



Belvedere
Tiburon
Library

**REQUEST FOR PROPOSAL
STRATEGIC PLAN CONSULTANT**
Responses to RFP Questions

1. Has a Strategic Plan Committee been formed? If so, who has been tapped to serve?

The Strategic Plan Committee consists of two Library Trustees, a Library Foundation Director, the Assistant Library Director, and the Library Director.

2. What level of staff engagement is expected? Will a volunteer or a staff member who isn't public-facing be available to take notes during a focus group?

Staff are expected to participate in various capacities. All library staff should be familiar with the strategic plan process and activities to answer general inquiries from the public during the project period. Select staff will be responsible for gathering internal library usage data for the consultant; this can include circulation data, program attendance, resource usage, and survey responses from current library patrons. Most, if not all, staff should participate in a facilitated process to contribute ideas and strategies to meet the goals identified for the strategic plan.

All staff are public-facing and often recognizable by the community; unfortunately, staff are not available to take notes during any focus groups. Library volunteers are limited and may not be a reliable source for this task either.

3. Can you clarify whether the proposed communications plan is for the planning process itself or to be focused on the final plan and subsequent accomplishments?

The communication plan should focus on the strategic planning process and build buy-in from the community and stakeholders.

4. How do you envision MARINet's new strategic plan informing this process?

The development of the MARINet strategic plan and Belvedere Tiburon Library's strategic plan are not mutually exclusive. The MARINet strategic plan will be completed by October 2023 and address a variety of organizational areas, including MARINet staffing and resource sharing across the consortium. Belvedere Tiburon Library's strategic plan will gather community input that can inform the Library's contributions and priorities at the consortium level. At least two Belvedere Tiburon Library staff will be involved in both strategic planning processes in different ways so information learned through one process can inform the other. The Library Director can inform the consultant(s) as to whether findings from the MARINet strategic plan should be addressed through the Belvedere Tiburon Library's strategic planning process.

5. Does BTLA currently use a market segmentation tool such as OrangeBoy?

We do not use a market segmentation tool. We use a variety of resources to learn more about patrons and usage, including reviewing electronic newsletter engagement on LibraryAware, library circulation, and program attendance.

6. Do you anticipate the final presentation to be in-person or virtual?

We have the capacity to host a hybrid presentation where the presenter is virtual and attendees are at the library. The preference would be for an in-person presentation, but it is not required.

Responses to all questions received by June 30, 2023, 5:00 pm
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