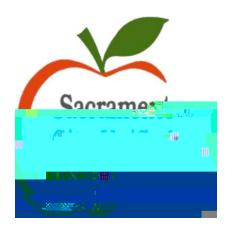
SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

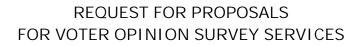
5735 47th Avenue Sacramento, CA 95824



Request for Proposals For Voter Opinion Survey Services

Request for Proposals Issued: May 6, 2011 Deadline for Submittal of Responses: May 31, 2011





I. PURPOSE

The Sacramento City Unified School District, located in Sacramento, Sacramento County, California ting proposals from qualified public opinion analysis firms that are experienced in providing California school districts with vot094(154(d)]TJET10 1 74(d)]TJ(m[7n)3()uP(x)-ys155(C)3(n)4(d)

X

B. Contacts - In order to control information disseminated regarding this Request for Proposal, consulting firms interested in submitting Proposals are directed not to make personal contact with members of the Board of Trustees and District Administration.

III. SCOPE OF SERVICES

Firms wishing to be considered for selection by the Board of Education must agree to meet

following:

A. Research Prior Opinion Polls and/or Surveys

The consultant will research and compile existing information from available elections, prior opinion polls and/or surveys within the last five years to assess the success, public awareness and opinions regarding general obligation bond measures and parcel tax measures in other California school districts.

B. Preparation of Draft Survey Instrument

Prior to meeting with representatives of the District, the consultant will prepare a draft survey instrument for a voter opinion poll on a general obligation bond measure and parcel tax measure. Both types of measures shall be analyzed in one voter opinion survey. The questions included in the survey shall address both a general obligation bond measure and parcel tax measure and should be based on limiting the estimated time required to conduct each interview to approximately 20 minutes. The voter opinion poll shall include responses from at least 800 likely voters who have consistently voted in primary and general elections in the past three (3) elections. The survey must also be made available in Spanish and one other language as appropriate. In addition, the consultant will be required to document the sample survey methodologies and processes proposed to conduct the survey and to analyze the survey results (a detailed polling work plan including recommendations on polling instrument(s), sample size and margins of error, etc.).

C. Meetings with District Representatives

Following completion of the draft survey instrument, the consultant will meet with District representatives to review the draft survey instrument and the sampling and survey methodologies and processes. Following the meeting, the consultant will revise the survey instrument and the sampling and survey methodologies and processes based upon recommendations from District representatives.

D. Conduct Survey and Compile Results

After final approval of the survey instrument by the District, the consultant will be responsible

boundaries of the Sacramento City Unified School District who have voted in the last three (3) statewide primary/general elections. The likely voters surveyed shall reflect the demographics of the District (age, ethnicity, party affiliation, etc.). The survey will be based on a 20 minute interview and be made available in Spanish and one other language as appropriate.

E. Analysis of Survey Results

The consultant will analyze the survey results incorporating the following items:

A tabulation of the outcome of all calls or contacts made during the course of the surveys (number of refusals, disconnected numbers, numbers that were busy or not answered after three attempts and language used to administer the survey).

A tabulation of survey results, cross tabulations as appropriate, key findings, detailed findings, conclusions, recommendations and other relevant information reported for the entire District and by Congressional District, Legislative District and School Board trustee area if requested by the District.

F. Preparation of Administrative Report

The survey results will be compiled into an Administrative Report to be reviewed with District representatives. The District may request format changes to this report.

G. Preparation and Presentation of Final Report

The consultant will prepare and deliver an original plus five (5) bound copies of the final report; an original and five copies of an Executive Summary; plus a CD or flash drive of the report and Executive Summary. Consultant will present this information through the use of a powerpoint presentation to the Board of Education for review and comment at a public meeting of the Board of Education. If requested, the consultant will also present the final report to a committee of community members after the report is made public at a meeting of the Board of Education.

IV. INSTRUCTIONS TO CONSULTANTS

A. Examination of Proposed Documents

By submitting a proposal, the consultant represents that it has thoroughly re-examined and become familiar with the work required under this RFP, and that it is capable of performing the work identified in Section III Scope of Services.

B. Addenda/Clarification

Explanations or clarifications desired by respondents regarding the meaning or interpretation of the



F. Deadline for Submittal of Proposals

The proposals must be received by the District no later than 4:30 p.m. on Tuesday, May 31,

B. Description of Firm

This section should provide information regarding the size, location, nature of work performed, years in business and the approach that will be used in meeting the needs of the District.

C. Proposals

Briefly summarize the proposals ofessionals in voter opinion surveys in general, and general obligation bonds and parcel tax measures in California school districts in particular. Please include a list of school districts and contact information in which your firm acted as a consultant on voter opinion surveys during the past five years.

D. Organizational Structure

nal structure. Supply the names of the professionals who will be responsible for this project. Please provide brief resumes for these individuals.

E. References and Description of Experience

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section

enable the District to benefit from that expertise. Include the size of the districts along with the



G. Completeness and quality of the proposm the





without limitation all consequential damages, from any cause whatsoever, arising directly or indirectly from or connected with the operations or services performed under this Agreement, caused in whole or in part by the negligent or intentional acts or omissions of the Parties or its agents, employees or subcontractors.

It is the intention of the Parties, where fault is determined to have been contributory, principles of comparative fault will be followed and each Party shall bear the proportionate cost of any damage attributable to fault of that Party. It is further understood and agreed that such indemnification will survive the termination of this Agreement.

ARTICLE 9. INSURANCE.

Prior to commencement of services and during the life of this Agreement, Contractor shall provide the District with a copy of its policy evidencing its comprehensive general liability insurance coverage***INSERT DATA HERE***in a sum not less than \$1,000,000 per occurrence. Contractor will also provide a written endorsement to such policy naming District as an additional insured, and such endorsement shall also state "Such insurance as is afforded by this policy shall be primary, and any insurance carried by District shall be excess and noncontributory." If insurance is not kept in force during the entire term of the Agreement, District may procure the necessary insurance and pay the premium therefore, and the premium shall be paid by the Contractor to the District.

ARTICLE 10. TERMINATION.

The District may terminate this Agreement without cause upon giving the Contractor thirty days written notice. Notice shall be deemed given when received by Contractor, or no later than three days after the day of mailing, whichever is sooner.

ARTICLE 12. NOTICES.

Any notices, requests, demand or other communication required or permitted to be given under this Agreement shall be in writing and shall be deemed to have been duly given on the date of service if served personally on the party to whom notice is to be given, or on the third day after mailing if mailed to the party to whom notice is to be given, by first class mail, registered or certified, postage prepaid, or on the day after dispatching by Federal Express or another overnight delivery service, and properly addressed as follows:

District: Sacramento City Unified School District PO Box 246870 Sacramento CA 95824-6870 Attn: ***Insert Data Here*** Contractor: ***Insert Data Here***

ARTICLE 13. ENTIRE AGREEMENT.

This Agreement contains the entire agreement between the parties and supersedes all prior understanding between them with respect to the subject matter of this Agreement. There are no promises, terms, conditions or obligations, oral or written, between or among the parties relating to the subject matter of this Agreement that are not fully expressed in this Agreement. This Agreement may not be modified, changed, supplemented or terminated, nor may any obligations under this Agreement be waived, except by written instrument signed by the party to be otherwise expressly permitted in this Agreement.

ARTICLE 14. CONFLICT OF INTEREST.

The Contractor shall abide by and be subject to all applicable District policies, regulations, statutes or other laws regarding conflict of interest. Contractor shall not hire any officer or employee of the District to perform any service covered by this Agreement. If the work is to be performed in connection with a Federal contract or grant, Contractor shall not hire any employee of the United States government to perform any service covered by this Agreement.

Contractor affirms to the best of their knowledge, there exists no actual or potential conflict of interest and the services provided under this Agreement. In the event of a change in either private interest or services under this Agreement, any question regarding possible conflict of interest which may arise as a result of

such change will be brought

ARTICLE 15. NONDISCRIMINATION.

It is the policy of the District that in connection with all services performed under contract, there will be no discrimination against any prospective or active employee engaged in the work because of race, color, ancestry, national origin, handicap, religious creed, sex, age or marital status. Contractor agrees to comply with applicable federal and California laws including, but not limited to, the California Fair Employment and Housing Act.



Should any term or provision of this Agreement be determined to be illegal or in conflict with any



CONTRACTOR CERTIFICATION of COMPLIANCE

Fingerprinting: Education Code section 45125.1 provides that any contractor providing school site administrative or similar services to a school district must certify that employees who may come into contact with pupils have not been convicted of a serious or violent felony as defined by law. Those employees must be fingerprinted and the Department of Justice (DOJ) must report to the Contractor if they have been convicted of such felonies. No person convicted may be assigned to work under the contract. Depending on the totality of circumstances including (1) the length of time the employees will be on school grounds, (2) whether pupils will be in proximity of the site where the employees will be working and (3) whether the contractors will be working alone or with others, the District may determine that the employees will have only limited contact with pupils and neither fingerprinting nor certification is required.

The District has determined that section 45125.1 is applicable to this Agreement, and that the employees assigned to work at a school site under this Agreement will have only limited contact with pupils, provided the following conditions are met at all times:

- 1. Employees shall not come into contact with pupils or work in the proximity of pupils at any time except under the direct supervision of school district employees.
- 2. Employees shall use only restroom facilities reserved for District employees and shall not use student restrooms at any time.
- 3. Contractor will inform all employees who perform work at any school or District site of these conditions and require its employees, as a condition of employment, to adhere to them.
- 4. Contractor will immediately report to District any apparent violation of these conditions.
- 5. Contractor shall assume responsibility for enforcement of these conditions at all times during the term of this Agreement.

If, for any reason, the Contractor cannot adhere to the conditions stated above, the Contractor shall immediately so inform the District and shall assign only employees who have been fingerprinted and cleared for employment by the Department of Justice. In that case, the Contractor shall provide to the District the names of all employees assigned to perform work under this Agreement. Compliance with these conditions, or with the fingerprinting requirements, is a condition of this Agreement, and the District reserves the right to suspend or terminate65824(he)3()6(r)-3(i