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Agenda Date: 6/24/2021
Council Meeting

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CITY OF FRESNO
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FRESNO CITY COUNCIL



Information Packet

ITEM(S)

File ID 21-22791 (1-U)

Award of Contract for Demographic Consultant Services to one of the following: Bear Demographics & Research LLC, GEOinovo "Mapping" Solutions Inc., National Demographics Corporation, or Redistricting Partner

Contents of Supplement: 10047 Selection Committee Recommendation.

Item(s)

Supplemental Information:

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**REPORT FROM EVALUATION COMMITTEE
REQUEST FOR PROPOSALS FOR
DEMOGRAPHIC CONSULTING SERVICES FOR REDISTRICTING PROCESS
RFP NO. 10047**

COMMITTEE MEMBERS

GEORGEANNE WHITE – Assistant City Manager
MIGUEL ARIAS – Councilmember, District 3
TYLER MAXWELL – Councilmember, District 4
NELSON ESPARZA – Councilmember, District 7
MELISSA PERALES – Purchasing Manager

BACKGROUND

Every ten years the City uses new U.S. Census data to redraw district lines to reflect how local populations have changed. The electoral districts are adjusted to ensure that each city councilmember represents about the same number of constituents. The redistricting will be for the 2022 elections. Due to delays from the Census Bureau in releasing redistricting data and the state law that the City cannot publish draft district maps until the California Statewide Database adjusts the Census data for incarcerated inmates, the redistricting process will be on a tighter than normal schedule. The City Charter provides 120 days from the release of the Census to adopt a final, readjusted map. The State law deadline to adopt a final, readjusted map is December 15, 2021. The Consultant will be responsible for assisting the City in creating the maps and meeting these timelines required by state and local law. There will be public hearings, public outreach, and publication requirements including a website in multiple languages.

EVALUATION PROCESS

Four Consultants, according to the Request for Proposals deadline on May 14, 2021, submitted proposals and were evaluated based on:

- 1) Qualifications
- 2) Project Objectives
- 3) Demonstrated Experience
- 4) Financial Capacity
- 5) Soundness
- 6) Capacity to perform the proposed scope within the timeframe

A Committee meeting was held on June 16 and interviews of the top two Consultants were conducted on June 18.

RECOMMENDATION

The top two Consultants, National Demographic Corporation and Redistricting Partners, were invited to a virtual interview.

The committee unanimously agreed National Demographic Corporation should be awarded this contract.