

Addison Public Library

Strategic Planning Request for Proposal June 22, 2016

A. Objective

1. The Addison Public Library (APL) seeks a consultant to develop a one-page outcome-driven strategic plan that directly supports identified needs of the community we serve.

B. Deadline for receipt:

1. Proposals must be received via email before 9:00AM Thursday July 18, 2016. Proposals should be addressed to Mary Medjo Me Zengue, Director, Addison Public Library and emailed to medjo@addisonlibrary.org.

C. Inquiries

1. Inquiries must be made via email. Please address all inquiries to: medjo@addisonlibrary.org. Telephone inquiries will not be addressed. Answers will be provided within 3 days. All questions must be received no later than Friday July 8, 2016 at 5:00PM.

D. Background

1. The Addison Public Library is in Addison, Illinois (pop. 36,942). The library's collection includes about 150,000 items, with an annual circulation of more than 350,000. The staff consists of 65 employees who work in one 54,600 square foot facility, built in 2008, that is open 68 hours per week. Annual revenues exceed \$5,000,000 and the library is in sound financial shape due to a conscientious board and administration.
2. Addison is very diverse. 33% of residents are foreign born and 52.8% of residents age five and older use a foreign language for communication at home. 26.4% of the population is under the age of 18. 10.5% of the population is 65 or older. The median household income is \$53,469 while 14.8% of the community lives below the poverty line.
3. Only 35% of Addison residents are registered cardholders, a statistic that the library is seeking to increase.

E. Scope of Work

APL is seeking an experienced, professional facilitator to perform the following:

1. Facilitate one or more sessions with staff and board members to identify the Library's core values.
2. Facilitate a session with the Library Board (and perhaps members of the staff management team) to identify the Library's purpose. (This may involve the development of a new mission statement.)
3. Facilitate the planning process. Work with the Board and staff to gather data through research and community input to identify how the library's values and purpose can be aligned with current priorities and needs of the community to form the basis of the library's strategic focus for the next 2-3 years.
 - a. Community input is a key component of this planning process, and may include:
 1. Focus groups / public input sessions / individual interviews
 2. Paper/online survey
 3. Phone follow up interviews

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4. Other methods as identified by the consultant

Surveys and other types of gathering data may need to be conducted in multiple languages. The specific languages will be determined based on initial research conducted. Please include costs for survey translation and other multi-language components. Also feel free to include in your proposal suggestions for handling research in diverse communities such as Addison.

4. Oversee the development of the one-page strategic plan that will be communicated to the library's stakeholders. The final deliverable should include specification of the library's purpose, values, and core services as well as clearly defined areas of strategic focus.
5. All raw and summary data is to be delivered to LPLD at the conclusion of the planning process.

F. Proposal Content Requirements

1. A cover letter providing a brief description of the firm or individual, name, address of consultant, telephone number, and email of principal contact person.
2. Executive summary of the highlights of the proposal, not to exceed one page in length, and conveying the consultant's understanding of the purpose and expected outcomes of the project.
3. A list of key personnel who would be involved in the process and their expertise/experience. If you plan to contract with a third-party vendor to conduct the community research component, please identify what firm you plan to use.
4. A summary of the consulting firm's qualifications and relevant experience. The successful firm and their subcontractors will have demonstrated expertise in library operations, services, trends and functions as well as strategic planning experience.
5. A work plan that includes a description of the methodology, tasks, timeline and estimated total amount of time that would be spent on the project. Responses that fail to include a timeline will not be considered.
6. Exclusions or exceptions. Note any parts of the proposal that is beyond the expertise of the consultant, or would be better handled by local library staff.
7. A schedule of costs that includes consulting, supplies, number of onsite visits and cost per trip, and other costs associated with the planning process. Costs for data gathering and analysis (community research component) must be listed separately.
8. References and contact information for three organizations for which the facilitator has provided strategic planning services. One of the three references must be a public library.

G. RFP Standards and Selection Criteria

1. APL reserves the right to cancel the award of contract any time before the execution of the contract by both parties. The responding consultants bear sole risk and responsibility for costs incurred in the preparation of the proposal.
2. No library board or staff member shall have a financial interest in this proposal.
3. In cases of disputes over differences of opinions as to the services in the proposal, the decision of APL shall be final.

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4. APL reserves the right to ask for clarification in the proposal if the need arises, and to select a planning consultant based directly on the proposal or to negotiate further with one or more respondents.
5. APL reserves the right to reject any or all responses to this RFP.
6. The proposal will be evaluated by APL and will include the following criteria:
 - a. Responsiveness of the written proposal to the purpose and scope of the project.
 - b. Demonstrated knowledge, skills, and experience in conducting strategic planning projects for public libraries.
 - c. Methodology and timeline for carrying out tasks in the scope of work.
 - d. Cost to complete the process.
 - e. Ability to meet deadlines and operate within budget.
 - f. Positive experience and success in strategic and library planning; satisfactory performance record (references).

H. RFP and Tentative Planning Process Timeline

1. Proposals must be received via email before 9:00AM Thursday July 18, 2016.
2. All questions must be received no later than Friday July 8, 2016 at 5:00PM.
3. Consulting firm selected at APL's August board meeting.
4. Strategic planning process begins September 2016.
5. A draft report/plan and executive summary are to be submitted to the Library Director three weeks in advance of the final deliverable due date.
6. Final deliverable to be presented in person at the February 21, 2016 APL board meeting.