

San Francisco Public Library

STRATEGIC PLANNING INITIATIVE

Gensler



contigo.



HELLO!



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OUR BET IS ON SFPL

Our job is to grow your impact

Grow your people

Grow your brand

Grow your services



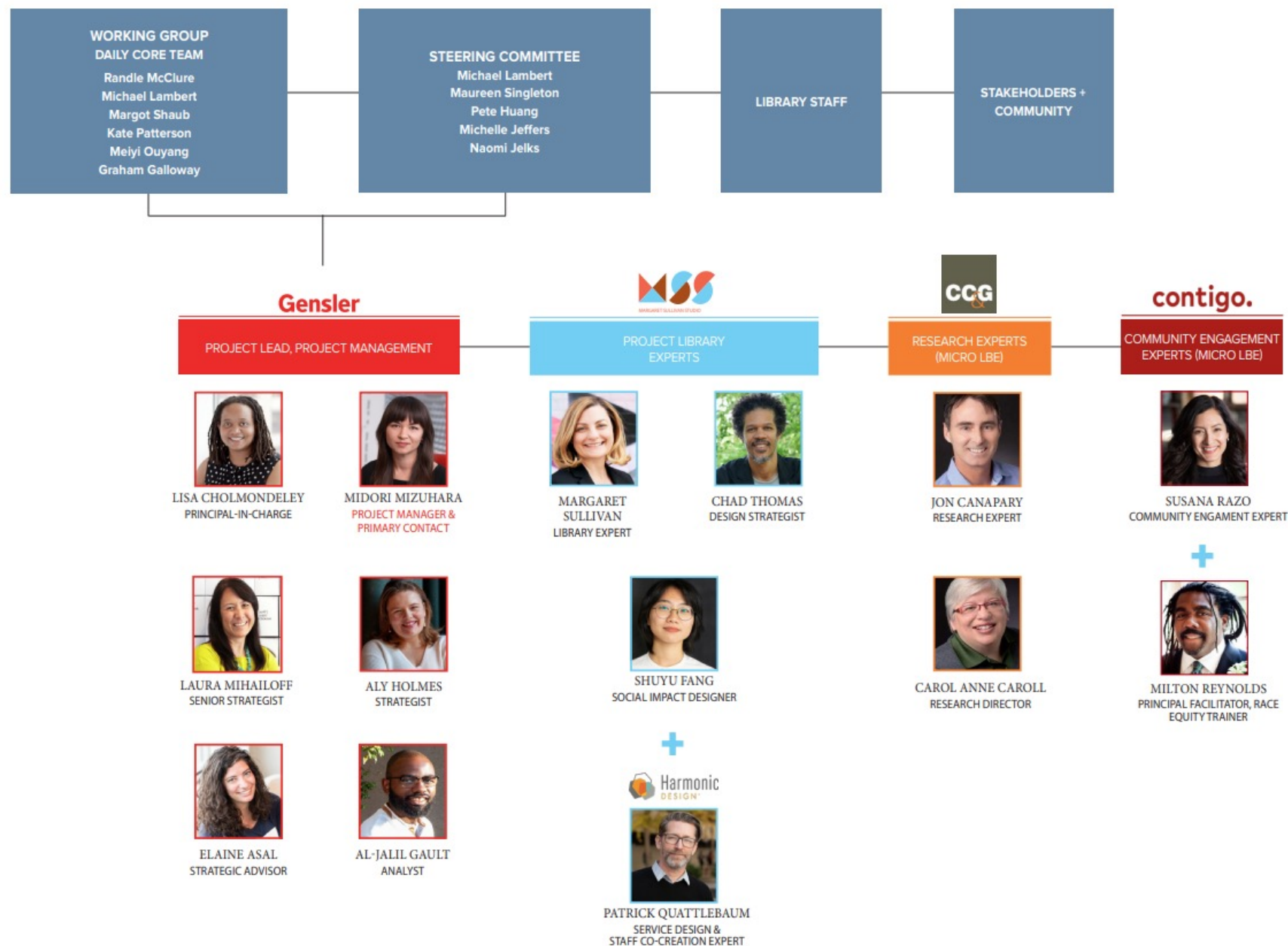
THE APPROACH

**An inclusive process that centers
on the communities we serve &
empowers staff**

The outcome is a bold vision & strategic roadmap, plus the internal capacities to realize that vision.

Empathy. Creativity. Equity.

TEAM STRUCTURE



Our Team

Equity-Driven Perspective

Innovative Tools & Frameworks

Data-Informed Partnerships

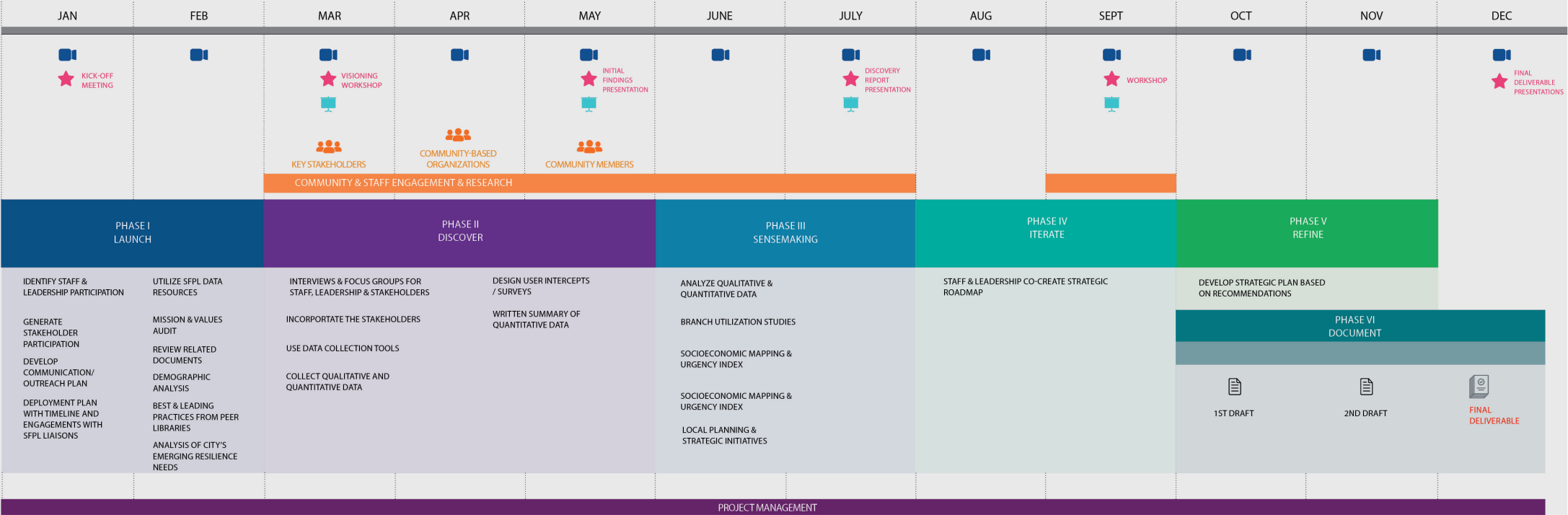
Best-in-Class Research & Industry-Setting Practices

Strong Local Understanding & Relationships



WORK PLAN

WORK PLAN & PROJECT SCHEDULE

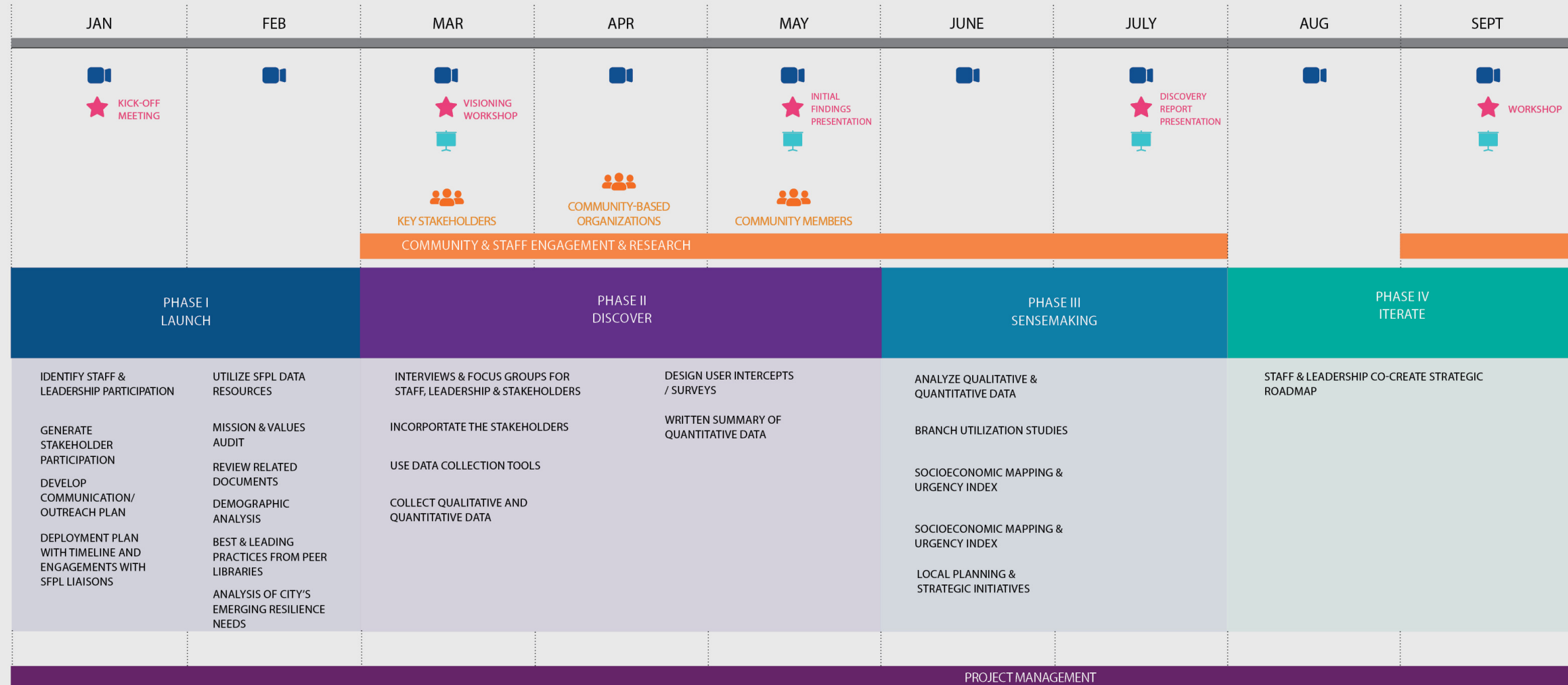


- LEGEND
-  VIRTUAL MEETING
 -  LEADERSHIP MEETING
 -  STAFF ENGAGEMENT WORKSHOP
 -  COMMUNITY ENGAGEMENT
 -  PROJECT MANAGEMENT

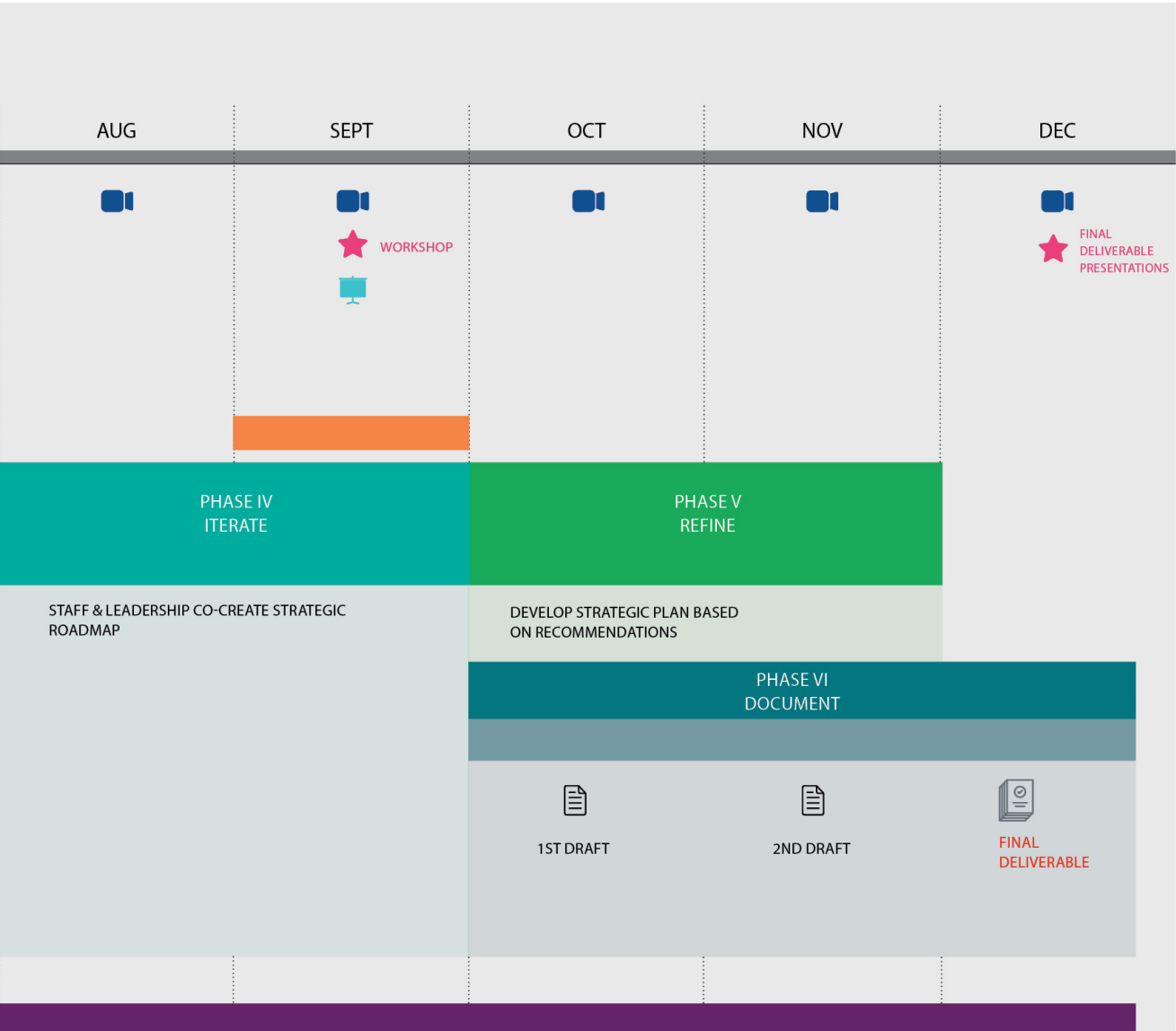
- FINAL REPORT INCLUDES
1. Strategic Planning Document
 2. Appendix



WORK PLAN & PROJECT SCHEDULE



WORK PLAN



LEGEND

- VIRTUAL MEETING
- LEADERSHIP MEETING
- STAFF ENGAGEMENT WORKSHOP
- COMMUNITY ENGAGEMENT
- PROJECT MANAGEMENT

FINAL REPORT INCLUDES

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SCOPE OVERVIEW

TASK 1

Outreach, Communication, and Engagement

- Communications and Community Outreach Roadmap Development
- Existing Resources Audit; Research Library Best Practices
- Internal Engagement with Staff, Management, Partners and Stakeholders
- Community Engagement Focus Groups, Citywide Resident Surveys and Digital Engagement
- Branch Site Visits & Field Trips
- Utilization Study via Branch User Intercepts

TASK 2

Analysis

- Citywide Resident Survey Analysis
- Review of SFPL's Branch Metrics and Utilization Study; Socio-economic Mapping & Library Urgency Index
- Local Planning & Strategic Initiatives Research and Assessment
- Synthesis and Alignment of all Research
- Discovery Report Development

TASK 3

Plan Documents

- Develop and Deliver the Strategy Planning Document
- Develop and Deliver the Strategy Planning Document Appendix

TASK 4

Project Management

- General Project Management
- Weekly Team Meetings

TASK 5

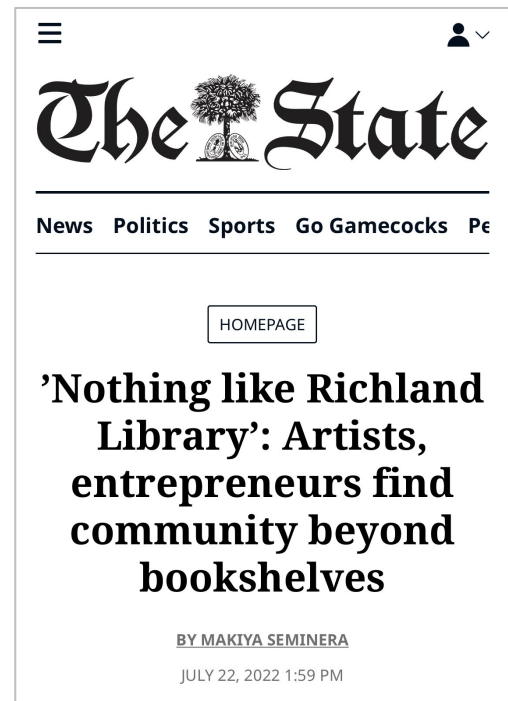
Presentation

- Initial findings presentation
- Discovery report presentation to leadership
- Final presentations to board, leadership, the public, and TBD

Library as Studio

Richland Library, Columbia, SC

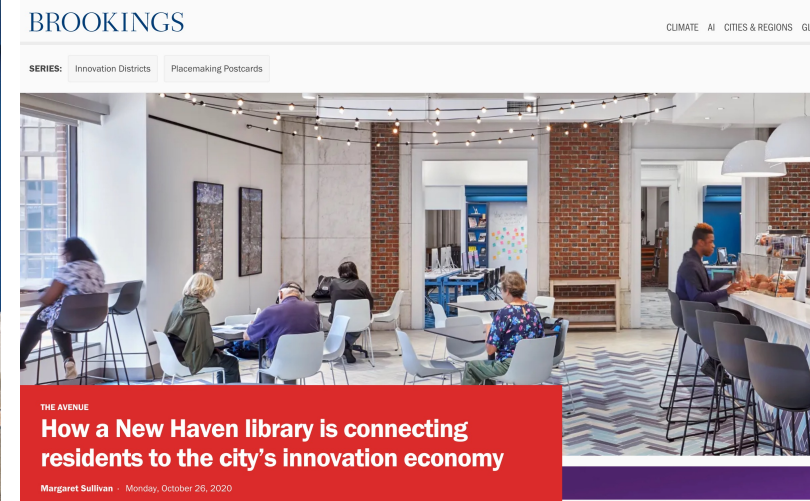
Foster the creative class through reimagining the library as studio.



Ives Squared: Innovation Commons on the Green

New Haven, CT

Catalyze the library to foster innovation and ideas.



**What's something that you
hope the SFPL Strategic Plan
captures?**

Thank you!

Valuable roles and contributions for the Commissioners:

- Public engagement within each supervisorial district
- Regular library commission updates

Questions? Please reach out to strategicplanning@sfpl.org

