



Vision 2030:

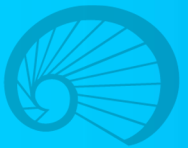
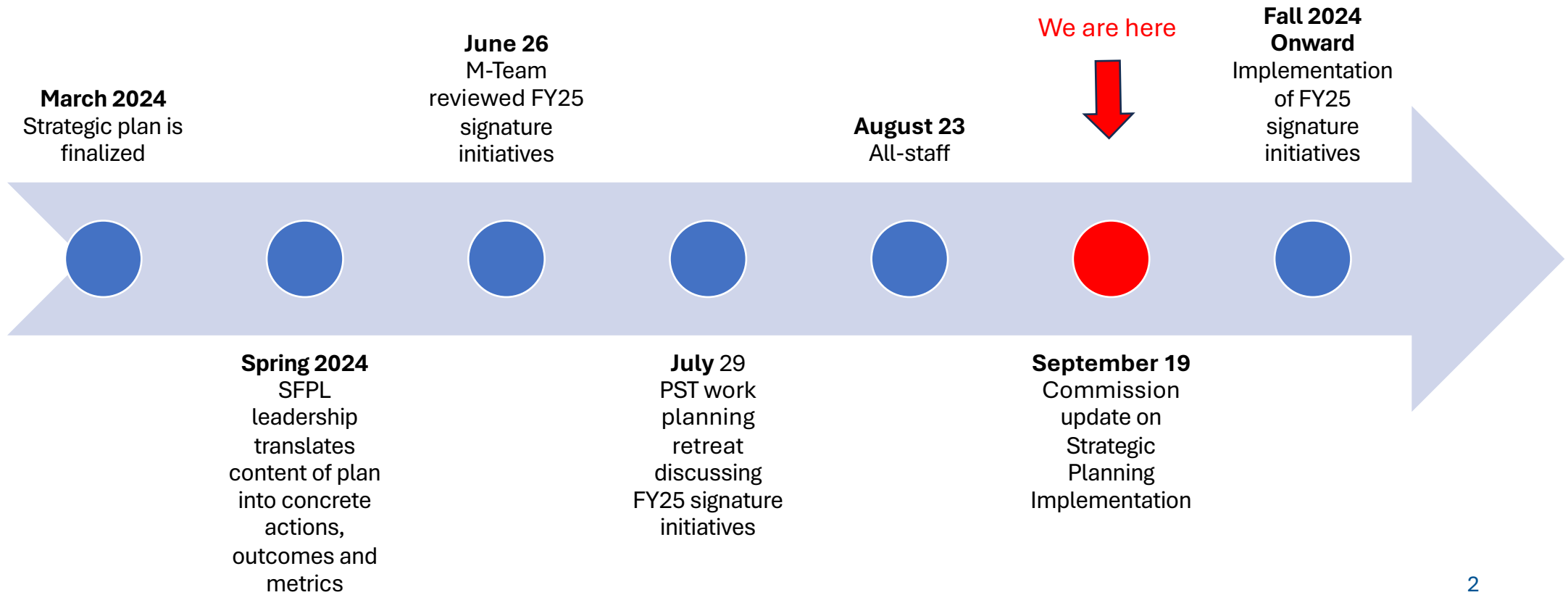
A Democratic, Equitable, & Vibrant San Francisco for Everyone

Dolly Goyal, Chief of Public Services

September 19, 2024



How We Got Here



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.

FY25 Public Service Areas of Focus:

- Enhanced School Literacy Readiness
- Customer Service
- Enhanced Programming
- Latinx Affinity Center

San Francisco Public Library

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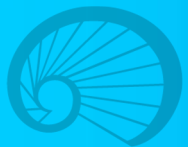
FY25 Operational Areas of Focus:

- Facilities Master Plan vendor
- Catalog Policies & Procedures
- Equity Zone Analysis
- Recruitment Standardization

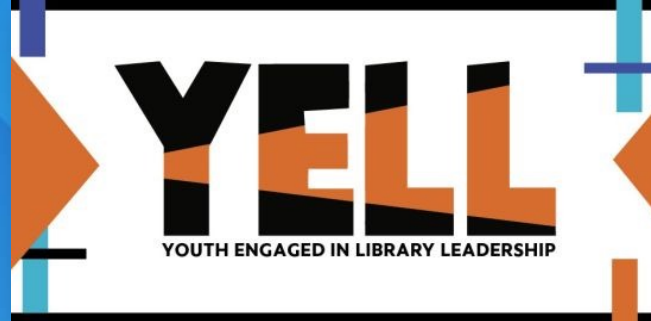
Customer Service



- Re-imagined customer service training
- Training and development opportunities for all staff
- Improved onboarding



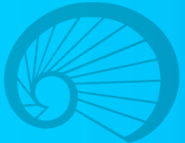
Enhanced Programming



Latinx Affinity Center



Francisco Cardona
Program Manager



We Are Already On the Way!



Cultural Amplifier



Community Catalyzer



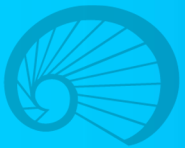
ART OF NOISE

May 4–Aug 18, 2024 SF MO MA

New Committees

Committee Realignment

- Cultural Amplifier
- Early Learning & Literacy Champions
- School Literacy Champions
- Thoughtful Navigator
- Resource Provider
- Readers Advisory

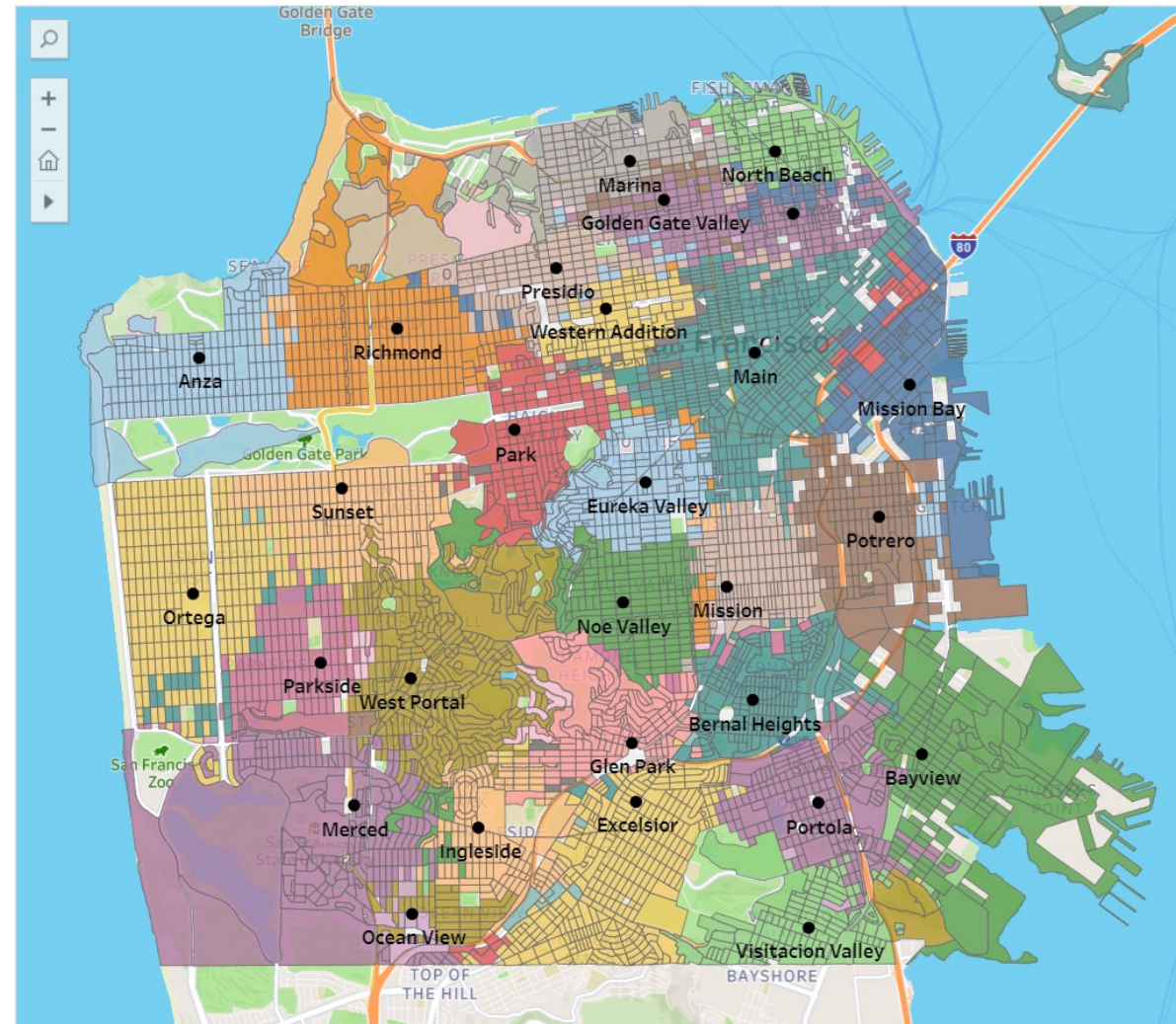


Data Tools: Tableau

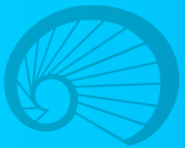
Community Profiles

- Demographics
- Visitors
- Circulation
- Active users
- Cardholder reach
- Partnering opportunities

Community Service Area Map - ALL



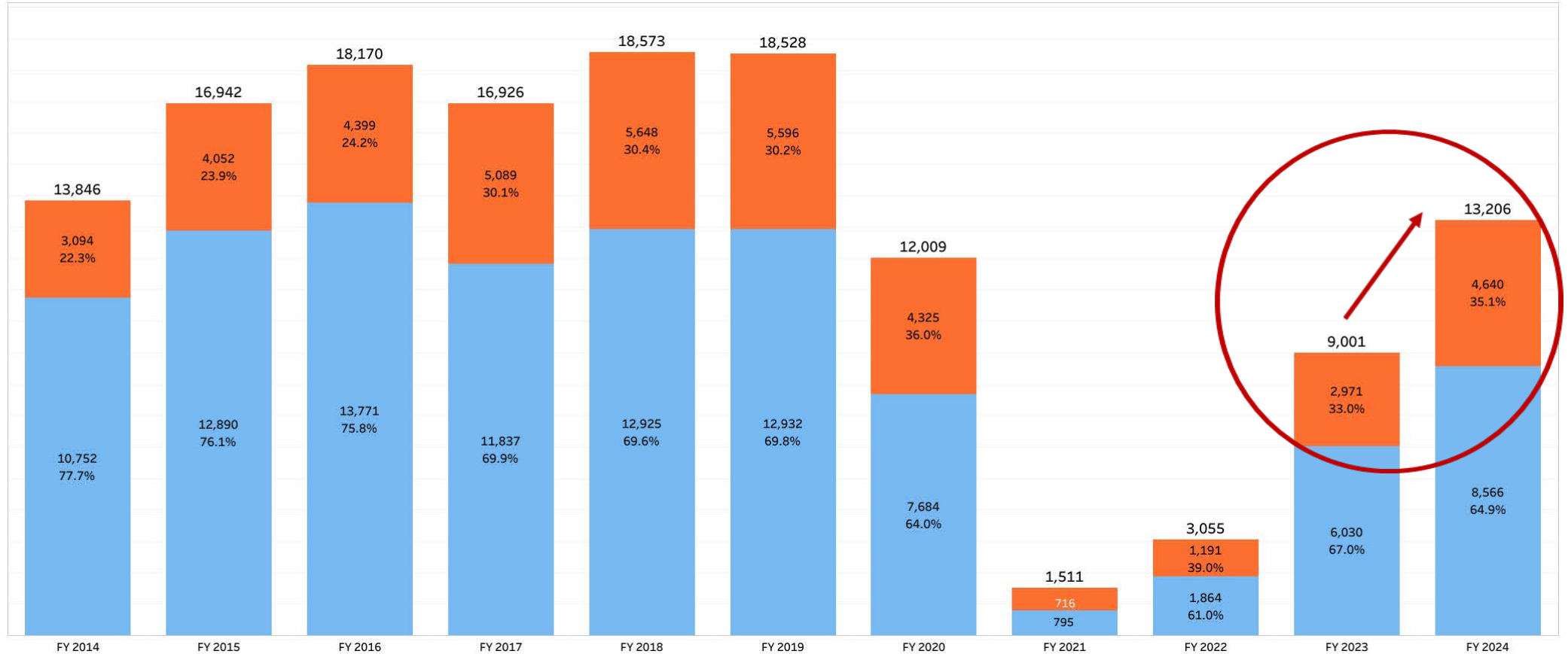
**The data period is 8/17/2021 (when all 28 SFPL locations re-opened) to 2/17/2023.*



Programming Data

SFPL offered 47% more programs in FY24

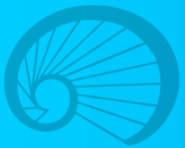
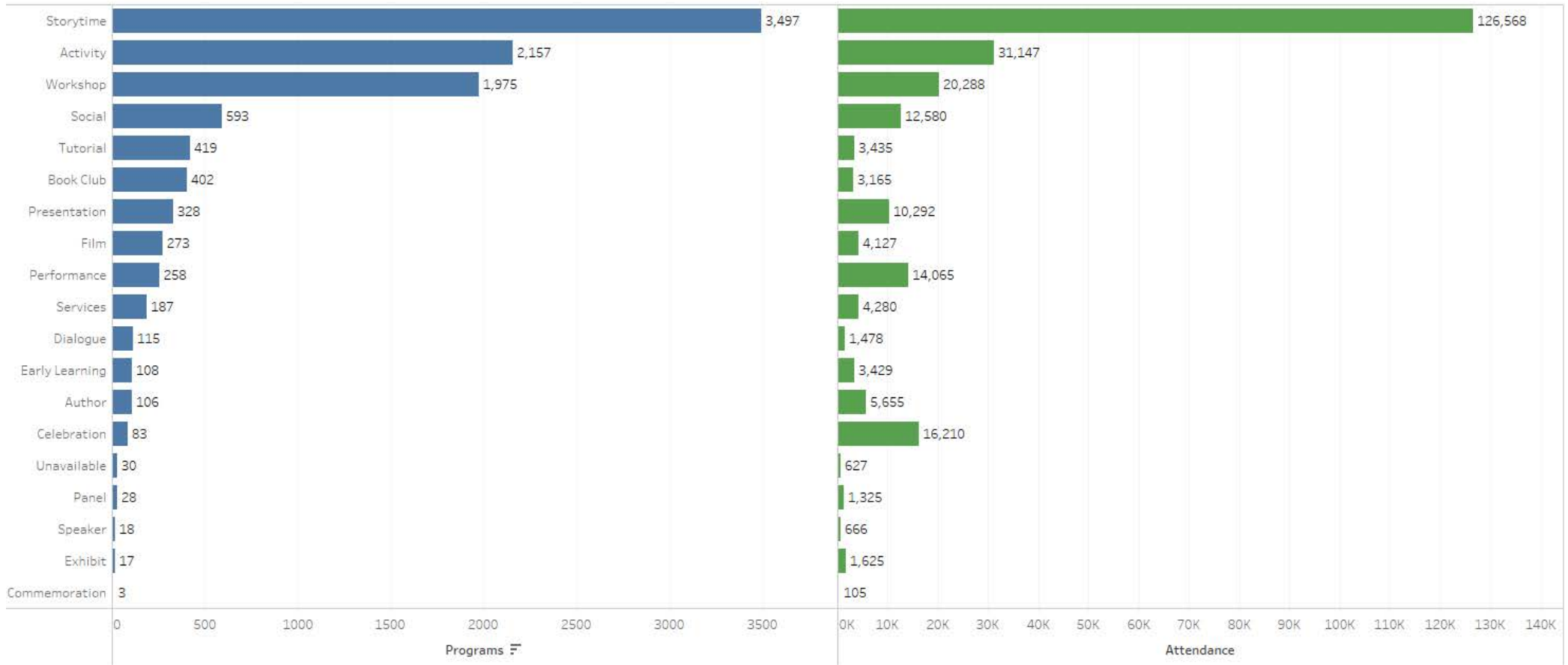
SFPL Youth vs Adult Programs



Programming Data

Patrons are engaged in storytimes and opportunities to connect and learn

Number of Programs and Attendance, by Type





City Performance

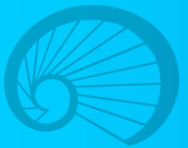
Alice Kassinger, Project Manager

September 19, 2024



About City Performance

- In 2003, voters approved a Charter amendment to establish City Services Auditor (CSA) in the Controller's Office.
- City Performance (CP) is a division of CSA. Our mission is to:
 - Support City departments in making transparent, data-informed decisions;
 - Guide City departments to align programming with resources for greater efficiency and impact;
 - Provide City departments with tools they need to innovate, test, and learn!



History of City Performance & Library Collaboration

Funding for Strategic Plan Efforts

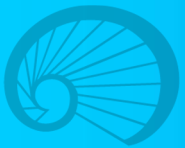
- In FY23, we provided funding for the Library's Strategic Plan efforts.

Annual Open Hours Assessments

- In FY12 and FY17, City Performance and the Library worked with a survey firm to combine data analysis and patron surveys to recommend open hours across the Main and Branch Libraries.

Financial Reserves and BLIP Economic Analysis

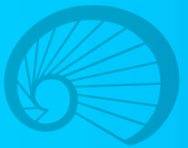
- In FY16, CP and the Library conducted several analyses to estimate future unappropriated fund balance over five years and to propose uses for the projected remaining fund balance.
- They worked with a consultant to report on the community and economic outcomes of the Branch Library Improvement Programs.



Strategic Plan Implementation Framework

Project Context

- The Library's 2024-2030 Strategic Plan is visionary and ambitious. Implementing the plan will be a vital but heavy lift over the next six years!
- The Library needs to translate these high-level goals and strategic priorities into **an actionable plan and process for implementation!**
- This includes:
 - Identifying project priorities, timelines, and owners
 - Developing mechanisms for accountability, including performance measures
 - Crafting a universal, accessible way to track and report on progress



Strategic Plan Implementation Framework

Phase I: Structure

A **structure** for how Library leaders on the Management Team can **work together to implement** the Strategic Plan over the next 6 years. The structure should be inclusive and efficient.

Example deliverables:

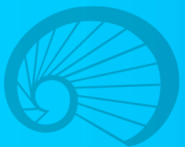
- Roles and responsibilities matrix
- Meeting agendas and expectations
- Transparent progress-tracking tool

Phase II: Road Map

A **road map that prioritizes** Strategic Plan items **and plans when** to implement them throughout the next 6 years.

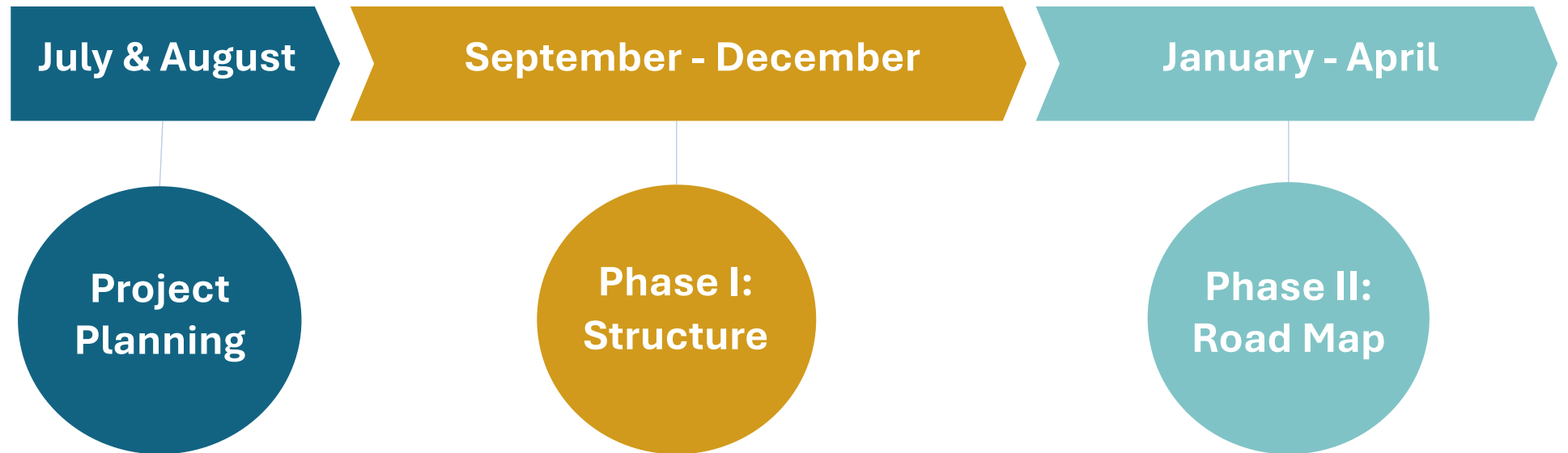
Example deliverables:

- Prioritized list of initiatives mapped to a high-level timeline through FY30
- Suggested owners and key stakeholders for each initiative



Strategic Plan Implementation Framework

Timeline



Strategic Plan Implementation Framework

Approach

- An inclusive process is essential. We want to develop tools and processes that work for every user.
- We will use interviews, workshops, *and* independent analysis to make sure we incorporate feedback from the Management Team.



