AIA San Francisco is committed to enhancing the quality of life in the Bay Area by promoting excellence in architecture, design, and the built environment.

**VALUES**
- RELEVANCE
- EQUITY
- PUBLIC BENEFIT
- COMMUNITY
- SUSTAINABILITY
- LEADERSHIP

**MISSION STATEMENT**

**Externally**

**Programming:**
Create accessible, inclusive, and engaging content related to the built environment.

**Alliances:**
Broaden engagement with diverse allied stakeholders.

**Diversity:**
Increase connections with diverse communities, individuals, and organizations.

**Internally**

**Member Connections:**
Strengthen opportunities and platforms for meaningful connections between members.

**Strategic Plan**

**Communicating** the value of architecture through government relations and public policy.

**Government Relations**

**Grassroots Influence:**
Ensure that members have an active role in public policy proceedings through training, civic duties, and channels for input.

**Public Agency Architects:**
Engage public agency architects in AIASF.

**Leadership Opportunities:**
Facilitate leadership opportunities and promote awareness for members to influence public policy through public service.

**Public Engagement**

**Trusted Resource:**
Position AIASF as the credible resource for community organizations, governmental agencies, and media inquiries.

**Brand Strength:**
Improve public awareness of design, architecture, and AIASF through a powerful brand and presence.

**AIA Leverage:**
Build upon the reputation and leverage resources of AIA nationally, in California, and regionally.

**Membership**

**Members:**
Elevate the next generation of architects and member leaders.

**Education and Resources:**
Position AIASF as a valuable resource for consultation, information, and education.

**Equity:**
Advance the equitable practice of architecture.

**Community**

**Awareness:**
Improve visibility and accessibility of AIASF through a collaborative office environment, web presence, media relations, etc.

**Public Programs:**
Provide public programs and resources to improve awareness of architecture and design excellence.