Request for Proposals, Instructions, and Specifications for an
Oak Park Public Library
Community Needs Assessment Survey

Date Issued: April 9, 2019
Proposals Due: May 6, 2019

The Oak Park Public Library will receive proposals for the administration of a Community Needs Assessment survey. Proposals will be accepted via email or at the Oak Park Public Library, 834 Lake Street, Oak Park, Illinois 60301 until 4:00 pm local time on May 6, 2019.

All questions regarding this RFP should be addressed to:

Jeremy Andrykowski, Director of Operations
Oak Park Public Library
834 Lake St.
Oak Park, IL 60301
708.697.6918
JAndrykowski@oppl.org

Main Library
834 Lake St.
Oak Park, IL 60301
p 708.383.8200
f 708.697.6917

Dole Branch Library
255 Augusta St.
Oak Park, IL 60302
p 708.386.9032
f 708.386.0023

Maze Branch Library
834 Gunderson Ave.
Oak Park, IL 60304
p 708.386.4751
f 708.445.2385

Section 1: Introduction

The Oak Park Public Library (hereafter referred to as "the Library") requests proposals (RFP) from qualified and experienced market research firms to provide services related to the development of a Community Needs Assessment survey (hereafter referred to as "Needs Assessment").

Each respondent must reply to this RFP by supplying a proposal that includes information that meets the selection timeline, requests, and standards set forth in this RFP.

The library anticipates selecting one firm to provide the services.

The library reserves the right to reject any and all proposals at its sole discretion.

Section 2: General Background

The Library is a unit of local government. Its boundaries are contiguous with the Village of Oak Park (the "Village") which is an inner-ring suburban Cook County community located nine miles west of downtown Chicago. It is a fully developed, 4.6 square mile, mature, multicultural community with a population of 52,261.

The Library's mission is to share the information, services, and opportunities that fulfill the community's aspirations.

Governed by a board of seven elected officials, the Library serves its community through the leadership and expertise of about 95 full-time equivalent employees. The Library shares information, services, and opportunities to help fulfill community's aspirations through its three physical buildings, digitally through oppl.org and at external community locations with the Paperback Rider, the Library's book bike. In 2018, the Library recorded 679,642 visits, hosted 33,558 programs, and circulated 1,454,209 physical and 193,223 digital items. Staff use public knowledge about community aspirations to set strategic priorities of engagement, learning, and stewardship and to guide everyday work.

Work planned to follow the Needs Assessment is a Facilities Master Plan for the Library's main branch at 834 Lake Street, Oak Park. The Needs Assessment survey would in part guide the fulfillment of that objective and help to develop a plan for the future of the Library.

OAK PARK PUBLIC LIBRARY
oppl.org

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Section 3: Project Approach - Scope of Services

The Market Research Firm (the Firm) will administer a reliable and valid Needs Assessment for the Library for use by the Library in short- and long-range planning and strategic decision-making. The Needs Assessment will include both qualitative and quantitative research and will be comprehensive in nature. The Needs Assessment will be produced and available in both English and Spanish.

The Needs Assessment will be conducted in a manner that maximizes community input, buy-in, and trust for the objectivity, reliability, and validity of the process. The Needs Assessment will be action oriented and allow for a seamless integration into on-going decision making and library operations. Information from the Needs Assessment will allow the Library to arrive at consensus regarding strategic actions based on identified community needs and priorities and allow for the development of performance measurements and other important planning and management tools.

Project Timeline for Selection
- May 6, 2019: Receive Proposals
- May 7 - 14, 2019: Review Proposals and select firms to interview
- May 15 - 23, 2019: Interview firms
- June 3 - 4, 2019: Select firm
- June 5, 2019: Contract selected firm

The following Scope of Services identifies tasks the Firm will complete in partnership with the Library to conduct the Needs Assessment.

Development of Survey Instrument

Within 30 days of being contracted for the project, the Firm will begin to work with members of the Library staff to ensure that everyone involved in the project has the same understanding of the goals and objectives for the project. During this initial discussion, details of the research design strategy will be discussed and the sampling plan will be finalized. The development of the survey instrument will be a joint effort between the Library and the Firm.

Survey Sampling

The Firm will guarantee completion of a minimum of 1,000 surveys from a sampling of households within the Oak Park community. The survey will be produced and available in both English and Spanish. Overall results for the entire sampling of households within the community will have a 95% level of confidence with a margin of error of +/-3.0%

overall. Should more surveys need to be completed to meet the required confidence level, they will be processed at no additional cost to the Library.

Proposal Submittal

The proposal submitted by the Firm must include information regarding the following:

- Firm Profile
- References from three recent, relevant projects
- Survey Administration
- Availability of Benchmarking Data
- Cross-Tabular Comparisons
- Project Timeline
- Report and Presentation
- Deliverables
- Assumptions
- Total Project Fee (see following page)

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Section 4: Proposal Form

_____ proposes to conduct and complete a Community Needs Assessment Survey as outlined above to the Oak Park Public Library for the total cost of

$_____ dollars

Signed: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Dated:_____