

# **Compton Community College District**

## **REQUEST FOR PROPOSALS**

**to provide  
Polling Services**

**RFP-CCCD-0020**

**Issued By:**

**Compton Community College District**

**February 18, 2014**

**Response Due:**

**2:00 PM (PST) February 28, 2014**

**Business Office Room C-34**

**1111 E. Artesia Blvd**

**Compton, CA 90221**

# Compton Community College District

## Request for Proposals to Provide Polling Services

### I. OVERVIEW

#### A. *The District*

The Compton Community College District (the “District”) is a community college district established on July 1, 1927 pursuant to the laws and Constitution of the State of California. The District encompasses approximately 29 square miles in southern Los Angeles County, serving the cities of Compton, Lynwood and Paramount, and the northern portions of the cities of Carson and Long Beach.

#### B. *Background*

The District is exploring the placement of a Proposition 39 general obligation bond measure on the November 2014 ballot (“Bond Measure”). The District has not finalized the authorization amount or requested tax rate.

### II. PURPOSE OF REQUEST

The District is requesting qualifications from qualified opinion research firms (“Consultant”) to conduct a public opinion poll to understand the knowledge and attitudes among the District’s constituents on related educational issues and to determine the feasibility of passing the Bond Measure. Under a separate request for proposal, the District intends to select a consultant to provide election strategy services for the Bond Measure.

### III. SCOPE OF SERVICES

The Consultant’s scope of services should include, but may not be limited to the following tasks:

#### ***PHASE I:***

- A. Initial meeting with District staff to assess related needs of District.
- B. Preparation of scientifically valid survey questions based upon identified issues, needs and questions gathered as part of the Consultant’s work with District staff and other third-party consultants.
- C. Presentation of draft survey questions to District staff and other third-party consultants.
- D. District approval of final survey.
- E. Identify adequate and appropriate sample to allow for scientifically valid responses.

#### ***PHASE II:***

- A. Administration of the survey.
- B. Tabulation of the survey responses in a written report with recommendations and alternatives.
  - I. Workshops to review survey questions and results.
  - II. Presentation of the survey results to the District’s Special Trustee.

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**IV. REQUIREMENTS**

Responders should read each item carefully and answer each question accurately to ensure compliance with the District's requirements. ***Failure to provide all requested information or deviation from the required format may result in disqualification. Restate each specific question prior to addressing the following items:***

**A. Qualifications**

- i. Briefly summarize the qualifications of your firm and its experience with California community college district bond elections, particularly in Southern California and Los Angeles County.
- ii. Provide a detailed list of your firm's California education bond elections over the past five years. Please include the following:
  - a. District name.
  - b. District contact person.
  - c. Election date.
  - d. Requested bond authorization.
  - e. Affirmative vote percentage.
  - f. Election outcome (pass or fail).

**B. Personnel**

- i. List the personnel who would be assigned to the District. Include information on their position, location, years of experience, and expected roles and duties.

**C. Approach**

- i. Briefly describe your proposed approach, including a description of the survey methodology to be utilized to gauge support for the Bond Measure.
- ii. Provide a sample timeline and/or steps necessary for the Bond Measure.

**D. References**

- i. Provide at least three recent California community college district references for whom you have provided similar services. Include the contact person's name, title, district, address, phone number, and email address.

**E. Fees**

- i. Please provide your firm's proposed fee. The proposed fee for services shall include all expenses in providing the above scope of services.

**F. Rationale for Selection**

- i. Please provide five summary statements to support your firm's selection as the District's public opinion research firm.

**V. EVALUATION OF STATEMENTS**

Statements will be evaluated based on the following criteria (not listed in order of importance):

- A. Qualifications and experience of firm and personnel named above;
- B. Capability to provide required services; and
- C. Past experience with California community college districts.

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The District reserves the right to:

- A. Request additional information and/or an interview with any firm prior to its selection;
- B. Select the firm that, in the District's judgment, will best meet the District's needs. Fees are an important factor, but will not be the sole factor in making the appointment; and
- C. Consider information about any firm from other sources in addition to the submitted information.

**VI. PROHIBITED ACTIVITY**

- A. Consultants or their agents are expressly prohibited from contacting any other District personnel (except for the District's Chief Business Officer) or any member of the District's Board of Trustees or Special Trustee prior to selection and award of a contract for this work. Unauthorized contact may result in disqualification.
- B. Conflict of Interest: Consultants shall have read and shall be aware of the provisions of Section 1090, et seq. and Section 87100, et seq. of the Government Code relating to conflict of interest of public officers and employees. No officer or employee of the District or member of its governing body shall have any pecuniary interest direct or indirect, in the resulting agreement or the proceeds thereof.

**VII. PROPOSAL SUBMISSION**

All responses must be received by the District's Chief Business Officer Felipe R Lopez via email no later than 2:00 p.m. (Pacific) on February 28, 2014. Once submitted, responses become the property of the District. No corrected or resubmitted proposals will be accepted after the deadline. Questions regarding this Request for Proposals must be submitted in writing via email to the District's Chief Business Officer Felipe R Lopez (email addresses below) by no later than 2:00 p.m. (Pacific) on February 25, 2014. Answers will be shared with all respondents.

**District**

Felipe Lopez, Chief Business Officer  
flopez@elcamino.edu

Compton Community College District  
1111 East Artesia Boulevard  
Compton, CA 90221  
(310) 900-1600 ext. 2111

After review of the proposals, the District will select the firm(s) deemed to best meet the needs of the District, who will then be contacted for an interview. The potential date set for interviews is March 13, 2014. The firm(s) chosen for an interview is required to bring the professionals who will work with the District on a day-to-day basis throughout the engagement.