

City of Daly City
LIBRARY BOARD OF TRUSTEES
PARKS AND RECREATION COMMISSION
JOINT SPECIAL MEETING
AGENDA

Tuesday, October 25, 2011 – 7:00p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Library Board of Trustees and/or Parks and Recreation Commission on any item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance of the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Library and Recreation Services Department as soon as possible prior to the meeting.

*Swearing-In Ceremony of Newly Appointed Parks and Recreation Commissioner
Genevieve Jopanda by Assemblymember Fiona Ma*

CALL TO ORDER

Library Board of Trustees	(Action)
Parks and Recreation Commission	(Action)

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees	(Action)
Parks and Recreation Commission	(Action)

APPROVAL OF MINUTES:

Library Board of Trustees (September 20, 2011)	(Action)
Parks and Recreation Commission (September 27, 2011)	(Action)

APPROVAL OF AGENDA

Library Board of Trustees	(Action)
Parks and Recreation Commission	(Action)

REPORTS

1. Director's Report:
 - a. Department Activity Guide Re-Design - Brown/Benson (10 minutes) (Presentation/Action)
 - b. Department Activity Guide Advertising Policy - Brown (10 minutes) (Presentation/Action)
 - c. Department Scholarship Program Policy - Brown (10 minutes) (Presentation/Action)
 - d. Department Strategic Plan: (Presentation)
 - i. Overview - Burns (5 Minutes)
 - ii. Administration - Burns/Birch (10 minutes)
 - iii. Neighborhood and Senior Services - Horst (10 minutes)
 - iv. Recreation Services - Brown (15 minutes)
 - v. Library Services - Anderson (15 minutes)

City of Daly City
Library Board of Trustees and Parks and Recreation Commission
Joint Special Meeting Agenda
Page 2

NEW BUSINESS

1. November and December Meeting Schedules:
 - a. Overview - Burns (5 minutes) (Presentation)
 - b. Library Board of Trustees - Trustees (5 minutes) (Action)
November 15, 2011
December 20, 2011
 - c. Parks and Recreation Commission - Commissioners (5 minutes) (Action)
November 22, 2011
December 27, 2011

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

Speakers are limited to two minutes unless modified by the President/Chairperson. The Trustees and Commissioners cannot take action on any matter raised under this item.

AGENDA BUILDING FOR NEXT MEETING

- Input into the Fiscal Year 2012/13 Strategic Plan Initiatives - Library Board of Trustees and Parks and Recreation Commission at Their Individual Next Scheduled Meetings
- September and October Library Statistics - Library Board of Trustees November 2011 Meeting
- State Library Report - Library Board of Trustees November 2011 Meeting

ADJOURNMENT – Next Meeting Dates of Both Advisory Bodies to be Determined

AVAILABILITY OF PUBLIC RECORDS

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available at the legislative body.

DALY CITY LIBRARY BOARD OF TRUSTEES
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES - SEPTEMBER 20, 2011

The meeting was called to order by President Arlene Encarnacion at 7:03pm.

ROLL CALL:

Trustees Present: President Arlene Encarnacion, Vice President William Lex, Trustees Erlinda Galeon, Michael Maysenhalder, and Dorie Paniza

Staff Present: Kerry Burns, Tim Birch, Chela Anderson, Judy Bush

APPROVAL OF MINUTES:

Motion made, seconded (Maysenhalder/Galeon) and carried unanimously to approve the minutes of August 16, 2011.

APPROVAL OF AGENDA:

Motion made, seconded (Galeon/Paniza) and carried unanimously to approve the Agenda of September 20, 2011.

REPORTS:

1. Library Statistics for August 2011:

Tim Birch presented statistics for August 2011, including circulation and gate count. Gate count was lower with the exception of Serramonte. Under Programs, the Summer Reading Programs had a total attendance of 391.

2. Director's Report:

a. Radio Frequency IDentification (RFID) Project

Interim Director Kerry Burns introduced Chela Anderson, the Interim Library Services Manager. She and Tim Birch presented information on Radio Frequency IDentification (RFID). This new technology (RFID) is being implemented throughout San Mateo County through the Peninsula Library System (PLS).

Tim Birch described the processes and technology of the RFID Project. There are two phases for project rollout, Phase I begins next week. Mr. Birch stated all the libraries should see completion within three weeks. Phase II will include customer self-checkout and security gates. Funding for Phase I has been secured. Staff is working to identify funding to implement Phase II.

Ms. Anderson stated the Project has the potential to streamline the processes of checking items in and out, this will free staff time for other projects. Mr. Birch stated there will be some remodeling of the libraries, mostly at Serramonte, in Phase I, to utilize RFID. Per Ms. Burns, the total cost of the technology for Phase I and II will be approximately \$250,000. Phase I should be completed by end of October and Phase II, with funding, should be completed by mid-spring.

b. Winter Library Closure

Ms. Burns informed the Board that the Daly City Libraries would be closed from Friday, December 2, 2011 through January 2, 2012 and will re-open Tuesday, January 3, 2012. Notification of the Winter Holiday Closure will be via City Council, City Manager's Office, Channel 27, FogCutter Newsletter, signs posted at the Libraries, and through information provided in mailed Daly City water bills.

c. Updated Organization Chart

Ms. Burns presented the organization chart of the Library Services Division. It is anticipated that Chela Anderson will be Interim Services Manager for several months into 2012. During the interim, Tom Goward will be Branch Manager of John Daly and Bayshore Branches and Joshua Rees will be Branch Manager of Serramonte Main and Westlake Branch libraries. Karen Engle will assume program responsibilities.

d. Activity Guide

Ms. Burns indicated the Activity Guide is being re-worked, new and improved with more robust information based upon feedback. Trustee Maysenhalder asked to receive a preview of the Activity Guide prior to the October 25 meeting. Ms. Burns indicated that a draft, with segments, and an excerpt of the general layout will be provided with the Agenda prior to the October 25 meeting.

e. State Library Report

The State Library Report will be presented at the November 15, 2011, meeting. Trustee Maysenhalder asked Chela Anderson to assist with the report preparation. Trustee Maysenhalder motioned, Trustee Galeon seconded to approve the continuation of the State Report. Unanimously approved.

3. Trustee Liaison to Library Associates:

As a follow-up to the August 16, 2011, meeting, Ms. Burns asked for nominations for the role of Trustee Liaison to the Library Associates. President Encarnacion nominated Trustee Galeon, Vice President Lex seconded the appointment of Trustee Galeon as Liaison to the Library Associates. Unanimously approved. Ms. Burns stated the Library Associates meet the second Wednesday of each calendar month.

4. Statistics/Marketing Subcommittee Report:

President Encarnacion introduced this item and stated that the Subcommittee meeting was attended by President Encarnacion, Trustee Paniza and Ms. Burns. The subcommittee summarized the report with review of the statistics and the information the statistics revealed. Discussion included marketing and re-branding ideas and ways to best capture data. President Encarnacion suggested a study session at the November meeting. Ms. Burns stated a department strategic plan will be presented at the October meeting. Discussion followed regarding a study session at the November meeting.

5. Cancellation of October Regular Meeting:

Ms. Burns stated that due to the joint special meeting of October 25, the Board of Trustees should consider cancelling the October 18 Regular Meeting. Motion was made by Vice President Lex and seconded by Trustee Paniza to cancel the October 18 Regular Meeting of the Library Board of Trustees. Unanimously approved.

ANNOUNCEMENTS AND COMMUNICATIONS:

Trustee Galeon announced the San Francisco Public Library was having a Fil-Am International Book Festival on October 1 and 2. On October 3, a Domestic Violence Awareness Presentation was scheduled to take place at Café Doelger. Trustee Galeon said October is Domestic Violence Month and Filipino American Month.

The Trustees requested meeting agenda and supporting documents be sent electronically.

**Library Board of Trustees
Meeting Minutes
September 20, 2011
Page 3**

PUBLIC COMMENT:

None

AGENDA BUILDING:

Strategic Plan Presentation FY 2011/2012 and FY 2012/2013
Activity Guide Re-Design
Scholarship Program Policy
Advertising Policy (in the Activity Guide)

ADJOURNMENT:

Trustee Galeon motioned and Trustee Paniza seconded to adjourn the meeting at 8:40pm. Unanimously approved.

DALY CITY PARKS AND RECREATION COMMISSION
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – TUESDAY, SEPTEMBER 27, 2011

The meeting was called to order by Chair Jack Pastor at 6:05pm.

ROLL CALL:

Commissioners Present: Jack Pastor, Teresa Proano, Thomas Ledda, Mary Tevis

Staff Present: Assistant City Manager/Interim Director Kerry Burns, Tim Birch, Denise Brown, Jennifer Der, Sue Horst, Judy Bush

APPROVAL OF MINUTES:

Motion made by Thomas Ledda and seconded by Mary Tevis to approve the minutes of August 23, 2011, with the revisions of the Recreation Commission Meeting Calendar for Calendar Years 2011 and 2012. Unanimously approved.

APPROVAL OF AGENDA:

Motion was made by Teresa Proano and seconded by Mary Tevis to approve the Agenda. Unanimously approved.

REPORTS

1. Director's Report

Interim Director Kerry Burns announced the appointment of Genevieve V. Jopanda to the Commission. Ms. Jopanda is a District Representative for Assemblywoman Fiona Ma. Ms. Jopanda will be present at our next meeting scheduled October 25, 2011.

a. Aquatics Program –

Interim Director Burns provided a background of the Giammona Pool build and the contribution/partnership of agencies; the description of the pool and amenities; and the relationship of Daly City Dolphins usage and City program usage.

Recreation Supervisor Jennifer Der provided a PowerPoint presentation that included a review of current classes and programs and outlined potential future Giammona Pool program opportunities through the Daly City Library and Recreation Services Department.

Commission discussed the revenue and cost recovery analysis with the usage of both the City programs and Daly City Dolphins.

Chair Pastor introduced each speaker who submitted speaker cards.

Ronald Marske, who said he was speaking as a representative of Daly City Dolphins, commented on the stated 37% of programmable time and compared the participant fees of the Daly City Dolphins and the Daly City Recreation's own DC Swim Club. He spoke of the possibility of working Daly City Dolphins into the Daly City program. The assessment of the demand is uncertain.

Phoebe Lim, who said she has participated in Daly City Dolphins for 35 years, also said swimming is very different. It is a unique sport for coaches and is a year-round program.

Susan Davis stated she wants the Daly City Dolphins swim team to stay in Daly City. Her daughter attends Bridgemont and many students do not know how to swim because they do not have a pool. Ms. Davis said the Daly City Dolphins is the best thing ever.

**Parks and Recreation Commission
Meeting Minutes
September 27, 2011
Page 2**

Chair Pastor thanked the speakers for their comments.

Interim Director Burns reviewed next steps and the City will continue the dialogue with the Daly City Dolphins.

Commission discussed and clarified the details of the Daly City Dolphins organization. Chair Pastor asked the community to keep participating in the dialogue.

b. Update on Program Re-Engineering

Ms. Burns reported that the Recreation Division is continuing to assess, evaluate and review the current programs offered to ensure they meet the community needs. It is anticipated that more information will be presented early next calendar year.

c. Cancellation of Regular Meeting for October

Ms. Burns reminded the Commission that the October 25 regular meeting of the Parks and Recreation Commission will be cancelled. A special joint meeting of the Library Board of Trustees and Parks and Recreation Commission meeting will be held October 25, 2011, 7:00p.m. in the Council Chambers. Motion made by Commissioner Ledda and seconded by Vice Chair Proano to cancel the regular scheduled October 25, 2011, Parks and Recreation Commission Meeting. Unanimously approved.

NEW BUSINESS

No report

ANNOUNCEMENTS/COMMUNICATIONS

No report

PUBLIC COMMENT

City Manager Pat Martel commented that the Aquatic/Daly City Dolphins relationship purpose is to enhance the ability to provide high quality services to this community. She said that like other programs subsidized by the City, the Daly City Dolphins have to become self-sustaining. City Manager Martel said she appreciated Staff's work, the Commission's input and questions raised by the Dolphins. The City aquatics program is one of participation and inclusion.

AGENDA BUILDING FOR NEXT MEETING

Ms. Burns reviewed the items for next meeting:

- Strategic Plan
- Activity Guide Re-Design
- Scholarship Program Policy
- Advertising Policy

ADJOURNMENT

Motion made by Commissioner Tevis and seconded by Vice Chair Proano to adjourn the meeting at 7:40pm. Unanimously approved.



**CITY OF DALY CITY
MEMORANDUM**

To: Parks and Recreation Commission
Library Board of Trustees

From: Kerry E. Burns, Assistant City Manager and Interim Director
of the Department of Library and Recreation Services

By: Denise Brown, Recreation Services Manager
Romeo Benson, Assistant Recreation Program Coordinator

Date: October 25, 2011

Subject: Redesign of the Department of Library and Recreation Services Activity Guide

Recommended Action

Staff recommends the Parks and Recreation Commission and Library Board of Trustees review and provide input to staff on the attached redesigned draft Activity Guide. Staff also recommends the Commission and Board provide feedback on the redesigned draft Activity Guide to the City Council in anticipation of its November 14, 2011 review and approval.

Background

Published quarterly since 1985, the Recreation Activity Guide has been distributed to residents within Daly City, Colma and Broadmoor to publicize the activities, services and programs of the Parks and Recreation Department. The Activity Guide is distributed on a quarterly basis and encompassed all programs including:

- Youth, Teen and Adult Classes;
- Youth and Teen Athletics;
- Aquatics;
- Youth and Teen Services;
- Cultural Arts Programs and Events;
- Educational Programs; and,
- Active Adult Activities.

Throughout the 25 years, staff has introduced different printers and altered templates to improve usability and to reduce production cost.

In addition to the Recreation Activity Guide, the Supporters of the Doelger Senior Center, Inc. has also provided and distributed a Program Guide to the active adult community and its members. This quarterly Program Guide spotlighted the variety of classes, programs, events and services provided for the 50 years-of-age and older community.

Library Board of Trustees and Parks and Recreation Commission
Special Meeting - October 25, 2011
Redesign of the Department of Library and Recreation Services Activity Guide
Page 2

As a result of the consolidation of Library Service and Parks and Recreation Department, we have sought to more effectively utilize limited resources, showcase all programs, events and activities delivered by the consolidated Department and present the material in a new, exciting and more readable format.

Discussion

The Recreation Activity Guide and Doelger Senior Center Program Guide will now be merged into one guide beginning with the distribution of the Winter 2012 Activity Guide (January 2012). The new *Daly City Library and Recreation Services Activity Guide* will continue to reach over 33,000 households and businesses, serving over 125,000 residents, within Daly City, Colma and Broadmoor. The Activity Guide will continue to cover all programs and services delivered to the community through the Recreation Services and Neighborhood and Senior Services Divisions. It will now also include programs and services delivered by the Library Services Division and will showcase each of the four libraries of the Daly City Public Library system.

During the re-design of the Activity Guide, the crucial focus was to create an appealing and user-friendly design specifically made for readers of all ages including new graphics and photographs which would bring programs, activities and events to life for prospective clients and patrons.

As part of the overall initiative to redesign the Activity Guide, with the Summer 2012 Activity Guide, staff proposes reducing the distribution of the Activity Guide from four to three times annually by combining the Winter and Spring Activity Guides while keeping the Summer and Fall Activity Guides as separate guides. This is due to the expansiveness of programs and classes offered during these seasons. Staff believes reducing the Activity Guide from four-to-three will not adversely impact enrollment and participation. However, data will be captured and measured to ensure no adverse impact as a result of the reduced frequency of distribution.

Fiscal Impact

Staff anticipates a savings of staff and production costs through the consolidation of the Activity Guides of approximately \$10,000 annually.

Summary/Conclusion

Staff is available to provide any additional information desired by the Parks and Recreation Commission and/or Library Board of Trustees.

Library Board of Trustees and Parks and Recreation Commission
Special Meeting - October 25, 2011
Redesign of the Department of Library and Recreation Services Activity Guide
Page 3

Respectfully submitted,



Denise Brown
Recreation Services Manager

Romeo Benson
Assistant Recreation
Program Coordinator



Kerry E. Burns
Assistant City Manager and
Interim Director of the Department of
Library and Recreation Services



**CITY OF DALY CITY
MEMORANDUM**

To: Parks and Recreation Commission
Library Board of Trustees

From: Kerry E. Burns, Assistant City Manager and Interim Director - Department of Library and Recreation Services

By: Denise Brown, Recreation Services Manager

Date: October 25, 2011

Subject: Activity Guide Advertisement Policy and Fee Schedule

Recommended Action

Staff recommends the Parks and Recreation Commission and Library Board of Trustees review and provide input to staff on the attached Activity Guide Advertisement Policy and Fee Schedule. Staff also recommends the Commission and Board provide feedback on the Policy and Fee Schedule to the City Council in anticipation of its November 14, 2011 review and approval.

Background

For the past 25 years, the Recreation Activity Guide has accepted advertisements as a means to offset the cost of its production. This practice is becoming increasingly uncommon throughout San Mateo County given the complexity of evaluating community appropriate advertisement submissions. However, due to these difficult economic times, the City's current practice to include advertisements in the Activity Guide is essential to off-set its production cost.

To date, a written policy has not been adopted by the City Council for establishing a framework of acceptable advertisements for inclusion in the Activity Guide. Similarly, the City Council has not approved a fee structure for advertising in the Activity Guide.

If it is the City Council's desire to continue the established practice of accepting advertisement's in the Activity Guide, a City Council approved policy and fee schedule are necessary.

Discussion

The proposed Activity Guide Advertisement Policy and Fee Schedule would establish a uniform policy to define the criteria for accepting advertising as well as a fee schedule. This Policy would establish guidelines for the acceptance of paid advertisements by non-profit groups, organizations and businesses engaged in educational, cultural, intellectual and/or charitable activities within Daly City and the surrounding community.

Library Board of Trustees and Parks and Recreation Commission
Special Meeting - October 25, 2011
Activity Guide Advertisement Policy and Fee Schedule
Page 2

At his/her sole discretion, the Director of the Department of Library and Recreations Services would reserve the right to determine the suitability of advertisements and promotional materials to be displayed in the Activity Guide.

Due to: (1) the many classes, events and other programs designed for children; (2) the financial benefit realized from maximizing participation in City operated and/or sponsored library and recreation programs; and, (3) the City's interest in maintaining a position of neutrality on political and religious issues, advertisements would not be accepted for:

1. Alcohol, tobacco or other drug products;
2. Programs in direct competition with services and programs offered by the City and the Department of Library and Recreation Services;
3. Campaign materials for elections or membership solicitations for religious or political regions;
4. Announcement of membership solicitations, obscene material, solicitation of illegal activity and/or products of a violent nature, including firearms, weapons and ammunition; and/or,
5. Ads that infringe on any copyright as stipulated in the Copy Rights Act.

Advertisements may not contain any fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks on an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or disability. The advertisement must clearly identify the advertiser and under no circumstances shall acceptance of any advertisement be considered an endorsement by the City of Daly City of the product(s) or service(s) advertised or for the company that manufactures, distributes or promotes such product(s) or service(s). The Advertisement Policy would advise perspective advertisers that advertisements would be placed at random in the Activity Guide and that advertising space is limited and only provided on a space available basis.

Annual production cost for the quarterly Activity Guide is approximately \$50,000. This cost is broken down as follows:

- Postage: \$19,000
- Activity Guide Printing: \$25,000
- Hourly Staff: \$6,000

Currently, the Recreation Activity Guide and the Supporters of the Doelger Senior Center, Inc. Active Adults Guide generates approximately \$23,000 in annual advertising revenue.

**Library Board of Trustees and Parks and Recreation Commission
Joint Meeting - October 25, 2011
Activity Guide Advertisement Policy and Fee Schedule
Page 3**

The proposed Activity Guide Advertising Fee Schedule would codify existing advertisement fees and reduce the non-profit discount from 30% to 25% as follows:

<u>Advertisement Size</u>	<u>Proposed Per Ad Cost (Quarterly)*</u>	<u>Proposed Per Ad Cost (Less Than Quarterly)*</u>
Full Page	\$720	\$960
Half Page	\$450	\$600
Quarter Page	\$280	\$375
Business Card	\$160	\$210

*25% Discount for Non-Profits. Only non-profits organized and registered under Section 501(c)(3) serving Daly City may be eligible for non-profit rates.

As part of the upcoming Biennial Budget review and adoption process, staff will be recommending to the City Council a reduction to the publication frequency of the Activity Guide from quarterly to three times annually. As part of this proposal, staff may also recommend changes to the fee structure shown above.

Fiscal Impact

No impact. City Council approval of the fee schedule would codify existing practice.

Summary/Conclusion

Staff is available to provide any additional information desired by the Trustees or Commissioners.

Respectfully Submitted,



Denise Brown
Recreation Services Manager



Kerry E. Burns
Assistant City Manager and
Interim Director – Department of Library
and Recreation Services

**CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
ACTIVITY GUIDE ADVERTISING POLICY**

The Daly City Department of Library and Recreation Services produces an Activity Guide on a quarterly basis to advertise and showcase Department programs, events and classes.

This Policy establishes guidelines for the acceptance of paid advertisements by non-profit groups, organizations and businesses engaged in educational, cultural, intellectual and/or charitable activities within Daly City and the surrounding community.

At its sole discretion, the Director of the Department of Library and Recreations Services reserves the right to determine the suitability of advertisements and promotional materials to be displayed in the Activity Guide.

Due to: (1) the many classes, events and other programs designed for children; (2) the financial benefit realized from maximizing participation City operated and/or sponsored library and recreation programs; and, (3) the City’s interest in maintaining a position of neutrality on political and religious issues, advertisements will not be accepted for:

1. Alcohol, tobacco or other drug products;
2. Programs in direct competition with services and programs offered by the City and the Department of Library and Recreation Services;
3. Campaign materials for elections or membership solicitations for religious or political regions;
4. Announcement of membership solicitations, obscene material, solicitation of illegal activity and/or products of a violent nature, including firearms, weapons and ammunition; and/or,
5. Ads that infringe on any copyright as stipulated in the Copy Rights Act.

Advertisements may not contain any fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks on an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or disability.

The Advertisement must clearly identify the advertiser.

Under no circumstances shall acceptance of any advertisement be considered an endorsement by the City of Daly City of the product(s) or service(s) advertised or for the company that manufactures, distributes or promotes such product(s) or service(s).

Advertisements are placed at random in the Activity Guide. Advertising space is limited and only provided on a space available basis.

<u>Ad Size</u>	<u>Per Ad Cost (Quarterly)*</u>	<u>Per Ad Cost (Less than Quarterly)*</u>
Full Page	\$720	\$960
Half Page	\$450	\$600
Quarter Page	\$280	\$375
Business Card	\$160	\$210

*25% Discount for Non-Profits. Only non-profits organized and registered under Section 501(c)(3) serving Daly City may be eligible for non-profit rates.



**CITY OF DALY CITY
MEMORANDUM**

To: Parks and Recreation Commission
Library Board of Trustees

From: Kerry E. Burns, Assistant City Manager and Interim Director - Department of Library and Recreation Services

By: Denise Brown, Recreation Services Manager

Date: October 25, 2011

Subject: “Build a Dream” Scholarship Policy

Recommended Action

Staff recommends the Parks and Recreation Commission and Library Board of Trustees review and provide input to staff on the attached “Build a Dream” Scholarship Policy. Staff also recommends the Commission and Board provide feedback on the “Build a Dream” Scholarship Policy to the City Council in anticipation of its November 14, 2011 review and approval.

Background

For nearly 20 years, the Parks and Recreation Department has provided scholarship opportunities for the youth of our community through the “Build a Dream” scholarship fund. Funding for the program is provided by clients who registered for a recreation program, event or class, and who provided as part of their registration, a \$2.00 donation. These donations are placed into a fund used exclusively to subsidize registration costs for disadvantaged Daly City youth and teens. Through this scholarship program, youth and teens that would not otherwise be able to afford the registration cost are able to participate in exercise, education and cultural arts activities listed in the Activity Guide. As of June 30, 2011 the scholarship fund balance was approximately \$10,000.

To date, a written policy has not been adopted by the City Council establishing guidelines for providing scholarships or revenue collected by the City through the donations of recreation program participants. Currently, the following informal criteria have to be met by youth and teens to qualify for a scholarship: (1) Daly City residency or attendance at a Daly City school; and, (2) a written request by a parent or guardian. Currently, the applicant is not required to provide proof of residency nor provide documentation demonstrating financial need.

Library Board of Trustees and Parks and Recreation Commission
Joint Meeting – October 25, 2011
“Build a Dream” Scholarship Policy
Page 2

Discussion

The proposed “Build a Dream” Scholarship Policy which will be presented for City Council consideration and adoption at its November 14, 2011 meeting would establish a structure written program and guidelines as well as program and income eligibility requirements. The program would be expanded to include not only youth through the age of 17, but also active adults 50 years of age and older. The maximum allowable proposed program subsidy through the award of a scholarship would be twenty-five percent (25%) for active adults and fifty percent (50%) for youth and teens.

The proposed new policy guidelines would require all applicants to: (1) provide proof of Daly City residency; (2) provide proof of financial need based on specific income eligibility criteria; (3) limit scholarship eligibility to one scholarship per recipient per Activity Guide cycle; and, (4) completion of a formal Scholarship Application for each scholarship request.

In addition to meeting the program criteria above, an applicant would also be required to submit proof of qualification under one of the following programs: (1) San Mateo County General Assistance; (2) Medi-Cal; (3) CalWorks; (4) WIC; or, (5) a school lunch program.

Youth programs qualified for a scholarship would be limited to: youth athletic leagues, youth aquatic classes and the Youth Recreation Program. Active adult programs qualified for scholarships would be limited to dance and fitness classes facilitating physical movement. Program areas not eligible for scholarships would include: tiny tot classes; tennis lessons; camps; trips and excursions; facility and pool-party rentals; active adult arts and crafts, enrichment, computer, food services, games and language program; drop-in classes; all classes and programs serving adults age 18-50 years of age; library services; and, classes \$10 and under.

Fiscal Impact

The continued availability of the scholarships program will remain dependent on the continued generosity of recreation program participants’ donations. There is currently no General Fund financial support available for the continued delivery of the “Build a Dream” Scholarship.

Summary/Conclusion

Staff is available to provide any additional information desired by the Trustees or Commissioners.

Respectfully Submitted,



Denise Brown
Recreation Services Manager



Kerry E. Burns
Assistant City Manager and
Interim Director – Department of
Library and Recreation Services



City of Daly City
Department of Library and Recreation Services
“BUILD A DREAM” SCHOLARSHIP
PROGRAM POLICY

Purpose/Background

This policy details the guidelines, eligibility and procedures required for the submission, review and approval/denial of a “Build a Dream” Scholarship Application.

Policy Overview

- Scholarship applicants must be residents of the City of Daly City.
- It is the mission and policy of the City of Daly City to provide access for all citizens to its Library and Recreation classes, events and programs.
- In recognition of the difficult financial circumstances of some citizens and the barrier these circumstances may impose to accessing fee based classes/programs, the City shall provide a Scholarship Program.
- The specifics of this program are designed and modified to balance the interests of providing access for all within the City’s financial capacity.
- The Scholarship Program shall be based upon an existing system for eligibility, utilizing San Mateo County programs (CalWorks, Medi-Cal, General Assistance and WIC) to establish eligibility thresholds. The purpose of this shall be to ensure integrity of the Scholarship Program which shall be established in a manner that balances administrative simplicity and efficiency and individual confidentiality and dignity, with the City’s need to verify residency and income eligibility.

Requirements:

- The Scholarship Program applicant/recipient must be a Daly City resident.
- Scholarship recipients are only eligible for one scholarship per Activity Guide cycle.
- A new Scholarship Application must be completed for each scholarship requested.

Scholarship Criteria:

- Scholarship assistance is to be used only to off-set the cost of the registration fee and not for supplies, extra fees, admission fees or excursions/field trip fees.
- The following age groups are eligible for the award of a scholarship: Youth through age seventeen (17) and active adults age 50 and older. Adults age 18-50 are ineligible for the Scholarship Program.

**“Build a Dream” Scholarship
Program Policy
Page 2**

- Youth programs qualified for scholarships are limited to: youth athletic leagues, youth aquatic classes and the Youth Recreation Program.
- Active adult programs qualified for scholarships would be limited to: classes which facilitate physical movement.
- Program areas not eligible for scholarships would include: library services, tiny tot classes, tennis lessons, camps, trips and excursions, facility and pool-party rentals, drop-in classes, all classes and programs serving adults age 18-50 years of age and classes \$10 and under.

Other Notes:

- Scholarship assistance will be granted based on established financial need criteria and available funds.
- Applicants must ensure copies of all supporting documents are provided as an attachment to the Scholarship Applications.
- Incomplete Scholarship Applications will not be accepted.
- Scholarship Application packets will not be returned.
- Scholarship recipients must immediately notify the Department of Library and Recreation Services in the event the recipient no longer meets the income criteria.
- All Scholarship Applications and supporting documents will remain confidential.

Process for Application:

After a complete Scholarship Application is submitted to the Department of Library and Recreation Services, staff will commence the following review process:

1. A Scholarship Application must be submitted for consideration at least three (3) weeks prior to the commencement of the Activity Guide cycle.
2. Submittal-alone of a Scholarship Application is not confirmation of program or class enrollment nor a confirmation of scholarship approval.
3. The Department of Library and Recreation Services will notify applicants regarding the approval status of the scholarship request within five (5) business days.

**“Build a Dream” Scholarship
Program Policy
Page 3**

4. The Department of Library and Recreation Services will make the final determination of scholarship eligibility based solely on the information contained in the Scholarship Application, supporting documentation and Scholarship Program criteria.
5. The Department of Library and Recreation Services does not discriminate on the basis of race, color, national origin, gender, age, medical condition, marital status, or religious belief.
6. Applicants who falsify information or do not regularly attend the class or program may be ineligible for future Scholarship Program consideration. If extenuating circumstances prevent regular attendance, please immediately notify the Department of Library and Recreation Services at (650) 991-8001.

City of Daly City
Department of Library and Recreation Services
"BUILD A DREAM" SCHOLARSHIP PROGRAM APPLICATION

Fill Out Form Completely – New Application Required for Each Scholarship Request

Name of Parent/Guardian for Child(ren) Requesting a Scholarship -or- Name of Active Adult Requesting a Scholarship:

Last Name _____ First Name _____
Address _____ City/State/Zip _____
Day/Work Phone _____ Evening Phone _____
Cell Number _____ Email _____

Name (s) of Child(ren) for Whom a Program Scholarship is being Requested:

Last Name _____ First Name _____ Date of Birth ___/___/___
Last Name _____ First Name _____ Date of Birth ___/___/___
Last Name _____ First Name _____ Date of Birth ___/___/___
Last Name _____ First Name _____ Date of Birth ___/___/___

(Please circle one in questions 1 and 2)

1. What percentage scholarship are you applying for? 25% (Active Adult 50+) 50% (Youth)
2. Have you previously received a scholarship? YES NO

Required Documents:

- Completed Scholarship Application AND completed registration form for class or program.
- Proof of Residency: Driver's License (If Driver's License address is incorrect, submission of utility bill with eligible name and address will be required).
- Please check the type of income documentation attached to verify the household income. Only one type is required. Only current documentation accepted. Failure to provide documentation will result in denial of the Scholarship Application.

General Assistance Letter Medi-Cal Letter CalWorks Letter
 WIC Voucher School Lunch Program Participant

I certify that the above and attached are true and correct.

Signed: _____ **Date:** _____

OFFICE USE ONLY:

Approval or Denial By: _____/_____/_____ Date Processed ___/___/___
Household Income Total: _____ Notified By/On: _____
Reason for Denial: _____



**CITY OF DALY CITY
MEMORANDUM**

To: Parks and Recreation Commission
Library Board of Trustees

From: Kerry E. Burns, Assistant City Manager and
Interim Director - Department of Library and Recreation Services

Date: October 25, 2011

Subject: Fiscal Year 2011/12 Strategic Plan-Department of Library and Recreation Services

Recommended Action

Informational item only – no formal action required. Staff recommends the Library Board of Trustees and Parks and Recreation Commission review and provide input to staff on the attached Fiscal Year 2011/12 Strategic Plan of the Department of Library and Recreation Services.

Background

As part of the Assessment of the Parks and Recreation Department performed in 2010, various recommendations were made for the more efficient and effective administration and management of the Department. One such recommendation was the annual development of a strategic or work plan for the Department's delivery of non-routine and new projects and initiatives. With the recent consolidation of Library Services and Parks and Recreation Departments, staff has developed, under the direction of the City Manager, the attached strategic plan. This strategic plan is intended to be a living document and not one which, after its development, is placed on a shelf only to collect dust. This strategic plan will serve as the Department's living road map for planning work and measuring outcomes. It is divided into four sections, each representing the four divisions of the Department of Library and Recreation Services: Administration, Neighborhood and Senior Services, Recreation Services, and Library Services.

Discussion

Since the July 2011 Department consolidation, and under the direction of the City Manager, staff has developed the attached strategic plan. This plan represents the input of the City Council, City Manager and Department staff as well as interests and concerns shared with staff by the Library Board of Trustees and the Parks and Recreation Commission. This strategic plan charts the Department's course from July 1, 2011 through June 30, 2012 and beyond. It contains 33 separate and distinct projects and initiatives. It is important to note these projects and initiatives are in addition to the day-to-day activities required to deliver the services of the Department.

Library Board of Trustees and Parks and Recreation Commission
Special Meeting – October 25, 2011
Fiscal Year 2011/12 Strategic Plan-Department of Library and Recreation Services
Page 2

In the first year of the newly consolidated Department, the priority initiatives and projects of the strategic plan seek first to:

- Address the immediate administrative and operational areas requiring action a result of the Department consolidation such as an update to the Department's webpage and Municipal Code sections;
- Ensure sustainability while reducing the impact on the General Fund from programs, events and classes offered through the Recreation Services Division and Neighborhood and Senior Services Division;
- Expand programs which could produce greater cost recovery such as the aquatics program;
- Establish more appropriate legal and operational joint use agreements with community partners; and,
- Deploy new technology such as a Radio Frequency Identification system, to improve efficiency and productivity.

Upon the completion of these foundational projects and initiatives, staff will then be able to turn its attention to the cultivation and delivery of projects and initiatives to ensure the vitality of Department programs, events and classes, including:

- Expand cultural programs and events;
- Develop and implement a comprehensive City-wide volunteerism program;
- Develop a needs assessment action plan and outreach and marketing campaign for library services and programs; and,
- Develop enhanced and expanded literacy and lifelong learning programs.

Fiscal Impact

In itself, the strategic plan presents no fiscal impact. However, as noted throughout the strategic plan, projects are either fully or partially funded. Other initiatives are unfunded and are awaiting funding from support groups such as the Library Associates or through the upcoming Fiscal Year 2012/13 Biennial Budget process.

Library Board of Trustees and Parks and Recreation Commission
Special Meeting – October 25, 2011
Fiscal Year 2011/12 Strategic Plan-Department of Library and Recreation Services
Page 3

Summary/Conclusion

Staff is pleased to deliver to the Library Board of Trustees and Parks and Recreation Commission the Fiscal Year 2011/12 Department of Library and Recreation Services Strategic Plan. We believe this is an aggressive plan given limited financial and staff resources but believe each of these projects and initiatives are essential for the effective and proactive delivery of Department programs and services.

Staff is available to provide any additional information desired by the Trustees or Commissioners.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Kerry E. Burns".

Kerry E. Burns
Assistant City Manager and
Interim Director – Department of
Library and Recreation Services

Strategic Plan - Fiscal Year 2011/12
Department of Library and Recreation Services
ADMINISTRATION

	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<u>Consolidate Department Administration</u>						
Develop a centralized administration for the newly consolidated Department.	September 2011/ Completed	Fill the vacant administrative assistant, determine the roles and responsibilities of administrative staff and centralize staff in one location. Make adjustments to workspace as necessary.	1	Public Works and Human Resources	Funded	Develop a centralized administration location to ensure effective and efficient flow of work and communication.
<u>Department Branding</u>						
Ensure all prior Library Department and Parks and Recreation Department materials are branded to represent the new Department of Library and Recreation Services.	September 2011/ Completed	Re-brand all library, recreation and neighborhood and senior services materials with new department name (signage, stationary, business cards, forms, webpage, etc.)	2	City Manager's Office, Finance Department, Library Board of Trustees, Parks and Recreation Commission and City Council	Funded	Implement Transition Team recommendations, create a cataloging system and timely implementation of initiative.
<u>Board and Commissioner Training</u>						
Ensure the Library Board of Trustees and the Parks and Recreation Commission members receive training on the newly consolidated department and their advisory roles and responsibilities.	September 2011/ Completed	Provide the Trustees and Commissioners with training on their advisory roles for the newly consolidated department.	3	City Manager's Office, City Attorney's Office, and City Council	Funded	Effective, enriching and beneficial training.

Strategic Plan - Fiscal Year 2011/12
Department of Library and Recreation Services
ADMINISTRATION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project/Initiative Goal
<u>Department-Wide Communication Plan</u> To support the consolidation and ensure timely and accurate cross-department communication, implement varied approaches to communicate with and engage department staff.	September 2011/ Completed	Implement varied department-wide platforms for improving staff engagement and communication including monthly department-wide meetings, monthly Brown Bag Lunch, division meetings and publication of the weekly "In the Loop" e-mail updating department staff on the prior and future week's activities and accomplishments.	4	Internal Only	Funded	Ensure timely and effective communication of department activities, initiatives and issues and create a vehicle to ensure staff input.
<u>Municipal Code Update</u> Update the Parks and Recreation and Library sections of the City's Municipal Code to reflect the newly consolidated department and the roles and responsibilities of the advisory bodies.	March 2012	Review Municipal Code and update to incorporate changes resulting from the consolidation of the Parks and Recreation and Library Departments. Codify the roles and responsibilities of Library Board and Parks and Recreation Commission.	5	City Manager's Office, City Attorney's Office, Parks and Recreation Commission, Library Board of Trustees and City Council	Funded	Updated Municipal Code to ensure it fully and accurately contains the new department structure and roles and responsibilities of the advisory bodies.
<u>Department Website Redesign and Update</u> Consolidate the department under one homepage (Phase I) and audit, refresh and redesign information presentation and content (Phase II).	Phase I: July 2011/ Completed Phase II: March 2012	Develop a new Department website homepage for the Department of Library and Recreation Services to reflect the Department's new identity and enhance information delivery.	6	Finance Department	Funded	Timely, accurate, informative and easily usable information on Department programs, services and activities.

Strategic Plan - Fiscal Year 2011/12
Department of Library and Recreation Services
ADMINISTRATION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project/Initiative Goal
<p><u>Joint Use Agreements</u> In many cases for the first time, develop or update for City Council adoption, joint use agreements with community partners on collaborations and shared facility use.</p>	<p>April 2012</p>	<p>Develop joint use agreements with community partners to document the roles and responsibilities of the respective relationship.</p>	<p>7</p>	<p>Community Partners, City Manager's Office, City Attorney's Office, and City Council</p>	<p>Funded</p>	<p>Comprehensive written agreements between the City and community partners.</p>
<p><u>Policies and Procedures Audit and Development</u> To ensure effective, consistent and efficient application of Department policies and procedures, ensure they are in writing, vetted, approved by the appropriate body, and easily accessible.</p>	<p>April 2012</p>	<p>Audit existing policies and procedures, update where necessary and develop new written policies and procedures to document Department practices.</p>	<p>8</p>	<p>City Manager's Office, City Attorney's Office, Library Board of Trustees (as necessary), Parks and Recreation Commission (as necessary) and City Council (as necessary)</p>	<p>Funded</p>	<p>Develop written policies and procedures to ensure the consistent, predictable and defensible application of Department policies and procedures.</p>
<p><u>Facility Rental Fees and Reservation Procedures Update</u> Develop a streamlined facility reservation and rental procedure and develop a tiered fee structure.</p>	<p>May 2012 (Part of Fiscal Year 2012/13 Budget Adoption Process)</p>	<p>Develop a streamlined process for facility reservations and rentals with clear written guidelines, procedures and forms. Ensure new process minimizes customer and staff steps necessary to process and manage a reservation. Develop a tiered fee structure for City Council adoption.</p>	<p>9</p>	<p>City Manager's Office, City Attorney's Office, Parks and Recreation Commission and City Council</p>	<p>Funded</p>	<p>Streamlined facility reservation and rental process, reduce administrative complexity and tiered fee structure.</p>

Strategic Plan - Fiscal Year 2011/12
Department of Library and Recreation Services
ADMINISTRATION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project/Initiative Goal
<u>Program, Event and Class Refund Procedure</u>						
Create a streamlined procedure for refunding patron program/event/class fees.	January 2012	To improve administrative efficiency and patron satisfaction, develop a refund procedure to streamline existing resource-intensive procedure.	10	City Manager's Office, City Attorney's Office, Finance Department and Parks and Recreation Commission	Funded	Implement a streamlined and uniform refund policy.
<u>Computer Hardware Replacement and Deployment Assessment</u>						
Ensure, over time, all staff and public computers are incorporated into the computer replacement program.	June 2012 and Beyond	Inventory existing technology hardware and software Department-wide. Phase-out inefficient or unnecessary equipment. Over time, fully fund replacement program.	11	City Manager's Office, Finance Department, and City Council	Partially Funded	Ensure technology replacement and deployment is funded and meets the Department's mission.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
NEIGHBORHOOD AND SENIOR SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<u>Neighborhood and Senior Services Programs, Events and Classes</u>						
Per City Council direction, restructure programs, events and classes to ensure greater cost-recovery and ongoing sustainability.	June 2012/ Biennial Budget Process	Update previously completed cost study; modify, recreate or eliminate programs, events and classes to ensure the sustainability of programmatic opportunities offered to the community to reduce their General Fund subsidy. Increase collaboration to sustain programs, events and classes. Develop a master fee schedule.	1	City Manager's Office, City Attorney's Office, Finance Department, Parks and Recreation Commission and City Council	Partially Funded	Adopt a master fee schedule and reduce the General Fund subsidy to programs consistent with City Council direction.
<u>Supporters of the Doelger Senior Center, Inc. Transition</u>						
Transition the fund-raising, administration and management of the non-profit to the Board and new executive director and develop new relationships for meeting the needs of the Doelger Senior Center's active adults.	January 2012	Support and aid the transition of the Supporters to administrative and fiscal self-administration and management. Provide historical and administrative background, expertise and records. Develop guidelines and structure for volunteer engagement and program support.	2	City Manager's Office, City Attorney's Office, Finance Department, Supporters, and Parks and Recreation Commission	Funded	Ensure program transition continuity.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
NEIGHBORHOOD AND SENIOR SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<p><u>Needs Assessment Action Plan</u> Through civic engagement, assess the community's need for and interest in existing and new programs and services delivered by the consolidated department.</p>	<p>June 2012</p>	<p>Work with community stakeholders and program participants to continually assess which programs and services of the consolidated department best meet the community's diverse and evolving needs and interests. Share input department-wide and, as appropriate, assist in the development and delivery of programs and services. Develop a civic engagement format (presentations, survey's and written materials) for areas such as hours of operation, rental patterns and seasonal events. Continually assess changing neighborhood demographics to ensure the programs and services of the consolidated department meet the broadest needs of each unique neighborhood.</p>	<p>3</p>	<p>City Manager's Office, Library Board of Trustees, Parks and Recreation Commission and City Council</p>	<p>Funded</p>	<p>Quarterly City-wide multi-lingual civic engagement sessions to solicit community input on the programs and services offered by the consolidated department. Ensure information is provided department-wide to facilitate resiliency in the programs and services offered.</p>
<p><u>Cultural Programs and Events</u> Develop and produce City-sponsored culturally diverse programs to celebrate the special and unique nature of the Daly City community.</p>	<p>June 2012</p>	<p>Review, assess and further develop and market existing cultural celebrations (Black History, Hispanic Heritage and Women's History events) and evaluate the feasibility of delivering additional or alternative events to expand the diversity of the program.</p>	<p>4</p>	<p>City Manager's Office and City Council</p>	<p>Partially Funded</p>	<p>Within the resources available, offer programs and events to broadly celebrate the diversity of the Daly City community.</p>

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
NEIGHBORHOOD AND SENIOR SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<p><u>City-Wide Volunteerism Program</u> Implement a City-wide Volunteer Program</p>	<p>June 2012</p>	<p>Expand the City resources available to meet community needs by fully implementing a City-wide volunteer program. Complete and fully implement the City-wide volunteer program webpage, application, volunteer opportunity descriptions and guidelines.</p>	<p>5</p>	<p>All City Departments</p>	<p>Funded</p>	<p>Offer volunteer opportunities to the community, within each City department, to share volunteer talent and expertise.</p>
<p><u>Library and Recreation Facilities Scheduling Procedure</u> Create a uniform policy to prioritize the use and scheduling of Library and Recreation facilities for programs, events and classes.</p>	<p>June 2012</p>	<p>Develop uniform guidelines and procedures for scheduling the delivery of programs, events and classes in Department facilities to maximum facility use, ensure cost efficiency and patron enjoyment.</p>	<p>6</p>	<p>Internal Only</p>	<p>Funded</p>	<p>Implement guidelines and procedures to ensure the efficient and cost effective utilization of Department facilities.</p>

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
RECREATION SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<u>Recreation Programs, Classes and Activities</u>						
Per City Council direction, restructure programs, events and classes to ensure greater cost-recovery and ongoing sustainability.	June 2012/ Biennial Budget Process	Update previously completed cost study, modify, recreate or eliminate programs, events and classes to ensure the sustainability of programmatic opportunities offered to the community to reduce their General Fund subsidy. Increase collaboration to sustain programs, events and classes. Develop a master fee schedule.	1	City Manager's Office, City Attorney's Office, Finance Department, Parks and Recreation Commission and City Council	Partially Funded	Adopt a master fee schedule and reduce the General Fund subsidy to programs consistent with City Council direction.
<u>Expanded Aquatics Program at Giamonna Swimming Pool Complex</u>						
Develop an exciting and expanded aquatics program for the use and enjoyment of Daly City residents.	January 2012	Restructure the availability and utilization of the swimming pool by private groups, develop an exciting and expanded aquatics program for the use and enjoyment of residents, to the fullest extent possible, all allocated City programming hours for community use and revenue generation.	2	City Manager's Office, Finance Department, Parks and Recreation Commission, and City Council	Partially Funded	City Council adoption of an expanded aquatics program and fee structure for the use and enjoyment of the entire Daly City community.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
RECREATION SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<u>Activity Guide Advertisement Policy and Fee Structure</u>						
Develop for City Council adoption, a policy and fee structure for advertisement in the Department of Library and Recreation Services Activity Guide.	January 2012	Develop a policy and fee structure for adoption by City Council to ensure community beneficial advertisers are showcased in the Activity Guide and the cost associated with the production of the Activity Guide are defrayed by advertising revenue.	4	City Manager's Office, City Attorney's Office, Parks and Recreation Commission, Library Board of Trustees and City Council	Funded	City Council adoption of a uniform policy and fee structure for advertisement in the Activity Guide.
<u>Activity Guide</u>						
Redesign and reformat Department Activity Guide (Phase I) and reduce frequency from four-to-three times annually (Phase II).	Phase I: January 2012 Phase II: Fiscal Year 2012/12	Phase I: Redesign and reformat the Department Activity Guide to ensure greater ease of use, expanded advertisement of library and active adult programs and services and reduce ongoing production cost. Phase II: Reduce production of the Activity Guide from quarterly to three times annually.	3	City Manager's Office, Parks and Recreation Commission, Library Board of Trustees and City Council	Funded	Introduce to the community a newly formatted Activity Guide that reduces the City's cost to produce, generates positive community feedback and enhances community awareness and participation in all Department programs, events and classes.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
RECREATION SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Division Priority	Dependency	Budget Impact	Project or Initiative Goal
<u>Scholarship Policy</u>						
Develop for City Council adoption, a policy for reducing program, event and class fees for eligible youth, teens and active adults.	January 2012	Develop a structured scholarship application process, criteria, and policy for youth, teens and active adults.	5	City Manager's Office, City Attorney's Office, Parks and Recreation Commission and City Council	Partially Funded Through Donations	City Council adoption of a uniform policy and scholarship criteria.
<u>Program/Event/ Class Flyer and Certificate Standardization</u>						
Develop a database of fliers and certificates for use by Department staff to promote programs, events and classes and to celebrate participants.	December 2011	To improve efficiency and enhance the effectiveness and consistency of printed promotional materials, develop standardized fliers and certificates.	6	Internal Only	Funded	Improved staff efficiency, content presentation and effectiveness of fliers and certificates.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
LIBRARY SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Priority	Dependency	Budget	Project or Initiative Goal
<u>Radio Frequency Identification (RFID) Technology Implementation - All Libraries</u>						
Implement the new industry-standard technology for collection and circulation management.	Phase I: December 2011 Phase II: June 2012 (Serramonte Library On-Hold Pending Re-Design Funding)	Implement new technology to enhance collection management and customer service. Phase I: Attach RFID microchips to all collection materials and install scanning stations at service and processing desks and security gate systems at all branch libraries. Phase II: Install RFID patron self-check systems at all branch libraries.	1	City Manager's Office, Finance Department, Public Works Department and Peninsula Library System	Funded	Achieve implementation target dates within budget.
<u>Collection Management - All Libraries</u>						
Update collection for Radio Frequency Identification technology implementation by deselecting and repairing/rebinding damaged materials.	Phase I: October 2011 Phase II: June 2012 and Beyond	Phase I: For cost efficiency and collection management, audit and deselect materials in all collections and, within industry standards, remove inaccurate, outdated and unused (with exceptions) materials to ensure only appropriate materials are converted to RFID technology. Work with the Library Associates and Better World Books to sell obsolete materials. Phase II: Mend or rebind damaged materials identified during collection review.	2	Library Associates and Better World Books	Funded	Comprehensive review of the collection with appropriate removal of items prior to the commencement of the RFID technology implementation. Repair or rebind damaged materials.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
LIBRARY SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Priority	Dependency	Budget	Project or Initiative Goal
<p><u>Serramonte Library Space Re-Design</u> To fully implement new Radio Frequency Identification technology and address inefficiencies caused by physical barriers, re-design the layout of various spaces at the library.</p>	<p>Fiscal Year 2012/13 (Funding Dependent)</p>	<p>Re-design the circulation, reference and public computers areas to implement new RFID technology and better serve the public. Expand computer lab.</p>	<p>3</p>	<p>City Manager's Office, Finance Department, Public Works Department, Library Board of Trustees and City Council</p>	<p>Unfunded</p>	<p>Re-designed space to enhance ease of patron use and staff efficiency through the introduction of new technology and more effective use of limited physical spaces.</p>
<p><u>Cataloging System Update</u> Reclassification of the Dewey Decimal System throughout the collection.</p>	<p>June 2012 and Beyond</p>	<p>Every 7-10 years, the Dewey Decimal System is updated and revised. The most recent revision occurred in 2011. Thorough analysis of the new classifications is will be conducted to determine what changes are required to the collection. Once this determination is made, the affected collection materials will be reclassified (assigned updated Dewey call numbers).</p>	<p>4</p>	<p>Internal Only</p>	<p>Funded</p>	<p>Ensure consistency with the Dewey Decimal and Peninsula Library Systems.</p>

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
LIBRARY SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Priority	Dependency	Budget	Project or Initiative Goal
<u>Outreach and Marketing Campaign</u>						
To expand community and patron interest in the Daly City Public Library, develop and implement a marketing campaign to showcase library programs and services to retain existing patrons and attract new users.	June 2012 and Beyond (Funding Dependent)	Utilize multiple forms of print and electronic media, multi-generational and cultural resources and expand information contained on the City's website to showcase and advertise the services, programs and activities of the Daly City Public Library.	5a	City Manager's Office and Library Board of Trustees	Partially Funded	Showcase and advertise library programs and services. Increase circulation and program attendance.
Enhanced youth outreach and partnerships.	June 2012 and Beyond (Funding Dependent)	Develop enhanced partnerships with teachers, schools and after-school programs to showcase library services, programs and activities. Encourage enthusiasm in self-directed and lifelong learning.	5b	School districts and non-profits.	Funded	Increased youth program participation.
<u>Enhanced and Expanded Literacy and Lifelong Learning Programming - All Libraries</u>						
Revamp existing and develop new and exciting program opportunities to serve the literacy and lifelong learning interests of the community.	June 2012 and Beyond (Funding Dependent)	In conjunction with the Neighborhood and Senior Services Division, assess community interest in existing and new programming. Revamp existing and develop new programming to meet the diverse needs and interests of the community.	6	Internal with special guest participation and Library Board of Trustees	Partially Funded	Favorable patron survey results and increased community participation.
<u>Data Collection, Research and Assessment of Patron Use Trends and Needs</u>						
Develop relevant and actionable measurement tools to assess the success and effectiveness of library services.	June 2012 and Beyond (Funding Dependent)	In response to declining patron use at the Daly City Public Library, in partnership with the Neighborhood and Senior Services Division, assess patron usage and service preferences.	7	Internal Only	Partially Funded	Develop new and more relevant measurement tools.

Strategic Plan - Fiscal Year 2011/12
 Department of Library and Recreation Services
LIBRARY SERVICES DIVISION

Project or Initiative	Implementation Date	Description	Priority	Dependency	Budget	Project or Initiative Goal
Improve public computer hardware and software management and standardization.	April 2012	Update existing technology to meet patrons' needs for educational, social and entertainment information. Install regular software updates and scheduled hardware updates. Develop a log tracking frequency and nature of updates. Develop and document consistent settings for time-limited, public internet, productivity, homework, creativity, public access catalog and staff computers.	8	Finance Department and Peninsula Library System	Partially Funded	Successful access and utilization of available technology by patrons of all ages. Comprehensive documentation of individual computer configurations and complete log of software updates. Fewer patron complaints and reduced troubleshooting.
<u>Patron Support and Assistance</u> Ensure quality technical support for patrons using library e-books with thorough staff training.	June 2012	Train staff on the various e-book platforms currently offered by the Library.	9	Internal Only	Funded	Provide necessary patron support and assistance to ensure quality customer service on current technology.