



## Strategic Planning Request for Proposal

November 13, 2017

Deadline for receipt: Proposals must be received via email before 9 am CST on Monday, Dec. 4, 2017.

Proposals should be addressed to: Dara Schmidt, Library Director, Cedar Rapids Public Library and emailed to: [SchmidtD@crlibrary.org](mailto:SchmidtD@crlibrary.org)

Subject Line should read: Strategic Planning RFP Objectives: CRPL

The Cedar Rapids Public Library (CRPL) wishes to initiate a Strategic Planning Process and is seeking proposals from qualified consultants to this end.

**Introduction:** The Cedar Rapids Public Library wishes to develop an outcome-driven strategic plan to serve the community. Budget constraints are an issue and CRPL wishes to look at the big picture to develop a 3-5 year strategic plan to focus on impacting community needs.

CRPL would like to see proposals that parse components and component prices and then provide an overall price for the service proposed. Responses to this RFP will be evaluated by the Director who will present them with her recommendations to the Board. Preference will be given to consultants who have prior experience working with public libraries. Responses will be evaluated on:

- 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 planning
- g. Match with library and community culture

**Inquiries:** Inquiries must be made via email. Please address all inquiries to Jessica Musil at [MusilJ@crlibrary.org](mailto:MusilJ@crlibrary.org). Please put the words Strategic Planning RFP Inquiry in the subject line. Telephone inquiries will not be addressed. All inquiries must be made by 5 pm on Dec. 1, 2017.

**Fees:** The resulting contract for strategic planning services will define a not to exceed fee for services. This fee proposal must therefore include services, costs, and all incidentals including printing and travel costs, facilitation of focus groups, surveying, and at least a 4 hour session with all library staff to be conducted on Friday, March 30, 2018, in Cedar Rapids, Iowa.

**Contract:** The contract for service will include and reference the accepted proposal.

**Background:** CRPL was named a 2017 National Medalist for Museum and Library Service by the Institute of Museum and Library Services. CRPL provides dynamic, experiential services to the community both inside and outside the walls of its two locations. Serving a community of 128,000, the library utilizes 62.5 FTE to provide access to services and impact the community's life.

**Objective:** CRPL wishes to update its strategic plan with a community focus to determine current satisfaction as well as community expectations and desires for service.

**Scope:** Proposals should include recommendations for community assessment that will inform a strategic planning process.

A survey of members and non-members will be a priority.

Stakeholders to be assessed will include CRPL Board Members, Cedar Rapids community members, CRPL staff, and other high interest community partners and advisors.

The proposals must include a facilitated staff session of least a 4 hours with all library staff to be conducted on Friday, March 30, 2018, in Cedar Rapids, Iowa.

Completed strategic plan to be delivered to CRPL by September, 2018.

Examination of current mission, vision, and values should be included.

Review of the library's job descriptions and organizational structure to assess ability to meet strategic objectives may be included as an option for additional cost.

**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.

**Statement of Intent:** CRPL reserves the right to reject any or all responses to this Request for Proposal. CRPL will not reimburse costs of preparing the consultant proposals. CRPL reserves the right to cancel the award of contract any time before the execution of the contract by both parties. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal. CRPL reserves the right to ask for clarification in the proposal if the need arises.