



Request for Proposals

Strategic Planning Consulting Services

Due November 30, 2021

Project

The Paw Paw District Library (PPDL) seeks a consultant to develop a strategic plan. The plan should include priorities, objectives, and activities to meet community needs for the next three years and a strategy to develop a 0.08-acre parcel of land adjacent to the Library. The budget for this project is \$8,000 -- \$15,000.

Background

The Paw Paw District Library is located in Paw Paw, Michigan. The Library serves 13,579 citizens in rural Southwest Michigan. The Library is governed by a seven-member Board of Trustees, employs seventeen employees (12 FTE), and has an annual operating budget of \$900,000. Before the pandemic, the Library had 9,500 active cardholders and a collection of 45,000 items with an annual circulation of 81,000. The library building was new in 2013. The current director started in 2019, replacing a long-time director who retired. Also, in 2019, the Library purchased the car wash next door and demolished the building. Internal discussions of what to do with the property have primarily focused on uses that expand services without requiring a bond measure.

Scope of Work

PPDL is seeking an experienced professional to:

1. Facilitate the strategic planning process using a methodology effective for public libraries.
2. Assess the Library's environment, including peer comparisons to other libraries of similar size and service population.
3. Gather data through community research that focuses on library users, non-users, and stakeholders, including board and staff, to identify Library needs for the next three years.

Community research is a key component of this project and should include:

- a. Focus groups/individual interviews/public input sessions
 - b. Surveys
 - c. Phone interviews
 - d. Other methods as identified by the consultant.
4. Facilitate planning meetings and input sessions for the public, board, and staff.
 5. Identify service priorities, gaps, goals, objectives, and suggest a timeline for activities.
 6. Write and present the final strategic plan to the Board of Trustees.
 7. Specify a process for the Library to review, evaluate, and adjust the plan.

Deliverables

The final deliverables should include:

1. An up-to-date community profile that identifies community markets.

2. A detailed strategic plan that incorporates all tasks in the Scope of Work.
3. A one-page summary of the plan suitable for sharing with stakeholders.
4. A summary report and all raw data collected during the planning process.

Contact Person

Submit questions and proposals electronically to:

Gretchen Evans, Director

Paw Paw District Library

609 W. Michigan Avenue

Paw Paw, MI 49079

gevans@pawpawlib.org

Proposal

Please include in your proposal:

1. A brief description of the firm or individual, and the principal contact person's name, address, telephone number, and email.
2. A list of key personnel who will be working on the project and their qualifications.
3. A work plan that includes a description of the methodology, tasks, timeline, and estimated amount of time needed to complete the project.
4. A schedule of costs itemized by each phase of the process, the number of onsite visits, travel, and other professional fees.
5. Three references, preferably from public libraries

Selection

The Library will evaluate proposals on the following criteria: responsiveness to the scope of work, demonstrated knowledge, methodology, timeline, and cost. The Library may ask some respondents to participate in a phone interview.

Proposed Project Schedule

RFP issued date: October 25, 2021

Proposal due: November 30, 2021

Phone interviews: December 1-8, 2021

Contract approval: December 20, 2021

Anticipated start of service: January 2022

A draft of the strategic plan is due to the director three weeks before the final presentation.

Presentation of the strategic plan/final report to the Board of Trustees: June 2022

Anticipated end of service: June 2022