



345 Park Avenue, San Jose, CA 95110

CW2716673

To Whom It May Concern,

Adobe is pleased to offer its in-kind services to San Francisco's Public Library ("SF Public Library") through the Civic Bridge program (the "Program"), to support the SF Public Library's efforts to design a feedback and impact assessment framework for its public programming.

Civic Bridge is a pro-bono partnership program of the Mayor's Office of Innovation where teams of private sector employees leverage their professional skills and expertise to work on critical civic challenges for departments of the City & County of San Francisco (City). During the partnership engagement, teams of public and private volunteers work collaboratively to deliver real solutions that help make the San Francisco government more collaborative, inventive, and responsive to San Franciscans.

As a prior participant in the Program, Adobe is excited about the opportunity to propose to donate its services to support SF Public Library's assessment of its public programming (the "Project"). Through this Project, Adobe will develop a cohesive feedback and impact assessment framework for SF Public Library, which could include a set of feedback tools, key performance metrics to measure tangible outcomes, reusable templates, and implementation guidelines. With our staff's impact metric development, operations/logistics, and user research and service design expertise, we think Adobe is an excellent partner for this project.

Please accept this letter of intent for planning purposes. This in-kind donation will be memorialized through a Civic Bridge Donor Services Agreement directly with the SF Public Library. The value of this commitment is up to \$168,960 for the estimated cost of up to 6 volunteers, working up to 8 hours per week over the Project's 16-week timeline. The \$220 per-hour valuation for each volunteer is based upon the Taproot Foundation's average hourly value of pro bono service. This work will last for a 16-week period, beginning no sooner than February 24, 2025.

We look forward to the continued collaboration and partnership with the City.

Sincerely

Erika Redman

Director, Global Strategic Sourcing

Erika Redman

01/22/2025