

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

March 20, 2012

Agenda Item: 6.5

Subject: Approval to Negotiate a Professional Services Contract for Parcel Tax and General Obligation Bond Polling Services

Background: The District is considering a parcel tax and general obligation bond measure to be placed on the November 2012 ballot. In advance of the passage of the appropriate resolution by the Board of Trustees which will formally approve the placement of the parcel tax and general obligation bond measure before the voters, a polling of the electorate is necessary. The strategy for such an information effort has led to a success rate of greater than 90 percent for California public education. Districts customarily seek professional assistance from firms specializing in this work.

The three responsive firms for this RFP are as follows:

1. Center for Community Opinion/Political Designs, San Ramon, California
2. Godbe Research, San Mateo, California
3. William Berry Campaigns (WBC), Sacramento, California

This approval will be followed by interviews of each firm by the Chancellor's Council, a shared governance group, in order to select a firm and subsequently negotiate a Professional Services Contract with "not to exceed" budget of \$35,000 for Parcel Tax and General Obligation Bond Polling Services.

Recommended Action: That the Board of Trustees approves to Negotiate a Professional Services Contract for Parcel Tax and General Obligation Bond Polling Services in an amount not to exceed \$35,000. It is further recommended that the Board authorizes the Vice Chancellor, Business Services, to execute a contract on behalf of the District.

Funding Source: Capital Outlay Funds

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Submitted: Jeffrey M. Kingston/Date

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Approved: Joel L. Kinnamon/Date

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