



LIBRARY COMMISSION AGENDA REPORT

February 2, 2023
Item 4

TITLE: REVIEW AND DISCUSS THE PLEASANTON PUBLIC LIBRARY PROGRAM PLAN FOR 2023

SUMMARY

In 2022, Pleasanton Public Library began a Strategic Plan-focused program planning process. In the development of programs, staff incorporated the following elements: Strategic Plan and DEI goals, community needs and interests, program proposals, funding, marketing, safety, staffing and facility needs. The Program Plan for 2023 is being shared with the Library Commission to provide information and assist commissioners with their outreach and advocacy for library programs and services in the community.

RECOMMENDATION

Review and discuss the Pleasanton Public Library Program Plan for 2023.

FINANCIAL STATEMENT

None.

BACKGROUND

The Pleasanton Public Library (Library) has historically offered a variety of in-person programs for all ages, including popular community programs such as Paws to Read, book and film clubs, cultural programs, STEAM programs, storytimes and the Summer Reading Program. The Library also facilitated successful school and educational programs such as field trips, the Booklegger outreach opportunity to Pleasanton schools and Literacy and ESL services for adults.

As the Library re-emerged from the COVID-19 pandemic in 2021, programs resumed in-person, including Adult Literacy and ESL services, Mobile Outreach for Veterans, storytimes and the Summer Reading Program. The Library re-introduced cultural, multi-lingual and science programs such as Black History Month, the Dia de Los Niños program, the Asian American and Pacific Islander (AAPI) Celebration, Storytime and STEAM Saturdays. New virtual and offsite programs for teens were introduced, such as the Adulting 101 series and the Teen Poet Laureate poetry contest event at the Firehouse Arts Center.

In Fall of 2022, the majority of Library programs had returned in-person, while a few programs continued online or continued in both formats to meet a variety of community needs and interests. For example, the Library Book Club and Film Club program participants were surveyed as to their meeting preferences, and they overwhelmingly expressed interest in staying online. With that feedback, both of these library programs continue virtually, as do services like Lawyer in the Library, which is coordinated by the Alameda County Bar Association. Adult Literacy and ESL tutoring services are offered both online and in-person to meet the needs of tutors and their learners.

In November 2022, staff presented the Library Commission with a detailed status update on Library programming, outlining a list of programs and their format (in-person and/or virtual), status (continuous, paused, converted to a new program), frequency (if adjusted) and the methodology behind each of these decisions. The commission expressed interest in a presentation of the Library Program Plan for 2023 to receive information and to assist commissioners with their outreach and advocacy for Library services in the community.

DISCUSSION

In the course of a Library and Recreation Department Strategic Plan workshop in October 2021, the Library division created an Implementation Action Plan goal to “Create a library program plan for children, teens, adult and families.” Subsequently, the Library developed a comprehensive Program Plan for 2023. In a 3-part series of meetings, staff developed a methodology for programming and drafted a collaborative calendar that ensured a balance of programs for children, teens, adults and families. In the planning process for programs, staff considered the following elements: the

Strategic Plan and Diversity, Equity, and Inclusion (DEI) goals, community needs and interests, program proposals, budgets and funding sources, marketing, safety and facilities.

Library and Recreation Strategic Plan

The *Library and Recreation Department Strategic Plan 2019-2024* identifies four multi-year goals, with a goal that is directly related to programming. Goal A: Programs, Plans and Services is to “Deliver exceptional programs and services that meet the needs and interests of the community”, with a strategy to “Identify and enhance programming to encourage exploration, intellectual curiosity and life literacies.”

Community Needs and Interests

To gauge community needs and interests in developing the Library Program Plan for 2023, staff utilized program surveys, performance measures and community feedback.

Library and Recreation Department program surveys were launched in July of 2022 and have provided valuable input from participants. In the course of the first six months, 24 Library programs were surveyed, with 163 individual responses. Overall, 92% of respondents were highly satisfied with programs—61% of the respondents indicated they “Highly Agreed” with the statement that they were satisfied with the program, and 31% indicated that they “Agreed.” Respondents provided positive feedback that will be used to continue programs and enhance services. Respondents also provided recommendations for future programs, indicated in the chart below.

Survey Response Categories	Recommendations (* Asterisk indicates more frequent responses)
Programs by Age Group	Additional programs for younger and school-aged children *
	Programs for seniors and retired persons
	Additional teen volunteer opportunities
Days and Times for Programs	Children’s programs held after school
	Children’s programs on evenings and weekends for working parents *
	Children’s programs that are held outside of common naptimes (before 11 am)
Type of Programs	Additional cultural programs *
	Longer sessions for storytime for parent networking
	Fun or “How to” programs for adults, e.g., Trivia Night, Crafting
	Summer Reading Program – Changes to reading tracking, book log format and prizes*

Performance Measures and statistics also provided valuable insight on trends and program attendance. Attendance was tracked for each Library program and staff noted programs that were full and in need of additional sessions. The usage and

circulation of Library materials, using software tools such as Polaris and the Collection HQ DEI module, provided insight on community interests.

Direct community engagement is another useful tool that is cultivated at Library service desks. For example, in Fiscal Year 2021/22, staff at the Information and Children's desks answered 31,044 reference questions, and each interaction provided an opportunity to discuss library programs and services with the staff that develops programs.

Budget and Funding

Library programs are funded in the City General Fund for staffing, facilities, marketing and office supply costs. The costs for performers, prizes and program supplies are provided by the Friends of the Pleasanton Library. Specific programs such as Tailored Recreation and Education Collections (TREC's) and Robots on the Loose are funded in part through the California State Library and Pacific Library Partnership grants.

Marketing

Program surveys indicated an interest in increasing marketing for Library programs, including recommendations for articles in local newspapers, as well as enhancing the Library's website. The Library's webpages are being included in the first phase of the new City website launch in 2023. In addition, Library staff workgroups continue their work on marketing strategies with the goal to increase community engagement.

Safety

The Library Program Plan for 2023 includes both in-person and virtual programs. Additionally, in-person offerings each have the built-in flexibility to convert programs and performances to an online format, as the Library continues to navigate the COVID-19 pandemic and reviews format options for programs.

Facilities

Facilities and spaces were considered in development of the Library Program Plan. The 2022/23 Library roofing project, while nearing completion, continues to have impacts that staff carefully considered. The scale of the roofing project includes a scheduled building closure in the Spring of 2023, construction noise, closed areas of the building and limited access to materials collections and workspaces. With that in mind, programs are scheduled in a way that they can be moved off-site to other City facilities or temporarily paused until construction is complete to provide the best possible experience for community members.

Library Programs for 2023

The chart below outlines the 2023 Library programs and their audience and identifies Strategic Plan and DEI goals along with the community needs and interests that each program fulfills.

Program	Audience	Strategic Plan and DEI Goals	Community Needs and Interests
Baby Storytime	Children (0-18 months)	Strategic Plan Goal A: Deliver exceptional programs and services that meets the needs and interests of the community	Staff model early literacy skills for caregivers through reading, singing and playing and show them the value of reading to babies from an early age. Based on the public surveys, staff are looking into changing time of day for working parents and naptimes.
Toddler Storytime	Children (Toddlers)	Deliver exceptional programs and services that meets the needs and interests of the community	This program fosters early literacy and cognitive and fine motor skill development. Staff are looking into adding another session based on the requests through the program surveys and attendance statistics.
Family Storytime	Families (ages 2-7)	Deliver exceptional programs and services that meets the needs and interests of the community	Program development from community feedback and requests to include the whole family in storytimes with new books and new songs. It is a way we enrich more family members with the joy of reading, learning and discovery.
Mindfulness Storytime *(NEW)*	Children	Department Value of Inclusiveness	This storytime provides a fresh new program for young children, an area of high demand indicated on program surveys.
Sensory Storytime	Children	Department Value of Inclusiveness, DEI Goals	Program for children with special needs, requested on program surveys.
Paws to Read	Children	Deliver exceptional programs and services that meets the needs and interests of the community and DEI Goals	Program promotes reading as one of the library's core services. Paws to Read serves children with special reading needs, as shared by school staff. Usage statistics are high, and sessions quickly fill each season.
Coding Club	Children (4 th – 8 th graders)	Strategic Plan Goal A, Strategy 3: Enhance programming to encourage exploration, intellectual curiosity and life literacies.	This program is developed with the Hyperion robotics high school team. It is one of the most highly utilized and requested programs by the community.
Bookleggers	Children Kindergarten – (8 th graders)	Department Value of Collaboration	This is a popular program collaborated with volunteers, PUSD and the library and promotes independent reading. Resumes in Fall 2023.
School Field Trips	Children (3 rd graders)	Department Value of Collaboration. Introduces	This is popular program with PUSD. The Library is planning to

		all the community resources to students.	bring it back this Fall.
Adulting 101: Bullet Journaling, Stock Market Game	Teens	Deliver exceptional programs and services that meets the needs and interests of the community	Teens are introduced to skills that will help them prepare for adulthood in fun, creative and safe spaces through a series of programs.
El Dia de Los Muertos Celebration (Day of the Dead)	All Ages	Department Values of Inclusiveness, DEI Goals	A program for cultural sharing and learning. 10% of the population in Pleasanton is LatinX. This storytime and celebration honors the members of the community.
UC College Panel	Teens	Strategic Plan Goal A, Strategy 3: Enhance programming to encourage exploration, intellectual curiosity	This intimate workshop allows students to ask questions in a safe and accessible manner regarding college admissions resources.
Adult Literacy Services	Adult	Department Value of Inclusiveness, DEI Goals	Existing program with high usage as determined by Performance Measures and waitlists for services.
English as a Second Language *(NEW)*	Adult	Department Value of Inclusiveness, DEI Goals	New program added to meet an unmet need for beginning learners, based on community feedback.
Library Film Club	Adult	Department Values of Inclusiveness and Customer Service, DEI Goals	This club is designed for film enthusiasts wishing to engage in discussions about important films and their effects on society and culture.
Library Book Club	Adult	Department Values of Inclusiveness and Customer Service, DEI Goals	The Book Club promotes reading and sharing. Book choices span broad cultural and historic themes. Convenient to attend, indicated on program surveys.
Lawyers in the Library	Adult	Department Value of Inclusiveness, DEI Goals	This popular program fills up quickly with waitlists for services.
Live Spark Joy	Adult	Strategic Plan Goal A, Strategy 3: Enhances programming to encourage exploration, intellectual curiosity and life literacies.	This program on organizational skills reflects program survey interests in "how to" workshops.
Echo Housing Workshop	Adult	Department Values of Inclusiveness and Customer Service, DEI Goals	This popular online/Zoom program meet the needs of the low-income community in Pleasanton.
Veteran's Mobile Visits	Adult	Department values of inclusiveness and	In a partnership with VA of Palo Alto, this high-demand program

		collaboration	provides information to veterans, spouses, caregivers, family members, and survivors and assists with enrollment for care.
Summer Reading Program	All ages	Strategic Plan Goal A Strategy 3: Enhance programming to encourage exploration, intellectual curiosity and life literacies.	This is the most popular Library program of the year. Staff are planning to reach out to the residents who normally can't come to the library due to various reasons.

The Pleasanton Public Library Program Plan for 2023 is a living document—staff continue to evaluate and adjust programs and enhance the plan. Guided by the *Library and Recreation Department Strategic Plan 2019-2024*, the Library's overarching goals for 2023 programs are to identify and enhance programming to encourage exploration, intellectual curiosity and life literacies to reflect the department values of inclusiveness and DEI and to strive to meet community needs and interests.

Submitted by:

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