

# BELLINGHAM PUBLIC LIBRARY 2021 ACTION PLAN

## WELCOME & INCLUDE

We offer welcoming, safe places and experiences, where connections and understanding flourish.

## ACCESS & OPPORTUNITY

We connect people with opportunities and resources to solve problems and help them achieve their aspirations.

## READ & LEARN

We inspire a lifetime of reading, learning, curiosity, and discovery.

## INFORM & INVOLVE

We provide information and activities to stay abreast of community issues and events, fostering informed, active participation in civic life.

## THRIVE & GROW

We are a valued community partner and trusted city service, playing a central role in Bellingham life.

# ACTION PLAN 2021

## WE ARE:

- Issuing an estimated 70 new **online library cards** each week with revised procedures to reduce barriers and promote inclusive access to service
- Delivering materials to 2,000 people each week through **contactless curbside pickup** at Central location
- Providing **24/7 materials return access** at Central location and quarantining all materials according to science-based guidelines



WELCOME &  
INCLUDE

- **Translating print and digital publications** into multiple languages
- Providing ongoing **staff training in COVID safety** protocols and new Library service procedures
- As an outcome of **2020 REACH: Exploring Equity and Cultural Humility training**, designing regular activities to promote an internal culture of safety, connection, empathy, and respect

# ACTION PLAN 2021

## WE WILL:

- In response to COVID-19, **plan and safely implement public service, materials handling, and meeting room operations** at 25%, 50%, and full reopening
- In response to COVID-19, plan and safely implement **Library programming** at 25%, 50%, and full reopening
- As part of Central Library main floor remodel, plan and implement **new study room procedures** that foster gathering and interaction



WELCOME &  
INCLUDE

- As part of Central Library main floor remodel, plan and implement **wayfinding** to orient Library patrons to collections, services, and spaces
- Coordinate **handover of Barkley suite** to the Library and update branch space and procedures to reflect new agreement

# ACTION PLAN 2021

## WE WILL (*continued*):

- Plan and implement over **4000 furlough hours in 2021**, aligning available resources with the highest level of service possible
- Refine **winter weather and emergency procedures** to better coordinate the safe operation of Library spaces and services
- Plan and implement **Person-In-Charge training** to better coordinate the safe operation of Library spaces and services



WELCOME &  
INCLUDE

- Build and fund 2021-22 **conference and training schedule** to align with Strategic Directions
- Complete **staff performance reviews**

# ACTION PLAN 2021

## WE ARE:

- Delivering **books and other resources to Base Camp** to support the reading and educational needs of people experiencing homelessness
- Providing **virtual and telephone technology coaching** for people seeking to improve basic technology skills
- Hosting **virtual lunch-time book clubs** once a month at four Bellingham middle schools



- Making print and digital Library resources available to all Bellingham Public School students through **ConnectEd student ID** program
- Partnering with Bellingham School District to receive **school library returns** at Central Library

# ACTION PLAN 2021

## WE WILL:

- Explore **laptop lending** at Central location and identify funding opportunities
- Identify funding opportunities to maintain **wi-fi hot spot lending program** at 2020 level; explore ways to expand service
- In response to COVID-19, plan and safely implement **outreach services** at 25%, 50%, and full reopening
- Apply for **Check Out Washington**, a collaboration between the Washington State Parks and Recreation Commission and the Washington State Library, to allow individuals to 'check out a state park' without paying the Discover parking fee



# ACTION PLAN 2021

## WE ARE:

- Processing an estimated **12,000 hold requests** each week, an increase of 18% with the implementation of curbside delivery model
- Checking out on average **8,000 items** each week through contactless curbside delivery
- Hosting and publicizing events for **Whatcom READS 2021**, our area's premier literary series; planning for Whatcom Reads 2022
- Inviting thousands of people of all ages to participate in **Summer Reading** and celebrate their reading achievements



## READ & LEARN

- Planning and teaching **virtual storytime classes** for children ages birth to eight
- Planning and facilitating **Bellingham Reads**, a monthly book discussion group for adults
- Researching and curating regularly updated **reading lists** for Washington Anytime Library and the BiblioCommons catalog

# ACTION PLAN 2021

## WE WILL:

- In response to COVID-19 and Central Library main floor remodel, plan and safely implement **collection maintenance and shifting projects** to enhance access to collections
- As part of Central Library main floor remodel, develop and implement guidelines for **displaying and marketing Library collections**
- Identify funding opportunities to maintain **'always available' anti-racist reading list** at 2020 level; explore ways to add titles
- Plan and implement **'Happy Go Lucky' browsing collection** at Central Library to connect readers with popular paperback titles



## READ & LEARN

- Plan and implement **SimplyE platform** to connect readers with new digital titles
- Evaluate Library **book club kit program** and explore outreach opportunities to book clubs
- Evaluate and update **collection maintenance procedures**, training staff in new workflow
- Evaluate capacity for **'Quick Picks for You'** service as part of COVID-19 full reopening planning



# ACTION PLAN 2021

## WE ARE:

- Answering on average **600 Help Desk calls** each week, connecting callers with Library and community resources
- Providing timely, accurate information about Library services, events, and issues via our **website and social media sites**
- Serving as **Zoom moderators** for City-wide meetings and commissions



## INFORM & INVOLVE

- Providing comprehensive **Board meeting packets** in advance of monthly meetings
- Actively engaged as members of **city committees and community groups**

# ACTION PLAN 2021

## WE WILL:

- Partner with city and community leaders to foster public education and involvement in **issues that matter, with a 2021 focus on climate action, anti-racism, and digital equity**
- Identify partners and funding opportunities to expand **anti-racism video storytelling** initiative with Connecting Community
- In partnership with UW iSchool, develop and implement **digital archive** for Peoples' Perspectives: COVID-19 in Whatcom County
- Pilot **new communications tools** to promote library services and initiatives



## INFORM & INVOLVE

- As part of Central Library main floor remodel, plan and implement procedures for **displaying Library information, community information, and creating welcoming and community-focused glass case displays**
- Migrate **board packets** to new document management platform to simplify preparation and improve user experience.
- Present **State of the Library report** to City Council during National Library Week

# ACTION PLAN 2021

## WE ARE:

- Pivoting schedules and services to meet **priority needs in COVID-19 environment**
- Collecting, interpreting, and evaluating **statistics** for decision making and required reporting to other agencies
- Reviewing Library's **organizational structure** and identifying opportunities and gaps

## THRIVE & GROW

- Evaluating services, programs, and operations to **align with 2020-2024 Strategic Directions.**
- **Supporting the Friends of the Bellingham Public Library** efforts to expand membership, raise funds, and deliver books to the community
- Promoting **wise stewardship** of limited resources

# ACTION PLAN 2021

## WE WILL:

- Evaluate and update **Level of Service standards** as part of mid-biennium budget and long-range planning process; prepare and **present budget** to Library Board, Mayor, and City Council
- Begin planning for **Library services in north area of city** as part of mid and long-range planning process; bring recommendations to Library Board
- Plan and implement second **Library Giving Day**

## THRIVE & GROW

- Evaluate **donor solicitation, payment, and acknowledgement processes** and implement improvements
- Develop policies and procedures around **corporate sponsorships and grants**
- Continue discussion of **fundraising options** and bring recommendations to Library Board
- Develop **annual marketing and communications plan**

# ACTION PLAN 2021

## WE WILL *(continued)*:

- As part of Central Library main floor remodel, coordinate with contractor, architect, and Public Works **to safely and efficiently manage the conclusion of the project**
- With Public Works, plan and implement **freight elevator rebuild**
- Evaluate options to **expand meeting room and auditorium access at Fairhaven location**
- Evaluate and update **Board packet performance measures**
- Develop and implement **materials handling standards** utilizing efficiencies from new Automated Materials Handler
- Evaluate **ILS phone integration options** and prepare recommendation for funding review
- Evaluate **Springshare platform** and recommend new services and efficiencies for implementation review
- Evaluate options for updating **Library account information online** and implement improvements

THRIVE &  
GROW

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