



auburn hills public library

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REQUEST FOR PROPOSALS

STRATEGIC PLANNING CONSULTANT FOR THE

AUBURN HILLS PUBLIC LIBRARY

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SECTION I: INTRODUCTION

The Auburn Hills Public Library (AHPL) is seeking consultant services to assist the Library Board, staff, and community in developing a comprehensive strategic plan. The plan will include priorities, goals, measurable objectives, timelines, and proposed activities to meet expressed community needs for library service over the next three to five years.

SECTION II: BACKGROUND

The Auburn Hills Public Library is a Class IV library located in Oakland County, Michigan. The library services the residents of the City of Auburn Hills. The official service population as verified by the Library of Michigan is 24,360.

The library is an independent taxing authority governed by a six-member elected Board of Trustees. The trustees serve 6-year terms. Tax revenue is collected from two millages. The first millage was voted in perpetuity and passed in 1984. The second millage was voted on and passed in 2021 and expires in 2030. Tax revenue comprises approximately 86% of the library's \$2.4 million operating budget.

The Friends of the Auburn Hills Public Library are an independent group of local residents and library users who are dedicated volunteers who support the library. The Friends are a non-profit organization that provides additional financial support to the library in excess of what is provided by the general library budget.

The building that currently houses the Auburn Hills Public Library was originally built by Wesson Seyburn. Seyburn was the husband of Winifred Dodge, the eldest daughter of John Dodge, the auto baron. The building was a small worker's home, designed by Robert O. Derrick and built in the late 1920s.

In 1939, the house was sold to Seyburn's friend Annette Brunette, who remodeled it into the form that can be seen currently with its Greek Revival style and more spacious floor plan. The house became known as the "Brunette House."

Much of the former Dodge Estate was sold after Wesson Seyburn's death and the Brunette House eventually fell into the ownership of the City of Auburn Hills, who had it moved to its current location and renovated to become the new home of the Auburn Hills Public Library. Renovations were completed in 1990.

After the initial renovation, the library underwent an expansion from 1995-1996 to add a larger structure onto the house. 13,700 square feet were added in total, and the project won the AIA Michigan Design Honor Award in 1998.

In 2019, the library underwent a small renovation to replace carpeting, remove aging wallpaper, tile two rooms, and add two glassed-in study rooms. In 2023 the Youth Department underwent a major renovation which included new carpet, shelving, furniture, paint, and lighting.

AHPL currently provides the community with a collection of about 141,000 physical and electronic items, including books, magazines, movies, music, games, and more. There are approximately 6,727 active registered library card holders, and that number continues to grow. In 2023 the library circulated nearly 157,202 items including both physical and digital, had over 66,292 visitors, and answered approximately 6,877 reference questions. In addition, there were 18,360 computer and wireless users and nearly 12,000 program participants.

The Library currently employs 39 staff members with nine of them being full-time and the remainder being part-time employees.

AHPL is a member of The Library Network (TLN) cooperative and participates in the statewide MeLCat (Michigan eLibrary Catalog) interlibrary loan program, loaning and borrowing a total of 118,146 items with other libraries through TLN and 2,105 items with other libraries through MeLCat. CARL is the library's integrated library system and the EnvisionWare RFID system provides patrons with the convenience of two self-checkout stations. The Library also has 24/7 Hold Lockers available for patrons to use anytime.

AHPL provides a wide array of programs for all ages, including a Summer Reading Program that grows in popularity each year. The library also offers traditional services such as copiers, public computers, test proctoring, and notary services, as well as innovative items such as a Library of Things, sublimation printer, seed library, Cricut cutting machines, and embroidery machines. Our Library of Things includes items like board games, automotive tools, streaming sticks, and technology to name a few.

The library's full mission statement is:
Connecting you to the possibilities.

The library's corresponding logo:



SECTION III: PROJECT SCOPE

The Auburn Hills Public Library seeks an experienced professional to:

- Design and facilitate a strategic planning process that is effective for public libraries and will:

- Gather data on and from library users, non-users, and stakeholders
- Create an up-to-date community profile and identify community markets
- Assess the library's environment, including peer comparisons to other libraries of similar size and service population
- Review current trends in library service and technology and analyze user expectations regarding those trends
- Identify service priorities and needs
- Identify and address gaps between current library operations and service priorities
- Recommend measurable objectives and goals
- Define timelines and benchmarks for progressing
- Make recommendations for moving the library forward with short-term and long-term options
- Facilitate planning meetings and public input sessions
- Write and present findings and recommendations for moving the library forward to library stakeholders
- Prepare a final version of the strategic plan, including goals, objectives, and strategies

SECTION IV: 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
- Signature by an individual authorized to bind the proposer, with a statement that the proposal is a firm offer for a 90-day period
- References, including contact information for at least three organizations 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

SECTION V: SELECTION CRITERIA

Submitted proposals will be reviewed and evaluated by the Library Director and the Strategic Planning Committee which is comprised of members of the Library Board and staff. Evaluation criteria will include:

- Responsiveness of the written proposal to the purpose and scope of the project
- Demonstrated knowledge, skills, and experience in conducting strategic planning projects for non-profit organizations, preferably public libraries
- Methodology for carrying out tasks in the scope of work
- Proposed fees
- Performance record

- Ability to meet deadlines and operate within budget
- Written and oral communication skills
- References

The committee may, at its discretion, ask any of those responding to this RFP to make a brief presentation and answer questions by the committee.

AHPL reserves the right to select a strategic planning consultant based directly on a proposal or to negotiate with one or more respondents.

AHPL reserves the right to reject any and all proposals.

AHPL reserves the right to cancel the award of the contract at any time prior to the execution of the contract by both parties.

Respondents bear sole responsibility for costs incurred in the preparation and delivery of proposals. The library will not reimburse costs associated with the responses.

All information submitted shall be public record and subject to disclosure under the Michigan Freedom of Information Act.

No Library Board member or staff member shall respond to this RFP or have a financial interest in any proposal.

SECTION VI: SUBMISSION INFORMATION AND TIMEFRAME

“Strategic Plan Proposal” must be in the subject line.

Respondents shall submit completed proposals to:
Kathleen Kwiatkowski, Library Director
Auburn Hills Public Library
3400 East Seyburn Drive
Auburn Hills, MI 48326

Electronic submissions should be sent to kwiatkowskik@ahplibrary.org.

Any requests for clarification of information in this RFP must be submitted to the Library Director before the due date. Interpretations may be given orally or in writing depending on the nature of the inquiry. An interpretation of this RFP given by anyone other than the Library Director shall be invalid.

The Strategic Planning Committee shall make a recommendation to the Library Board at its regular meeting on Monday, November 11, 2024.

Proposed Timeline:

September 3, 2024: RFP distributed
October 7, 2024 at 4:00 pm: Proposals due
October 8-15, 2024: Initial review of received proposals

October 16-25, 2024: Follow-up and interviews with proposers
November 11, 2024: Final selection at Regular Library Board Meeting
Winter 2025: Work to commence