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.

DECEMBER 15, 2020
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

• 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.

- 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.

WELCOME & INCLUDE
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

• 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
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

• 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

• 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

• 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

• 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

• 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

**THrive & GROW**

• 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
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