



date

RE: Request for quote for strategic planning services

The community

The Newmarket Public Library serves the Town of Newmarket, a growing, compact urban/suburban community of approximately 90,000 in the northern Greater Toronto Area. Home to the administrative center for the Regional Municipality of York, Newmarket boasts a skilled and educated population working in local knowledge industries including government administration, health and social services, light manufacturing, and professional services. Community assets include a regional hospital, a publicly-owned broadband utility, an expanding Bus Rapid Transit system, ample parkland and trails, and a spirit of community cooperation and innovation exemplified by the Newmarket Smart City Council, of which the Library is a founding member. While per-capita income and home ownership rates are high, Newmarket also shows signs of considerable wealth inequality and poverty, to which the community has responded by engaging in social service and skills development partnerships.

The library

With roughly 50 staff and a collection of 200,000 items in a facility of 35,000 square feet, the library provides information resources and services, a wide variety of online resources and media, technology discovery and assistance, and a wide variety of literature-based and community-led programming. While the Library engages in outreach to community events, its reach is limited by a single and undersized facility, and solutions are being sought to increase engagement through alternative service delivery mechanisms including virtual and satellite services.

The opportunity

To position the Library for growth within a context of limited resources but unlimited possibilities, the Library is undertaking a Strategic Planning process to provide guidance on high-level strategic directions in addition to considerations for innovative service delivery models. For this we are seeking the services of a consulting firm, which may sub-contract portions of the tasks as needed. All services are to be done in consultation with the Library Board, staff, and/or stakeholders, with the consultant providing meeting agendas, facilitation, recording, and all report writing.

Deliverables include:

- Situation audit
- Environmental scan

- Market research and demographic insight
- Stakeholder consultation
- Alternative service delivery options analysis
- Vision and strategic directions
- Action plan or implementation plan

If your firm is interested, please provide a written quote on the deliverables quoted, providing supporting documentation describing the proposed methodology, the qualifications of the firm, and at least two references. Please also provide an estimate of additional incidental expenses.

Please submit by **date** at 5:00 p.m. via e-mail to admin@newmarketpl.ca with copy to tkyle@newmarketpl.ca . If you have any questions, please feel free to contact us at these addresses or the phone number above.

Sincerely,

Todd Kyle
Chief Executive Officer