ADDENDUM #2
January 22, 2025

This Addendum #2 is issued to the Kansas City Public Library's Request for Proposal for a Comprehensive Strategic Plan to make the following changes, additions, deletions, and/or clarifications:

Questions/Responses:

The following information is a response to questions asked by firms from January 20-22, 2025. If you feel that a question has been asked that is not represented/addressed below, please contact Jessica Addo as soon as possible at purchasing@kclibrary.org to address the question. The responses to the questions are indicated in **BOLD**:

1. The proposal mentions three presentations that are expected during the duration of this project. Do you intend that those will all be in-person or do you anticipate some of those presentations being virtual?

   In-Person is preferred

2. A concurrent facilities planning process is mentioned. What is the scope of that project, what is the time frame for that project, and when would data gathered potentially be available?

   The Library will seek a consultant to facilitate the development of a comprehensive facilities plan that is future focused and working in alignment with the Library's vision, mission, and strategic outcome areas. The plan should clearly articulate recommendations for Library facilities in the district over the next 10 years, and will include needs assessment, stakeholder engagement, data analysis, and delivery of design options and implementation strategy. This RFQ will be issued in late February 2025 with a staggered start date after the work on this strategic plan has commenced.

3. Would you confirm if the Library has community outreach protocols in place (communication methods/websites/social media etc) or if the consultant is expected to establish these?

   The Library has an established website and social media channels, a patron database email and mailing list, an events attendance email and mailing list, and a donor database email and mailing list as channels of communication. The consultant is expected to establish how best to leverage these communication channels for effective community outreach.

4. Have you identified specific communities which you would like us to engage with?

Each branch location serves a unique community, so engagement of patrons and non-patrons in each of those communities will be critical, as well as nonprofits and local business leaders within those specific communities to identify where the Library can support or ensure we avoid duplication of efforts on behalf of the communities served.
As an independent district funded primarily by property tax revenue, relationships and engagement with civic and government leadership at the local and state level is important, as is engagement with potential philanthropic organizations and donors.

Engagement with our Board of Trustees and staff at all levels in the organization will also be critical to ensure we are aligned in our priorities, as they are identified, and moving forward together.

We will need the consultant's expertise to identify potential gaps in the communities identified above.

5. Is the expected completion date of October 31, 2025 firm?

   No. End of 2025 is the goal for roll out in January 2026.

6. What level of staff support is KCPL able to provide to the project? For example, will the Library be able to support a staff-led team, provide staff to complete in-community in-person engagement, etc?

   The Library will provide an internal project manager to assist with accessing Library resources and internal platforms. Library staff would assist with hosting in-person engagement sessions, but they would be organized and facilitated by the awarded consultant.

7. Are you open to optional services in addition to our core menu of services?

   Yes

8. Has the Library undertaken recent initiatives that would inform this project (compensation study, community engagement, DEI plans, etc.)?

   A compensation study is slated for later this year with an RFP and a consultant identified by the end of Q2 2025.

9. How does the Library currently record and track KPIs?

   The Library tracks the following KPIs:

- **our monthly board report includes physical and digital circulation, footfall counts, program attendance, and computer usage.**
- **our OrangeBoy Savannah dashboard tracks library card sign-ups, active users, and market penetration.**

10. Does the Library use any market segmentation services like OrangeBoy or Library IQ?

   The Library uses OrangeBoy's Savannah product for market segmentation analysis using patron clusters.

   The Library also uses a dashboard called Library Views, created by the Mid-America Regional Council (MARC) specifically for the Library. Library Views integrates Kansas City Public Library (KCPL) patron data, including data from OrangeBoy clusters, with regional data and indicators from MARC. This combined data is used to generate a patron attraction score for each census tract within the Library district.

11. Will the Library or its community partners provide translation services for community engagement or is that a cost you'd like to see reflected in the proposal?

   We would like to see this reflected in the proposal.

12. Will KCPL be designing a public-facing version of the plan or is that an option you'd like to see included in the proposal?

   Please include in the proposal.