



MONTEREY PARK BRUGGEMEYER LIBRARY

# BUILDING COMMUNITY





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# LETTER FROM THE CITY LIBRARIAN

This strategic plan before you is the first of its kind for the Monterey Park Bruggemeyer Library—a comprehensive plan for the future of library services which is the result of a broad and inclusive process of engagement with the individuals and groups that we serve.

The best strategic plans are those made with the community members we serve, not just for them. This is why the first task in creating this plan was to reach out to our stakeholders to learn about their aspirations for themselves, their families, and their community, and to determine how the Monterey Park Bruggemeyer Library can help make that vision a reality. Our process in creating this strategic plan solicited feedback in numerous ways and from various groups: from interviews with individuals and organizations in our city, feedback from elected officials and leaders, a community survey, an online website and idea wall, conversations with residents at outreach events, and meetings with our Community Taskforce.

Creating our strategic plan at this particular moment also builds on the change that we've experienced over the past two and a half years due to the Covid pandemic. Since March 2020, the Bruggemeyer Library demonstrated change-readiness by swiftly providing innovative services in response to Covid: introducing contactless checkout; partnering with our own Recreation and Community Services Department to provide Home Delivery to residents and to conduct telephone wellness checks during shelter-in-place orders; pivoting to virtual and then outdoor programming; offering storytimes, library card sign-up, printing, passport services, and checking out books at our outdoor Pop-Up Library; and loaning Wi-Fi hotspots and laptops for residents so that residents were able to work and study remotely.



Our Library has certainly undergone massive change in the past few years; however, despite the immense change locally and globally over the past years the Monterey Park Bruggemeyer Library remains an enduring institution in our community. The purpose of a public library has always been to strengthen the community and transform lives using currently available technologies and resources—whether those are books, multimedia, classes, or programs either digital or analog—so that all people can fully participate in our society. With this plan, the Library is well poised to continue to anticipate and respond to the changing needs and expectations of our community and to use this momentum to create impactful change in Monterey Park.

**Diana Garcia**  
Monterey Park City Librarian

# STRATEGIC PLANNING PROCESS

■ The creation of this plan was inclusive and collaborative. From June 2022–December 2022, Monterey Park residents and Monterey Park Bruggemeyer Library staff worked together to help ensure that the strategic plan reflected the vision of the community.

From the outset of this effort, public input was a priority. Staff invited comments on the future of library services through in-person idea boards within the Library. A multilingual website was created to inform the public about the strategic planning process and to provide a means for community members to post online feedback, comments, questions, and ideas. Staff also crafted a comprehensive survey on library programs, services, collections, and space to gauge satisfaction and learn about what was important to our residents. Staff members also held many outreach events where we discussed the planning process and invited feedback from residents. We provided marketing and survey materials in multiple languages at multiple locations to reach out to the widest possible audience and elicit diverse thoughts.

We interviewed numerous community stakeholder organizations, groups, and individuals to listen to voices that may have otherwise not had the opportunity to provide input. You can see some of their quotes about the library in the blue boxes throughout this document. We also met with citywide leadership staff, the Library Board of Trustees, the Friends of the Library, the Library Foundation, and City Council members who serve and represent the community.

A core component of this process was the Community Task Force, which consisted of members of our community who each reflected a unique perspective on the needs and desires of our residents. Bringing together a cross-section of community perspectives, members of this Task Force participated in three work sessions that helped distill findings from the myriad of meetings, forums, key informant interviews, and input from individuals, as well as input from individuals and Library staff. From this analysis, the Community Task Force helped identify community needs, vision, prospective roles of the Library and potential action items for this plan.

Also central to the planning process was the Library Planning Team, a group of Library staff led by City Librarian Diana Garcia, which spent hours providing feedback, reviewing findings, and shaping community input into actionable strategies which could then be organized and prioritized into a cohesive document.

The result of all of these efforts is a comprehensive, inclusive, and complete Strategic Plan that captures the community's vision for Library services and staff's plans for achieving that vision over the next five years.



# LIBRARY PROFILE

■ The Monterey Park Bruggemeyer Library has been the center of the community in Monterey Park for nearly a century. It was first founded in 1929 when the Monterey Park City Council established the Bruggemeyer Memorial Library to provide public library service for the people of Monterey Park.

On March 28, 1929 the first Library building—a gift from Judge Mancha Bruggemeyer in memory of his first wife Roberta Pauline Bruggemeyer—opened its doors at 256 West Garvey Avenue. It served the community for 30 years until the quickly growing population and changing needs of Monterey Park made it clear that an expansion was needed.

In 1960, the City of Monterey Park built a new, more modern building located at the current address on Ramona Avenue. This building served the community for nearly 50 years until the community again outgrew the space, and it was expanded and reopened in 2006.

The current Monterey Park Bruggemeyer Library is now a large and modern 52,000 square foot facility with a collection of over 100,000 physical items and 72,000 digital items. There are classrooms, a computer lab, a used bookstore, meeting spaces, and programming areas; over 60 public computers; a large children's department, a teen area, and a separate Literacy, Citizenship, and English as a Second Language division.

“The Library was here for me before I moved away from Monterey Park, and it was here for me when I returned. Its presence gives me such a feeling of abundance.”

“The Library has been and remains a trusted source of information throughout my life. It has never been more important in this way than today.”

## 2022 LIBRARY STATISTICS



**42,454**

Cardholders



**85,581**

Library Visits



**130,741**

Total Checkouts



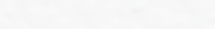
**311,387**

Service Transactions



**103,146**

Physical Holdings



**73,294**

Digital Holdings



**891**

Programs and Classes



**26,081**

Attendees at Programs and Classes

# LIBRARY PROFILE

The Library is a bustling and active building. Between 500–1,200 people come through our doors every day. Professional staff with specialized education and training provide services to residents of all ages and backgrounds in at least five different community languages. Over 40,000 people currently have active library cards. Despite limited hours and closures to help ensure public health and safety, there were over 311,000 public service transactions in 2022 alone, including visits to the library; books, e-books, and media checked out; public computer sessions; digital trainings; attendance at programs for children and families, teens, and adults; passport appointments; attendance at English as a Second Language and citizenship classes; and assistance with finding information that helps people in their daily lives.



This year our users saved over \$1 million by checking out materials from the Library rather than purchasing them. And as impressive as this number is, it does not include the value added to the community through attendance at library programs and classes, including English and citizenship classes, small business workshops, college prep courses, and health seminars, or through our workforce development resources.

The Library is also lucky to have two volunteer-run, non-profit organizations that support programming and services for residents: the Friends of the Library and the Library Foundation. Both groups have operated for years, raising money for furniture, technology, books, and public programs.

I hope that people will fall in love with the Library of the 21st century as I did and my children and their children did. I want there to be the continuity of opportunity for future generations.



The Library serves as a cultural and educational hub for all segments of our community, regardless of income, cultural background, or age.

# COMMUNITY PROFILE

■ Incorporated in 1916, Monterey Park is a vibrant and culturally diverse community of just over 60,000 residents located in the West San Gabriel Valley in Los Angeles County a few miles east of downtown Los Angeles. Sixty-six percent of the population identifies as Asian, and 27% identifies as Hispanic or Latino. A large majority of the population, nearly 74%, speaks a language other than English at home. These measures are far higher than both the nationwide and the statewide numbers, and this diversity makes Monterey Park a unique and special community.

Twenty-three percent of the population in Monterey Park is under the age of 18, and education and achievement are important values of our residents. The City of Monterey Park does not have its own school district, but four different school districts currently operate schools within its boundaries including the Alhambra Unified School District, Garvey School District, Montebello Unified School District and the Los Angeles Unified School District. These are in addition to multiple private schools in the city.

Although Monterey Park has a large population of families with young children, it is also an aging population—22% of the population is over the age of 65. The City’s Langley Senior Center is a bustling hub of activity, with activities including karaoke, ping pong tournaments, weekly lunches, and a busy gym.

“I don’t go to any other libraries because this one already has everything I need.”



# COMMUNITY PROFILE

Residents of Monterey Park have a keen sense of community history and civic pride, which is reflected in a variety of cultural resources and civic groups, including a historical museum, City commissions dedicated to community involvement, and numerous volunteer civic organizations. Additionally, each year Monterey Park holds a variety of recreational activities and festivals that highlight the community's rich cultures. These include the Cherry Blossom Festival, celebrating Japanese and Japanese-American culture; the Lunar New Year Festival, a large street fair with vendors, entertainment and community organizations; and the Cinco de Mayo Festival, featuring Mariachi music, traditional food, and folklórico dancing.

Although the current median home listing price in Monterey Park is \$868,000, the median income in Monterey Park is \$68,497 (19% lower than the statewide median income of \$84,097), and 12% of the population lives in poverty. Monterey Park has historically been a place where working class families could gain a foothold, but rising housing costs make it difficult for younger, less affluent residents to live in the City.



“There is so much to appreciate from the availability of resources, to the programs, and the helpful staff.. It was a refuge during my childhood when I would get lost in so many books, and I always recommend the Library as a great resource.”

Despite these statistics, Monterey Park is currently experiencing an economic renaissance with new businesses, hotels, and mixed-use developments springing up across the city. This development is essential to support the City's services to residents, including police, fire, and emergency medical protection; library services; water, sewer and refuse collections roads and public infrastructure improvements; and culture and leisure programming.

# VISION

The Library is an essential community resource that is recognized and valued by everyone in a vibrant, thriving Monterey Park.



# MISSION

The mission of the Monterey Park Bruggemeyer Library is to create opportunities for learners of all ages and backgrounds, to foster community connections, and to advance all aspects of literacy in Monterey Park.

# LIBRARY VALUES

Library values are the principles that guide all of our practices and operations. They describe how we approach all aspects of service to the community.



## WELCOMING

We provide warm, personal, and exceptional service in every interaction.

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## INCLUSIVE

We remove barriers to access for all residents and work to represent and reflect the diverse community which we serve.

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## INNOVATIVE

We lead boldly and creatively and adapt to the changing needs and expectations of our residents.

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## PATRON CENTERED

Our programs, collections, and services are driven by the unique needs and aspirations of our community.

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## COMMUNITY DRIVEN

We work in collaboration with other organizations that serve our community to provide resources to enrich the lives of our residents.

# ROLES OF THE LIBRARY

Roles of the Library describe the primary areas of focus for the Library’s services. During the life of this strategic plan, the Library will prioritize services that fit into these roles.



## COMMUNITY BUILDER

The Library acts as a catalyst to build a community for all of Monterey Park’s diverse backgrounds and cultures. Its collections and programs reflect the cultures, interests, and languages of all its residents. It is a trusted resource where people come to learn about the City.

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## LITERACY CHAMPION

The Library advances all aspects of literacy, including digital, language, life skills, and early childhood development. Its wide variety of operations are dedicated to enriching the lives of those who use its services to learn.

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## COMMUNITY LEARNING CONNECTOR

The Library is the central location for creating connections for learners of all ages and backgrounds and is a willing partner for other community agencies. It is the hub for the community. Its programs, collections, amenities, and staff serve the diverse range of interests and needs of all Monterey Park residents.

# STRATEGIC IMPERATIVES

Strategic imperatives are the recommended actions that will help the Library attain its goals, mission, and ultimately, its vision.



## ACCESS

Making it easier and more convenient for every resident to use the Library

### Facilities

- Add hours
- Extend Library services to hard to reach or underserved residents
- Market Library meeting rooms and space to community organizations
- Improve the functionality, aesthetics, comfort, and appeal of the library

### Technology

- Make the library's virtual presence appealing and easy to use
- Bridge the digital divide by expanding residents' access to technology tools

### Collections

- Diversify, expand, and promote the library's collection

### Staffing

- Provide technology training and classes
- Build and develop the volunteer corps
- Increase and target library outreach
- Launch a multi-year new user campaign
- Promote the library and its resources to hard-to-reach or underserved residents



# STRATEGIC IMPERATIVES



## RELEVANCE

Residents find the library has resources that improve life for them and their families.

### Facilities

- Realign library space with contemporary needs

### Technology

- Make technology more accessible to the underserved
- Bridge the digital divide by expanding residents' access to technology tools

### Collections

- Diversify, expand, and promote the library's collection

### Staffing

- Brand and promote the library
- Match life-skills and other learning opportunities with the current and evolving needs of residents
- Continue to provide programs and services to support the mental health and wellness of community members in the wake of the shooting tragedy in Monterey Park



## ENGAGEMENT

Residents feel included and more a part of the community

### Facilities

- Extend Library services to hard-to-reach or underserved residents
- Promote the physical presence of the Library in the community
- Improve the functionality, aesthetics, comfort, and appeal of the library

### Technology

- Make technology tools easily available and usable
- Build newsletter subscriber base

### Collections

- Diversify, expand, and promote the Library's collection

### Staffing

- Increase and target outreach with community partners
- Brand and promote the library
- Conduct ongoing needs assessment
- Expand innovative programming to meet community needs

# GOALS OF THE LIBRARY

These high-level goals are what we want to accomplish in our community, for our community members, with this strategic plan.



Community members gather, learn, and thrive by utilizing the resources, programs, and services at the Library.

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Community members connect with information, ideas, and each other at the Library.

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Community members experience inclusive and welcoming Library programs and services.

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Residents throughout Monterey Park have convenient access to Library resources.

# ACKNOWLEDGEMENTS

■ This strategic plan is the product of the combined efforts our City’s residents, elected officials, employees, and stakeholders. The Monterey Park Bruggemeyer Library would like to thank those who participated in the months-long process of providing knowledge, insights, and information in service to the community and our Library.

## **Community Taskforce**

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## **Friends of the Library**

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## **BerryDunn Consulting Team**

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**MONTEREY PARK BRUGGEMEYER LIBRARY**

# **BUILDING COMMUNITY**