



Vision 2030:

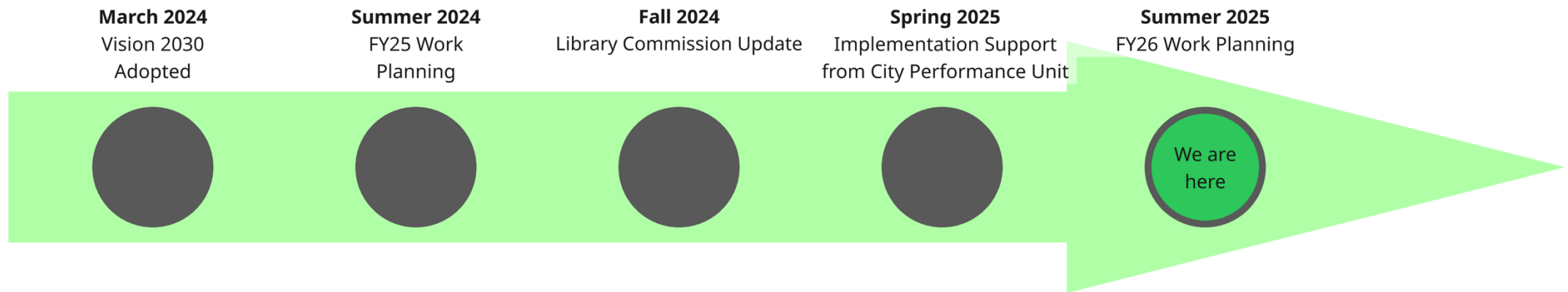
Year in Review and the Future

Dolly Goyal, Chief of Public Services
Alice Kassinger, City Performance Unit

July 17, 2025



Vision 2030 Timeline



San Francisco Public Library

Vision 2030



Vision

A democratic, equitable and vibrant San Francisco for everyone

Mission

Connect our diverse communities to learning, opportunities and each other

Values

Well-being • Community • Equity • Collaboration • Exploration

Strategic Priorities



Literacy Champion

Cultivate the critical understanding necessary for meaningful participation in society through immersive and varied learning activities.



Cultural Amplifier

Facilitate cultural experiences that celebrate and deepen understanding of the diverse communities of San Francisco.



Community Catalyzer

Foster experiences both within and beyond the Library that create and strengthen social connections.



Thoughtful Navigator

Serve as a caring and knowledgeable gateway, helping people find and use library, community and city resources to realize their goals.



Resource Provider

Offer experiences, guidance and resources that support basic needs, encourage personal growth and enrich life in San Francisco.

2025 Progress Highlights:

- Read to Recovery Expansion
- Curated Resources for Immigrants
- Enhancing FOG Readers
- Employee Engagement

Read to Recovery Expansion



Spring - Winter
2023

- Locations launching Read to Recovery:
 - ✓ Main Library
 - ✓ Eureka Valley
 - ✓ Mission Bay
 - ✓ Park

Summer - Fall
2024

- Legislation passes for Library Read to Recovery Program
- Internal Project Team established
- Public website with resources launched

Summer 2024 - June
2025

- Read to Recovery phased launch at all locations



Read to Recovery Collections



FY23

542 books
distributed

FY24

3,675
books
distributed

FY25

3,883
books
distributed



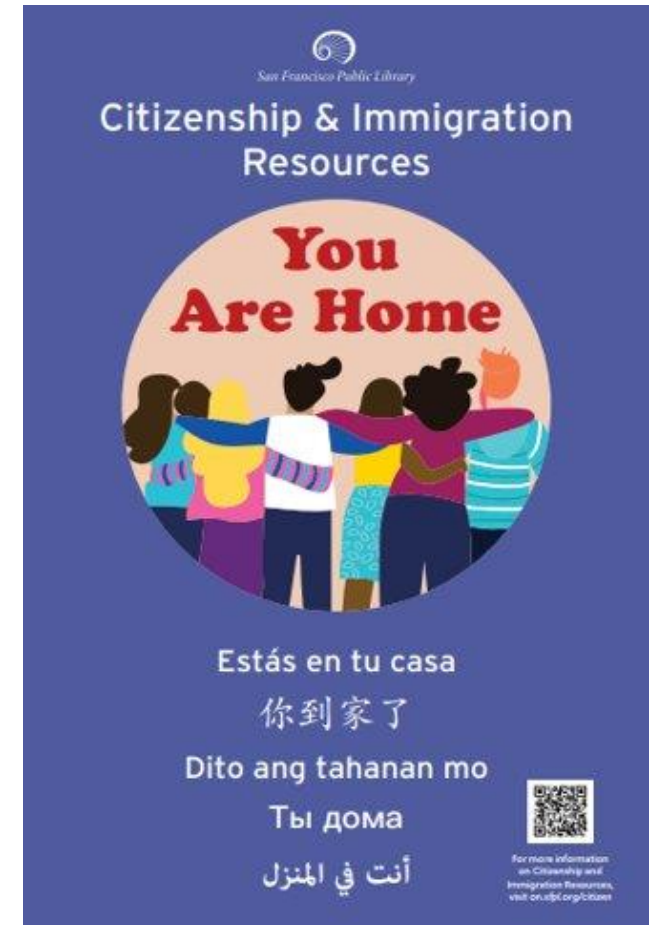
Resources for Immigrants

Citizenship Corners



Mission Bay Library's Citizenship Corner

Updated Website:



Resources for Immigrants

Programming:

Lawyers in the Library: Free
Citizenship Workshops with OCEIA
and SF Pathways to Citizenship
hosted in the Latinx Community
Room

Know Your Rights Trainings at Main
and in the branches with trusted
community-based organizations
(SOMA Pilipinas, PODER)



SAN FRANCISCO PATHWAYS
TO CITIZENSHIP INITIATIVE

OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS

Main Library

- 2 Know Your Rights workshops
- 2 Lawyers in the Library

Branches

- 4 Know Your Rights workshops

OCEIA Led

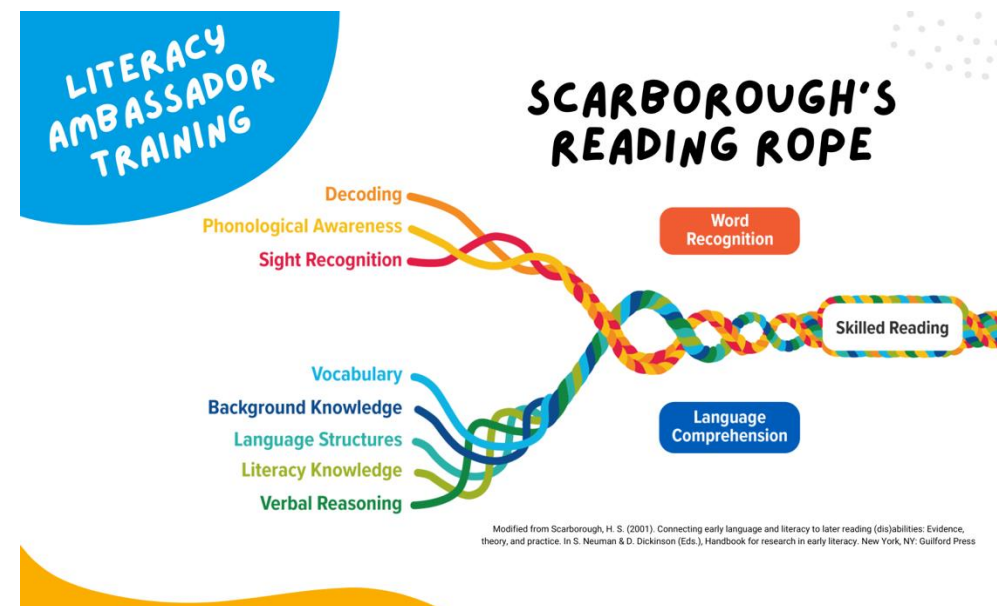
- 5 Citizenship workshops
- 2 Work Permit clinics

F.O.G. Readers Expansion

Decodable Book Collections



Staff Literacy Ambassadors



Employee Engagement



Opportunity Presented

Supervisor-staff check-ins present an opportunity to clarify expectations and build a more supportive work environment.

Goals

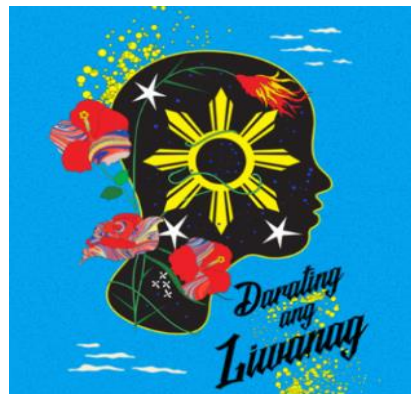
- Support employee growth and increase engagement and well-being
- Improve communication and enhance accountability
- Evaluate and improve existing tools and resources
- Establish an ongoing evaluation process for tools and resources

Strategic Priority: Cultural Amplifier

Culture and Heritage Celebrations



Filipino American International Book Festival



SF Black Theater Movement Panel

Author events



Jake Adelstein in Conversation
with Japan Society of Northern CA



Alison Owings and Del Seymour in
Conversation

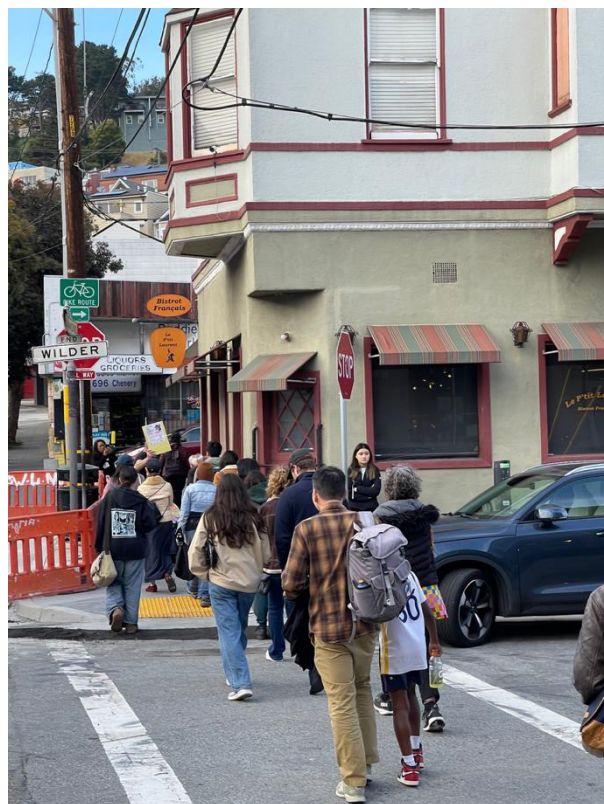
Strategic Priority: Community Catalyzer

In Community

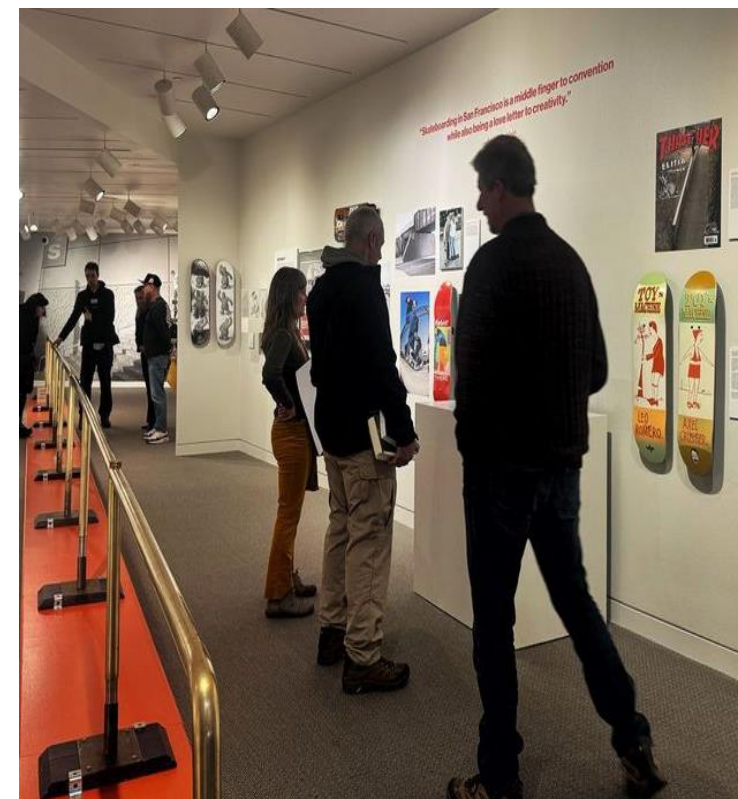
- Small Business Strolls
- New Farm Day
- Bay Beats shows
- Sunday Swap Socials
- Community Baby Showers

Exhibitions

- Skateboarding San Francisco: Concrete, Community, Continuity
- A History of Queer & Feminist Punk in San Francisco



Small Business Stroll, Glen Park



Skateboarding SF opening reception



Strategic Priority: Literacy Champion

Giveaway books distributed in 2025: **232,091**

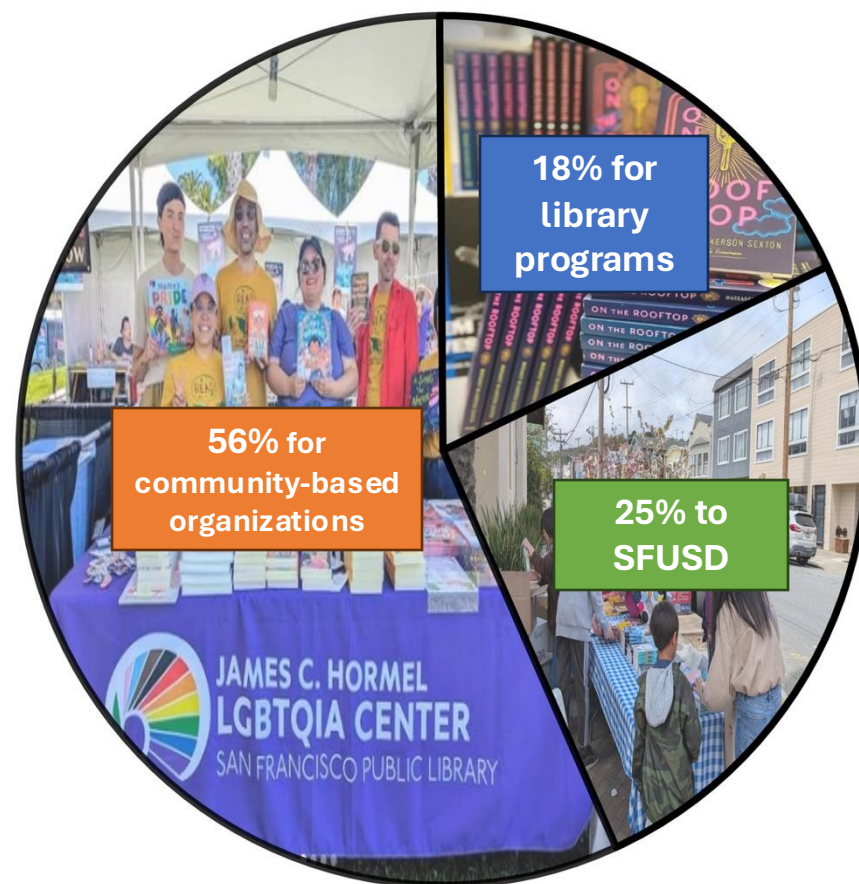


Mystery books at Eureka Valley Open House



Día de los Niños

Breakdown of books distributed at giveaways:



Vision 2030 Implementation Framework

Developed and facilitated a replicable process for identifying and prioritizing work needed to implement Vision 2030.

Process Summary

1. Alignment on Goals & Objectives

Create a concise list of measurable goals and objectives that, if met, will signify Vision 2030 has been achieved.

2. Project Ideation

Brainstorm a wish list of potential projects for the fiscal years ahead.

3. Project Prioritization

Develop a prioritization model and apply to each project proposal.



Vision 2030 Implementation Framework

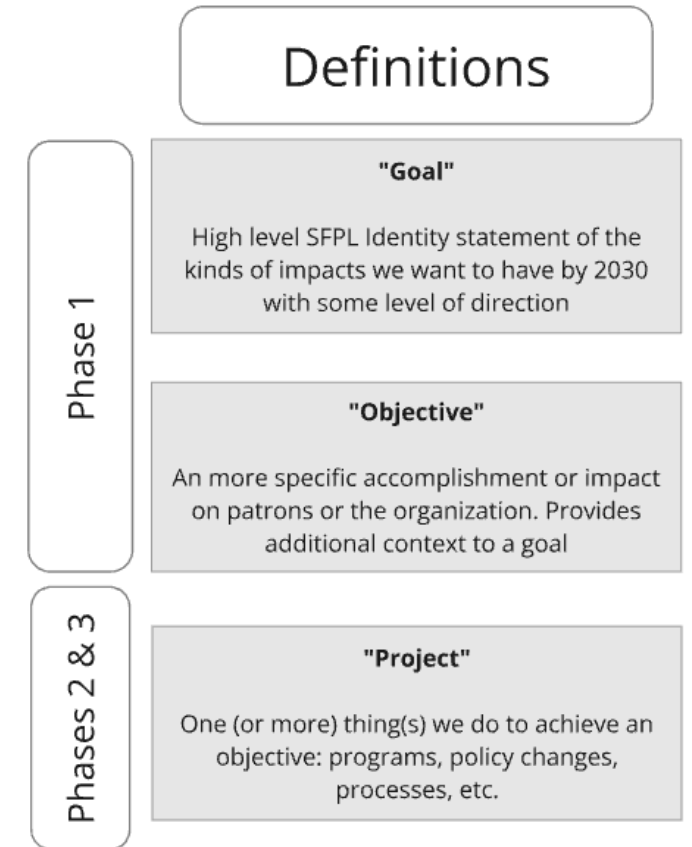
Phase I in Detail: Goals & Objectives

Approach:

- Transform Library leadership's interpretation of Vision 2030 into a comprehensive and actionable list of goals and objectives.
- Small group reflections on clarity and ability to organize and plan divisional work around the proposed set of goals and objectives.

Deliverable:

- 13 goals, each with 4-6 objectives.



Vision 2030 Implementation Framework

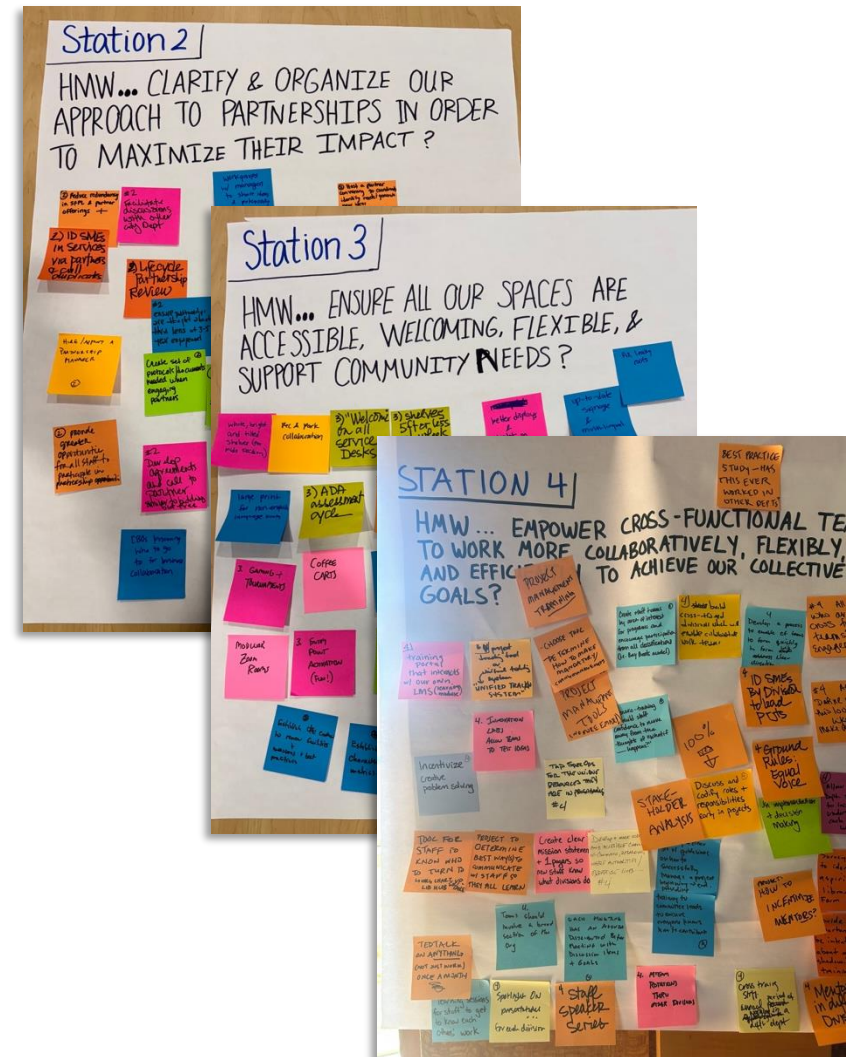
Phase II in Detail: Project Ideation

Approach:

- Individual and collective brainstorming for each goal.
- Small group reflections on each project idea brainstormed.

Deliverable:

- 108 unique project ideas brainstormed across all 13 goals.



Vision 2030 Implementation Framework

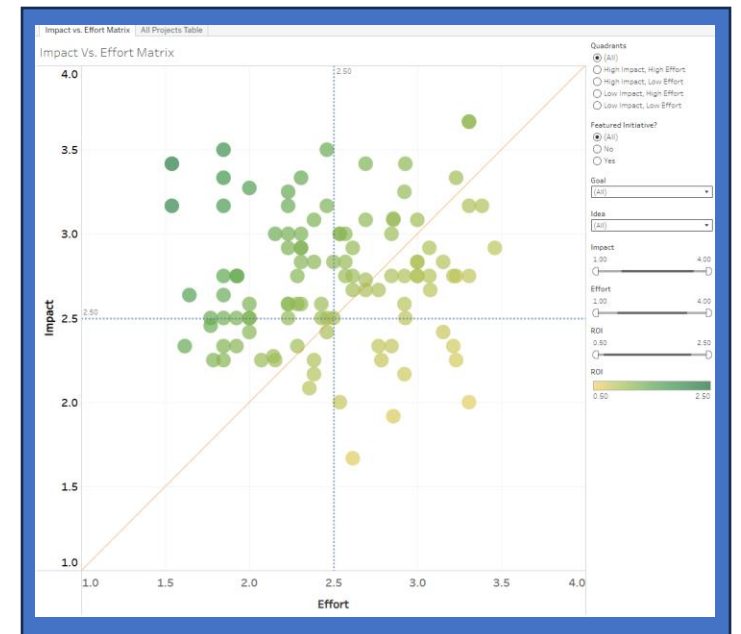
Phase III in Detail: Project Prioritization

Approach:

- Collect and discuss impact and effort information for each project idea.
- Management Team discussion about which project ideas should be prioritized for FY26.

Deliverable:

- Impact/Effort designations for 108 project ideas
- FY26 prioritization with votes, comments, and concerns for each project



Vision 2030 FY26 Projects

New
Resident
Packets

Collections
Optimization

Student
Literacy
Milestones

Youth
Advisory
Board



Vision 2030 FY26 Projects

New Patron
Acquisition
Analysis

Library
Account
Modernization

Enhanced
Employee
Engagement

Data Driven
Decision
Making Training



Vision 2030 FY26 Projects

Patron Feedback
System
Modernization

“K2C” College
Fund Deposits

Program
Sunsetting
Criteria



Tracking Progress

- **Clear Ownership:** Assigned project leads and executive sponsors
- **Defined Scope and Goals:** Projects have dedicated charters
- **Centralized Progress Tracking:** We use a master project tracker
- **Consistent Updates:** All leads share monthly updates
- **Dedicated Oversight:** RSA Analyst oversees project process



Thank you

