



# **Library and Community Services Department**

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

Updated January 30, 2021

## **PURPOSE**

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

## **GUIDING PRINCIPLES**

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The Strategic Plan Update process embraced these guiding principles:

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

## **STRATEGIC DIRECTIONS**

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The eight major categories of the Strategic Plan Update are:

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

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

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

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

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

## BACKGROUND AND PROCESS

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

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

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

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

<sup>3</sup> Link: [menlopark.org/AgendaCenter/ViewFile/Agenda/08212017-2962](https://menlopark.org/AgendaCenter/ViewFile/Agenda/08212017-2962)

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

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

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

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

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

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

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

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

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

## STRATEGIC PLAN TASK MATRIX

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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