



Grand Rapids Public Library Strategic Plan Request for Proposal

A. Introduction

The Grand Rapids Public Library is seeking consultant services to assist the Library Board, staff, and community in developing a limited-scope three-year strategic plan. The three-year plan will include priorities, measurable objectives, and key messaging.

B. Background

The Grand Rapids Public Library (GRPL) is a department of the City of Grand Rapids and serves an urban population of almost 200,000 through eight locations and a mobile library. Established in 1871, the Grand Rapids Public Library is known for excellent customer service, depth and breadth of collections, responsiveness to community needs, and focus on equity and inclusion.

In 2023 GRPL completed a rebrand that resulted in a new visual brand identity as well as a shared purpose of “reflecting and connecting our community to trusted resources and each other.”

Since August 2024, the GRPL has also been engaging in an extensive Staffing, Facilities, and Hours assessment with a consultant. The work of the assessment has included:

- gathering, reviewing, and analyzing data surrounding library operations and spaces
- facilitating a community feedback session and two targeted focus group sessions
- providing online and print community surveys in English and Spanish
- and a benchmarking analysis

As the Staffing, Facilities, and Hours assessment comes to conclusion, GRPL would like to leverage the findings and pivot into a limited-scope planning process to develop a three-year strategic plan. The goal is to create a plan that focuses on building a sustainable, future-oriented organization.

C. Project Scope

The Grand Rapids Public Library seeks an experienced professional to facilitate the development of a strategic plan. This includes:

1. Analyzing the collected data from the Staffing, Facilities, and Hours Assessment.
2. Gathering and analyzing stakeholder input from library users, non-users, and stakeholders:
 - a. Facilitating 2-3 staff sessions
 - b. Facilitating 3-4 community sessions (including subcontracting with local hosts to facilitate one session in Spanish and one session with non-library users)
 - c. Designing a community intercept activity that would be implemented by the library
3. Leading 3-4 multi-level workshops that include staff from all levels, board members, and community members.
4. Develop a high-level Strategic Plan that includes 3-5 priorities. For each priority, the following will be articulated:
 - a. Key messages (i.e. *why* the priority is important to pursue)
 - b. Important factors/considerations (i.e. *what* needs to be addressed/considered in pursuing the priority)
 - c. Measurable objectives (i.e. *how* the priority will be achieved)

D: Anticipated Budget

\$25,000 - \$50,000

E: Proposed Timeline

December 23, 2024: RFP distributed

January 24, 2025 at 4:00 pm: Proposals due

February 7, 2025: Final selection

Mid to late February, 2025: Work to commence

June 15, 2025: Work completed

F: Proposal Content Requirements

- Cover letter providing a brief description of the firm or individual, name, address of consultant, telephone number, and email of the principal contact person
- Executive summary of the highlights of the proposal

- Summary of the consultant's qualifications and relevant experience, along with a list of key personnel who would be involved in the process, with a description of their backgrounds and areas of expertise
- Work plan that contains a description of the methodology, tasks, timeline, and an estimate of the amount of time that would be spent on the project
- Project budget that includes consulting costs, clerical costs, and data analysis costs; estimate the number of facilitator hours to be provided and the rate per hour; indicate a "not to exceed" total cost
- References, including contact information for at least three public libraries for which the facilitator has provided strategic planning services; include one sample of a complete report that the facilitator has prepared for a similar project

G: Submission Information

The deadline for submission is January 24, 2025 at 4:00 pm EST. An electronic copy should be sent to Bob Adcock, Chief Financial Officer (radcock@grpl.org).