

HINSDALE PUBLIC LIBRARY

Strategic Planning Request for Proposal

December 06, 2021

A. Objective

1. The Hinsdale Public Library (HPL) seeks a consultant to develop a comprehensive 3-year strategic plan for the Library that includes a significant community research component.

B. Deadline for receipt

1. Proposals must be received via email by 4pm Wednesday, January 12. Proposals should be addressed to the Executive Director, Karen Keefe, Hinsdale Public Library and emailed to kkeefe@hinsdalelibrary.info.

C. Inquiries

1. Inquiries must be made via email. Please address all inquiries to: kkeefe@hinsdalelibrary.info. Telephone inquiries will not be addressed. Answers will be provided within 3 business days. All questions must be received no later than Monday, January 10.

D. Background

1. Consistently ranked as one of the country's most desirable places to live, suburban Chicago's Hinsdale, IL, is home to award-winning schools, a thriving historic downtown, and an engaged and philanthropic community. The Village is a community of choice, with real estate values and spending indexes well above the national average. With a population of 16,816, Hinsdale is located approximately 20 miles west of downtown Chicago and encompasses 4.86 square miles.
2. Residents are willing to pay high taxes to support schools that continually rank among the best in the state, and they expect local government and community organizations to meet high standards of service while being responsible stewards of community funds.
3. The Library's current 3-year Strategic Plan was developed in 2018 and drove the Library to pursue more targeted marketing, prioritize physical accessibility in our building, employ remote desktop service allowing staff to work anywhere on any device, and to create more partnerships within the community.
4. The next Strategic Plan will build on those accomplishments and shape the Library's vision and the strategies necessary to provide exceptional customer service in a rapidly changing, post-pandemic environment. We want to know what has changed for our residents and how we can support them in their educational, informational, and recreational pursuits.
5. Mission Statement: We celebrate lifelong learning and foster community connections through innovative educational and cultural experiences.

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E. Scope of Work

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

1. Facilitate the strategic planning process using a methodology effective for public libraries.
2. *Collect, analyze and report community demographic/segmentation information
3. *Gather data through community research that focuses on library users, non-users, and stakeholders (including board and staff) to identify library needs/wants as well as ways to increase cardholder registration, library usage, and awareness of library services. Should also include key partners like the Village, school districts, and other community organizations.
4. Community input is a key component of this planning process, and must include:
 - i. *A comprehensive community survey
 - ii. Facilitated discussion through focus groups, information sessions, or interviews
 - iii. Other methods as identified by the consultantSurveys and other data gathering may need to be conducted in multiple languages. Please include costs for survey translation and other multi-language components.
5. Facilitate planning meetings and public, board, management, and staff input sessions. To include, but not limited to:
 - i. Initial kickoff
 - ii. Midpoint summarization
 - iii. Final report
6. Review the current mission statement, make revisions if and as required through discussions, and review current core values.
7. Help the Library develop a vision for the community they will serve in 5, 10, and 20 years.
8. Identify service priorities, goals, objectives, and activities that meet short and long-term community expectations
9. Identify public library best practices and key industry trends.
10. Write and present the strategic plan that will be communicated to the library's stakeholders. The final deliverable should include:
 - i. An up-to-date community profile and identification of community markets.
 - ii. An assessment of the library's environments, including evaluation of strengths and weaknesses, quality of services, reputation, management, and budget, etc.
 - iii. Clearly defined priorities, goals, and objectives that are measurable and for which the library will hold itself accountable.
 - iv. Specification of a built-in process of regular review, evaluation and adjustment to the plan resulting from changes in the economic, demographic, or political climate.
11. All raw and summary data is to be delivered to HPL at the conclusion of the planning process.

*Use of a third-party firm for demographic research or surveying is acceptable. Fees and recommended firms should be included in final proposal.

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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 two pages 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, milestones 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) and/or community survey 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. HPL 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.
 - i. Disclose potential conflict of interest
3. In cases of disputes over differences of opinions as to the services in the proposal, the decision of HPL shall be final.
4. HPL 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. HPL reserves the right to reject any or all responses to this RFP.
6. The proposal will be evaluated by HPL and will include the following criteria:
 - i. Responsiveness of the written proposal to the purpose and scope of the project.
 - ii. Demonstrated knowledge, skills, and experience in conducting strategic planning projects for public libraries.

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- iii. Methodology and timeline for carrying out tasks in the scope of work.
 - iv. Cost to complete the process.
 - v. Ability to meet deadlines and operate within budget.
 - vi. Positive experience and success in strategic and library planning; satisfactory performance record (references).
7. Responses will be evaluated by the Executive Director and Strategic Planning Committee, who will present their recommendation to the Board. Interviews may also be scheduled as part of the process.

H. RFP and Planning Process Timeline

- 1. Proposals must be received via email before 4:00 PM Wednesday, January 12, 2022.
- 2. All questions must be received no later than 4:00 PM Friday, January 7, 2022.
- 3. The Board or a Committee of the Board may schedule a virtual meeting with finalists prior to making their final decision.
- 4. Consulting firm selected and confirmed at or before the February 22, 2022 HPL Board meeting.
- 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 at the September 27, 2022 HPL Board meeting.