



**CITY OF SANTA MARIA**

**PUBLIC OPINION SURVEY RESEARCH AND BALLOT MEASURE POLLING SERVICES**

**RFP NO. CM-2025-02**

**ADDENDUM No. 1**

**December 3, 2025**

---

**Clarifications – Questions with response as follows:**

1. Question: While the Scope of Work describes requirements for conducting polling services exclusively, in section 2.1 Introduction, reference is made to “provide facilitator services.” Additionally, under Section 2.4 2. Qualifications and Experience, reference is made to “creation of strategic plans, facilitation, and goal setting.” Does the City expect the Consultant to perform additional services outside of the scope of designing, conducting, analyzing, and reporting on a survey?

Response: 2.1 Introduction should read “The City of Santa Maria is seeking proposals from qualified firms to provide public opinion survey research and polling services pertaining to a potential ballot measure on the November 6, 2026 consolidated General Election.

2.4.2 Should read “Relevant experience, specific qualifications, and expertise in survey research and polling services in relationship to ballot measures.”

No additional services outside of the scope of designing, conducting, analyzing, and reporting on a survey are expected.

2. Question: To confirm the method of delivery of the proposal, the City requires the proposal be submitted both electronically and in a sealed envelope, and that the Technical Proposal and Cost Proposal be included as separate documents for both electronic and written submittals. Is that correct?

Response: No. To clarify, the City requires the technical proposal to be submitted electronically, while a hard copy of your cost proposal be submitted in a sealed envelope to the front counter at the City Manager’s Office at the City Manager’s Office, 110 East Cook Street by **2:00 p.m. on December 30, 2025.**

3. Question: Does the City have a budget or price range that is not to be exceeded for this project?

Response: No budget has been established at this time. We are going through 2026-27 budget discussions currently, addressing a \$25 structural deficit.

All other conditions of the Specifications remain the same.

Sincerely,

*Danielle Clayton*

Danielle Clayton, Community and Government Affairs Analyst

cc: David Rowlands