

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



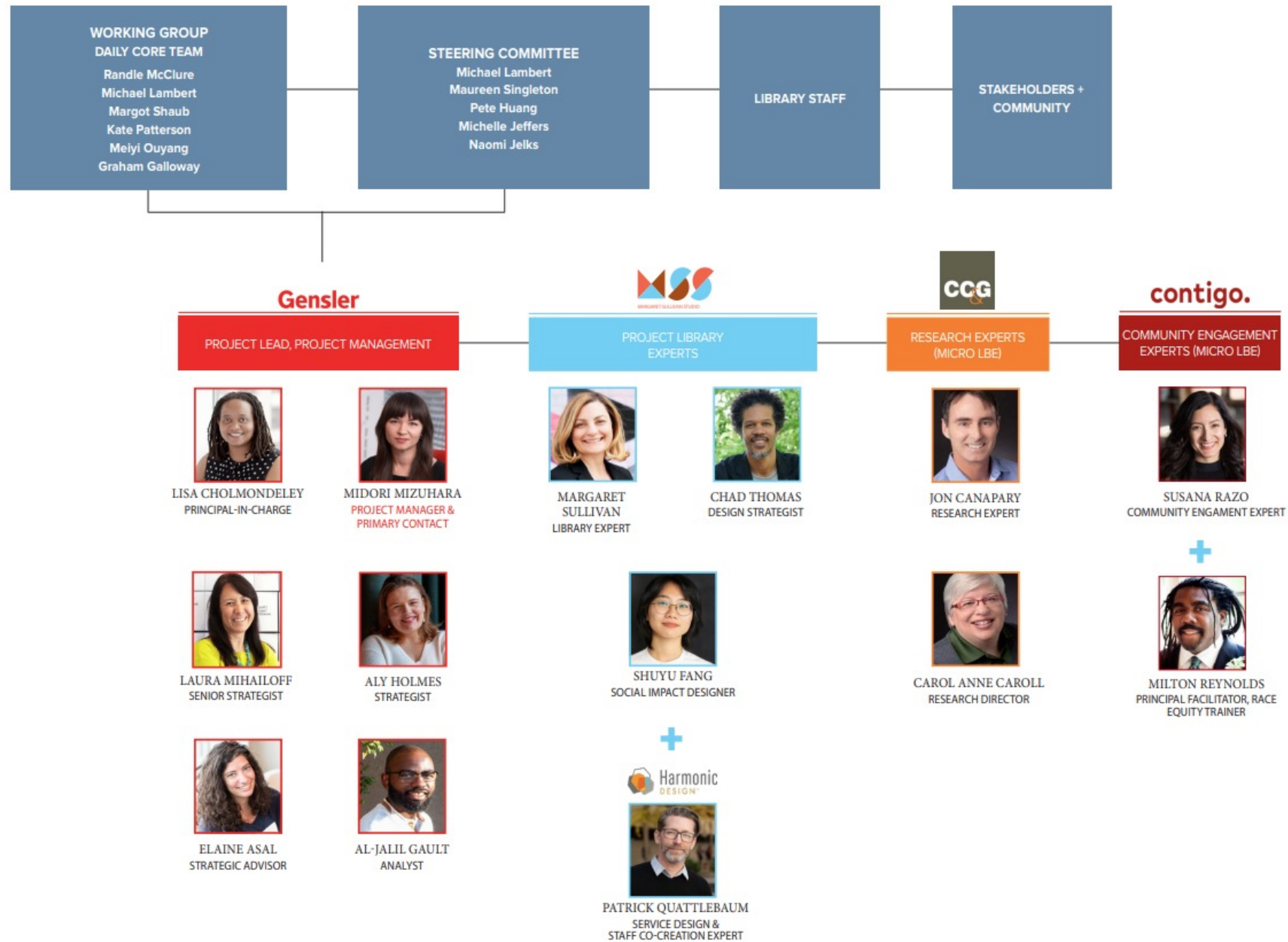
THE APPROACH

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

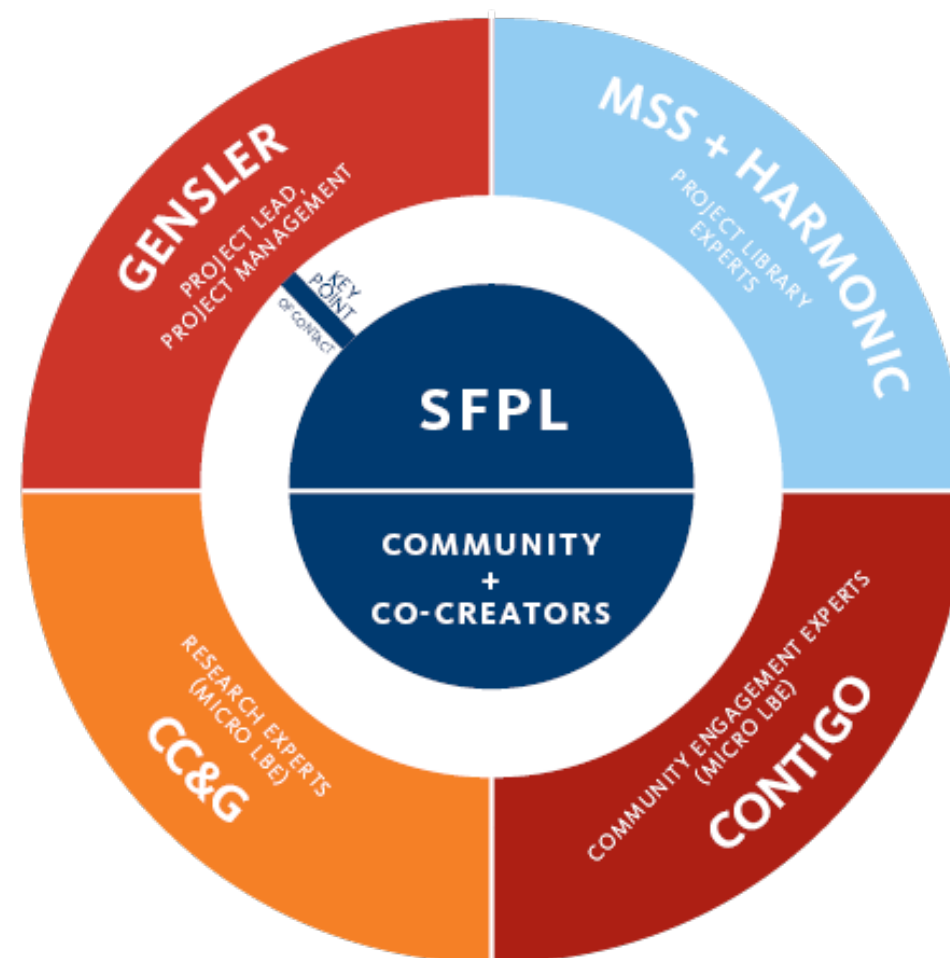
Equity-Driven Perspective

Innovative Tools & Frameworks

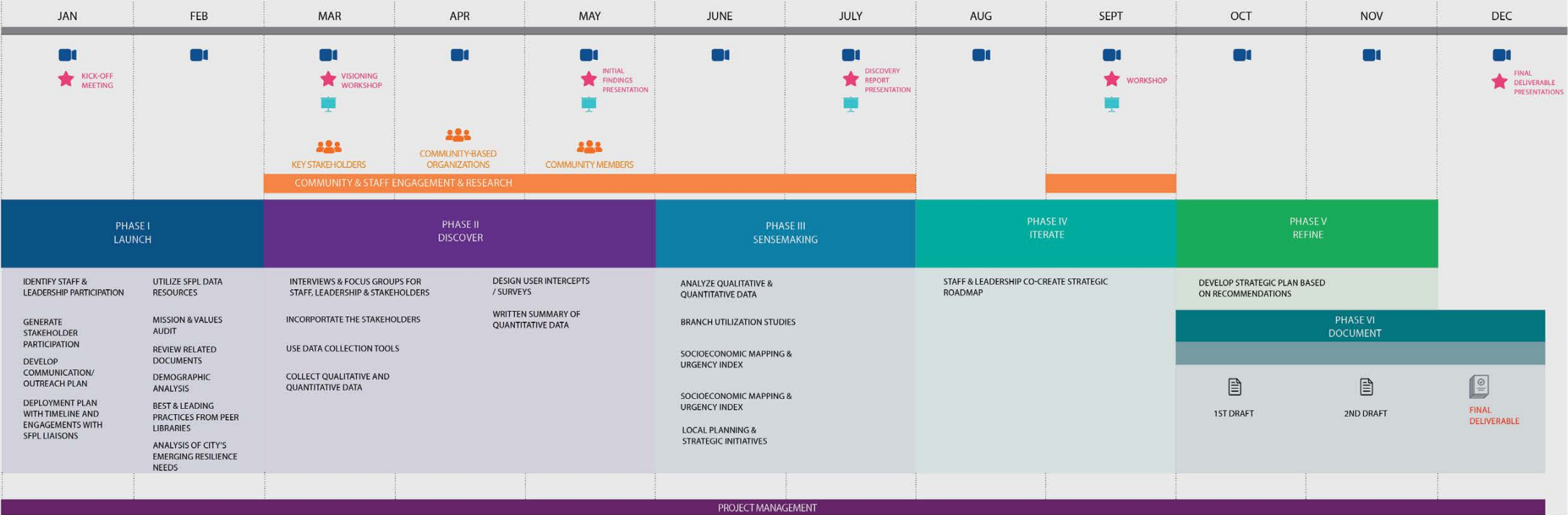
Data-Informed Partnerships

Best-in-Class Research & Industry-Setting Practices

Strong Local Understanding & Relationships



WORK PLAN & PROJECT SCHEDULE



LEGEND

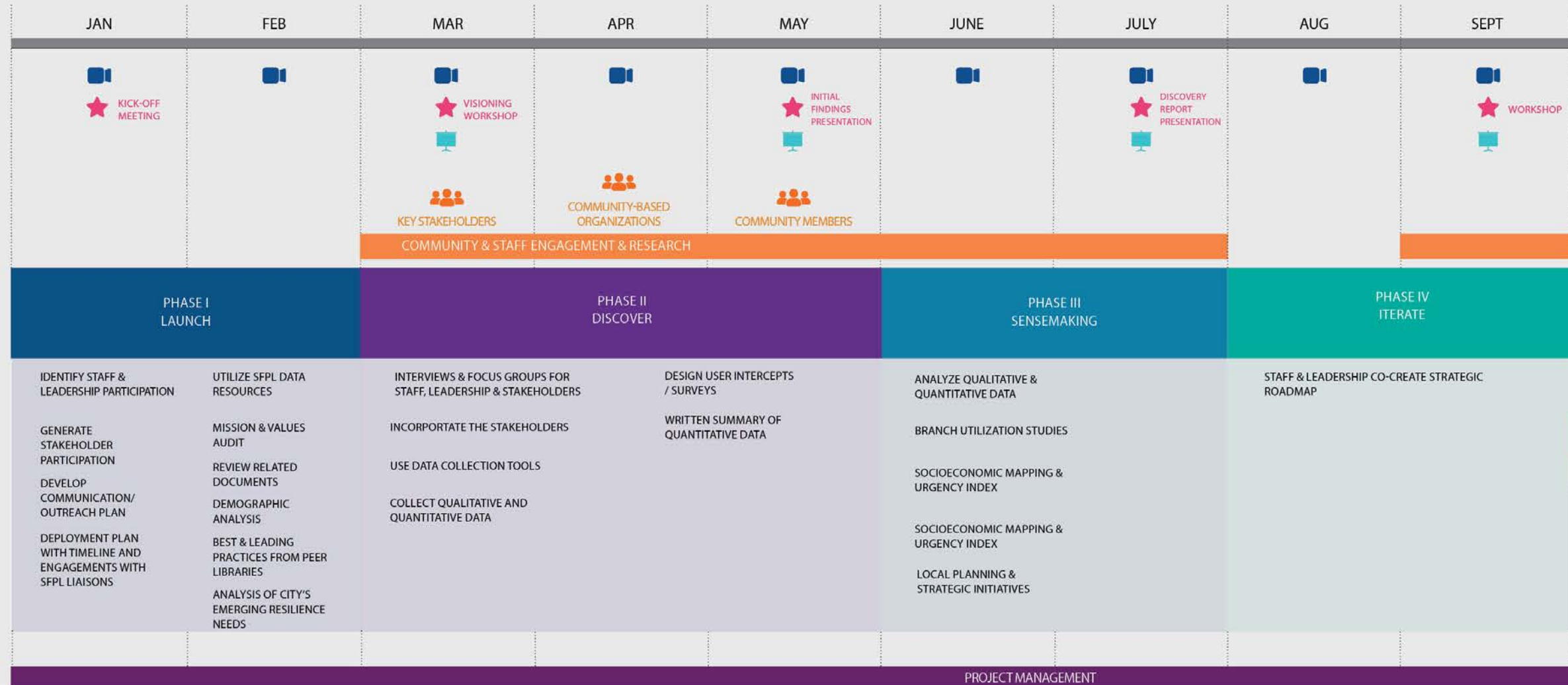
-  VIRTUAL MEETING
-  LEADERSHIP MEETING
-  STAFF ENGAGEMENT WORKSHOP
-  COMMUNITY ENGAGEMENT
-  PROJECT MANAGEMENT

FINAL REPORT INCLUDES

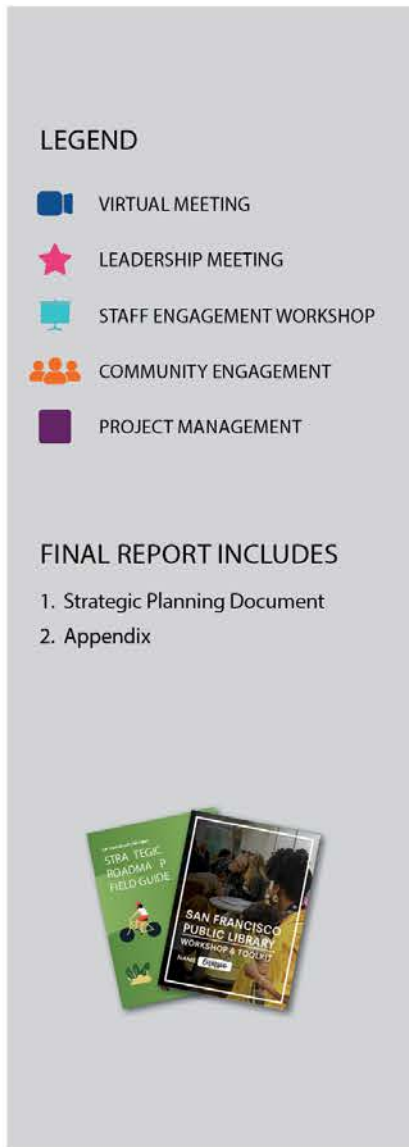
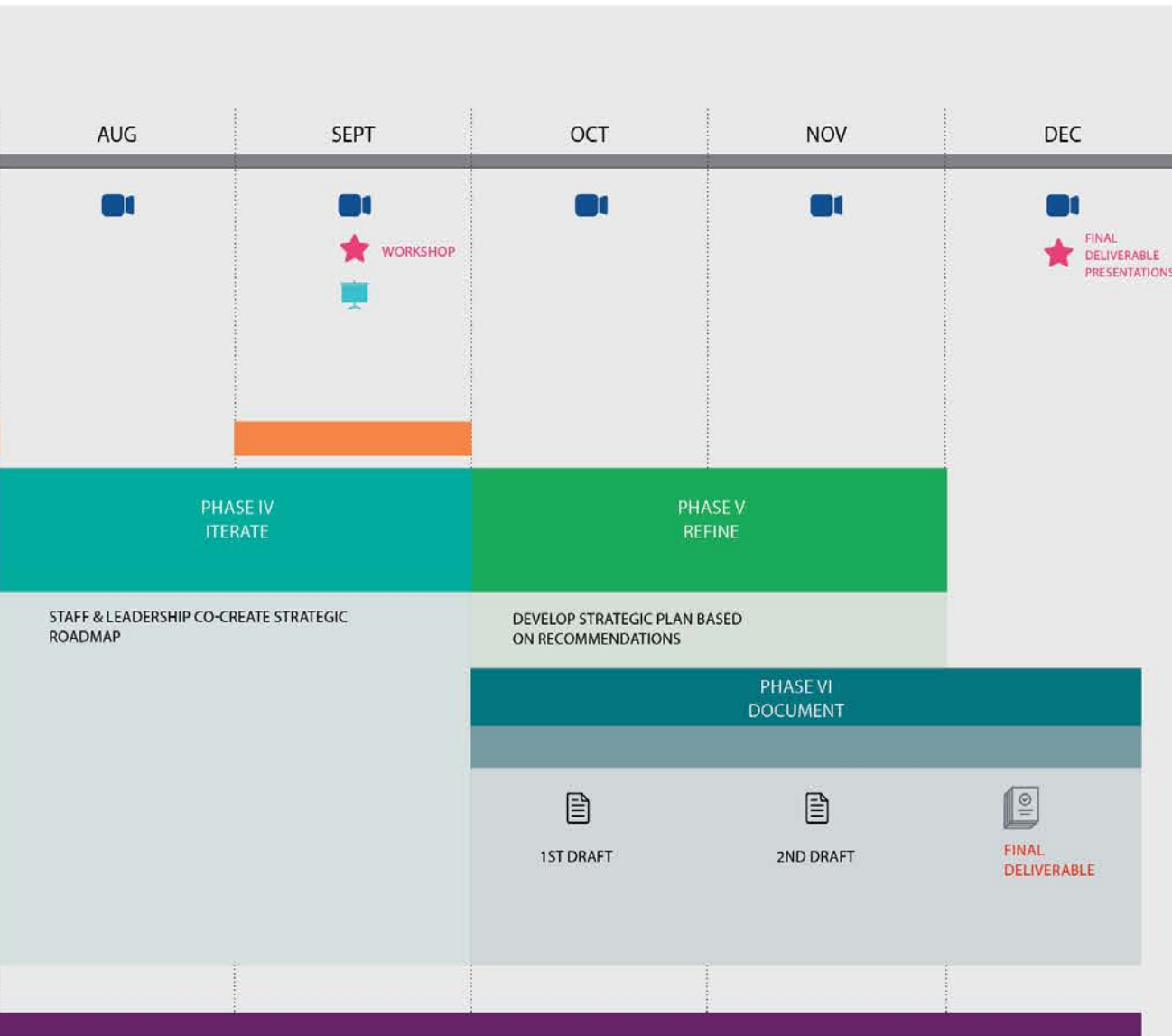
- 1. Strategic Planning Document
- 2. Appendix



WORK PLAN & PROJECT SCHEDULE



WORK PLAN



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

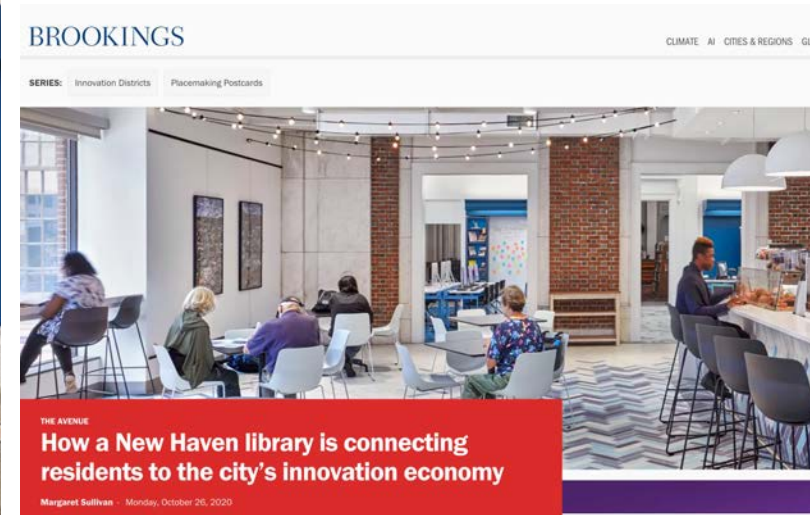
Foster the creative class through reimagining the library as studio.



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

