

REQUEST FOR PROPOSAL (RFP)

STRATEGIC PLANNING CONSULTING SERVICES

FOR THE

CORONADO PUBLIC LIBRARY

PROPOSALS WILL BE ACCEPTED UNTIL **5:00 P.M. FRIDAY, JULY 30, 2010, PACIFIC STANDARD TIME (PST)** AT THE CORONADO PUBLIC LIBRARY.

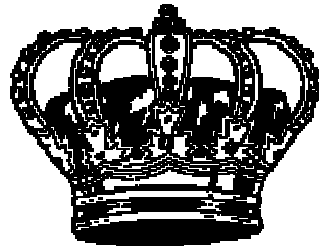
PROPOSALS IN RESPONSE TO THIS RFP SHOULD BE MAILED OR DELIVERED IN A SEALED ENVELOPE TO:

CORONADO PUBLIC LIBRARY
640 ORANGE AVENUE
CORONADO, CA 92118

PROPOSALS RECEIVED AFTER THE ABOVE DUE DATE AND TIME WILL BE REJECTED. THE CORONADO PUBLIC LIBRARY AND THE CITY OF CORONADO RESERVE THE RIGHT TO REJECT ANY OR ALL PROPOSALS RECEIVED, ANY PORTION OF ANY PROPOSAL, AND TO WAIVE ANY IRREGULARITIES OR INFORMALITIES IN PROPOSALS OR THE RFP PROCESS.

FOR QUESTIONS OR ADDITIONAL INFORMATION, PLEASE CONTACT CHRISTIAN ESQUEVIN, LIBRARY DIRECTOR, AT 619-522-7395.

June 18, 2010



CITY OF CORONADO

REQUEST FOR PROPOSAL (RFP)

**STRATEGIC PLANNING CONSULTING SERVICES
FOR THE
CORONADO PUBLIC LIBRARY**

June 18, 2010

INTRODUCTION

The Coronado Public Library is seeking consulting services to facilitate the development of a Strategic Plan.

BACKGROUND

The Coronado Public Library is a municipal library and is a department of the City of Coronado. The Library is governed by a Library Board of Trustees appointed by the Mayor and City Council. The Library was founded in 1890, and it has been in its current location since 1909. A single library facility serves the community, which was most recently expanded and remodeled in 2005 to 40,000 square feet. The population of Coronado is counted at 23,028, although the total card registration at the Library exceeds that figure and the daytime population of Coronado is nearly double this figure. Library card registration for Coronado residents is 80%. Annual circulation was 357,956 items in FY 09 and visitor count was 377,602.

The Coronado Public Library Board of Trustees wishes to undertake Strategic Planning for the Coronado Public Library with the facilitation of a consultant (s). The Coronado Library's mission and goals should be reviewed in light of current user and community expectations in a changing information-seeking, cultural, and life-long learning environment. The Strategic Plan should analyze current library services and plan for service development and delivery over the next 3-5 years. Evaluation methods for existing and future services should be incorporated into the Strategic Plan.

SCOPE OF SERVICES

- 1) Facilitate Board in the review of the existing Mission Statement for relevancy and consider the development of the vision, core values, core competencies, and goals based on, in part, presentation by consultant on key trends and future scenarios for our demographic.
- 2) Assess current Coronado Library services and performance through the development and implementation of a comprehensive evaluation strategy.
- 3) Create and implement an assessment strategy to evaluate present and future needs and expectations of the library users and the community at large, to include electronic services, library communication methods, library modes of access and other pertinent information as ascertained as relevant in initial planning session with Board, Library staff, and appropriate stakeholders.
- 4) Perform Strength, Weakness, Opportunity, Threats (SWOT) analysis of the Coronado Public Library
- 5) Work in partnership with the Board, library management staff and community members (as appropriate) to build a trends and issues agenda and facilitate a working session to set priorities.
- 6) Support development of policy level criteria and priorities to assist in Board governance and ongoing decision making.

7) Assist in the development of a Strategic Plan document with short term and long term goals and objectives.

9) Analyze organizational ability to implement strategic plan options including, but not limited to, an analysis of financial implications of the strategic plan implementation.

10) Provide self-assessment methodology, including appropriate tools, for ongoing strategic planning goal achievement evaluation

PROPOSALS

Eight (8) copies of the Proposal should be submitted by: 5:00 p.m., Friday, July 30, 2010

Hard copies should be submitted to:

Coronado Public Library
640 Orange Avenue
Coronado, CA 92218

For questions or additional information, contact:

Christian Esquevin, Director
619 522-7395

Questions may be submitted up to five days prior to the due date to the Library Board of Trustees, and will be shared with other known RFP requestors.

PROPOSAL CONTENTS

In responding to this RFP please include the following information:

Section 1. Summary of the Proposal

Please provide an executive summary of the proposal.

Section 2. General Description of the Planning Activities Recommended

Provide a brief statement of your understanding of the requested effort including the conclusions.

Section 3. Work Plan

Provide detailed information about the activities proposed to prepare the Strategic Plan and identify the parties involved with each activity. Also provide a timetable for completing the process.

Within the Strategic Plan, yearly milestones and a rationale for accomplishing near-term versus long-term goals must be included.

Section 4. Consultant Staffing Plan, Including Resumes

Please identify each person who will work on the project and identify his or her role. Also provide a resume and references for each consulting member.

Section 5. Consulting Fees

Please state the proposed consulting fees for all work involved in the Strategic Plan facilitation and preparation.

Section 6. References.

Please provide the names of three references for which you have worked on similar projects. Include the current contact information for each reference. References from public library projects are preferred

SELECTION CRITERIA

The Library Board of Trustees will review all proposals. In evaluating proposals, price will not be the sole factor. The Board may consider any factors it deems necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing, appropriateness for the Coronado Public Library, and general reputation of the consultants. The Agreement for Consulting Services must also be approved by the Coronado City Council.

The Library Board reserves the right to reject any or all proposals or to cancel the process of seeking strategic planning consulting services. This Request for Proposal may be revised up to three days prior to its due date.

EVALUATION TIMELINE

The Proposals are due: **5:00 p.m., Friday, July 30, 2010**. Proposal evaluations will begin by a Library Board Committee within the week, and be completed prior to the Library Board meeting of Tuesday, September 14, 2010. The selected consultant will be notified at which point an agreement will be negotiated to present for approval by the Library Board and the Coronado City Council

June 18, 2010