

**REQUEST FOR PROPOSALS**  
**to provide**  
**Public Opinion Polling Service**

**RFP-CCCD-0017**

**Issued By:**  
**Compton Community College District**  
**April 30, 2013**

**Response Due:**  
**2:00 PM (PST) May 10, 2013**  
**Business Office Rm-C-39**  
**1111 E. Artesia Blvd**  
**Compton, CA 90221**

## **Scope of Work:**

**This solicitation is intended to provide the Compton Community College District (CCCD) with Public Opinion & Polling Services in regards to a survey for the success of passing a parcel tax measure.**

- 1. Research prior opinion polls and or survey – The consultant will research and compile existing information from available prior opinion polls and or surveys from the private sector organizations completed within the past 2 to 3 years to assess public awareness on opinions regarding tax measures**
- 2. Preparation of a draft survey instrument – Following the completion of a draft survey the District and the consultant will meet to review the draft survey instrument and review survey methodologies and processes. The survey instrument will be reviewed by the District prior to use by the consultant.**
- 3. Conduct a pretest of survey – Using the revised survey instrument, the consultant will conduct a pretest of the survey to determine if any revisions are required and provide the results to the District.**
- 4. Conduct surveys and compile results – The consultant will provide a report with an error rating of 4.5% and no more than 6% plus or minus. The consultant will be responsible for identifying and interviewing at least 150 registered voters from each of the cities which make up the Compton Community College District.**

**Compton  
Carson  
Lynwood  
Paramount  
Willowbrook**

**As well as portions of Athens, Bellflower, Downey, Dominguez and South Gate**

- 5. Analysis of survey results – The consultant will analyze the survey and provide a report to the District in writing and an oral report at a future scheduled meeting of the Board of Trustees if so desired.**

**Submission of RFP:**

**Potential vendors interested in providing this service must submit a sealed proposal, 1 original and 6 copies. The proposal must include the following information:**

**Company Background History  
Marketing Research Experience  
Political knowledge of Southern CA Cities  
Professional Qualifications  
Track record of Previous Projects**

**Responses to this RFP are to be delivered to the Procurement Office of the District, Attention: Mr. Felipe Lopez, Chief Business Officer at: 1111 East Artesia Blvd, Room C-34, Compton, CA 90221, up to but no later than 2:00 PM, on May 10, 2013. All sealed responses will be certified received prior to the date and time specified, after which they will be read and evaluated.**

**Withdrawal of Proposal Submittal:**

**A vendor may withdraw its proposal at any time before the expiration of the time for submission of the proposal submittals as provided by the RFP by delivering to the CBO a written request for withdrawal signed by the consultant / vendor.**

**The CCCD will be held harmless in the event of any loss, damage or legal liability which the consultant might incur in the performance of this project.**

**If you have any question concerning this RFP, please contact: Mr. Felipe Lopez @ 310-900-1600 Ext 2111 or FLopez@elcamino.edu.**