

Civic Bridge

Bridging the Public and
Private Sectors on Critical
Challenges



**SAN FRANCISCO MAYOR'S
OFFICE OF CIVIC INNOVATION**

MAIN LIBRARY UX DESIGN



Adobe



San Francisco Public Library





PROJECT GOALS

- ✓ encourage good behavior while discouraging bad behavior
- ✓ reduce number of security incidents
- ✓ activate as much library space as possible
- ✓ stay true to the library's core missions of learning and exploration



RECOMMENDATIONS

Pop-up programs to activate spaces with new engagers

Scavenger hunts/Explore the Library

Innovative, repurposed areas in “hangout” spaces with Café and pop-up activations in the atrium



RECOMMENDATIONS

Staffing

Staff engagement and self-promotion/expression - "ask me about _____"

Restrooms

Attendants inside restrooms

Open Spaces

Code of conduct signage in positive language

"Families are here, respect the space"

Testing new wayfinding signage



RECOMMENDATIONS

Entrance

Docent/Navigator Program

Perimeter

One MAIN entrance

Exterior lights to improve safety, improve aesthetics and match Civic Center projects

Exterior signage about programs

MARKETING TO MILLENNIALS



HARVARD
BUSINESS SCHOOL



San Francisco Public Library

Peer Benchmarking

- Partnerships
- Digital Marketing
- Experience Innovation
- Research and Measurement

Corporate Success Stories

- Content Marketing
- Platform Utilization
- Challenge Creativity
- Convenience
- Personalized and Transparent

Looking Inward – Interviews with SFPL Branches

- Bernal Heights
- Mission Bay
- North Beach
- Park

PROJECT GOAL

- ✓ **Increase the use and awareness of public libraries among the City's population.**
- ✓ **Target “millennials,” or young adults, typically without children, who have a strong familiarity with technology including communications, digital technologies and media.**

For _____ who _____ , _____ is _____

Description of target
customer

Have X problem or
want/need X thing

Our product

(Single most
Important claim)

Among all _____ because _____

Competitive frame

(Single most important support
metric/reason to believe the claim)

MARKETING PLAYBOOK

- ✓ **Create a compelling positioning statement:**
 - * *who are the customers?*
 - * *what do they need?*
 - * *why is the Library best positioned to meet their needs?*
- ✓ **Focus groups and iterate**



HBS RECOMMENDATIONS - MEET MILLENNIALS WHERE THEY ARE

Simplify online library card signups

Leverage social media

Create, test and iterate on a direct email campaign

Continue strategic partnerships with other SF organizations

Create a Young Advisory Board

San Francisco Public Library Next Steps

Design new Library card sign-up materials

Direct messaging influential / interested Twitter users

January eNewsletter → 100,000+ patrons

SFMOMA, National Parks Service, Chronicle Books, Litquake

Partnering with Friends of the San Francisco Public Library

CAMPAIGN MESSAGING COMPARISON

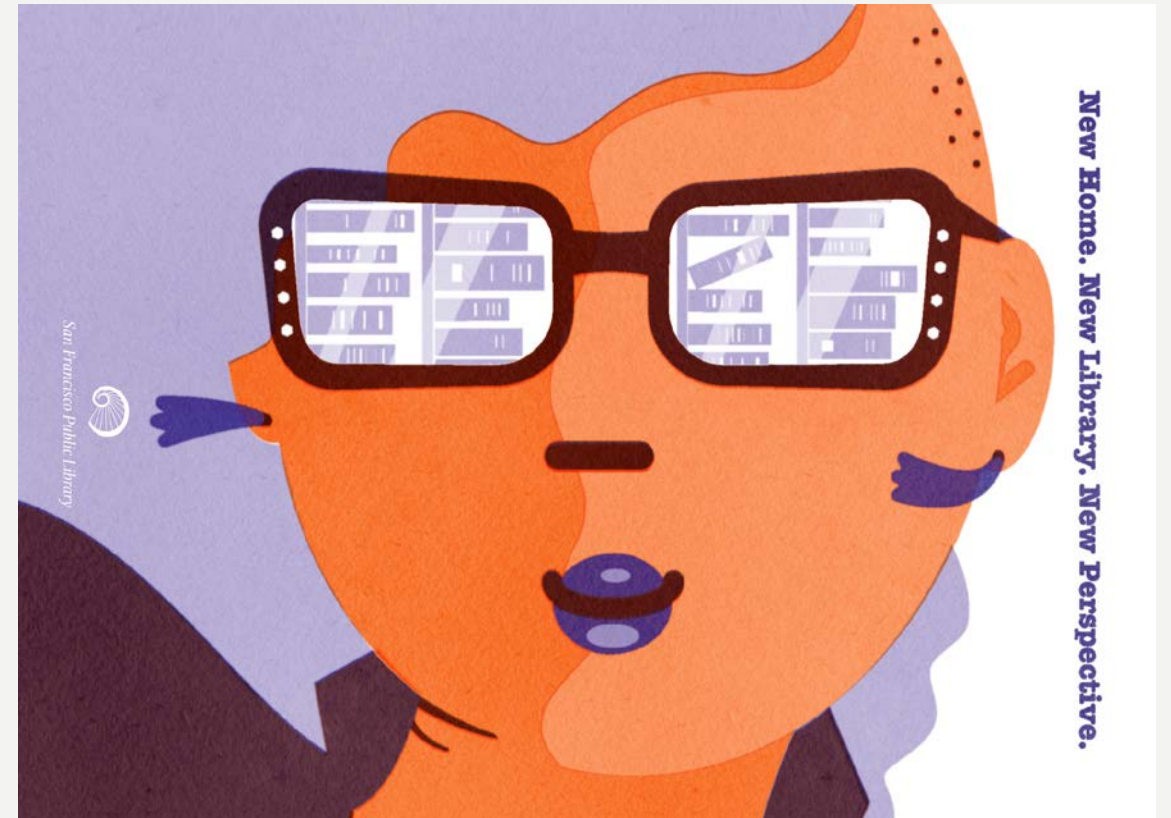
A.

LIBRARIES DELIVER DEMOCRACY



B.

NEW HOME. NEW LIBRARY. NEW PERSPECTIVE.



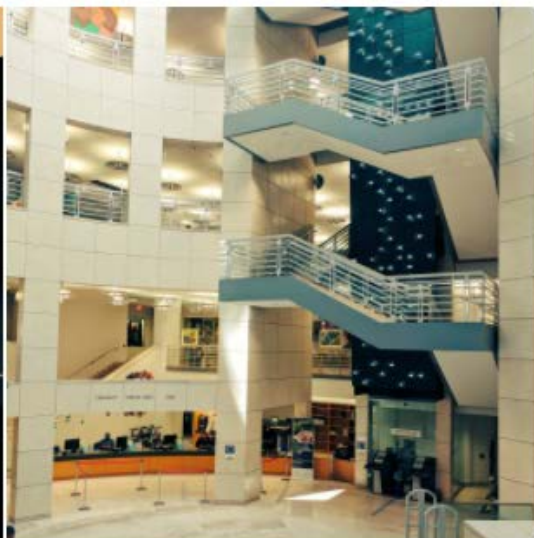
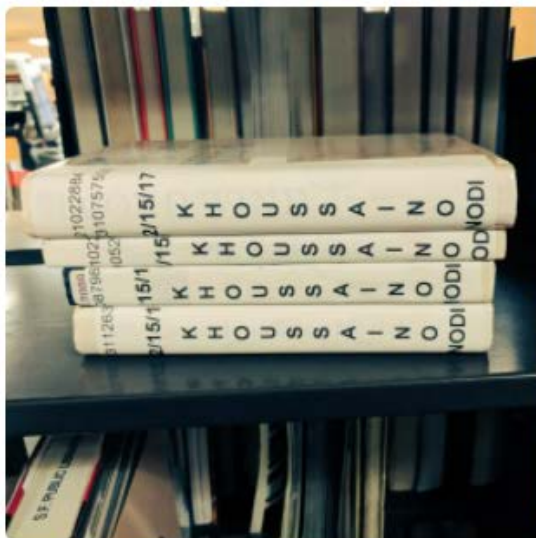


OMG, just checked out my first free ebook and delivered it to my Kindle! Why haven't I been doing this for years?!? Thanks [@SFPublicLibrary](#)!

9:08 AM - 9 Dec 2017 from [San Francisco, CA](#)



Sorry to be such a millennial, but libraries are lit! I put these books on hold on Monday. Today they were all on one shelf, ready to go. Thanks [@SFPublicLibrary](#)!



1:00 PM - 6 Dec 2017



First day in [#SanFrancisco](#) & first achievement unlocked

My very own [@SFPublicLibrary](#) card!



6:01 PM - 7 Dec 2017

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THANK YOU