

**Culver City Unified School District**  
4034 Irving Place  
Culver City, CA 90232  
(310) 842-4220

**REQUEST FOR PROPOSALS  
ELECTION CONSULTANT SERVICES  
RFP #2013-1118EC**

The Culver City Unified School District is requesting qualified persons, firms, partnerships, or corporations to provide election consultant services to the District for a possible June 3, 2014 or subsequent bond election.

Respondents to this Request for Proposals should mail or deliver five (5) bound copies, one (1) unbound copy and one (1) electronic copy on CD or DVD of their submittals, as further described herein, to:

**Mr. Mike Reynolds  
Assistant Superintendent  
Business Services  
Culver City Unified School District  
4034 Irving Place  
Culver City, CA 90232**

**All responses are due by 5:00 PM on Tuesday, November 26, 2013.  
FAX OR EMAIL RESPONSES WILL NOT BE ACCEPTED.**

**If you have questions regarding this RFP please email Mr. Mike Reynolds on or before Wednesday, November 20, 2013, at 10:00 a.m. and answers will be posted on the District website on Friday, November 22, 2013 by 2:00 p.m. Questions must be submitted in writing by facsimile or e-mail to [mikereynolds@ccusd.org](mailto:mikereynolds@ccusd.org) or at: fax (310) 842-4322.**

## **REQUEST FOR PROPOSALS**

### **BACKGROUND**

The Culver City Unified School District ("District") is seeking responses to this Requests for Proposals ("RFP") from experienced entities to provide comprehensive election consultant services to the District for a potential Proposition 39 bond election on June 3, 2014, (the "Project").

This RFP defines the election consultant services sought from experienced and professional professionals and generally outlines the Project requirements. Briefly stated, the District is seeking experienced and proven election consultant professionals to provide election consultant services for the Project that will assist the District in planning for a bond election.

### **LIMITATIONS**

The District reserves the right to select and contract with (1) any entity responding to this RFP; (2) a pool of entities responding to this RFP to whom the District may assign different portions of the Project; or (3) a pool of entities responding to this RFP from which the District may ask that individuals be assigned to different portions of the Project to augment District staff (collectively referred to herein as, "Election Consultant"). The District makes no representation that participation in the RFP process will lead to an award of contract or any consideration whatsoever. The District shall in no event be responsible for the cost of preparing any proposal in response to this RFP. The awarding of the election consultant contract(s), if at all, is at the sole discretion of the District.

### **RESTRICTIONS ON LOBBYING AND CONTACTS**

From the period beginning on the date of the issuance of this RFP and ending on the date of the award of the contract(s), no person, or entity submitting in response to this RFP, nor any officer, employee, representative, agent, or consultant representing such a person or entity shall contact through any means or engage in any discussion regarding this RFP, the evaluation or selection process, or the award of the contract(s) with any member of the District, Board of Education ("Board"), or any member of a District appointed committee. Any such contact shall be grounds for the disqualification of the proposer.

## **PROJECT DESCRIPTION**

The Project shall consist of the following pre-election planning and community outreach services with regard to a potential bond measure:

- (a) Assist the District in deciding the feasibility of a bond measure for either the June 3, 2014 election or a subsequent election; Assess and advise District regarding potential support and opposition to a bond measure based on review of research and conducting of opinion poll data;
- (b) Meet with various District stakeholders (staff, administrators, teachers, parents), planning committees and task forces to measure their potential support for a bond and advise the Superintendent and the Board of their opinions; Meet with a broad array of community and business leaders to measure their opinions of the District, its management, and the feasibility of a bond measure and advise the Superintendent and the Board of their opinions;
- (c) Advise District staff and committees, as necessary, in the overall feasibility of developing a successful measure and methods for communicating facilities needs to the larger community;
- (d) Coordinate or prepare informational (non-advocacy) materials to assist District in informing local community members and groups about District facilities needs and priorities, financial needs and funding, and the reason for a bond measure;
- (e) Assist District in prioritizing facilities and financial needs; Review information and facilities data, including Long Range Facilities Master Plan, to assist in preparation of a ballot measure, bond project list, and other collateral measure-related materials for Board consideration in calling a bond election;
- (f) Coordinate and collaborate with other District consultants as needed, including without limitation financial advisor, legal counsel, bond counsel, and architect.

**\*\* No Campaign Services Are to be Performed at District Expense.**

## **RFP SCHEDULE**

It is anticipated that interviews will be conducted within the week of December 2<sup>nd</sup> to the 6<sup>th</sup>, however the district retains the right to modify this timeline at its discretion.

## **INSTRUCTIONS FOR SUBMITTING PROPOSALS**

### 1. GENERAL

The District intends to select one or more firms that best meet the District's needs to perform the election consultant services as described in this RFP. The District may assign all or parts of the work described in this RFP to one or more of the successful firm(s). As noted above, the District reserves the right to select and contract with (1) any entity responding to this RFP; (2) a pool of entities responding to this RFP to whom the District may assign different portions of the Project; or (3) a pool of entities responding to this RFP from which the District may ask that individuals be assigned to different portions of the Project to augment District staff. The criteria on which the District makes its determination

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will not be limited to the amount of proposed fees, but will also be based on ability and experience as described herein.

The Election Consultant selected as a result of this process shall be responsible for the general categories of work described above under Project Description.

## 2. REQUIRED INFORMATION IN PROPOSAL

All materials submitted to the District in response to this RFP shall remain property of the District.

### 2.1 FIRM INFORMATION

Provide a brief history of your firm, and, if a joint venture, of each participating firm. Identify legal form, ownership, and senior officials of company(ies). Describe number of years in business and types of business conducted. Identify proportion of work that is election consulting for public school districts.

Identify each public school election consulted on by your firm(s) in the past five (5) years, including:

- Name of bond election and district;
- Contact person and telephone number at district;
- Firm person in charge of each engagement project;
- Dollar value of each engagement.

List all litigation arising from any school engagement on which your firm(s) provided election consultant services in the past five (5) years. State the issues in litigation, the status of litigation, names of parties, and outcome.

### 2.2 PROPOSED PROJECT TEAM

The selected firm shall employ at its expense professionals properly licensed and skilled in the execution of the functions required for the election planning requested by the District in this RFP.

Identify the key personnel you would assign to the District's Project, including their roles. Include at least the overall Election Consultant(s). Describe for each his or her experience with school bond elections, including identifying those bond elections for the past five (5) years and the results of the bond elections..

### 2.3 PROPOSED METHODOLOGY AND CAPABILITIES

Describe the firm's technical capabilities for scheduling, budgeting, and conducting the voter polls that will be required for the Project. Provide recent examples of polling reports completed by your firm.

Describe the firm's approach to and experience with bond election planning.

Describe the firm's experience with state and county agencies, including registrars of voters, involved in election planning for school district bond elections. Describe the firm's quality control systems, including ability to monitor subconsultants, if any.

## 2.4 COST AND FEE SUMMARY

Provide a preliminary cost and fee summary for the Project described in this RFP.

## 3. DISTRICT'S EVALUATION PROCESS

### 3.1 SCHEDULE

It is anticipated that the respondents' information will be evaluated within the week of December 2<sup>nd</sup> to the 6<sup>th</sup>, however the district retains the right to modify this timeline at its discretion.

### 3.2 SELECTION OF FINALISTS

The District may select a group of finalists for further evaluation or it may select an Election Consultant based on the proposals submitted in response to this RFP. The criteria for selecting finalists may include, without limitation:

- Experience and performance history of the firm with similar election campaign planning;
- Experience and results of proposed personnel;
- References from clients contacted by the District;
- Experience with the District or other K-12 school districts in Los Angeles County; and
- Overall responsiveness of the proposal.

### 3.3 INTERVIEWS

If interviews are scheduled, the finalists will be required to submit in advance of the interview a detailed fee proposal. This fee proposal shall include all charges and costs proposed to be charged to the District, including rates for extra work. The fee proposals shall remain confidential except to the extent that a successful firm's proposal may be incorporated into an agreement with the District.

The finalists who elect to pursue the work with the District may be invited to meet with District staff. The key proposed Project staff will be expected to attend the interview if an interview is scheduled. The interview will start with an opportunity for the firm to present its proposal and its Project team. The interview will be an opportunity for the District staff in attendance to review the proposal, the firm's history, and other matters the staff deems relevant to selecting the firm. The staff may inquire as to the firm's suggested approaches to the Project and the issues identified in this RFP.

**The District will provide a form of contract to finalists before the interview, or if interviews are not scheduled, before final selection is made. Any comments or objections to that form of contract shall be provided in writing before the interview or before final selection is made. Only comments or objections to the form of contract provided in writing before the interview or the final selection will be considered by the District. No comments or objections to the contract will be considered that do not meet the requirements set forth above.**

The District may perform investigations of proposing firms that extends beyond contacting the school districts identified in the proposals. District staff will make recommendations to the Board regarding the proposing consultants and awarding the contract. The criteria for these recommendations will include those identified above, as well as cost considerations based on the fee proposals.

### 3.4 FINAL DETERMINATION AND AWARD

The District reserves the right to contract with any entity responding to this RFP as described in this RFP for all or portions of the above-described Project, to reject any proposal as non-responsive, and not to contract with any firm for the services described herein. The District makes no representation that participation in the RFP process will lead to an award of contract or any consideration whatsoever. The District reserves the right to seek proposals from or to contract with any firm not participating in this process. The District shall in no event be responsible for the cost of preparing any proposal in response to this RFP.

The awarding of a contract is at the sole discretion of the District. The District expects to award contract(s) for the services identified in this RFP on or about December 10, 2013, however the district shall retain the right to modify this timeline at its discretion.

The District may, at its option, determine to award contract(s) as described above in this RFP. In such case, the successful proposing firm(s) will be given the option not to agree to enter into the contract and the District will retain the right to negotiate with any other proposing firm selected as a finalist. If no finalist is willing to enter into a contract, the District will retain the right to enter into negotiations with any other firm responding to this RFP.

### **SUBMISSION GUIDELINES**

Respondents to this RFP should mail or deliver five (5) copies, one (1) unbound copy and one (1) electronic copy on CD or DVD of their proposals to:

**Mr. Mike Reynolds  
Assistant Superintendent  
Business Services  
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Each submittal must conform and be responsive to the requirements set forth in this RFP.

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The District reserves the right to waive any informalities or irregularities in received submittals. Further, the District reserves the right to reject any and all submittals and to negotiate contract terms with one or more respondent firms for one or more portions of the Project.

The District hereby notifies all respondents that it will affirmatively insure that, in any contract entered into pursuant to this RFP, minority business enterprises will be afforded full opportunity to submit its response to this RFP and no respondent will be discriminated against on the grounds of race, color, sex, age, ancestry, religion, marital status, national origin, medical condition or physical disability, or sexual orientation on consideration for the award.

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The District reserves the right to change the dates on the schedule without prior notice.