

**REQUEST FOR QUOTE
TO PROVIDE ORIGINAL RESEARCH STUDY AS A
COMMUNITY ASSESSMENT IN SUPPORT OF 2012 STRATEGIC PLANNING**

Mid-Columbia Libraries (“the Library”) is seeking quotes from research firms for a community assessment study to help guide our strategic planning process in 2012. It is envisioned that the services of the firm will include, but not be limited to, designing, conducting, and delivering original research, research tools, data results, and data analysis regarding residents’ views on library services. This Request for Quote (RFQ) seeks to identify the most qualified potential provider of the above-mentioned services.

1. ABOUT MID-COLUMBIA LIBRARIES & THE STRATEGIC PLAN

Mid-Columbia Libraries is a tax-funded public agency that is highly concerned with good stewardship of taxpayers’ investment. As the Library develops its next 3-year strategic plan in 2012, it is of utmost importance that the Library’s service priorities align with taxpayers’ needs and expectations. The Library wants to know what residents in our service area need from the Library, and what they expect the Library to provide with its finite resources (establish service priorities). The Library wants feedback from taxpayers throughout the entire service area, who may or may not be currently-active cardholders. The Library’s strategic plan process is heavily based on the Public Library Association’s *Strategic Planning for Results* model by Sandra Nelson.

2. LIBRARY SERVICE AREA

Mid-Columbia Libraries is an inter-county rural library district established in 1949. The library is governed by a 7-member Board of Trustees appointed by the Benton and Franklin county commissioners. The Library service area encompasses unincorporated Benton and Franklin counties and their district-annexed cities of Benton City, Connell, and Kennewick. Kahlottus, Pasco, Prosser, and West Richland contract with the library Board for library services. The Library also serves Othello and a portion of the unincorporated Adams County through a contract with Adams County Rural Library District #1. Mid-Columbia Libraries’ branches are located in Basin City, Benton City, Connell, Kahlottus, Kennewick (2 branches), Othello, Pasco, Prosser, and West Richland. The Library will open a branch in west Pasco, a rapidly growing residential and commercial hub, in September 2012. Mid-Columbia Libraries also provides Bookmobile service to underserved and rural populations. Note that within Benton County, there is a pocket the Library does NOT serve – the city of Richland.

See enclosed map.

3. GENERAL REQUIREMENTS FOR THE STUDY

The study conducted by the research firm should assess the Library service population’s needs and expectations for library services. The study needs to be quantitative and statistically valid, with original data collected from a selection of respondents that reflect the demographics and population distribution of the Library’s service area. The sample size of the study must be large enough that results can be interpreted as representative of the whole service population. Surveys must be conducted in English and Spanish, in proportions reflecting the service area demographics. Data must be collected throughout the Library’s service area, including respondents from all of the library’s service hubs (where library branches and Bookmobile stops are located) and including them proportionally based on population demographics and geography.

While the general premise of the survey will be the same for all respondents, advanced questions may vary based on whether the respondent is a current user, former user, or non-user of the library system. The research firm is expected to cite sources for any secondary data used to develop, execute, or analyze the study. The study will be further defined during scope and design meetings with the selected research firm.

3. FIRM SELECTION

The research firm shall be selected and notified by February 2, 2012 and the study must be completed by March 1, 2012.

Criteria for Evaluation of Quotes

- Firm’s demonstration of understanding and interest in the study, including: statements on what the firm believes are critical issues to a successful research study; and proposed budget/schedule/timeline/methodology for completing the study within required parameters.
- References or statements about firm’s relevant experience and qualifications, including demonstrated ability of firm to provide research excellence for comparable organizations and purposes.
- Firms are responsible for seeking RFQ clarification as needed. The Library reserves the right to ask for additional information from all parties who submit quotes.

Schedule of Events

The following schedule of events represents the Library’s best estimate of the schedule that will be followed. The Library reserves the right to adjust the schedule as it deems necessary.

Request for Quote (RFQ) Release Date.....	January 6, 2012
Deadline for RFQ Inquiries/Questions.....	4:00 p.m. PST on January 13, 2012
Library Response to Inquiries/Questions.....	4:00 p.m. PST on January 17, 2012
Deadline for Submission of Quotes.....	4:00 p.m. PST on January 20, 2012
Firm Selected and Notified.....	February 2, 2012
Deadline for Completion of Study.....	March 1, 2012

4. INSTRUCTIONS FOR SUBMITTING QUOTES

Each firm responding to this RFQ is responsible for ensuring their submission is delivered no later than 4:00 p.m. PST on January 20, 2012. All quotes should be formatted as a pdf file attached to an email, or as a hardcopy document mailed in a sealed envelope, and submitted to:

Kate Holloway, Marketing Director
Mid-Columbia Libraries
405 S. Dayton St.
Kennewick, WA 99336
kholloway@mcl-lib.org

Late responses will not be accepted.

The Library assumes no responsibility for delays in any form of carrier, mail, email, or delivery services causing the response to be received after the specified deadline. Any proposal received after the deadline will not be considered. Any modification of a response received after the deadline will not be considered. Responses via fax will not be accepted.

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End of Request for Quote