



# BEAR

DEMOGRAPHICS & RESEARCH

City of  
**FRESNO**

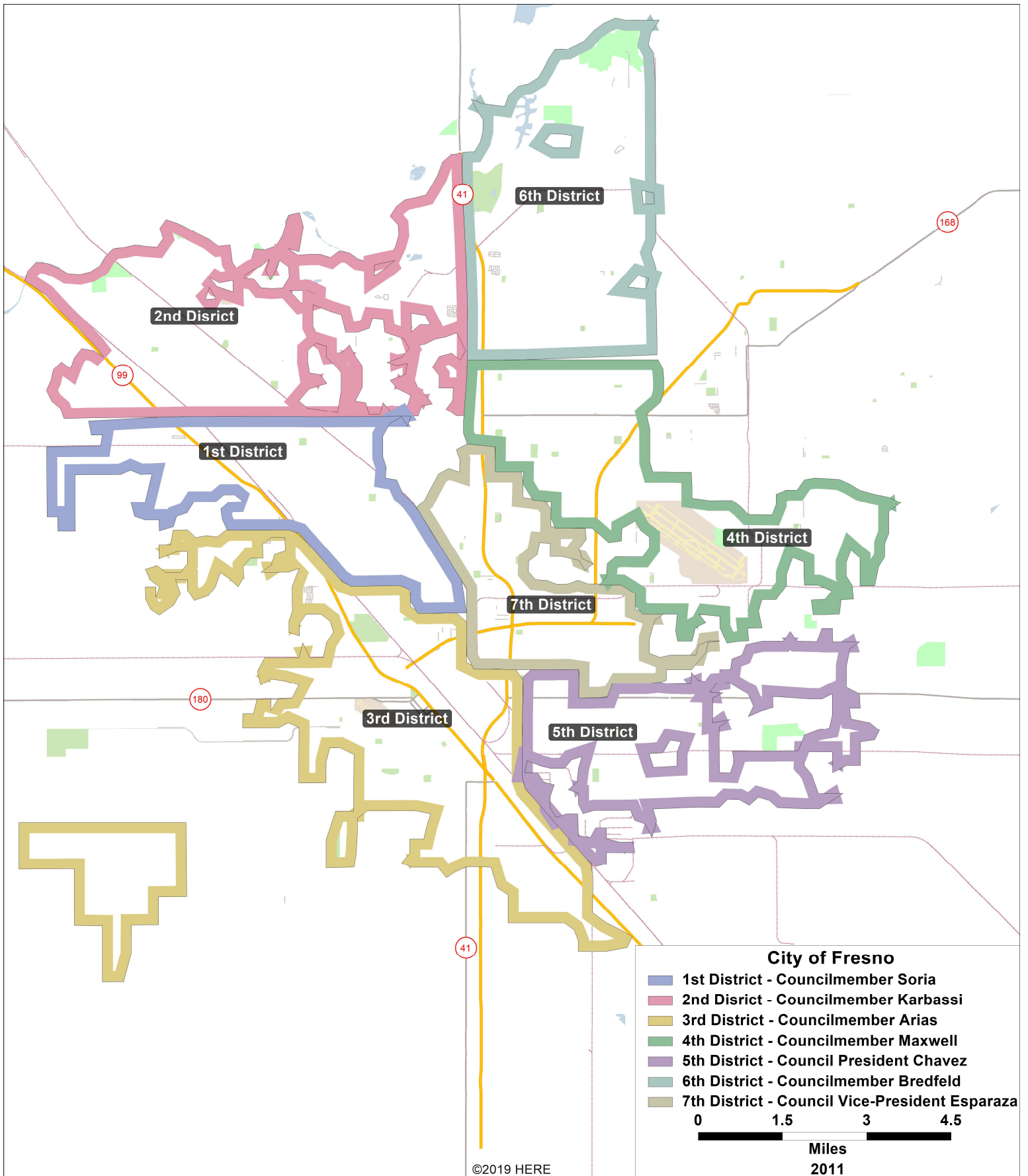
Demographic Consulting Services for  
Redistricting Process

**PROPOSAL**

May 14, 2021

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May 14, 2021

Georgianne White  
Assistant City Manager  
City Manager's Office  
City of Fresno  
2600 Fresno Street  
Fresno, CA 93721

**RE: DEMOGRAPHIC CONSULTING SERVICES FOR REDISTRICTING PROCESS**

Dear Ms. White:

Please accept this submitted proposal as an indication of our genuine and sincere interest to serve as the consultants for the 2021 City of Fresno redistricting process. As noted in the proposal, I have served in leadership positions on several projects in the past, including the 2001 California State Assembly map, the 2002 Los Angeles City Council and Los Angeles Unified School District Board of Education (LAUSD) maps, the 2012 Los Angeles City Council map, the 2012 Central Basin Municipal Water District Board of Directors map, the forthcoming 2021 LAUSD, 2022 City of Alhambra, and 2022 Chino Basin Water Conservation District maps, as well as more recent 2020 Census-related litigation as an expert witness.

My colleague David Ely, owner of Compass Demographics, is a key collaborator on this proposal and has worked on district formation, redistricting, and census-related projects since the 1980s, including the geographic and data sets for the Statewide Database for four decades and too many projects to list here (see Mr. Ely's Curriculum Vita). In our capacities as the Technical Director, Executive Director, or consultant for previous redistricting efforts, we provided each process with the administrative and technical expertise to draw a transparent, community-based, legally sustainable plan, including a variety of options and scenarios requested by appointed or elected officials as they deliberated on draft maps and a final plan.

We have also partnered with Tizoc DeAztlan, President of DeAztlan Consulting, who has a decades-long practice specializing in public relations and community outreach services, particularly in multi-ethnic and multi-lingual communities with respect to redistricting. Mr. DeAztlan is available to provide outside outreach services if desired by the City under the scope of work, including leading the multi-lingual public community engagement process.

The team's approach to redistricting is one of collaboration, working with, and taking direction from the Subcommittee, Mayor and City Council to develop a plan of action that is structured and meets the objectives, criteria, and timeline developed and adopted by the City. This includes satisfying all requirements of local, state, and federal laws, as well as the County Registrar of Voters, at the highest level of excellence and technical capabilities. Our key objective is to maximize public participation under the direction of the Subcommittee, Mayor and City Council in compliance with the California FAIR MAPS Act (AB 849 and AB1276), while providing the entire spectrum of possibilities and options to the City of Fresno within the legal parameters of redistricting – as the Mayor and City Council deliberate toward a draft and final map.

Our previous redistricting work history indicates that we are thoughtful and flexible individuals who reliably meet deadlines and budgets. Over the last few decades, we have performed the tasks required in less than a four-month period for several jurisdictions including when dictated by a Charter or municipal code. Even though the official 2020 Census PL 94-171 data will not be released until the end of September 2021, the City of Fresno will have enough time to meet the state mandated deadline of December 15, 2022 to complete the redistricting process for the June 2022 General Municipal Election. As of this date, the Census Bureau is anticipating releasing 2020 Census data in the “legacy format”, which should give the Subcommittee a start on reviewing potential maps sometime in late August 2021. Our technical capabilities will provide the legacy format in the 2020 Census geography format within days of release, as this is the same work Mr. Ely conducted for the Statewide Database in the last two redistricting cycles. That being said, the County should refrain from releasing any draft maps to the public until the official data set released by the State of California becomes available, currently anticipated on Sept. 23, 2021. Our consistent ability to complete the task within the time frame allotted by state law, while providing plenty of time for the Registrar of Voters to complete the redrawing of voter precinct boundaries prior to the 2022 Election cycle, will be paramount to meeting the needs of the City of Fresno under this scope of work. The attentiveness and accountability necessary to produce a trusted and quality map is something our team excels at.

Our understanding of redistricting, district formation, and the Census over the last four decades, including the importance of outreach and public engagement, will be invaluable to the Redistricting Subcommittee, Mayor and City Council in order to provide best practices for maximizing technical expertise, multi-lingual public input, and collaboration built on ethical competence, communities of interest, compactness, contiguity, and local, federal, and state legal requirements – resulting in a transparent, open, non-partisan, and community-based redistricting process conducted by the Mayor and City Council for the residents of the City of Fresno.

Please do not hesitate to contact us if you need any further information.

Respectfully Yours,



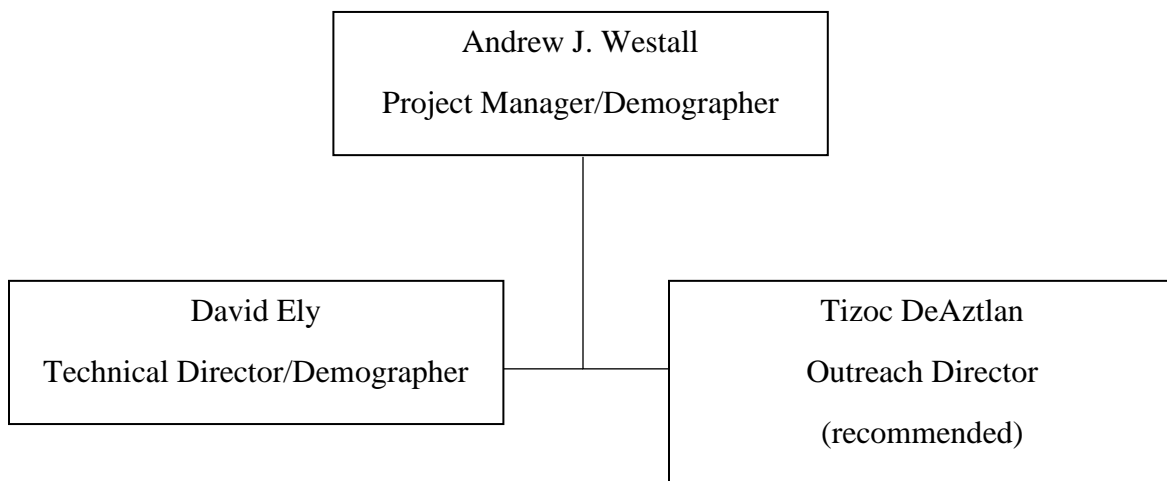
Andrew J. Westall  
Principal & Owner

## Section 2 – Primary Vendor and Subcontractor Information

### FIRM DESCRIPTION

After more than two decades in the public sector, Andrew Westall opened a new firm, Bear Demographics & Research LLC (BDR), in 2021 that specializes in redistricting, demographics, public policy consulting, and local ballot measures. BDR has teamed up with seasoned experts in the fields of redistricting, demography, and outreach, including: David Ely of Compass Demographics who has specialized in redistricting for more than three decades; and, Tizoc DeAztlan of DeAztlan Consulting who has specialized in public and community outreach for nearly two decades. The offices of BDR are located in the Toluca Lake neighborhood of the City of Los Angeles as indicated on the cover letter.

### Organizational Chart and Project Team



### TEAM MEMBERS

#### ANDREW J. WESTALL

Mr. Westall has been involved in the redistricting process at the local and state level in the State of California since the late 1990s under the initial tutelage of UCLA’s Dr. Leobardo Estrada, a renowned national expert on ethnic and racial demographic trends, particularly in the Latino/a/x community; and Dr. J. Eugene Grigsby III, a renowned social justice advocate and current President & CEO of the National Healthcare Foundation. During this time, Mr. Westall authored the publication “Reapportionment, Redistricting and the Latino Community: 2000 and Beyond” for the NALEO Educational Fund as his master’s thesis. The publication was distributed to hundreds of Latino/a/x elected and appointed officials from across the United States at the 2000 NALEO Educational Fund National Conference in Denver, Colorado.

As a staff member to then-Speaker of the Assembly Robert M. Hertzberg, Andrew Westall worked with Assembly consultants (including Mr. David Ely) out of Caltech to build the data sets for the Statewide Database and the 2001 redistricting process, prior to the drafting of plans. He drew 43 of the 80 State Assembly seats in the adopted 2001 California State Assembly map, as well as several draft plans for State Senate and Congressional District maps. Mr. Westall’s state

experience also includes expert affidavits and testimony during the successful State Supreme Court litigation process with respect to the State Senate district boundaries after the plan was approved. Throughout his tenure with the California State Assembly, Mr. Westall also participated in the technical development and creation of the 2000, 2002, 2003, and 2004 State Elections data sets that also reside on the Statewide Database website.

In 2001-02, Andrew Westall served as the Technical Director for both of the appointed Commissions that recommended the LAUSD and City Council maps to the Los Angeles City Council. During this time, Mr. Westall built the data sets used by each Commission, as well as worked with Commissioners on several draft plans, the final recommended plan, and all associated technical reports.

In 2011-12, Andrew Westall served as the Executive Director for the Los Angeles City Council Redistricting Commission. During this time, Mr. Westall was also the line drawer for the Central Basin Municipal Water District (as a subcontractor to DeAztlan Consulting), as well as provided pro-bono line drawing and analysis for the Los Angeles County Federation of Labor with respect to the 2011 California Citizens Redistricting Commission process.

From 2018 to the present, Mr. Westall has provided expert testimony and affidavits on behalf of the City of Los Angeles and the State of California with respect to the 2020 Census in successful litigation, including on the issue of adding a question regarding citizenship and the attempt to remove non-citizens from the PL 94-171 database that will be forthcoming by the U.S. Census Bureau on September. Bear Demographics & Research LLC serve as redistricting consultants to the LAUSD, Equal Representation Project, City of Los Angeles, City of Alhambra, and the Chino Basin Water Conservation District.

Total Number of Similar Projects: 10

Length of Time in Business/Redistricting Experience: 4 months/24 years

**DAVID ELY**

Mr. Ely is the Founder and President of Compass Demographics, a consulting and database management firm specializing in projects involving Census and Election Data. Mr. Ely has extensive experience in the management of redistricting projects, the analysis of voting behavior, and demographic analysis.

David Ely has served as an expert and testified on behalf of numerous jurisdictions in the United States as well as private plaintiffs in numerous cases involving voting rights and districting issues, and his opinions have been cited and relied on in multiple legal opinions. He has also served as a consultant and expert on behalf of defendant jurisdictions in voting rights litigation challenging election systems or districts. Mr. Ely has also served as a consultant to construct databases, draw district lines or prepare presentation maps and reports for the many jurisdictions in conducting their normal redistricting. These have included statewide congressional and legislative redistricting in California, as well as a variety of County Boards, City Councils, School Boards, Water Districts, Regional Transit Boards and others following the 1990, 2000, and 2010 Census.

Mr. Ely’s most recent clients in the State of California include the City of Fullerton, the City of Garden Grove, the City of Carson, the City of Coalinga, the City of Richmond, and the City of Malibu.

Total Number of Similar Projects: 45+

Length of Time in Business/Redistricting Experience: 14 years/35 years

**TIZOC DEAZTLAN**

Tizoc DeAztlan is the President of DeAztlan Consulting, LLC., and has spent most of his career consulting and advising Southern California government, non-profit, private, and corporate agencies. He has consulted and managed public relations, community outreach, and media campaigns at the federal, state, and local levels.

Mr. DeAztlan specializes in Latino/Spanish speaking media markets and community affairs spearheading programs on issues of water, land use, culture, health, wellness, redistricting, and education. A go-to-person for coalition building and partnership creation, Tizoc maintains a consistent and measured community-centered approach. His adeptness at understanding all angles and creating the best option forward has led to a long track record of success for his clients.

Mr. DeAztlan understands that while there are traditional outreach methods that must be utilized, each community is unique and as such his multi-lingual team must be adaptive to provide access to each resident regardless of language and technical capabilities.

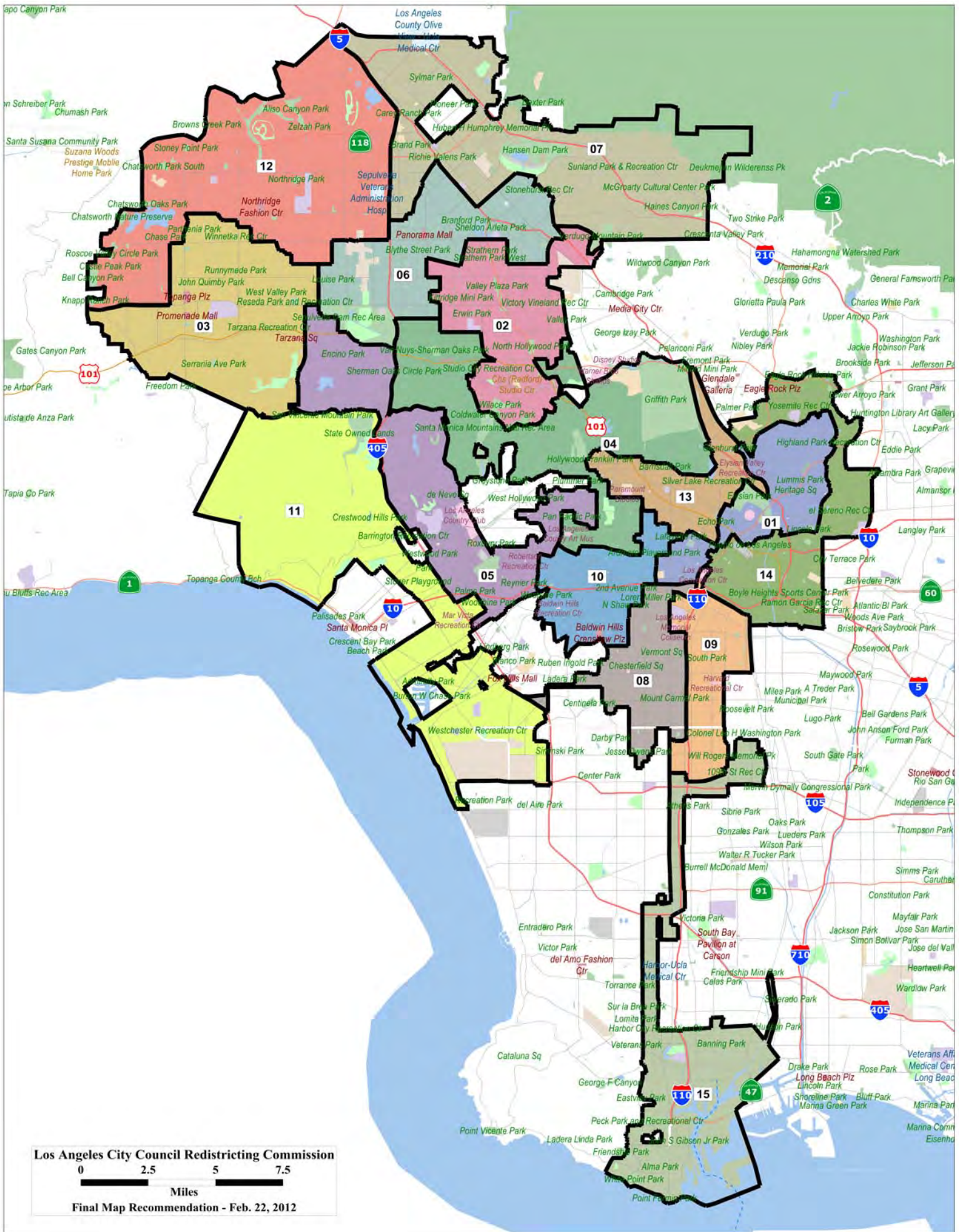
Tizoc has consulted on redistricting for the California Latino Legislative Caucus and has worked alongside municipalities and commissions to maximize community involvement to meet and or exceed all obligations established under the California Voting Rights Act and the California FAIR MAPS Act.

Most recently, Mr. DeAztlan has led efforts to increase census participation through multi-layered public education and outreach by producing and implementing culturally competent collateral in English, Spanish, and Tagalog.

Total Number of Similar Projects: 27

Length of Time in Business/Redistricting Experience: 11 years





Los Angeles City Council Redistricting Commission  
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 Final Map Recommendation - Feb. 22, 2012

REPORT AND RECOMMENDATIONS OF THE  
LOS ANGELES CITY COUNCIL REDISTRICTING COMMISSION

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# REPORT AND RECOMMENDATIONS OF THE LOS ANGELES CITY COUNCIL REDISTRICTING COMMISSION

## I. SUMMARY AND RECOMMENDATIONS

The Los Angeles City Council Redistricting Commission (hereinafter the "Commission") was created by the voters of the City of Los Angeles (the "City") through the adoption of the Los Angeles City Charter ("Charter ") in 1999. The purpose of the Commission, according to Charter Section 204, is to advise the Los Angeles City Council ("City Council" or "Council") on the drawing of new Council District boundaries. On February 22, 2012, the Commission culminated over five months of work by adopting a proposed redistricting plan for consideration by the City Council. This report, including the Commission's adopted map of new Council District boundaries, is submitted in fulfillment of the Commission's responsibilities under the Charter.

In conducting its work, the Commission held its meetings in public in compliance with the California Ralph M. Brown Act, also known as the Open Meeting Law (*Cal. Gov. Code* § 54950 *et seq.*). During these meetings, the Commission adopted its work plan, reviewed the applicable criteria for redistricting, received legal briefings from the Office of the Los Angeles City Attorney on legal issues pertaining to redistricting, developed data to be used with specialized software, and received analyses from noted experts in the field of demographics and population trend analysis, among other tasks.

As part of its expansive public outreach effort, the Commission also held 22 public testimony hearings across the City to receive public comments concerning redistricting. More than 5,000 people attended the Commission meetings and hearings and more than 6,551 pieces of written and verbal testimony were received by the Commission's staff. The Commission's very public and open process, as explained in greater detail in Appendix H, included extensive and unprecedented community outreach and participation, and the review by the Commission and/or its staff of numerous redistricting plans, options, adjustments, and maps submitted by Commissioners, interested organizations and individuals.

As a result of this process, and after careful consideration of voluminous public testimony and established legal requirements, the Commission is recommending that the current Council District boundaries be modified as described in this Report. In so recommending, the Commission has expressly found that the Recommended Plan provides fair and effective representation for all the people of the City of Los Angeles, enhances the opportunity for all voters to elect candidates of their choice, meets all requirements of federal and state law, and is fully compliant with Charter Section 204.

Additionally, the Recommended Plan accomplishes the following:

- Neighborhood Councils are more unified: Of the City's 95 Neighborhood Councils, the number that are divided between Council districts is reduced from 53 to 29, while the number of Neighborhood Councils split between three Council districts is reduced from thirteen to only three. Whereas Encino, Palms, and Lake Balboa are each currently split between three Council districts, each is united within single districts under the Recommended Plan. Overall, a total of 24 Neighborhood Councils that are currently split across multiple districts are united within single districts.
- Preserves communities as established by the Los Angeles City Council: The Recommended Plan identifies and preserves whole the following communities as identified by the City of Los Angeles' community renaming policy, or grandfathered in from previous policies and actions of the City Council [See Appendix J]: Historic Filipinotown, Koreatown, Little Armenia, Little Bangladesh, Little Ethiopia, Little Tokyo, Rose Hill, Sherman Oaks, and Thai Town.
- The opportunities of all voters to elect candidates of their choice is maintained: The number of districts from which Latino communities have an equal opportunity to elect Latino candidates is maintained throughout the City with five majority Latino Citizen Voting Age Population districts and one coalition district. The voting strength of African-Americans has also been maintained in Council Districts 8, 9, and 10, with one majority Black Citizen Voting Age Population district and two coalition districts.
- Maintains an overall deviation of less than 5 percent: Based on the policy decision made by the Commission on February 15 to maintain a 5 percent overall deviation (+/- 2.5 percent) or lower across the City, the Recommended Plan, with an overall deviation of 4.96 percent, goes further than the current Council District boundaries enacted in 2002 which tolerated an overall deviation of 10 percent, a reduction of more that half in keeping with the one person, one vote principle.

Based on the Commission's conclusions, it now recommends that the Council take the following actions:

1. Approve and adopt this "Report and Recommendations of the Los Angeles City Council Redistricting Commission" (the "Report"),
2. Adopt as the City's Decennial Redistricting Plan, the Commission's Recommended Plan discussed in this Report,
3. Adopt an ordinance, as approved by the City Attorney, which establishes Council District boundaries in accordance with this Report.

## V. REVIEW OF THE COMMISSION'S RECOMMENDED PLAN

### *The Recommended Plan Satisfies the Equal Population Principle as Embodied in the United States Constitution*

The total population of the City, according to the 2010 Census, is 3,792,621. Divided among the 15 Council districts, the ideal population for each district becomes 252,841. In the Recommended Plan, Council District 12 has a population of 259,073 (+2.46%) and Council District 14 has a population of 246,509 (-2.50%), making the total population deviation for the City 4.96%. Based on the policy decision made by the Commission on February 15 to maintain a 5 percent overall deviation (+/- 2.5 percent) or lower across the City, the Recommended Plan goes further than the current Council District boundaries enacted in 2002 which tolerated an overall deviation of 10 percent, a reduction of more than half in keeping with the one person, one vote principle. The Final Map Recommendation has made good faith efforts to draw equipopulous districts with slight deviations based on the public policy rationales of: keeping at least two-thirds of the Neighborhood Councils whole, including minimizing splits between Council Districts to the extent possible; maintaining and respect communities and neighborhoods that had been identified by the City of Los Angeles' community renaming policy, or grandfathered in from previous policies and actions of the City Council; and compliance with federal, state, and municipal law.

### *Communities are More Intact and Unified*

The Recommended Plan is an important improvement on the existing Council boundaries by significantly reducing the number of Los Angeles Neighborhood Councils that are divided between multiple Council districts. The Commission's adopted database identifies 95 currently certified Neighborhood Councils across the City. Of these 95 Neighborhood Councils, 53 are currently divided across multiple Council districts: 40 split between two districts, and 13 split between three districts. The Final Map Recommendation reduces the number of split Neighborhood Councils from 53 to 29. The number of Neighborhood Councils split between two districts is reduced from 40 to 26, and the number of Neighborhood Councils divided between three districts is reduced from thirteen to three. Three communities that are currently split among three districts - Encino, Palms, and Lake Balboa - are completely united within single districts under the Recommended Plan.

Through its actions on February 15 and February 22, the Commission also made the de facto policy decision to maintain and respect communities and neighborhoods that had been identified by the City of Los Angeles' community renaming policy, or grandfathered in from previous policies and actions of the City Council: Historic Filipinotown, Koreatown, Little Armenia, Little Bangladesh, Little Ethiopia, Little Tokyo, Rose Hill, Sherman Oaks, and Thai Town. [see Appendix J]

### *Neighborhood Councils Compels Respect for a New Community of Interest*

The formation and certification of 95 Neighborhood Councils since the adoption of the Los Angeles City Charter in 1999 created a new opportunity and challenge for the



Commission. During the 2001-02 Commission's work, less than 30 Neighborhood Councils were formed and were not considered a Community of Interest at the time of recommending new Council District boundaries. In 2011-12, that notion has changed dramatically. Throughout the process, the Commission received presentations from the Department of Neighborhood Empowerment and held discussions regarding the certification process of Neighborhood Councils. It must be noted that Neighborhood Councils vary widely in population, geographic boundaries, and demographics. As a result, a "one size fits all" approach to evaluating their weight and defining communities of interest could not apply to the Commission's Recommended Plan.

During the first fifteen public testimony hearings, the Commission received numerous public comments asking for Neighborhood Councils to be kept whole while drawing Council Districts. During that time, members of the public also submitted public map submissions attempting to keep all Neighborhood Councils whole in a single plan without complete success and without consideration of other redistricting factors. While Neighborhood Councils are now an identifiable Community of Interest throughout the City, the Commission realized the impracticability of keeping every Neighborhood Council whole in the City. With that in mind, the Commission adopted a policy decision on February 15 to keep at least two-thirds of the Neighborhood Councils whole and to minimize splits between Council Districts to the extent possible.

Of these 95 Neighborhood Councils, 53 are currently divided across multiple Council districts: 40 split between two districts, and 13 split between three districts. The Final Map Recommendation reduces the number of split Neighborhood Councils from 53 to 29. The number of Neighborhood Councils split between two districts is reduced from 40 to 26, and the number of Neighborhood Councils divided between three districts is reduced from thirteen to three. Three communities that are currently split among three districts - Encino, Palms, and Lake Balboa - are completely united within single districts under the Recommended Plan.

*The Recommended Plan Respects the Voting Rights Act Without Resorting to the Use of Race as a Predominant Factor*

The Recommended Plan respects the increasing diversity of the City in a manner that is legally compliant.

The number of districts from which Latino communities have an equal opportunity to elect Latino candidates is maintained throughout the City with the same five majority Latino Citizen Voting Age Population districts and one coalition district. Of the five districts with both a Latino Citizen Voting Age Population (CVAP) above 50% and Latino registration above 35% (Districts 1, 6, 7, 9, and 14), all Districts, with the exception of District 9, see a slight reduction in both Latino CVAP and registration in order to accommodate the guiding policy decision of keeping at least two-thirds of the Neighborhood Councils whole, and minimizing the number of splits between Council Districts.

The CVAP and registration reductions for District 6 and District 7 reflect the opportunity to keep two areas of the City whole in a particular Council District, Lake Balboa in District 6 and the Foothill communities of Sunland, Tujunga, Shadow Hills, and

Lake View Terrace in District 7. While these reductions were a result of keeping Neighborhood Councils whole in this portion of the City, District 6 maintains a majority Latino citizen voting age population (52.2%) and registration (50.1%), while District 7 also maintains a majority Latino CVAP (54.4%) and just under a majority registration (49.4%). Thus, the Commission is confident that by respecting existing communities in the Northeast San Fernando Valley (e.g., Panorama City, Pacoima, Lake View Terrace, and the Foothill communities are unified in single districts), with a resulting reallocation of Latino voters and citizen voting-age residents between District 7, District 6, and District 2, the San Fernando Valley portion of the Recommended Plan successfully complies with the Voting Rights Act.

The Commission also strove to be mindful of the requirements of the Voting Rights Act with respect to Districts 1, 9, 13, and 14 in the south, east, and central parts of the City. Recommended Districts 1 and 14 continue to afford the Latino community an equal opportunity to elect candidates of their choice, as CVAP in each district remains above 50% and registration in each district remains above 50%. By keeping Neighborhood Councils whole in District 9, with the exception of the landmarks of the Convention Center, Staples Center, L.A. Live, the University of Southern California (“USC”), and adjacent properties, in addition to using the natural boundary of the I-110 Freeway south of USC, the population in District 9 led to a slight increase in Latino citizen voting age residents (50.5%) and registration (45.2%).

Council District 13 is the fifth existing district in which the Latino community has an equal opportunity to elect a candidate of its choice. Both CVAP and registration are maintained in District 13 under the Recommended Plan, as CVAP slightly decreases from 37.5% to 33.6% and Latino registration slightly decreases from 40.4% to 36.2%. The amazing cultural and ethnic diversity of District 13 presented a particular challenge to the Commission to balance the strictures of the Voting Rights Act with the interest in respecting the intactness of communities. The Commission is proud to recommend a plan that maintains both Latino VAP and registration in District 13 while keeping intact communities such as Little Armenia, Historic Filipinotown, and Thai Town and preserving the district's politically progressive character.

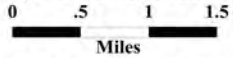
The voting strength of African-Americans has also been maintained in the same Districts, Council Districts 8, 9, and 10, with one majority Black Citizen Voting Age Population district and two coalition districts. Both African-American citizen voting age population and registration increase for Districts 9 and 10 under the Recommended Plan, while District 8 maintains majority African-American CVAP (59.2%) and registration numbers (63.8%).

It must be stressed that the Commission accomplished all of the foregoing without using race as a predominant factor in its process. The entirety of the record attendant to the Commission's process shows that various community-of-interest criteria and indicia were relied upon by the Commission in its deliberations. Among the race-neutral principles guiding the Commission's deliberations were the attempt to create districts that are compact and contiguous and that oblige the direction of the Charter to respect the intactness of communities and neighborhoods, and in particular Neighborhood Councils and communities identified through the City's legislative process, as much as possible. It should also be stressed that the Commission do not seek to



“create” majority-minority Council Districts, but instead chose to not radically alter the current configuration of Council Districts to reduce such districts or create different ones. In this respect, the Recommended Plan simply reflects the ongoing demographics changes in the City. By limiting the demographic element of race to testing possible district designs to ensure no dilution of minority voting strength, the Commission has successfully balanced the strictures of the Voting Rights Act, the Equal Protection Clause, and the City Charter.

Los Angeles City Council Redistricting Commission



Final Map Recommendation - Feb. 22, 2012

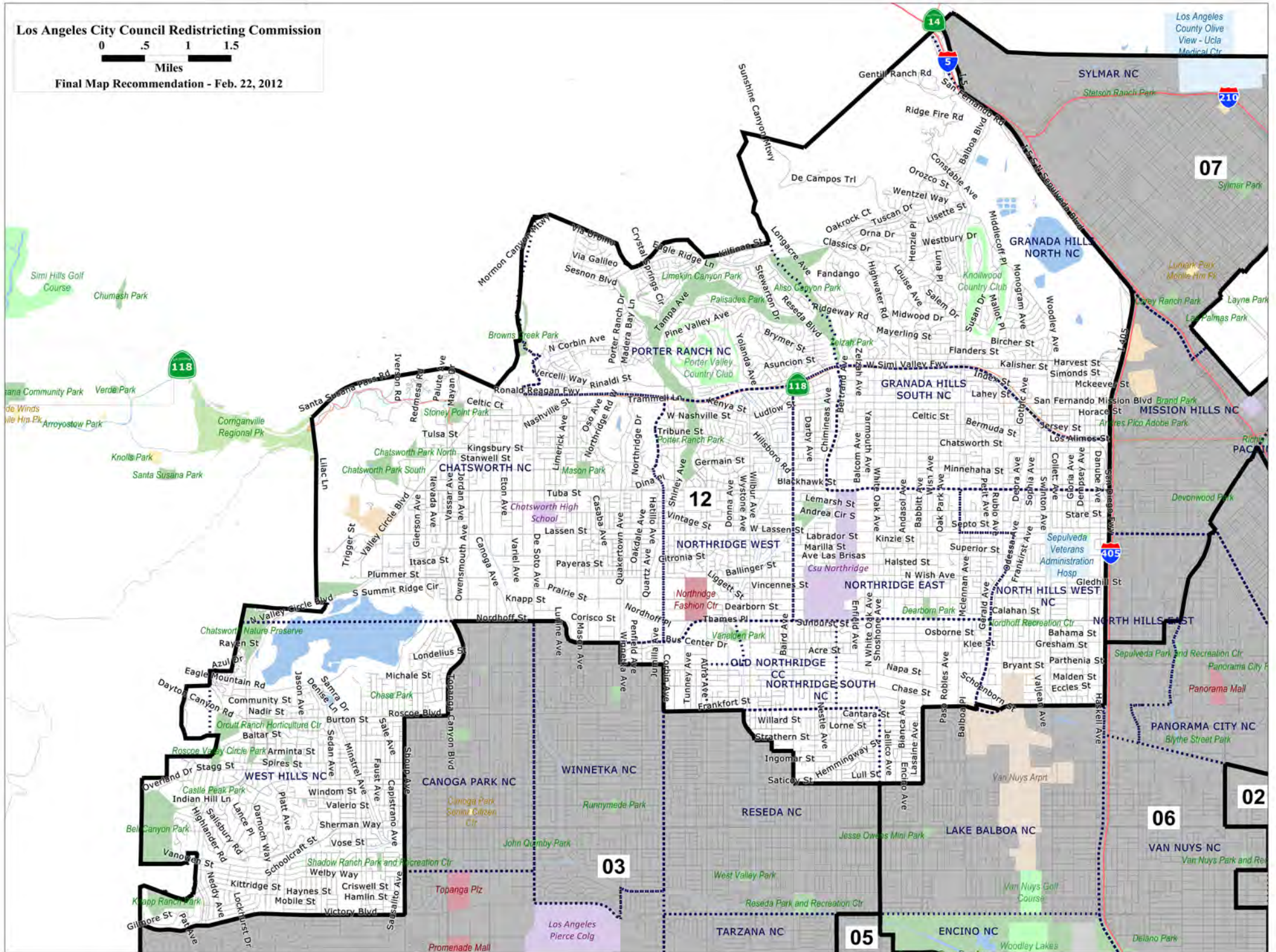


Table 1: Total Population - U.S. Census Bureau 2010 PL94, Table 2.

District 12	LACCRC Final Map District 12	Current District 12	Difference
Total Population	259,073	261,061	-1,988
Deviation	6,232	8,220	-1,988
%Deviation	2.5%	3.3%	-0.8%
Latino	69,807	78,536	-8,729
%Latino	26.9%	30.1%	-3.1%
White	123,538	116,680	6,858
%White	47.7%	44.7%	3.0%
Black	11,512	12,484	-972
%Black	4.4%	4.8%	-0.3%
Asian	50,115	49,230	885
%Asian	19.3%	18.9%	0.5%

Table 2: Total Voting Age Population - U.S. Census Bureau 2010 PL94, Table 4.

District 12	LACCRC Final Map District 12	Current District 12	Difference
Total VAP	204,490	205,700	-1,210
% VAP	78.9%	78.8%	0.1%
Latino VAP	49,126	54,911	-5,785
%Latino VAP	24.0%	26.7%	-2.7%
White VAP	104,020	99,153	4,867
%White VAP	50.9%	48.2%	2.7%
Black VAP	8,731	9,507	-776
%Black VAP	4.3%	4.6%	-0.4%
Asian VAP	39,620	39,086	534
%Asian VAP	19.4%	19.0%	0.4%

Table 3: Total Citizen Voting Age Population - 2006 - 2010

District 12	LACCRC Final Map District 12	Current District 12	Difference
Total CVAP	173,489	170,594	2,895
Latino CVAP	34,602	37,210	-2,607
% Latino CVAP	19.9%	21.8%	-1.9%
White CVAP	98,371	92,808	5,563
% White CVAP	56.7%	54.4%	2.3%
Black CVAP	8,410	9,052	-642
% Black CVAP	4.8%	5.3%	-0.5%
Asian CVAP	29,721	29,132	590
% Asian CVAP	17.1%	17.1%	0.1%

Table 4: 2011 Voter Registration

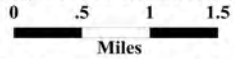
District 12	LACCRC Final Map District 12	Current District 12	Difference
Total Registration	142,834	137,964	4,870
Spanish Surname Registration	24,665	25,770	-1,105
%Spanish Surname Registration	17.3%	18.7%	-1.4%
African-American Registration	7,242	7,721	-479
%African-American Registration	5.1%	5.6%	-0.5%
Asian Surname Registration	13,801	13,229	572
%Asian Surname Registration	9.7%	9.6%	0.1%
Jewish Surname Registration	8,760	7,752	1,008
%Jewish Surname Registration	6.1%	5.6%	0.5%
Armenian Surname Registration	4,454	4,425	29
%Armenian Surname Registration	3.1%	3.2%	-0.1%
No Ethnic Registration	96,329	90,414	5,915
%No Ethnic Registration	67.4%	65.5%	1.9%

Table 5: 2011 Asian Surname Voter Registration

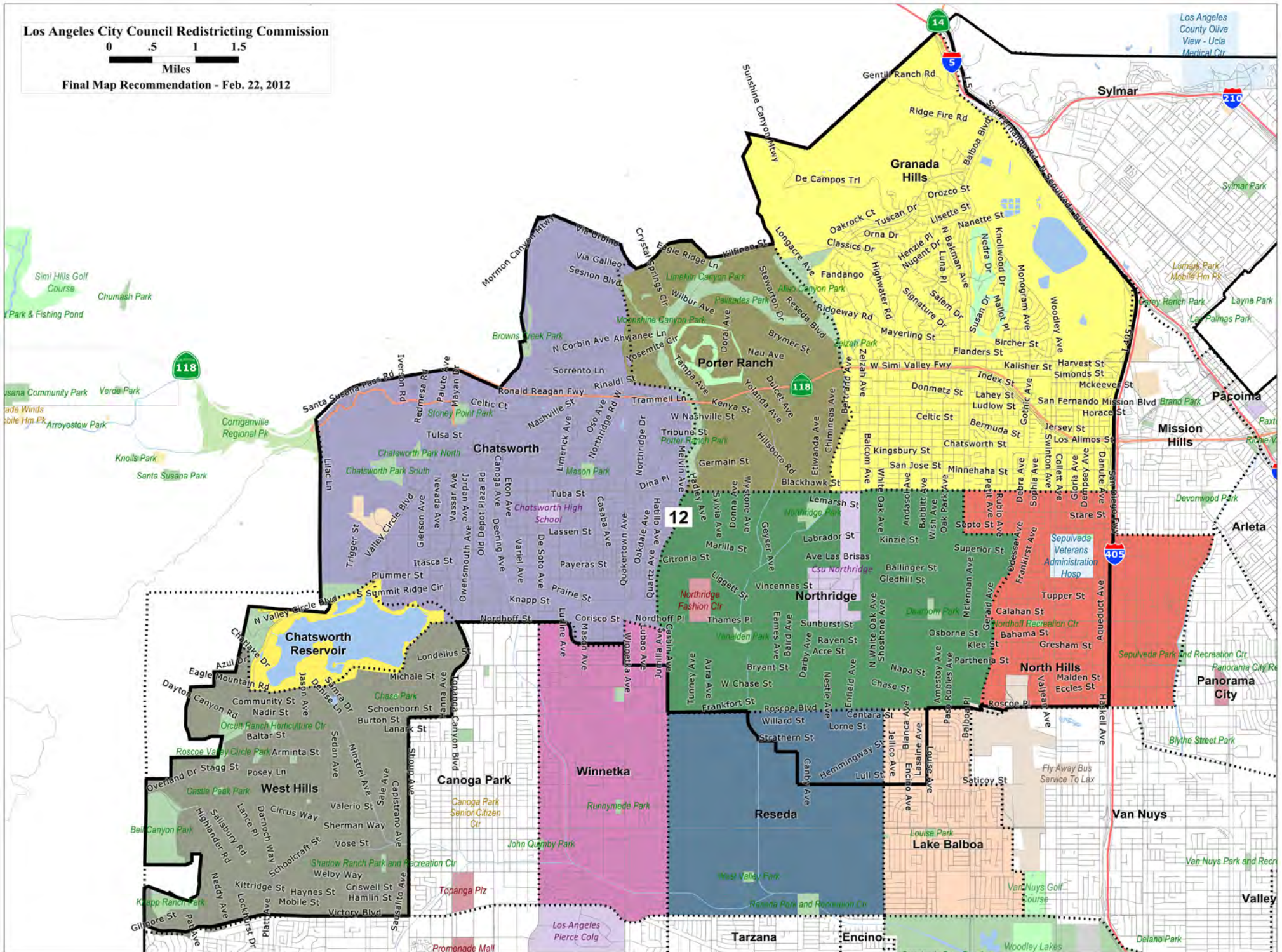
District 12	LACCRC Final Map District 12	Current District 12	Difference
Asian Surname Registration	13,801	13,229	572
%Asian Surname Registration	9.7%	9.6%	0.1%
Chinese Surname Registration	2,962	2,620	342
%Chinese Surname Registration	2.1%	1.9%	0.2%
Filipino Surname Registration	2,816	2,806	10
%Filipino Surname Registration	2.0%	2.0%	-0.1%
Indian Surname Registration	2,521	2,502	19
%Indian Surname Registration	1.8%	1.8%	0.0%
Japanese Surname Registration	1,142	1,091	51
%Japanese Surname Registration	0.8%	0.8%	0.0%
Korean Surname Registration	3,148	3,024	124
%Korean Surname Registration	2.2%	2.2%	0.0%
Vietnamese Surname Registration	1,212	1,186	26
%Vietnamese Surname Registration	0.8%	0.9%	0.0%



Los Angeles City Council Redistricting Commission



Final Map Recommendation - Feb. 22, 2012




## District 12

LA Times Neighborhoods	# of times LA Times Neighborhood split by Final Map	LA Times Neighborhood Population in District	% of LA Times Neighborhood Population in the District	Other City Council District/s
Chatsworth	0	39,809	99.6	n/a
Chatsworth Reservoir	0	161	100.0	n/a
Granada Hills	0	53,639	100.0	n/a
Lake Balboa	2	3,375	13.0	03, 06
North Hills	2	20,888	36.7	06, 07
Northridge	0	62,278	99.8	n/a
Porter Ranch	0	25,499	100.0	n/a
Reseda	1	13,555	19.9	03
West Hills	0	38,779	98.8	n/a
Winnetka	1	988	2.0	03

Please note that splits of LA Times neighborhood populations of 1 person or less and splits due to census blocks that are split between two LA Times neighborhoods. Unsplit LA Times neighborhoods with less than 100% of their population in a district are indicative of LA Times neighborhoods that are split by census blocks.

# Andrew Westall

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 323-708-2478

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## Summary

Current Clients: the LAUSD, the City of Los Angeles, the Equal Representation Project, the UCBA, the Los Angeles Jazz Festival, the City of Alhambra, and the Chino Basin Water Conservation District.

Goal: To help government and residents navigate the complexities of laws and regulations, in order to find consensus on difficult issues for the betterment of society and quality-of-life.

Expertise: Redistricting, Demographics, GIS (Maptitude and ArcGIS), Political Campaigns, and Elections/Redistricting Law; Cannabis Regulations, Taxation, Enforcement, and Social Equity; Local Ballot Measures (e.g., Taxation, Bonds, Charter Amendments, Housing, Elections Reform, Cannabis, etc.); City Management; Planning, Land Use, Housing, Homelessness, Environment, Economic Development, Community Development, Neighborhood Services, Recreation, and Transportation policy, financing and development; Public Finance, Budgeting, Labor Relations, and Grant Funding; and Community Outreach, Diversity, Inclusion, Equity, and Intergovernmental Relations.

## Experience

### **Principal & Owner**

#### Bear Demographics & Research

Jan 2021 - Present (5 months +)

Specializing in redistricting, demographics, GIS (Maptitude and ArcGIS), political consulting, cannabis regulations, local ballot measures, land use/city planning, and city/county management consulting.

Current clients include the LAUSD, the City of Los Angeles, the Equal Representation Project, the UCBA, the City of Alhambra, and the Chino Basin Water Conservation District.

### **Executive Director**

#### Los Angeles Unified School District Redistricting Commission

Mar 2021 - Present (3 months +)

Chief Executive and Financial Officer on contract for the LAUSD Board of Education redistricting process, the largest independently elected school district in the United States.

### **Deputy Chief of Staff (2012-16) and Co-Chief of Staff (2016-20)**

#### Office of Los Angeles City Council President Herb J. Wesson, Jr.

Apr 2012 - Dec 2020 (8 years 9 months)

Co-manager and supervisor for the City Council President's personal staff of 27 employees with oversight of Council District 10 (pop. 275,000); administrator and supervisor of all discretionary funds, contracts, city planning, and public improvement approvals/projects for Council District 10; lead staff member for the Councilmember's legislative portfolio; and chief strategist for community and media response.



Lead staff member and strategist for the City Council for eight years with oversight of the management, organization, and publication of the City Council agendas three times a week, while managing teams of up to 50 employees across multiple departments on the issues of budget, revenue strategies, ballot measures, pensions, recreation and parks, environment and utilities, intergovernmental relations, public safety, cultural arts, labor, housing, planning, economic development, infrastructure, cannabis, and transportation in the City of Los Angeles.

Lead staff member for the Ad Hoc Committee on the 2028 Olympics and Paralympic Games, the Ad Hoc Committee on Police Reform, the Board of Referred Powers, and the Rules, Elections, and Intergovernmental Relations Committee chaired by the Council President; staff member for the Ad Hoc Committee on COVID-19 Recovery and Neighborhood Investment, and the Southern California Association of Governments.



### **Executive Director**

#### **Los Angeles City Council Redistricting Commission**

Nov 2011 - Mar 2012 (5 months)

Chief Executive and Financial Officer for the City of Los Angeles' City Council redistricting process with oversight of six staff members employed and monitored twenty-seven contractors during the Commission's work; organized twenty-two public testimony hearings at various city and non-city facilities, as well as comprehensive citywide outreach with more than 5,000 attendees and 6,551 written public comments; organized 11 additional regular and special Commission meetings; and issued a 950-page report to the City Council on time and under budget.



### **Senior Deputy**

#### **Office of Los Angeles City Councilmember Herb J. Wesson, Jr.**

Nov 2005 - Nov 2011 (6 years 1 month)

Chief strategist and manager of all planning, economic development, transportation, and housing policy recommendations, funding acquisition, and projects for Council District 10; and staff member for the Exposition Metro Line Construction Authority.

Lead staff member for the Housing, Community, and Economic Development Committee chaired by the Councilmember for six years with oversight of \$2 billion yearly in operational budgets, contracts, and construction projects by the Housing Department, Housing Authority, Community Development Department, and the Community Redevelopment Agency, including development and implementation of the Housing Element of the City's General Plan; and staff member for the Transportation Committee.



### **Adjunct Professor**

#### **Pasadena City College**

Jan 2003 - May 2010 (7 years 5 months)

Part-time professor teaching Political Science and American Institutions with instruction to over 2,000 students. Classes taught at PCC, John Muir, Blair, Pasadena, Temple City, and San Marino High Schools.



### **Assistant to the Speaker**

#### **California State Assembly**

Jan 2001 - Nov 2005 (4 years 11 months)



Legislative staff member for Speakers of the Assembly Robert M. Hertzberg, Herb J. Wesson, Jr., and Fabian Nuñez in the areas of electoral strategy, GIS mapping, demographics, statistics, and redistricting; demographer and analyst for State 2001 redistricting process; chief line drawer for 43 of the 80 State Assembly districts in California in 2001; drafter of alternative plans for the Board of Equalization, State Senate, and House of Representatives; provided guidance and negotiated between various state legislators and legislative caucuses with respect to final district boundaries. Participated in the technical development and creation of the 2000, 2002, 2003, and 2004 State Elections data sets, as well as the 2001 State Redistricting data set, that reside on the Statewide Database website.

### **Technical Director**

#### City of Los Angeles Redistricting Commission for the LAUSD

Nov 2001 - Apr 2002 (6 months)

Chief line drawer for the 7 LAUSD Board of Education districts, the largest independently elected school district in the United States. Submitted technical reports and developed, maintained, and updated website.

### **Technical Director**

#### Los Angeles City Council Redistricting Commission

Nov 2001 - Apr 2002 (6 months)

Chief line drawer for the 15 City Council districts; organized 16 public testimony hearings in every region of the City with more than 3,000 attendees and over 5,000 written public comments; submitted technical reports and developed, maintained, and updated website.

### **Field Representative**

#### Office of Speaker of the Assembly Robert M. Hertzberg

Feb 1999 - Dec 2000 (1 year 11 months)

Staff member and Speaker representative at community events, forums, meetings, and other policy discussions in the areas I staffed – transportation, the environment, water, health care, land use, and other issues affecting the San Fernando Valley; lead staffer for the summer intern program overseeing twenty-plus interns in each of two consecutive summers; database programmer and developer of filing systems, phone logs, and phone books for the Speaker.

### **Consultant**

#### NALEO Educational Fund

Sep 1997 - Jun 2000 (2 years 10 months)

Chief researcher and author of publication on reapportionment and redistricting of legislative and congressional districts after the 2000 Census, emphasizing the Latino/a/x community in seven states; Presenter of publication at the 2000 National Conference in Denver, Colorado distributed to hundreds of elected and appointed officials.

### **President**

#### Graduate Students Association (GSA), UCLA

May 1997 - Jun 1998 (1 year 2 months)

Chief Executive and Financial Officer for the Graduate Students Association, the official student government of approximately 10,000 graduate and professional students; elected position; author of

numerous editorials (see publications); successfully advocated for the construction of new graduate student housing near campus and free ridership for students on the Santa Monica Big Blue Bus (implemented one year after graduation).

## Education

### **University of California, Los Angeles**

Master of Arts - MA, Urban Planning

1996 - 1999

Emphasis in environmental, transportation, and recreational public policy, municipal finance, city planning, demographics, GIS mapping, and redistricting.

Chief Executive and Financial Officer for the Graduate Students Association, the official student government of approximately 10,000 graduate and professional students; elected position; author of numerous editorials (e.g. civic participation/voting, public transit, pedestrian safety, etc.) and Winter 1997 Viewpoint columnist for The Daily Bruin; successfully advocated for the construction of new graduate student housing near campus and free ridership for students on the Santa Monica Big Blue Bus.

### **University of California, Davis**

Bachelor of Arts - BA, Political Science-Public Service

1993 - 1996

Emphasis in urban, environmental, transportation, economic, and social public policy, as well as various ethnic studies disciplines (e.g. African-American, Chicana/Chicano, and Asian-American studies).

Served in leadership positions for two years as ritual officer and President of the Sigma Delta chapter of the Chi Phi Fraternity. Published an opinion-editorial in The California Aggie on racial justice.

## Licenses & Certifications

 **Certified Planner (AICP) pending** - American Institute of Certified Planners (AICP)

## Skills

Redistricting • Demographics • Geographic Information Systems (GIS) • City Management • Strategic Planning • Community Outreach • Public Speaking • Land Use Planning • Project Management

## Honors & Awards

 **Award of Merit: Comprehensive Plan Award: Large Jurisdiction** - APA California

2017

West Adams-Baldwin Hills-Leimert Park Community Plan and Implementing Ordinances  
City of Los Angeles

 **Social Change and Diversity Award** - APA Los Angeles

2018

Cannabis Social Equity Program - City of Los Angeles

VITA

## DAVID R. ELY

Compass Demographics, Inc.

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San Gabriel, CA 91775

(626) 807-0719

E-mail: [ely@compass-demographics.com](mailto:ely@compass-demographics.com)

### **Employment:**

#### **2007 to present**

David Ely is the president and founder of Compass Demographics, a consulting and database management firm specializing in projects involving census and election data, redistricting projects, demographic analysis, and analysis of voting behavior.

#### **1986 to 2007**

Director of Research for the Redistricting and Reapportionment practice of Pactech Data and Research, Pasadena, California. As Director of Research, Mr. Ely testified or consulted to counsel in a variety of litigation involving the configuration of election districts as well as providing database construction and redistricting consulting for numerous jurisdictions.

### **Education:**

California Institute of Technology in Pasadena, CA with a B.S. in Social Sciences and Mechanical Engineering in 1987.

### **Redistricting Consulting**

Activities include database construction, demographic and voter analysis, development of districting plans, public hearings and presentation of plans, technical assistance, and analysis of alternative redistricting plans.

2020 Malibu City Council District Analysis

2020 Mission Springs Water District Board District Formation

2020 Richmond City Council District Formation

2019 Compton Unified School District Trustee District Formation

2019 Carson City Council District Formation

2018 Coalinga City Council District Formation

2018 Coalinga-Huron Recreation & Parks Board Member District Formation

2017 San Marcos Unified School District Trustee Area Formation

2016 Upland City Council District Formation

2016 Costa Mesa City Council District Formation

**(Redistricting Consulting, cont.)**

- 2015 Garden Grove City Council District Formation
- 2015 Fullerton City Council District Formation
- 2014 Saugus Union School District Trustee Area Formation
- 2014 Whittier City Council District Formation
- 2014 Sulphur Springs School District Trustee Area Formation
- 2014 Lancaster Elementary School District Trustee Area Formation
- 2012 Los Angeles Unified School District Redistricting
- 2012 Los Angeles City Council Redistricting
- 2012 Pasadena Unified School Board Districting
- 2012 Pasadena City Council Redistricting
- 2011 Bay Area Rapid Transit (BART) Board Redistricting
- 2011 California Legislative Redistricting
- 2011 Los Angeles County Redistricting
- 2008 Ceres Unified School District Redistricting
- 2008 Madera Unified School District Redistricting
- 2008 Merced Elementary School District Redistricting
- 2008 Merced High School District Redistricting
- 2005 Hanford Joint Union High School District Redistricting
- 2003 Oakland City Council and Oakland Unified School Board Redistricting
- 2002 Los Angeles City Council Redistricting
- 2002 Los Angeles Unified School District Board Member Redistricting
- 2002 Pasadena, California, City Council Redistricting
- 2001 California Legislative Redistricting (Senate, Assembly, and Congressional)
- 2001 Los Angeles County Supervisorial Redistricting
- 2001 Bay Area Rapid Transit Board Member Districts Redistricting
- 1992 Rancho Mirage, California, City Council Redistricting

**(Redistricting Consulting, cont.)**

- 1992 Three Valleys Municipal Water District Redistricting
- 1992 Los Angeles Unified School Board Member Redistricting
- 1992 Los Angeles City Council Redistricting
- 1992 Pasadena, California, City Council Redistricting
- 1991 California Congressional Redistricting
- 1991 California State Assembly Redistricting
- 1991 Los Angeles County Board of Supervisors Redistricting
- 1987 City of Boston, Massachusetts Redistricting
- 1986 Los Angeles City Council Redistricting
- 1987 to 2012, California State Legislature, Redistricting Database construction

**Litigation Analysis**

Activities include database construction, demographic analysis, expert witness testimony, surname matching, geocoding of registered and actual voter lists, and construction of illustrative districting plans.

2000-Present Provided analysis on numerous voting rights investigations not listed.

*Vaughan v. Lewisville Independent School District* (2020), expert witness (Texas)

*Kumar v. Frisco Independent School District* (2020), expert witness (Texas)

*Terrebonne Parish NAACP et al vs. Governor of Louisiana et al* (2019), Special Master

*Tyson v. Richardson Independent School District* (2018), expert witness (Texas)

*Yumori-Kaku v. City of Santa Clara* (2018), expert witness (California)

*Loya v. City of Santa Monica* (2018), expert witness (California)

*Luna v. Kern County* (2017), expert witness (California)

*Patino v. City of Pasadena* (2015), expert witness (Texas)

*Garrett v. City of Highland* (2015), expert witness (California)

*Ramos v. Carrollton-Farmers Branch Independent School District* (2015), expert witness (Texas)

*Rodriguez v. City of Grand Prairie* (2015), expert witness (Texas)

**(Litigation Analysis, cont.)**

*Rodriguez v. Grand Prairie Independent School District* (2014), expert witness (Texas)  
*Navajo Nation v. San Juan County* (2014), expert witness (Utah)

*Solis v. City of Santa Clarita* (2014), expert witness (California)

*Jauregui v. City of Palmdale* (2013), expert witness (California)

*Gonzalez v. City of Compton* (2012), expert witness (California)

*Fabela v. City of Farmers Branch* (2011), expert witness (Texas)

*Benavidez v. Irving Independent School District* (2008, 2013), expert witness (Texas)

*Benavidez v. City of Irving* (2008), expert witness (Texas)

*Avitia v. Tulare Local Health Care District* (2008), expert witness (California)

*U.S. v. City of Euclid* (2007), election data consultant (Ohio)

Bexar Metropolitan Water District (2007), election data consultant (Texas)

*U.S. v. City of Springfield, Massachusetts* (2006)

*U.S. v. State of Missouri* (2006), election data consultant

*U.S. v. City of Philadelphia and Philadelphia City Commission* (2006), Pennsylvania

*State of Georgia v. Ashcroft*, (2004) election data consultant

*Gomez v. Hanford Joint Union High School District*, (2004) California

*Sanchez v. City of Modesto*, (2004), California

*Governor Gray Davis v. Kevin Shelley*, (2003) data analysis and declaration (California)

*U.S. v. Alamosa County*, (2002), expert witness (Colorado)

*Cano v. Davis*, (2002), election data consultant, (California)

*U.S. v. City of Lawrence*, (2000), expert witness (Massachusetts)

*U.S. v. City of Santa Paula*, (2000) voting rights litigation (California)

*U.S. v. Upper San Gabriel Valley Municipal Water District*, (2000) voting rights litigation (California)

*U.S. v. Passaic* (2000) voting rights litigation (New Jersey)

*U.S. v. City of Lawrence*, (1999) voting rights litigation (Massachusetts)

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**(Litigation Analysis, cont.)**

*Bonilla v. Chicago City Council* (1992-1998), expert witness (Illinois)

*Ruiz v. City of Santa Maria*, (1992-1998), expert witness (California)

*Garza v. County of Los Angeles*, (1988-90), Constructed databases and designed remedial plans for Los Angeles County Supervisorial Districts

# TIZOC DE AZTLAN

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| Tizoc@DeAztlanConsulting.com  
| 310-699-3201

## EXPERIENCE HIGHLIGHTS

### **DEAZTLAN CONSULTING La Quinta, CA**

*President 2010 – Present*

Responsible for setting and directing the strategy and vision for a full-service public relations, research, and governmental affairs firm. The use of community centered collaborations, culturally competent digital media tools, and sophisticated messaging are critical to the firm's approach. Under his direction, the firm has built and managed effective communications strategies combining traditional field operations with the most up-to-date media platforms. His bilingual team conducts surveys, public advocacy, and designs collateral including direct mail, posters, booklets, banners, as well as offers full video services from scripting to production. Maximizing the use of social media channels, Tizoc's expertise and assembled team routinely builds a new online community or grows an already existing social channel. This extended client identity is reached across multiple platforms through custom content, engagement strategies, and advertising campaigns. The team has created effective virtual meeting strategies as well as developed COVID-19 safe protocols for in-person meetings.

### **LOYOLA MARYMOUNT UNIVERSITY Los Angeles, CA**

*Research Project Manager/Grant Acquisition and Management Specialist  
2009-2010*

Generate and implement media and community outreach efforts for The Leavey Center for the Study of Los Angeles "LCSLA." Effectively promote and foster positive relationships with City, County, State, and National government, corporate, and community organizations. Advocate LCSLA's capabilities to Legislators and their staff; cultivate constructive partnerships. Develop and produce televised weekly seminars that attract elected officials and leaders. Expand the presence of LCSLA through representation at public events. Conduct Research for an integrative study on leadership and community in Los Angeles. Track and analyze public policy and legislation for studies on local health, government, transportation, education, economy, and governance. Implement existing grants including hiring and overseeing of field staff, creation of project literature, reporting to grant representative,



and write reports on expectation and progress for existing grants. Lead and manage compliance effort for grant proposals.

**FORDHAM UNIVERSITY New York, NY**

*Development Services Coordinator 2006-2009*

Served as advocate and liaison between Communications, Alumni Relations, IT and Stewardship departments; develop strategic tactical plans to improve efficiency and data integrity of University database and record systems. Directed donor acknowledgements and produced progress reports to support the \$400 million Excelsior capital campaign.

In earlier role, directed diverse marketing projects to support annual fundraising efforts; coordinated market research, monitored web site, and developed promotional material and direct mail campaigns. Spearheaded launch and execution of key marketing projects that led to notable increases in gift contributions.

**NEW HORIZONS FAMILY CENTER Glendale, CA**

*Government Program Administrator 2004-2006*

Served integral role for a progressive non-profit Development and Management team responsible for the expansion of community services to the under privileged community of Glendale; conducted prospect research and gift solicitation. Member of Grant writing and acquisition team that was successfully awarded grants from the City of Los Angeles, The County of Los Angeles, The State of California Prepared and administered budgets for city, county and state contracts. Tracked and monitored Youth Program goals to meet or exceed government grant guidelines. Tracked legislation pertinent to children and mental health organizations. Key representative for all public relations events such as galas and forums. Collaborated with local Fire, Police Departments, and School Districts to plan festivals, child health days, and other community events. Booked health and human services leadership to speak at community events, and piloted centers Higher Education for Me program. Coordinated fundraising efforts with Glendale and Los Angeles City Councils, California State Assembly, Senate Members and County Supervisors. Championed multimedia events and gained PR exposure via press releases, television, print and Internet campaigns.

**RAND CORP Santa Monica, CA**

*Field Researcher 2000-2002*

Initial group of researchers to work on the Los Angeles Family and Neighbor Study. Field research was conducted in randomly selected homes through-

out Los Angeles County to study the effects neighborhood has on a family's health, religion, economics, education, culture, and inter-family cohesiveness. Specialized in impoverished, and Spanish speaking communities. This study's data has been used for the creation of Los Angeles County health and human services public policy.

**EDUCATION  
BACKGROUND**

**FORDHAM UNIVERSITY New York, NY**  
*Bachelor of Arts, Communications and Media Studies*

**EXTRA  
CIRRICULAR**

**RUN WITH LOS MUERTOS**

*Founder/Race Director*

This annual day of the dead celebration was created to promote health and wellness in the Latino Community. Through varied programming including a 5k run, art show, clinics, and block party, the festivities bring together organizations, teams, and thousands of participants from around the country.

**THE MOBIUS CONFERENCE**

*Founder/ Executive Director*

A conference for thought leaders, artists, and scholars to engage, connect and share evolving topics in art, politics, and culture. The core mission of Mobius is to create spaces for dialogue amongst varied disciplines. Past conference participants have included civil rights icon Dolores Huerta, Actor Emilio Rivera, and internationally renowned Burkinabè architect Francis Kéré.

**SELECT CLIENT  
LIST**

**BUILDING HEALTHY COMMUNITIES**

Riverside County, CA

**CALIFORNIA MEDICAL ASSOCIATION**

Sacramento, CA

**CENTRAL BASIN MUNICIPAL WATER DISTRICT**

Commerce, CA

**CHELSEA DEVELOPMENT CORPORATION**

Carlsbad, CA

**CITY OF COACHELLA**

Coachella, CA

**CITY OF PALM SPRINGS**

Palm Springs, CA

**COACHELLA STAKEHOLDERS ASSOCIATION**

Coachella, CA

**COACHELLA VALLEY ASSOCIATION OF GOVERNMENTS**

Palm Desert, CA

**COLLEGE OF THE DESERT FOUNDATION**

Palm Desert, CA

**FIELD WORKS**

Washington, DC

**GOLDENVOICE**

Los Angeles, CA

**IMAGINE SCHOOLS**

Riverside, CA

**LOYOLA MARYMOUNT UNIVERSITY**

**LEAVEY CENTER FOR THE STUDY OF LOS ANGELES**

Los Angeles, CA

**SANDSTONE PROPERTIES**

Los Angeles, CA

**SOUTHWEST VOTER REGISTRATION AND EDUCATION PROJECT**

Los Angeles, CA

## **Cost Proposal**

The Cost Proposal listed below is all-inclusive of the work and costs that the project team will undertake. The only exception to this proposal is the translation of documents into Spanish, Hmong, Punjabi, and ASL, and the team would be happy to work with City staff to ensure such translation occurs in a timely manner as outlined in the proposal. Typically, this can be accomplished quickly by dovetailing on an existing County of Fresno or City of Fresno contract. The project team can provide several options as well, including full-service outreach services, a user-friendly online mapping tool, and develop and maintain the City's redistricting website.

We look forward to discussing this proposal further with you. Once again, thank you for your time and consideration.

### **Cost of Services**

\$40,000	Demographer, Technical, and Mapping Consulting
\$ 2,000	Travel Expenses (if needed by reimbursement)
=====	
\$42,000	Total Cost of Bid Proposal (not to exceed)

### **Optional Services**

\$10,000	User-friendly online Mapping Tool
\$20,000	Full-Service Outreach Services
\$ 5,000	Website Development and Maintenance
\$41-45	Written Translation (per page depending on the language)
\$49-75/hr	Live Translation (depending on the language - 2 hour minimum)
\$65 each	Live Translation Transmitter (per language)
\$10-12 each	Live Translation Headsets (quantity discount over 20)

### **Additional Services**

\$250 per hour for additional demographic/mapping/technical services not within the scope of the contract.

\$175 per hour for additional outreach services not within the scope of the contract.

\$300 per hour for redistricting/demographic legal expert witness analysis/testimony after the expiration of the contract.

### **Hourly Rates by Classification**

Project Manager	\$250 per hour
Technical Director	\$250 per hour
Outreach Director	\$175 per hour

### **Project Schedule and Person Hours by Task**

Having served several different jurisdictions in a similar capacity with over 75 years of combined experience in the redistricting and district formation process, the team is poised to approach this project with a determined structure and timeline that fully develops all of the Redistricting Subcommittee and City’s abilities and opportunities to maximize public input, while delivering the expert guidance, technical reports, and tasks necessary to complete the Mayor and City Council’s work in a non-partisan and transparent manner. Although the 2020 Census PL 94-171 data will not be released until the end of September 2021, the City of Fresno will have enough time to meet the state legal deadline of December 15, 2021 to implement new City Council districts for the June 2022 General Municipal Election. General objectives include:

- Collaborating, working with, and taking direction from the Redistricting Subcommittee, Mayor and City Council to develop a plan of action that is structured and meets the objectives, criteria, and timeline developed and adopted by the City in coordination with the City Attorney’s Office and City staff.
- Providing the entire spectrum of technical and geographic possibilities and options to the City within the legal parameters of redistricting and district formation.
- Maintaining flexibility, efficiency and nimbleness to ensure all deadlines are met consistently and within budget.
- Continuous and open lines of communication with the Redistricting Subcommittee, City Attorney’s Office, City staff, the Mayor and City Council, and members of the public (at the direction of the City). This can be achieved by email, phone, virtual online meeting, or in-person.

Below is a standard methodology for the City process that serves as a baseline of the many steps necessary to complete the City’s work with plenty of time for the Registrar of Voters to begin the redrawing of voter precinct boundaries prior to the 2022 Election cycle, essential for the City to satisfy its desired timeline. The official Census data set for use by the City of Fresno from the State of California is anticipated to be released no later than 30 days after the release of the 2020 Census PL 94-171 data, allowing the Mayor and City Council to begin looking at actual draft maps in September 2021. As of this date, the Census Bureau is anticipating releasing 2020 Census data in the “legacy format”, which should give the Subcommittee a start on reviewing potential maps sometime in late August 2021. Our technical capabilities will provide the legacy format in the 2020 Census geography format within days of release, as this is the same work Mr. Ely conducted for the Statewide Database in the last two redistricting cycles. That being said, the City should refrain from releasing any draft maps to the public until the official data set released by the State of California becomes available, currently anticipated on Sept. 23, 2021. This data will include the reallocated prison population data to the inmate’s point of origin as of April 1, 2020 as required by state law (AB 420 (Davis, 2011), AB 849, and AB 1276) for the redistricting process.

1. Work with the City Attorney’s Office and City staff to finalize and gain staff approval of consultant-developed training materials and presentation on redistricting.  
5 hours – Project Manager
2. Work with the City Attorney’s Office and City staff to identify all scope of work written tasks that shall be translated into Spanish, Hmong, and Punjabi. All written translation will be conducted at the City’s cost unless otherwise negotiated (see cost options). All materials that require translation shall be submitted to City staff or the requisite vendor at least seven business days in advance of publication.  
2 hours – Project Manager
3. First Public Hearing – Train the Mayor and City Council during a regular meeting on the redistricting process, federal Voting Rights Act, California Voting Rights Act, California FAIR MAPS Act, and all other applicable state and federal election laws.  
5 hours – Project Manager, Technical Director
4. Create a user-friendly digital interface that allows the Subcommittee, Mayor and City Council, and members of the public to draw their own district boundaries. The program will also guide the user in complying with all applicable laws and requirements to the extent practicable. (optional)  
20 hours – Project Manager, Technical Director
5. Work with the Subcommittee, City Attorney’s Office and City staff to finalize and gain staff approval of the digital interface for public distribution and made available as a link on the City’s website. (optional)  
5 hours – Project Manager, Technical Director
6. Work with the Subcommittee, City Attorney’s Office and City staff to finalize and gain approval of public training workshop materials and presentation of the digital interface. (optional)  
5 hours – Project Manager, Technical Director
7. Second Public Hearing - Present digital interface and public workshop presentation to the Mayor and City Council during a regular meeting, including redistricting process updates and updated digital interface presentation. (some portions optional)  
5 hours – Project Manager, Technical Director
8. Conduct outreach and provide training workshops to the public (e.g., evenings and weekends) under the direction of the Subcommittee on redistricting and the digital interface in an objective, non-partisan informational manner. Verbal translation for training workshops and written materials will be provided by the City as required by state and federal law or otherwise negotiated. (full-service outreach services option)  
30 hours – Outreach Director

9. Conduct three public input hearings (e.g., evenings and weekends) to the public on redistricting in an objective, non-partisan informational manner. Verbal translation for input hearings and written materials will be provided by the City as required by state and federal law or otherwise negotiated. (full-service outreach services option)  
30 hours – Outreach Director
10. Upon receipt of the 2020 Census and PL 94-171 data, work with the Subcommittee, City Attorney’s Office and City staff to finalize and provide data summary and geographic files in standard map and data formats (e.g. ArcGIS, Maptitude, MapInfo, .DBF, etc.) for public distribution with downloadable files available on the City’s website. This shall include updating the approved digital interface.  
15 hours – Project Manager, Technical Director
11. Analyze whether the 2020 Census data requires modifications to the City Council districts and report the findings to the Subcommittee, City Attorney’s Office and City staff.  
5 hours – Project Manager, Technical Director
12. Work with the City Attorney’s Office and City staff to finalize and gain staff approval of consultant-developed 2020 Census materials and presentation.  
5 hours – Project Manager
13. Third Public Hearing - Present 2020 Census findings to the Mayor and City Council during a regular meeting, including redistricting process updates and updated digital interface presentation if required.  
5 hours – Project Manager, Technical Director
14. Evaluate draft maps prepared by the the public to determine whether they are population balanced and satisfy the requirements of the Voting Rights Acts, including all other applicable laws, and share findings with the Subcommittee, City Attorney’s Office and City staff.  
10 hours – Project Manager, Technical Director
15. Work with the Subcommittee, City Attorney’s Office and City staff to finalize and gain staff approval of a written summary of all public input submitted at the public input hearings, in writing, as a proposed map, or during other Mayor and City Council conducted comment periods prior to the release of a draft map.  
5 hours – Project Manager
16. Propose new district boundaries to the Subcommittee, City Attorney’s Office and City staff based on feedback provided by the community and criteria set by the Mayor and City Council that are population balanced and satisfy the requirements of federal, state, and local laws.  
10 hours – Project Manager, Technical Director
17. Work with the Subcommittee, City Attorney’s Office and City staff to finalize and gain staff approval of the proposed initial draft maps and accompanying technical report for

public release and presentation to the Mayor and City Council.  
5 hours – Project Manager

18. Fourth Public Hearing - Present staff recommended initial draft maps and accompanying technical report to the Mayor and City Council during a regular meeting, along with public comment and submitted proposed maps analysis. Proposed draft maps and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.

5 hours – Project Manager, Technical Director

19. Conduct outreach and up to three additional public input hearings under the supervision of the Subcommittee on the initial draft maps. Verbal translation for input hearings and written materials will be provided by the City as required by state and federal law or otherwise negotiated. (full-service outreach services option)

20-30 hours – Outreach Director

20. Make modifications to the initial draft maps based on input from the Subcommittee, Mayor and City Council and the community in coordination with the Subcommittee, City Attorney's Office and City staff.

10 hours – Project Manager, Technical Director

21. Work with the Subcommittee, City Attorney's Office and City staff to finalize and gain staff approval of revised final draft map and accompanying technical and written reports summarizing all public input on the proposed initial draft maps.

5 hours – Project Manager

22. Fifth Public Hearing - Present consultant recommended, and Subcommittee, City Attorney's Office and City staff approved, revised final draft map and accompanying technical report to the Mayor and City Council along with public comment and analysis of all available public input. Proposed revised final draft map and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.

5 hours – Project Manager, Technical Director

23. Sixth Public Hearing - Adoption of final map and ordinance by the Mayor and City Council at a regular meeting. Proposed final map and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.

5 hours – Project Manager, Technical Director

24. Assist the Mayor and City Council, City Attorney's Office, and City staff in all facets of implementing the final district boundary map, including all deliverables needed for the Registrar of Voters to implement new voter precinct boundaries and City Clerk and City Council archives.

10 hours – Technical Director



25. Actively participate in all meetings and public hearings scheduled by the Mayor and City Council that address the redistricting process in accordance with local public health rules and orders. The team is located in Southern California and is available to participate or meet in person as required.

TBD

26. Provide additional Census, PL 94-171, Statewide Database, and American Community Survey demographic data upon request as practicable during the term of the contract. all facets of implementing the final district boundary map.

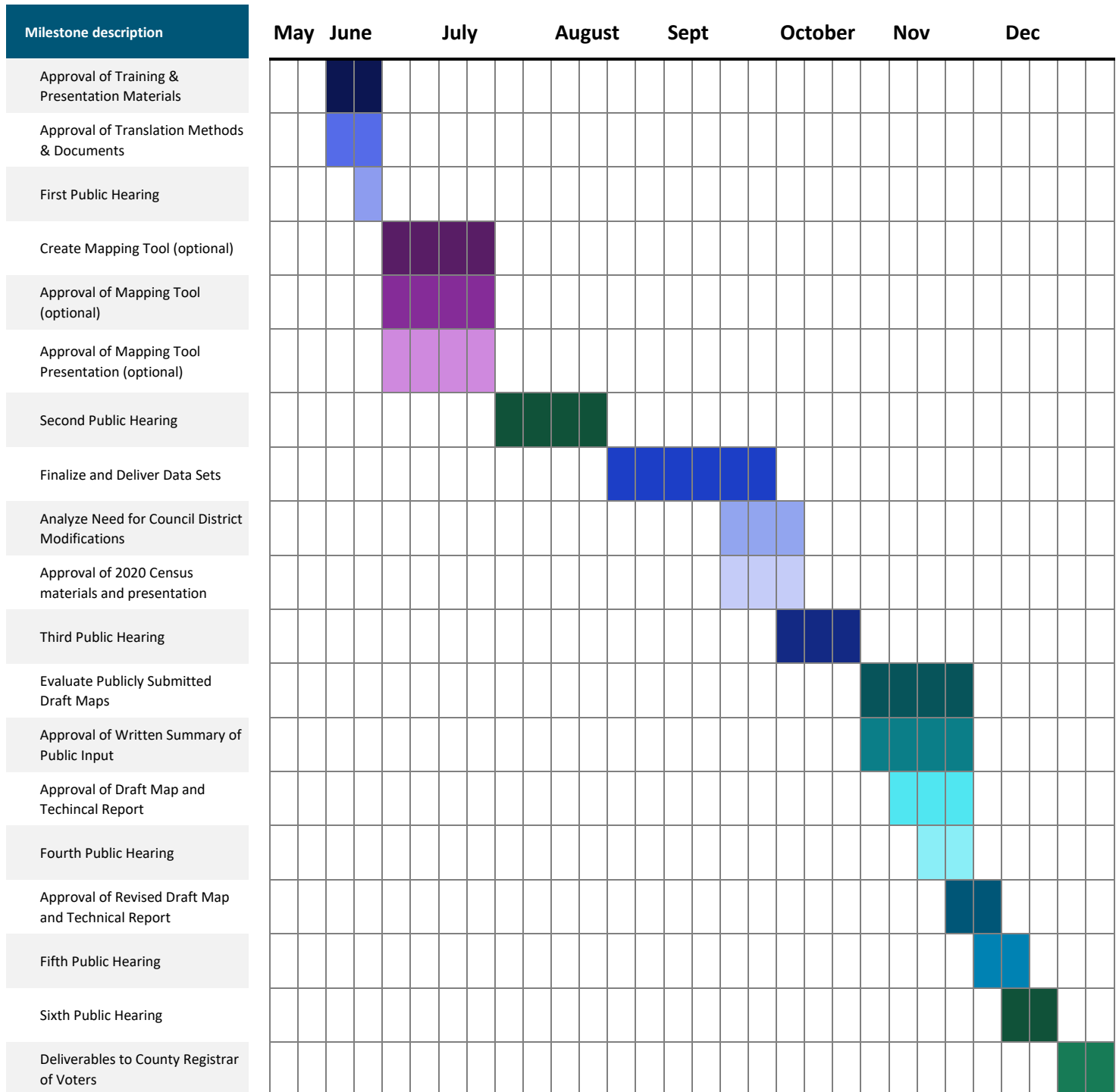
TBD

# 2021 City Council Redistricting - City of Fresno

Bear Demographics and Research LLC

Andrew J. Westall - Project Manager

Project Start Date: June 1, 2021



## **Section 6 – References**

### **ANDREW J. WESTALL**

#### Los Angeles City Council Redistricting Commission/City of Los Angeles (2001-02)

Technical Director and chief line drawer for the 15 City Council districts; organized 16 public testimony hearings in every region of the City with more than 3,000 attendees and over 5,000 written public comments; submitted technical reports and developed, maintained, and updated website. Report available upon request.

Jackie Dupont-Walker  
former Vice Chair (2001-02 and 2011-12)  
City of Los Angeles  
200 N. Spring Street  
Los Angeles, CA 90012  
213.494.9493  
jdupontw@aol.com

Cost: \$520,000

<http://redistricting2011.lacity.org/PDF/LACITY/LA%20City%20Council%20Redistricting%20Commission%20Report-%20040502.pdf>

#### City of Los Angeles Redistricting Commission for the LAUSD/City of Los Angeles (2001-02)

Technical Director and chief line drawer for the 7 LAUSD Board of Education districts; submitted technical reports and developed, maintained, and updated website. Report available upon request.

The Honorable David Tokofsky  
Board of Education Member (ret.), 5<sup>th</sup> District (1995-2007)  
Los Angeles Unified School District  
333 South Beaudry Avenue  
Los Angeles, CA 90017  
213.392.3846  
davidtokofsy@gmail.com

Cost: \$475,000

<https://clkrep.lacity.org/onlinedocs/2002/02-0800.PDF>

#### Los Angeles City Council Redistricting Commission/City of Los Angeles (2011-12)

Executive Director for the City of Los Angeles' City Council redistricting process with oversight of six staff members employed and monitored twenty-seven contractors during the Commission's work; organized twenty-two public testimony hearings at various city and non-city facilities, as well as comprehensive citywide outreach with more than 5,000 attendees and 6,551 written public comments; organized 11 additional regular and special Commission meetings; and issued a 950-page report to the City Council on time and under budget. Report available upon request.

The Honorable Herb J. Wesson, Jr.  
Los Angeles City Council President Emeritus  
City Councilmember (ret.), 10<sup>th</sup> District (2005-20)  
City of Los Angeles  
200 N. Spring Street  
Los Angeles, CA 90012  
323.828.8590  
wessonhj10@gmail.com

Cost: \$625,000

<http://redistricting2011.lacity.org/PDF/LACITY/Final/FINAL%20REPORT%2003-01-12.pdf>

Elections Reform and Consolidation (Oct 2013 – Dec 2018)

In 2013 created the City of Los Angeles' Municipal Election Reform Commission to study ways to increase registration and voter turnout in the City and region. Throughout the tenure of the Commission, provided all staff support for Commission meetings and coordinated all necessary reports and research for the Commission to consider.

Working with the City Attorney's office, managed the drafting of Charter Amendments 1 and 2 (a separate Charter Amendment was needed for LAUSD due to the different jurisdictional boundaries) which received Council approval. Responsible for writing and refining the ballot arguments, as well as identifying and collecting the paperwork for the ten individuals who signed on to the ballot arguments. In coordination with major partners California Common Cause, the Los Angeles Times, the Los Angeles Business Council, USC, and Loyola Marymount University, these historic measures passed with more than 77 percent of the vote each on the March 2015 Municipal Primary Ballot.

Dr. Fernando J. Guerra  
Chair (ret.), City of Los Angeles Municipal Elections Reform Commission  
Loyola Marymount University  
1 LMU Drive  
Los Angeles, CA 90045  
310.993.1440  
fernando.guerra@lmu.edu

Cost: Ballot measures - \$4.5 million; other costs unknown

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=13-1364>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=15-1100-S1>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=15-1100-S2>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=15-1100-S5>

<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=18-1800-S1>

## **DAVID ELY**

### County of Los Angeles (2011)

Worked with the Boundary Review Commission and County staff to design and build data sets for use with County redistricting software, as well as distribution to public, and analysis by legal team.

Laura W. Brill  
Outside Counsel  
Kendall Brill & Kelly LLP  
10100 Santa Monica Blvd., Suite 1725  
Los Angeles, California 90067  
310.556.2700  
lbrill@kbfirm.com

Cost: \$85,000

<https://lacounty.gov/government/geography-statistics/maps/>

### City of Garden Grove (2015-16)

Supervised Council District Formation process, including building database; creating educational and informational presentation materials for community meetings, Public Hearings, and online access; processing public input, producing draft maps, and creating standardized maps and reports for draft maps as well as publicly submitted district plans; and assisting City staff in the transmission of adopted plans to County election officials for implementation.

Maria Stipe  
Deputy City Manager  
City of Garden Grove  
11222 Acacia Parkway  
Garden Grove, CA 92842  
714.741.5106  
marias@ci.garden-grove.ca.us

Cost: \$50,000

<https://ggcity.org/maps/council-districts/>

### City of Costa Mesa (2016)

Supervised Council District Formation process, including building database; creating educational and informational presentation materials for community meetings, Public Hearings, and online access; processing public input, producing draft maps, and creating standardized maps and reports

for draft maps as well as publicly submitted district plans; and assisting City staff in the transmission of adopted plans to County election officials for implementation.

Brenda Green  
City Clerk  
City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA 92626  
714.754.5221  
brenda.green@coastamesaca.gov

Cost: \$20,000

<http://apps.costamesaca.gov/maps/VotingDistrict.html>

City of Los Angeles Demographic Analysis, 2020 Census, and Redistricting (2016-Present)

Sharon Tso  
Chief Legislative Analyst  
City of Los Angeles  
200 N Spring Street, Room 255  
Los Angeles CA 90012  
213.359.8867  
sharon.tso@lacity.org

Annual Cost: \$48,000

Compton Unified School District Board District Formation (2019)

Barrett Green  
Attorney, Compton Unified School District  
Littler Law Firm  
2049 Century Park East, 5th Floor, Los Angeles, CA 90067-3107  
310.772.7264  
bgreen@littler.com

Cost: \$20,000

<https://www.compton.k12.ca.us/board/establishment-of-board-districts/establishment-of-board-districts>

**TIZOC DEAZTLAN**

California Medical Association (2011)

Consulted and provided analysis on State and Federal outcomes of redistricting efforts. Worked alongside the offices of elected officials and community advocacy groups to track testimony and provide forecasting.

David Pruitt  
Former Vice President of Political and External Affairs  
California Medical Association  
1201 K Street, Suite 800  
Sacramento, CA 95814  
916.716.9511  
david@davidpruittconsulting.com

Cost: \$15,000

Central Basin Municipal Water District (2012)

Managed outreach efforts for a District that serves 1.6 million people from 24 cities and unincorporated areas. Worked directly with the Board of Directors and staff to create a plan (subcontracted to Andrew Westall as an individual) that assured that all redistricting guidelines and timelines were met. Conducted outreach through earned media, as well as direct communication with residents, and advocacy groups. Planned, promoted, and managed bilingual community input meetings in each district.

Sharon Kumar  
Deputy Board Secretary  
Central Basin Municipal Water District  
6252 Telegraph Road  
Commerce, CA 90040  
323.201.5500  
sharonk@centralbasin.org

Cost: \$47,500

City of Palm Springs Council District Formation (2018)

Worked with the City Council, Staff, and Voting Rights Commission to assure that residents had access to redistricting information and the ability to participate. Planned, promoted, and managed bilingual community input events that provided background and training in map creation. Produced bilingual informational material and provided in field distribution. The outreach efforts resulted in a significant increase in meeting participation as well as map and survey submittals from the Latino/a/x community.

Anthony Mejia  
City Clerk  
City of Palm Springs  
3200 E. Tahquitz Canyon Way  
Palm Springs, CA 92262  
760.323.8206  
anthony.mejia@palmspringsca.gov

Cost: \$24,000

<https://www.arcgis.com/apps/webappviewer/index.html?id=d5a5a0d3eebc4dbdbf73325c3f0d61e1>

City of Palm Springs Spanish Social Media and 2020 Census (2020-2021)

Manage social media outlets including having created a separate Facebook page with content entirely in Spanish. This requires that we work closely with staff and council to stay current on the City's activities and to create content for public collaboration, engagement, and information. Additionally, we assist the City in special public information campaigns. Most recently providing multi-lingual digital and direct community outreach for their Census efforts.

Amy Blaisdell  
Communications Director  
City of Palm Springs  
3200 E. Tahquitz Canyon Way  
Palm Springs, CA 92262  
760.323.8250  
Amy.Blaisdell@palmspringsca.gov

Cost: \$40,000

City of Coachella City Manager Search and Resident Outreach (2021)

As part of their City Manager search, the City of Coachella Council sought input from residents. Our team worked with Council and staff to develop questions and methodology. Developed and managed an online survey that was promoted through multiple platforms including mail, email, social media, and in-person touchless engagement. Included in the outreach efforts was full video production of Council members providing messages encouraging residents to participate and working with local groups and facilities to distribute QR coded participation cards.

The Honorable Steven Hernandez  
Mayor  
City of Coachella  
53-990 Enterprise Way  
Coachella, CA 92236  
760.398.3502  
shernandez@coachella.org

Cost: \$30,000



**Appendix B  
Conflict of Interest**

**Disclosure and Acknowledgement  
DEMOGRAPHIC CONSULTING SERVICES FOR REDISTRICTING PROCESS**

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Do you represent any firm, organization, or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	Are you or any of your principals, managers, or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Are you or any of your principals, managers, or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_  
Signature

\_\_\_\_\_  
Andrew J. Westall  
(Name)

\_\_\_\_\_  
10061 Riverside Drive, #144  
(Address)

\_\_\_\_\_  
Toluca Lake, CA 91602  
(City State Zip)

**ADDENDUM NO. 1**  
**Demographic Consulting Services for Redistricting Process**  
**RFP File# 10047**

**NOTICE TO ALL BIDDERS**

This Addendum is attached to and made a part of the above entitled specifications for the City of Fresno with a scheduled proposal opening of **5:00 P.M., April 28, 2021.**

All changes and or clarifications will appear in **bold underlined type.**

**The proposal submission deadline has been changed to 5:00 P.M., May14, 2021.**

City of Fresno



PANHIA MOUA  
Procurement Supervisor

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The proposer shall sign below indicating he/she has thoroughly read and understands the contents of this Addendum.

Signed:  \_\_\_\_\_

Company: Bear Demographics & Research LLC

This Addendum is being distributed ONLINE only and will not be sent by U.S. Mail. The proposer shall submit a signed copy of this Addendum with their proposal.

Addenda to date: 1  
April 14, 2021

**ADDENDUM NO. 2**  
**Demographic Consulting Services for Redistricting Process**  
**RFP File# 10047**

**NOTICE TO ALL BIDDERS**

This Addendum is attached to and made a part of the above entitled specifications for the City of Fresno with a scheduled proposal opening of **5:00 P.M., May 14, 2021.**

All changes and or clarifications will appear in **bold underlined type.**

1. If the Agency proposes a Time and Materials cost proposal, does it need to be stated as "not-to-exceed"?

**Yes. Please see page 6, under Cost Proposal.**

2. For Agency references, can the Agency include a subcontractor's reference?

**The City requests 3 references for the Agency who will be the Proposer.**

3. For Project Options on page 5, how many languages does this City need for the Website? Please list the languages, if any.

**Spanish, Hmong, Punjabi, ASL**

4. Can the Agency offer additional services to the City as part of this contract?

**Yes.**

5. What is the City's budget for this project?

**Please submit your cost proposal as outlined on page 6, Cost Proposal. The project budget will depend upon the quality of proposal(s).**

6. Understanding that the redistricting maps need to be adopted by Dec. 15, 2021, by what date does the City expect the final maps to be delivered to the City?

**Please see the "Second Update to the City Council Regarding 2021 Redistricting" Power Point presentation in the Documents tab which outlines the current timeline.**

7. In the RFP, there is an "Exhibit C Disclosure of Conflict of Interest" form and an "Appendix B Conflict of Interest" form; please confirm that the Agency will submit only Appendix B.

**The Exhibit C is part of Appendix A – Standard Consultant Contract. Please submit only Appendix B as part of your proposal.**

City of Fresno



PANHIA MOUA  
Procurement Supervisor

---

The proposer shall sign below indicating he/she has thoroughly read and understands the contents of this Addendum.

Signed:  \_\_\_\_\_

Company: Bear Demographics & Research LLC

This Addendum is being distributed ONLINE only and will not be sent by U.S. Mail. The proposer shall submit a signed copy of this Addendum with their proposal.

Addenda to date: 2  
May 13, 2021