



DATE: January 28, 2025

TO: Mayor and City Council

FROM: Director of Library Services

SUBJECT: Adopt a Resolution Approving Hayward Public Library's 5-Year Strategic Plan 2025-2029

RECOMMENDATION

That Council adopts a Resolution (Attachment II) approving Hayward Public Library's 5-Year Strategic Plan

SUMMARY

In September of 2019, the City of Hayward opened its new and state-of-the-art 21st Century Library and Community Learning Center. The plan was to create a strategic plan for the Library incorporating the opportunities offered by the new facility. Six months after opening, the pandemic hit and the Library had to close its doors temporarily. Post-pandemic, the Library contracted with Baton Global to create a strategic plan for the next 5-years of service.

BACKGROUND

In September of 2019, the City of Hayward opened its new and state-of-the-art 21st Century Library and Community Learning Center. The \$60,000,000+ facility, which was built with Measure C funds is much larger than the previous Main Library and includes many new features and service opportunities. For example, the new facility (popularly referred to now as the Downtown Library) is 58,000 square feet as compared to the previous 35,000 square feet. Library holdings and public computers have increased considerably. Public meeting rooms were added, as well as technology classrooms, a Makerspace, public service desks, expanded teen and children's areas, a homework center, and more. Though, construction was still ongoing at that time, the plan was to create a new strategic plan that maximizes the opportunities the building offered and also provide solutions for the challenges the building presented – no staffing increases were planned to support the additions when the building was planned.

Six months after the Downtown Library opened, the pandemic hit. Both the Downtown Library and the Weekes Branch were closed in March of 2020. The Library pivoted and reimaged services, but the strategic plan was put on hold. By 2021, pandemic time services had stabilized, construction was close to complete, and a new bookmobile was being added as

a Library service point. The Library decided to look ahead and started a pre-strategic planning process during which staff were introduced to the process of strategic planning, were introduced to the vocabulary and steps in the planning process, as well as to how their skills could support strategic planning.

In 2023, both a community needs assessment of the Weekes Branch and an architectural assessment were completed. By this time, the Library's Bookmobile had also been deployed in the South Hayward community, serving historically marginalized communities that faced challenges in accessing Library services. It was clear that it was time for the Library to have a new strategic plan. An RFP was posted in November of 2023 seeking a consultant to lead the Library's strategic planning process, and the project was awarded to Baton Global on December 21, 2023.

The Library worked closely with Baton Global throughout 2024 to complete the much-needed strategic plan. Committees were created and met regularly, an employee survey was successfully completed, community and stakeholder surveys were successfully completed in English, Spanish and Chinese. The consultants performed on-site visits and stakeholder interviews; they conducted focus groups for adults and teens, analyzed library best practices from across the nation, and collected input from children through drawings of their "Dream Libraries."

In Fall of 2024, Hayward Public Library's 5-Year Strategic Plan, including new Mission and Vision statements was created, along with implementation and communications plans. The consultants utilized and added information to the City's automated platform, ClearPoint. The Strategic Plan was presented to, and accepted by, the Library Commission on October 21, 2024. On the recommendation of Baton Global, the Strategic Plan will be treated as a living document which will be updated as projects are completed, and to respond to changing community needs or available resources.

ECONOMIC IMPACT

A Strategic Plan will provide guidance in planning effective and needed services to residents throughout Hayward. It will guide long-term planning and will be considered during budget planning, and should have a collective positive impact on the community by enhancing community safety and quality of life.

STRATEGIC ROADMAP

This project supports the City's Strategic Roadmap priority areas of Invest in Infrastructure, Strengthen Organizational Health, Cultivate Vibrant Neighborhoods, and Grow the Economy. It also supports the Education City and Racial Equity lenses of the Strategic Roadmap.

FISCAL IMPACT

The Strategic Plan has no direct fiscal impact on the General Fund but will result in maximizing available resources.

NEXT STEPS

Upon Council's approval, the Library will begin the implementation of the Strategic Plan.

Prepared by: Melissa Burkley, Management Analyst I

Recommended by: Jayanti Addleman, Director of Library Services

Approved by:

A handwritten signature in black ink, appearing to read 'Dr. Alvarez', written over a horizontal line.

Dr. Ana M. Alvarez, City Manager