



Commission Work Plan Guidelines

- Step 1** Review purpose of Commission as defined by Menlo Park Council Policy CC-01-0004.
- Step 2** Develop a mission statement that reflects that purpose.
- Step 3** Discuss and outline any priorities established by Council.
- Step 4** Brainstorm goals, projects, or priorities of the Commission and determine the following:
- A. Identify priorities, goals, projects, ideas, etc.
 - B. Determine benefit, if project or item is completed
 - C. Is it mandated by State or local law or by Council direction?
 - D. Would the task or item require a policy change at Council level?
 - E. Resources needed for completion? (Support staff, creation of subcommittees, etc.)
 - F. Completion time? (1-year, 2-year, or longer term?)
 - G. Measurement criteria? (How will you know you are on track? Is it effective? etc.)
- Step 5** Prioritize projects from urgent to low priority.
- Step 6** Prepare final Work Plan for submission to Council for review and approval in the following order:
- Work Plan cover sheet, Listing of Members, Priority List, Work Plan Worksheet – Steps 1 through 8
- Step 7** Use your “approved” work plan throughout the term of the plan as a guide to focus in on the work at hand
- Step 8** Report out on work plan priorities to the City Council, which should include:
- A. List of “approved” priorities or goals
 - B. Status of each item, including any additional resources required in order to complete
 - C. If an item that was on the list is not finished, then indicate why it didn’t occur and list out any additional time and/or resources that will be needed in order to complete



Library Commission

Mission Statement

The Commission makes recommendations to the City Council regarding the operation of the Menlo Park libraries, and its programs and services, by keeping in touch with patrons and the general public; promoting the use of the libraries; reporting on library activities and encouraging public as well as legislative support for library services. The Commission also maintains lines of communication with the Friends of the Menlo Park Library, the Menlo Park Library Foundation and the Project Read-Menlo Park Literacy Partners.

Library Commission Cover Sheet
Work Plan for 2019-20



Library Commission 2019-20

Commission Members Listing

Commissioner	Ashley Chambers
Commissioner	Alan Cohen
Commissioner	David Erhart
Commissioner	Katie Hadrovic (Chair)
Commissioner	Kristen Leep
Commissioner	Kristina Lemons (Vice Chair)
Commissioner	Noopur Pandey



Library Commission Priority List

The **Library Commission** has identified the following priorities to focus on during 2019-2020:

1.	Establishment of a new full service, modern neighborhood branch library in Belle Haven to serve the entire community.
2.	Continuation of support of efforts towards updated main library.
3.	Continuation of Library Commission initiatives: <ul style="list-style-type: none">● Improve existing Belle Haven neighborhood library as a “bridge” towards achieving Work Plan Priority #1.● Support & Initiate Library Programs (Eg. Little Free Library, Film Discussion Group, Services to homebound residents)● Regular information sharing with library affiliate groups● Continue library commission involvement in relevant City of Menlo Park commissions, committees, and/or task forces● Establish and build relationships and partnerships with local schools, companies and community groups with the purpose of increasing their engagement with library strategic plans, programs and services

2019-2020 Work Plan approved at 5/20/2019 Library Commission meeting



**Commission Work Plan Guidelines
Work Plan Worksheet**

Step 1

<p>Review purpose of Commission as defined by Menlo Park Council Policy CC-01-0004</p>	<p>The commission is charged with advising the City Council on matters related to the maintenance and operation of the City's libraries and library systems, including the scope and degree of library activities; maintenance and protection of City libraries; evaluation and improvement of library services; acquisition of library materials; coordination with other library systems and long range planning.</p>
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Step 2

<p>Develop or review a Mission Statement that reflects that purpose</p> <p><i>Who we are, what we do, who we do it for, and why we do it</i></p>	<p>The Commission makes recommendations to the City Council regarding the operation and quality of the Menlo Park libraries, and its programs and services, by keeping in touch with patrons and the general public; promoting the use of the libraries; <i>reporting</i> on library activities and encouraging public as well as legislative support for library services. The Commission also maintains lines of communication with the Friends of the Menlo Park Library, the Menlo Park Library Foundation and the Project Read-Menlo Park Literacy Partners.</p>
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See next page for Step 3

Step 3

<p>Discuss any priorities already established by Council</p>	<p>The Commission priorities support (or relate to) these 2019 City Council Work Plan priorities:</p> <p>5. Belle Haven Branch Library Project</p> <p>Priority 1: New Belle Haven Branch Library. Develop and implement a comprehensive plan to design, finance, construct and operate a new public library facility to replace the Belle Haven Branch Library currently located on the Belle Haven School campus.</p>
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Step 3A: The Commission priorities support these Library Staff Work Plan Priorities:

2019-2020 Library Strategic Plan Update Goal #2: Advance the Library System Improvements Project

<p>Goal #2.2. Initiate and complete Phase II (Preliminary design) of the Belle Haven Branch Library new facility development project including preliminary building design, cost estimation and location options, and present results and recommendations to City Council.</p>				
Task		Start	End	Performance measurement
2.2.a.	Issue RFP/ RFQs and award contracts for architectural design services – Belle Haven Branch Library, possibly Main Library – using existing available LSIP project fund balance	June 2019	Sep 2019	Architectural design contract awarded with no substantive issues, bid challenges or cost overruns.
2.2.b.	Complete preliminary design phase for a new Belle Haven Branch Library, including preliminary building design, cost estimation and location options.	June 2019	June 2020	Preliminary design completed and results approved by City Council
2.2.c.	Complete preliminary design phase for a new or expanded Main Library, including preliminary building design, cost estimation and location options.	June 2019	June 2020	Preliminary design completed and results approved by City Council

Goal #2.3. Analyze and prioritize identified facility and technology needs, shortcomings and opportunities at the current Main Library and current Belle Haven Branch. Develop plans to address critical needs, resolve shortcomings and leverage opportunities to make needed facility and technology improvements.

	Start	End	Performance measurement
Evaluate and prioritize needs, shortcomings and opportunities of current library facilities. Prioritize needs and evaluate costs.	Feb 2019	Jan 2020	Complete facility evaluation and present to City Manager by Jan 2020.

Goal #2.4. Assist and support the efforts of partner nonprofit organization Menlo Park Library Foundation to develop and execute fundraising and community information campaigns to support the overall Library System Improvement Project including the priority Belle Haven Library new facility development project.

	Start	End	Performance measurement
Assist the Foundation to secure a professional nonprofit fundraising and advocacy consultant to develop and complete a strategic fundraising and community information plan by December 2019.	Feb 2019	Dec 2019	Consultant engaged. Strategic fundraising and community information plan completed.
Coordinate with the Foundation to develop and deliver a robust community information effort to inform the public about library services, programs, and projects.	Apr 2019	ongoing	Coordinate and expand community information and engagement reach to 20,000+ Menlo Park residents

Strategic Direction #3. Provide library services and programs that respond to community needs

Goal #3.1. Complete the Library Strategic Plan Update 2019-2020

Task		Start	End	Performance measurement
3.1.b.	Engage the input and suggestions of the Library Commission and general public in development of the Strategic Plan Update	Dec 2018	May 2019	In progress. Completed Library Strategic Plan Update 2019-2020 presented to City Manager in May, 2019.

Strategic Direction #4. Operate high-quality, efficient, community-focused public library locations

Goal #4.1. Operate an efficient municipal department that meets assigned service delivery outcomes within approved operating budget.

Task		Start	End	Performance measurement
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4.1.a.	Deliver 100% of the department's established service delivery outcomes within established FY 2018-19 operational budget.	Jan 2019	ongoing	100%
4.1.c.	Analyze library staffing needs and organizational structure and develop staffing proposals to address projected service demand changes.	Jan 2019	May 2019	Completed. Staffing proposal developed and included in FY 2019-20 department budget proposal.

Goal #4.2. Secure external resources from grants, volunteers, and partnerships that are valued greater than the costs to acquire and maintain the external resources.

Task		Start	End	Performance measurement
4.2.a.	Increase volunteerism in support of library public services.	Jan 2019	Jan 2020	Total annual volunteer hours served is equivalent to or greater than 5% of total annual staff hours worked.
4.2.b.	Increase total amount of grant funding to support library services.	Jan 2019	Jan 2020	Total grant funding secured is equivalent to or greater than 5% of department annual general fund operating budget.
4.2.c.	Establish a formal library internship program with local high schools and institutions of higher learning.	Jan 2020	May 2020	Establish internship program by May 2020.

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

Goal #6.1. Conduct a comprehensive, data-driven review of the library's webpages, email lists, social media presence, printed materials, and onsite messaging. Identify strengths, shortcomings, and opportunities to improve the effectiveness and transparency of communications

Task		Start	End	Performance measurement
6.1.a.	Develop and implement a library customer satisfaction data collection system and survey tools to assess community sentiment and satisfaction with library services, operations and programs.	Apr 2019	ongoing	Achieve 90% or higher rating on department customer satisfaction surveys.
6.1.b.	Conduct a comprehensive review of the library's web and social media presence. Identify opportunities to enhance effectiveness and increase usability.	Mar 2019	August 2019	Achieve 90% or greater customer satisfaction with web and social media user experience on department customer satisfaction surveys.

Goal #6.2. Develop a library strategic communications plan to increase transparency and community engagement. Focus messaging efforts to achieve identifiable and measurable outcomes in alignment with Strategic Plan goals and the City's overall brand and marketing plan.

Task		Start	End	Performance measurement
6.2.a.	Coordinate strategic communications plan with other City departments and external partners to align messaging and reach a broader audience.	Jan 2019	ongoing	ongoing

6.2.b.	Establish a communications team to publicize the library's value, strengthen brand awareness and loyalty, and support library strategic goals.	Dec 2019	ongoing	Completed. Department communications team established March 2019.
Goal #6.3. Target communications and outreach resources efficiently and where they are most effective.				
Task		Start	End	Performance measurement
6.3.a.	Publish a bimonthly department newsletter for citywide distribution.	Mar 2019	ongoing	Completed. Bimonthly newsletter launched March 2019.
6.3.b.	Develop and implement a coordinated social media messaging strategy driven by user analytics	Feb 2019	May 2019	Implement strategy by Sept 2019.

Step 4

Brainstorm goals, projects or priorities of the Commission	Benefit, if completed	Mandated by State/local law or by Council direction?	Required policy change at Council level?	Resources needed for completion? Staff or creation of subcommittees?	Estimated Completion Time	Measurement criteria How will we know how we are doing?
Establishment of a new full service, modern neighborhood branch library in Belle Haven to serve the entire community.	Improving service to an underserved community; Equity in access; New community hub.	Yes	No <input type="checkbox"/>	i) Establish regular contact with the Belle Haven Neighborhood Library Advisory Committee. ii) Continue regular contact with the Foundation, Friends of the Library and Literacy Partners	~3 years	i) Conceptual design completed ii) Funding mechanisms identified iii) Branch opens

Brainstorm goals, projects or priorities of the Commission	Benefit, if completed	Mandated by State/local law or by Council direction?	Require d policy change at Council level?	Resources needed for completion? Staff or creation of subcommittees?	Estimated Completion Time	Measurement criteria How will we know how we are doing?
Continuation of support of efforts towards updated main library.	State-of-the-art library space to support all aspects of library programming	Yes <input type="checkbox"/> No X	Yes <input type="checkbox"/> No X	i) Establish regular contact with the Foundation and Friends of the Library. ii) Feedback from citizens of Menlo Park outside context of commission meetings	~5-7 years	i) Mechanism to pay for main library and branch secured (e.g., bond, large donation). ii) New main library opens iii) Quarterly update from Foundation and/or Friends on fundraising.

Brainstorm goals, projects or priorities of the Commission	Benefit, if completed	Mandated by State/local law or by Council direction?	Required policy change at Council level?	Resources needed for completion? Staff or creation of subcommittees?	Estimated Completion Time	Measurement criteria How will we know how we are doing?
Continuation of existing Library Commission initiatives:	A closer community brought together by the library	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Commissioner time	Ongoing	Quarterly updates on initiatives
i) Better tailor branch collection, programming, and space use as a bridge toward Work Plan Priority One.	See #1	No	No	Staff time to collect statistics/reporting.	Ongoing	Assess change in attendance; change in program number; frequency of programming; change in circulation numbers
ii) Regular information sharing with library affiliate groups	Promote information sharing across library groups.	No	No	None	Ongoing	Two affiliate info sharing sessions per year at LC, LC reports out work plan progress to affiliates annually
iii) Continue library commission involvement in relevant City of Menlo Park commissions, committees, and/or task forces	Representation of library interests outside the context of commission meetings.	No	No	Commissioner time; An updated list of various planning committees.	Ongoing	Quarterly report on relevant committees and our participation with those groups.
iv) Establish and build relationships and partnerships	Representation of library interests	No	No	None	Ongoing	Maintain a list of organizations/people contacted, which is

with local schools, companies and community groups with the purpose of increasing their engagement with library strategic plans, programs and services	outside the context of commission meetings.					revisited once a quarter.
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Step 5

List identified Goals, Priorities and/or Tasks for the Commission	Prioritize Tasks by their significance			
	1 Urgent	2 1-year	3 2-year	4 Long Term
Establishment of a new full service, modern neighborhood branch library in Belle Haven to serve the entire community.	x			
Continuation of support of efforts towards updated main library.		x		
Continuation of Library Commission initiatives: <ul style="list-style-type: none"> ● Improve existing Belle Haven neighborhood library as a “bridge” towards achieving Work Plan Priority #1. ● Support & Initiate Library Programs (Eg Little Free Library, Film Discussion Group, Services to homebound residents) ● Regular information sharing with library affiliate groups ● Continue library commission involvement in relevant City of Menlo Park commissions, committees, and/or task forces ● Establish and build relationships and partnerships with local schools, companies and community groups with the purpose of increasing their engagement with library strategic plans, programs and services 		x		

Step 6 Prepare final work plan for submission to the City Council for review, possible direction and approval and attach the Worksheets used to determine priorities, resources and timelines.

Step 7 Once approved; use this plan as a tool to help guide you in your work as an advisory body.

Step 8 Report out on status of items completed. Provide any information needed regarding additional resources needed or indicate items that will need additional time in order to complete.