

Project	Description
AI Working Group	Establish a small group of staff to explore relevant uses for AI tools within SFPL operations.
Churn Analysis & Marketing Reengagement Strategy	This project uses email campaigns to reengage inactive patrons and reduce churn rates.
Collection Right-Sizing	This project aims to make library collections more relevant to community needs by training staff on the enhanced capabilities of CollectionHQ (cHQ) and optimizing its configuration.
Create a newcomer packet for library card sign up	This project aims to increase library card sign-ups among new San Francisco residents by developing and piloting a targeted newcomer packet.
Create a rotating maintenance schedule + prioritization framework for critical repairs	This project seeks to improve infrastructure reliability and reduce downtime by implementing a proactive, rotating maintenance schedule and prioritization framework.
Develop Resource Hub for Division Admin Staff	This project centralizes Finance and HR annual deadlines to make them easily accessible for all staff.
Develop structure for Intergenerational Programming	This project creates tools and guidelines for intergenerational programming to foster multigenerational connections across SFPL locations.
Equity Zone Development & Analysis	This project creates a library-specific needs metric to better understand and serve high-priority patron groups.
Facilities Master Plan	This project identifies and works with a 3rd party vendor to create a 20-year roadmap for maintaining, improving, and expanding SFPL facilities to better serve community needs.
Furniture and bookshelf reimaging	This project will streamline and standardize the library's approach to furniture and furnishings (FF&E) by developing a comprehensive design standard and a procurement catalog. This will create more welcoming and functional public spaces while improving operational efficiency for staff.
Governance Document Centralization	This project centralizes SFPL's policies and procedures into a repository and establishes standards for creating and maintaining them.
Increase access to data for data-driven decision making	This project catalogues existing data resources and developing a formal program to improve data literacy among SFPL leadership.
K2C Deposits Partnership	This project establishes a pilot program enabling youth to make deposits into the Treasurer and Tax Collector's (TTX) Kindergarten to College (K2C) accounts program directly at the Excelsior Branch and Main Library.
Launch Employee Peer-to-Peer Recognition System	This project will establish a formal peer-to-peer recognition system, "Employee Shout Outs," to enhance employee engagement and build a culture of appreciation at the Library.
Latinx Affinity Center	This project establishes a center to serve Latinx and Spanish-speaking communities, including space planning, programming, and community input.
Marketing Master Plan	This project aims to increase patron engagement and market penetration by developing a comprehensive Marketing Master Plan with consistent branding guidelines and defined strategies for social media, media relations, and marketing.
New Patron Registration Insights and Tracking	This project aims to analyze the entire library card registration pipeline, from initial sign-up to card activation and usage, to establish a baseline and identify inefficiencies. The project will also pilot a tracking mechanism for

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	outreach events to better evaluate the return on effort and design improvements for stronger patron engagement.
Partnerships for Grade-Level Reading	This project addresses low grade-level reading rates by partnering with the SF Department of Children, Youth and Their Families (DCYF) to pilot an offsite FOG Readers tutoring program. The goal is to expand the program's reach by establishing it at an SFUSD Beacon site to provide free, accessible reading support to K-5 students.
Patron Online Registration & Renewal	This project will implement a combined self-service system for online library card registration and renewal.
Patron Privacy Policy Update	This project modernizes SFPL's privacy policy to align with current data practices and patron privacy needs, culminating in Library Commission approval.
Portfolio Management	Develop practices and standards for planning and organizing work that increase visibility and transparency for leadership, enable project/effort prioritization within divisions, and facilitate communication across divisions.
Procurement Automation	This project aims to automate the library's manual, paper-based purchase order (PO) request process by implementing a digital system.
Programming Feedback (SFPL Outcome 2.0)	This project explores opportunities to create and implement patron feedback tools for programs to improve satisfaction and future offerings. Phase 1 focused on research and development.
Promotoras	This project expands the Promotoras outreach model, focusing on Bayview, Tenderloin, and Mission branches.
Review Patron Code of Conduct	This project will assess and update as needed SFPL's Patron Code of Conduct.
Services Prioritization Criteria	This project will develop a framework and criteria for prioritizing the library's programs, services, and internal work.
Standardize Staff Training by Division	This project will improve staff understanding of and compliance with mandatory training by gathering specific requirements from each SFPL division and consolidating them on a central LibHub page.
Standardize Incident Report Writing	This project will review current training to ensure it provides clear directions for staff on how to write proper incident reports.
Update Employee Handbook	The current SFPL Employee Handbook hasn't been updated since 2011. This project will update the resource to avoid duplicating content from the City's employee handbook, and focus on making SFPL-specific resources easily accessible.
Welcome Experience	This project aims to create a more welcoming and navigable experience for patrons by piloting a "Welcome Desk" with new signage at the Mission and Chinatown locations and a "greeter" program at the Main library.