

**ALAMEDA  
FREE LIBRARY**  
— BETWEEN THE LINES —

# Strategic Plan

2026-2030



# Powered by Community Input



In mid-2025, the Alameda Free Library launched a community-wide effort to shape our next strategic plan, inviting Alamedans to share what they love about their library and what they hope to see in the future. More than 1,600 people joined in through surveys, conversations, focus groups, sticky-note boards, and online and print outreach. We offered many ways to participate, in multiple languages and across all library locations, to make sure everyone had a chance to be heard.

**This plan is built from that input and reflects the ideas, experiences, and aspirations shared by the people who use, support, and work at the Library.**





## Focus Area 1 Access

**What the library provides to the community.**

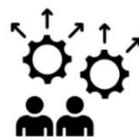
Programs, collections, resources, and referrals that connect people with learning and enrichment opportunities.



## Focus Area 2 Experience

**How the community perceives and experiences the library.**

A welcoming and visible presence through inclusivity, strong outreach, and trusted partnerships.



## Focus Area 3 Capacity

**How the library builds strength to deliver on its mission.**

The library's ability to develop staff, infrastructure, and systems to achieve library goals.

# Focus Area 1

## Access

Programs, collections, resources, and referrals that connect people with learning and enrichment opportunities.



### Goal 1.1

**Improve Electronic Collections:**  
*Make it easier for people to find and enjoy popular eBooks, audiobooks, and other digital materials.*

### Goal 1.2

**Strengthen Physical Collection:**  
*Keep the library's shelves easy to browse and filled with books that reflect what our community cares about.*

### Goal 1.3

**Deliver Community-Driven Programs:**  
*Offer engaging, inclusive programs that evolve with the community's needs and interests.*

### Goal 1.4

**Expand Referrals and Resources Connections:**  
*Help more people find the services, information, and community support they need.*

### Goal 1.5

**Advance Technology Access:**  
*Offer computers, software, and internet access that help people learn, create, and stay connected.*

### Goal 1.6

**Grow the “Library of Things”:**  
*Expand and promote borrowing of everyday items—from tools to games—that make life easier and learning more fun.*

# Focus Area 2

# Experience

A welcoming and visible presence through inclusivity, strong outreach, and trusted partnerships.

## Goal 2.1

### Deepen Outreach & Partnerships:

*Build stronger connections with local groups and organizations to bring the library's resources and services to more people.*

## Goal 2.2

### Broaden Access Channels:

*Share library news and resources in ways that reach everyone—online, in person, and throughout the community.*

## Goal 2.3

### Improve Library Spaces:

*Make welcoming library spaces where people can explore, learn, and connect.*



## Goal 2.4

### Introduce Library User-Facing Technology:

*Add new digital tools that make it easier for people to use and enjoy library services.*



# Focus Area 3

# Capacity

The library's ability to develop staff, infrastructure, and systems to achieve library goals.



## Goal 3.1

### Invest in Staff Expertise & Collaboration:

*Help staff build skills, confidence, and teamwork across departments so everyone can provide great service—one team, one library.*

## Goal 3.2

### Refine Processes and Service Standards:

*Keep improving how we do things, so library services are easy, consistent, and high-quality for everyone.*

## Goal 3.3

### Foster a Positive, Supportive Workplace Culture:

*Celebrate staff contributions, encourage teamwork, and build a workplace where learning and appreciation are part of our culture.*

## Goal 3.4

### Invest in Technology and Tools:

*Give staff and workspaces the up-to-date tools and technology they need to work effectively.*