

OCLS RFP 23-001 Questions and Answers

RFP makes mention of a specific “OCLS strategic planning team.” Is the full composition of this group known? If so, can it be shared with consultant candidates? If not, is the Library open to expanding this group to include stakeholders recommended by the consultant (ex., community representatives recruited from outside OCLS)?

The composition of this group is not known at this time. It will consist of Orange County Library System employees from a variety of departments and positions. The team would evaluate the recommendation of adding stakeholders and decide at that time.

What expectations or preferences does OCLS have around offering resident engagement opportunities in languages other than English? Other than Spanish, are there languages which merit special attention?

The engagement activities in Haitian Creole would be helpful. Haitian Creole is the third-most spoken language.

What expectations or preferences does administration have concerning which consultant-led activities are conducted in person, and which are virtual (ex., planning team meetings and/or select focus groups)?

Administration expects a mixture of both in-person and virtual focus group sessions.

Are there any underserved populations in Orange County that the Library has a particular interest in engaging as part of the strategic planning process?

A particular area of interest is people whose incomes are below the federal poverty threshold.

Is the Library willing to consider proposals that include core services, but supplemented with optional / add-on services available at additional cost if deemed worthwhile by OCLS leadership? Or is an all-inclusive / flat fees structure required?

OCLS is willing to consider proposals that include additional costs for add-on services.

Does OCLS currently use a market segmentation tool? If it has done a segmentation report in the past, which service did it use?

OCLS uses several segmentation tools including Analytics on Demand for direct mail campaigns, Google segmentation tools for Google ads, Facebook segmentation tools for Facebook Ads, and Patron Point for some selective surveys. A report from a consultant that featured segmentation information on both users and nonusers was completed in 2016. They created an online survey and then sent a mass mailer to OCLS users. For information regarding nonusers, they used an online consumer panel.

Does OCLS anticipate providing translation services through staff or a local partner or should the consultant include translation options in the proposal?

The consultant should include translation options in the proposal. OCLS does have staff that could assist with some basic translation if necessary.

Will the DEIA committee be working on initiatives or studies in parallel with the strategic plan?

Yes, our DEIA committee is active and is working on a variety of initiatives currently and ongoing.

Will the strategic planning process inform the construction of the two new locations or will studies and community engagements done for those projects be made available to the consultants?

The two new locations are in various stages of development and are being handled solely by OCLS. OCLS would share any relevant information with the consultant.

In addition to the non-users identified by consultants, are there groups OCLS is particularly interested in engaging? Does OCLS envision the plan oriented to a system-wide guide or branch-level tactics?

A particular area of interest is people whose incomes are below the federal poverty threshold.

How does OCLS anticipate staff involvement? Will they aid in things such as inputting paper surveys or carrying out intercept interviews?

OCLS will have a Strategic Planning Team that will work with the consultant on developing the Strategic Plan based on information and analysis provided by the consultant. They will not aid in inputting surveys or carrying out interviews.

Can the proposal include optional services in addition to the core services?

Yes

Does OCLS have preferred dates for consultant visits, such as in-services days during which all staff will be available?

OCLS does not have preferred dates for consultant visits at this time. This would need to be coordinated in the future.

Does OCLS have a cost-not-to-exceed budget in mind?

OCLS does not have a cost not to exceed budget in mind.