



San Francisco Public Library

100 Larkin Street, San Francisco, CA 94102 - 4733

MEMORANDUM

Date: January 30, 2023
To: San Francisco Library Commission
From: Michael Lambert, City Librarian
RE: Strategic Planning Initiative

At the February 2, 2023, Library Commission meeting, the San Francisco Public Library (SFPL) will provide an update on the library's efforts to develop a comprehensive strategic plan using a racial equity lens to inform future service delivery, programming, and capital investments.

To support the library in the Strategic Planning Initiative, SFPL is pleased to announce that we have hired [Gensler](#), a San Francisco-based consulting firm with substantial experience in strategic planning. Engagement with library staff, SFPL patrons, and community stakeholders will be at the forefront of this effort, as we seek to understand how the community would like SFPL to improve library services to further meet their evolving needs.

In addition to their in-house strategic planning experts, Gensler has put together an impressive team of subconsultants to help achieve the initiative's goals:

- Margaret Sullivan Studio – library industry expertise
- Corey, Canapary & Galanis – community research and staff engagement; quantitative/qualitative expertise
- Contigo Communications – DEI-focused community outreach and engagement
- Harmonic Design - change management service design

This engagement formally kicked off on January 17, 2023 and is expected to last for at least a full calendar year. The scope of work includes: 1) an audit of relevant existing data, resources and materials related to past strategic initiatives; 2) robust outreach and engagement (including surveys, focus groups, etc.) with community stakeholders, library patrons, and SFPL staff; 3) synthesis and analysis of all data/information streams from engagement efforts; 4) strategic planning workshops with management to develop new mission, vision and an aligned goals document; and 5) dissemination of Strategic Plan to relevant stakeholders.

As an [award-winning urban library](#) and the [highest rated department](#) in San Francisco municipal government, the SFPL continues to embrace its role as a community anchor institution for education, culture and civic engagement. The library continues to foster shared experiences and work towards building a more connected and inclusive community. In recognition that the needs of San Francisco residents and library patrons will necessarily evolve in the face of rapid social, economic and technological change, SFPL must anticipate growth areas for meeting community

needs and tailor library programs and services accordingly. The recent passage of [Proposition F](#) to renew the Library Preservation Fund (LPF) for another 25 year ensures the Library will remain a beacon for lifelong learning and meaningful community engagement for generations to come. This renewed investment from San Francisco voters provides an incredible opportunity to demonstrate the Library's continued responsible stewardship of the community's resources to help our residents live their best lives and attain a brighter future.

The culmination of this work will yield a bold new vision for the San Francisco Public Library, core values for us all to embrace, and a new set of strategic priorities to serve as a framework for providing more equitable service to our residents and fulfilling [our racial equity commitment](#). We're looking forward to beginning this very important project together with the Library Commission's support as we strive to maintain our position as the premier urban library in the country in service to our community.

Library staff welcomes the input and feedback of the Library Commission regarding the strategic planning effort, as well as Library Commissioners' participation throughout the stakeholder engagement.