



City of Rochester, Minnesota

# REQUEST FOR PROPOSALS

Rochester Public Library Master Plan

Proposals open starting April 18, 2024



# ROCHESTER PUBLIC LIBRARY



## OVERVIEW / PURPOSE OF THE RFP

The Rochester Public Library (RPL) Board of Trustees and City of Rochester seeks competitive proposals for a consultant who shall engage in a robust, community co-design and collaborative process to submit proposals for a Facilities and Operations Master Plan for the Rochester Public Library. To support the library's mission of "welcoming all to connect and learn" and to support the City Council's commitments to equity, the selected firm should have experience in both service design and comprehensive planning for 21<sup>st</sup> Century Library Services. The project will include working with various stakeholders including but not limited to the public, RPL Planning Team, City of Rochester City Council and Administrative teammates, Olmsted County representatives, RPL Board, RPL Foundation, RPL Friends, and RPL staff.

The Facilities & Operations Master Plan must be aspirational in vision, but practical and manageable for implementation. Specific attention will be devoted to quantifying the service capacity of the existing main library, bookmobile, BookBox, digital branch, and evaluate other RPL service delivery methods in context of current and future service program needs.

The plan will identify how to best address deficiencies in the current library service infrastructure for a rapidly growing city as well as prepare for future space needs and service delivery models. This plan will also include an analysis of staffing profiles and market segmentation to serve as a compelling and tenable guide to managing the Library's infrastructure as it seeks to provide high quality 21<sup>st</sup> Century library services that meet the evolving needs of its rapidly growing city and county.

The plan will enable the Rochester Public Library (RPL) to respond effectively to changes in community demographics, technology and telecommunications, service expectations, aging facilities, and other future needs. This plan will also identify the optimal scope and location of potential additional facilities and/or service delivery methods. Once complete, this master plan will be a significant asset to the City of Rochester and RPL's ongoing planning efforts for the next 20 years.

The plan will also consider other City Planning documents for potential opportunities for collaboration and innovation.



## BACKGROUND / GENERAL INFORMATION

### Background statement:

The Rochester Public Library was officially established in 1895. The current single-branch location was designed as a three-story building but ended up as a two-story facility due to a lack of funding. The main library and one bookmobile serve Rochester and Olmsted County. Located in southeast Minnesota, Rochester has experienced significant growth and change over the past decade and is poised for even more growth and economic investment. In 2018, RPL was selected as a winner of the 2018 National Medal for Museum and Library Service from the Institute of Libraries and Museums (ILMS). RPL is one of only four in the state to ever receive this honor.

With a mission of “welcoming all to connect and learn,” the library’s downtown building hosts thousands of visitors each week and is located near other civic institutions, including City Hall and the Mayo Civic Center. The library is also located within blocks of the city’s downtown transit hub. By 2026, the library will be one of seven stops on the city’s Bus Rapid Transit (BRT) route, a 2.8-mile loop connecting downtown Rochester, Mayo Civic Center, the world-renowned Mayo Clinic Campuses, and the Downtown Waterfront Southeast area.



### Current Service Delivery Model:

The 84,000 square-foot location and bookmobile welcome more than 380,000 visitors annually, and total collection use was more than 2.2M in 2023, making RPL the busiest library in the 11-county Southeastern Libraries Cooperating (SELCO) region. Service delivery through a single location and bookmobile was augmented in 2023 through the addition of the library’s first BookBox, a book vending machine located in a Rochester Fire Department fire station. The BookBox circulated over 1,000 items in 2023.

RPL has been a leader in providing access to digital content, being the first library in the state to offer Overdrive service. The library partners with SELCO and the Traverse de Sioux library systems to share digital collections, setting the stage for other libraries to share digital collections.

## Library Statistics:

Circulation, collection size, and staffing have changed dramatically, since the building opened in 1995 accompanied by rapid population growth:

### Population, Visits & Borrowers

	1995	2005	Change 1995 to 2005	2015	Change 2005 to 2015	2023	Change 2015 to 2023	Change 1995 to 2023
Population Served (LSA)	104,663	127,046	21.4%	141,985	11.8%	159,086	12.0%	52.0%
Library Visits <sup>1</sup>	422,186	571,161	35.3%	553,705	-3.1%	381,094	-31.2%	-9.7%
Registered Borrowers-Residents	55,904	66,281	18.6%	61,635	-7.0%	43,654	-29.2%	-21.9%
Registered Borrowers-Reciprocal	3,950	4,505	14.1%	10,865	141.2%	4,962	-54.3%	25.6%
Total Registered Borrowers	59,854	70,786	18.3%	72,500	2.4%	48,616	-32.9%	-18.8%

<sup>1</sup> Main Building & Bookmobile combined.

### Collection & Circulation

	1995	2005	Change 1995 to 2005	2015	Change 2005 to 2015	2023	Change 2015 to 2023	Change 1995 to 2023
Physical Collection	286,917	414,740	44.6%	464,404	12.0%	418,665	-9.8%	45.9%
Circulation Delivery	<ul style="list-style-type: none"> <li>Library (main)</li> <li>Bookmobile</li> <li>Homebound</li> <li>Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Library (main)</li> <li>Bookmobile</li> <li>Homebound</li> <li>Outreach</li> </ul>		<ul style="list-style-type: none"> <li>Library (main)</li> <li>Bookmobile</li> <li>Homebound</li> <li>Outreach</li> <li>BookBike</li> </ul>		<ul style="list-style-type: none"> <li>Library (main)</li> <li>Bookmobile</li> <li>Homebound</li> <li>Outreach</li> <li>BookBike<sup>2</sup></li> <li>BookBox</li> </ul>		
Circulation <sup>3</sup>	1,070,714	1,483,853	38.6%	1,549,455	4.4%	2,132,378	37.6%	99.2%

<sup>2</sup> BookBike service sunsetted in August 2023.

<sup>3</sup> State did not count electronic retrievals in Total Collection Use until in 2016.

### Hours & Staffing

	1995	2005	Change 1995 to 2005	2015	Change 2005 to 2015	2023	Change 2015 to 2023	Change 1995 to 2023
Total Open Hours-Main Building <sup>4</sup>	2,808	3,215	14.5%	3,199.50	-0.5%	3,148	-1.6%	12.1%
Total Open Hours-Bookmobile	1,646	1,630	-1.0%	1,595.75	-2.1%	1,234.75	-22.6%	-25.0%
Open Sunday	No	Yes		Yes		Yes		
Total Staff	68.50	70.22	2.5%	73.83	5.1%	76.99	4.3%	12.4%

<sup>4</sup> Library was closed the month of September in 1995 for the move to the new building.



## GOALS

The Library seeks to better understand community needs and identify gaps in the current delivery models for service. A final Facilities and Operations Master plan needs to be community-driven, visionary, and attainable.

### **Expected Process and Project Administration**

- Incorporate community engagement and stakeholder input.
- Facilitate extensive information gathering to identify cultural, accessibility, and equity considerations in library service.
- Provide clarity and shared goals for Library Board and City Council to make informed decisions regarding 21st century library service and delivery models.
- Develop meaningful benchmark data to ensure the library provides excellent, comparable service.
- Evaluate current library services and delivery models through a community-driven lens to identify challenges, opportunities, and solutions.

Current service evaluation should include:

- ♦ Downtown library building and site location assessment, including deficiencies, challenges, and accessibility review for the single-branch location.
- ♦ Library service assessment including analysis of current offerings, programs, outreach, and technology.





# SPECIFICATION AND SCOPE OF WORK

## Project Description

The City of Rochester seeks a consultant, with experience in both service design and comprehensive planning for the 21st century public library, to prepare an assessment of current library service and a comprehensive Facilities and Operations Master Plan. Using a collaborative, co-design process, the plan should provide aspirational vision while also being realistic in implementation. Special attention shall be given to physical facilities needs for providing exceptional library services, the role and adoption of available technology, and staffing requirements to sustain the plan implementation. It shall also include a market segmentation analysis and facilities plan. The Consultant shall collaborate and maintain communication with the Library Planning team as well as provide regular updates and status reports on the progress. The plan will be used as the city's guiding document for library services, programming, technology, and facilities over the next 5 – 20 years.

The budget for this project is \$240,000.

## Scope of Services

### Project Administration

Lead public engagement using co-design principles outlining how residents will be involved in the planning process, and how the larger Rochester community will be informed throughout the project. This should include a plan for public engagement activities that could include but are not limited to open houses, site visits of existing comparable facilities, public meetings, etc. Please include the Consultant's experience working with multi-stakeholder task forces. At a minimum, it is expected that the Consultant will administer:

- Community engagement and participation in the process, supporting the library's commitment to equity and inclusion.
- Identify how the community engagement will include historically marginalized community members and groups.
- Provide translation services when needed at public meetings and translation of some written materials for public consumption.
- Track public comments and responses and provide them to the Rochester Public Library Planning team throughout the duration of the project up to and including post-completion.
- Ensure all materials are online-compatible, ADA accessible, and use common language and terminology.
- Include staff and stakeholder engagement participation in the process.



## Scope of Services *continued*

### Deliverables

- Analysis of stakeholder groups, focus groups and survey results to articulate which library services are most valued and how the community would like them delivered.
- Analysis of accessibility challenges and barriers to the library's current downtown facility and bookmobile, and recommendations for improving access.
- Analysis of projected trends identifying strengths, weaknesses, opportunities and threats to library services in general and to RPL in particular.
- Analysis of current processes, programs, facilities, technology and assets.
- Comparative analysis of RPLs assets, services and metrics to similar libraries in the Midwest specifically and United States generally.
- Timeline reflecting short-term (1-5 years) and long-term (5-20 years) projects.
- Executive Summary of Master Planning document, including applicable translations community.
- Facilities and Operations Master Plan, including implementation plan with cost estimates, phased timeline reflecting short term (1-5 years) and long term (5-20) projects and solutions.
- Presentation to stakeholder groups including Rochester City Council, Rochester City Administration, and RPL Library board.
- Provide any relevant GIS data created for this plan, including desired locations, service radius for new facilities, and bookmobile locations and routes.

### Needs Assessment

- Design and implement a community needs assessment process that will identify the specific library service needs of the community.
- Evaluate current library services and delivery models through a community-driven lens to identify challenges, opportunities, and solutions. The current service evaluation should include:
  - ♦ Downtown library building and site location assessment, including deficiencies, challenges, and accessibility review.
  - ♦ Library service assessment including analysis of current offerings, programs, and technology.
- Analyze current users and non-users with recommendation to reach non-users by identifying wants, needs and barriers.
  - Key service areas and goals that address the community's needs and expectations for exceptional customer experiences.
  - Review and assess current Library services and programs, focusing on community needs, trends in technology, and community organizations that supplement, support and complement library services in Rochester and Olmsted County.
    - ♦ The Analysis of current library services and programming should include recommendations for future users based on trends and gaps in services.
    - ♦ The library technology assessment and analysis should focus on self-service efficiency and customer accessibility with recommendations for future users.
  - Identify conditions in the community that indicate a current or potential need that the library may be positioned to fill within the library's mission.
  - Benchmark RPL with communities of similar population sizes, geographical considerations, demographics, and funding structures with examples in the Midwest.



## Scope of Services *continued*

### Recommendation

- Using analysis, community input, and 21st century library service trends, identify opportunities for RPL to address challenges or improve services for a growing community.
- Identify geographical locations within the city of Rochester and Olmsted County not well served by existing assets with recommendations of building size and staffing requirements for new service delivery with cost estimates. The plan should identify demographic trends, where a new library(ies) or other delivery methods should be built to serve growth, the radius the new library(ies) will serve, their desired location(s), and characteristics for each site that make them ideal for locating parking, site retention, and adjacent outdoor programming areas. The cost estimates should also be adjusted for inflation for the time when the study recommends adding the facility or new service point. Cost estimate to include land acquisitions costs, master planning/concept development, construction plans, furniture, fixtures, equipment, collection and information technology costs.
- Recommendations that integrate valued existing services with new services.
- Timeline for implementing the plan over the next 5 – 20 years.
- Detailed action plans that are manageable and shall provide ongoing direction for the RPL Board, City Administration, and library staff with specified objectives, outcomes, and performance measures.
- Detailed and structured implementation roles for staff accountability including a path for securing the necessary funding to support the implementation of the master plan.
- Recommendations for related communication and marketing strategy.
- Recommendation for assessing the success and impact of the plan both during and after implementation.
- Maps, diagrams, and illustrations that show how the concept design can be achieved by the City and stakeholders.

## REQUEST FOR PROPOSAL SELECTION PROCESS

On April 29 at 10AM, library staff will conduct a required pre-bid meeting of the current library building and operations challenges. Firms' representatives will be able to ask questions to better understand the library services and RFP requirements during the process. Failure to attend will result in disqualification. Please register your attendance for either virtual or in-person by Friday, April 26 at Noon CDT at the following link:

<https://bit.ly/RPLPreBidReg>

The selection process is divided into two phases of selection. The first stage of the process selects firms based on hard copy submittals.

Submittals shall be delivered to the Library's Project Manager, Kim Edson, by Friday, May 17 at 5PM CDT. Your proposal shall include, at a minimum, the information requested in the hard copy proposal evaluation criteria. If proposer fails to provide any of the requested information, the city may, at its sole discretion, ask the proposer to provide the missing information or evaluate the proposal without the missing information.





## 1. Hard Copy Proposal Evaluation Criteria

- A. Submittal and review
- B. Request for proposal contents

### Section 1: Project Experience (30 pts)

Identify at least three (3) but no more than five (5) projects where you were the primary consultant. Demonstrate the experience of your firm and/or proposed team, including all subconsultants, on projects similar to the one described in this RFP. The projects submitted should also demonstrate that the consultant and/or team have performed similar types of services to be considered relevant to this RFP.

### Section 2: Experience of Key Positions (20 pts)

For each key team member identified to work on this project, describe their length of time with the firm and at least two (2) comparable projects in which they have played a primary role. There are no limitations on the number of key positions provided as part of this proposal. The firm must provide the name and experience of the primary consultant and at least one (1) person from each sub-consultant identified. Provide an organizational chart that depicts the project team organization and lines of authority. Clearly indicate superior/subordinate reporting relationships.

### Section 3: Project Understanding and Approach (30 pts)

Describe the firm’s approach to performing the services required under the scope of the project as described above. Describe the opportunities and constraints involved with the performance of the associated tasks which include:

- Plan framework
- Community engagement and citizen participation
- Community outreach
- Facilitation
- Plan drafting and editing
- Data collection and analysis to support each element of the plan
- Graphics, diagrams, maps, public surveying, public meetings and any related items necessary developing and moving the plan forward

Provide a project work plan/schedule showing key project milestones and deliverables. The schedule shall also demonstrate the firm’s ability to meet the designated milestones.

### Section 4: Pricing (20 pts)

Provide a proposed cost plus expenses budget for completion of the scope of services with cost breakdowns by scope element. Quotation of fees and compensation shall remain firm for a period of at least 90 days from the proposal submission deadline. Please provide the proposed budget under separate cover. Initial screening will be done by the selection committee without the benefit of knowing the proposed fee for services.

## 2. Interview Evaluation Criteria

The City’s Evaluation Team will invite the top finalists to interview for this project. Finalists must have participated in the required pre-bid meeting for consideration.

Proposal Interviews.....Monday, June 10 & Tuesday, June 11, 2024



## 3. General Conditions for Proposals

### 1. Please direct all inquiries to Kim Edson, Project Manager

All firms submitting a Proposal shall identify a single contact person for receipt of responses and information from the library. The preferred method of receipt and distribution of information will be email. Therefore, please include a contact name, phone number, mailing address, and email address with your proposal.

### 2. Addenda and Supplements to RFP

In the event that it becomes necessary to revise any part of this RFP or if additional information is necessary to enable the proposers to make adequate interpretation of the provisions of this RFP, a supplement to the RFP will be issued.

### 3. Rejection Rights

The library retains the right to re-solicit for proposals if deemed to be in its best interest. Selection is also dependent upon the negotiation of a mutually acceptable contract with the selected firm. If the City cannot negotiate a mutually acceptable contract with the selected firm, the City will negotiate with one of the remaining firms, and so forth, until a mutually acceptable contract is reached.

### 4. Contract with City

Professional Services Agreement prepared by the selected consulting firm and modified by City staff to mutually agreed to terms will be submitted to the Library Board for approval. Billing rates for each team member or positions will be negotiated to mutual agreement prior to Library Board approval. Fee markups for sub-consultants, if applicable, and markups for reimbursable expenses will not be allowed. The contract will be based on a time and materials fee and itemized task schedule with a maximum not-to-exceed amount.

### 5. Cost of Developing Proposals

All costs related to the preparation of the proposal, interview, or any other related activity are the sole responsibility of the firm. No reimbursement will be made by the City for costs incurred prior to a formal notice to proceed under a contract.

### 6. Scope of Services Summary

This document has identified the general goals that the library desires to include. A detailed scope of services will be developed by the selected Consultant during contract negotiations. Consultant selection will be based on the consultant's ability to perform and complete these project goals.

All proposals become the property of the City of Rochester and will not be returned. The City of Rochester is an equal opportunity employer.





# PROPOSED PROJECT SCHEDULE

Emphasis will be placed upon selecting a qualified firm who delivers an innovative and visionary proposal. Provide a project schedule outlining the time period and estimated completion date of the proposed scope of work for a preliminary plan. This should include a schedule for and description of all deliverable products throughout the period for concept design services that works with the dates listed below. Please include price and recommendation of additional services or products that your firm would recommend as part of this process.

## RFP Selection Process

### Schedule - All times are in Central Daylight Time

Request for Proposals Issue Date .....	Thursday, April 18, 2024
Required Pre-Bid Meeting .....	Monday, April 29, at 10AM <i>Registration due for required Pre-Bid Meeting Friday, April 26 at noon</i>
Request for Proposals Due Date .....	Friday, May 17, 2024 at 5PM
Notification to Proceed to Interview Stage.....	Wednesday, May 29, 2024
Proposal Interviews.....	Monday, June 10 & Tuesday, June 11, 2024
Notification of Awarded Consulting Firm .....	Thursday, June 27, 2024 (following June Board Meeting)
Award of Contract.....	Wednesday, July 17, 2024 (Board Meeting)

### Project Timeline

- August 2024: Project kicks off (working group potential liaisons already identified).
- September 2024: Working group kicks off.
- December 2024: Preliminary report and proposal due.
- April 10, 2025: FINAL proposal and recommendations including an implementation plan due.



# SUPPORTING DOCUMENTATION

Library Strategic Plan:

<https://www.rplmn.org/home/showpublisheddocument/26721/637533821744500000>

City of Rochester Strategic Plan:

<https://www.rochestermn.gov/government/departments/administration/strategic-priorities>

Planning 2 Succeed:

<https://www.rochestermn.gov/home/showpublisheddocument/24222/636903969909230000>

Bus Rapid Transit Plan:

<https://www.rochestermn.gov/home/showpublisheddocument/37835/638130822645100000>

Small Downtown Area Riverfront Area Plan:

<https://www.rochestermn.gov/Home/Components/Topic/Topic/11577/3986>

DMC Plan (updated):

[https://dmc.mn/wp-content/uploads/2020/12/DMC\\_5YearUpdate\\_DRAFT\\_Nov30\\_FINAL\\_WebFile.pdf](https://dmc.mn/wp-content/uploads/2020/12/DMC_5YearUpdate_DRAFT_Nov30_FINAL_WebFile.pdf)



# RFP SUBMITTAL CHECKLIST

## RFP Submittal Requirements Checklist

Please provide this checklist with response to RFP

- **Attend Pre-Bid Meeting** – register and attend required pre-bid meeting with library staff. <https://bit.ly/RPLPreBidReg>
- **Letter of Interest** – a cover letter signed by an authorized representative of the Consultant team briefly outlining the team’s understanding of the work. The cover letter must contain a commitment to provide the services described and the name, address, telephone number, and email of the consultant’s primary contact person.
- **Project Proposal** – including project experience, experience of key positions, project understanding and approach, and detailed pricing.
- **Proposal Copies** – 1 digital copy of proposal emailed to Kim Edson ([kedson@rplmn.org](mailto:kedson@rplmn.org)) plus 12 hard copies (indexed, single-sided, no smaller than 11pt font, no more than 35 pages in length) of the proposal delivered to the library at 101 2nd Street SE, Rochester, MN, 55904.
- **Addenda and Supplements to the RFP** – Please include 12 hard copies.

This RFP does not obligate the Library Board to award any specific project. The Library Board reserves the right to cancel this solicitation or to change its scope/schedule if it is considered in City’s best interests.

City also reserves the right to: accept or reject any or all proposals; waive irregularities in proposal content; negotiate changes with proposers; or request supplemental information from proposers. This provision will be liberally interpreted to permit consideration of all proposals received by the stated deadline for submission.

Proposers understand that any and all parts of the submitted proposal may become part of any subsequent contract between the City and the selected proposer.

Any costs incurred by proposers in responding to this RFP shall be the proposer’s sole expense and will not be reimbursed by the City.

Selection for the Facilities and Operations Master Plan services does not imply acceptance of respondent for future design commissions nor exclude respondent from consideration for design.

All proposals become the property of the City of Rochester and will not be returned. The City of Rochester is an equal opportunity employer.

Questions regarding this RFP should be directed, in writing, to Kim Edson ([kedson@rplmn.org](mailto:kedson@rplmn.org)) by the deadline noted in the RFP Schedule Section.

Contact with any other individuals may be cause for disqualification.

