

Issue Date: August 4, 2026

Re: Request for Quote for Strategic Planning Services

Proposal Submission Deadline: September 4, 2026 at 5:00 pm

Contact Person: Lianne Bond, Administrative Coordinator, admin@newmarketpl.ca

The Newmarket Library invites qualified consulting firms and individuals to submit their proposal to facilitate the development of a new Strategic Plan that will guide the Library's priorities, services and partnerships over the next 5 years.

The Library seeks a consultant who will employ a highly collaborative and community-centered approach that meaningfully engages residents, library users, non-users, staff, Board members, municipal partners, community organizations and equity-deserving populations.

The resulting Strategic Plan should be both inspiring and achievable reflecting community aspirations, emerging trends in public libraries, and the Library's commitment to community well-being, inclusion, accessibility, learning, and innovation.

Newmarket Library is a single-branch library system located at the heart of Newmarket, Ontario. While our library facility is centered in one location, our reach extends throughout the community. In recent years, the Library's focus has been on strengthening community connections and expanding access to library services beyond our walls, including the addition of two library book kiosks, one in each community centre, and plans for a dedicated outreach vehicle in 2027.

Newmarket Library is committed to creating welcoming spaces, delivering engaging and relevant services, and empowering both staff and residents to learn, connect and thrive. Inspired by our tagline, "Anything and Everywhere," we strive to meet people where they are, across the community and at every stage of life. Our goal is to ensure that everyone in the community has access to the resources, opportunities, and connections that we offer to help build a strong and vibrant community.

The Newmarket Library serves the Town of Newmarket, a growing, compact urban/suburban community of approximately 100,000 in the northern Greater Toronto Area. Newmarket boasts

a skilled and educated population, and while per-capita income and home ownership rates are high, Newmarket also shows signs of wealth inequality and poverty. Community assets include ample parkland and trails, and a spirit of community cooperation and innovation. Newmarket is a place that welcomes people, champions ideas, and supports businesses. A place that leads with care and follows through by creating the conditions where careers grow, businesses flourish and residents choose to stay, contribute and invest their energy.

Project Objectives

The successful consultant will help the Library:

1. Understand the current and future community needs and aspirations
2. Conduct and evaluate an environmental scan considering demographics, service and social trends so we can remain relevant and continue to innovate
3. Engage a diverse range of stakeholders
4. Assess strengths, weaknesses, opportunities, and threats
5. Develop strategic directions and goals
6. Create measurable success indicators
7. Produce a final Strategic Plan and implementation framework

Scope of Work

The consultant will be expected to complete the following phases:

- 1) Project initiation
- 2) Community engagement and research
- 3) Environmental Scan (Internal/External)
- 4) Strategic framework development
- 5) Implementation framework

Deliverables should include:

- Project Workplan
- Community engagement strategy
- Engagement findings report
- Environmental scan
- Strategic planning workshop facilitation with staff and the Library Board
- Draft Strategic Plan
- Final Strategic Plan
- Implementation and evaluation framework
- Presentation to Library Board (Spring 2027)

Proposal Requirements & Scoring:

Requirements	Weight
Consultant or company profile	15%
Project Understanding	10%
Methodology for engagement methods, planning framework, implementation	25%
Project Schedule	10%
Relevant experience to our project	25%
Recommended Budget	15%

The Library is interested in proposals that demonstrate innovative community engagement practices, include strategies on how to engage non-users, reflect accessibility, equity, diversity, and inclusion, and support data-informed decision-making.

Please submit proposals via e-mail to admin@newmarketpl.ca by Friday, September 4, 2026 at 5:00 pm.