

OBJECTIVE

The Farmington Community Library (FCL) seeks a consultant to develop a comprehensive 7-year strategic plan for the library that includes a significant community research component.

A. DEADLINE FOR RECEIPT

Proposals must be received via email by June 3, 2022, at 5:00 PM. Proposals should be addressed to Kelley Siegrist, Library Director, Farmington Community Library and emailed to Kelley.Siegrist@farmlib.org

B. INQUIRIES

Inquiries must be made via email. Please address all inquiries to Kelley.Siegrist@farmlib.org. Telephone inquiries will not be addressed. All questions must be received no later than May 27, 2022, at 5:00 PM.

C. INTRODUCTION

The Farmington Community Library is a District Library serving the communities of Farmington and Farmington Hills, with a dedicated staff which provides library service in two locations. Each building has a unique personality, and both locations offer excellent service.

We offer innovative programming for all ages; technology needs including computers, Wi-Fi, and hotspots, and a conversion station; a community space for meetings, studying, and casual conversations with neighbors; expanded material offerings including eBooks, streaming media, board games and puzzles, video games, microscopes, telescopes, and more. FCL went fine free in September of 2020.

The Farmington Community Library is seeking proposals from qualified firms or consultants (“Consultant”) to conduct and facilitate a comprehensive strategic planning process for the Farmington Community Library. The library is seeking the assistance of a consultant to work with the FCL Strategic Planning Committee, Senior Leadership, library staff, library supporters and community stakeholders to create a strategic plan for the next seven years of library service.

The library expects a strategic plan that includes prioritized goals, measurable objectives, and activities to meet community needs and a direction forward for the next seven years. The plan should address the specifications of the proposed goals for the overall library service model, including collections, programming, technology, staffing, and facilities. The FCL has recently hired an architectural firm to conduct a thorough space utilization analysis. The expectation is to collaborate as much as appropriate with the firm to avoid redundant data collection and to provide the best product possible. It will also identify an annual assessment methodology.

The plan will examine the community's growth patterns and demographics and identify the service needs associated with future trends and technologies for libraries. Data gathered through this strategic planning process should present a comprehensive overview of the library service needs of the overall community, focusing on currently known users and non-users. The purpose of the strategic plan is to position the library as a valuable community resource which provides services that meet the needs of a continually changing community.

D. LIBRARY BACKGROUND

As a district library, the Farmington Community Library receives most of its funding from two dedicated millages. The annual budget is approximately \$6.9M and the library is in sound financial shape due to a conscientious library board. The service population of the Farmington/Farmington Hills area is approximately 95,000. The library's collection includes 300,000 items, with an annual circulation of 700,000. There are 76 staff members across both buildings. The library is open 68 hours per week, year-round.

E. SCOPE OF WORK

The strategic planning process should provide a blueprint for maintaining and revising existing services and/or creating new services and identify strategic plan initiatives. The plan should incorporate needs of the community, where the library can have the greatest impact, opportunities for collaboration, and what would be required from an administrative aspect to execute the strategy

An experienced, professional facilitator should perform the following:

1. Facilitate the strategic planning process using a methodology effective for public libraries.
2. Gather data through community research that focuses on library users, non-users, and stakeholders – including board and staff – to identify library needs and wants, as well as ways to increase library usage and cardholder registration.
 - a. Community input is a key component of this planning process and may include:
 - i. Focus groups/individual interviews/public input sessions
 - ii. Robust non-user survey
 - iii. Online survey
 - iv. Phone interviews
 - v. Other methods as identified by the consultant
3. Facilitate planning meetings and input sessions (public, staff sessions, and board)
4. Review the current mission statement and facilitate revisions, and create core values statement
5. Identify service priorities, goals, objectives, and activities
6. Write and present the strategic plan that will be communicated to the library's stakeholders. The final deliverable will include:
 - a. A usable snapshot of the larger project that can be distributed and easily referenced easily (e.g. a one-pager or a suite of materials that distills the themes)
 - b. An up-to-date community profile and identification of community markets.

- c. An assessment of the library's environment, including evaluation of strengths and weaknesses, quality of services, reputation, management, and budget, how well geographic location meets the needs of the community, etc.
 - d. Specification of the mission and core values of the organization.
 - e. Clearly defined priorities, goals, and objectives that are measurable and for which the library will hold itself accountable.
 - f. Specification of a built-in process of regular review, evaluation, and adjustments to the plan resulting from changes in the economic, demographic, or political climate.
7. All raw and summary data is to be delivered to FCL at the conclusion of the planning process.
 8. Summary of experience working with other contractors (e.g., architects).

F. PROPOSAL CONTENT REQUIREMENTS

1. A cover letter providing a brief description of the firm or individual, including name, address, phone number, and email of principal contact person.
2. An 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 experience/expertise.
4. A summary of the consulting firm's qualifications and relevant experience. The successful firm and their contractors will have demonstrated expertise in library operations, services, trends, and functions, as well as strategic planning experience and collaborating with other professionals.
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.
6. Exclusions or exceptions. Please note any part of the proposal that is beyond the expertise of the consultant or would be better handled by library staff.
7. A schedule of costs that includes consulting, supplies, number of onsite and/or virtual 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 (3) organizations for which the facilitator has provided strategic planning services. A public library would be preferred as one of the three references.

G. RFP STANDARDS AND SELECTION CRITERIA

1. FCL 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 of costs incurred in the preparation of the proposal.
2. No library board or staff member shall have financial interest in this proposal.
3. In cases of dispute over differences of opinions as to the services of the proposal, the decision of FCL shall be final.

4. FCL 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. FCL reserves the right to reject any or all responses to this RFP.
6. The proposal will be evaluated by FCL, and the following criteria will be considered:
 - 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 the work.
 - d. Cost to complete the process.
 - e. Ability to meet deadlines in strategic and library planning; satisfactory performance record (references).

H. RFP PLANNING PROCESS TIMELINE

- Library issues RFP May 2, 2022
- Deadline for written questions May 27, 2022, at 5:00 PM
- Deadline for Proposal Submission June 3, 2022, at 5:00 PM
- Consultant Selection Week of July 11, 2022
- Anticipated Contract Start Date August 2022
- The strategic planning process will begin no later than September 2022
- A consultant will attend a FCL Staff Day November 2022
- A draft/report plan and executive summary are to be submitted to the Library Director three (3) weeks in advance of the final deliverable date, no later than February 10, 2023
- The strategic planning process will be completed no later than March 4, 2023

Farmington Community Library
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