council on matters related to the City's parks and recreation facilities.

Background

As a City Council-appointed citizen member of a Menlo Park advisory body, Commission members are considered to be public officials serving in an advisory capacity to the City Council. Once a Commission member is appointed, the City Clerk is responsible for administering the oath of office and for providing mandated training on California law (like the Brown Act).

Analysis

Staff prepared a checklist that may help new Commission members acclimate to their roles as advisory body members and to become better acquainted with current issues relevant to the Commission's work ([Attachment A](#)). Links in the checklist are reviewed at least annually for accuracy and timeliness. The Commission is encouraged to review the list and suggest any additions or edits. The Commission may also want to consider a "buddy system," where an incoming Commission member is paired with an existing Commission member for questions and concerns. The staff liaison would continue to serve in their role as the primary contact for interactions with the department. In addition, the City of Menlo Park Advisory Body Handbook, a primary source of information on the roles and responsibilities of advisory body members, is included in [Attachment B](#).

Public Notice

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

Attachments

- A. Suggested checklist of items for new Commission members
- B. Advisory body handbook (link): <https://menlopark.gov/files/sharedassets/public/city-managers-office/documents/2023-advisory-body-handbook.pdf>

Staff Report #: PRC-2024-013

Report prepared by:
Nick Szegda, Assistant Library and Community Services Director

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



Suggested checklist of items for new Parks and Recreation Commissioners

Parks and Recreation Commission webpage: <https://menlopark.gov/Government/Commissions-and-committees/Parks-and-Recreation-Commission>

Includes links to the Commission's current meeting agenda, meeting recordings, and past meeting minutes.

Public engagement portal: <https://publicinput.com/hub/Subscriptions/2463>

Sign up for alerts on topics of interest including meeting agendas, newsletters and calendar events

Library Commission: <https://menlopark.gov/Government/Commissions-and-committees/Library-Commission>

The Library and the Community Services departments merged in 2020, and collaboration between the library, child care, and recreation teams will continue to grow.

City of Menlo Park Open Government site: <https://menlopark.gov/Government/Open-government>

Compiled Links to budgets, planning documents, public notices, and more

LCS Strategic Plan: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Strategic-and-master-plans>

2024-26 update being considered for review at the April 22, 2024 LC meeting. Guiding document for the Library and Community Services department.

Belle Haven Community Campus project page: <https://menlopark.gov/Government/Departments/Community-Development/Projects/Under-construction/Belle-Haven-Community-Campus>

Construction updates and meeting documents on the new combined library and recreation facility.

Parks and Recreation Facilities Master Plan: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Strategic-and-master-plans>

Completed in fall of 2019, this update of the original 1999 plan "...studies the existing park and recreation facilities, and draws on extensive community engagement to identify a planning blueprint to expand, improve and protect these assets and provide recreational opportunities for the future."

Updates to the plan to consider pickleball facilities were made in
This is a large (300+ pages) document.

Bedwell Bayfront Park Master Plan: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Strategic-and-master-plans/Bedwell-Bayfront-Park-Master-Plan>

Planning document for the City's largest park, located on the edge of the City along San Francisco

Bay. The Master Plan, completed in 2018, is meant to guide park improvements for the next 25 years. This is a large (300+ pages) document.

LCS departmental pages:

Recreation and sports: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/Recreation-and-sports>

A great starting point for new Commissioners to get a feel for all of the services and facilities that the department operates. Links to aquatics, parks, facility reservations, activity guides, youth and adult sports, and more.

Child care and education: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/Child-care-and-education>

The department operates three childcare facilities at three different sites in the City. The Youth Center is currently housed in portable buildings in Kelly Park and will move into the BHCC when that facility opens.

Older adult services (services to seniors): <https://menlopark.gov/Government/Departments/Library-and-Community-Services/Seniors-older-adults>

Services to seniors are currently being provided on an interim basis at the Burgess campus in the Arrillaga Family Recreation Center (meals, some classes, larger gatherings) and at the main library's Senior Annex (lounge, recreation, and classes). Most of these services will move to the BHCC when it opens.

Activity Guide: <https://menlopark.gov/Government/Departments/Library-and-Community-Services/Activity-guide>

Signups for Summer 2024 classes are underway on our recreation registration platform, Xplor Rec. "Mini session" class registration for BHCC opens for Belle Haven residents on April 27.

Policies and procedures

<https://menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Policies-and-procedures>

The Library Commission reviews and recommends policy updates. The department's updates are collected here, including the library's Collection Development policy, Library Use Policy, and Local Author Collection policy.

Library and Community Services department feedback portal

<https://menlopark.gov/Government/Departments/Library-and-Community-Services/About-us/Feedback#panel-1-1>

Library users submit feedback through this online portal and through suggestion boxes located in all LCS facilities. The feedback and staff responses are compiled and presented to the LC for review, and then the questions and responses are posted online.



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/24/2024

Staff Report Number: PRC-2024-014

Informational Item: Library and Community Services department updates

Recommendation

City staff recommends that the Parks and Recreation Commission (PRC) review this informational report about recent activities in the Library and Community Services department.

Policy Issues

As duly appointed advisory bodies to the City Council, the PRC is charged with advising the City Council on matters related to the City's parks and recreation facilities.

Background

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

Analysis

March 2024 statistics

LCS collects statistics related to department activities. These data help to inform decision-making and improve services to the community. Statistics through March 2024 are provided in Attachment A.

Youth Advisory Committee presentation to City Council

On Apr. 16, the Youth Advisory Committee (YAC) provided a presentation of their recent activities to the City Council. The YAC introduced themselves, provided an overview of the roles and responsibilities, the events that they have been and plan to be involved with, shared their reflections on their experience as part of the YAC, and then took questions. City Council expressed appreciation to the YAC members and the staff liaisons Da'Shawn Williams, Ella Hadrovic, and Sarah Benitez. City Council expressed interest in YAC participating and advising discussions of other City topics beyond parks and recreation, which staff will discuss with YAC at upcoming YAC meetings.

Spring-themed community events

The Library and Community Services department held multiple community events to celebrate spring renewal, the natural world, and family and community togetherness, with a new twist on cherished traditions:

- Community Scavenger Hunt. From Monday, April 1 - Thursday, April 4, LCS hosted a city-wide scavenger hunt on the Scavify app. Families created teams and followed spring-themed clues to hunt for hidden

locations and items throughout the city. Approximately 30 families participated. One family team was able to find all the items with several others coming in close behind. Prizes for top participants were given at Spring Fest.

- Traditional Egg Hunt. On March 30, at Burgess Park approximately 450 participants came out with baskets ready for a traditional children's egg hunt hosted by Menlo Park Firefighters Association. Families enjoyed springtime fun with age-level egg hunts for children, crafts, games, food trucks, bunny photos, balloon animals, and fire engine rides.
- Spring Kickoff. On Thursday, April 4, a spring kickoff event was hosted at Arrillaga Family Recreation Center. The event focused on activities for children between the ages of 3 – 6. The event was free with reservation. All 50 reservations were booked. All reservations showed up on the day of the event. Participants enjoyed an age-appropriate egg hunt, children's crafts, and spring photos.
- Spring Fest. At Burgess Park on Saturday, April 6, 700 attendees celebrate the arrival of spring with activities for the whole family. Attendees of Spring Fest enjoyed Ztag, jumpers, gardening activities, a petting zoo, food demonstrations, and more. Arts and crafts for Spring Fest were generously provided by Cheeky Monkey Toys.

Adult basketball league signups

The Menlo Park Summer Adult Basketball League is open to all ages 18+, regardless of skill level. City staff organizes this community league to offer a variety of divisions to accommodate players of all abilities:

- A Division: Highest level of competition that takes place on Monday nights.
- B-1 Division: Intermediate level competition that takes place on Wednesday nights.
- B-2 Division: Intermediate level competition that takes place on Friday nights.

Each team plays eight games and the top teams move to a single elimination playoff tournament. A free agent pool also is available for players who are looking to join a team. Games happen weekly at Arrillaga Family Gymnasium. Registration is now open through May 11 (Attachment B).

Summer swim camps for youth

Swim camps provide opportunities for youth to learn water safety skills, strengthen swim techniques and enjoy summer fun in a safe and supportive learning environment. Registration is now open via aquatics operator Menlo Swim and Sport (Attachment C).

- Belle Haven Pool swim camps – Camp Menlo Swim (ages 7-twelve) and Camp Menlo Jr (ages 5-6) are set to reopen at Belle Haven Pool this summer from June 10-Aug. 9. In addition to swim instruction, campers have daily swim-related workouts, free swim, time for land and camp games, crafts and a snack.
- Burgess Pool swim camps – Swim Camps at Burgess Pool include Camp Menlo Swim (ages 7-12), Camp Menlo Jr (ages 5-6), Camp Menlo Tennis (ages 5-12), Junior Lifeguard Training (ages 9-14) and our new Mavericks Swim Camp (ages 7-14). Whether just learning to swim or developing strokes, your child receives a daily, 30-minute, level-appropriate lesson from a Menlo Swim School instructor. Camps run June 17-Aug. 9 at Burgess Pool.

Public Notice

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

Attachments

- A. March 2024 statistics
- B. Hyperlink. Adult basketball league signups, City of Menlo Park webpage (via teamsideline.com).
<https://www.teamsideline.com/sites/menlopark/Home>

C. Hyperlink. Summer swim camps for youth <https://menloswim.com/camps/summer-aquatics-camp/>

Report prepared by:

Ashley Walker, Management Analyst

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

CITY OF MENLO PARK
LIBRARY AND COMMUNITY SERVICES DEPARTMENT
STATISTICS – MARCH 2024

Table 1. Library items circulated

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
800 Alma St.	50,395	46,190	47,023	49,544	49,616	49,164	45,192	43,407	41,761	44,732	45,775	43,546	47,636
413 Ivy Dr.	1,320	1,205	1,285	1,088	1,112	1,197	918	877	850	929	846	1,043	1,217
Online / Digital	8,827	8,707	9,374	9,891	10,368	9,970	10,332	11,598	11,598	12,082	12,977	11,862	12,227

Table 2. Library cards

	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
New library cards issued – MP residents	239	253	232	330	322	207	181	150	139	122	158	170	117
Total MP resident library cardholders	21,417	21,512	21,601	21,733	21,189	21,808	22,105	22,020	22,327	22,133	22,415	23,177	23,369

Table 3. Library patron questions answered

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
800 Alma St.	3,347	2,834	2,393	3,496	3,282	3,294	2,753	3,046	2,977	3,169	3,342	3,167	3,360
413 Ivy Dr.	340	279	306	744	264	345	337	244	244	255	273	204	244

Table 4. Library holds filled (item requests)

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Incoming holds 800 Alma St.	4,763	4,393	4,256	4,472	3,968	4,121	4,043	4,076	3,760	3,861	4,419	3,895	3,871
Outgoing holds 800 Alma St.	3,142	2,665	2,773	3,252	3,050	3,968	3,238	3,062	3,171	2,688	3,471	3,074	3,311
Incoming holds 413 Ivy Dr.	-	-	-	144	195	183	154	154	120	87	158	116	78
Outgoing holds 413 Ivy Dr.	-	-	-	159	183	157	190	190	177	160	191	144	175

Table 5. Library foot traffic (gate count)

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
800 Alma St.	-	-	-	13,108	-	-	-	13,541	12,580	12,283	14,060	13,183	15,066
413 Ivy Dr.	1,365	1,241	1,288	1,231	1,034	1,261	1,169	1,248	1,148	1,041	1,050	981	1,220

CITY OF MENLO PARK
LIBRARY AND COMMUNITY SERVICES DEPARTMENT
STATISTICS – MARCH 2024

Table 6. Library program attendance

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Total program attendance 800 Alma St.	730	888	606	822	1,653	1,405	883	1,121	754	798	1,000	1,163	993
Number of programs 800 Alma St.	25	31	28	27	30	36	30	36	37	31	31	26	27
Total program attendance 413 Ivy Dr.	156	98	67	116	157	296	132	116	158	125	48	144	110
Number of programs 413 Ivy Dr.	8	8	7	8	8	8	9	7	9	8	6	7	8

Table 7. Preschool child development – enrollment

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

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

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Menlo Children's Center - After School	28	28	28	28	30	27	28	30	34	33	36	36	36
Belle Haven Youth Center	42	42	42	42	28	56	54	54	54	54	52	52	52

Table 9. Senior Center services

Location	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Lunches served	555	551	624	656	570	482	519	642	422	315	511	521	435
Grocery boxes distributed	460	460	460	576	460	460	460	460	230	230	460	460	460
Senior shuttle trips	1,018	898	1,053	1,124	1,010	1,006	1,158	1,200	1,057	761	1,126	1,170	1,162
Rideshare trips	294	288	225	252	-	-	-	-	-	-	-	-	-

Table 10. Senior Center classes

	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 (to date)
Enrollment – residents		145	108	437	421
Enrollment – non-residents		240	216	264	269
Classes offered		42	42	42	42

CITY OF MENLO PARK
LIBRARY AND COMMUNITY SERVICES DEPARTMENT
STATISTICS – MARCH 2024

Table 11. Recreational classes					
	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 (to date)
Enrollment – residents	263	239	166	297	356
Enrollment – non-residents	126	117	67	152	150
Classes offered	77	88	73	57	48
Number of instructors	24	22	28	21	20

Table 12. Sports classes					
	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 (to date)
Enrollment – residents	195	70	242	76	211
Enrollment – non-residents	129	97	181	11	102
Classes offered	20	12	40	3	13
Number of instructors	5	5	10	3	5
Drop-in basketball visits	243	280	172	359	456
Drop-in volleyball visits	637	534	513	505	541
Leagues – individual registrations	1,400	84	1,239	156	-
Leagues – team registrations	142	12	111	35	-

Table 13. Gymnastics classes					
	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 (to date)
Enrollment – residents	490	499	416	490	740
Enrollment – non-residents	158	255	174	158	159
Classes offered	93	101	80	93	95

CITY OF MENLO PARK
LIBRARY AND COMMUNITY SERVICES DEPARTMENT
STATISTICS – MARCH 2024

Table 14. Facility rentals					
	Winter 2022-23	Spring 2023	Summer 2023	Fall 2023	Winter 2023-24 (to date)
Recreation center rentals – residents	57	24	18	24	36
Recreation center rentals – non-residents	46	89	76	62	29
Athletic field rentals (hours reserved)	899	1,533	1,042	785	305
Tennis court keys (annual) – residents	166	50	72	15	-
Tennis court keys (annual) – non-residents	41	12	10	1	-

Table 15. Large-scale community event attendance											
Location	Apr 2023	June 2023	July 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Black Liberation Month Celebration 2/11	-	-	-	-	-	-	-	-	-	256	-
Egg Hunt 4/8	1,500	-	-	-	-	-	-	-	-	-	-
Juneteenth Celebration 6/17	-	200	-	-	-	-	-	-	-	-	-
4 th of July Parade and Celebration	-	-	1,250	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park 7/12	-	-	186	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park 7/19	-	-	388	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park 7/26	-	-	261	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park 8/2	-	-	-	387	-	-	-	-	-	-	-
Summer Concert – Fremont Park 8/9	-	-	-	247	-	-	-	-	-	-	-
Summer Concert – Karl E. Clark Park 8/11	-	-	-	103	-	-	-	-	-	-	-
Summer Concert – Fremont Park 8/16	-	-	-	520	-	-	-	-	-	-	-
Summer Concert – Karl E. Clark Park 8/18	-	-	-	137	-	-	-	-	-	-	-
Halloween Hoopla	-	-	-	-	-	1,100	-	-	-	-	-
Pumpkin Splash	-	-	-	-	-	101	-	-	-	-	-
Light Up the Season	-	-	-	-	-	-	-	750	-	-	-
Photos with Santa	-	-	-	-	-	-	-	300	-	-	-
Spring Kickoff	-	-	-	-	-	-	-	-	-	-	-
Spring Fest	-	-	-	-	-	-	-	-	-	-	-



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 4/22/2024

Staff Report Number: PRC-2024-015

Informational Item: Updates on Belle Haven Community Campus startup activities

Recommendation

Staff recommends that the Parks and Recreation Commission review an informational report containing updates about the Belle Haven Community Campus (BHCC) project startup in Attachment A.

Policy Issues

As a duly appointed advisory body to the City Council, the Parks and Recreation Commission advises the City Council on matters related to the City's libraries and educational programs.

Background

On Apr. 2, City Council received an informational report on BHCC project startup (Attachment A).

Analysis

The City of Menlo Park and its partners are constructing a new multiservice public facility at 100 Terminal Ave. in Menlo Park's Belle Haven neighborhood. The BHCC features 37,000 square feet of floor space on two levels and will be the new home to five major community-serving programs: Belle Haven Library, Belle Haven Pool, Belle Haven Youth Center, Menlo Park Senior Center, and Onetta Harris Community Center. The BHCC is an all-electric, zero combustion, net zero energy project with onsite renewable energy generation, battery microgrid, and electric vehicle charging stations, and its structural design is resilient to serve as an emergency shelter. The new facility will be owned and operated by City of Menlo Park. Additional information and updates related to the BHCC project are available in the informational report in Attachment A.

Impact on City Resources

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

Environmental Review

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

Public Notice

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

Attachments

- A. Hyperlink: "Updates on Belle Haven Community Campus startup activities," City Council meeting agenda (item M-3), Apr. 2. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240402/m3-20240402-cc-bhcc-opening-update.pdf

Report prepared by:

Nick Szegda, Assistant Library and Community Services Director

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

PARKS AND RECREATION COMMISSION
 TENTATIVE AGENDA SCHEDULE
 APR. 24, 2024

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

MEETING DATE	PROPOSED AGENDA TOPICS
January 24, 2024	<ul style="list-style-type: none"> • BHCC project updates • LCS department strategic plan update • Approve the PRC 2024 meeting calendar
February 28, 2024 (Joint meeting w/ LC)	<ul style="list-style-type: none"> • BHCC project updates and startup activities
March 27, 2024	<ul style="list-style-type: none"> • Youth Advisory Committee presentation • Recommend updated policies: recreation scholarship; event sponsorship policy • Advisory body attendance report
April 24, 2024	<ul style="list-style-type: none"> • Select commission chair and vice-chair • Onboarding new commissioners • Recommend the LCS department strategic plan 2024-26 • Recommend updated policy: recreation scholarship • BHCC project updates
May 22, 2024 (Joint meeting with LC) (Tentative location: BHCC)	<ul style="list-style-type: none"> • BHCC start of operations
June 26, 2024	<ul style="list-style-type: none"> • Update the PRC work plan • July 9 report out to City Council on work plan 2023-24 • July 9 Parks and Recreation Month recognition at City Council • BHCC progress report
July 24, 2024	<ul style="list-style-type: none"> • Recommend the PRC work plan 2024-25 • Update on parks policy enforcement
August 28, 2024	<ul style="list-style-type: none"> • Update on tennis and pickleball feasibility study • Update on all-abilities playground equipment at Nealon Park
Sept. 25, 2024	<ul style="list-style-type: none"> • BHCC progress report • Update on city-run dog parks
Oct. 23, 2024	<ul style="list-style-type: none"> •
Nov 20, 2024 (3 rd Wednesday)	<ul style="list-style-type: none"> •
Dec. 18, 2024 (Joint meeting w/ LC) (3 rd Wednesday)	<ul style="list-style-type: none"> • Year in review • Open house / social
Unscheduled future topics	<ul style="list-style-type: none"> • Staff presentations: recreation programming, community events

Library Commission: Typically meets third Monday of each month, 6:30 pm
 Youth Advisory Committee: Typically meets once per month during school year