

April 7, 2022
Item 5

**SUBJECT: RECEIVE A PROGRESS REPORT ON LIBRARY-FOCUSED
PROJECTS FROM THE PLEASANTON LIBRARY AND RECREATION
DEPARTMENT STRATEGIC PLAN 2019-2024**

SUMMARY

In mid-2018, with guidance and support from Management Partners, the newly integrated Library and Recreation team set out on a year-long journey to develop a combined strategic plan to provide focused mission, vision, values and five-year goals for the new department. This report provides an update on library-focused goals and the progress made on each since the adoption of the plan in July 2019.

RECOMMENDATION

Receive a progress report on library-focused projects from the Pleasanton Library and Recreation Department Strategic Plan 2019-2024.

FINANCIAL STATEMENT

There is no financial component to the strategic plan itself. Individual projects may require funding and will be addressed through the budget process.

BACKGROUND

In mid-2018, with guidance and support from Management Partners, the newly integrated Library and Recreation team set out on a year-long journey to develop a combined strategic plan to provide focused mission, vision, values and goals for the new department. In 2017, the Pleasanton Public Library had adopted a strategic plan that served as the foundation for this combined Library and Recreation Strategic Plan.

The 2017 Library Strategic Plan process included Library Commission input, community focus groups and surveys for staff and the community. This background information was used as the base for the Library and Recreation Strategic Plan. Updated community surveys were sent out to everyone in the Recreation and Library databases as well as all staff for this integrated strategic plan.

The 2017 Library Strategic Plan included a mission to have the Pleasanton community “Start your journey here: discover, connect, share” and a vision to “Inspire curiosity, creativity and community.” These were modified slightly for the combined strategic plan. The mission for the department is “Start your journey here: discover, connect, enjoy.” Each program area is swapping out the final word of the statement to best fit the dynamic of the program. For example, Library has kept “discover, connect, share” from the original strategic plan; Aquatics is using “discover, connect, swim”; and Gingerbread Preschool is using “discover, connect, play.” The vision statement was broadened to reflect the reach of the new integrated department. The vision now reads, “Inspiring a vibrant community.”

Through staff workshops, departmental values were reviewed and refined. The values remained the same from the original Library Strategic Plan: Integrity, Collaboration, Customer Service, Inclusiveness, and Innovation. Descriptions of these values were expanded to include the recreation perspective.

Goals were updated based upon community and staff feedback as well as adopted City Council priorities. The library team reviewed the 2017 Library Strategic Plan and provided accomplishments for all existing goals. This was included as part of the original Library and Recreation Strategic Plan, Attachment D (Attachment 1). This information was used to help develop new goals and refine existing goals. All existing goals and strategies that were not completed and are still relevant, were rolled into one of the four goals in the Library and Recreation Strategic Plan. Goals *B) Outreach and Communications* and *D) Partnerships* from the original Library Strategic Plan were rolled together into category *B) Community Engagement, Customer Service and Communication* in the Library and Recreation Strategic Plan.

Staff have prioritized work plans based upon the new Pleasanton Library and Recreation Strategic Plan 2019-2024. These work plans identify specific action items to be completed within certain time frames to ensure that the Library and Recreation Strategic Plan is executed within the five-year timeline. The work plans are balanced by

division, so that focus continues to be throughout the department and reflective of multiple user groups.

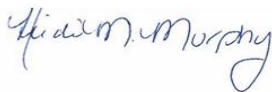
Many of these projects have come before one of our five commissions for input and direction, as relevant. Others were brought before commissions as part of our Quarterly Report and Annual Report process.

DISCUSSION

Of the 36 library-related goals, three have been completed, 28 are in progress, one has been indefinitely paused and four are not yet started. Goal A1 h – Civic Center/Library Master Plan has been paused indefinitely as City Council priorities have shifted to other projects. All other goals and progress notes can be seen in Attachment 2 – Implementation Action Plan Update for Library Projects March 2022.

The global pandemic that consumed 2020 and 2021 had an impact on specific goals and timelines. However, the broad mission, vision, values and goals developed in this strategic plan pivoted seamlessly for the department staff to respond to the immediate needs of the community and continue forward progress on the strategic plan.

Submitted by:



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Attachment:

1. Library and Recreation Strategic Plan 2019-2024
www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=34104
2. Implementation Action Plan Update for Library Projects March 2022