

The Library fosters individual and community enrichment, resourcefulness, and connection through welcoming, knowledgeable staff, and easily accessible collections, facilities, and virtual spaces.



STRATEGIC PLAN 2020-2025

LIBRARY VALUES

PUBLIC TRUST

We commit to being fiscally responsible with public resources, to protecting customer confidentiality, and to providing safe, well maintained, and accessible facilities.

DIVERSITY AND ACCESS

We are committed to reflecting the diversity of our community through our collections, services and staff. We believe in equitable access to all Alameda Free Library resources.

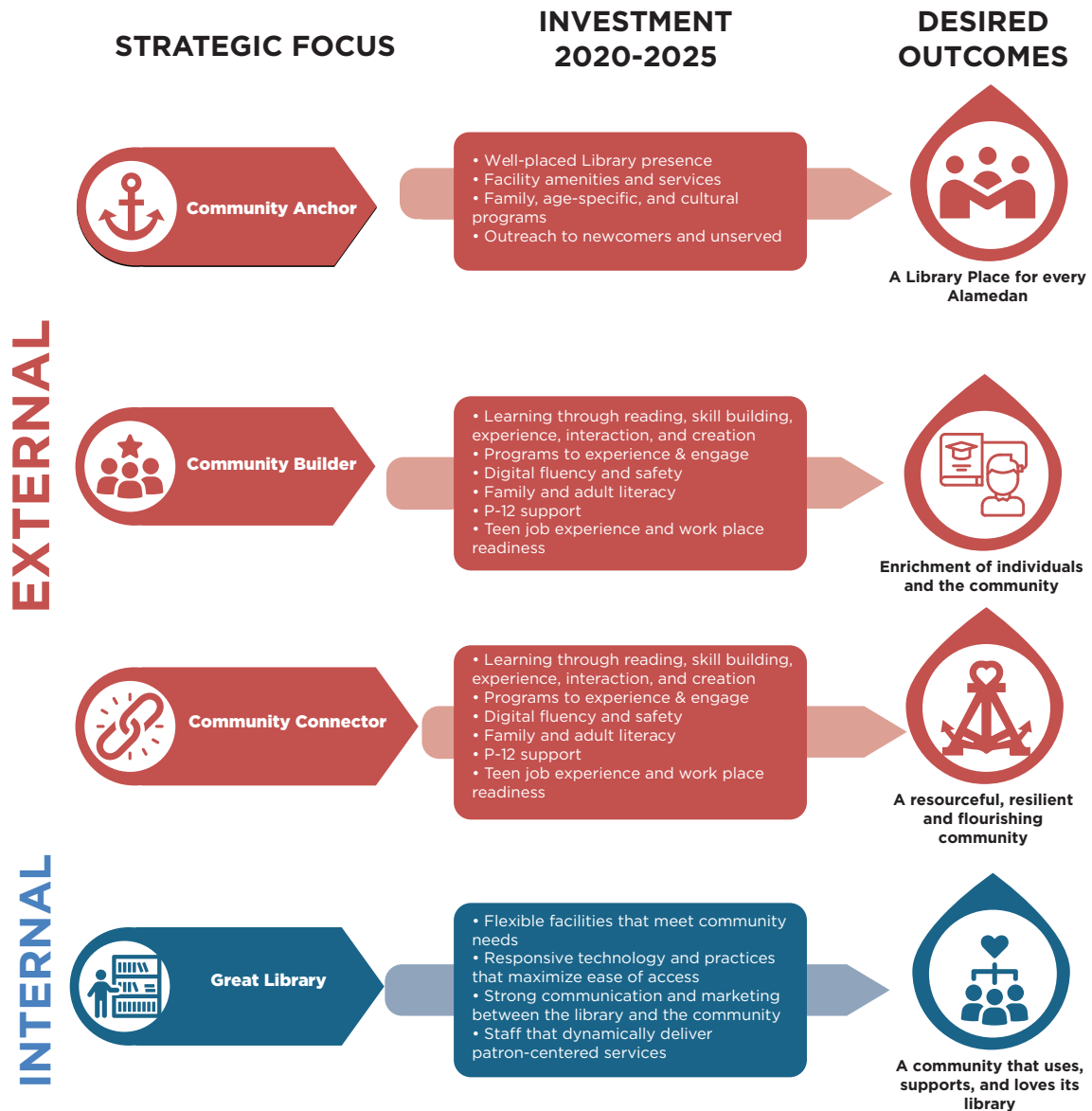
OUTREACH & PARTNERSHIP

We will actively develop partnerships and joint activities with community institutions and organizations to further the Alameda Free Library mission.

EXCELLENT SERVICE

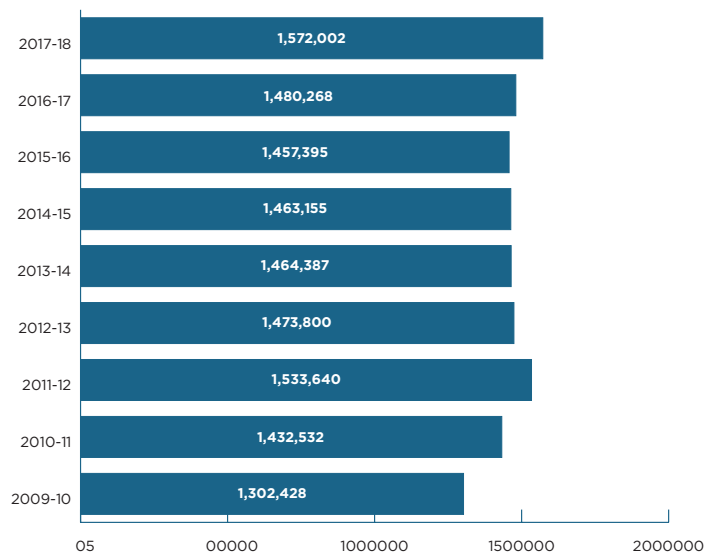
We commit to providing excellent service by providing accurate and reliable information in a respectful interaction between well trained, friendly and efficient staff and all members of our community.

STRATEGIC FRAMEWORK



CUSTOMER SERVICE TRANSACTIONS

Totals include: Check Outs, ILL, Electronic Circ, Ref Qs, Program Attendance, Library Visits



PRIORITIES

We want to make it possible for all Alamedans to fall in love with the library. Going forward, the strategic priorities are to **broaden the reach of the library** to every resident by expanding the physical and virtual space for our growing community. If our libraries are well-placed, open, welcoming, and comfortable and if we tell the library story well and broadly, Alamedans will use it, support it, and love it.

FACILITIES



- Expand Bay Farm Island Library
- Open Seed and Tool Lending Library
- Expand the Virtual Branch
- Establish library presence at Alameda Point

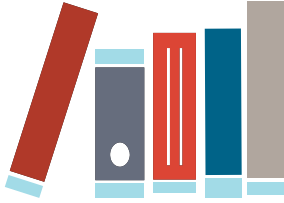
MORE OF IT... MAKE PEOPLE LOVE IT

SERVICES

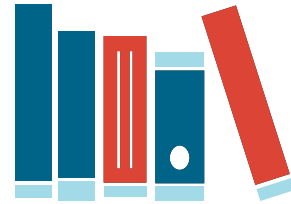
- Increase Operating Revenue
- Build Capital Revenue
- Conduct Community Outreach
- Increase Open Hours



Alameda *Free* Library



2018-2019
BREAKDOWN



2,619,243
ITEMS BORROWED



221,750
ITEMS IN COLLECTION

50,240
QUESTIONS ANSWERED

87,607
WIFI USERS



35,860
E-ITEMS CHECKED OUT



435,607
LIBRARY VISITORS



VISITS TO
LIBRARY WEBSITE

64,786

1,112 PROGRAMS HOSTED

16,914
ATTENDEES

78,449
CARDHOLDERS