

PLAN OF SERVICE

Redwood Shores Community Library

of the

Redwood City Public Library

FY 07/08 – FY 09/10

Prepared

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I. Executive Summary

Residents of the Redwood Shores do not have a public library in their community, which is geographically isolated from the other sections of the City of Redwood City. Currently, residents of Redwood Shores receive library service from the Main Library and two branches of the Redwood City Public Library. In addition, the Redwood City Public Library has a virtual service presence in the Sandpiper Community Center within Redwood Shores. This minimal presence is comprised of two computer terminals for access to digital library resources and for ordering materials to be sent for pickup at the Sandpiper Community Center. Also, because there is no library in their community, geographically isolated from the major portion of Redwood City, the residents of Redwood Shores also rely heavily on other libraries in surrounding jurisdictions.

The Strategic Plan: 2002-2005 of the Redwood City Public Library identified five service responses that should be the focus of library system service to the residents of the City of Redwood City. The Community Needs Assessment for the new community library identified a subset of the system-wide service priorities that will address the specific needs of the Redwood Shores community.

The five system-wide service responses, listed below in alphabetical order, are:

Basic Literacy - A library that offers Basic Literacy service addresses the need to read and to perform other essential daily tasks.

Commons - A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Current Topics and Titles – A library that provides Current Topics and Titles helps fulfill community resident’s appetite for information about popular culture and social trends and their desire for satisfying recreational experiences.

Formal Learning Support – A library that offers Formal Learning Support helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals.

General Information - A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

The three highest service priorities documented in the Community Needs Assessment for a library in the Redwood Shores community, in priority order, are:

- Formal Learning Support
- Commons
- Current Topics and Titles

While the services of the new community library will address all five priorities selected by the Redwood City Public Library for the system as a whole, the new community library's resources (staff, collection resources, and spaces) will emphasize the needs documented in the Community Needs Assessment.

To respond to the service needs identified in the Community Needs Assessment, the Library Board has adopted 21 goals for the Redwood City Library. These goals will apply to the Redwood Shores Community Library. Their respective objectives and activities, however, will emphasize the need of the Redwood Shores Community.

For each goal, a set of measurable objectives and activities has been developed specifically for the Redwood Shores Community Library. Library staff will monitor and report their progress on achieving these goals on a regularly scheduled basis. As appropriate, new activities will be developed and implemented to enable the branch staff to meet or exceed the success measures established for each objective.

A staffing plan and an implementation plan also have been developed. Once the branch staff has been assigned/hired, the plan of service and the implementation plan will be reviewed with each of staff member and work assignments will be made. Staff will receive training required to enable them to provide quality customer service. They will also receive instruction on reporting progress on their assigned projects.

The Redwood Shores Community Library staff will draw on the full resources of the Redwood City Public Library as they offer service to the residents of the branch service area. This includes, but is not limited to, access to the 199,642 in the Main Library (and 2,342,818 items in the library consortium), the reference resources and staff of the Main Library, the Schaberg and Fair Oaks branch libraries, the electronic resources collection of over 20 databases, participation in city wide programs for children and adults, publications in print and online that describe the library system and a training program to expand and enhance the skills of library staff.

This Plan of Service covers the three-year period FY07/08 – FY09/10. It assumes that the first full year of service in the branch will be FY 07-08. Until then, community residents will continue to travel to the main library located six miles away, use libraries in other jurisdictions, and use the terminals and receive delivery service at the Sandpiper Community Center.

II. Mission Statement

The following Mission Statement was adopted in June 1998 by the Library Board for the Redwood City Public Library.

The Redwood City Public Library is the learning center of our community and the place people turn to for the discovery of ideas, the joy of reading, and the power of information. Community needs drive our services and we take a personal interest in ensuring that they are delivered in a welcoming, convenient and responsive manner.

A set of Library Core Values was defined when the mission statement was adopted.

- 1) The Library is driven by community needs.
- 2) Free basic Library services are offered to our community.
- 3) A person's right to use a Library will not be denied or abridged because of origin, age, background, or views.
- 4) The Library actively promotes and defends the principles of intellectual freedom and acquires materials that represent the widest diversity of views and expressions.
- 5) We value our patrons.
- 6) We value our employees.
- 7) We encourage innovation and creativity.
- 8) We actively promote our services and the use of our collections by all segments of our diverse populations.
- 9) We provide materials and services that lead to an informed and literate citizenry.
- 10) We value ethical, fiscally responsible stewardship of public resources.

The mission statement and core values guide all of the services provided by the Redwood City Public Library. The Redwood Shores Community Library will develop services that reflect the spirit of this mission statement and core values and that are responsive to local community needs.

This Plan of Service for the Redwood Shores Community Library describes how the mission statement of the Redwood Public Library will be implemented in the Redwood Shores community.

III. Goals and Objectives

The Redwood Shores Community Library will respond to the needs identified in the Community Needs Assessment by concentrating on providing collections and services associated with five of the service responses selected from those described in *The Planning for Results: A Streamlined Approach* by Sandra Nelson (American Library Association, 2001). Those service responses, and a brief description of each of them, are:

Basic Literacy - A library that offers Basic Literacy service addresses the need to read and to perform other essential daily tasks.

Commons – A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Current Topics and Titles – A library that provides Current Topics and Titles helps fulfill community resident’s appetite for information about popular culture and social trends and their desire for satisfying recreational experiences.

Formal Learning Support – A library that offers Formal Learning Support helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals.

General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

For each of the selected service responses, the library has identified goals and measurable objectives for the period 2007– 2010. The goals will be reviewed annually and modified, if necessary, to respond to community needs. Progress towards achieving the objectives will be reviewed on a quarterly basis, and either the objective itself or the activities that support it will be modified as necessary to respond to evolving community needs.

Listed below, arranged by service response, are the goals, objectives and examples of the activities that will be performed by staff.

Service Response: Basic Literacy

The Redwood Shores Community Library will offer basic literacy services that address the need to read and to perform other essential daily tasks.

Goal 1: Help all community members who wish to improve their reading, writing, and conversation skills in English.

Objective 1.1: During 2007/08, a minimum of 50 preschool, elementary and high school students will be matched with tutors for instruction at least once per week.

Examples of activities:

- Maintain list of students who wish to be matched with a tutor.
- Maintain a list of tutors who are willing to assist students.
- Match students and tutors based on need and skills.

Objective 1.2: During 2007/08, at least 50 parents will take part on a weekly basis in family literacy tutoring or adult tutoring to increase their English language skills and teach them about the Library and the public school system.

Examples of activities:

- Promote family literacy activities by various means.
- Involve public school staff in developing and promoting the family literacy program.

Goal 2: Reduce the time a learner is on the waiting list to receive literacy instruction.

Objective 2.1: During 2007/08, provide literacy instruction for 40 % of learners within 90 days of their requesting instruction and that will be reduced to 60 days by 2009/2010.

Examples of activities:

- Identify materials and methods that can be used to teach English as Second Language (ESL), conversation, and basic literacy.
- Undertake joint efforts with other community agencies to establish new tutoring sites that are more convenient for learners.
- Recruit new volunteer tutors to reduce the learner wait time.
- Promptly assign tutors to learners.

Service Response: Commons

The Redwood Shores Community Library will provide a Commons environment that helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Goal 1: Provide a place to foster civic engagement in the Library.

Objective 1.1: During 2007/08, there will be 72,000 visits by community residents to the library and that number will increase by 3 % annually in subsequent years.

Examples of activities:

- Provide an attractive public notice space in the branch.
- Provide up-to-date community information in the public notice space.
- Provide signage in the lobby area that makes visitors aware of local library events and helps them navigate easily through the library.
- Create a festive atmosphere in the Library during National Library Week to show how libraries change lives.

Objective 1.2: During 2007/08, there will be an attendance of 4,000 community residents at events (such as meetings, programs and exhibits) held at the branch and that number will increase by 3 % annually in subsequent years.

Examples of activities:

- Provide space for informational exhibits from City departments and County agencies on topics of current interest or controversy two or three times per year.
- Partner with Parks and Recreation, local clubs, and organizations to present at least two topical and current interest programs per year.
- Develop a plan, in cooperation with the City and community organizations, to hold impromptu public discussions on national and local issues when they arise.
- Install cable access in the Community Meeting Room and for public viewing of major national events and City Council meetings.
- Establish guidelines for use of the Community meeting room and publicize its availability directly to local clubs, community

organizations, and others with helpful information on the City's web site.

- Partner with the City to offer an event calendar for community events taking place in Redwood City.

Goal 2: Market the Library as a gateway to all community activities.

Objective 2.1: By 2007/08, a minimum of 1,800 community residents will register for a new library card or renew their existing library card at the branch library and that number will increase by 3 % annually in subsequent years.

Examples of activities:

- Conduct a library card registration drive.
- Collaborate with the City government to create welcome packets for new residents and businesses in English, Spanish, and other high-demand languages.
- Target one of the three largest employers in Redwood City, and issue a library card application to every employee.
- Work with the City to install directional signs leading people to the branch.

Goal 3: Build a Library in Redwood Shores.

Objective 3.1: By July 2007, open a community library in Redwood Shores.

Examples of activities

- Involve Redwood Shores residents in planning for a community library as part of a library needs assessment and a library building program.
- Submit an application for the Library Bond Act for funds to build a Library at Redwood Shores.

Goal 4: Make Library facilities safe, friendlier, and more comfortable for people to use.

Objective 4.1: During 2007/08, ninety percent of individuals participating in a library-sponsored survey will indicate that the Redwood Shores Community Library is safe, friendly and comfortable.

Examples of activities:

- Involve community residents in the planning for the community library in Redwood Shores and determine what features they believe will make the library safe, friendly and comfortable.
- Survey community residents to determine whether or not they believe the branch is safe, friendly and comfortable.
- Provide opportunities (suggestion box, comment form on the web site etc.) for community residents to comment on the branch facility and library service.
- Provide convenient parking for Library customers.
- Provide attractive, bilingual signage for the branch.

Goal 5: Bring residents into the Library by linking community group activities to Library programs and services.

Objective 5.1: During 2007/08, seventy-five percent of individuals attending activities in meeting rooms of the Redwood Shores Community Library will indicate that they have a valid Redwood City Library card and that percentage will increase to eighty percent by FY2009/2010.

Examples of activities:

- Survey participants in meeting room activities to determine whether or not they have a valid library Redwood City library card.

Objective 5.2: During 2007/08, presentations about the services and resources of the Redwood City Public Library will be made at 90 percent of events sponsored or co-sponsored by the Library and held in the meeting rooms of the Redwood Shores Community Library and that percentage will increase to 93 percent by FY2009/2010.

Examples of activities:

- Brief introductions to the library will be scheduled and presented by staff and/or volunteers.
- Library resources about topics of current interest will be highlighted for the participants at events held in the meeting rooms.
- Resources on topics of special interest to community groups using the meeting rooms will be highlighted by library staff and/or volunteers.

Service Response: Current Topics and Titles

The Redwood Shores Community Library will provide materials and services that help fulfill the community residents' need for information about popular culture and social trends and their desire for satisfying recreational experiences.

Goal 1: Provide a collection of current and popular materials in a variety of formats and languages and in quantities sufficient to meet community demands.

Objective 1.1: By 2007/08, allocate materials budget to reflect this priority.

Examples of activities:

- Determine collection categories for which funds need to be allocated.
- Review, on an annual basis, the usage of each collection.
- Allocate funds for each of the collection categories.

Objective 1.2: By 2007/08, create collections of new fiction, new non-fiction and media to respond to public demand.

Examples of activities:

- Participate in an ordering process that expedites the arrival of high demand fiction titles by best selling authors.
- Provide high demand fiction titles by best selling authors within seven (7) working days of receipt.
- Develop a collection of high demand new fiction for adults, children and teens in sufficient quantity to respond to local interests.
- Develop and maintain a fiction collection that contains the classics and older fiction titles of most interest to adults, children and teens.
- Develop and maintain genre fiction collections that contain the most popular titles by a variety of authors.
- Develop and maintain a collection of high demand new DVDs for adults, children and teens in sufficient quantity to respond to local interests.
- Develop and maintain a collection of high demand new CDs for adults, children and teens in sufficient quantity to respond to local interests.

- Develop a maintain a collection of high demand new Books on Tape and Books on CD for adults, children and teens in sufficient quantity to respond to local interests.

Objective 1.3: By 2007/08, at least 70 % of the adults who place a hold (reserve) on an item will receive that item within four days.

Examples of activities:

- Monitor ratio of holds to copies owned and purchase additional copies whenever the ratio exceeds the Redwood City Library established ratio.
- Process incoming delivery within 24 hours to facilitate the prompt filling of holds.

Goal 2: Increase the use of popular materials

Objective 2.1: During 2007/08, the circulation of adult print fiction will be 7,900 and that will increase by two percent each subsequent year.

Examples of activities:

- Create a new book area that is user friendly, accessible and attractive.
- Provide a self-service system where customers may pickup and check out their own holds and all other library materials.
- Create displays to highlight titles in the fiction collection.
- Provide a prominent link on the library web site to promote new materials.
- Provide same-day borrowing privileges for all Redwood City residents and employees who qualify for a universal borrower card.
- Reshelve all new fiction within 4 hours of being returned to the branch.
- Create a “just arrived” area for library materials.
- Provide reader’s advisory service to assist library users in identifying titles and authors they might enjoy.
- Distribute printed booklists that recommend fiction titles on various topics.
- Offer access to electronic reader’s advisory tools.
- Encourage library users to reserve items by using the online catalog, including items that are on order, but not yet received.

- Encourage library users to request items from the Redwood City Main Library if the item they have requested is not owned by the branch.

Objective 2.2: During 2007/08, the circulation of adult media will be 17,500 and that will increase by three percent each subsequent year.

Examples of activities:

- Reshelve all adult media within 24 hours of its return to the branch.
- Create displays to highlight titles in the audio-visual collection.
- Provide information service to assist library users in identifying movies, music, books on tape or other audio-visual materials they might enjoy.
- Offer access to electronic reader's advisory tools.
- Encourage library users to reserve audio books and documentary videos and DVDs by using the online catalog, including items that are on order, but not yet received.
- Encourage library users to request items from the Redwood City Main Library if the item they have requested is not owned by the branch.

Objective 2.3: During 2007/08, the circulation of children's fiction will be 14,000 and will increase by three percent each subsequent year.

Examples of activities:

- Create displays to highlight titles in the children's fiction collection.
- Provide reader's advisory service to assist children or their parents in identifying titles and authors they might enjoy.
- Promote children's fiction through book talks by children's Librarians during class visits.
- Provide printed booklists provided by Children's Services that recommend fiction titles on various topics.
- Offer access to electronic reader's advisory tools.
- Encourage library users to reserve items by using the online catalog, including items that are on order, but not yet received.
- Encourage library users to request items from the Redwood City Library branches if the item they have requested is not owned by the branch.

Objective 2.4: During 2007/08, the circulation of juvenile media will be 4,200 and will increase three percent each subsequent year.

Examples of activities:

- Reshelve all juvenile media within 24 hours of its return to the branch.
- Create displays to highlight titles in the audio-visual collection.
- Provide information service to assist children or their parents in identifying movies, music, books on tape or other audio-visual materials they might enjoy.
- Offer access to electronic reader's advisory tools.
- Encourage library users to request items from other Redwood City Library if the item they have requested is not owned by the branch.

Objective 2.5: During 2007/08, the circulation of print and non-print materials in the teen collection will be 3,270 and that will increase by three percent each subsequent year.

Examples of activities:

- Reshelve all teen print and non-print materials within 24 hours of its return to the branch.
- Create displays to highlight titles in the teen collection.
- Provide information service to assist teens in identifying books, movies, music, books on tape or other audio-visual materials they might enjoy.
- Encourage access to electronic reader's advisory tools.
- Permit teens to reserve items by using the online catalog, including items that are on order, but not yet received.
- Develop and distribute suggestion forms that encourage teens to identify print and non-print materials they would like to see included in the collection.
- Expand Teen Council to advise library staff on programs and materials for teens.

Goal 3: Respond to our communities' interests in current topics and titles.

Objective 3.1: By 2007/08, at least 80 % of people who came to the library to "find something good to read, view, or listen to" will say they found something that met their needs during their visit.

Examples of activities:

- Encourage library users to make suggestions for items to be included in the collection.
- Develop action plans to revise collection priorities to reflect community interests.
- Create special displays to support library programs.
- Provide, on an annual basis, readers' advisory training for branch staff.

Objective 3.2: Each year beginning in 2007/08, at least 2,500 children (ages 5-11) will attend programs sponsored or co-sponsored by the library.

Examples of activities:

- Offer regularly scheduled programs on a wide variety of topics.
- Distribute publications that alert parents and children to upcoming programs at the library.
- Promote programs through use of the library web site and the Calendar of Events.

Objective 3.3: During 2007/08, at least 80 teens (ages 12-17) will attend programs sponsored or co-sponsored by the library and that number will increase by 3 % each subsequent year.

Examples of activities:

- Offer programs on a wide various topics interest to local teens.
- Develop and distribute publications that alert teens to upcoming programs at the library.
- Promote programs for teens on the library's web page.
- Encourage teens to suggest topics for programs of interest.

Service Response: Formal Learning Support

The Redwood Shores Community Library will help students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals.

Goal 1: Actively support the efforts of students from pre-school through college

Objective 1.1: During 2007/08, at least 1,440 preschool children will attend programs sponsored or co-sponsored by the library and that number will increase by three percent each subsequent year.

Examples of activities:

- Provide preschool story times on a regularly scheduled basis.
- Develop and distribute publications that alert parents and caregivers of preschool children to the upcoming programs at the library.
- Encourage local day providers to bring the children to the library for a tour and story time.
- Expand the Traveling Storytimes volunteer outreach program by increasing the number of volunteers.

Objective 1.2: During 2007/08, the circulation of materials for preschool children (picture books, board books, etc.) will be 9,450 and that will increase by three percent in each subsequent year.

Examples of activities:

- Develop and maintain a collection of attractive picture books and board books of interest to preschool children.
- Develop and maintain a collection of book / cassette kits and other media of interest to preschool children.
- Create displays that highlight picture books and other materials of interest to preschool children.
- Distribute booklists on themes that will help parents and caregivers develop the language and concept skills of preschool children.

Objective 1.3: Each year beginning in 2007/08, at least 300 children (ages 5-11) will receive a new library card or renew an existing library card.

Examples of activities:

- Present every kindergartner with a library card application.
- Participate in community fairs and other community outreach activities and promote library card registration.
- Conduct school visits to introduce children to services offered at the community library and to encourage them to register for a library card.
- Distribute publications that encourage parents to obtain a library card for each of their children.
- Develop and implement a method to ensure that 4th and 8th graders have library cards.
- Develop and implement ways to reduce outstanding fines so that children can use their library cards.

Objective 1.4: Beginning in 2008 and year following, at least 125 teens (ages 12-17) will receive a new library card or renew an existing library card.

Examples of activities:

- Promote library card registration during school visits and library sponsored programs.
- Participate in community fairs and other community outreach activities and promote library card registration.

Objective 1.5: During 2007/08, at least 1250 students (elementary – high school) will utilize the services of the homework center and that number will increase by 3 % each subsequent year.

Examples of activities:

- Develop and implement, in cooperation with staff and students at the Ralston and Sandpiper elementary schools and Carlmont High School, homework support services to help students succeed in school—with special emphasis on the needs of upper elementary through middle students.
- Provide small group study rooms for independent quiet study, tutoring or small group discussions, with dedicated use for homework help purposes during after-school hours.
- Provide a computer lab with homework support software and electronic resources, with dedicated use for homework help purposes during after-school hours.
- Offer homework assistance to elementary–high school students, using student tutors in cooperation with Carlmont High School faculty and students.
- Provide access to the electronic resources licensed by Redwood City Library.
- Provide access to the auxiliary reading lists required for classes at the Ralston and Sandpiper elementary schools and Carlmont High School.
- Strengthen the library collection to support the anticipated homework assignments that require extensive library resources.
- Offer monthly classes for high school students and teachers on accessing and evaluating electronic information.
- Provide monthly orientation for high school students and teachers on research techniques and preparing a research paper.

Objective 1.6: By 2007/08, at least 80 % of the surveyed students who use the library to find the information they need to support, supplement and enrich their formal education will say that the library met their needs.

Examples of activities:

- Survey students to determine if the Homework Center is providing the services and materials needed by the target audience.
- Develop and implement modified or new services to respond to the needs identified by students participating in the survey.

Goal 2: Evaluate and improve outreach to schools.

Objective 1.1: During 2007/08, conduct a minimum of six outreach efforts with local schools.

Examples of activities:

- Develop and schedule outreach presentations in collaboration with School District Librarian.
- Utilize notebook PCs to easily issue library cards and check out materials at every outreach event.
- Evaluate effectiveness of school outreach programs and revise efforts accordingly.

Service Response: General Information

The Redwood Shores Community Library offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal 1: Teach Redwood City residents the skills to find, evaluate and use information effectively (Information Literacy).

Objective 1.1: During 2007/08 at least 120 people will attend computer classes sponsored or co-sponsored by the community library and that number will increase by three percent each subsequent year.

Examples of activities:

- Promote library computer classes by distributing the Calendar of Events.
- Offer computer classes on topics of interest to adults who live in the community.

- Teach Information Literacy classes at area schools, modified as appropriate for audience (e.g. teachers, high school students, and community college students) at the beginning of each semester.

Objective 1.2; Annually, 90 % of the attendees of computer classes offered in the branch will rate the classes as satisfactory or excellent.

Examples of activities:

- Elicit suggestions for computer class topics from potential attendees.
- Modify class content based on survey feedback.

Goal 2: Improve effectiveness of reference services.

Objective 2.1: By 2007/08, a minimum of 75 % of surveyed library users who requested reference assistance will indicate that the information provided met their needs.

Examples of activities:

- Provide on-going training for all reference service providers.
- Implement best reference practices.
- Develop and implement reference service guidelines.

Goal 3: Market reference services to increase public awareness of what the Library offers.

Objective 3.1: By 2008/09, at least 80 % of community library users responding to a survey will indicate that they are aware of the reference services that the library offers.

Examples of activities:

- Obtain free or low cost advertising for reference services.
- Seek funding for one targeted promotional campaign on TV and/or radio.
- Promote the availability of reference service on the library's web page.

Goal 4: Increase public access to local community information.

Objective 4.1: Annually, community library staff will collect and make available information on at least 80 percent of identified community groups.

Examples of activities:

- Forge partnerships with local organizations and groups.
- Utilize the library's web page to request community information from local residents.
- Establish policies regarding the type of community information that will be collected by the library.

Goal 5: Provide access to electronic information resources, both in the library and remotely.

Objective 5.1: By 2007/08, at least 70 % of community library users participating in a survey will indicate that the electronic information resources provided by the library meet their needs.

Examples of activities:

- Request feedback on existing electronic resources from in-building users.
- Provide comment forms, in print and electronic, to encourage library user feedback on electronic resources.
- Monitor increase or decrease of use of electronic resources that are being used at the branch.

Goal 6: Provide information in pleasant surroundings, with exceptional customer service from every staff person.

Objective 6.1: By 2007/08, at least 80 % of community library users surveyed will indicate that they received excellent service.

Examples of activities:

- Provide on-going customer service training for all branch staff.
- Provide comment forms, in print and electronic, to encourage library users to provide feedback on the quality of customer service they received.

IV. Types of Services to be Offered

When the Redwood Shores Community Library opens, it is anticipated that it will be open 50 hours weekly. The service hours are expected to be:

Monday	10:00 AM – 7:00 PM
Tuesday	10:00 AM – 7:00 PM
Wednesday	10:00 AM – 7:00 PM
Thursday	10:00 AM – 7:00 PM
Friday	10:00 AM – 5:00 PM
Saturday	10:00 AM – 5:00 PM
Sunday	Closed

During the hours that the branch is open, library users will have access to the branch collection and the technology that supports that collection. They will also have access to library staff that will provide assistance in locating the information and materials requested by library users.

During designated hours, library users will be able to participate in a wide variety of regularly scheduled and special programs. This will include, but not be limited to story times for pre-school children, programs for children, computer orientation sessions, book discussions, lectures and other programs of interest. Information about the dates and times these programs will be offered will be available on the Redwood City Library Website, the Calendar of Events and other promotional material that will be available in the Redwood Shores Community Library.

Each of the service responses that have been selected for the Redwood Shores Community Library has unique collections and services associated with them. Listed below for each of the service responses is a description of the type of services that will be offered. This information supplements that provided in Section III in which activities supporting each of the objectives were identified along with progress measures for the goals approved for the branch.

Basic Literacy

The Redwood Shores Community Library should offer services that address the need to read and to perform other essential daily tasks.

Collection

The staff should develop collections that can be used by students and tutors to support community residents' efforts to learn to read. These collections may contain controlled-vocabulary texts and workbooks for use by individual students.

Materials should be available to help native English language speakers improve their reading skills and to help others learn to speak and read English. The emphasis of the collection should be to assist adults to learn to read, but some English Language Learner materials for children should also be provided. These materials should be available in print and in various audio-visual formats.

The collection should include materials that would help students prepare for the General Equivalency Diploma (GED) and other standardized tests. The collection should also include materials that will help students prepare for the U.S. citizenship exam.

Consideration should be given to providing educational software that can be accessed in the library or from other locations over the Internet. Preference should be given to providing access to software that will allow learners to progress at their own pace and that will keep track of each learner's progress.

Software that will enable community residents to learn languages other than English should also be considered. Specifically, software should be provided that would allow native English Language speakers in the community to learn Asian languages and Spanish, which is spoken by many residents of Redwood Shores.

Services

The staff should provide space for use by students and/or tutors to use for literacy support activities. This include space for individual self-paced learning at a technology workstations, space for one-on-tutoring in a small study room, or space for classroom instruction during which one tutor provides instruction and learning assistance for a number of students at one time.

The staff should develop and implement a system (manual or automated) that would allow for scheduling the various spaces that are available for basic literacy services.

The library should use creative, and perhaps non-traditional, methods to promote their basic literacy services. This could include but not be limited to radio announcements in multiple languages, flyers distributed at local churches and food markets, and providing materials to children

Commons

The Redwood Shores Library will be located at the entrance to the community on one of two access roads to and from Redwood Shores.

Multipurpose Rooms

The branch will provide a variety of public spaces where community residents can meet one another, attend programs and become familiar with community activities and issues. Specifically, the library will include three multipurpose

rooms in addition to two study/conference rooms, and two rooms dedicated to group study.

The multipurpose rooms will be used for library sponsored or co-sponsored programs for children, young adults and adults, as well as for scheduled group educational activities. These programs could include, but not be limited to, book discussions, lectures or demonstrations on topics of current interest, and parenting workshops.

These multipurpose rooms also will be available for use by community organizations for activities such as board meetings, open public meetings, informal classes or other purposes of public interest. When the two smaller rooms are not in use for a program or meeting, they will be available as quiet study areas.

The seating capacities of these multipurpose rooms, with theater style seating, will be:

Large Multipurpose Room –	100 people
Multipurpose Room A –	25 people
Multipurpose Room B –	25 people

Children’s Activity Room

A children’s activity area will be located adjacent to the children’s services area. Although the children will sit on the floor for many of the activities, there will be sufficient space for fifteen children to be seated in chairs. This activity room will be used for library sponsored programs such as story times or craft programs.

Study/Conference Rooms

Community residents will be able to reserve these rooms and use them for group study and meetings. When not being used by a group, the study/conference rooms will be available for use as a quiet study area by one person.

The seating capacities of these rooms, with conference room style seating, will be:

Conference Room C –	12 people
Conference Room D –	12 people

Study Rooms

Two Study rooms will be provided, with use dedicated to homework purposes during after-school hours. Each will provide a study table and chairs for six persons. Community residents will be able to reserve these rooms and use them for group study. When not being used by a group, they can be available for use as a quiet study area by one person.

Community Information

The library will provide a space for posting of announcements about upcoming community meetings. It will also provide space for the distribution of authorized flyers, brochures, newspapers and similar items that describe upcoming community events and activities.

Casual Seating

Comfortable lounge seating will also be provided in various locations throughout the building to encourage community residents to gather at the library and meet one another.

Book Store

Space will be provided for a bookstore that will be operated by the Friends of the Redwood City Library.

Café

A café will provide light refreshments to library patrons, seating in the café and lobby areas, and serve programs and events in meeting spaces.

Library staff will monitor policies related to meeting room use, co-sponsorship of programs, and the posting and distribution of information produced by community groups to assure that the policies are supportive of the library's intent to provide a commons environment.

Library staff will collect and review data that will enable them to evaluate the library's success as a community commons. This will include, but not be limited to, data such as the number of community groups that use the library's meeting spaces, the number of residents attending events at the library, the number of programs offered by the library, and the number of events offered by community groups.

Current Topics and Titles

To be successful in responding to this community need, the branch staff will strive to provide sufficient copies of materials to ensure that customer requests are met. Materials will be offered in a variety of formats, not just print. The collection will also contain audiovisual materials such as compact disks, videos and DVDs.

The branch staff realizes that “current topics and titles” is broader than just titles on the best seller list in the newspaper. Local residents of all ages are interested in current topics and titles so materials will be provided that meet the needs of children, teens, adults and seniors.

Materials will be provided in the languages that community residents speak and read. Specifically, collections will be developed and maintained in English, Spanish and Chinese, but also other languages that residents speak. The majority of these materials will be for adults, but a small collection of materials will also be provided for children.

Branch staff will make a conscientious effort to order materials on a pre-publication basis so that library users can find the items in the library quickly.

To respond to the community need for Current Topics and Titles, the library will host book discussion groups, author visits, performances, reading programs and other types of programs to encourage library customers to discuss the books, films and/or music that they enjoy. Programs will be developed to respond to the interests of children, teens, adults and seniors. When possible, programs will also be developed to appeal to families.

Branch staff will create displays in the library to highlight new materials. Since such promotional efforts will probably increase the popularity of these items, the library will attempt to make sure that adequate copies are available. It will also take steps to make certain that the reserve system can efficiently process customer requests.

Branch staff will provide access to lists of recommended titles on topics of interest. Since readers who enjoyed the books by a particular author usually want to read other titles that are similar to the ones they’ve enjoyed, it is anticipated that this will be a popular service. The library will also offer access to a variety of electronic resources to assist library users of all ages to locate books, films, music and other items of interest to them.

Branch staff will monitor its circulation policies to make certain that its policies support the library’s intent to provide Current Topics and Titles services. Particular attention will be paid to policies dealing with topics such as eligibility for a borrower’s card, loan periods, borrowing limits, renewals and reserves.

Branch staff will collect and review data that will allow the evaluation of its collections and services to meet the local need for information about popular culture, social trends and recreational materials. This data will include, but not be limited to, the number of items circulated, collection turnover, program attendance and use of electronic resources.

Formal Learning Support

The Redwood Shores Community Library will help students who are enrolled in local schools or who are pursuing their education through a program of home schooling. Services will be available to all students in elementary, middle school, and high school. However the branch will concentrate on services for students of the Sandpiper Elementary School and Carlmont High School.

In response to the needs identified by faculty and students as described in the Redwood Shores Community Library Needs Assessment, the Redwood City Public Library has entered into two separate joint use agreements with the Belmont/Redwood Shores School District and with the Sequoia Union High School District to provide a Homework Center in the branch that will help high school students succeed in school.

Branch staff, in cooperation with the faculties at the Sandpiper Elementary School and the Carlmont High School, will offer orientation on how to do research and how to write reports or term papers. Classes will also be offered on how to locate, evaluate and use information resources from a variety of sources, how to locate information on the Internet, and/or how to effectively search the licensed databases the library provides. These classes will be provided in the computer lab at the branch.

Additional information about the Homework Center and the respective responsibilities of the Redwood Public Library staff and the Belmont/Redwood Shores School District and the Sequoia Union High School District can be found in the Joint Use Cooperative Agreements, which has been approved by the City of Redwood City Council.

The branch collection will offer print, non-print and electronic reference resources on a wide variety of topics. These resources will be current as well as retrospective. Although some of the resources might only be available within the library, many of them will be available to students who wish to access them from their homes or school. Equally important, those electronic resources will be available to them 24/7, so the answer to their question or the information they need is only a click away.

The World Wide Web has a wealth of information of interest to students, and Redwood City Library staff have provided easy access to an assortment of websites on numerous school related subjects. These sites have been selected on their basis of their accuracy, currency, relevance and accessibility. The identification of some sites of potential interest to library users does not mean that access will be limited to only these sites. High school students will have access to all the resources that can legally be viewed via the Internet.

Redwood City Library staff will monitor its reference policies to make certain that its policies support the library's Formal Learning Support services. Particular attention will be paid to policies dealing with topics such as what types of questions it will and will not answer, the amount of time that staff will spend on a question, and whether reference books can be borrowed overnight.

Branch staff will collect and review data that will allow the evaluation of its performance as a Formal Learning Support provider. This data should include, but not be limited to, the number of students (elementary—high school) who use the services of the Homework Center, the number of students (elementary—high school) who attend computer classes or other programs in support of their formal learning needs, program attendance, and surveys of students (elementary—high school) to determine their satisfaction with formal learning support services.

General Information

The community library will address the general information needs of residents, including students, through a variety of printed materials located in the building, access on-site to a wide range of electronic resources, staff in the building who will assist with ready reference needs, and through telephone and online assistance from information specialists at the Main Library.

Community Library staff will offer individual and group assistance in the use of computers for obtaining information, as well orientation sessions for use of the library's printed resources. Instruction will include techniques on how to find, evaluate and use information effectively.

Some of the classes will focus on basic computer skills while others will concentrate on accessing information on the Internet or by using electronic resources provided by the library. The classes will be offered in the computer lab at the community library.

Branch staff will select materials for the collection that support student and general user needs. These books, and perhaps non-print materials, will be available for home use so students, and adults, who attend programs and classes sponsored and co-sponsored by the library can reinforce what they learned or increase their understanding of the subjects studied.

V. Community Library Staffing

The Redwood Shores Community Library will have 4.4 FTE staff. This includes one full time staff and eight part time staff. The classification and distribution of those positions is as follows:

Classification	Number Staff	FTE
Librarian II - Children's	1	1.0
Senior Library Assistant	1	0.5
Library Assistant II	1	0.5
Library Assistant II	1	0.5
Library Assistant II - Casual	1	0.2
Senior Library Page - Casual	3	1.3
Facility Aide - Casual	<u>1</u>	<u>0.44</u>
<i>Totals</i>	<i>9</i>	<i>4.44</i>

Each of these positions has important and unique responsibilities. These must be completed in an effective and efficient manner if the goals and objectives in this Plan of Service are to be accomplished in a timely manner. The primary responsibilities for each of the classification are as follows:

Librarian II: In charge of day-to-day operations and partnering with the school districts and other community organizations. Primary service emphasis will be on serving children, young adults, and responding to basic reference queries.

Senior Library Assistant: Provides reference services, performs branch-related technical services functions, and serves as functional supervisor of “casual” employees.

Library Assistant II: Performs duties related to circulations services, including providing customer service at the circulation desk.

Page: Shelves library materials and maintains an orderly collection arrangement.

Facility Aide: Assists customers in use of library meeting rooms.

VI. Jurisdiction-wide Service

The Redwood Shores Community Library is one of four libraries serving the residents of Redwood. As such, community residents have access to the collections and staff expertise of the library system. The most notable of those benefits are the following:

- Access to the circulating collections of the Redwood City Library.
The Redwood City Library has a circulating collection of approximately 268,000 titles. These are listed in the online catalog and may be borrowed by any Redwood City resident who has a library card in good standing. If the item a library customer wishes to borrow is not owned by, or not available at his or her local branch, all he or she needs to do is place a reserve on the item and it will be delivered to the community library he or she has designated.
- Access to the reference resources and services of the Redwood City Library.
The Main Library offers a wide range of information resources and a staff that specializes in finding information for library customers. These system-wide resources include 199,642 items within the library, 8 electronic databases, and 9 FTE staff members with information services as their primary responsibility. These resources are available to all Redwood City residents without fee.
- Access to the electronic resources of Redwood City Library
The Redwood City Library currently licenses access to over 20 databases, many of which can be accessed in any library facility or from a remote computer if the library user has a valid Redwood City Library card.

The Redwood City Library website (www.rcpl.info) also contains a wealth of information selected by library staff on a wide variety of subjects. These electronic resources are available to anyone who can access the Internet, and no library card is required.

Additional information about how technology is used to support the Redwood City Library and how it used to provide resources for staff and customers can be found in the Technology Plan, which is part of this report.

- Participation in City wide programs for children and young adults
The Redwood Public Library provides programs for children and young adults through out the City. It also provides programs for parents and other adults who work with children. These include programs such as:

Preschool Story Time
Family Night Program

Toddler Story Time
Teen Talent Show.

Other activities include participation in community fairs and other special events to promote library card registration and library services.

- Access to information about the library system
The Public Information Office creates promotional materials, press releases, flyers, web site information, brochures and displays.
- Access to knowledgeable and well trained staff
The Redwood Public Library offers training opportunities for staff to learn new skills and expand the skills they currently have. Staff are also encouraged to belong to and participate in the professional organizations related to their areas of expertise. These activities resulted in quality customer service for library users.

VII. Technology Plan for Redwood Shores Community Library

Redwood Shores Community Library Technology Plan July 2002-June 2005

Prepared by Scott Bauer of the Redwood City Public Library staff.



The Redwood Shores Community Library will use the best available technology in support of the service priorities outlined above for the Redwood Shores Community Library, as well as the mission and goals of the Redwood City Public Library as a whole. To reflect this connection, the technology plan is in two sections. The first section is organized around the service responses and goals, while the second section looks at how

technology would be deployed in the various service areas of the Redwood Shores Community Library.

Library Service Responses And Goals - Technology

Formal Learning Support

The Redwood Shores Community Library will help students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals.

Goal 1: Actively support the efforts of students from pre-school through college

- The library will provide a Technology Lab with homework support software and Electronic Services – an electronic Homework Center modeled on the Teen Homework Center recently introduced at Redwood City's Main library. Educational programs with our partner, the Belmont-Redwood Shores School District, will also be held in the Technology Lab.
- The library will provide access, both in the library and available remotely at home, school or work, to the Electronic Services licensed by Redwood City Library. Equally important, those Electronic Services will be available to them 24/7, so the answer to their question or the information they need is only a click away.
- The library will work with teachers at the local schools to provide access on the web site to the auxiliary reading lists required for their classes.
- The library will offer classes for community residents on accessing and evaluating electronic information.

Goal 2: Evaluate and improve outreach to schools.

- Library staff will utilize notebook PCs to easily issue library cards and check out materials at schools (and at other outreach events, as well.)

Commons

The Redwood Shores Community Library will provide a Commons environment that helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

In the early days of the Internet, one popular school of thought was that the ability to connect more effectively with people through the Internet would help to bring about a greater sense of community. While this has not come about to the extent that many hoped for, it is clear that technology *can* play a part in helping to reinforce a sense of community. Some ways that technology at the Redwood Shores Community Library can help include:

Goal 1: Provide a place to foster civic engagement in the Library.

- The library will install cable television access in the Community Meeting Room and other meeting rooms for public viewing of major national events and City Council meetings.
- Guidelines for use of the Community meeting room will be made available on both the Library's and the City's web sites.

Goal 2: Market the Library as a gateway to all community activities.

- The library will create an electronic "bulletin board", featuring community activities. The bulletin board would be based on technology standards such as html/rss/xml so as to be accessible to as many people and in as many formats as possible.
- In addition to the above, the library will create opt-in email list of community activities and announcements that people can subscribe to at the library or on the library's web site.

Goal 4: Make Library facilities safe, friendlier, and more comfortable for people to use.

- The library will create interactive comment forms on its web site that will allow community residents to comment on the branch facility and library service.

- A wireless network will be provided throughout library, including the deck area, for users of notebooks and pdas equipped with wireless cards. This will allow members of the community to bring their own familiar "computing environments" to the library. Meeting rooms and seating will be provided with convenient power for people to plug their computers into as well.



- The library can provide Adaptive Technology to aid people with disabilities, such as text-magnifying and text-to-speech hardware and software for the visually impaired, alternative input devices on PCs, etc.

Current Topics and Titles

The Redwood Shores Community Library will provide materials and services that help fulfill the community residents' need for information about popular culture and social trends and their desire for satisfying recreational experiences. Technology can assist the Redwood Shores branch staff accomplish this by:

Goal 1: Provide a collection of current and popular materials in a variety of formats and languages and in quantities sufficient to meet community demands.

- The library will provide access to electronic books for patrons. While over-hyped during the past few years, electronic books already have a place in many library collections, and we feel they will continue to improve in the next few years.
- Electronic Services staff will work with the Collection Development and Collection Access and Processing teams to find ways to improve the flow of new materials to our residents.

Goal 2: Increase the use of popular materials.

- The library's web site will:
- Highlight New Purchases and Bestsellers on its web site.
- Feature interactive booklists that recommend titles on various topics.
- The library will offer access to a variety of Readers Advisory databases and other Electronic Services to assist library users of all ages to locate books, films, music and other items of interest to them.
- The library will provide a self-service system where customers may pickup and check out their own holds and all other library materials.
- The library will encourage library users to reserve items by using the online catalog, including items that are on order, but not yet received.
- The library will provide educational software and games for children.

Goal 3: Respond to our communities' interests in current topics and titles.

- The library will promote programs through use of the library web site and email lists.

Basic Literacy

The Redwood Shores Community Library will offer basic literacy services that address the need to read and to perform other essential daily tasks. A few of the ways that technology can help support basic literacy services at the Redwood Shores Community Library include:

Goal 1: Help all community members who wish to improve their reading, writing, and conversation skills in English.

- The Computer Lab will be made available for tutoring of literacy students, as well as for the training of volunteer tutors. Beyond the formal one-on-one tutoring, the lab will also provide software for learners to use for self-instruction and practice in English. The software will allow learners to progress at their own pace and to be able keep track of their own progress.
- We often tend to think of literacy as literacy in English. In Redwood City, there is also a very large Spanish speaking community. For that reason, we will also provide software that will enable community residents to learn languages other than English. Specifically, software to allow native English Language speakers in the community to learn Spanish.

Goal 5: Find partners in the community that can help us better provide better literacy services and bridge cultural divides.

- The library will use its web site to help solicit grants and donations, and to help provide public service announcements to attract organizations and individuals who can provide services and materials for use by tutors and learners.

General Information

The Redwood Shores Community Library offers General Information to help meet the need for information and answers to questions on a broad array of topics related to work, school and personal life.

Goal 1: Teach Redwood City residents the skills to find, evaluate and use information effectively (Information Literacy).

- The library will offer computer classes on topics of interest to adults who live in the community. These classes will be promoted to the community by distributing the Calendar of Events, as well as on the library's web site.
- Library staff will work with teachers to teach Information Literacy classes at area schools, modified as appropriate for audience (e.g.

teachers, high school students, and community college students) at the beginning of each semester.

Goal 2: Improve effectiveness of reference services.

- Library staff will receive on-going training on the various software programs and online resources offered by the library.

Goal 3: Market reference services to increase public awareness of what the Library offers.

- The library will promote the availability of reference services on the library's web page.

Goal 4: Increase public access to local community information.

- The library will utilize the library's web page to request community information from local residents.

Goal 5: Provide access to electronic information resources, both in the library and remotely.

- The library will request feedback on existing Electronic Services from in-building users. For example, the library will provide comment forms, in print and electronic, to encourage library user feedback on Electronic Services.
- The library will closely monitor increase or decrease of use of Electronic Services that are being used at the branch.

Goal 6: Provide information in pleasant surroundings, with exceptional customer service from every staff person.

- The library will provide comment forms, in print and electronic, to encourage library users to provide feedback on the quality of customer service they have received.

Library Service Areas – Technology

General

In addition to the wired network access points in specific service areas noted below, a high-speed, wireless network will be accessible throughout the library and the surrounding areas. The library will also have a sub floor allowing for easy additional cabling and flexible rearranging of existing cabling if required.

The library will also be installing a Radio Frequency Identification (RFID) system in the Circulation area, and tagging all materials at the Redwood Shores Library with RFID tags. Due to the large amount of barcoded material at the other Redwood City libraries and nearby libraries in the Peninsula Library System consortium, a dual system that also has barcode scanners will be used.

Technology Lab:



The Technology Lab is designed with two purposes in mind – individual use of the computers by members of the public for word processing, internet access, research,

homework projects, literacy self instruction etc. and as a place for formal trainings and classes.

The lab will be equipped with 10 PCs and 1 laser printer, all networked with access to the library's catalog, online databases and the Internet. Software will include the Microsoft Office suite, as well as specialized software for literacy learners and educational software for children.

The lab will be equipped with a workstation for an instructor's notebook PC, and set up for use with a projector.

Reference/Ready Reference

A network PC with access to the library catalog and Electronic Services subscribed to by the library will be located in this area.

Reference Desk

Two PCs are located here, one for public access to the library catalog and Electronic Services, the other for staff with access to the above, the Internet, staff email, the Microsoft Office suite of programs, and access to the library's intranet.

One networked printer (to which the two public access PCs here, as well as the 6 in the Adult Computer area, are connected) will be located here.

A phone will be located at this desk.

Next to the desk will be a copy machine for use by the public.

Adult Computers

In this area there will be 6 PCs with access to the catalog, Electronic Services and the Internet.

Children's Computers

In this area there will be 6 PCs with access to the catalog, Electronic Services and the Internet.

Check-in Area

This area will be equipped with a RFID check-in and sorting system. For handling exceptions, there will also be one PC with access to the library catalog's staff functions in this area.

Circulation Desk



One PC with access to the library catalog's staff functions. The PC will be equipped with a dual barcode/RFID scanning system to speed checkout of materials as well as to improve ergonomics for staff.

The desk will also have a networked printer for the public, to which the 6 PCs in the Children's Computer area are connected.

A telephone will be located at this desk.

Self Check

Two dual barcode/RFID self check machines will be located here.

Staff Area

Two PCs for staff use will be located here.

Two network printers will be located here. One of these will be an all-in-one color ink jet/copier/scanner/fax machine, the other a black-and-white high-speed laser printer (both of these will be connected to the library intranet for staff use.)

One telephone will be located here.

An intercom that communicates with the ones in the community rooms will be located here.

Office

One PC, one non-networked color ink-jet printer, one telephone.

Interpretive Center

A “kiosk” PC will be placed in the Interpretive Center, with additional information on the exhibits here.

Lobby

An electronic “bulletin board” with information on library and community events will be established in the Lobby area.

Friends Bookstore

The Friends of the Redwood Shores Library bookstore will be equipped with a PC, a laser printer, and a telephone.

Café

The café will be network and phone system ready.

Community Rooms

The five community rooms will be equipped with cable TV connections.

The five community rooms will be equipped with intercoms that communicate with the one in the staff area in the library.

VIII. Technology Plan for the Library System

Redwood City Public Library Technology Plan July 2002-June 2005

Prepared by Scott Bauer of the Redwood City Public Library staff.

The Redwood City Public Library is the learning center of our community and the place people turn to for the discovery of ideas, the joy of reading and the power of information. Community needs drive our services and we take a personal interest in ensuring that they are delivered in a welcoming, convenient and responsive manner.

Library Mission Statement

Introduction

In 2002 the Redwood City Public Library published a strategic plan¹ summarizing five goals the library would undertake to ensure quality customer service through 2005. Several of the goals address the library's continuing commitment to use, "modern technology to provide efficient, effective library service." This technology plan presents a look at where the library is now and maps out the technology directions of the library in support of the strategic plan over the next 3 years.

The technology plan cannot predict advancements in computers, networks, databases, or applications that will be created in the next few years. Our goals establish a *direction* for our electronic services so the library can accommodate advances seamlessly and professionally. The computer revolution of the last decade, particularly as regards the Internet, has demonstrated that dynamic electronic services, coupled with a dynamic library staff, is essential for providing current, accessible materials to the Redwood City community.

CURRENT TECHNOLOGY OVERVIEW

- The Redwood City Public Library is part of a consortium – the Peninsula Library System – that provides a shared catalog for over 30 libraries in San Mateo County. Our Integrated Library System (ILS) is a Dynix system. During the next few months

¹ Redwood City Public Library 2002-2005 Strategic Plan, City of Redwood City, California, [2002].

the hardware for the system will be upgraded, with an aging Data General being replaced by a new UltraSparc server from Sun Microsystems. The modules of the Dynix system used by Redwood City are the Circulation/Inventory Control system, the OPAC (including the web based IPAC interface to the catalog – currently in testing), and the cataloging module.

- 22 dedicated OPACs in the 4 libraries provide access to collections and information resources to encourage life-long reading and learning.
 - 27 Internet terminals are available for public use to access current, state-of-the-art information resources – including the web-based version of the library.
 - A Kurzweil text-to-speech scanner and Spectrum text-enlarging camera-and-monitor to help enable visually impaired patrons to access library collections.
 - 3 Public computers are dedicated to accessing *Gale's InfoTrac*, *Statesman's Yearbook*, *BigChalk*, and several other online databases the library subscribes to. Access is also provided to EBooks through *NetLibrary*. These databases are also accessible through the Internet stations at the library, and many of them are accessible to our patrons from home, school or work over the Internet with their Redwood City Public Library card.
 - The Main library has recently opened a Teen Homework Center equipped with 15 PCs and 2 networked printers for student use. Staff and volunteers provide teens (broadly defined as ages 10-20) with assistance with their homework problems, as well as instruction on use of the computers and software.
 - Project Read hosts a 5-station computer lab with full Internet access and staff-directed activities to assist learners in their educational needs.
 - Staff provide public training on the OPAC and magazine databases to assist in finding library materials.
 - Staff also provide Internet classes – in both Spanish and English - to increase Internet and Information Literacy skills in the community.
 - The Main Library has dual T1 connections to facilitate access to information resources across the Internet.
 - The two branch libraries have a mixed network, with Internet access is over a T1 connection while access to the Library catalog is through partial T1 frame-relay lines.
 - The “virtual library”, created as part of a partnership with the Parks, Recreation and Community Services Dept. of Redwood City, is housed in the Sandpiper Community Center in Redwood Shores (a part of Redwood City that is geographically isolated from the rest of the city). The “virtual library” provides:
 - Two computers with access to the library catalog, databases, information on Redwood City services, and access to the Internet
 - A small popular materials browsing collection
 - Delivery and pickup of materials library Monday – Friday
 - Direct telephone line to the Main library reference desk
- Free printing is available at the site, and material from the Main library can be faxed to patrons at the virtual library.
- The library has recently redesigned our web site to include many library services to our customers when the library is not open. Services include submission of reference

- questions, ILL and Purchase requests, access to the online databases, and access to the library catalog – including their patron record – through a web-based interface.
- Staff have access to 53 networked computer workstations to facilitate materials processing, research with various online resources, and communication between library staff.

Network Topology

Our network topology now supports 111 computers at the Main Library, 19 at Fair Oaks, 12 at Schaberg and 2 at the Virtual library in Redwood Shores. We also have networked printers in the Main and community libraries to streamline printing, and a CD-ROM server to provide access to some specialized materials not available on the Internet. All computers use TCP/IP over Ethernet and are Internet ready. Additionally, we have 3 stand-alone PCs and 3 stand-alone Macs, which we are converting to networked computers as time allows. By the end of the third year we plan to have at least 175 networked devices in our existing locations; with construction of a library at Redwood Shores we would increase this to over 200 devices.

All Internet enabled PCs are configured to offer a choice of Internet Explorer, Netscape, or Mozilla as a web browser. Classes on Internet use are held 3 times a month and are a mix of lecture and hands-on computer time.

Each of our branches has staff terminals with complete Internet access. In addition, the Fair Oaks branch has 5 PCs with Internet access for the public, while our Schaberg branch has 3 Internet access PCs for public use. Internet training is also offered at our locations, with training in Spanish offered at both the Main library and the Fair Oaks branch. We will increase the number of Internet workstations at both of the branches during the next two years, with at least 2 additional at PCs at each of the branches. Attachment A “Projected Network Diagram” shows the configuration planned for implementation by July 2007.

Despite the downturn in our economy, we are able to find resources to expand public access to the Internet and other database resources in the next 3 years. We will provide funding for our technology initiatives through a combination of grants, funds from the Friends of the library and our library foundation, and through reallocation of existing resources, so that we may continue to provide essential public services – the Internet being the latest addition to that long list.

GOALS:**1. Network Management****Objectives:**

- A. Electronic Services staff will develop a comprehensive, easily updateable inventory/map of library technology and networks by Dec. 31, 2003.
- B. Electronic Services staff will develop a detailed network "troubleshooting" tutorial for library staff by Dec. 31, 2003.
- C. Electronic Services staff, in coordination with Redwood City IT Dept. will investigate and purchase network management software by June 30, 2003.

2. Patron Training**Objectives:**

- A. Senior Information Technology Analyst will continue investigating grant sources for PC lab/training area.
- B. Library Internet Committee will increase number of classes offered to public to 3 per month before Sept. 30, 2001.
- C. Library Internet Committee will begin offering additional classes at branch libraries and non-library locations by June 30, 2002.

3. TECHNOLOGY PLAN

(Briefly describe your strategy for using information technologies to integrate, support or extend services and/or to assure an efficiently and effectively managed organization in the future.)

Just a few years ago our computing services consisted of a WAN and PCs used as dumb terminals to connect to the Dynix Integrated Library System. Over the past two years we have significantly improved our technology by moving to a client-server environment for most library computing functions. Our public services desks regularly use Windows, telnet, Internet Explorer/Mozilla and other clients to provide comprehensive reference services to our customers.

We are also continuing to provide access to our OPAC and other database resources to customers outside the library, from their homes, schools or offices. We see our web development as integral to expanding library services when the library is not open, offering remote access to the library catalog, the ability to

request ILL materials through online forms, to ask reference questions by e-mail, apply for a library card, etc. The library will also be looking at ways to provide online payments of fees and fines.

The Redwood Shores “virtual library” is another method we used to extend library access to areas of the community previously underserved by library services, and may serve as a model with future partnerships with schools and other non-library locations desiring library services.

Staff development is essential to any new electronic service. With each new application, we conduct just-in-time training to teach new skills as needed. We also work to predict new innovations and send staff to professional training as appropriate. We also continue to develop key computer users as members of the Technology Team to provide troubleshooting for technology projects.

GOALS

- 1. To create a completely integrated electronic library incorporating our OPAC, magazine databases, printing and other functions in one web interface at each public workstation throughout the library.**

Objectives:

- A. Electronic Services staff will make Internet access available on all OPACs by Dec. 31, 2003
- B. Electronic Services staff will create an updated, easy to use electronic resources “jump page” by January 31, 2003.

2. Expand Remote Services

Objectives:

- A. The Library web team to add 1-2 new content web pages each month to library website
- B. Information services staff to increase the number of electronic reference questions answered by 25% by Dec. 31, 2004
- C. The Library web team will redesign the library’s web site to improve ease of use and make more compliant with Internet standards by January 2003.
- D. Electronic Services staff will implement payment of fines and fees online by Dec. 31, 2002

4. TELECOMMUNICATIONS SERVICES

(Describe the telephone and data services you have and that you will need over the next 3-5 years.)

Telephone services currently places a direct telephone line at each public service desk and at each regular staff workstation. Any additional needs over the next three-five years will be accommodated by the city IT staff. No major changes in basic telecommunications service is predicted in the next 3-5 years.

Data services currently consist of 150+ networked devices in 4 buildings. Devices are attached to the network via category 5 wiring; 3 switched hubs, 8 network switches, CSU/DSU, and 4 routers. The Main Library has a T1 direct connection to the Internet. The two branches are connected via 128,000bps frame relay; the "virtual library" at Redwood Shores is connected via a T1 line. The network at Main Library was rebuilt to scale for growth over the next few years; we anticipate the need for a second T1 (or equivalent) into the building. We anticipate the need for full T1 (or equivalent) connectivity in the two branches in 2-3 years to accommodate additional Internet PCs. By the end of the third year we anticipate 175 networked devices in 4 buildings.

GOALS

1. Add additional network bandwidth

Objectives:

- A. The Senior Information Technology Analyst will arrange for installation of a DSL line to provide wireless Internet access at the Main library by June 30, 2003.
- B. Electronic Services staff will evaluate the need for additional bandwidth at all locations on a quarterly basis. Indications of the need for faster Internet access will include analysis of usage logs and interviews with users.

5. HARDWARE AND SOFTWARE PRODUCTS

(Describe the telecommunications hardware and software you have and that you will need over the next 3-5 years.)

Hardware consists of 150+ networked devices in 4 buildings. Devices in the Main Library are attached to the network via two dedicated T1 connections over the Peninsula Library Automated Network (PLAN) to their ISP (the California State University C4 Network), Category-5 wiring, 2 switched 10-Base-T Bay Networks (Nortel) hubs, 6 3Com 10/100 network switches, a CSU/DSU, and Cisco routers. Network equipment has been continuously upgraded to accommodate more

direct Internet/Web access workstations; we have recently installed the second T1 line to help ease network bottlenecks.

Each of the branches is connected to the PLAN network via 128kbps frame relay fractional T1s, with the branch network using CAT-5 wiring, Cisco routers, and switches. As Internet access workstations were added to the network, response time became an issue. To increase response time, the library recently moved Internet workstations off of the 56kbps line and onto T1 connections that are provided through our City network.

The Schaberg branch will be undergoing remodeling during the summer and fall of 2003. As part of this remodel, the number of network access points in the library will almost double, with facilities for a computer lab being added. This will necessitate the purchase of an additional network switch, and may require increasing the bandwidth available at the branch as well.

Each of the above locations are also connected to the Redwood City network. The WAN connection to the Redwood City network provides citywide e-mail, access to city Internet services, a City Intranet, fax server and other shared resources.

The two computers and network printer at the Redwood Shores "virtual library" are connected to the Internet, catalog, and library databases through a T1 connection over the City's Wide Area network (WAN). The popularity and usage of the "virtual library" has reinforced the need for additional library services in that community. The library is currently applying for a grant to construct a regular, "non-virtual" branch in the Redwood Shores area.

During the past two years the library has worked to create a library-specific Intranet. There are still several issues to be worked out around this, including the integration of the resources on the City network with those on the library Intranet. The library is also looking at remote network management software to more efficiently manage its growing network infrastructure.

Software used by the library includes:

- Windows 95/98/2000 and XP
- Internet Explorer and Mozilla for web access (Netscape Navigator will be phased out over the next year)
- Netterm for a Telnet client to the library OPAC
- Microsoft Office 97/2000 Suite for word processing (Word), spreadsheets (Excel), e-mail and calendaring (Outlook), presentations (PowerPoint) and database (Access).

GOALS

1. Increase Number of network access points in library

Objectives:

- A. By April 2003 Electronic Services staff will have a wireless network in place for patrons to use in accessing the Internet at the Main library.
- B. By March 2003 Senior Information Technology Analyst will work with City Engineering and the architect of the Schaberg remodel to add additional network access points at the Schaberg library.
- C. By June 2004 Electronic Services staff will develop a plan to increase the number of PCs with Internet access at the Fair Oaks library.

2. Expand and develop Library Intranet to improve staff efficiency

Objectives:

- A. Electronic Services staff will develop a plan to increase staff use of the Library Intranet by September 30, 2003.

3. Use technology to increase library service to underserved areas of Redwood City

Objectives:

- A. Senior Information Technology Analyst will help evaluate responses on library technology in Redwood Shores "needs assessment" survey.
- B. Senior Information Technology Analyst will develop a library technology plan to assist in preparation for a grant to construct a library in Redwood Shores by March 17, 2003.
- C. Electronic Services staff will develop plan to put "virtual libraries" in schools or other appropriate venues in Redwood City by Dec. 31, 2003.

4. Implement "patron chosen" filtering mechanism at all locations

Objectives:

- A. Senior Information Technology Analyst will select software that allows patrons to choose for themselves whether they want filtered or unfiltered Internet access by January 31, 2003.
- B. Electronic Services staff will implement software by June 30, 2003.

6. NETWORK CONNECTIONS AND INTERNET SERVICES

(Describe the status of network connectivity (LAN/WAN) that you have and that you will need over the next 3-5 years. Describe your current level of Internet service and what you will need over the next 3-5 years.)

The Redwood City Public Library has a somewhat complicated network. The Main library, Fair Oaks and Schaberg each are on two wide area networks – the Peninsula Library Automation Network (PLAN) that connects to the Dynix Integrated Library System (ILS) and other online services of the Peninsula Library System consortium, and the Redwood City network, that connects to the business process related servers (finance, human resources, etc.) hosted by Redwood City. (The Redwood Shores Virtual Library is only on the Redwood City network.) Both networks also provide access to the Internet, and at Fair Oaks and Schaberg the public Internet PCs access the Internet through the City network in order to provide faster access for the public (full T1 speed, as compared to the partial T1 available through the PLAN network.)

In addition to the above, the Main library has recently installed a DSL line in order to provide wireless Internet access.

Over the next 3 years, the library hopes to upgrade Internet access at both Fair Oaks and Schaberg, increasing the PLAN network speed to a full T1 and increasing the number of Internet PCs at both locations. We hope to be able to provide wireless Internet access at those locations as well.

7. STAFF DEVELOPMENT

(Describe the level of staff development you have and that you will need over the next 3-5 years.)

Training of library staff on computer hardware and software is accomplished by just in time training as needs arise. The Senior Information Technology Analyst continually evaluates staff computing skill and suggests training for individuals and groups as appropriate. Previous all-staff training has been accomplished on Netscape, Windows 95, and portions of the Microsoft Office Suite. Upcoming training will focus on Microsoft Office applications, Windows XP Professional, and advanced Internet searching skills. The next 3-5 years we will continue to support aggressive training of all library staff on newer applications and technologies. All current and future position opening will require basic skills in use of hardware and software.

GOALS

1. Increase library staff technology competencies

Objectives:

- A. Senior Information Technology Analyst will publicize off-site training opportunities to all staff through e-mail "list serve" by June 30, 2003.
- B. Electronic Services staff will offer regular technology training classes for all staff by June 30, 2003.
- C. Electronic Services staff will develop an electronic database to monitor staff competencies, classes completed, and other aspects of staff training by Dec. 31, 2004.

8. SUPPORT

(Describe the level of staff and/or vendor support for technology you have and that you will need over the next 3-5 years.)

- Technical support for users and staff includes:
 - 1 FTE Senior Information Technology Analyst
 - 1 FTE Librarian (software, training and web publishing support)
 - .85 FTE Specialist Librarian (software and web publishing support)
 - .5 FTE Library Assistant (desktop hardware and software support)
 - Library produced and trained Technology Team – staff seeks out continuous training on computer resources through community classes, library-sponsored classes, and just-in-time learning
 - Support from Peninsula Library System network staff, Redwood City IT staff, and hardware vendors
 - 2 hours/week IT support from the City
 - PC repair contracts with various vendors such as Compaq and Dell
 - Networking support from PLAN, the Peninsula Libraries Automated Network.

No increases in staff are currently planned in the next 2 years; however, as additional technological resources are acquired, additional hours may be assigned to current staff. Outside contracts from the city, vendors and PLAN are expected to remain the same or be absorbed by library budget expenditures over the next 3-5 years.

Evaluation

The RCPL Technology Plan will be continuously reviewed to ensure our electronic service goals are being fulfilled while also meeting the demands of emerging technologies. A formal evaluation of this plan will begin in January 2005, as part of the process of updating the Redwood City Public Library Strategic Plan. The Senior Information Technology Analyst will have primary responsibility for reviewing the plan. This will be done in conjunction with computing and library professionals, the library staff, library board, and members of the community so that newer technologies are synchronized with user's needs.

IX. Implementation Plan

See pages 53 through 60.

Implementation Plan							
Redwood Shores - Plan of Service							
Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
BASIC LITERACY							
GOAL 1: Help all community members who wish to improve their reading, writing and, and conversation skills in English.							
Objective 1.1: During 2007/08, a minimum of 50 preschool, elementary and high school students will be matched with tutors for instruction at least once per week.	Basic Literacy	Juvenile and Adult Services staff	Beginning 2007			Desire to read and speak English to enhance their ability to success in school.	Number of students matched with tutors.
Objective 1.2: During 2007/08, at least 50 parents will take part on a weekly basis in family literacy tutoring or adult tutoring to increase their English language skills and teach them about the library and the public school system.	Basic Literacy	Adult Services staff	Beginning 2007	Basic Literacy Collection		Desire to read and speak English to support success in school, work or society.	Number of parents participating in family literacy tutoring.
GOAL 2: Reduce the time a learner is on the waiting list to receive literacy instruction.							
Objective 2.1: During 2007/08, provide literacy instruction for 40 % of learners within 90 days of their requesting instruction and that will be reduced to 60 days by 2007/08.	Basic Literacy	Juvenile and Adult Services staff	Beginning 2007			Desire to read and speak English to support success in school, work and society.	Average number days wait

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
COMMONS							
GOAL 1: Provide a place to foster civic engagement in the library.							
Objective 1.1: During 2007/08, 72,000 community residents will visit the library and that number will increase by 3 % per year.	Commons	Branch staff	Beginning 2007				Total library attendance
Objection 1.2: During 2007/08, four thousand community residents will attend events (meetings, programs, exhibits, etc.) at the branch and that number will increase by 3 % per year.	Commons	Juvenile and Adult Services staff	Beginning 2007				Number of people attending meetings, programs, exhibits etc.
GOAL 2: Market the Library as a gateway to all community activities.							
Objective 2.1: By 2007/08, a minimum of 1800 community residents will register for a new library card or renew their existing card at the branch library and that number will increase by 3 % per year.	Commons	Branch staff	Beginning 2007				Number of new cards issued and the number of library cards renewed.
GOAL 3: Build a Library in Redwood Shores.							
Objective 3.1: By July 2007, open a community library in Redwood Shores.	Commons	Redwood Public Library Administration	Beginning 2007				Date the Redwood Shores Community Library opens
GOAL 4: Make library facilities safe, friendlier, and more comfortable for people to use.							

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
Objective 4.1: During 2007/08, a minimum of ninety percent of individuals participating in a library sponsored survey will indicate that the Redwood Shores Community Library is safe, friendly and comfortable.	Commons	Redwood Public Library Administration and Branch staff	Beginning 2007				Percent of survey respondents who indicate the branch is safe, friendly and comfortable.
Goal 5: Bring residents into the Library by linking community group activities to Library programs and services.							
Objective 5.1: During 2007/08, seventy-five percent of individuals attending activities in meeting rooms of the Redwood Shores Community Library will indicate that they have a valid Redwood City Library card and that percentage will increase to eighty percent by FY2009/2010.	Commons	Branch staff	Beginning 2007				Percent of survey respondents who indicate that they have a valid Redwood City Library card.
Objective 5.2: During 2007/08, presentations about the services and resources of the Redwood City Public Library will be made at 90 percent of events sponsored or co-sponsored by the Library and held in the meeting rooms of the Redwood Shores Community Library and that percentage will increase to 93 percent by FY2009/2010.	Commons	Branch staff	Beginning 2007		Community organizations		Percent of survey respondents who indicate that they have received a presentation about library services and resources.

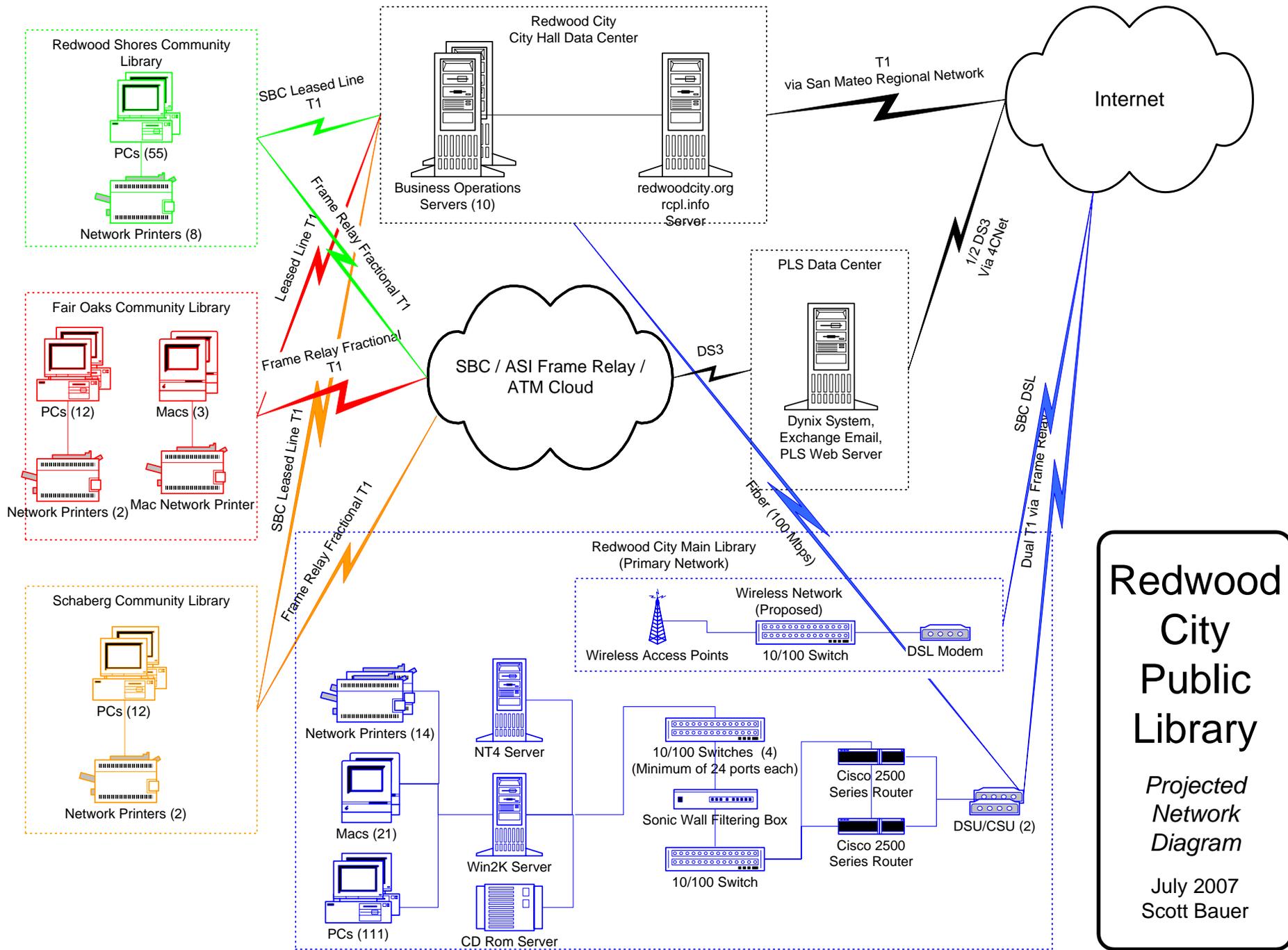
Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
CURRENT TOPICS AND TITLES							
GOAL 1: Provide a collection and popular materials in a variety of formats and languages in quantities to meet community demands.							
Objective 1.1: By 2007/08, allocate materials budget to reflect this priority.	Current Topics and Titles	Redwood Public Library Administration and Branch staff	Beginning 2004			Desire for satisfying recreational experiences. Desire for information about popular culture and social trends.	Collection turnover
Objective 1.2: By 2007/08, create collections of new fiction, new non-fiction and media to respond to public demand.	Current Topics and Titles	Adult Services and Juvenile Services staff	Beginning 2007	Adult fiction, Adult non-fiction, Adult media, Young adult, Juvenile fiction, juvenile media.		Desire for satisfying recreational experiences. Desire for information about popular culture and social trends.	Turnover of items in new book and media collections,
Objective 1.3: By 2007/08, at least 70 % of the adults who place a hold (reserve) on an item will receive that item within four days.	Current Topics and Titles	Adult Services staff	Beginning 2007	Adult fiction, Adult non-fiction, Adult media		Desire for satisfying recreational experiences. Desire for information about popular culture and social trends.	Average number of days between placing an item on hold and receipt of the item.
GOAL 2: Increase the use of popular materials.							
Objective 2.1: During 2007/08, the circulation of adult print fiction will be 7,900 and will increase by 2 % each year.	Current Topics and Titles	Adult Services staff	Beginning 2005	Adult print fiction		Desire for satisfying recreational experiences.	Circulation of adult fiction
Objective 2.2: During 2007/08, the circulation of adult media will be 17,500 and that will increase by 3 % each year.	Current Topics and Titles	Adult Services staff	Beginning 2007	Adult media		Desire for satisfying recreational experiences.	Circulation of adult media
Objective 2.3: During 2007/08, the circulation of children's fiction will be 14,000 and will increase by three percent each subsequent year.	Current Topics and Titles	Juvenile Services staff	Beginning 2007	Juvenile fiction		Desire for satisfying recreational experiences.	Circulation of juvenile fiction
Objective 2.4: During 2007/08, the circulation of juvenile media will be 4,200 and will increase three percent each subsequent year.	Current Topics and Titles	Juvenile Services staff	Beginning 2007	Juvenile media		Desire for satisfying recreational experiences.	Circulation of juvenile media.

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
Objective 2.5: During 2007/08, the circulation of print and non-print materials in the teen collection will be 3,270 and that will increase by three percent each year.	Current Topics and Titles		Beginning 2007	Young Adult collections		Desire for satisfying recreational experiences.	Circulation of materials in the young adult collection
GOAL 3: Respond to our communities' interests in current topics and titles.							
Objective 3.1: By 2007/08, at least 80 % of people who came to the library to "find something good to read, view or listen to" will say they something to meet their needs during their visit.	Current Topics and Titles	Juvenile and Adult Services staff	Beginning 2007	Adult Fiction, Adult Non-fiction, Adult Media, Young Adult, Juvenile Fiction, Juvenile Non-fiction, Juvenile Media		Desire for satisfying recreational experiences. Desire for information about popular culture and social trends.	Percent of survey respondents who indicate they found something to meet their needs.
Objective 3.2: Each year beginning in 2007/08, at least 2,500 children (ages 5 - 11) will attend programs sponsored or co-sponsored by the library.	Current Topics and Titles	Juvenile Services staff	Beginning 2007			Desire for satisfying recreational experiences.	Number of children who attend programs
Objective 3.3: During 2007/08, at least 80 teens (ages 12 -17) will attend programs sponsored or co-sponsored by the library and that number will increase by 3 % each year	Current Topics and Titles		Beginning 2007			Desire for satisfying recreational experiences.	Number of teens who attend programs

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
FORMAL LEARNING SUPPORT							
GOAL 1: Actively support the efforts of students from pre-school through college.							
Objective 1.1: During 2007/08, at least 1,440 preschool children will attend programs sponsored or co-sponsored by the library and that number will increase by 3 % each year.	Formal Learning Support	Juvenile Services staff	Beginning 2007	Juvenile Picture Books, Juvenile Media	Local day care centers.	Support parent's desire for children to enter school ready to learn. Encourage a love of reading	Number of children who attend preschool storytimes.
Objective 1.2: During 2007/08, the circulation of materials for preschool children (picture books, board books etc.) will be 9,450 and that will increase by 3 % each year.	Formal Learning Support	Juvenile Services staff	Beginning 2007	Juvenile picture books		Support parent's desire for children to enter school ready to learn. Encourage a love of reading	Number of picture books circulated.
Objective 1.3: Each beginning 2007/08, at least 300 children (ages 5 - 11) will receive a new library or renew an existing library card.	Formal Learning Support	Juvenile Services staff, Circulation staff	Beginning 2007			Desire to succeed in school. Desire for satisfying recreational experiences.	Number of library cards issued to or renewed for children.
Objective 1.4: Beginning in 2008, and each year following, at least 125 teens (ages 12 -17) will receive a new library card or renew an existing card.	Formal Learning Support		Beginning 2008			Desire to succeed in school. Desire for satisfying recreational experiences.	Number of library cards issued to or renewed for teens.
Objective 1.5: During 2007/08, at least 1250 school (elementary - high school) students will utilize the services of the homework center and that number will increase by 3 % each year.	Formal Learning Support	Adult Services staff, Circulation staff	Beginning September 2007	Adult Reference, Electronic Resources, Periodicals		Desire to succeed in school.	Number of students using services of homework center.
Objective 1.6: By 2007/08, at least 80 % of students who use the library to find information they need to support, supplement and enrich their formal education will say that the library met their needs.	Formal Learning Support	Adult Services staff	Beginning 2007	Adult Reference, Electronic Resources, Periodicals		Desire to succeed in school	Percent of students who indicate the library met their school related needs.
GOAL 2: Evaluate and improve outreach to schools.							
Objective 2.1: During 2007/08, conduct a minimum of six outreach efforts to local schools.	Formal Learning Support	Juvenile Services and Adult Services staff	Beginning September 2007			Desire to succeed in school	Number of outreach efforts to schools.

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
GENERAL INFORMATION							
GOAL 1: Teach Redwood City residents the skills to find, evaluate, and use information effectively (Information Literacy).							
Objective 1.1: During 2007/08, at least 120 people will attend computer classes sponsored or co-sponsored by the branch library and that number will increase by three percent each year.	General Information	Adult Services staff	Beginning 2007			Need for skills relating to finding, evaluating, and using information effectively.	Number of people who take computer classes at the library
Objective 1.2: Annually, 90 % of the attendees of computer classes offered in the branch will rate the classes as satisfactory or excellent.	General Information	Adult Services staff	Beginning September 2007			Need for skills relating to finding, evaluating, and using information effectively.	Percent of attendees who rate computer classes as satisfactory or excellent.
GOAL 2: Improve effectiveness of reference services.							
Objective 2.1: By 2007/08, a minimum of 75 % of surveyed library users who requested reference assistance will indicate that the information provided met their needs.	General Information	Adult Services staff	Beginning 2007	Adult and Juvenile Reference, Electronic resources, Periodicals, Adult Non-fiction		Need for accurate information on a wide variety of topics.	Percent of survey respondents who indicated reference service met their needs.
GOAL 3: Market reference services to increase public awareness of what the library offers.							
Objective 3.1: By 2008/09, at least 80 % of branch library users responding to a survey will indicate that they are aware of the reference services the library offers.	General Information	Adult Services and Juvenile Services staff	Beginning 2007	Adult and Juvenile Reference, Electronic Resources, Periodicals, Adult and Juvenile Non-fiction		Need for accurate information on a wide variety of topics	Percent of survey respondents who are aware of reference services.
GOAL 4: Increase public access to local community information.							
Objective 4.1: Annually, branch library staff will collect and make available information on at least 80 of identified community groups.	General Information	Adult Services and Juvenile Services staff	Beginning 2007			Need for information about the services provided by local community agencies and organizations.	Number of community groups about which information is available.

Branch Action Item	Service Response	Responsible Staff	When	Collections	Special Services / Partnerships	Community Needs Met	Success Indicators
GOAL 5: Provide access to electronic information resources, both in the library and remotely.							
Objective 5.1: By 2007/08, at least 70 % of branch library users participating in a survey will indicate that the electronic information resources provided by the library meet their needs	General Information	Adult Services and Juvenile Services staff	Beginning 2007	Electronic resources, Library webpage		Need for accurate information on a wide variety of topics	Percent of survey respondents who indicated that the electronic resources met their needs.
GOAL 6: Provide information in pleasant surroundings, with exceptional customer service from every staff person.							
Objective 6.1: By 2007/08, at least 80 % of branch library users surveyed will indicate that they received excellent service.	General Information	Branch staff	Beginning 2007			Desire for satisfying recreational experiences. Desire for information about popular culture and social trends. Need for accurate information on a wide variety of topics.	



Redwood City Public Library
Projected Network Diagram
 July 2007
 Scott Bauer