



**PRINCE GEORGE'S COUNTY MEMORIAL  
LIBRARY SYSTEM**

**REQUEST FOR PROPOSAL  
RFP-AM-2024-009  
STRATEGIC PLANNING CONSULTANT**

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| <b>ISSUE DATE:</b>                           | <b>November 1, 2024</b>  |
| <b>SITE VISITS:</b>                          | <b>There will be no site visits for this project.</b>  |
| <b>PROJECT MANAGER:</b>                      | <b>Dr. Mark Winston, CEO and<br/>Megan Sutherland, COO</b>                                   |
| <b>DEADLINE FOR QUESTIONS:</b>               | <b>November 12, 2024 by 5:00 PM</b>  |
| <b>RESPONSES TO QUESTION:</b>                | <b>November 14, 2024</b>   |
| <b>DEADLINE FOR PROPOSAL<br/>SUBMISSION:</b> | <b>December 2, 2024 by 5:00 P.M.</b>   |
| <b>PROPOSAL SUBMISSION<br/>INSTRUCTIONS:</b> | <b>Email PDF to<br/><a href="mailto:procurement@pgcmls.info">procurement@pgcmls.info</a></b> |

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### Background

The Prince George's County Memorial Library System (PGCMLS) is a nationally recognized, award-winning public library system that operates nineteen (19) branch libraries, a facility in the County Correctional Center and an administrative office. PGCMLS is a valued resource in the community with 69% of the county population registered as borrowers and almost 2.5 million visits last year. PGCMLS is a component unit of Prince George's County government with over 350 employees and governed by a 7-member Board of Library Trustees. This vibrant, diverse county is located in the heart of the Baltimore/Washington corridor borders Washington, DC and is just 37 miles south of the city of Baltimore.

### Point of Contact

All communication regarding this RFP or any matter relating thereto must be transmitted electronically by email to the single Point of Contact ("POC") as follows, phone calls and visits will not be accepted:

**POC: Tee Bonés, Procurement Specialist**

**Email: [procurement@pgcmls.info](mailto:procurement@pgcmls.info)**

### Acceptable Submissions

No submission shall be accepted in any format other than a PDF format file attached to an email addressed to [procurement@pgcmls.info](mailto:procurement@pgcmls.info). This provision shall override other methods or form of submission referenced in this RFP. Vendor shall bear the responsibility of ensuring its submissions are received and acknowledged by PGCMLS. The Library reserves the right, where it may serve the Library's best interest, to request additional information or clarification from proposers or to allow corrections of errors or omissions. At the discretion of the Library, Vendors submitting proposals may be requested to make oral presentations as a part of the evaluation process. Submission of a proposal

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indicates acceptance by the vendor of the conditions contained in this RFP, unless exceptions are clearly and specifically noted in the proposal submitted.

In order for proposal to be considered for this RFP, please submit a proposal as described below no later than 5:00 p.m. on December 2, 2024.

### Consulting Firm Inquiries

Any questions relating to this RFP shall be directed via e-mail no later than 5:00 p.m. on November 12, 2024 to Procurement Specialist:

[procurement@pgcmls.info](mailto:procurement@pgcmls.info)

### Standard/Licensure Requirements

The selected Contractor shall provide documentation to the Library evidencing all necessary licenses/documents to perform the services prior to the awarding of the contract.

### Experience

Five years or more experience preferably working with government agencies and non-profit organizations.

### Basis of Award

The Consulting Firm best meeting experience, capability, approach and cost requirements as determined by the Library will be selected. The Library's evaluation will be based on the requirements contained in this proposal, the proposed fees and expenses, and any other factors which the Library considers relevant. Preference will be given to bidders who have had experience working with public libraries or government entities.

All submittals will not only be reviewed based on cost, but will also receive a technical analysis, which will analyze the following:

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Product/Pricing  
Qualifications and Credentials  
Performance  
Capabilities  
Experience

Proposal  
Presentation Quality  
Control Procedures  
Adequate Support  
Staff

### Proposal Evaluation

Proposal will be evaluated by the Library and the highest ranking Vendors may be asked to make formal presentation to the Evaluation Committee. Evaluation of the Proposals will include but not limited to the following areas:

1. Proven service capabilities and overall quality and completeness of service (Based on recommendations by other customers, or otherwise)
2. Understanding of Library service needs
3. Cost of service (fees and charges)
4. Interview questions and answers with the top three Vendors (optional).

### Payment Terms

The Library makes monthly payment at work completion, during the next 30 days after the invoice date. Please include in your proposal any payment terms that deviate from monthly payment at work completion.

Progress payments may be submitted during the course of the engagement based on hours of work completed in accordance with the following schedule:

- Completion of field work;
- Rendering of draft report;
- Rendering of final report and all other reports required.

The Library may solicit additional services outside the range of this proposal. Any such additional work agreed to between the Library and the firm shall be

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performed at the same rates set forth in the schedule of fees and expenses included in the sealed dollar-cost bid.

### Agreement Required

We will issue a Purchase Order to the successful bidder. The Consulting Firm shall be required to sign an Agreement for services for this engagement. No work shall begin under this contract until a Purchase Order has been issued and the Agreement for Services has been signed by both parties. The Consulting Firm should ensure that the contract is completed within the specified time.

### Consulting Firm Rights

All materials submitted in response to this RFP become the property of the Library upon delivery and shall be appended to any formal documentation, which would further define or expand the contractual relationship between the Library and the Vendor. Each Vendor, as an express condition for the Library's consideration of such Consulting Firm Proposal, agrees that the contents of every other proposal is confidential, proprietary and trade secret information in all technical areas and waives any right to access to such proposals. No submissions for supporting documentation will be returned to Vendor.

Vendors submitting proposal should recognize that the Library is a public body and, as a public body, the Library is subject to disclosure requirements and must abide by public record laws. Neither party shall be liable for disclosures required by law.

### Reservation of Rights

This RFP does not commit the Library to award a Services Agreement, to pay any costs incurred in the preparation of a proposal to this request, or to otherwise contract for any services.

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The Library reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of the Library to do so.

The Library will evaluate proposals based upon the effectiveness of the perceived performance as it relates to the Library's specific requirements. The lowest fee proposal shall not necessarily be selected. The Library specifically reserves the right to reject any or all proposals or any part thereof; or to waive any defects or informalities in a proposal when it is determined by the Library to be in the Library's best interest.

### Proposal Format

The Proposal shall be signed by an individual authorized to bind the Consulting Firm and shall contain a statement to the effect that the proposal is a Consulting Firm offer for a one hundred eighty (180) calendar day period from the date of the opening.

The Proposal shall provide the name, title, address and telephone number of individuals with authority to contractually bind the Contractor and who may be contacted during the period of the Services Agreement. All fees quoted shall be firm and fixed for the full contract period and any extension.

The proposal shall be presented in the following format and include, at a minimum, all the information specified. Responses should be specific and complete in every detail, prepared in a simple straightforward manner:

1. A letter of proposal submission and introduction, including the name and address of the Consulting Firm submitting the proposal, and name of the contact person, shall be the first page of the proposal. The proposal shall be signed by an authorized representative of the Consulting Firm and shall include the name(s), title, address, telephone number of the individual(s) authorized to negotiate a Services Agreement with the Library.

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2. An executive summary highlighting the Vendor's background, experience and variety of services, and any service enhancements unique to the Consulting Firm shall immediately follow the letter of proposal submission and introduction.
3. The proposer shall state the size of the Consulting Firm staff, the location of the offices from which the work on this engagement is to be performed and the number and nature of the professional staff to be employed in this engagement on a full-time basis and the number and nature of the staff to be so employed on a part-time basis.
4. A work plan detailing the approach the Consulting Firm intends to follow in providing the services required as outlined in this RFP.
5. The Consulting Firm shall define the capability of its organization to meet the intended objectives of this RFP. Description of the Vendor's organization chart, names of staff members to be primarily assigned to this account, the role of each staff member, and resumes of principal officers showing education and experience relevant to this type of work.
6. At least 3 references showing prior experience in the areas as outlined in this RFP preferably with libraries, government agencies and/or corporate clients. Each reference shall include the name and address of client as well as the name and telephone, e-mail address of individual who can be contacted for verification of services.
7. Copy of the Service Agreement.
8. A copy of any contract, retainer letter or other such agreement which the proposer may request the Library to execute shall also be attached to the proposal.

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9. Include any other information that is considered to be important by the Vendor.
  
10. A separate sheet containing the dollar cost bid. The price quoted shall include all pricing information relative to performing the Consulting engagement as described in this request for proposal. The total all-inclusive maximum price to be bid is to contain all direct and indirect costs including all out-of-pocket expenses. The Library will not be responsible for expenses incurred in preparing and submitting the technical proposal or the sealed dollar-cost bid. Such costs shall not be included in the proposal. The Library will not make any allowance for errors made in job planning by the Contractor.
  
11. The first page of the dollar-cost bid shall include the following information:
  - A. Name of firm;
  - B. Certification that the person signing the proposal is entitled to represent the firm, empowered to submit the bid and authorized to sign a contract with the Library;
  - C. Total all-inclusive maximum price for the full engagement.
  
12. The second page of this dollar-cost bid shall include a schedule of professional fees and expenses that supports the total all-inclusive maximum price. Estimated out of pocket expenses to be reimbursed shall be presented on the second page. All expense reimbursements will be charged against the total all-inclusive maximum price submitted by the firm.
  
13. Each prospective Consulting Firm shall submit proposal via email to the [procurement@pgcmls.info](mailto:procurement@pgcmls.info) email (no other email will be considered for appropriate submission) which will consist of a technical section proposal (including a signed certification) and a dollar cost bid. Failure to do so shall result in automatic rejection of the proposal.

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### Late Proposals Not Considered

Proposal received after the stipulated Proposal Submission Deadline will not be considered.

### Inconsistency or Error in the RFP

Any Consulting Firm believing that there is any ambiguity, inconsistency or error in the RFP shall promptly notify the Library in writing of such apparent discrepancy. Failure to so notify the Library by the Proposal Submission Deadline will constitute a waiver of claim of ambiguity, inconsistency or error.

### Errors or Omissions

The Library is not responsible for any Vendor's errors or omissions.

### Addenda

The Library shall not be responsible for any oral instructions given by any employees of the Library in regard to the proposal instructions, specifications or proposal documents as described in this RFP. Any changes will be in the form of an addendum, which will be furnished to all Vendors who are listed with the Library as having received the RFP, or to any other Consulting Firm who requests an addendum.

Vendors must routinely monitor RFP Notices of Updates and Addenda for changes. Please check website <http://www.pgmls.info/Procurement> for updates and addenda.

### Consulting Firm Incurred Costs

The Consulting Firm shall be responsible for all costs incurred in preparing or responding to this RFP. All materials and documents submitted in response to this

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RFP become the property of the Library and will not be returned after the Proposal Submission Deadline.

### Modification or Withdrawal of Proposal

A Proposal may not be modified, withdrawn or cancelled by a Consulting Firm for one hundred eighty (180) days following the Proposal Submission Deadline and each Consulting Firm so agrees in submitting the proposal. Proposals may be withdrawn, altered and/or resubmitted at any time prior to the submission deadline.

Notice of pre-submittal date withdrawal must be in writing over the signature of the Vendor. Withdrawn Proposals may be resubmitted up to the Proposal Submission Deadline, provided that they are then fully in conformance with these general terms and conditions.

### Rejection of Solicitation Responses

The Library reserves the right to reject any or all responses received, or any part thereof; to accept any response or any part thereof; or to waive any informality when it is deemed to be in the Library's best interest. Any Consulting Firm objecting to the rejection of Proposal or portion thereof, must submit a written protest stating the reasons for the protest to the Library within five (5) calendar days from the date of the Library's Notification of Award letter.

### Consulting Firm Certification

By submission of a proposal, the Consulting Firm certifies that the Consulting Firm has not paid or agreed to pay any fee or commission, or any other item of value contingent on the award of a contract to any employee, official or current contracting consultant of the Library.

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### Contract Period

The Service Agreement shall cover the period depending upon date of the Services Agreement is awarded. The contract agreement shall be This agreement shall expire once the requirements outlined in the Scope of Work have been completed.

### Site Visits

There will be no site visits for this project.

### Protest of Award

Any person, who has an objection to the awarding of the Services Agreement to any Consulting Firm by the Library, shall lodge that protest, in writing, with the Library no later than 4:00 p.m. local time of the fifth (5th) calendar day, following release of the Library's Notification of Award letter. The Library retains the right to reject all protests not filed within this time, those found to be without merit, or those requesting confidential information regarding other bidders including pricing information of the winner of the RFP.

*PROTEST DEPOSIT: A deposit is required from the protester to compensate the library for the expenses of administering the protest. If the protest is decided in the protester's favor, the entire deposit shall be returned to the protester. If the protester is determined to be without merit, the deposit shall be forfeited to the library. The deposit shall be in the form of cash or a cashier's check and shall be in the amount of \$1,000.00 or 1% of the amount of the pending award, whichever is greater, up to the maximum of \$8,000.00.*

### Termination for Convenience

The performance of work under the contract may be terminated by the Library within 30 days written notice, or such time as mutually agreeable to the parties not to exceed 30 days, in accordance with this clause in whole, or from time-to-time in part, whenever the Library shall determine that such termination is in the best

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interest of the Library. The Library shall pay all reasonable costs associated with this contract that the Contractor has incurred up to the date of termination and all reasonable costs associated with termination of the contract. However, the Contractor shall not be reimbursed for any anticipatory profits, which have not been earned up to the date of termination.

### Termination for Default

If the Contractor fails to fulfill its obligations under the contract properly and on time or otherwise violates any provision of the contract, the Library may terminate the contract by written notice to the Contractor. The written notice shall specify the acts or omissions relied on as cause for termination. All furnished services provided by the Contractor shall, at the Library's option, become the Library's property. The Library shall pay the contractor fair and equitable compensation for satisfactory performance prior to receipt of notice of termination, less the amount of damages caused by the Contractor's breach. If the damages are more than the compensation payable to the Contractor, the Contractor shall remain liable after termination and the Library can affirmatively collect damages or deduct from monies due the Contractor on this or other Library contracts. Damages may include excess re-procurement costs. If a dispute arises out of or relates to this contract, or the breach thereof, and if the dispute cannot be settled through negotiation, the parties agree first to try in good faith to settle the dispute by mediation before resorting to arbitration, litigation, or some other dispute resolution procedure.

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### Scope of Work

The Prince George's County Memorial Library System (PGCMLS) is seeking proposals from qualified consultants to assist in developing a comprehensive strategic plan. The goal is to create a roadmap for the library's growth and development over the next three to five years.

The consultant will be responsible for:

- Facilitating the strategic planning process in coordination with the library's internal steering committee using a methodology effective for public libraries.
- Revising the library's current mission, vision, and values statements.
- Conducting a thorough analysis of the library's current operations and services.
- Coordinating a robust community engagement effort with stakeholders, including staff, Board of Library Trustees, library users and non-users, partner organizations, elected officials, and others to gather input and insights.
- Identifying key areas for improvement and innovation.
- Developing strategic goals and objectives that align with the library's mission and vision.
- Creating an actionable implementation plan with timelines, resource requirements, and suggested activities.
- Advising on the creation and implementation of diversity and technology plans to support the strategic plan.
- Delivering a comprehensive overview of the final product to key stakeholders, including library staff and the Board of Library Trustees.

### Proposal Requirements

Interested consultants should submit a proposal that includes:

1. A cover letter summarizing the consultant's interest and qualifications.
2. A detailed project plan outlining the approach and methodology.

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3. A timeline for project completion.
4. A budget estimate, including all fees and expenses.
5. References from previous clients, particularly in the library or public sector.
6. Support, resources or expectations that the library system would be expected to provide.