

Hampton Falls Free Library

7 Drinkwater Road
Hampton Falls, NH 03844
603-926-3682

RFP 2023:01: Strategic Plan Request for Proposal, October 2023

INTRODUCTION

Hampton Falls Free Library is requesting proposals with the goal of selecting an experienced and collaborative partner (hereafter referred to as “partner”) to perform activities in support of the development of an updated strategic plan as outlined in this document. Like many New Hampshire communities, the population of Hampton Falls has shifted in both size and demographics, raising questions about whether the role of the library should shift in response. Library stakeholders would like to understand community needs and update the strategic vision for the library to ensure that plans are aligned with these needs.

The Hampton Falls Free Library (hereafter referred to as “HFFL”) is a public library, supported by municipal government (overall 2021 town budget of 3,343,022 and library budget of \$171,915) via an elected Board of Selectmen and a commission of elected Library Trustees. The library is also supported by an independent 501(c)3 organization called the Friends of Hampton Falls Free Library as well as community donations.

HFFL serves a rural community of approximately 918 total housing units and 2,305 residents, of which approximately 1,295 are registered library patrons.

Please see Appendix for additional town and library details.

PROJECT SCOPE & DELIVERABLES

COMMUNITY INPUT

HFFL acknowledges the importance of community input in shaping the library’s strategic plan and focus of services. Thus, HFFL wishes to identify a strategic partner with experience eliciting input from residents of Hampton Falls on the topic of needs and opportunities to optimize services to the community.

Based on the demographic information provided about the town which HFFL serves, proposals should include detailed recommendations on activities to gather representative resident input, such as public forum(s), focus groups, and individual canvassing. For example, respondents should reflect age and gender distribution of the overall town population. Proposals should include recommendations on the number and type of input gathering activities as well as the development of any materials (e.g. mailers, flyers, email announcements) to promote the collection of such input. Proposals should also outline recommendations, if needed, for any

individual interviews with key stakeholders that the partner may feel are necessary to develop strategic plan insights (e.g. Town Board of Selectmen, Library Staff & Trustees, Friends of HFFL Board of Directors).

HFFL will support efforts to communicate with and recruit residents, but these activities will be led by the partner. In addition to performing community input activities (e.g. interviewing, meeting facilitation), the partner will deliver a summary of findings.

A prior community survey focused on library services was performed in January 2018. While community participation was limited (85 total respondents), results of this survey will be made available to the awarded partner.

INSIGHT GENERATION

The partner will synthesize all available community inputs as well as any historical or contextual information to present a strategic overview. This overview will transcend a simple quantitative summary of inputs to include qualitative insights and recommendations based on stated and unspoken community needs as well as partner insights from work with other similar library clients. This deliverable may be a Word or PowerPoint document.

STRATEGIC PLAN RECOMMENDATIONS

The partner will develop recommendations for updates to the existing HFFL strategic plan. Recommendations will include potential opportunities for HFFL to optimize services, areas of focus for development in the categories of (1) facilities, (2) programming, and (3) services. Proposals will outline the process of collaborating with library staff on draft and final recommendations. Recommendations will be formatted as updates/edits to the existing strategic plan document, which will be provided to the partner at project initiation along with a SOAR analysis.

PRICING & FEE SCHEDULE

Proposal pricing will be provided for each deliverable: community input and strategic plan recommendations. Any assumptions as to the time and materials required to complete the deliverables may be included, but payment milestones will be based on completed deliverables only.

PROPOSAL & SUBMISSION REQUIREMENTS

1. Technical Proposal, addressing project requirements as outlined in PROJECT SCOPE.
2. Overall experience
 - a. What is your experience in gathering community input and developing strategic plans for municipal libraries and other similar organizations?
 - b. How many clients in the past 24 months have been:
 - i. municipal libraries
 - ii. nonprofit organizations

- iii. municipal entities
 - iv. libraries
 - c. How many projects in the past 24 months have included:
 - i. community input gathering
 - ii. insight generation
 - iii. writing or updating strategic plan documents
- 3. Staffing
 - a. What is the staffing plan for this project?
 - b. What is the relevant experience of core team members that would staff this project and what proportion of their time would be allocated to this project? Include professional biographical information about the individual team members that will be performing work on this project, including overview of relevant work experience, geographic location, qualifications, and education.
- 4. Capabilities
 - a. Provide a case study that includes an objective statement, insights that were developed, and how these were applied by the client organization.
 - b. What methods or approaches have you successfully employed in past projects to achieve similar goals?
 - c. Describe best practices that you would employ during this project to achieve the stated goals? What requests would you have for project participants to support successful implementation? (e.g. access to key stakeholders, periodic working meetings)
- 5. Pricing & Fee Schedule, as outlined in PRICING & FEE SCHEDULE.

GENERAL REQUIREMENTS

1. All proposal and supporting document submissions; questions, clarifications, and requests for additional information; and other communications related to this request for proposal must be directed in writing to:

Erin Sniderman
Hamptonfalls.library@comcast.net
603-926-3682
2. A proposal may be withdrawn before the bid opening date by written request.
3. Any correction or modification to the bidder's Proposal shall be made before the bid opening date and time, in writing and clearly marked "Modification to HFFL RFP 2023:01, Strategic Plan".
4. HFFL will provide the successful partner with any updated background information, if available, such as population data, town map, etc.
5. Emailed proposals will be considered, confidentiality of the proposal prior to bid opening is considered waived.
6. A Proposal received after the time and date specified will not be considered.
7. HFFL reserves the sole right to determine which combination of price and service is in its best interest.

TERMS AND CONDITIONS

1. Term – The term of the contract shall be no longer than six months beginning March 2024 and running through June 30, 2024 with the option of renewing the contract for an additional period at the sole discretion of HFFL.
2. Project Award - HFFL reserves the right to reject any, or any part of, or all proposals; to waive informalities and technicalities; and to accept the proposal that HFFL deems to be in its best interest. Proposal price shall be a consideration, but lowest dollar cost proposal shall not be the sole criteria to be considered. Consideration will be given to price, experience and competence of the bidder, the quality and experience of associated personnel, the nature and size of the organization, and the quality of similar services provided by the bidder to similar organizations.
3. Qualifications & References - Each proposal submitted shall provide the qualifications, experience, and certifications of the firm. References shall include at least one municipal client.
4. Insurance - The selected firm will provide evidence of insurance including but not limited to general liability, property and casualty, errors and omissions, and worker's compensation insurance. This evidence shall be shown on a certificate of insurance issued by the firm's insurance carrier(s).
5. Limitations & Obligations – The proposal shall explicitly state any limitations by the bidder on the provisions of the scope of work and any additional obligations required by HFFL in order for the bidder to fulfill the requirements of the scope of work.
6. All work product and working documentation (e.g. questionnaires, summaries, slide presentations) related to this project shall be owned by HFFL and provided to HFFL at the conclusion of the project.

EVALUATION CRITERIA

Proposals will be assessed based on the following criteria:

- Partner experience with similar clients and overall knowledge of library services and strategic planning
- Demonstrated success in collecting community input
- Strength of team capabilities in deriving strategic insights from multiple sources of input
- History of successful collaboration with stakeholders in completing project deliverables
- Competitive pricing

PROCESS AND TIMELINE

HFFL will receive any proposal or project questions in writing, starting immediately upon issuance of the RFP. Responses to these questions will be shared with all participating partners during a simultaneous teleconference not to exceed one hour in length. Time permitting, additional questions will be addressed live on the call for the benefit of all partners receiving the same information.

Upon receipt of all proposals, HFFL will review and select up to 3 partners to present live to a group of library stakeholders. Live presentations will be no longer than 30 minutes and should focus on partner capabilities, project staffing, and detailed case study review.

	DATE
RFP Issued	October 30, 2023
Collection of questions from bidders, as needed	November 15, 2023
Teleconference with bidders to answer questions, as needed	November 20, 2023
Proposal submission deadline	November 30, 2023
Finalists invited to participate in live presentation	Week of December 11, 2023
Live finalist presentations	December 18-19, 2023
Notification of Award	December 21, 2023
Project Initiation	March 2024

APPENDICES

Appendix A: Links to Detailed Town Information

- HFFL Website
<https://www.hamptonfallslibrary.org/>
- 2022 Annual Report
https://www.hamptonfalls.org/sites/g/files/vyhlf5671/f/uploads/2022_town_report_-_final_-_compressed_2023-04-14.pdf
- Hampton Falls Town Profile
<https://www.nhes.nh.gov/elmi/products/cp/profiles-pdf/hamptonfalls.pdf>
- Hampton Falls Town Website
<https://www.hamptonfalls.org/>

Appendix B: Summary of Library Patronage and Activities, 2021-2022

LIBRARY PROGRAMS	2021	2022	# increase	% increase
Registered Patrons	1,295	1,298	3	0.2%
Library Programs held:				
• Youth	74	158	84	113%
• Adult	68	138	70	102%
TOTAL LIBRARY PROGRAMS HELD	142	296	154	108%
Program attendance:				
• Youth	755	1037	282	37%
• Adult	727	896	169	23%
TOTAL PROGRAM ATTENDANCE	1,482	1,933	451	30%
Interlibrary Loan:				
• Borrowed	399	540	141	35%
• Lent	624	777	153	25%
TOTAL INTERLIBRARY LOAN	1,023	1,317	294	29%
Adult circulation	10,031	11,051	1,020	10%
Juvenile circulation	10,717	10,493	-224	-2%
TOTAL CIRCULATION	20,748	21,544	796	3.8%
	2021	2022	# increase	% increase