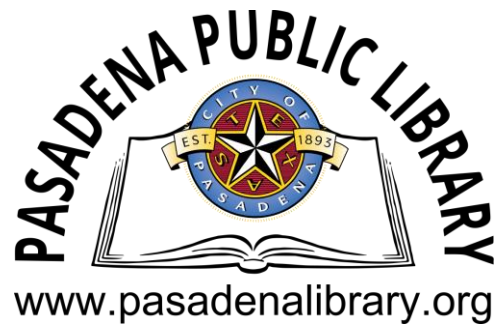




Pasadena Public Library Strategic Plan Implementation Framework 2026–2030

Mission

Pasadena Libraries: explore, learn, create, and connect.

Vision

Pasadena Public Library strengthens our community by inspiring exploration, supporting learning, encouraging creativity, and building meaningful connections.

2026–2027 — Foundation, Alignment & Expansion

Be Essential to Pasadena

- Review and update policies to reduce barriers to access
- Expand outreach through schools, community events, and pop-up services
- Strengthen communication and marketing using City channels
- Collect baseline community feedback and service data

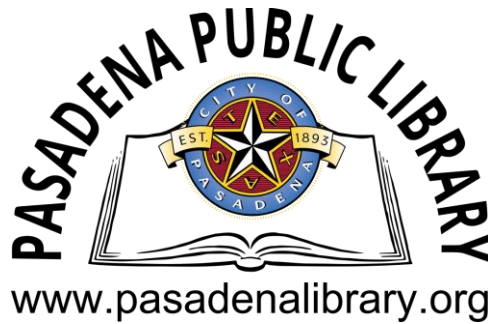
Deliver Excellent Service

- Standardize customer service expectations and training
- Assess collections, technology, and facilities needs
- Promote digital collections, workforce, and learning resources
- Strengthen staff training and cross-department collaboration

Be Distinctly Pasadena

- Increase Pasadena-focused programming and displays
- Strengthen partnerships with City departments and Pasadena ISD
- Incorporate local culture and community priorities into services
- Identify facility improvements that enhance comfort and usability

What success looks like: The Library is more visible, services are consistent across locations, outreach participation increases, and partnerships across Pasadena are strengthened.



2028 — Innovation & Space Activation

Be Essential to Pasadena

- Refine services and outreach based on data and community feedback
- Expand off-site and mobile service opportunities
- Adjust services to address emerging community needs

Deliver Excellent Service

- Expand hands-on learning, technology, and creative programming
- Improve service workflows and operational efficiency
- Enhance digital literacy and one-on-one assistance

Be Distinctly Pasadena

- Activate library spaces with exhibits, events, and community experiences
- Improve signage, layout, and wayfinding
- Strengthen the Library's role as a trusted community information hub

What success looks like: Library spaces are active and well-used, programs are interactive and well-attended, and customers experience improved navigation and engagement.

2029 — Optimization & Sustainability

Be Essential to Pasadena

- Evaluate outreach effectiveness and equity of access
- Formalize successful partnerships and programs
- Continue responsive service adjustments

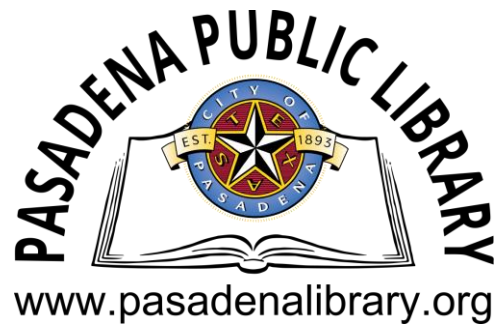
Deliver Excellent Service

- Optimize collections, programs, and technology investments
- Refresh customer service standards and training
- Support staff leadership development and retention

Be Distinctly Pasadena

- Expand signature programs that reflect Pasadena's identity
- Continue targeted facility improvements
- Leverage Friends and external funding for sustainability

What success looks like: High-performing services are sustained, staff capacity is strong, and the Library operates efficiently with stable community and funding support.



2030 — Evaluation & Future Readiness

Be Essential to Pasadena

- Conduct comprehensive community and stakeholder feedback efforts
- Assess overall community impact of services and outreach

Deliver Excellent Service

- Evaluate performance metrics across all service areas
- Document best practices and lessons learned

Be Distinctly Pasadena

- Highlight the Library's role in Pasadena's civic and cultural life
- Begin development of the 2031–2035 Strategic Plan

What success looks like: The Library demonstrates measurable impact, strong community trust, and a clear, community-informed roadmap for the next strategic cycle.