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.

OUTREACH & PARTNERSHIP

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

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.

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

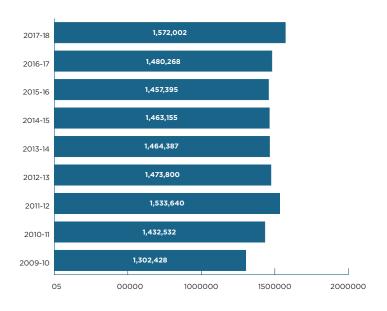
DESIRED INVESTMENT STRATEGIC FOCUS 2020-2025 **OUTCOMES** • Well-placed Library presence Facility amenities and services
Family, age-specific, and cultural **Community Anchor** A Library Place for every Alamedan Programs to experience & engage
Digital fluency and safety **Community Builder** readiness **Enrichment of individuals** and the community Digital fluency and safetyFamily and adult literacyP-12 support **Community Connector** A resourceful, resilient and flourishing community NTERNA needs Responsive technology and practices HHIM **Great Library** $= /10^{\circ}$ • Strong communication and marketing between the library and the community • Staff that dynamically deliver

CUSTOMER SERVICE TRANSA

patron-centered services

A community that uses, supports, and loves its library

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



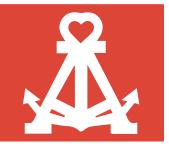
- Expand Bay Farm Island Library
- Open Seed and Tool Lending Library
- Expand the Virtual Branch
- Establish library presence at Alameda Point

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







221,750

50,240 QUESTIONS ANSWERED

87,607
WIFT USERS



IBRARY WEBSITE

1,112 PROGRAMS HOSTED