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.
External Community Engagement

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

- 20 Community Focus Groups
- 2,283 Branch User Intercept Surveys
- 604 Non-User City Survey Analysis
- 13 City Department Head Interviews
- 1 Night of Ideas Community Workshop

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**

- A Hub for the Community
- E-Books & Audiobooks
- Author Visits & Exhibits
- Outings & Field Trips
- Discover & Go
- Adult Workshops
- Storytime
- Arts & Crafts

### TOP 4 REASONS FOR GOING TO SFPL

**BRANCH USER SURVEY**

- Books / DVDs / other materials: 83%
- Printers / copiers: 25%
- Homework / study time /...: 19%
- Computer access: 19%

“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 6 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

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.

TOP 3 DESIRED LIBRARY AMENITIES
(BRANCH USER SURVEY)

36% a café at the Library
20% a game room
19% more event spaces

THIS MAY LOOK LIKE:

- Space reorganized to prioritize intergenerational gathering
- Dedicated resources for community engagement
- Facilitate civic engagement and civil discourse
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)
3. Provide even more experiences and opportunities for patrons to pursue passions they couldn't otherwise afford.

**SPACES PATRONS WOULD LIKE AT SFPL (BRANCH USER SURVEY)**

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

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

“This 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)**
DESIRERED ROLE

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

“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

THIS MAY LOOK LIKE:

- Expanding tech education offerings and support
- Providing whole family engagement through programming
- Programming specifically geared towards fighting disinformation and misinformation
Defining the Path Forward
Anatomy of a Strategic Plan

VISION

MISSION

VALUES

AREAS OF FOCUS (Potential Futures)

AREA 1  AREA 2  AREA 3  AREA 4  AREA 5

FOUNDATIONAL IMPERATIVES

ENGAGEMENT INSIGHTS, INDUSTRY THOUGHT LEADERSHIP & LEADERSHIP GOALS

Next steps (December)

Area of Focus: The role that the community wants SFPL to serve in the future

Foundational Imperatives: Key actions necessary to realize the areas of focus

Where we are starting from
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.

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<td>01</td>
<td>Diversity, Equity, &amp; Inclusion</td>
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<td>Organizational Culture</td>
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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.