

REQUEST FOR PROPOSAL(S) #RFP-22-01

Yakima Valley Libraries 2023 Community Needs Assessment & Strategic Plan

ISSUING AGENCY:
Yakima Valley Libraries (YVL)

RELEASE DATE:
Nov. 15, 2022

CLOSES:
Proposals must be received no later than 4pm PST
Tuesday, December 20, 2022



RFP CONTACT

Yakima Valley Libraries
Attn: RFP-22-01 2023 Community Needs Assessment and Strategic Plan
c/o Francisco Garcia Ortiz, Public Library Services Director at: strategicplan@yvl.org
102 N. 3rd Street, Yakima, WA 98901

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PURPOSE OF REQUEST

The Community Needs Assessment will enable Yakima Valley Libraries (YVL) to understand the Yakima Valley community more deeply. It is understood and agreed that the Community Needs Assessment will be used as the directive for developing a three-year Strategic Plan.

The Strategic Plan will act as a roadmap and support the development of programs and services based on current and anticipated community needs.

Qualified consultants may bid on one or both of these projects.

BACKGROUND

Located in the beautiful, agricultural Yakima County in south-central Washington State, Yakima Valley Libraries serves the entire county except for the City of Grandview. With 4,296 square miles, Yakima County is the second largest in the state.

Library services in the Yakima Valley began in 1889. Citizens in one small community hoped to enrich their lives by providing a public reading room. In time, that same hope spread throughout the valley. Growing towns that established schools and libraries boasted of the culture and education they could offer new settlers and investors. Those early libraries were the seeds that became Yakima Valley Libraries.

The rural county library district was formed in 1945 and is now comprised of a central library and 15 community libraries located throughout Yakima County. In 2023, YVL is expanding their services with a bookmobile and a new library in Union Gap.

YVL is a junior taxing district primarily supported through local property taxes and provides quality library services to the public. All towns or cities, except the City of Grandview, are either annexed to or contracted with Yakima Valley Libraries for library services. Yakima Valley Libraries currently serves nearly 250,000 people in Yakima County.

In 2021, the library district was open for 20,073 hours and served 195,259 combined visitors. YVL circulated over 669,608 items and hosted 17,326 computer appointments using the 147 Internet computers available to the public.

PROPOSED PROJECT SCHEDULE

Feb. 01, 2023	Anticipated Start Date for Community Needs Assessment
Feb. 21, 2023	Draft Survey Plan and Tool Provided to YVL for Review
Mar. 10, 2023	Survey Plan and Tool Finalized and Approved by YVL
Mar. 13, 2023	Survey Efforts Begin Districtwide
May 05, 2023	Survey Efforts Completed Districtwide
May 15, 2023	Draft Survey Summary & Analysis Document Provided to YVL for Review
Jun. 12, 2023	Final Survey Summary & Analysis Document Provided to YVL
Apr. 17, 2023	Anticipated Start Date for Strategic Plan
May 19, 2023	Strategic Planning Process Design Completed
May 22, 2023	Initiate Strategic Planning Process
Jun. 23, 2023	Community Needs Identified & Service Responses Selected
Jul. 21, 2023	Draft Strategic Plan Provided to YVL for Review
Aug. 14, 2023	Final Strategic Plan Provided to YVL

COMMUNITY NEEDS ASSESSMENT

Project Description and Scope of Work

YVL is seeking an experienced and professional consultant to perform a Community Needs Assessment and analyze results. YVL expects to achieve the following:

- Gain more understanding of YVL customers and non-YVL users as well as clarity on the reasons for the use and nonuse of YVL's collection, services and programs;
- Increase knowledge of the current state, perspectives, and unmet needs of our communities, including those resulting from COVID-19;
- Discover the needs and interests of non-YVL users with a focus on historically inadequately served or marginalized communities including but not limited to English language learners, refugee communities, and newly arrived residents;
- Discover the needs and interests of families of students in PreK-12 programs and schools, and how to support student learning;
- Gain an understanding of all District residents' knowledge of and satisfaction with existing YVL programs and services;
- Engage the community in a public feedback process absent of all communication barriers while being inclusive and representative of all voices in the community.

By hiring a highly qualified and experienced consultant to conduct a survey effort and analyze results, YVL expects to achieve the following outcomes:

Outcome # 1:

Develop a survey plan to collect data on the priorities listed under the project description.

The plan should propose a survey methodology or combination of methodologies that will:

1. Provide an opportunity for any resident of Yakima County (excluding the City of Grandview), to submit input and allow YVL to gather data from a large number of respondents equal to or exceeding 2,500 respondents. The Consultant should detail how the survey will be promoted to generate a large number of responses.
2. Engage the community in a public feedback process that is inclusive and representative of all voices in the community, especially people of color and marginalized populations.
3. Include a random-sample component that is large enough to provide for a high level of confidence and minimal margin of error in overall findings and comparisons across respondent categories.
4. Strive for responses that are as representative as feasible of the makeup of the District's population by age group, household type, education level, income level, and racial and ethnic make-up as estimated in the most recent five-year American Community Survey and the 2020 Census (where available.)

Outcome # 2:

The Consultant will create a survey tool in conjunction with YVL that will capture the residents' user status (current, past, or non) as well as residents' perspectives about current or potential programs

and services. Residents should be able to express whether or not current programs and services meet their needs and provide input for changes or additions.

The developed survey tool will:

1. Collect information on library usage, age, gender, employment, income, ethnicity, languages spoken at home, and other relevant attributes
2. Be available in English and Spanish
3. Be able to be presented orally in other languages
4. Be able to be given electronically, orally, or on paper
5. Have the ability to be pushed out by YVL and YVL's community partners

Outcome # 3:

Gather data using the survey tool through a multi-pronged approach. Collection methods should be culturally and linguistically appropriate to reach the intended respondents.

Outcome # 4:

Analyze and summarize the collected survey data in English and Spanish, and provide YVL with a written summary, including graphs, and an oral report on its findings. Data should accurately reflect District's geographic region as well as residents' age, gender, employment, income, ethnicity, languages spoken at home, and other relevant attributes. A summary should contain a crosstab analysis to identify response differences by user groups, including geographic region, library usage, age, gender, employment, income, ethnicity, languages spoken at home, and other relevant attributes.

Minimum Qualifications

Firms responding to this request must meet the following minimum requirements:

1. At least 3 years of experience in community needs assessment, public participation, and visioning at the local government level
2. Experience in providing community needs assessments within budget for projects of similar size and knowledge of the area
3. Experience in preparing community needs assessments including community forums for communities and/or in creating a strategic plan
4. Experience in community engagement and facilitating public meetings
5. Knowledge of research, statistical analysis, and experience integrating findings in master planning documents
6. Experience working with diverse groups
7. Ability to represent all forms of communication in multiple languages, including English and Spanish
8. At least 3 years of experience in community needs assessment, public participation, and visioning at the local government level
9. Experience in providing community needs assessments within budget for projects of similar size and knowledge of the area
10. Experience in preparing community needs assessments including community forums for communities and/or in creating a strategic plan
11. Experience in community engagement and facilitating public meetings

12. Knowledge of research, statistical analysis, and experience integrating findings in master planning documents
13. Experience working with diverse groups
14. Ability to represent all forms of communication in multiple languages, including English and Spanish

RFP Schedule

Nov. 15, 2022	RFP released
Dec. 8, 2022	Last day for questions
Dec. 20, 2022	Submittals due 4 pm PST
Jan. 9-10, 2023	Interviews (as needed)
Jan. 18, 2023	Consultant selected and announced
Feb. 1, 2023	Anticipated start date for Community Needs Assessment
Jun. 12, 2023	Desired completion date for Community Needs Assessment

Deliverables

The qualified Consultant will be responsible for the coordination of a fully completed Community Needs Assessment with the following deliverables:

1. Tool(s) to provide an opportunity for any resident of Yakima County (excluding the City of Grandview), to submit input and allow YVL to gather data from a large number of respondents
2. Written hard copy and electronic copy of the Community Needs Assessment Report in English and Spanish
3. Power Point Presentation of the Community Needs Assessment to communicate to the library's stakeholders
4. All raw, written summaries and oral reports on its findings based on the analysis and summarization of the collected survey data in English and Spanish

STRATEGIC PLAN

Project Description and Scope of Work

YVL is seeking an experienced and professional facilitator to support YVL in the creation of a Strategic Plan that covers the next three years. The Strategic Plan will be developed using the results of the Community Needs Assessment and with the public library concepts found in this book: [*Strategic Planning for Results*](#) by Sandra Nelson (copies of the book will be provided if needed)

The Strategic Plan must include the following components:

1. Mission, vision, and core values statements
2. Identification and recommendation of clearly defined service priorities, goals, and measurable objectives.
3. A built-in process of regular review, evaluation, and adjustments.

With support of YVL, consultant will coordinate and facilitate the following tasks:

1. Designing the planning process
2. Initiating the planning process
3. Reviewing and discussing results of Community Needs Assessment
4. Selection of Service Responses
5. Plan to prepare for change
6. Library's values and mission
7. Creating goals and objectives
8. Identifying organizational competencies
9. Writing the Strategic Plan
10. Communicating the results of the planning process throughout the project

Minimum Qualifications

Firms responding to this request must meet the following minimum requirements:

1. The ability to utilize a community needs assessment to draft a strategic plan
2. At least 3 years of experience in strategic planning, public participation, and visioning at the local government level
3. Experience in providing strategic planning services within budget, for projects of similar size
4. Experience using or willing to use the book: [*Strategic Planning for Results*](#) by Sandra Nelson
5. Proven knowledge of state and national strategic planning standards and best practices
6. Professional experience and knowledge of community needs assessments and strategic planning, with experience specific to libraries
7. Knowledge of library operations, research, statistical analysis, and experience integrating findings into a strategic planning document
8. In-depth knowledge of traditional, current, and emerging trends in library services and resources, and their potential applications in a library setting
9. Experience working with diverse groups
10. Knowledge of the area

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Jan. 18, 2023	Consultant selected and announced
Apr. 17, 2023	Anticipated start date for Strategic Plan
Aug. 14, 2023	Desired completion date for Strategic Plan

Deliverables

The final deliverable for the Strategic Plan must include the following:

1. Written hard copy and electronic copy of the strategic plan in English and Spanish
2. Power Point presentation of the Strategic Plan to communicate to the library's stakeholders
3. Mission statement, vision statement, and core values for YVL
4. Service priorities, goals, and measurable objectives for which the library will hold itself accountable
5. Action Plan template
6. Built-in process of regular review, evaluation, and adjustments to the Strategic Plan
7. All raw and summary data

COMMUNITY NEEDS ASSESSMENT & STRATEGIC PLAN

Proposal Requirements

The following requirements are expected for **each proposal**. Firms bidding for both the Community Needs Assessment and the Strategic Plan should submit separate proposals for each.

Cover Letter: A brief description of the firm and a short statement and signature from the person authorized to bind consultant to the terms of this proposal.

Summary: Highlights of the proposal conveying that the consultant understands the purpose and expected outcomes of the project.

Project Manager: Name, contact information and experience in this type of project.

List of Key Personnel: Individuals involved in the process and their experience in this type of project. If you plan to contract with a third-party vendor, identify what firm you plan to use and what their experience is in this type of project.

Plan of Work and Technical Approach:

1. Detailed information about the firm's experience and capabilities in the services to be provided
2. Project management plan
3. Methodology to be used
4. Tasks that will lead to the completed plan
5. Timeline, including a schedule of project milestones, and an estimated total amount of time that would be spent on the project. **Responses that fail to include a timeline will not be considered.**

Cost: An itemized list including the amount and pricing of all materials and services being proposed.

References: Contact information for three (3) organizations for which your firm has provided comparable services. A public library would be preferred as one of the three references.

Each reference and proposal example must:

1. Demonstrate the firm's expertise in library operations, services, trends, and functions
2. Demonstrate the firm's capability to successfully complete similar projects
3. Confirm how closely your projected timeline was followed for each project. Were projects completed on time? If not, explain why.
4. List the initial budget estimates for each project and explain if budget was met. If not, explain why.

Required YVL Resources: Provide a listing of all resources you will need to have supplied by YVL.

Submittals should not exceed 10 double sided pages in length and pages should be numbered except for cover letter. Responses that exceed maximum number of pages may not be considered.

Evaluation Process

The selection process will evaluate proposals on a 100-point scale:

1. Overall cost of the project (15)
2. Prior experience on similar or related types of projects (20)
3. Availability and familiarity with the area (15)
4. Quality of the proposed project plan and proposed deliverables (20)
5. A proven track record of providing quality work on time (20)
6. Respondent's qualifications and reputation (10)

YVL may conduct discussions with any consultant who submits an acceptable or potentially acceptable proposal. YVL reserves the right to request the consultant to provide additional information during this process.

YVL may choose to interview consultants. As part of the interview, each respondent will be expected to make a short presentation on the firm's experience and approach to the project. Each respondent should also be prepared to answer questions related to their experience and their proposal. Interviews are expected to be approximately thirty minutes to one hour in length.

Yakima Valley Libraries reserves the right to reject any and all proposals, waive irregularities and technicalities and make an award in the best interest of the library. This Request for Proposal(s) does not constitute a commitment by YVL to award a contract and YVL reserves the right to cancel this Request for Proposals.

Proposal Submissions

Submit an electronic copy in PDF format on or before 4:00pm PST on Tuesday, December 20, 2022, to: strategicplan@yvl.org

Use the following email subject line:

RFP-22-01 2023 Community Needs Assessment and Strategic Plan

Late Submittals will not be accepted.

The deadline for questions regarding the Scope of Work is December 8, 2022. Questions are to be submitted via email to Francisco Garcia Ortiz at strategicplan@yvl.org

Questions and answers will be posted to the YVL website at: <https://www.yvl.org/about-us/finance-and-purchasing/> as they are received. During preparation, direct all communications regarding this RFP to Public Library Services Director, Francisco Garcia Ortiz. All other communication will be considered unofficial and non-binding.

Budget and Administration

Yakima Valley Libraries will retain the consultant. The project(s) will be managed by the YVL Public Library Services Director. YVL expects to enter into a contract(s) with the selected firm(s).

Written approval must be obtained from YVL prior to performing any additional services not included in this RFP.