



2018-2020 Strategic Planning **Library and Communications**

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City Librarian and Director of Communications

November 15, 2017

Overview

Library

- Goal 4. Improve and continue to maintain the infrastructure
- Goal 5. Continually assess and deliver effective, efficient, and environmentally sustainable municipal services

Communications

- Goal 2. Increase community involvement in City governance and decision-making through communication and technology
- Goal 5. Continually assess and deliver effective, efficient, and environmentally sustainable municipal services

Sausalito Public Library



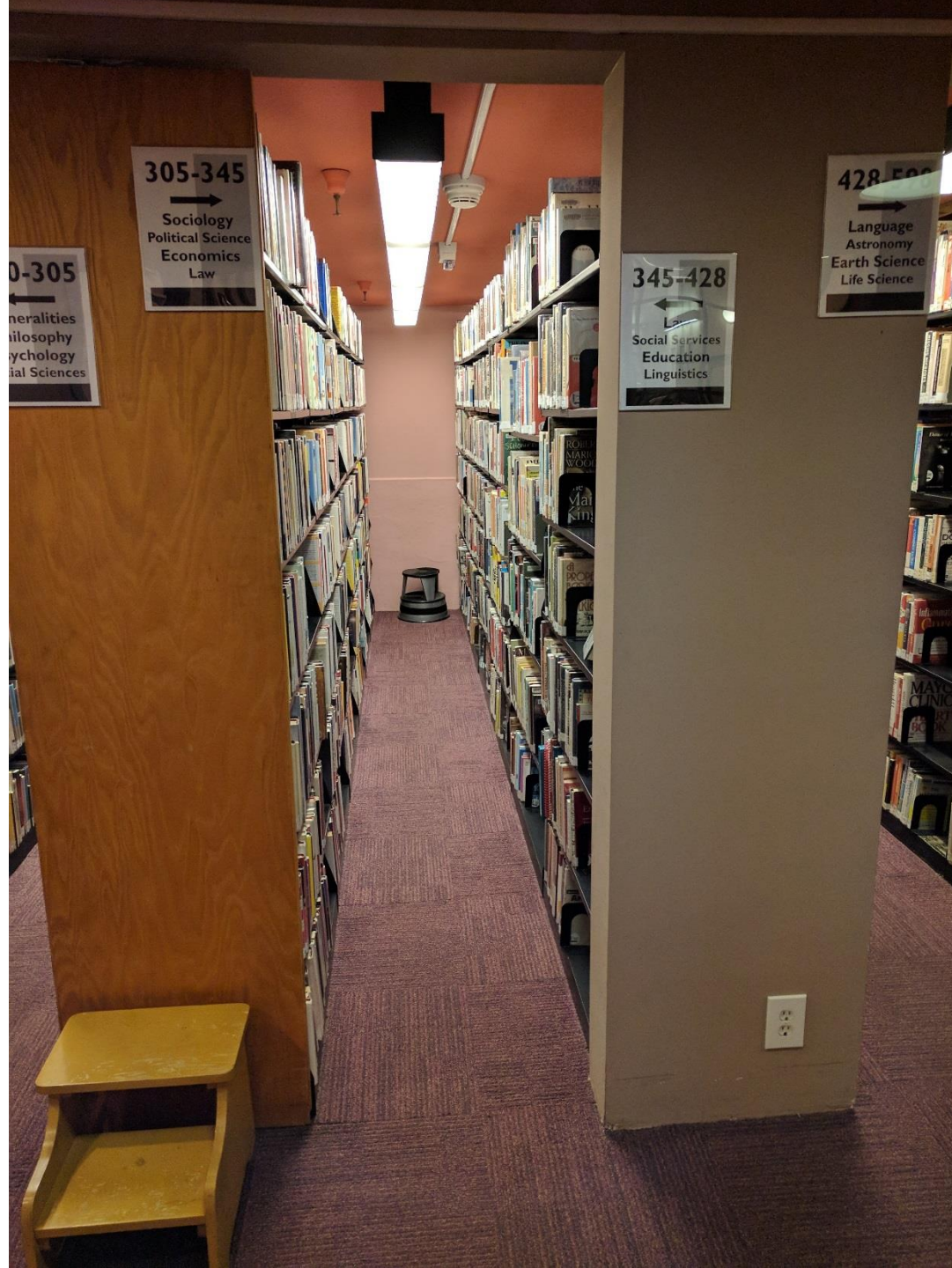
Goal 4. Improve and continue to maintain the infrastructure

Objective 4.3: Remodel Civic Center and Library

The full ADA analysis and transition plan for Sausalito City Hall has identified barriers to access that would cost the City hundreds of thousands – if not millions – of dollars to resolve structurally. Given the other, non-ADA deficiencies of City Hall and the Library, the required barrier removal presents an efficient and opportune time to undertake a comprehensive evaluation of space and structural needs as does the General Plan Update to determine the long-term intended use of the facility.

Objective 4.3 Civic Center and Library Remodel Milestones	Status	Fiscal Year
a) ADA analysis of City Hall deficiencies	Completed	
b) Space needs assessment of City Hall departments & tenants		2018-19

Objective: ADA Remediation and Remodel of Library



**Goal:
ADA
Remediation
and Remodel
of Library**



Goal 5. Continually assess and deliver effective, efficient, and environmentally sustainable municipal services

Objective 5.4: Identify technology that can improve service levels

Identifying, selecting and implementing alternatives to existing means of communicating, exchanging resources, and issuing and regulating permits will improve service levels and reduce costs. Just as Sausalito's Library already provides significant benefits to the community without the requirement that a user be present at the Civic Center, all City services must be optimized for improved service levels, convenience, accuracy, transparency and reduced costs.

Objective 5.4 Technology Innovations Milestones	Status	Fiscal Year
<p>d) Library</p> <ul style="list-style-type: none"> • Implement credit-card address verification to allow new Library patrons to receive authentication for a full-feature library card without having to physically come to the Library. • Deploy “digital library card” app that allows a patron to use a mobile device to check out books at the Library’s check-out stations. • Create automated e-mail reminders for patrons with expiring Library cards and facilitate remote card renewal and contact information updates. • Deploy Library-specific email newsletters for adult and children’s weekly program schedules and Library news. • Expand Library offerings of streaming and downloadable movies and music. 	<p>Completed</p> <p>Completed</p> <p>Partial</p> <p>Completed</p> <p>Completed and ongoing</p>	<p>2016-17</p> <p>2016-17</p> <p>2016-17</p> <p>2016-17</p> <p>Ongoing</p>

Objective 5.4 Technology Innovations Milestones	Status	Fiscal Year
d) Library <ul style="list-style-type: none"> • Replace newspaper microfilm machine with digital access to Sausalito newspapers • Deploy Library connection to CalREN high-speed internet backbone, which should increase library internet speeds by a factor of 50 • Relaunch Library website, in conjunction with the launch of a new City of Sausalito website • Develop programs that utilize 3D printer obtained via grant in 2017-18 • Provide infrastructure for wi-fi printing, scanning, and color copying for Library patrons • Replace Tech Test Drive table with charging station for mobile devices • Deploy an ADA-compliant self-serve checkout station 	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p></p> <p>Partial</p> <p></p> <p></p>	<p>2016-17</p> <p>2016-17</p> <p>2017-18</p> <p>2017-18</p> <p>2017-18</p> <p>2018-19</p> <p>2019-20</p>

Accomplishment: Digitize Sausalito Newspaper Archives



VIEW FILM

Accomplishment: High-Speed Internet Access for Library Users

The image displays a speedtest results interface with a dark grey background and light blue accents. At the top, there are two main sections: 'DOWNLOAD' and 'UPLOAD'. The download speed is 488.38 Mb/s, and the upload speed is 484.00 Mb/s. Below these, there are four smaller sections: 'PING: 9 ms', 'RATING: ★★★★★', 'ISP: CSU ★★★★★', and 'SERVER: SAN FRANCISCO, CA'. At the bottom, there is a large blue button that says 'TAKE A SPEED TEST' and a smaller text prompt 'Compare your own result'.

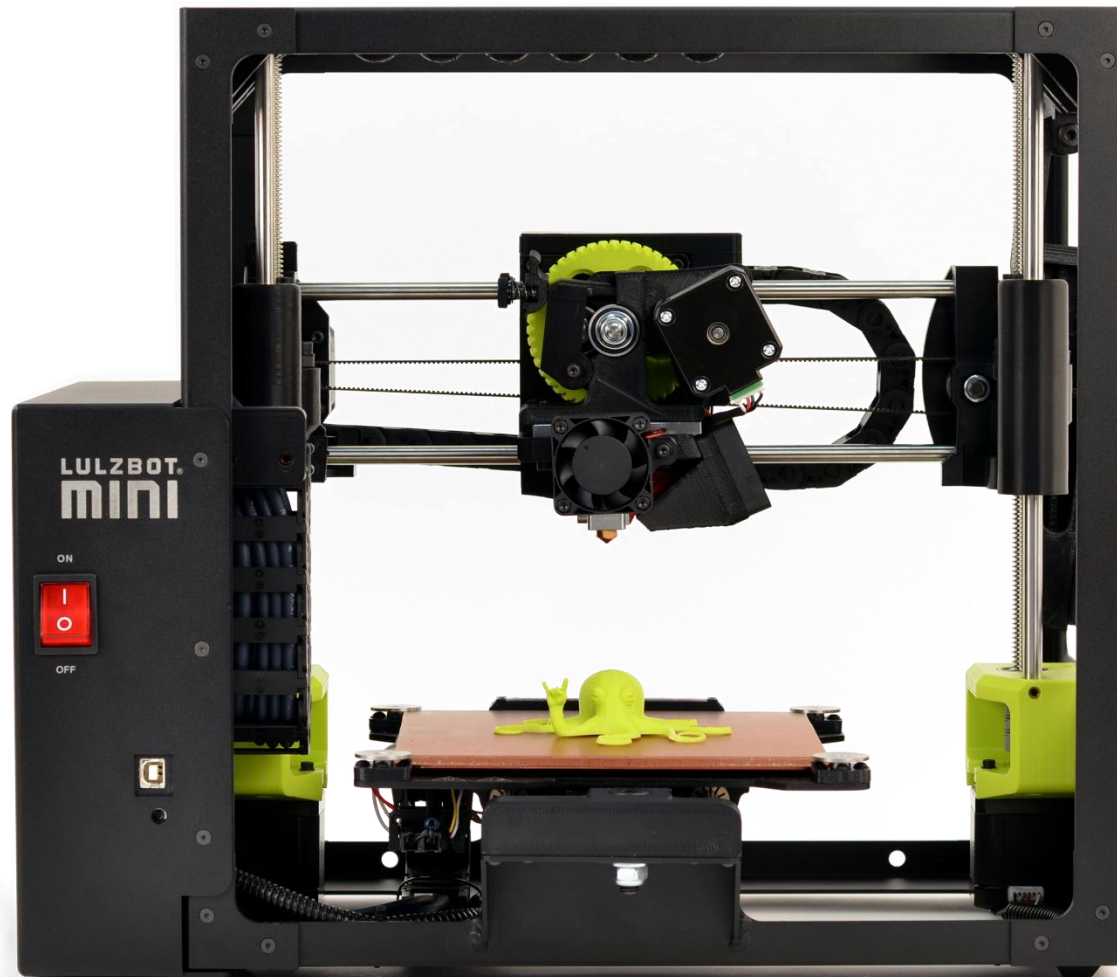
Metric	Value
Download Speed	488.38 Mb/s
Upload Speed	484.00 Mb/s
Ping	9 ms
Rating	★★★★★
ISP	CSU ★★★★★
Server Location	SAN FRANCISCO, CA

7/14/2017 at 7:53 PM GMT ID: 6455712071

[TAKE A SPEED TEST](#)

Compare your own result

Objective: Develop Programs Around New 3D Printer



Objective: New Services Like Wi-Fi Printing



Objective: New Digital Resources

The image shows a screenshot of the Kanopy website. At the top, the Kanopy logo is on the left, followed by a 'Subjects' dropdown menu. A search bar in the center contains the text 'Search videos, subjects...' and a magnifying glass icon. On the right, there is a user profile icon for 'sausalito' and a notification bell icon.

The main banner features a background image of two people in a historical setting. The text 'KANOPY SPECIAL COLLECTION' is at the top of the banner, followed by 'HISTORICAL DRAMA' in large, bold letters. Below this, a 'Watch now' button is centered. The title 'Wuthering Heights' is visible in the bottom right corner of the banner.

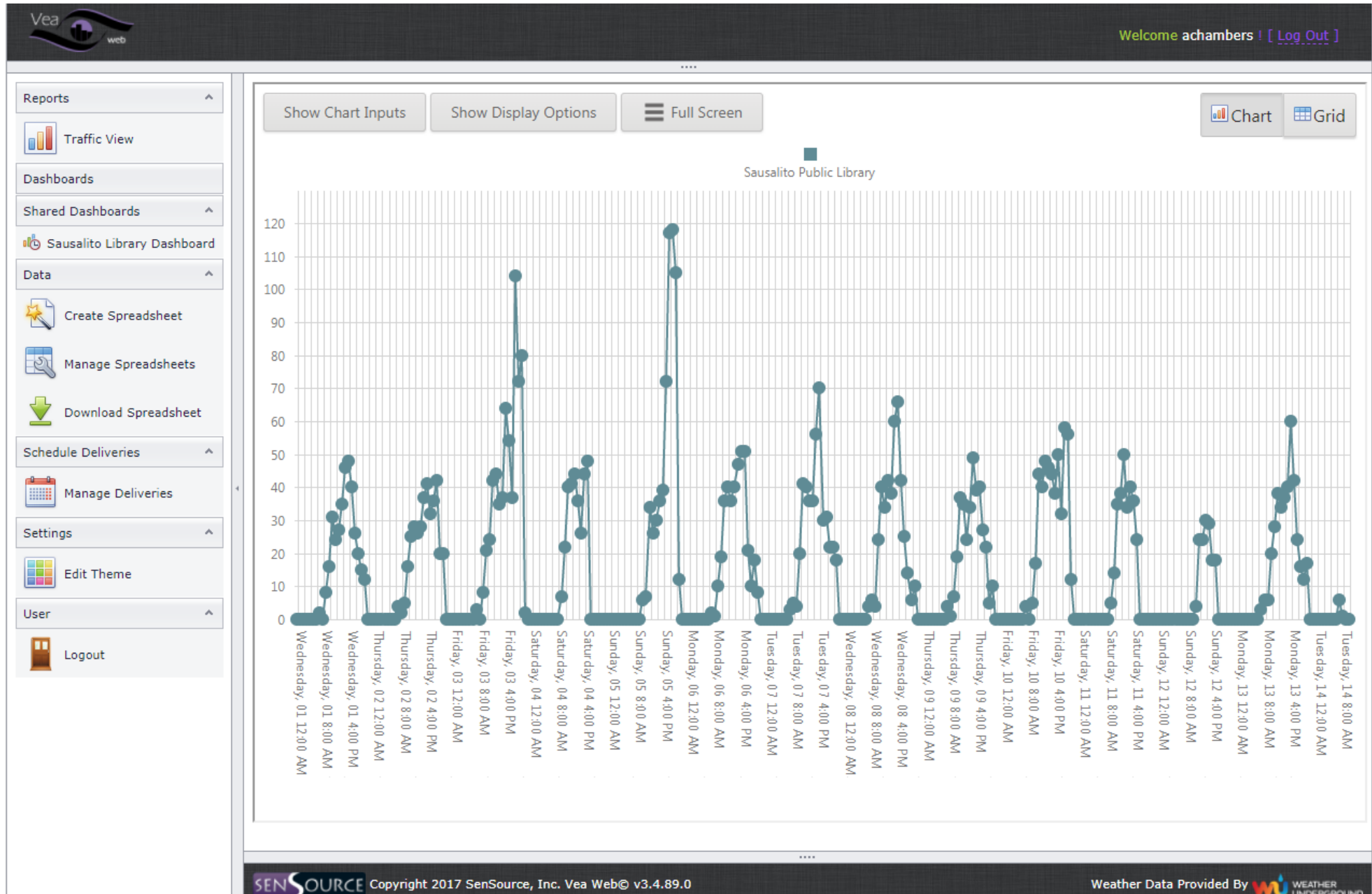
Below the banner, there are two rows of video thumbnails. The first row is titled 'Popular Documentary' and includes thumbnails for 'The Witness', 'The Reagan Show - Th...', 'Reset - Behind the Sce...', 'I Am Not Your Negro - ...', 'Tickling Giants - Uniti...', 'America Divided - In a ...', 'The Red Pill - A Femini...', 'Beyond Food - Explori...', and 'GTFO: Ge...'. The second row is titled 'Independent Film' and includes thumbnails for 'Lolita', 'DONNIE DARKO', 'ALMOST ADULTS', 'THE WATERMELON WOMAN', 'Beautiful FANTASTIC', 'LE WEEK-END', 'THE GIRL ON THE TRAIN', 'IT HAD TO BE YOU', and 'GABY LY...'. Each thumbnail includes a small image and the title of the video.

Objective 5.5: Develop/Update departmental strategic, operational, staffing plans

The effective delivery of municipal services is crucial to creating cities that work. In the City of Sausalito, households and businesses depend on the provision of basic municipal services, including police, recreation, library, planning, code enforcement, roads and road maintenance, sewer collection systems, parking and building and grounds maintenance. These services support the economic development of the City. Poor levels of service, interruptions, low coverage levels, and other problems can undermine quality of life in municipalities and erode trust in local government. By developing and updating departmental strategic, operational and staffing plans, the City plans to continue the delivery of efficient and effective, qualitative and environmentally sustainable municipal services.

Objective 5.5 Departmental Plans Milestones	Fiscal Year
Evaluate Best Practices and Develop department goals that map to Strategic Plan goals.	Annually in budget process
<p>Library</p> <ul style="list-style-type: none"> • Experiment with alternate staffing approaches to Library service desk to increase flexibility and cost efficiency, e.g. staffing the desk on Saturday mornings with two Library Assistants. • Perform study and review of Library open hours to determine if modification is warranted. • Continue to add new electronic offerings to the Digital Collections on our website [ongoing] • Experiment with removing fines on all non-new items in the adult collection 	<p>Annually in budget process</p> <p>Annually in budget process</p> <p>Annually in budget process</p> <p>2018-19</p>

Objective: Consider Changes to Library Hours



Objective: Experiment with Discontinuing Overdue Fines

Check Out	0	Fines Collect Money Waive Charges Add Charge Fines Paid Patron Notes				
Checked-Out Items	0	Total: <input type="text" value="\$15.50"/> Amount selected: <input type="text" value="\$0.00"/>				
Holds	0	All	Status ▾	Title	Location	Amount
Fines	\$15.50	<input type="checkbox"/>	Overdue	A first glance at St. Thomas Aquinas : a handbook for peeping ...	mc	\$1.20
Check In	0	<input type="checkbox"/>	Overdue	A history of the Jews / Paul Johnson	mc	\$1.20
INN-Reach	0	<input type="checkbox"/>	Overdue	A history of the Jews	mc	\$1.20
		<input type="checkbox"/>	Overdue	The illustrated history of the Jewish people / edited by Nicholas...	mc	\$1.20
		<input type="checkbox"/>	Overdue	Even silence has an end : my six years of captivity in the Colom...	mcn	\$6.30

Communications

The screenshot displays the City of Sausalito website. At the top left is the City of Sausalito logo, which includes a sailboat icon and the text "City of SAUSALITO". To the right of the logo is a "Select Language" dropdown menu. Below the logo is a dark teal navigation bar with white icons and text for "CITY GOVERNMENT", "DEPARTMENTS", "SERVICES", "OUR CITY", and "HOW DO I...?".

The main content area features a large background image of a coastal town at sunset. Overlaid on this image is a search bar with the placeholder text "Search..." and a magnifying glass icon. Below the search bar is a "Most Requested" filter button. A dark teal callout box on the left side of the image contains the following text:

November 7 Election

The City of Sausalito held a special municipal election on Tuesday, November 7. The open seat on the City Council was the only item on the ballot.

[READ MORE >](#)

At the bottom of the page is a horizontal navigation menu with six circular icons and corresponding text labels: "NOVEMBER 7 ELECTION", "GENERAL PLAN UPDATE", "WATCH A MEETING", "PARKING", "HOT TOPICS", and "REPORT A PROBLEM".

Goal 2. Increase community involvement in City governance and decision-making through communication and technology

Objective 2.1: Gather community feedback through annual surveys

Gathering community feedback through annual surveys is important to: improving performance by better understanding what the public wants and expects from its government; understanding community attitudes about a variety of service needs and ensure services and service levels reflect citizens' priorities; recognizing public priorities in planning, budgeting, and managing services, including their interest in additional revenue generation opportunities; and, establishing long term strategies to provide for a fiscally sustainable future for the jurisdiction.

Objective 2.1 Gather Community Feedback Milestones	Status	Fiscal Year
b) Use Open Town Hall online survey on “hot topics” <ul style="list-style-type: none"> i. Short-term Vacation Rental ii. Building/Planning Permits Satisfaction iii. Downtown Business Mix iv. RBRA Services 	Partial	
c) Develop new strategies for the use of community engagement tools like Open City Hall and Vision Pulse		2017-18

Objective: Develop New Strategy for Community Engagement Tools



About Open City Hall

Join the discussion. City officials will consider all input in their decision process.

[READ MORE](#)



[Subscribe](#) [Learn More](#)

[Open Topics](#) [Closed Topics](#)

- Sausalito Library Fall Programs
- Southview Park Renovations
- Sausalito Website Survey
- Short Term Rentals

Objective 2.2: Identify technology that can help to inform and engage citizens.

Existing and emerging collaborative and social technologies are transitioning the way we govern, and more importantly they enable enhanced transparency in government.

Objective 2.2 Identify Technologies Milestones	Status	Fiscal Year
a) Conduct a Best Practice Study to identify collaborative and social technologies that better inform and engage citizens	Completed	2017-18
b) Continue to improve ease-of-use, functionality, and usefulness of City website	Ongoing	
c) Conduct ongoing website training and provide support on website tools for staff	Ongoing	
d) Integrate new e-government tools into website (e-trakit etc.)	Ongoing	
e) Evaluate, rework, and re-record voice menus of City of Sausalito phone tree		2018-19
f) Redesign and rework Sausalito Currents e-mail newsletter template		2018-19
g) Conduct marketing campaigns to grow # of Currents subscribers and build website awareness		2018-19
h) Utilize secondary websites for high-profile activities such as the General Plan Update		2018-20
i) Expand use of emergency communication tools		2018-20

Accomplishment: New City of Sausalito Website



Accomplishment: Increased Social Media Presence

City of Sausalito

Abbot

Where to Find Election Results

Director of Communications [Abbot Chambers](#) from City of Sausalito · 6d ago

Results for the City of Sausalito special election on November 7 will begin updating on the Marin County Elections Department website soon after polls close at 8:00 p.m. Here's the link with all results for Marin, including Sausalito's City Council race:
<https://www.marincounty.org/depts/rv/election>

And it's still not too late to vote - or even register and vote! ...
[View more](#)

6d ago · Subscribers of City of Sausalito in General

REPLY · 1

★ [Dina](#), [Andrea](#), [Dana](#), and 4 others thanked you

[Robert F.](#) from South Banana Belt · 5d ago
web site . andreastare@aol.com

Thank

Write a reply...

Goal: Improved Phone Tree



Objective: New Template for Sausalito Currents

News from the City of Sausalito

[View this email in your browser](#)



Stories for the Week of November 10, 2017

- Results from the Special Election on November 7
- Police Department Hosts Annual Anchor-Out Outreach Event
- Planning Commission Seeks New Member
- VA Outlines Next Steps in Machine Shop Redevelopment Project
- McKenna Ramiro Joins the Community Development Department
- Sausy Balls Win Fall Bocce League Championship
- Upcoming November 14 City Council Meeting
- Updates from Boards and Commissions
- News from City Departments
- Things Happening in Our Community

Results from the Special Election on November 7



Objective: Marketing Campaigns to Build Awareness of City Information Resources

The image shows a screenshot of the Facebook page for the City of Sausalito. At the top, the navigation bar includes the Facebook logo, a search bar with 'City of Sausalito', and links for 'Sausalito', 'Home', and 'Find Friends'. Below this, the page header shows 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The profile picture is the official seal of the City of Sausalito, which includes the text 'CITY OF SAUSALITO', 'INCORPORATED', 'SEPTEMBER 4, 1983', and 'MARIN CO CALA'. The cover photo is a scenic view of the ocean with a large green sculpture on a rocky outcrop. Below the cover photo, there are buttons for 'Liked', 'Following', 'Share', and 'Sign Up'. The main content area features a post creation bar with options for 'Status', 'Photo/Video', 'Live Video', and 'Event, Products, Job +'. Below this is a text input field with the placeholder 'Write something...'. The right sidebar contains the location 'City in Sausalito, California' with a 4.5 star rating and 'Closed Now' status, and a 'Page Tips' section with two tips: 'How Do Facebook Ads Work?' and 'Easily Manage Your Page From Anywhere'.

Goal 5. Continually assess and deliver effective, efficient, and environmentally sustainable municipal services

Objective 5.4: Identify technology that can improve service levels

Identifying, selecting and implementing alternatives to existing means of communicating, exchanging resources, and issuing and regulating permits will improve service levels and reduce costs. Just as Sausalito's Library already provides significant benefits to the community without the requirement that a user be present at the Civic Center, all City services must be optimized for improved service levels, convenience, accuracy, transparency and reduced costs.

Objective 5.4 Technology Innovations Milestones	Status	Fiscal Year
a) Perform comprehensive review of all content on City and departmental websites (update information, consolidate pages, improve presentation, identify information gaps etc.)	Completed 2017-18	Ongoing evaluation of opportunities

Ongoing Goal: Expand Usefulness of the City of Sausalito Website

The screenshot shows the City of Sausalito website homepage. At the top left is the City of Sausalito logo, featuring a sailboat icon and the text "City of SAUSALITO". To the right of the logo is a "Select Language" dropdown menu. Below the logo is a dark teal navigation bar with five menu items: "CITY GOVERNMENT" (with a building icon), "DEPARTMENTS" (with a list icon), "SERVICES" (with a gear icon), "OUR CITY" (with a sailboat icon), and "HOW DO I...?" (with a speech bubble icon). Below the navigation bar is a large hero image of a coastal town at sunset. Overlaid on the hero image is a search bar with the text "Search..." and a magnifying glass icon. Below the search bar is a "Most Requested" dropdown menu. In the lower-left corner of the hero image is a dark teal callout box with the text "November 7 Election" and a sub-headline: "The City of Sausalito held a special municipal election on Tuesday, November 7. The open seat on the City Council was the only item on the ballot." Below the sub-headline is a "READ MORE >" button. In the bottom right corner of the hero image is a camera icon. Below the hero image is a horizontal carousel of six circular icons, each with a corresponding label below it: "NOVEMBER 7 ELECTION" (checkmark icon), "GENERAL PLAN UPDATE" (document icon), "WATCH A MEETING" (video player icon), "PARKING" (car icon), "HOT TOPICS" (star in speech bubble icon), and "REPORT A PROBLEM" (car with exclamation mark icon). The carousel is flanked by left and right navigation arrows.

City of SAUSALITO

Select Language

CITY GOVERNMENT DEPARTMENTS SERVICES OUR CITY HOW DO I...?

Search...
Most Requested

November 7 Election
The City of Sausalito held a special municipal election on Tuesday, November 7. The open seat on the City Council was the only item on the ballot.
[READ MORE >](#)

NOVEMBER 7 ELECTION GENERAL PLAN UPDATE WATCH A MEETING PARKING HOT TOPICS REPORT A PROBLEM

Questions?

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