



**Administrative Services**

(916) 643-2464 z FAX (916) 643-2190  
Jonathan P. Raymond, Superintendent

**REQUEST FOR PROPOSALS  
For  
VOTER OPINION SURVEY SERVICES**

**Requests for Information  
May 20, 2011**

**Due date for proposals: Tuesday, May 31, 2011, 4:30 p.m.**

1.

**Sacramento has a very diverse population with many different cultures and languages. Based on your research and demographic data, surveys should be made available in whatever language(s) you find is most prevalent and would garner the best results.**

2.

re a draft survey instrument for a voter opinion poll on a general obligation bond measure and parcel tax measure. **Both types** assistance in determining whether to pursue a GO bond measure OR a parcel tax measure, or is the District considering putting both on the ballot?

**Yes, the District is seeking assistance in determining whether to pursue a GO bond measure or a parcel tax measure; and it is not likely that both a parcel tax and GO bond would be on the same ballot.**

3. Is the District looking at a particular Election for a parcel tax and/or bond measure?

**No particular election has been identified. Pending the results of the survey and staff availability, the District would be looking at the earliest possible general election.**

4. Is there a timeline for when the District would like to have survey results?

**No specific timeline has been identified; however, it is our assumption that this will take two to three months once the contract has been approved by the Board.**

5.

separate digital copies of the propos  
the same CD or flash drives as the technical proposal work?

<HV SOHDVH LQFOXGH DVHSDUDWH ILOH RQ \RXU &'V  
3URSRVDO.

6. thing that needs to be filled out and returned with our proposal package?

**Yes**

7. Is Exhibit A (Contractor Certification of Compliance) something that needs to be filled out and returned with our proposal package, or is this Exhibit to Attachment A (Sample Services Agreement)?

**Exhibit A is part of the Services Agreement (Attachment A) and will be signed when issued to the firm selected to enter into a contract with the SCUSD.**