

BELLINGHAM PUBLIC LIBRARY

2022 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 2022

WE WILL:

- COVID-19 Reopening: expanded hours, programming, skillshare, and meeting room operations
- Design and implement Welcome Back campaign
- Revise and update Welcome to the Library materials
- Design and implement You Belong at Your Library campaign
- Bellingham 101: Design and implement year 1 programming
- Evaluate and implement in-Library laptop lending program and remote printing
- Design welcoming and inclusive wayfinding for lower floor (Central) and branches
- Relocate Video Relay Service to Library Conference Room



WELCOME &
INCLUDE

ACTION PLAN 2022

WE WILL *(continued)*:

- Refresh lower lobby (Central)
- Design and install community event kiosk on Library grounds
- Partner with city departments and community partners to make improvements to Lee Memorial Park
- Review and update Rules of Conduct and Library Confidentiality policy
- Coordinate priority trainings for Library staff



WELCOME &
INCLUDE

- Evaluate recruitment and retention of diverse workforce; implement improvements
- Hire and onboard new children's librarian and Interlibrary loan specialist; Support hiring and onboarding of new ITSD Library analyst
- Implement safety improvements at facilities in coordination with Public Works
- Refine emergency procedures to better coordinate and focus operations

ACTION PLAN 2022

WE WILL:

- Evaluate evening and weekend open hours
- COVID-19 reopening: rescoped Outreach services, Connection Library services, tech coaching program to support digital literacy
- Evaluate storytime program schedule and locations; implement changes
- Purchase and process 20 additional WiFi hotspots for lending program
- Working with Facilities Master Plan consultant, identify new locations for Community Drop Boxes; Purchase, wrap, and install Drop boxes



- Wrap new Hybrid vehicle; submit reporting requirements for ARPA funding
- Wrap delivery truck
- Review and update eligibility for Library service
- Evaluate Rates and Fees in partnership with WCLS; plan for 2023 implementation
- Explore community tech support internship program with TAG
- Plan and implement Quick Picks for You in-Library

ACTION PLAN 2022

WE WILL:

- Plan and implement Community Voices kits
- Plan and implement Local Author collection at Central
- Evaluate new ways to support book clubs: kits, facilitation, events, and software
- Pilot one new Adult Summer Reading community outreach initiative



- Design two book talks for adults; pilot community outreach
- Market new digital services (i.e. Palace, other platforms)

ACTION PLAN 2022

WE WILL:

- Complete initial development; Implement 2022 Communication Plan
- Revise and update print calendars for Library events
- Develop calendar and staffing plan for community events
- Refresh community outreach materials
- Integrate Land Acknowledgement into spaces, meetings, and programs
- Support and market Digital Storytelling project with Connecting Community



INFORM & INVOLVE

- Launch and market Peoples' Perspectives: COVID-19 in Whatcom County digital archive
- Implement new procedures for collecting program and service feedback
- Migrate board packets to new document management platform; evaluate and update Board packet performance measures
- In partnership with Council liaison, pilot "New Business" Library updates

ACTION PLAN 2022

WE WILL:

- Hire consulting firm; complete Facilities Master Plan
- Develop and present 2023-2024 operational and capital budget requests to Mayor's office and City Council
- Prepare and submit application for state capital grant funding
- If cooperation with Library Board, support development of Planned Giving program



THRIVE &
GROW

- In cooperation with Public Works, support Freight Elevator Rebuild
- Develop and implement Library service standards
- Restructure performance management process and implement changes
- Plan for 2022 retirements and continuity of service
- Evaluate E-rate funding program and impacts; recommend changes

ACTION PLAN 2022

WE WILL *(continued)*:

- Review procedures related to new policing legislation; implement changes
 - Research, design, and print donation envelopes for checks
 - Explore City phone system access with ITSD; implement improvements
 - Plan and implement purchase and distribution of tablets for staff workflow
- Plan and implement migration from CLASS to new software
 - In coordination with WCLS, evaluate ILS in preparation for new contract

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