



washingtoncenterville  
PUBLIC LIBRARY

Centerville Library      Woodbourne Library  
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## **Request for Proposal**

### **Engagement and Communication Consulting Services**

**August 19, 2020**

#### **Summary**

The Washington-Centerville Public Library Board of Trustees seeks proposals from marketing, public relations and/or communications professionals to assist in conducting an environmental scan to assess the opinions and needs of the community and to construct an informative communication plan using new technology, in addition to traditional methods. Candidates should have the capability and experience needed to provide comprehensive, strategic and innovative services. The intended end result of the program is to provide the Board information necessary to determine current and future funding needs, and threshold of support for the Library.

#### **Introduction**

The Washington-Centerville Public Library is located in Centerville, Ohio, a suburb of Dayton. The Library has two locations, the Centerville Library and the Woodbourne Library, which was renovated in 2018 without the need for additional funds. WCPL has long history of being a successful library system, and regularly appears in [Library Journal's star ratings](#). The Library's [mission, vision, and values](#) were established in 2012 through a comprehensive process involving staff and Board. Each has been tweaked since they were established, but the concepts remain fundamentally sound as the organization's guiding principles. In 2018, an appreciative inquiry process was conducted to gain input from community stakeholders in creating the current [Strategic Plan](#).

Currently, approximately 67% of funding is through the local levy, 30% is received from the State, and 3% is received through fines, fees, investments, etc.

#### **Scope of Services**

The initial scope of services will include:

- Meeting with Board of Trustees and Library administration in order to establish priorities for the project
- Conducting a statistically valid survey with residents of Centerville-Washington Township
- Synthesizing survey results to rank needs identified by order of importance, and summarizing community expectations in presentation to Board
- Reviewing library publications, including but not limited to the annual report, informational literature about funding, and recent recurring publications, and making suggestions for future communications

## **Schedule**

The preliminary schedule for this project is:

October 20, 2020	Hire consultant(s)
March 16, 2020	Presentation of survey results

Your proposal should include any additional and important dates in the sequencing of the project.

## **Proposal Submittal**

Proposals for services should be submitted to Liz Fultz, Library Director, by **4:30 pm, Wednesday, September 9, 2020**. Proposals should include the following:

- Your understanding of the project and your approach
- A work plan detailing the main elements of your work, including a timeline for completion
- Complete reference list detailing previous projects
- A listing of key personnel who would be involved with this project, and their previous project experience
- Products delivered and costs for additional products outside the initial scope of services
- Listing of additional services you have to offer that could enhance the project
- An estimate of total fee including out-of-pocket expenses

## **Evaluation Criteria**

We anticipate interviewing potential candidates via WebEx during the week of September 28, 2020. The following criteria will be used to evaluate proposals:

- a. Proposal Response and Project Understanding - 20 points
- b. Record of Performance on Past Projects - 20 points
- c. Timeline and Schedule - 20 points
- d. Experience of Personnel and Company - 20 points
- e. Price - 20 points

## **Washington-Centerville Public Library Obligation and Rights**

This RFP does not and shall not commit the Washington-Centerville Public Library or any of its agents to enter into any agreement, to pay any costs incurred in the preparation of any response to this RFP, or to procure or contract for any services or supplies. The Washington-Centerville Public Library reserves the right to accept or reject any or all responses to this RFP, to enter into contractual agreement with any team submitting a response to the RFP, or to delay and/or cancel in part or in its entirety this RFP if it is in the best interest of the Washington-Centerville Public Library, in its sole opinion, to do so.

The Washington-Centerville Public Library may reject responses that do not meet the requirements of the RFP in any respect.

Response to the RFP is entirely voluntary and made with this knowledge.

The Washington-Centerville Public Library reserves the right to expand or reduce the work subject to negotiating with the successful contract.

The Washington-Centerville Public Library reserves the right to choose a firm from the proposals or to further interview firms after proposals are submitted.

The Washington-Centerville Public Library reserves the right to ask for additional information after proposals are received.

Any exceptions or qualifications to this RFP must be included in your proposal at the time you submit it.

### **Additional Information**

Additional information about the Washington-Centerville Public Library can be found on our website, [wclibrary.info](http://wclibrary.info). If you have any questions regarding this proposal, please contact Liz Fultz, Library Director, at 937-610-4420 or e-mail [lfultz@wclibrary.info](mailto:lfultz@wclibrary.info). Proposals may be submitted by mail or e-mail as a PDF.