

**Urbandale Public Library  
Request for Proposal  
Strategic Planning**

**Deadline for Submission: April 30, 2021, 5:00 PM CST**

The Urbandale Public Library is seeking proposals from qualified firms or consultants (consultant) to lead our Board of Trustees and staff through a strategic planning process. The selected consultant will work with a strategic planning team comprised of trustees and key management staff to articulate a clear, 5-year strategic plan for 2022 – 2026.

**About Our Library**

The [Urbandale Public Library](#) has been part of the City of Urbandale since 1961. Governed by a 7-member Board of Trustees, we serve the residents of Urbandale and the surrounding Des Moines metro area, as well as contracting cities within the state of Iowa. “It’s Your Place” is our tagline and the philosophy that informs our work. Welcoming to all, our staff and leadership are committed to delivering services and resources that meet the unique needs and interests of our growing community. To read our most recent annual report, [click here](#).

**Looking Forward to the Future**

The conclusion of our current [strategic plan](#) comes at a remarkable time in our community and across the country. Despite the recent challenges presented by the COVID-19 pandemic, we’ve made tremendous accomplishments over the lifecycle of this plan. From this position of strength, we are ready to shape our future path!

**Scope of Work**

We are seeking an experienced, professional consultant to lead a process to develop a vision and implementation plan for the future of the library. We expect a strategic plan that reflects input from a wide range of internal and external stakeholders; includes prioritized goals, measurable objectives, and activities to meet community needs; and will enable the library to keep pace with trends and advancements in modern librarianship.

The scope of work shall include the following:

- Create a long term (10 years or more) vision for how the library can be an increasingly vital resource for all of the citizens and businesses in Urbandale.
- Design and facilitate public input sessions and data-gathering involving a cross-section of stakeholders, including community leaders, local residents, nonprofits, educators, and business leaders to ensure the plan is inclusive and comprehensive.
- Develop a shorter-term 5-year strategic plan with a view to implement the long-term vision.
- Provide benchmarks to measure the results of the plan and achievement of the objectives.

- Provide an effective, reliable, and ongoing process for library staff and leadership to regularly review, re-evaluate, and adjust the objectives and plans to remain aligned to new developments in any factors impacting the vision, including technology, community needs, and financial resources.
- Deliverables should also include:
  - An assessment of the library's environment, including evaluation of strengths and weaknesses, quality of services, reputation, management, budget, etc.
  - Specification of the mission and core values of the organization.
  - Clearly defined priorities, goals, and objectives that are measurable and for which the library will hold itself accountable.

### **Proposal Content Requirements**

- A cover letter providing a brief description of the consultant and contact information.
- Executive summary of the highlights of the proposal to conveying the consultant's understanding of the purpose and expected outcomes of the project.
- A list of key personnel who would be involved in the process and their expertise and experience. If you plan to contract with a third-party vendor to conduct a component of the process, please identify the firm you plan to use.
- A summary of the consultant's qualifications and relevant experience. Demonstrated expertise in strategic planning is required; familiarity with public library operations, service, trends, and functions is desired.
- 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.
- Exclusions or exceptions. Note any parts of the proposal that is beyond the expertise of the consultant or would be better handled by library staff.
- A schedule of costs that includes consulting fees, supplies, travel expenses (if applicable), and other costs associated with the planning process. Costs for data gathering and analysis must be listed separately.
- References and contact information for three organizations for which the facilitator has provided strategic planning services. Preferably, one of the three references is a public library or nonprofit organization.

### **RFP Standards and Selection Criteria**

- The Urbandale Public Library 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.
- No library board or staff member shall have a financial interest in this proposal.
- In cases of disputes over differences of opinions as to the services in the proposal, the decision of the Urbandale Public Library shall be final.
- The Urbandale Public Library 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.
- The Urbandale Public Library reserves the right to reject any or all responses to this RFP.

- Proposals will be evaluated by the Urbandale Public Library and will include the following criteria:
  - Responsiveness of the written proposal to the purpose and scope of the project.
  - Demonstrated knowledge, skills, and experience in conducting strategic planning projects for public libraries.
  - Methodology and timeline for carrying out tasks in the scope of work.
  - Cost to complete the process.
  - Ability to meet deadlines and operate within budget.
  - Positive experience and success in strategic and library planning; satisfactory performance record.

### **Deadline for Receipt & Instructions for Submission**

Proposals must be sent via email and received by 5:00 p.m. Central Time on Friday, April 30, 2021.

Proposals should be addressed to Nicholas Janning, Library Director, Urbandale Public Library, and be sent via email to [njanning@urbandale.org](mailto:njanning@urbandale.org). Late arrivals will not be accepted.

### **Inquiries**

Please address all inquiries to [njanning@urbandale.org](mailto:njanning@urbandale.org) no later than Friday, April 23, 2021. Answers will be provided within two business days.

### **RFP and Tentative Planning Process Timeline**

April 23, 2021: Deadline for inquiries.

April 30, 2021, 5:00 p.m. Central Time: Proposals must be received via email to [njanning@urbandale.org](mailto:njanning@urbandale.org).

May 25, 2021: Proposals reviewed at the Urbandale Public Library Board of Trustees monthly meeting. Finalists may be invited to participate in an in-person or virtual interview with the strategic planning committee.

June 2021: Strategic planning process begins.

November 2021: Final plan presented to the Board of Trustees.