



**OFFICE OF ADMINISTRATIVE SERVICES**

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To: City Council  
From: Library Commission  
Date: October 17, 2017  
Subject: **2017 Cupertino Library Commission Work Plan**

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The following summarizes the Cupertino Library Commission's planned work program for calendar year 2017.

**I. EFFECTIVE, INFORMED ADVOCACY AND OUTREACH:**

Commissioners are committed to reaching out to all segments of the Cupertino community in communicating the many benefits provided by the Cupertino Community Library through its holdings, partnerships, services, and programs. Specific annual plans include:

1. On a continuing effort, we will enhance our effectiveness as spokespersons for the Library through developing best practices for community engagement, maintaining our knowledge on library resources, and familiarizing ourselves with available Library outreach materials.
2. We will coordinate with Library staff to utilize opportunities, when we are in attendance at Library functions, to speak to audiences on behalf of the city and its support of the Library and to encourage input to the Commission on Library issues.
3. In collaboration with Cupertino City staff, we will continue to support a communication channel allowing the community to provide input to the Commissioners, raise issues, and receive responses. We will commit to responding to all issues raised by the community to the best of our abilities.
4. Helping each other, we intend to undertake deliberate outreach to groups representing a cross-section of the Cupertino community. Our approach incorporates scheduling outreach opportunities collaboratively, helping each other prepare for and support outreach commitments, and providing positive feedback to support our improved performance.
5. We will schedule regular appearances at meetings of the Cupertino City Council and will seek, over the course of the year, to present to each of the other City Commissions in addition to our routine participation with the Mayor's Meetings.
6. We will continue to participate in community events as representatives and advocates of the Library and to improve our understanding of the needs and reactions of the community. Examples of past and continuing events include Silicon Valley Reads, Poet Laureate activities, Earth Day, Cherry Blossom Festival, Diwali Festival, Fall Festival, and Cultural and Performing Arts series.
7. When attending events, we will take care to wear city issued nametags as identification and to indicate we are approachable.

## **II. TECHNOLOGY AND DIGITAL RESOURCES:**

As digital resources become more pervasive and digital content based products and services become more sophisticated, the Commission recognizes that educating the community about these digital resources and providing access to these resources are important aspects of the Library's mission.

1. Members of the Library Commission, not to exceed two, will explore the landscape of digital services provided by the SCCLD relative to other leading library systems to recommend projects to be undertaken by the Commission in technology and digital resources. Potential projects include the supporting the evolution of Tech Toolbar, and the introduction of STEM learning environments to the Library.
2. We will receive briefings from Library staff on the nature, use, and popularity of digital library resources and how to access them.
3. We will review reports on digital resource usage to understand trends in community usage. Note that statistics on digital resources are not specific to Cupertino, but represent usage across the Santa Clara County Library District (SCCLD).
4. We will attend trainings related to accessing and using digital resources, in part as a supporting activity to the **Effective, Informed Advocacy and Outreach** section outlined above.
5. Members of the Library Commission, not to exceed two, will seek an appropriate collaboration with the Cupertino Library Foundation. This effort is also referenced in **Partnerships and Collaborations**, below.

## **III. CUPERTINO POET LAUREATE INITIATIVE:**

The Library Commission has consistently maintained a strong presence as an equal partner in collaboration with the Cupertino Library Foundation and the Friends of the Cupertino Library in initiating and sustaining the Poet Laureate Project.

1. We will continue to assist Poet Laureate in planning and executing programs including public readings, poetry workshops, classes, citywide contests, Cupertino festivals, and specialized events for children and teens.

## **IV. PARTNERSHIPS AND COLLABORATIONS:**

Cooperation with other city services, community groups, and SCCLD activities engaged with the Cupertino Public Library are highly significant to the Commission.

1. We will continue to nurture relationships with the Cupertino Library Foundation and the Friends of the Cupertino Library.
2. In the coming year, we will consider collaborating on the project identified by its Working Group (described in sections II. V, and VI) with the Cupertino Library Foundation.

## **V. SUSTAINABILITY INITIATIVES:**

The Library Commission is committed to addressing both the macro- and micro-levels of sustainability at the Library and in its own efforts.

1. We will investigate collaborations for library programming with the Sustainability Commission, the Cupertino Community Librarian, SCCLD staff, and other interested parties,.
2. We share the pride the City of Cupertino and the Cupertino Library have in the energy-efficiency and resource sustainability choices characterizing the facility and its operations. Ideas to enhance these will be high in the Commission's priorities with respect to **Facilities, Accessibility, and Library Hours**, below.

#### **VI. EDUCATION INITIATIVES:**

The Commissioners recognize the importance of education to the residents of Cupertino as well as the significant role that the library plays in fulfilling the education needs of the community.

1. We will explore, with the Cupertino Community Librarian and staff, ways to coordinate more closely with local area schools to provide educational resources and programs to students and teachers.
2. We will create forums to surface ideas and talents from the community through special events, a potential candidate being a TEDx event.
3. We will collaborate with the Council and other City Commissions on the creation of a 'City Gateway' for better information dissemination to the public.
4. We will maintain an environment in and around the Cupertino Library that is supportive of voter education for the entire duration of each election cycle. Throughout the year, we support the use of the area outside of the Cupertino Library and adjacent to its entrance as a vital public space essential for facilitating the exchange of ideas in a thriving Democracy.

#### **VII. FACILITIES, ACCESSIBILITY, AND LIBRARY HOURS:**

Commissioners continue to be vigilant and engaged on issues affecting parking, pedestrian safety, library hours, City Council budget allocations, and various other matters arising. The Commission would like to draw the attention of city staff and the City Council to the Commissioners' willingness and availability to consult on such matters, both to investigate issues and to recommend solutions advantageous to all parties.

1. We will track the impact on the Library usage from the change in SCCLD non-resident library card policy.
2. We will monitor the development of Library expansion projects, including Library program room and parking spaces.
3. We will monitor the level of services provided by the Library facilities including automated material handling machines.
4. Library commission might work with city, Bicycle Pedestrian commission and public safety commission to conduct a survey and explore the feasibility to have shuttle service available for students and senior to access library easier.

#### **VII. OTHER ACTIVITIES as requested by the City Council or as agreed to by the Commission.**

*[Approved by consensus of the Cupertino Library Commissioners in attendance on September 6, 2017.]*