

RECEIVED

Agenda Date: 6/24/2021  
Council Meeting

2021 JUN 22 A 9:08

CITY OF FRESNO  
CITY CLERK'S OFFICE

# 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:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

**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.