



Abington Township Public Library
Request for Proposals
Strategic Planning Consultant

Proposal Information

Submittal Deadline:

Friday, April 8, 2022

Submit Proposal to:

Elizabeth Fitzgerald

Library Director

Abington Township Public Library

1030 Old York Road

Abington, PA 19001

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Background:

The Abington Township Public Library (ATPL) is a two-branch municipal library system, which includes the Abington Free Library and the Roslyn Branch Library. ATPL is in Montgomery County, Pennsylvania, and serves a township with 58,000 residents. ATPL is within 10 miles of Philadelphia and serves a community that strongly supports its public libraries. The library's collection includes approximately 133,941 items, and over 207,000 items were checked out in 2021, a year where the library buildings were closed for five months. ATPL is one of the most heavily-used libraries in Montgomery County. There are 54 staff members, including 22 full-time. The library is open 65 hours a week, across both libraries.

First opened in 1966, the Abington Township Public Library, a department of Abington Township, is a vital, well-established community resource. As a Township department, the Abington Township Board of Commissioners appoints a seven-member Board of Trustees to govern the library, as per Pennsylvania Library Code. All staff are municipal employees, employed by Abington Township.

ATPL has seen significant changes in the past three years, including an extended closure due to COVID-19; the hiring of a new executive director, who started in January 2021; and the addition of five of seven new Board of Trustee members. Given this context, ATPL seeks to undergo a strategic planning process that will provide an opportunity for the library to reimagine its values, mission, and goals and serve as a touchstone for staff, patrons, and community stakeholders alike.

Objectives:

Abington Township Public Library (ATPL) seeks a professional consultant or team to design and lead a seven-month collaborative, participatory research process that will result in a comprehensive three-year strategic plan for the library. The project will involve input from library users and non-users to identify community needs and strategic opportunities and determine whether those needs and opportunities can be met in ATPL's existing library buildings. In addition, the research will involve input from numerous library stakeholders, including, but not limited to, township commissioners, Board of Trustee members, township and library administration, and library staff. The library anticipates an emphasis on Diversity, Equity, and Inclusion (DEI) in its new strategic plan.

Scope of Work:

ATPL is seeking an experienced consultant to perform the following:

- Facilitate the strategic planning process using a methodology effective for public libraries including a mixed-methods approach that utilizes:
 - Quantitative and qualitative methods
 - A collaborative approach that can glean reliable input from library stakeholders and community members alike

- Gather data through research that focuses on library users, non-users, and stakeholders, including Board of Trustees, staff, township administration, and township commissioners. Community input is a key component of this planning process and may include:
 - Focus groups or individual interviews
 - Online surveys
 - Other methods as identified by the consultant
- Prepare a summary of the outcomes and interpretations of this assessment to include a detailed summary document and slides of key findings.
 - Please include in your proposal a detailed research plan, including proposed methodology and timeline
- Facilitate meetings and input sessions with Board of Trustee members, staff, funding bodies, and users to review needs assessment, study issues, and establish priorities as needed.
- Review the current mission statement and core values and facilitate revisions.
- Prepare a three-year strategic plan that identifies service priorities, goals, objectives and activities.
- Prepare both a mid-point progress report of findings and an executive summary that can be used for future proposals to potential funders.
- Provide a forward-thinking process for review, evaluation, and future adjustments to the plan.
- All raw and summary data is to be delivered to ATPL at the conclusion of the planning process.

Proposal Deadline and Inquiries:

- Contact information for consultant(s) and firm.
- Executive summary of the highlights of the proposal, not to exceed one page, conveying the consultant’s understanding of the purpose and expected outcomes of the project.
- Brief summary of history and related experience, as well as resumes for key personnel, and a minimum of three references.
- 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.
- Identify consultant staff or subcontractors responsible for carrying out specific tasks.
- Identify any potential conflict of interest.
- Describe any past or pending litigation with current or former clients, if any.
- The proposed methodology and process to be used.
- Fees: Identify the total “Not to Exceed” cost. Include an itemization for each consultant or subcontractor (as applicable), including the hourly/daily rate, as well as the total cost of services, supplies, materials, travel, and any other related expenses.
- Ability to meet the project timeline.

Timeline:

- RFP distributed: March 3, 2022
- Proposals due: April 8, 2022
- Review and award: April 22, 2022
- Strategic planning process begins: April 27, 2022
- Mid-point Check-in for 2023 Township Budget Preparation: August 1, 2022
- Final plan presented to the ATPL Board of Trustees and Abington Township Management and Board of Commissioners: November 28, 2022

Standards and Selection Criteria:

The proposal will be evaluated by ATPL and will include the following criteria:

- Completeness of proposal
- Demonstrated knowledge, skills, and experience in conducting strategic planning projects for public libraries and other nonprofits or educational institutions
- Methodology and timeline for carrying out tasks in the scope of work
- Cost to complete the process. ATPL has budgeted \$25,000 for this project.
- References

ATPL reserves the right to cancel the contract award at any time prior to the execution of the contract by both parties.

No ATPL staff or board member shall have a financial interest in this project.

ATPL reserves the right to request clarification of proposal elements and select a consultant based on the submitted proposal or to negotiate further with one or more respondents as needed.

ATPL reserves the right to reject any or all RFP responses.

For questions, please email abingtonlibraryRFP@abingtonpa.gov.