

# San Francisco Public Library

## *Strategic Planning Initiative*

Library Commission Presentation  
10.19.23



**Gensler**



**contigo.**



# Agenda

- 1.** PROJECT OVERVIEW
- 2.** EXTERNAL ENGAGEMENT INSIGHTS
- 3.** THE PATH FORWARD
- 4.** DISCUSSION & LOOK AHEAD



# Project Overview

# Meeting Goals

## TODAY

Share a condensed version of what we've learned through our external engagement and align around the evolution of the Areas of Focus (previously Potential Futures) and Foundational Imperatives.

### Discuss:

- What insights surprised you? Which ones would you like to know more about?
- Which Areas of Focus resonate with you?


## DECEMBER

Share the work-in-progress Mission, Vision, Values & Areas of Focus.

## MARCH

Final plan presented to Commission.

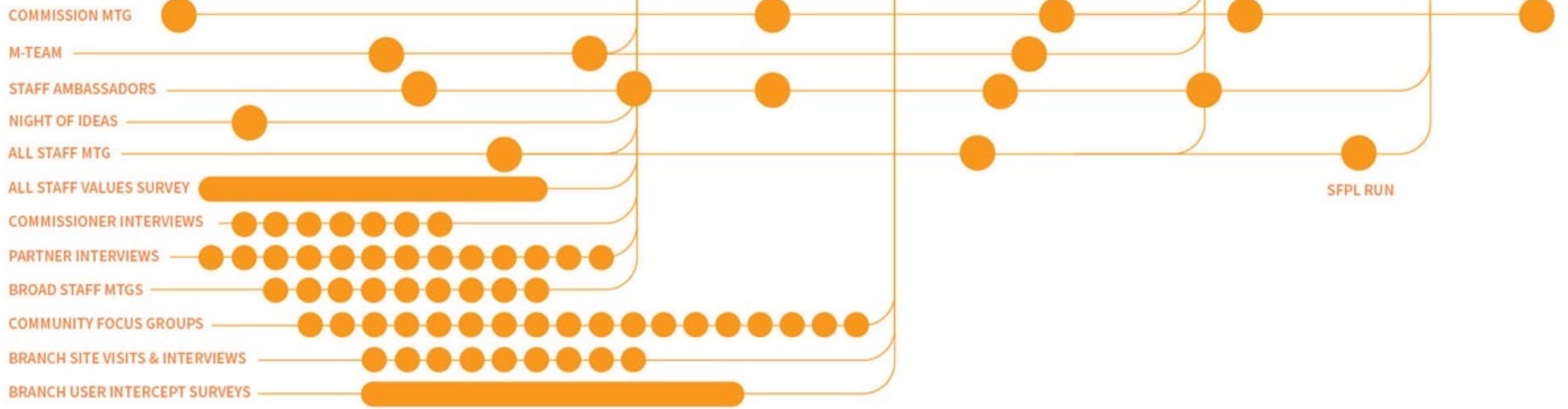
# Where We Are

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT  NOV DEC JAN FEB MAR

PROJECT MANAGEMENT: Weekly Working Group Meetings & Monthly Steering Committee Meetings



**DELIVERABLES:**  ENGAGEMENT PLAN  INTERNAL INSIGHTS  EXTERNAL INSIGHTS  DRAFT PLAN  FINAL PLAN



# External Community Engagement

Qualitative and quantitative data captured firsthand experiences and growth opportunities from members of the public and city department heads.



**New Engagement Insights Covered Today**

**Covered Previously**



# External Engagement Insights

WHAT WE'VE LEARNED

# LIBRARY USAGE TODAY



San Franciscans are grateful for the library's essential services: **access to information** and resources and providing a place for **respite and focus.**

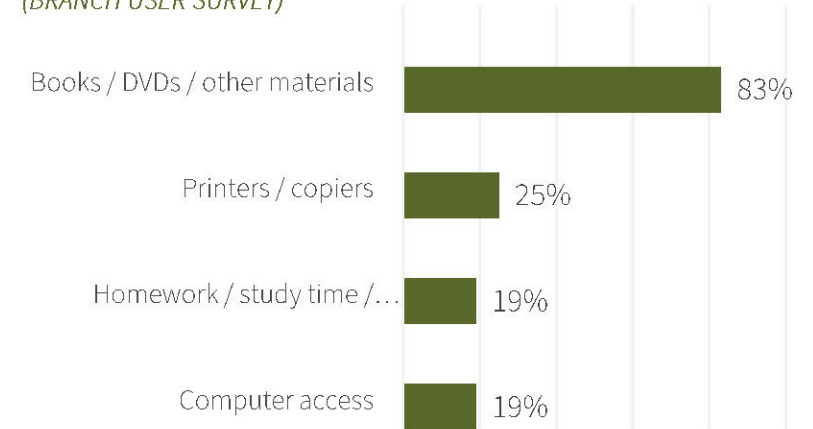
### REASONS PATRONS LOVE SFPL TODAY

(FOCUS GROUPS)



### TOP 4 REASONS FOR GOING TO SFPL

(BRANCH USER SURVEY)



*“I remember once I went to a tea towel workshop... they honored our time... the material and the supplies were of quality. It just makes you feel like someone's looking out for you. And that people care about you and your time. And that you yourself are also valuable...”*

- ZONE G COMMUNITY FOCUS GROUP

Library locations are conveniently located **to serve most communities** in need, **but there are still gaps.**

The *Urgency Index* is a cumulative score that accounts for communities with:

- Limited English proficiency
- Low educational attainment
- High unemployment
- Limited Internet access
- Distance from jobs/recreational centers
- High population density

**76%**

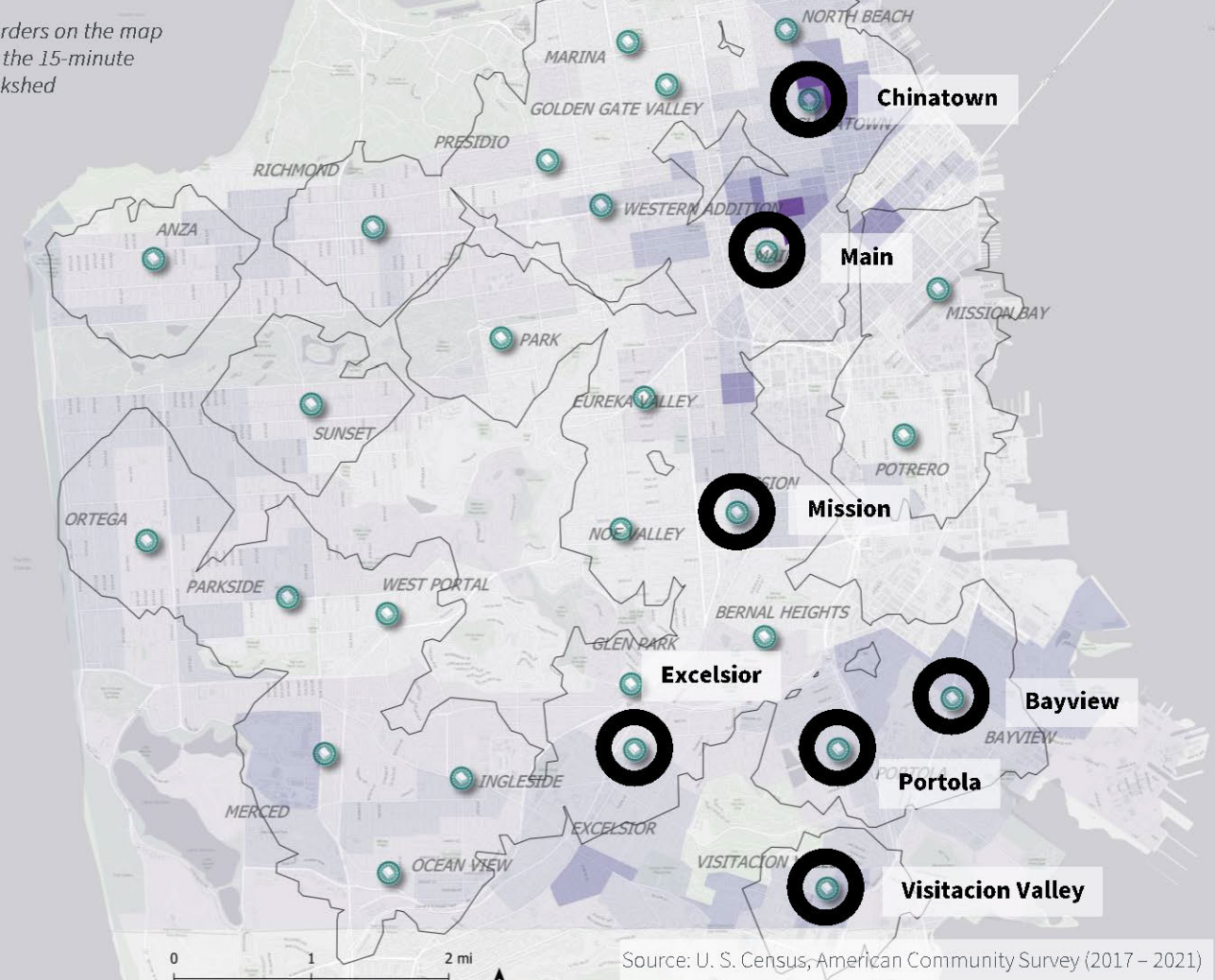
of SF lives within a 15-min walk of a branch

- ESRI BUSINESS ANALYST, 2023

## Library Urgency Index In San Francisco



\*Borders on the map are the 15-minute walkshed



Source: U. S. Census, American Community Survey (2017 – 2021)

# When it comes to access, **It's not just about having a library nearby**

## **OBSTACLES HINDERING LOCATION USE**

(FOCUS GROUPS)

- 01** Service desired not offered at convenient branch
- 02** Safety concerns
- 03** Limited hours

*"I really wanted to take the resume class, but it isn't offered at my branch and when it's offered at main, I'm busy working at the job I'm trying to leave."*

- ZONE E FOCUS GROUP

## **OBSTACLES HINDERING SERVICE USE**

(FOCUS GROUPS)

- 01** Website/digital services challenging to navigate
- 02** Limited multilingual resources
- 03** Lack of cultural context in programs & services

*"There are members of our community with limited English who would feel more welcomed at the library if things were run in a language, they are fluent in."*

- ZONE G COMMUNITY FOCUS GROUP

As SFPL evolves,  
current **non-users**  
may be persuaded to  
**use the library.**

### 3 GROUPS NON-USERS FALL INTO:

(CITY SURVEY)

- 01** Those interested but hindered by cleanliness, safety, or time issues
- 02** Those unaware of the extent of library offerings
- 03** Those who perceive the library is 'not for me.'

*"I didn't know the library did anything besides books and eBooks."*

- ZONE A FOCUS GROUP

WHAT WE'VE LEARNED

# DESIRES FOR THE FUTURE

## DESIRED ROLE

**1. Combat social isolation** by enabling **gathering and connecting** for residents of all ages.

## THIS MAY LOOK LIKE:

- Space reorganized to prioritize intergenerational gathering
- Dedicated resources for community engagement
- Facilitate civic engagement and civil discourse

## TOP 3 DESIRED LIBRARY AMENITIES

(BRANCH USER SURVEY)

**36%** a café at the Library

**20%** a game room

**19%** more event spaces



## DESIRED ROLE

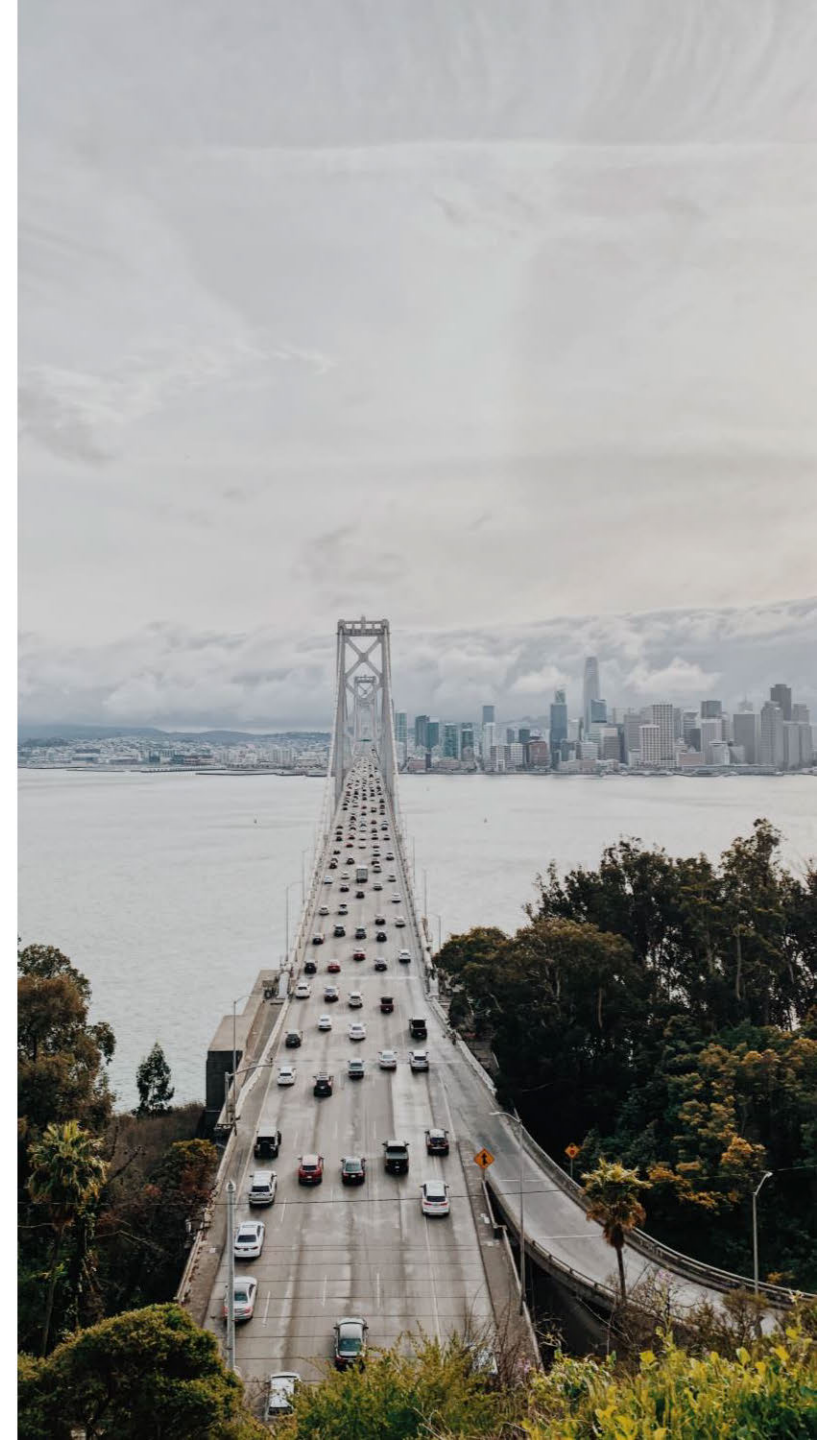
**2. Help people connect** to and **navigate the plethora of resources** available from the library, City and broader community.

### THIS MAY LOOK LIKE:

- Being an official connector to social services
- A coordinated system for tracking who provides what
- Segmented and targeted communication

*“Wu Yee [Children’s Services] **helped me apply to schools** (SFUSD application.) The help is needed. I hope the library will provide more community information besides providing books.”*

**- CHINESE-SPEAKERS FOCUS GROUP (TRANSLATED)**



## DESIRED ROLE

**3.** Provide even more **experiences and opportunities for patrons to pursue passions** they couldn't otherwise afford.

## THIS MAY LOOK LIKE:

- Exhibitions, shows, and lectures at the forefront
- Expand on programs with materials or equipment loans
- Expand programs with special equipment, e.g., the Mix

## SPACES PATRONS WOULD LIKE AT SFPL

(BRANCH USER SURVEY)

- 36%** Art Gallery
- 20%** Music Studio
- 20%** Film Studio
- 16%** Community Kitchen





## DESIRED ROLE

4. San Francisco's **cultural diversity** should be **magnified and celebrated** throughout every library experience.

## THIS MAY LOOK LIKE:

- Community's culture integrated into all experiences
- Staff partnering with community members to strengthen the experiences being created
- Cross branch collaboration planning for cultural celebrations and exhibits

*“There used to be a Story Corps booth at the public library...Our older adults hold some incredible lived experiences, especially as Black San Franciscans here in the Fillmore, Harlem of the West”*

- CBO FOCUS GROUP

*“I think understanding the culture and how we view the world is important.”*

- SPANISH-SPEAKERS FOCUS GROUP (TRANSLATED)

*Nopal de la Misión  
Juana Alicia Araiza, 2021*



## DESIRED ROLE

**5. Expand types of skill building and education, emphasizing tech know-how, parenting skills, homework support, and literacy.**

## THIS MAY LOOK LIKE:

- Expanding tech education offerings and support
- Providing whole family engagement through programming
- Programming specifically geared towards fighting disinformation and misinformation

*“There are many young people that are first generation graduates that do not know how to look for a job. They do not have a career orientation because maybe their parents didn't expose them to that.”*

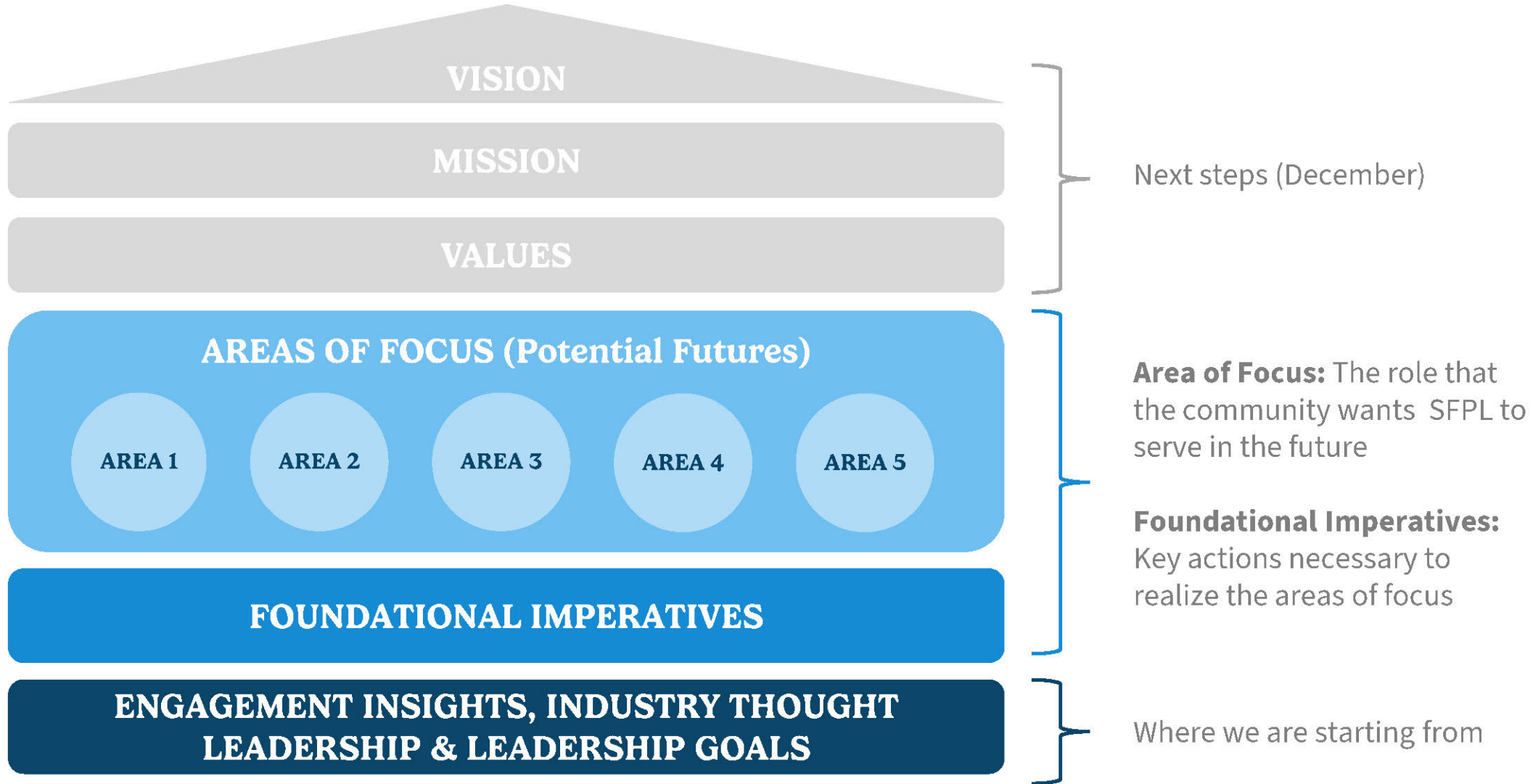
**- ZONE D FOCUS GROUP**





# Defining the Path Forward

# Anatomy of a Strategic Plan



COVERED  
COVERED  
NEXT MTG  
TODAY

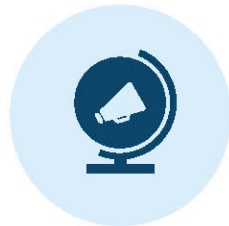
# Areas of Focus *(Potential Futures)*

The role that the community wants SFPL to serve in the future



## RESOURCE PROVIDER

Provide free access to resources, materials, and space.



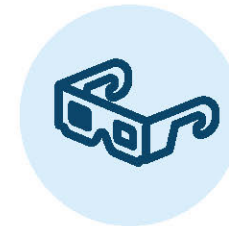
## CULTURAL AMPLIFIER

Build bridges between cultures by celebrating the expressions, achievements, and traditions that make each distinct.



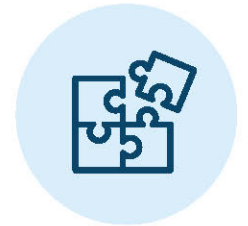
## THOUGHTFUL NAVIGATOR

Guide people to the information, programs, and tools they need within the library, the City, and the broader community.



## EXPERIENTIAL EDUCATOR

Support knowledge acquisition, passion exploration and new skill development through inclusive, immersive, and varied educational offerings.



## COMMUNITY CATALYZER

Foster purposeful relationship building and gathering through events, programming and informal interactions.

### The Benefit

*Access to the knowledge that creates opportunities.*

*Pride in cultural identity and a better understanding of each other.*

*Connection to the resources needed to flourish.*

*Exposure to new opportunities through learning.*

*A sense of belonging and connection.*

# Foundational Imperatives

Key actions necessary to realize the areas of focus.

**01 Diversity, Equity, & Inclusion**

**02 Organizational Culture**

**03 Talent**

**04 Safety**

**05 Awareness & Accessibility**

**06 Partnerships**

**07 Space**



# Discussion & Look Ahead

# Discussion

**What insights surprised you?  
Which ones would you like to know more about?**

**Which Areas of Focus resonate with you?**





# Next Meeting

December 14, 2023

**Share the work-in-progress  
Mission, Vision, Values & Areas  
of Focus.**