



REQUEST FOR PROPOSALS

RFP No. 2526-BUS02 FOR DEMOGRAPHY SERVICES

**DEADLINE: 2:00:00 P.M.
THURSDAY, APRIL 9TH, 2026**

ALUM ROCK UNION ELEMENTARY SCHOOL DISTRICT

2930 Gay Avenue
San Jose, CA 95127

<https://www.arusd.org/departments/business-services/purchasing/bids>

FOR INFORMATION CONTACT:

Teresa DeCelles,
Assistant Superintendent of Business Services
2930 Gay Avenue
San Jose, CA 95127
408-928-6839

teresa.decelles@arusd.org

REQUEST FOR PROPOSALS FOR DEMOGRAPHY SERVICES

INTRODUCTION

The Alum Rock Union Elementary School District (“District”) is requesting proposals from qualified professionals and/or firms (“Consultant”) to provide demography services related to the establishment of By-Trustee Area elections for the District.

BACKGROUND

On March 26, 2026, the District’s Board of Trustees took action to authorize the District’s Superintendent to seek and engage a qualified demographer to aid and advise the District, including as to timelines, for moving the Board from the current at-large elections for trustees, to single-member trustee area districts. Attached is a copy of the Board-approved Resolution of Intent.

The Board has adopted the following timeline for the transition process, which must be completed no later than May 20, 2026:

DATE	EVENT
Tuesday, April 14, 2026	Public Hearing #1** (the public is invited to provide input regarding the composition of the districts)
Tuesday, April 21, 2026	Public Hearing #2** (the public is invited to provide input regarding the composition of the districts)
Thursday, April 30, 2026	Public Hearing #3*** (the public is invited to provide input regarding the content of the draft map or maps to be presented by Demographer and the proposed sequence of elections)
Monday, May 11, 2026	Public Hearing #4*** (the public is invited to provide input regarding the content of the draft map or maps and the proposed sequence of elections)
Wednesday, May 20, 2026	Final public hearing and Governing Board action adopting final maps and sequence of elections

*** All dates are tentative and subject to change to accommodate the demographer, the Governing Board and the public to allow more time and opportunity for public examination and input. Public workshops to be scheduled separately (on days and times TBD that are reasonably convenient to encourage public participation) and led and moderated by the Demographer, and the dates and times for the workshops will be published on the District website and a dedicated web page for information and documents relating to this process.**

PURPOSE

The District wishes to implement By-Trustee Area elections for its Governing Board with the **November 2026** General Election and to secure professional expertise to assist with the completion of the electoral district drawing process sufficiently in advance of the election to meet all election timelines. The request for proposals does not obligate the Board to award a contract or complete the project, and the Board reserves the right to cancel the solicitation if it is considered to be in its best interests.

GENERAL SCOPE OF SERVICE REQUIRED

The Superintendent and Administration will evaluate the scope of services proposed by each consultant. At a minimum, such services should include advising and assisting the Board through each step of the district drawing process outlined in California Elections Code Section 10010 and in conformance with applicable provisions of the Fair And Inclusive Redistricting for Municipalities And Political Subdivisions (FAIR MAPS) Act of 2023, the California Elections Code and Education Code, and the following services:

1. Districting project Setup and Coordination:

- a) Development of demographic database including Census Bureau and California Statewide Database data of total population, citizen voting age population, voter registration, voter turnout, and socio-economic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest;
- b) Incorporation of any Geographic Information System (GIS) data that the jurisdiction wishes to include and provides (often including school locations; school attendance areas; important local landmarks; or local neighborhood boundaries);
- c) Initial telephonic discussion with about data, communities of interest, schedule, criteria and special concerns of the jurisdiction;
- d) Assist jurisdiction with developing a communications plan for public outreach, including suggestions for webpage content and design, public feedback logistics, and strategies for engaging constituents;
- e) Assist jurisdiction with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list;
- f) Provide progress reports on an as-needed basis as determined by the project manager and meet regularly with project team;
- g) Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise;
- h) Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for staff and elected officials;
- i) Lead and moderate at least three (3) community educational workshops regarding the transition to single member district elections and providing training to public re: use of online mapping tool allowing residents to draw and submit maps.

2. Districting Plan Development and Presentation:

- a) Provide memo on population balance and any potential divisions of "protected class" population concentrations in the existing election areas map;
- b) Creation of 2 to 4 initial draft maps for Board and public consideration, and revise maps per public, community and Board input;
- c) Analysis and preparation for presentation of all whole or partial plans submitted by the public;
- d) Conversion of all maps and reports to web-friendly versions;
- e) Provide online mapping tool allowing residents to draw and submit maps, and coordinate with District staff to manage timely online posting of all maps to an interactive review website;
- f) Create any requested additional and/or revised maps as requested;
- g) Timely prepare District's final report for publication.

3. Districting Plan implementation:

- a) Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request;

- b) Work with the County Registrar of Voters to implement the final adopted plan;
- c) Attend one (1) public hearing of the Santa Clara County Committee on School District Organization to present Board's adopted map and sequence of elections for approval by the County Committee.

The Consultant or the Board may propose additional tasks as deemed necessary to complete the assignment. Any additional work shall be compensated as agreed upon in the Consultant's contract with the District.

PROPOSAL SUBMISSION REQUIREMENTS

The consultant shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that proposals contain the following information:

- A. A cover letter introducing the company and the individual who will be the primary contact person.
- B. Specific qualifications regarding experience in conducting similar work, including the names of clients similar to the Board. A reference list should be attached to the proposal, with client names, contact persons, email addresses and phone numbers.
- C. A detailed timeline for completion of each phase and the total project. Include a description of periods of staff unavailability, if limited.
- D. A discussion of any methodologies used or approaches to taken.
- E. A proposed fee schedule including any incidental or hourly fees.
- F. A statement that the Consultant can meet the Board's mandatory insurance requirements:

Minimum Scope and Limit of Insurance:

Type of Coverage	Minimum Requirement
Commercial General Liability Insurance , including Bodily Injury, Sexual Misconduct, Personal Injury, Property Damage, Advertising Injury, and Medical Payments Each Occurrence General Aggregate	 \$ 1,000,000 \$ 2,000,000
Automobile Liability Insurance - Any Auto Each Occurrence General Aggregate	 \$ 1,000,000 \$ 2,000,000
Professional Liability Insurance	\$ 1,000,000
Workers' Compensation Insurance	Statutory Limits
Employers' Liability Insurance	\$ 1,000,000
Abuse and Molestation Insurance Each Occurrence General Aggregate	 \$ 1,000,000 \$ 2,000,000

- G. A signed Certification of Compliance with the District's Resolution #33-25/26 Prohibiting Political Contributions (Certification form attached)
- H. A description of the firm's organization and staff's qualifications.
- I. The signature of an authorized individual to bind the firm. The proposal must be a firm offer for a ninety (90)-day period.
- J. Submit one (1) electronic copy

SELECTION PROCESS

Each of the proposals received will be evaluated and determined if it meets the stated requirements. Failure to meet these requirements will be a cause for eliminating the consultant from further consideration. The District shall not be liable in any way for any cost incurred by any consultant or in the preparation of its proposal in response to this RFP nor for obtaining any required insurance.

The District reserves the right to reject any and all proposals, to waive any technicalities, informalities and irregularities, to accept or reject all or part of proposals, and to be the sole judge of the suitability of the proposals offered.

Evaluation of the proposals will be made by District staff. In addition to evaluating written proposals, oral interviews may be requested. Final selection will be made by the Superintendent in accordance with the authority granted to her by the Board of Trustees and upon recommendation by the designated evaluator(s). Any agreement is subject to ratification and/or approval by the Board.

Proposals will be evaluated generally on the following criteria, which is non-exclusive and neither weighted nor prioritized:

- A. Demonstrated understanding of the service requested
- B. Stated commitment to meet the timelines established in this RFP
- C. Prior experience in performing similar work
- D. Qualifications of the firm and assigned individuals
- E. Methodology and scope of the proposed work
- F. Fees charged and cost effectiveness of the proposed service
- G. Reference check and general professional reputation

PROPOSAL REVIEW AND AWARD SCHEDULE

- (1) RFP published and distributed **April 6, 2026**
- (2) Proposals due and opened **April 9, 2026, at 2 p.m.** All proposals must be submitted electronically to: Teresa DeCelles, Assistant Superintendent of Business Services, Alum Rock Union Elementary School District by Email at the following address: teresa.decelles@arusd.org
- (3) Contract Award TBD in 2026

SUPPLEMENTAL INFORMATION

Questions concerning this request for proposals should be in writing by e-mail and directed to: Teresa DeCelles, Assistant Superintendent of Business Services, Alum Rock Union Elementary School District

Telephone: (408) 928-6839

Email: teresa.decelles@arusd.org

Dated: April 6, 2026



ALUM ROCK UNION ELEMENTARY SCHOOL DISTRICT

2930 Gay Avenue, San José, CA 95127

Phone: 408-928-6800

Fax: 408-928-6416

www.arusd.org

CONTRACTOR CERTIFICATION: PROHIBITION ON POLITICAL CONTRIBUTIONS

CONTRACTOR NAME: _____ ("Contractor")

On December 18, 2025, the Board of Trustees of the Alum Rock Union Elementary School District ("ARUSD") adopted Board Resolution #33-25/26 prohibiting political contributions by firms contracting with the Alum Rock Union Elementary School District, and defining appropriate certification, disclosure, and enforcement mechanisms. A copy of Resolution #33-25/26 is attached hereto. Per the Resolution, The Board of Trustees has directed that, as a condition of contract award, Contractor shall submit this signed Certification under penalty of perjury affirming compliance with the provisions of Resolution #33-25/26.

By signing below, Contractor certifies the following:

1. Contractor has read and understands Resolution #33-25/26 and agrees to abide by its terms as a condition of award of any contract with the Alum Rock Union Elementary School District for the period of time specified in Resolution #33-25/26, and has read and understands and agrees to the District's remedies therein upon a material breach of Resolution #33-25/26.
2. Contractor (and any officer, director, principal, owner, subsidiary, affiliate, subcontractor, or other entity under its control) has not made any political contribution or pledge of contribution, whether monetary or in-kind, to any current or prospective candidate for the ARUSD School Board, any ARUSD political committee, or any committee controlled by such candidate or officeholder during the 18 month period immediately preceding the contract award, nor during any negotiations for the Contract.
3. During the term of this Contract, and for a period of 18 months following its expiration or termination, Contractor (and any officer, director, principal, owner, subsidiary, affiliate, subcontractor, or controlled entity) shall not directly or indirectly make any contribution or pledge of contribution to:
 - any candidate for the ARUSD School Board;
 - any current ARUSD School Board Member running for any local, state, or federal office;
 - any ARUSD-related political campaign; or
 - any political action committee or independent-expenditure committee whose expenditures support or oppose ARUSD Board Members or candidates for the ARUSD School Board or any other office held or sought by an ARUSD Board Member.

Sandra Garcia, Interim Superintendent

Board of Trustees: Linda Chavez, President, Andrés Quintero, Vice-President
Minh Pham, Clerk · Corina Herrera-Loera, Member · Minh Nguyen, Member

For purposes of this Section, "contribution" includes direct monetary contributions; in-kind contributions; and contributions made to or through independent-expenditure committees (IEs), political action committees (PACs), or similar entities.

4. Contractor shall disclose in writing to ARUSD any political contributions made during the Contract term (or restricted post-contract period), including the identity of the recipient, the amount, the date, and whether the contribution was direct or associated with independent expenditures.
5. Contractor will provide a copy of this signed Certification and the attached Resolution #33-25/26 to each of its officers, directors, principals, owners, subsidiaries, affiliates, subcontractors, or other entity under its control.

The undersigned hereby certifies under penalty of perjury under the laws of the State of California that they are authorized to execute this certification on behalf of Contractor and that the foregoing certifications are true and correct.

Dated: _____

“Contractor”

Print name: _____

Title: _____

Sandra Garcia, Interim Superintendent

Board of Trustees: Linda Chavez, President, Andrés Quintero, Vice-President
Minh Pham, Clerk · Corina Herrera-Loera, Member · Minh Nguyen, Member

ALUM ROCK UNION ELEMENTARY SCHOOL DISTRICT
2930 Gay Avenue, San Jose, CA 95127

Office of Superintendent of Schools

ITEM REQUIRING ATTENTION - BOARD OF EDUCATION

To the Board of Trustees:

Date: December 12, 2025

Subject: Approve Consideration of Resolution Prohibiting Political Contributions by Contracted Firms.

Support Information: The Board is asked to consider a resolution prohibiting any contracted firm and any of its principals, subsidiaries, subcontractors, or associated entities from making political contributions related to ARUSD.

☒ Approved ☐ Withdrew
☐ Denied ☐ Tabled
Other _____

Recommend Approval

Superintendent's Office

Submitted by: Sandra Garcia

Title: Interim Superintendent

To the Board of Trustees:

Meeting: December 18, 2025
Regular Board Meeting

6.10

Agenda Placement

Sandra Garcia
Sandra Garcia, Interim Superintendent

DISPOSITION BY BOARD OF TRUSTEES

Motion by: Andres Quintana Seconded by: Minh Pham
Approved: 4 Not Approved: 1 Tabled: 0

Corina Herrera-Leera

ALUM ROCK UNION SCHOOL DISTRICT

RESOLUTION NO. 33-25/26

RESOLUTION ADOPTING A POLICY PROHIBITING POLITICAL CONTRIBUTIONS BY CONTRACTED FIRMS

Adopted: December 18, 2025

WHEREAS, the Alum Rock Union School District (“ARUSD” or “District”) is committed to upholding the highest standards of transparency, fairness, and public trust in all aspects of its operations, including the procurement and administration of contracts for district services, facilities, and programs; and

WHEREAS, the District has a compelling interest in ensuring that taxpayer dollars are used solely for their intended public purpose and are not—directly or indirectly—used as a vehicle for political influence, favoritism, or advancement; and

WHEREAS, political contributions made by firms seeking or holding District contracts, or by their subsidiaries, principals, subcontractors, or controlled entities, may create real or perceived conflicts of interest that undermine confidence in the integrity of District decision-making; and

WHEREAS, the appearance of impropriety is particularly concerning in connection with large-scale or long-term projects, where public funds and public trust must be safeguarded with particular care; and

WHEREAS, similar prohibitions appear in the Levine Act (Government Code section 84308), which restricts certain political contributions between parties seeking contracts, licenses, or permits and local agency officials involved in making those decisions, reflecting well-established state policy to prevent undue influence in governmental contracting; and

WHEREAS, the Board of Trustees seeks to adopt clear standards that eliminate the risk that public funds associated with District contracts could be used, intentionally or unintentionally, to influence ARUSD Board elections or related political activities; and

WHEREAS, the Board finds that prohibiting political contributions by firms contracting with ARUSD—and defining appropriate certification, disclosure, and enforcement mechanisms—will strengthen public trust and uphold the District’s commitment to ethical stewardship of public resources;

NOW, THEREFORE, BE IT RESOLVED That the Board of Trustees of the Alum Rock Union School District hereby adopts the following Prohibition on Political Contributions by Contracted Firms, to be incorporated into all District contracts issued on or after the date of this Resolution:

Contractor Political Contribution Prohibition

1. Pre-Award Certification

The Contractor (and any officer, director, principal, owner, subsidiary, affiliate, subcontractor, or other entity under its control) hereby certifies that it has made no political contribution or pledge of contribution—whether monetary or in-kind—to any current or prospective candidate for the ARUSD School Board, any ARUSD political committee, or any committee controlled by such candidate or officeholder during the 18 month period immediately preceding the contract award, nor during any negotiations for this Contract.

2. Prohibition During and After the Contract Term

During the term of this Contract, and for a period of 18 months following its expiration or termination, the Contractor (and any officer, director, principal, owner, subsidiary, affiliate, subcontractor, or controlled entity) shall not directly or indirectly make any contribution or pledge of contribution to:

- any candidate for the ARUSD School Board;
- any current ARUSD School Board Member running for any local, state, or federal office;
- any ARUSD-related political campaign; or
- any political action committee or independent-expenditure committee whose expenditures support or oppose ARUSD Board Members or candidates for the ARUSD School Board or any other office held or sought by an ARUSD Board Member.

For purposes of this Section, “contribution” includes direct monetary contributions; in-kind contributions; and contributions made to or through independent-expenditure committees (IEs), political action committees (PACs), or similar entities.

3. Certification and Disclosure Requirements

As a condition of contract award, the Contractor shall submit a written certification under penalty of perjury affirming compliance with this provision.

A copy of this Resolution shall be provided to the Contractor and to any officer, director, principal, owner, subsidiary, affiliate, subcontractor, or other entity under its control. Each such party shall sign an acknowledgment confirming receipt of the Resolution. The District shall retain proof of all signed acknowledgments in its official contract files.

The Contractor shall also disclose any political contributions made during the contract term (or restricted post-contract period), including the identity of the recipient, the amount, the date, and whether the contribution was direct or associated with independent expenditures.

4. **Material Breach and Remedies**

Any violation of this provision shall constitute a material breach of the Contract and may result in remedies including, but not limited to:

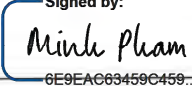
- termination of the Contract;
- forfeiture or repayment of District funds;
- ineligibility for future District contracts; and
- any additional remedies available under law or District policy.

BE IT FURTHER RESOLVED that the Superintendent, or designee, is directed to incorporate this language into all applicable District contracts and procurement documents; to develop administrative procedures to ensure compliance; and to provide guidance to District staff, consultants, and prospective contractors regarding these requirements.

BE IT FINALLY RESOLVED that this Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the Board of Trustees of the Alum Rock Union School District on this 18th day of December, 2025, by the following vote:

AYES: 4
NOES: 0
ABSENT: 0
ABSTAIN: 0

Signed by:

6E9EAC63459C459...
Clerk of the Governing Board

Date: December 18, 2025