Proposal to Provide Demographic Consulting Services for Redistricting Process

GEOinovo Solutions Inc.

City of Fresno

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Executive Summary

May 14, 2021

Georgeanne White
Assistant City Manager
City of Fresno
Georgeanne.White@fresno.gov

Dear Georgeanne White,

GEOinovo Solutions Inc. (GEOinovo) is pleased to respond to the invitation for Request for Proposal for Demographic Consulting Services for Redistricting Process. We believe we provide the City of Fresno (City) with a competitive and responsive offering. For this project, the GEOinovo Team will consist of GEOinovo and our subcontractor La Cresta Demographics.

As a GIS company, GEOinovo supports our clients with geospatial analysis, reports, dashboards, and mapping services. GEOinovo has a simple goal, to solve complex problems through the innovative use of Geographic Information Systems (GIS). Our comprehensive solutions and extensive staff experience will provide the City with first-class demographic services and demographic mapping. Our experience is augmented by our participation in the Esri, Inc. Partner Program allowing us greater access to Esri's GIS technology.

Our staff has extensive experience with local government mapping and providing GIS services. We have created demographic mapping for redistricting and are familiar with the process and we work with relevant parties such as lawyers, demographers, and the community. Our experience includes developing and presenting maps to local government officials using GIS and demographic mapping data.

We believe our Team is the most suited to provide services to the City because of our experience and familiarity with Section II of the Federal Voter Rights Act of 1965, the California Voting Rights Act of 2001, and the California Fair Maps Act of 2019. We have reworked and eliminated poor redistricting efforts by leveraging our demographic experience and working closely with appropriate law firms to ensure legal compliance. We use federal, state, and county data to complete our demographic and voter participation analysis and draft district maps. Please note, our work is dependent on the release of the U.S. Census Bureau decennial data. If the data is released later than expected this will impact the schedule of the project. We understand that redistricting is both a necessity and an art. It is critical to maintain compliance with federal and state regulations and ensure community cohesiveness and inclusion.

Community level engagement is critical to meeting the California Fair Maps Act best practices. Our Team has worked with community organizations to reach out to underrepresented populations in Bakersfield, California through events, and small meetings. This work involved creating maps and infographics to share critical information within the community. Using visuals helps everyone understand the importance of redistricting and helps rally the community. We

believe our Team has the right experience in the Central Valley of California and can provide the City with unparalleled support with redistricting.

The GEOinovo team values close, interpersonal, and transparent relationships with project participants at every level. We are a leading provider of innovative geospatial solutions in the field with a known reputation for performance, quality, and reliability.

We believe that our solid reputation, extensive experience in the field, and selected staff provide the necessary services that will meet the City's requirements. We look forward to working with you to meet your redistricting needs.

Please contact me, as the CEO and owner of GEOinovo, regarding this proposal.

Sincerely,

Luciane Musa, GISP - CEO
39252 Winchester Rd. #107-125
Murrieta, California 92536

GEOinovo Solutions Inc.
Phone: 951-852-5205
Email: lmusa@geoinovo.com

GEOinovo Company Profile

GEOinovo was founded in 2014 and incorporated in January 2018. We are a woman-owned, minority-owned, and small business enterprise offering exceptional geospatial analysis, data analysis, GIS and software integration, and program design services to meet the unique needs of our clients. Our team brings over 80 years' experience and success to each project and is guided by our passion for delivering unmatched quality and unsurpassed services.

As a team comprised of talented individuals from diverse backgrounds such as GIS professionals, demographers, anthropological professionals, and former military personnel, we offer unique insight into each project. GEOinovo provides our partners with well-rounded knowledgeable staff, unique technical and project expertise, strong partnership and leadership skills, and most importantly meticulous and dedicated support. Our experience includes:

- Cartography (Mapping and Visualization)
- Data/Database Management
- Redistricting
- U.S. Census Bureau Data Knowledge
- GIS Architecture Design & Implementation
- Public Hearings and Public Outreach
- Map Production and Publication
- ArcGIS Dashboard Configuration
- Forecasting and Modeling Hypothetical Scenarios

California Small Business Designations:

- SB(Micro) #2009714
- WMBE #17001156
- DBE #45531
- SBE # 20159741

Unmatched in our field, GEOinovo is motivated and driven to provide unique geospatial solutions, open communications and accountability, exceptional relationships, and excellent customer service.

Primary Point of Contact
Luciane Musa, Founder / CEO
39252 Winchester Rd. #107-125
Murrieta, California 92536
Phone: 951-852-5205

Subcontractor Information

The GEOinovo Team will consist of GEOinovo and La Cresta Demographics. By teaming with our subcontractor, the GEOinovo Team will provide the City with expertise across the multiple dimensions of the project and provide the City with leading professionals in demographics, GIS/map production, and community outreach.

La Cresta Demographics Overview

Mr. Garcia founded La Cresta Demographics in 2020 to provide demographics analysis, community outreach, and redistricting services to government agencies throughout the United States. The La Cresta Demographics team leverages over 30 years of experience and expertise in voting rights, data analysis, community engagement, and much more. La Cresta Demographics staff has supported over 20 California Voting Rights Act cases, providing subject-matter expertise in demography, voting rights, and redistricting regulations. The exceptional professional experience of La Cresta Demographics enables us to effectively communicate with policymakers and citizens every step of the way to ensure fair and equitable outcomes for all community stakeholders.

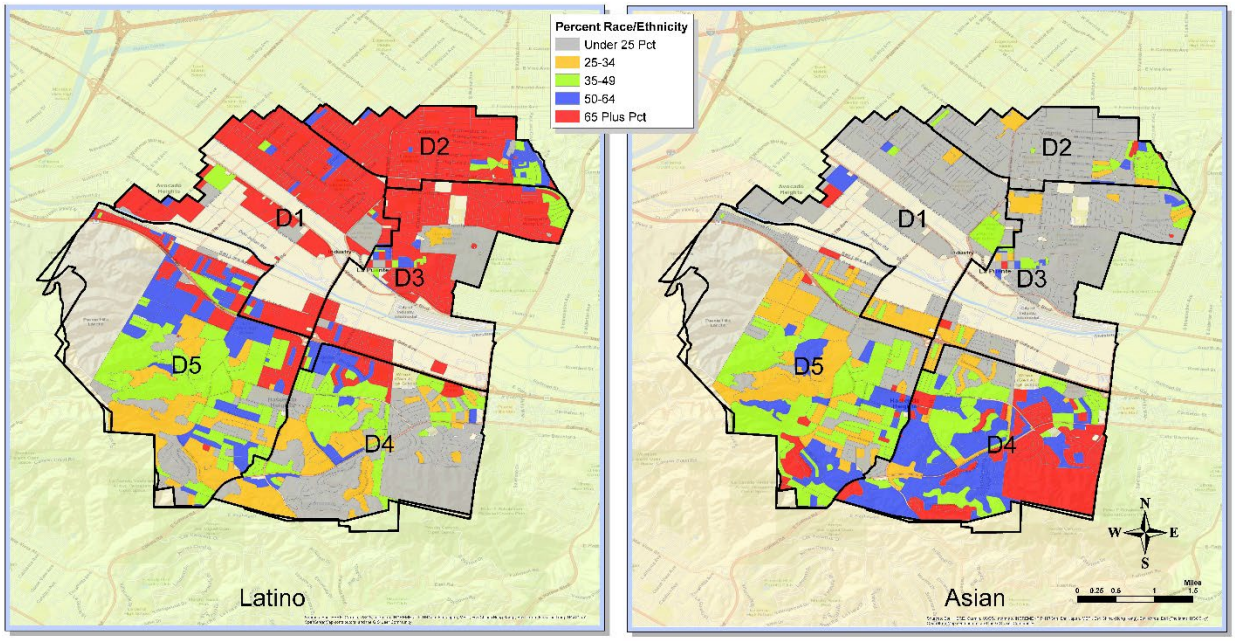
GEOinovo will use La Cresta Demographics as a subcontractor. La Cresta Demographics will be responsible for performing the demographic analysis and proposing district boundaries. Further details regarding scope of services responsibilities are outlined in “Scope of Services Responsibilities”.

Examples of Work

Community Level Mapping

The GEOinovo Team brings many years of experience with demographic mapping to this project. This experience includes redistricting many cities, school districts, and other local jurisdictions across the State of California. We use data from the U.S. Census Bureau, American Community Survey (ACS), and the California Statewide Database to populate our maps and shapefiles. Our experience includes the use of the industry recognized ESRI platform, including Esri Redistricting, Districting for ArcGIS, and ArcGIS Online. We provide maps in shapefiles, paper maps, or through the web.

Specifically, the GEOinovo Team uses the data from the Decennial Census to analyze population consistency and concentrations throughout the area of interest. This includes mapping the total population by race, ethnicity, population over the age of 18, and Citizen Voting Age Population by Race and Ethnicity (CVAP). We understand the importance of drawing districts that meet the requirements of the Voting Rights Act such as preserving communities of interest (COI) for fair representation.



LAW OFFICE OF CARLOS R. PEREZ, A PLC
215 N. Marengo Avenue, Third Floor,
Pasadena, CA 91101 - (626) 657-6350

Map was created by Jesus M. Garcia
Using ArcView GIS 10.5
State Plane Coordinate System California Zone V - NAD 83

Map 2: Hacienda La Puente Unified School District
Race/Ethnicity by Proposed Board of Education District Areas
2020

Figure 1 The above demographic maps show the percentage of the population that is Latino and Asian in the Hacienda La Puente Unified School District. Mapping demographic data provides an excellent visual tool to present data to the board of supervisors and the community. In this example, the district boundaries accounted for the percentage of a specific area that is made up of a majority racial/ethnic population.

Council District Mapping

The GEOinovo Team worked with a contract demography firm for the City to prepare draft council district boundaries for new voting districts. The demographer worked with the City's legal team to analyze local demographic data and ensure compliance with the Federal Voting Rights Act and California Voting Rights Act. Draft council district boundaries were submitted to GEOinovo GIS staff for QA/QC to ensure geographic requirements were met for voting districts. The review process included any necessary edits to ensure city council districts were contiguous, provided in the appropriate geographic projection, included required attribute fields, and met geometry requirements for analysis and display in web maps and printed maps.

In this case, attention to detail was very important to ensure accurate and useful geometry for the approved council districts. The GIS staff utilized local knowledge and expertise to align approved district boundaries with street centerlines, parcel boundaries, and city limits. These edits have proven to be very useful to elected officials verifying addresses and streets within individual districts and to the City Clerk staff responding to public requests for council district information via the Council District web map.

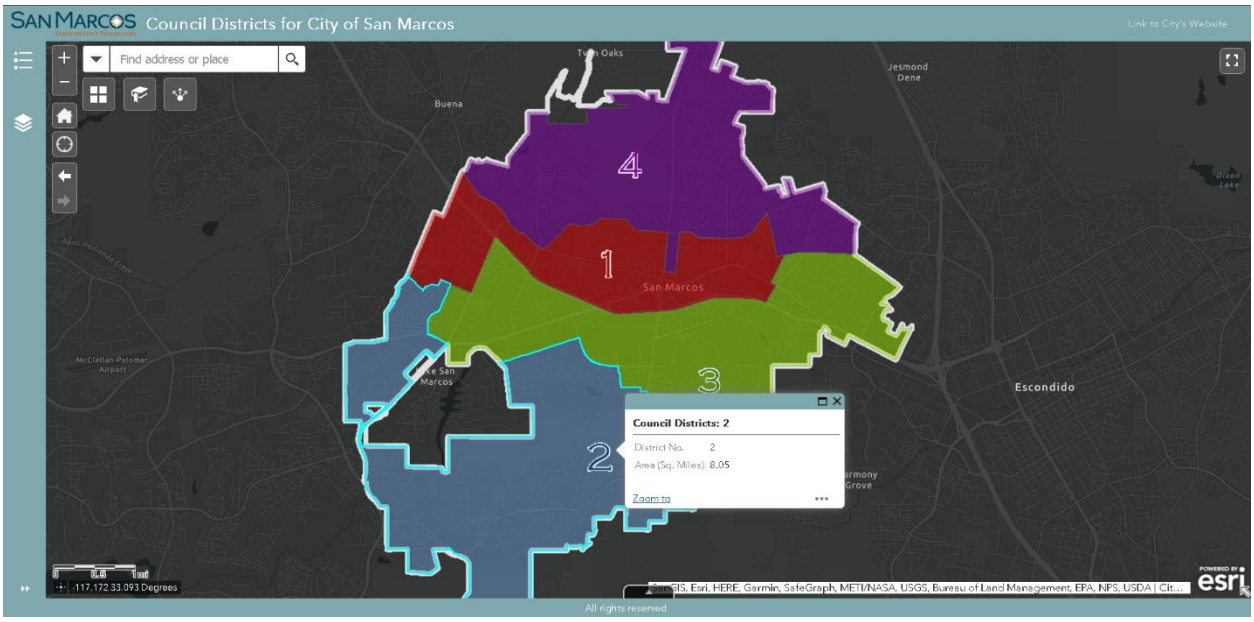


Figure 2 Interactive web map of City Council Districts in San Marcos, CA. The link to the interactive web map is located here.

Demographic Analysis

Demographic analysis is crucial for analyzing the impacts a new project will have on the surrounding communities. The GEOinovo Team used U.S. Census Bureau data to analyze the communities surrounding the proposed runway extensions of the Plattsburgh International Airport in both Erie, Pennsylvania and Plattsburg, New York. This project highlights our experience working with demographic data, community and demographic analysis, and map creation. The GEOinovo Team started by defining the area of influence of the runway extensions and used Federal and State definitions of low-income and racial/ethnic protected populations. By accessing U.S. Census Bureau data, we were able to determine the lowest level of aggregation of each population type and determine the racial/ethnic protected group and low-income composition of the affected area by overlaying the project area with the census tracts and block groups/blocks. We created maps and reports of the area for each of the proposed alternatives.

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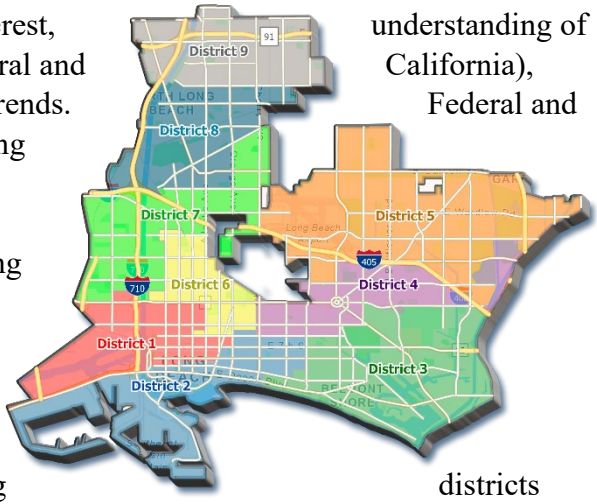
Voting Rights

Ensuring compliance with both Federal and California Voting Rights acts is critical for project success and avoiding litigation. The GEOinovo Team has supported projects to update school district boundaries to meet Voting Rights Act requirements. This work includes a thorough demographic analysis of the area of interest, understanding of the requirements of the Voting Rights Acts (Federal and California), district geography, voter registration and voting trends. Federal and California Voting Rights laws apply to redistricting projects from council districts to school districts. The GEOinovo Team has experience using U.S. Census Bureau data and conducting Citizen Voting Age Population (CVAP) analysis' with consideration of the Federal Voting Rights Act requirements.



Federal Voting Rights

The GEOinovo Team has worked on many voting districts projects that required deep understanding of Section II of the Federal Voting Rights Act of 1965 and its application in redistricting. The Federal Voting Rights Act established, under law, the prohibition of discrimination on the basis of race, color, or membership in one of the language minority groups. Discrimination can include redistricting that create unusually large election districts among other elements of redrawing district lines. Violation of the 1965 Voting Rights Act can lead to legal issues and federal lawsuits. To avoid these negative consequences, the GEOinovo Team relies on our experienced staff and collaboration with legal teams, as necessary.

California Fair Maps Act Best Practices

Redistricting in California requires compliance with the California Fair Maps Act. The purpose of the Fair Maps Act is to ensure that redistricting creates maps that represent the demographic makeup of a community and prevent the dividing of communities of interest into separate districts. The GEOinovo Team is familiar with applying the many requirements and best practices of the Fair Maps Act to our redistricting projects.

The GEOinovo Team supported the redistricting of the Kern High School District while complying with the industry best practices of creating geographically contiguous districts, districts providing racial/ethnic projected groups with an equal opportunity to participate in the political process, without being diluted, and minimizing the division of communities of interest to the extent practicable.

Community engagement is critical to complying with the Fair Maps Act. The GEOinovo Team is familiar with online tools such as Districtr.org that allow people in the community to submit their own community of interest (COI) areas as shapefiles. Our Team has experience working with community organizers to actively engage with the community and encourage participation in the redistricting process.

Data Collection and Presentation

Redistricting Whittier Union High School District

The GEOinovo Team provided Demographer/Statistician services to the Whittier Union High School District (WUHS). This work included demographic analysis, community engagement, participation in public hearings, producing district maps using input from the community, using the best practices of the California Fair Maps Act prior to the when they became official law.

WUHS was under threat of lawsuit from the State of California for racially polarized voting. Legal changes in redistricting required the WUHS to redraw their council districts to improve racial/ethnic protected group representation. To engage with both the board and the community, The GEOinovo Team provided statistical and demographic analysis of the previous council districts and produced maps to help the board and the community better understand issues with the district boundaries.

The redistricting process followed the following progression: (1) demographical and statistical analysis of the population in WUHS, (2) mapping the geography of the area, (3) community meetings/hearings/input, (4) creating three map iterations of the potential district boundaries, (4) presenting potential maps to the board of supervisors, and (5) the adoption of the final map by the board. Each stage in the process is critical for meeting the California Fair Maps and California Voting Rights Acts best practices and regulations. Failure to meet these requirements opens a district up to the threat of state or federal lawsuits. The GEOinovo Team has experience supporting these best practices.

Demographic & Statistical Analysis

Demographic and statistical analysis starts with data collection. We used U.S. Census Bureau Data from the American Community Survey, Redistricting Data from the California Statewide Database, and Data from the County Registrar of Voters. Combining these data allowed for a complete understanding of the district. After the initial maps and geospatial analysis were completed, it was critical to engage with the community to better understand the reality of communities of interest (COI) on the street level.

Community Engagement

Community engagement provides the opportunity to better understand the differences between communities of interest within the district. These activities include community outreach, public hearings and engaging with the community by allowing district residents to submit their own maps of where they believe the district boundaries should be drawn.

Communities of Interest may be separated by geographical barriers such as freeways and industrial zones and can include small well established community groups. Engaging with the community meets the California Fair Maps Act best practices and helps incorporate ground level community understanding into the final district maps.

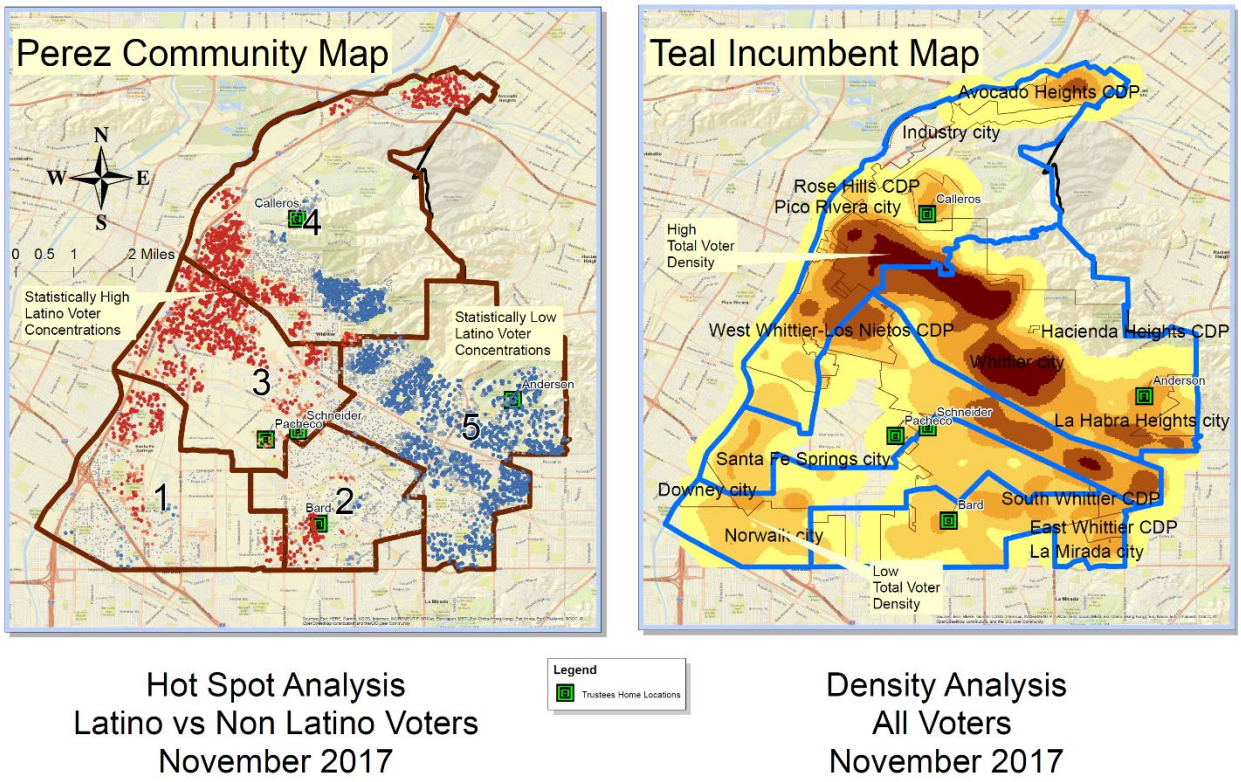
Redistricting

After the initial analysis, community engagement, and draft boundaries, final district maps were presented to the board of supervisors. Meeting the California Fair Maps Act best practices, the

California Voting Rights Act, and the Federal Voting Rights Act, the new district boundaries accounted for the three crucial demographics:

1) 50% plus 1 of the district population are from a racial/ethnic protected group.
2) 50% plus 1 of the Citizen Voting Age Population (CVAP) are from a racial/ethnic protected group.
3) 50% plus 1 of the registered and likely voters are from a racial/ethnic protected group.

These three items are crucial for meeting the regulations under Section II of the Federal Voting Rights Act. The maps below show the difference between compliant and non-compliant district boundaries.



Hot Spot Analysis
Latino vs Non Latino Voters
November 2017

Density Analysis
All Voters
November 2017

Figure 3 The above maps show the work the GEOinovo Team completed to re-do the voting districts produced by a different firm (the Teal map on the right). The redistricting map to the left – by the GEOinovo Team – accounts for voter location data as a core component for preserving communities of interest. Both maps represent the spatial concentration of geocoded individual registered Latino voters by competing proposed districts in Whittier High School District redistricting in 2018. As a result of the updated map, the community of Los Nietos Santa Fe Springs has achieved fair representation for the first time.

Covid 19 Demographic Analysis

The GEOinovo Team collaborated with Esri and City staff to gain access to data and tools for providing public information during the early stages of the Covid-19 global pandemic. The result was a Covid-19 dashboard and infographic to provide critical information to the public during the first round of stay-at-home orders. The dashboard contained information for local businesses

providing take-out and grocery services and an interactive web map for citizens to view the locations from a browser or mobile device. The Covid-19 infographic provided information such as early case counts and demographic information that could be used by local government and citizens to monitor the spread of Covid-19 during the first wave of the pandemic.

A public-facing school lunch web map was deployed to provide location information for low-income families to access no-cost school lunches during the pandemic. Our GIS Staff worked with the local school district to verify the sites and publish the information via ArcGIS Online.

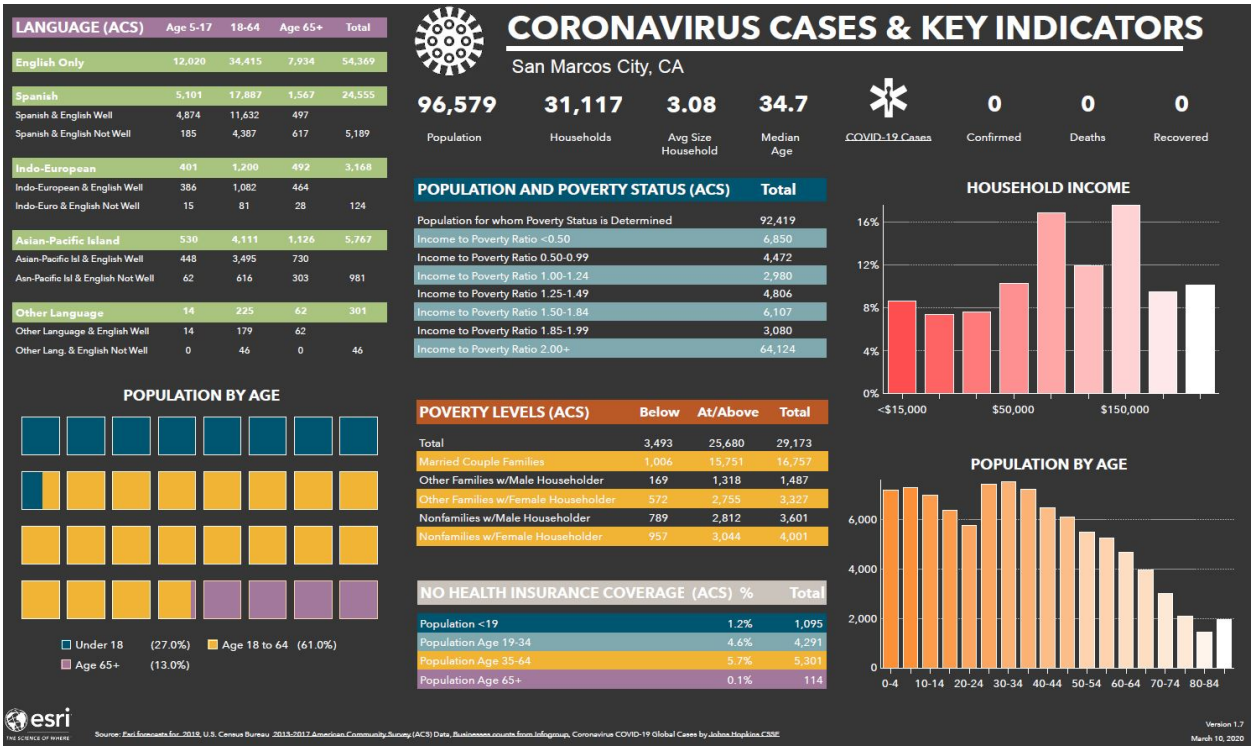


Figure 4 The above infographic shows early Covid 19 and demographic data for San Marcos, California.

Geospatial Analysis and Map Production

Disaster preparedness is an important function of any government entity. This importance is magnified in Southern California with the high frequency of wildfires and the dangers those events pose to life and property. GEOinovo's GIS staff collaborated with first responders to update the local inventory of designated evacuation routes and evacuation sites.

Evacuation sites are critical infrastructure assets that can be used during an emergency event. Having an accurate inventory of emergency sites helps local government provide critical services such as animal care, emergency power for medical services, temporary shelter, and other local government functions. These resources are especially important for the elderly, low-income families, and other disadvantaged communities during emergency events.

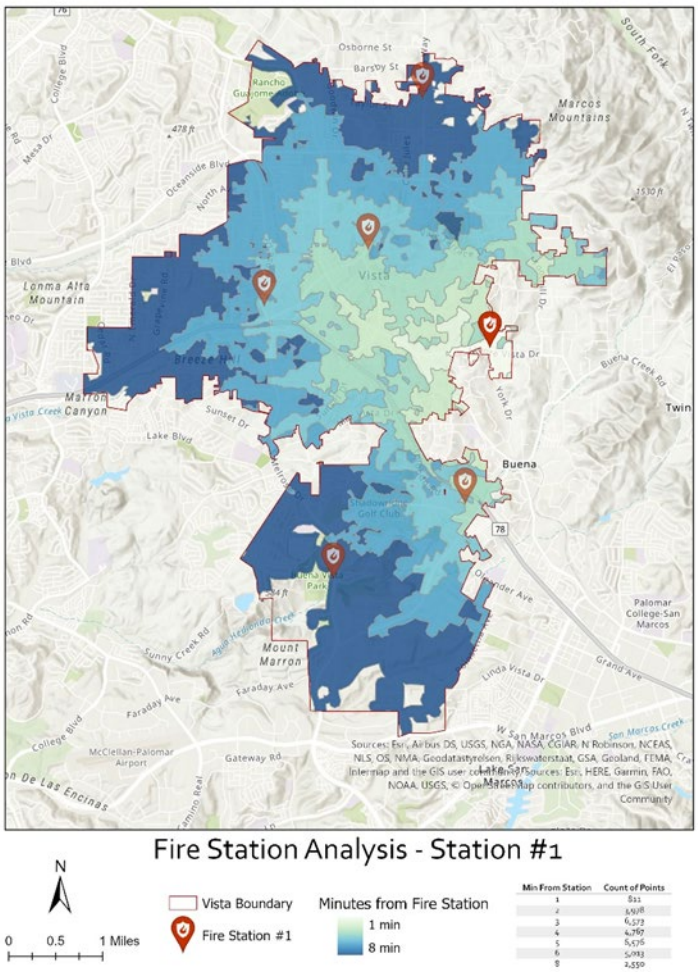


Figure 5 Utilizing network analysis, we performed a fire station coverage analysis throughout the City of Vista, California. This analysis was used to identify where a new fire station would be needed.

Evacuation routes are critical for providing public information in case of an emergency event. Local governments use this information to deploy Public Works personnel to appropriate locations for road closures, detours, and coordination with law enforcement agencies to enforce roadblocks during emergency events.

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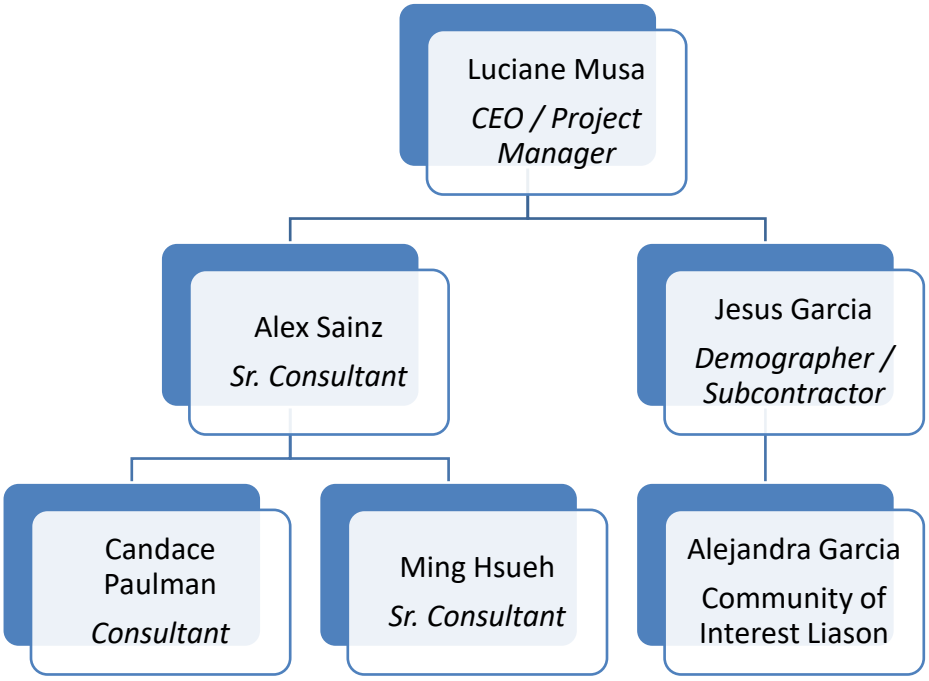
Representative Resumes

Staff Overview

The GEOinovo Team has assembled a team of experienced staff to provide full Demographer, GIS, and Mapping services for this project. Combined, our Team has more than 100 years of experience with demographic analysis and GIS. Our demographic services include experience with the California Statewide Database and experience communicating data summary results to public policy decision makers. We provide GIS services from GIS data cleanup to advanced GIS analysis and modeling. As a technologically forward-thinking Team we strive for process improvement and automation of GIS, database, and data management functions through software development, widget creation, and scripting. Our Team supports demographic projects with statistical analysis, reports, and understanding of voter requirements for both the U.S. Federal Government and the California State Government. We work collaboratively to bring these technical components together for products that are easy for policy makers to understand and share with the public. To support our technical staff and partners, we offer Project Management expertise in GIS and software development. The organizational chart below includes both the staff and subcontractors who would support the City.

Organization Chart

Below is the anticipated project organization.



Scope of Services Responsibilities

As requested in the Request for Proposal, we have provided a breakdown, in the table below, of all of the RFP requirements and by whom the requirements will be supported by. As the prime contractor, GEOinovo Solutions Inc. will be responsible for the contract and deliverables. The following table identifies who will be responsible for each task listed in the scope of work. The

three categories are GEOinovo Solutions, La Cresta Demographics, and The GEOinovo Team. We will be working closely with our subcontractor La Cresta Demographics.

Responsible Company	Scope of Services
La Cresta Demographics	At a minimum, such services should include advising and assisting the City through each step of the district drawing process, including educating the City and the public on the process and requirements, leading public hearings, and workshops, assisting the public to draw and submit proposed district maps on paper and online, and presenting recommendations to the City Council.
The GEOinovo Team	Agency must demonstrate a commitment to diversity and inclusion of all stakeholders, activities to inform and solicit community input, and to engage community throughout the process.
The GEOinovo Team	Agency must demonstrate the use of inclusive and meaningful engagement methods that will address the barriers to participation.
The GEOinovo Team	Agency must be familiar with Assembly Bill 849 (2019), also known as The Fair and Inclusive Redistricting for Municipalities and Political Subdivisions (FAIR MAPS) Act.
Project Setup and Coordination	
La Cresta Demographics	Development of demographic database including Census Bureau and California Statewide Database data of total population, citizen voting age population, voter registration, voter turnout, and socio-economic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest.
The GEOinovo Team	Incorporation of any Geographic Information System (GIS) data that the City wishes to include and provides (including school locations; school attendance areas; important local landmarks; or local neighborhood boundaries).
La Cresta Demographics	Compile population data by election area and calculate population deviations of existing districts.
La Cresta Demographics	Initial discussions with the City about data, communities of interest, schedule, criteria, and special concerns of the jurisdiction.
The GEOinovo Team	Assist City with developing a communications plan for public outreach, including suggestions for webpage content and design, public feedback logistics, and strategies for engaging constituents.
GEOinovo Solutions	Assist City with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list.
The GEOinovo Team	Provide progress reports on an as-needed basis and meet regularly as determined by the City.
The GEOinovo Team	Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise.
La Crest Demographics	Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for City staff and City Council
Plan Development	

La Cresta Demographics	Provide memo on population balance and any potential divisions of "protected class" population concentrations in the existing election areas map.
GEOinovo Solutions	Creation of 2 to 4 initial draft maps.
The GEOinovo Team	Analysis and preparation for presentation of all whole or partial plans submitted by the public.
GEOinovo Solutions	Conversion of all maps and reports to web-friendly versions.
GEOinovo Solutions	Online posting of all maps to an interactive review website.
GEOinovo Solutions	Create any requested additional and/or revised maps.
Plan Implementation	
GEOinovo Solutions	Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request.
La Cresta Demographics	Work with the County Registrar of Voters to implement the final adopted plan.
Project Options	
GEOinovo Solutions	Agency-prepared and -managed project website.
GEOinovo Solutions	Online mapping tool allowing resident to draw and submit map.
GEOinovo Solutions	Paper-based mapping tool allowing residents to draw and submit map.
La Cresta Demographics	Agency recommendation for outside specialist legal counsel.
La Cresta Demographics	Agency recommendation for outside outreach assistance.

Staff Resumes

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LUCIANE MUSA

Highlights

Years of Experience

20 years

Education

- B.A. Geography / Geographic Information Systems University of Alabama, Tuscaloosa, AL

Certifications

- Geographic Information System Professional (GISP) Certified
- Project Management Professional Academy Certification

Accomplishments

- Managed the San Diego GIS Public Safety (RPSG) Data Warehouse that supports over fifty local government agencies.
- Architected and implemented an Enterprise GIS System that included: Cloud Technology, ArcServer, Portal, GeoEvent, Image Server, ArcGIS Online, SQL & SDE Databases, establishing standards, best practices, and training.

Languages

- Arabic
- Portuguese
- Spanish

Summary

Ms. Musa is the CEO and Founder of GEOinovo, where she oversees strategic direction, company operations, and strategic relationships. Going beyond her duties as CEO, Ms. Musa is a certified GISP and acts as a Project Manager and Senior GIS Analyst on company projects. A pioneer in her field, Ms. Musa helped mold the Spatial Data Standards for Facilities, Infrastructure, and Environment (SDSFIE) requirements that govern the data standards per Department of Defense (DoD) policy. She established geospatial standards, implemented and maintained GIS system architectures, and created workflow processes. She heads projects across various fields, including environmental, public works, utilities, engineering, transportation, military training initiatives, real estate, and public safety.

Selected Experience

GIS System Administrator/Project Manager, San Diego Regional Public Safety (RPSG) GIS Program

Ms. Musa's responsibilities included preparing GIS data to be consumed by Tritech 911 CAD and Mobile MDCs and editing public safety data such as Address Points, Street Centerlines, Buildings, and Hydrants. She reconciled, validated, and ensured data accuracy in support of three 9-1-1 Dispatch Centers within San Diego County and managed the GIS Public Safety Repository Database for the entire county. She was responsible for the maintenance and administration of GIS software such as GIS SDE and SQL databases. She published and managed web services from ArcGIS Server, Portal, and ArcGIS Online. In addition, she designed, planned, and implemented an improved GIS architecture to support advanced GIS software and extensions, providing the ability to scale to meet future GIS needs. Her work ensured the County transitioned to NextGen 911 requirements to make sure data is compliant with NENA Standards.

Senior GIS Analyst, Heartland Communications

Ms. Musa created, updated, and edited emergency response GIS data, and processed GIS requests. Her responsibilities included processing data in the Tritech CAD system GISLink for 911 dispatchers and first responders. She validated and ensured data accuracy from field data and contractor's deliverables and generated Fire Map books to be utilized in the fire trucks. Map books deployed to 100+ vehicles as a reference and back-up to existing digital systems.

GIS Coordinator, N|V|5

Ms. Musa was the GIS Coordinator for NV5. She set up ArcGIS Server enabling the creation of web services to support real time field data collection. She was responsible for the ArcGIS Portal administration and provided GIS training. She migrated the database from PostgresSQL (open source) into SQL Server Enterprise database. Her work improved workflow productivity by 70%.

GIS Skills	Cartography, GIS Architecture Design & Implementation, Data Management, Enterprise GIS
GIS Technology	Esri Suite: ArcGIS Pro, ArcGIS Online, ArcGIS Exentions: Utility Network, ArcServer, GeoEvent and Image Server, Drone2Map, Pix4D, Lidar, 3D Analyst, Business Analyst, Dashboard, Image Analyst, Network Analyst, Spatial Analyst
Programming	Software Integration, Programming / Scripting, Python, SQL, Web app development for mobile field application,
Cloud Technology	Amazon Web Services, Microsoft Azure
Database	SDE, Enterprise SQL, Oracle, Access
Asset Management and Inventory	Maximo, DocScout, iNFADS
Data Collection	Trimble, Leica, Collector for ArcGIS, Survey 123

JESUS GARCIA

Highlights

Years of Experience

34 years

Education

- Bachelor of Arts in Political Science, University of California Santa Barbara (UCSB), Santa Barbara, CA
- Master of Arts in Urban Planning University of California Los Angeles (UCLA), Los Angeles, CA
- Certificate of Geographic Information Systems, California State University, Bakersfield, CA

Skills Highlights

- U.S. Census Data Analysis
- Boundary Redistricting
- California Voting Rights Act establishment of board member districts areas
- Outreach Representative

Accomplishments

- Demographer and GIS Analyst in over twenty California Voter Rights Act Lawsuits

Language

- Conversational Spanish

Summary

Mr. Garcia is a seasoned U.S. Census data demographer, voter redistricting researcher, and GIS analyst. His background and experience includes PL94-171 U.S. Census data, American Community Survey (ACS), the Redistricting Database for the State of California, K-12 education data, and SAS programming on large databases. Mr. Garcia's ability to communicate data summary results to policymakers and the public make him a valuable collaborator in strategic planning and community engagement efforts. He has demonstrated his abilities as a leader throughout his career, managing staff with diverse backgrounds and abilities.

Selected Experience

Demographic Statistician, U.S. Census Bureau Washinton, DC – Population Division, Economic Census Division, Data User Services Division

Mr. Garcia performed final review of the 1990 Census statistical variables for Hispanic Origin, Place of Birth, Year of Entry, Citizenship, and Ancestry. He analyzed Economic Census Surveys of Minority Owned Businesses (SMOBE) and Women Owned Businesses (WOB) P-20 Series Current Population Survey (CPS) reports on the U.S. Hispanic Origin Population. He was the Spokesperson for the TIGER Files census data collection geographic boundary layers.

Partnership Specialist, U.S. Census Bureau, Los Angeles, CA Field Division

Mr. Garcia encouraged collaborations among community organizations, local governments, school districts, and local business to support Hard to Count (HTC) community outreach efforts for the 2020 Census.

Chair Data Technology Committee, Kern Census Complete Count Committee

Mr. Garcia provided data analysis and GIS support in preparation for contacting Hard to Count (HTC) communities during the 2020 Census.

Consultant, Dolores Huerta Foundation (DHF)

Mr. Garcia performed data analysis for various community and voter engagement projects. Established the GIS department and led the DHF effort in Kern County, California during the 2020 Census.

Reasearch Assistant, Los Angeles Community College District (LACCD)

As a Research Assistant, Mr. Garcia performed analysis and wrote his master's thesis based on the California Basic Educational Data Systems (CBEDS) data collection process and the R30 Language Census program implemented by the California Department of Education. Analysis tools included the Statistical Package for the Social Sciences (SPSS) and first-generation GIS software on a PC. These cutting-edge analysis tools were used to study need for bilingual education in LACCD institutions in response to Immigration Reform and Control Act of 1986.

GIS Skills	Cartography, Geodatabase Design, Data Management, GIS Analysis, Field Applications, Infographics
GIS Technology	ArcGIS Pro, ArcMap, ArcGIS Online, Business Analyst, Dashboard
Database	SQL, SDE, SAS
Data Collection	Collector for ArcGIS, Survey 123
Demographic Skills	Analysis, Cartography, Redistricting, California Voting Rights (CVR) Act, Hard to Count Communities (HTC), Community Outreach

ALEX SAINZ

Highlights

Years of Experience

12 years

Education

- Bachelor of Arts in Geography – Urban and Regional Analysis, San Diego State University, San Diego, CA

Accomplishments

- San Diego Regional GIS Council (SDRGC) Chairperson (previously Vice Chairperson and Secretary).
- Esri User Conference Presenter.
- Public/Private/Education Partnership for Unmanned Aerial Systems (UAS) with Palomar College.

Presentations

- San Diego Regional GIS Council, Enterprise GIS for City Operations.
- Palomar College, migrating from ArcMap to ArcGIS Pro Presentation/Training: Migrating from ArcMap to ArcGIS Pro.
- 2014 Esri User Conference

Summary

Mr. Sainz is a seasoned GIS professional who serves as a GIS Administrator and Senior GIS Analyst for GEOinovo. His skills and abilities include ArcGIS Enterprise services and applications, database management, on-premise and cloud-based solutions, web services, data integration, and much more. He has first hand experience working with local governments in Southern California. Mr. Sainz possesses the ability to communicate technical concepts to stakeholders at all organization levels, from the executive team to field staff. Beyond the creation and modernization of the GIS infrastructure, Mr. Sainz is an expert data manager, able to create compelling, relevant reports to ensure project adherence, as well as driving decision making through actionable data.

Selected Experience

GIS Administrator/Analyst, City of San Marcos

Mr. Sainz managed and prioritized wide-ranging projects and data requirements along with managing expectations throughout the organization. His position demanded sufficient technical, collaboration, and leadership abilities to operate as a one-person GIS operation. He was responsible for project and database management and lead an ArcGIS Enterprise deployment resulting in increased accessibility to data and apps throughout the organization. Mr. Sainz managed web services, database management, and ArcGIS integration with the City's asset management, land management, and records management systems.

As the City's GIS Administrator, Mr. Sainz oversaw editing and quality control operations for city council districts. The review process included any necessary edits to ensure city council districts were contiguous, contained required attributes, and met geometry and projection requirements for analysis and display in web and printed maps.

GIS Specialist/Coordinator, City of Chula Vista

Mr. Sainz collaborated with technical and operational personnel, communicated project updates to leadership, and represented the City at regional project meetings/committees. He tested and implemented GIS automation and workflow tools and leveraged innovative solutions such as Attribute Assistance for ArcMap. Mr. Sainz modernized nearly two decades of legacy data in under two years. The long-term results of his work have provided high-quality GIS data to first responders throughout San Diego County.

GIS Specialist, Heartland Communications

Mr. Sainz provided the professional GIS Services required to maintain mission-critical GIS data in a location-based 9-1-1 CAD system. Responsibilities included maintaining 9-1-1 routing, response areas, address data and representing member agencies in the Regional Public Safety Geodatabase (RPSG) program.

GIS Skills	Cartography, Geodatabase Design and Administration, Data Management, Enterprise GIS, Field Applications, Infographics
GIS Technology	ArcGIS Pro, ArcMap, Model Builder, Attribute Assistant, Attribute Rules, ArcGIS Online, ArcGIS Server, Business Analyst, Dashboard, Web AppBuilder, ArcGIS Exentions: Utility Network, Network Analyst, Spatial Analyst
Database	SQL, Enterprise Geodatabase
Application Integrations	Lucity, TRAKiT, Laserfiche, TriTech Software Systems
Data Collection	Trimble, Collector for ArcGIS, Survey 123

CANDACE PAULMAN

Highlights

Years of Experience

15 years

Education

- M.S. Environmental Science, emphasis in Mapping Science, State University of New York
- B.A. Computer Information System, University of Dayton Ohio

Certifications

- Geographic Information System Professional (GISP) Certified

Accomplishments

- Authored and presented over thirteen whitepapers at various GIS Conferences.
- Assisted development of the ArcGIS extension for the Defense and Intelligence communities.

Presentations

- 13th Annual SCGIS International Conference, Monterey, CA, July 8-11, 2010. Addressing Statewide Habitat Connectivity.

Summary

Ms. Paulman, GISP is a skilled GIS professional with over 15 years of experience with all things GIS. From her direct engineering experience with Esri to her robust involvement with projects ranging from public safety and defense to environmental and transportation, Ms. Paulman brings immense critical skills to every project. Her ability to work with complex geodatabases as well as conduct spatial analysis makes her an invaluable analyst. As a former Esri product engineer, Ms. Paulman also brings a unique and intimate knowledge of creating ArcGIS extensions for the defense and intelligence communities. Ms. Paulman is an expert in crafting business intelligence dashboards and reports. She excels in constructing critical preplans for first responders using real-time GIS data to ensure our clients have the most accurate and up to date information to make informed and intelligent decisions.

Selected Experience

Senior GIS Analyst, City of San Diego

As the Senior GIS Analyst, Ms. Paulman oversees the maintenance and creation of the department's Pre Fire plans. She has updated the program to use real-time data hosted online. Now, newly exported reports from ArcGIS Pro as well as the GIS service used in the field are coming from the same live data. Ms. Paulman also created three services on the City's internal GIS Server for the purpose of accessing and tracking the properties and assets associated with the Pre Fire plan program. She created a new database schema for the purpose of streamlining county-wide structure preplan data and having all municipalities on a common operating picture.

GIS Services Contractor, Groundpoint Technologies

As the GIS Services Contractor, Ms. Paulman verified, corrected, and digitized hydrography layers using NHD datasets, satellite imagery, and Lidar data in an ArcGIS spatial database.

Quality Assurance Manager, SAP, Roambi

In her role as the Quality Assurance Manager, Ms. Paulman participated in and led quality assurance activities for major releases of Roambi Analytics and Roambi Flow. The releases encompassed both on-premise Enterprise and cloud-based SaaS server offerings and their corresponding mobile clients. Ms. Paulman created custom Business Intelligence reports to verify customer issues using Microsoft SQL Server Reporting Services, IBM Cognos, and SAP Business Objects.

GIS Skills	Cartography, Geodatabase Architecture Design & Implementation, Data Management, Enterprise GIS, Data collection / digitizing
GIS Technology	Esri Suite: ArcGIS Pro, ArcGIS Online, ArcGIS Server, ArcGIS Exentions: Spatial Analyst, 3D Analyst, Model Building GPS Lidar – Analysis with lidar derrived data
Programming	Software Integration, Python scripting
Cloud Technology	Amazon Web Services
Database	Microsoft SQL Server (basic level)
Asset Management and Inventory	Assist county with reconciling fire hydrant data using existing datasets and aerial imagery.
Data Collection	Trimble, Collector for ArcGIS, Survey 123

MING HSUEH

Highlights

Years of Experience

25 years

Education

- M.S. Mechanical Engineering/Control Systems, California State University, Fullerton, CA
- B.S. Mechanical Engineering/Control Systems, University of California, Los Angeles, CA

Certifications

- Certification Project Management Professional Academy

Accomplishments

- Developed a process to update hundreds of GIS public safety mobile computers resulting in a 90%-time savings.
- Implemented an MS SQL system to create multiple backups and restore files reducing the backup and restore times by up to 40%.
- Tuned SQL queries to work with sets and improved processing times from 7-8 hours to process now take less than 10 minutes.

Language

- Conversational Mandarin Chinese

Summary

Mr. Hsueh is a talented and experienced Developer, Programmer, and DBA with an innate ability to understand all things within information technology, streamline and automate processes, and create and develop applications. His contributions to clients increase productivity by modernizing and automating manual processes to save time and reduce errors. His extensive professional history includes in-depth work with relational databases and program development focused on SQL Server, Microsoft Stack, and .Net Framework/.Net core.

Selected Experience

Sr. GIS Analyst/Developer, Heartland Communications

Mr. Hsueh assisted in the development of the data score card and developed applications to consume SABER and WAZE API data. He analyzed database structures and rewrote data analytics to accelerate the data calculation process from a task that previously took over 1 hour to less than 30 seconds.

GIS Analyst/Developer, Heartland Communications

Mr. Hsueh served as the GIS Analyst/Developer of Heartland Communications. In this role he georeferenced new communities and updated and enhanced Heartland Communications routing layers. Mr. Hsueh developed a one-click deployment application utilizing Visual Studio Dot Net to simplify the MDC update process for the fire agencies when the new monthly routing was to be deployed.

IT Development Lead, City of San Diego

Mr. Hsueh developed and implemented various REST and SOAP APIs for multiple process improvements and enhancements, including the sales of GIS tracking module by the entire Sales Team. He implemented a Financial Calculation improvement that took a 7-day process down to 20 minutes.

Senior SQL Developer/Programmer/DBA, Buffini & Company

As the Senior SQL Developer, Mr. Hsueh migrated over 50 reports from Crystal Reports to Microsoft SQL SSRS. He analyzed, redesigned, and simplified the sales commission's application to allow the accounting department to handle 99% of the commissionable sales without the IT department's assistance.

Senior Business Analyst, Abbott Vascular

Mr. Hsueh was the technical lead for the team that developed Abbott Vascular's Business Process Scorecard (BPS) used to analyze and present the various departments' performance at Abbott Vascular.

GIS Skills	Cartography, GIS Architecture Design & Implementation, Data Management, Enterprise GIS
GIS Technology	Esri Suite: ArcGIS Pro, ArcGIS Online, ArcGIS Exentions: Utility, ArcServer, GeoEvent and Image Server
Programming	Visual Studio, Entity Framework, C#, C++, Visual Basic, Language Integrated Query (LINQ), Software Integration, GitHub, TFS, VBA, Windows Communication Foundation (WCF), REST APIs, SOAP APIs, JSON, XML, ASP.NET, Model-View-Controller (MVC), Windows Forms, Windows Presentation Foundation (WPF)
Cloud Technology	Amazon Web Services, Azure Cloud Services
Database	Microsoft SQL Server, T-SQL, Stored Procedures, Triggers, Service Broker, SSIS, SSRS, MS Access, MS FoxPro

ALEJANDRA GARCIA

Highlights

Years of Experience

16 years

Education

- Geographic Information Systems Certificate, California State University Bakersfield, Bakersfield, CA

Organizations

- Urban and Regional Information Systems Association (URISA), Equity Social Justice Committee
- Latina Leaders Kern County (former Vice Chair)
- Hispanas Organized for Political Equality (HOPE), Class of 2011
- Mexican American Opportunity Foundation (MAOF), Former Board Member
- School Site Council Representative, East High School, Compton Junior High, Cesar Chavez Elementary.
- Cesar Chavez Elementary School Parent Organization, President

Summary

Ms. Garcia has an extensive background in community engagement and social issues gained through years of dedication and hard work. Her expertise and strong work ethic make her a valuable asset for raising awareness and mobilizing community stakeholders to make their voices heard during the redistricting process. Ms. Garcia's knowledge and communications skills are key components to project success.

Selected Experience

Facilitator, Building Healthy Communities

As the Facilitator of Building Healthy Communities, Ms. Garcia was the co-chair of the Kern County 2020 Census Complete County Community effort to promote and raise awareness about the importance of the 2020 Census. Her talent as an excellent communicator resulted in various community groups rallying towards the common goal of achieving an accurate census for the communities she serves. This effort is even more impressive considering the unprecedented challenges of the COVID-19 pandemic. The connections and relationships Ms. Garcia has worked so hard to build will encourage organizations and citizens to make their voices heard throughout the redistricting process.

Program Coordinator, Kern Literacy Council

Ms. Garcia planned, organized, and directed operations for the Kern Literacy Council. Her contributions to the tutoring program included recruitment and training for new candidates, recruitment of students in need of educational support, and oversight of the matching process between tutors and students. This inspirational work provided literacy services for underserved adults throughout Kern County, opening doors for career opportunities and growth that would otherwise be out of reach.

Field Representative, California State Assembly

Ms. Garcia served as a Field Representative on behalf of Danny Gilmore and Nicole Parra from 2007-2010. Her responsibilities included building and maintaining productive relationships with community stakeholders, including local government entities, Chamber of Commerce, faith-based organizations, youth organizations, and public safety professionals. Her team successfully engaged Kern County constituents through district-sponsored activities and events.

Community Impact & Investment Manager, Kern County United Way

As the Community Impact and Investment Manager for United Way of Kern County, Ms. Garcia facilitated the community investment process and provided quarterly monitoring and reporting on behalf of the organization. Other key responsiblities of this role included strong communication and building relationships with community partners and stakeholders. This role provided Ms. Garcia with the opportunity to participate in Vision Council functional area activitities such as training and volunteer management.

Public Outreach	Public speaking, community engagement, presentations, training, advocacy
GIS Skills	Cartography, Data Management, Data collection / digitizing
Data Collection	Trimble, Collector for ArcGIS, Survey 123

Cost Proposal

GEOinovo proposes a fixed fee of $65,000 for the scope of services defined in the Request for Proposal. Additional services outside of the items summarized below will be charged using the Labor Categories and Hourly Rates detailed below.

Scope of Services Tasks	Cost (USD)
Project Setup and Coordination	Included in the Fix Fee
Plan Development	Included in the Fix Fee
Plan Implementation	Included in the Fix Fee
Project Options	Included in the Fix Fee
Fix Fee	$65,000

Project Options	Cost (USD)
Agency-prepared and managed project website	$5,000
Online mapping tool allowing residents to draw and submit maps	Included in the Fix Fee
Paper-based mapping tool allowing residents to draw and submit maps	Included in the Fix Fee
Agency recommendation for outside specialist legal counsel	Included in the Fix Fee
Agency recommendation for outside outreach assistance	Included in the Fix Fee

Optional Language Translation (Written Materials)	Cost (USD)
Spanish	$45 per 100 words
Hmong	$55 per 100 words
Punjabi	$45 per 100 words

Labor Categories	Hourly Rate (USD)
Demographer	$280
Senior Consultant	$240
Communications Specialist	$240
Project Manager	$150
Technical Writer	$130
Analyst	$75
Clerical	$50

GEOinovo established our pricing based on the following project assumptions:

1. Perform up to 5 community meetings/hearings.
2. Website translations into Spanish, Hmong, and Punjabi are included in the fixed fee.
3. Translation of additional materials will be costed according to the prices listed in the "Optional Language Translation (Written Materials)" table above.
4. Interpretation/Live Translation services will be provided in a separate quote once the requirements are further defined.

References

San Diego Regional Public Safety GIS Program (RPSG)

SAN DIEGO REGIONAL PUBLIC SAFETY GIS PROGRAM (RPSG)

Reference Contact
Name: Jennifer Libby-Jones
Title: Communications Manager
Group/Division: North County Dispatch JPA
Phone: (858) 400-2803
Email: Jlibby-jones@sdrecc.org

Period of Performance
2012-2020

Project Cost
$400,000

Related Tasks

- Coordinated data collection and integration.
- Development of cartographic products such as map books, wall maps, digital maps, web-based map services
- Made recommendations regarding upgrades, considering the implications of new or revised GIS software, equipment, or applications.
- Third-party software integration with GIS
- Obtained U.S. Census Bureau data for Geospatial Analysis.
- Data exchanged with other government agencies.

Project Summary

GEOinovo provided staff for the RPSG project both for regular staff augmentation as well as additional project support. We staffed the project with three remote positions. The Regional Public Safety Geodatabase Program aims to create standardized data, products, and geospatial services for fire, medical, and law enforcement personnel within San Diego County. The talented team at GEOinovo provided services in modeling, designing, documenting, programming, maintaining, and testing Geographic Information Systems (GIS) applications, models, procedures, and software routines to automate geographic analysis and data processing. Our responsibilities include budget oversight duties, geodatabase design, administration, and automated processing tools, including GIS programming, managing the successful deployment and maintenance of many GIS deliverables.

While this project directly benefits the public safety agencies, the contributions and work performed by GEOinovo expanded and touched multiple aspects of the County, including transportation planning, traffic, construction, utility management, impact forecasting, community relations, and more. This project included significant effort and work across multiple sub-projects. For clarity we have provided a summary of the demographic services we performed.

Demography and Analysis

The role of demographics in Fire Safety is a crucial aspect of serving our communities better. In support of public safety, GEOinovo performed a demographic, geospatial analysis of the communities supported by RPSG. We obtained demographic data from the U.S. Census Bureau for the area each dispatch center supported. This data included population count, language spoken, race, age, and gender. Using the Census data, we determined which dispatch centers would need to improve their services to meet the needs of the predominate language spoken in that area.

With new developments throughout the county, a population growth study was needed to analyze what areas may need additional support.

More than two thousand preplan fire maps were created to identify buildings, types of occupancies, and assist firefighters with emergency route planning.

U.S. Census Bureau statistics data were used to quantify the number of homes without smoke alarms. This data was used by the California Fire Prevention Organization to install free smoke alarms.

Fire statistics were collected after wildland fires. These data included the number of burned acres of land, structures destroyed, the number of casualties, people evacuated, and evacuation shelters used.

GEOinovo developed an incident dashboard that provided fire incident statistics such as structure, vehicle, vegetation, trash, property, and unclassified fires.

GEOinovo created and updated various maps such as the Fire Protection District Boundaries, fire responsibilities areas, and Fire Station Locations.

Resource allocation is critical for emergency medical calls as increasing the number of paramedics per field unit can, in turn, decrease the average response time per incident. GEOinovo ran a statistical analysis of emergency medical calls to determine the impact of providing additional paramedics per field unit. This analysis and findings helped RPSG allocate resources more efficiently.

Heartland Communications

HEARTLAND COMMUNICATIONS

Reference Contact

Name: Carlos Castillo
Title: Director
Group/Division: Heartland Fire
Phone: (619) 441-1975
Email: ccastillo@heartlandfire.net

Period of Performance

2014-2019

Project Cost

$180,000

Related Tasks

- Built GIS data from the ground up to bring accurate and useful location intelligence to the agency.
- Technical training and support
- Configuration of custom queries, dashboards, and reports for area agencies.
- Third-party software integration with GIS
- Deploy easy-to-use mobile apps for field data collection.
- Database management.

Project Summary

GEOinovo was responsible for planning, organizing, coordinating, and participating in developing and implementing the agency's geographic information systems and maintaining the GIS databases used in the Computer-Aided Dispatch (CAD) and Mobile Data Computers (MDC). The complex GIS data supports multiple agencies who use the Heartland Communications Center. We created and supported routable street networks and response areas to allow the fastest possible response time for first responders, saving time when it matters most. GEOinovo developed and implemented python scripts to automate the process to update the mobile computers used in every apparatus with imperative and new GIS data. These innovative solutions improved the Heartland Communications' quality of service, reduced costs and response times, and provided a foundation for the future deployment of NextGen 9-1-1 (NG911). We managed GIS updates for 13 agencies to complete multi-year map book updates within a very tight grant schedule. Map books were deployed to 100+ vehicles as a reference and back-up to existing digital systems.

Demography

GEOinovo used U.S. Census Bureau data to perform demographic analysis' of the area each Fire Station supported. By using population data, eligible parcels, and service/coverage area analysis with Network Analyst, GEOinovo was able to identify where a new Fire Station would be needed to support the growing community.

Redistricting

GEOinovo participated in the redistricting of fire protection districts in San Diego County. We performed a boundary comparison utilizing local agency and Local Agency Formation Commission (LAFCO)

boundaries data to identify discrepancies and gaps between the districts, especially in unincorporated fire protection districts and Native American reservations. This analysis identified areas where up to two miles were unaccounted for within the previous fire protection districts. By performing this analysis, San Diego County was better equipped to allocate resources and coordinate between local and tribal jurisdictions.

GEOinovo created and updated various maps such as the Fire Protection District Boundaries, fire responsibilities areas, and Fire Station Locations.

City of San Diego

CITY OF SAN DIEGO

Reference Contact

Name: Mike Scott
Title: Emerging Technologies Program Manager
Group/Division: City of San Diego
Phone: (858) 636-4823
Email: mjsccott@sandiego.gov

Period of Performance

2018-Present

Project Cost

$292,000

Related Tasks

- Analyze and make recommendations concerning GIS technical matters.
- Organize and categorize GIS information.
- Create, design, and modify customized maps and map templates using cartographic and cadastral standards and elements, including scale, map units, and graticules.
- Design, create and maintain geographic data files, including geographic data models, polygons, lines, and points.

Project Summary

The City of San Diego hired GEOinovo to achieve complex GIS objectives supporting public safety, response times, first responder situational awareness, and much more. GEOinovo performed detailed GIS mapping and application development, and project management for the City of San Diego. Bringing expertise and knowledge of GIS concepts, operations, and products, our team developed, created, and maintained GIS data, databases, systems, and applications.

Our team led the design, development, and implementation of GIS and spatial data repositories, including developing data organization, data loading algorithms, user access, data integrity, automation, replication, and security. Additionally, we oversaw applications development using information technology standards and techniques to analyze technical requirements, make recommendations, and supervise complex development problems.

Geospatial Analysis and Demographics

Using Prefire plans, maps, and dashboards, GEOinovo provided the City of San Diego with actionable analytics on structure type, the number of low-rise vs. high-rise buildings, building occupancy, and on-site fire extinguishing equipment or the amount of available fire-related equipment.

GEOinovo created and updated various maps such as the Fire Protection District Boundaries, fire responsibilities areas, and Fire Station Locations.

Appendix B Conflict of Interest Forms

The GEOinovo Team has no conflicts of interest regarding this project. Below are the Conflict of Interest forms for GEOinovo Solutions Inc. and our Subcontractor La Cresta Demographics.

{Remainder of page intentionally left blank.}

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?	☐	☒
2	Do you represent any firm, organization, or person who is in litigation with the City of Fresno?	☐	☒
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	☐	☒
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?	☐	☒
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?	☐	☒
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?	☐	☒
* If the answer to any question is yes, please explain in full below.			

Explanation: N/A

Luciane Musa
Signature

Luciane Musa
(Name)

39253 Winchester Rd 107-125
(Address)

Murrieta CA 92563
(City State Zip)

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?	☐	☒
2	Do you represent any firm, organization, or person who is in litigation with the City of Fresno?	☐	☒
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	☐	☒
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?	☐	☒
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?	☐	☒
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?	☐	☒
* If the answer to any question is yes, please explain in full below.			

Explanation: _____

Jesus M Garcia
_____
Signature

Jesus M. Garcia
(Name)

PO Box 55
(Address)

Bakersfield, CA, 93302
(City State Zip)

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?	☐	☒
2	Do you represent any firm, organization, or person who is in litigation with the City of Fresno?	☐	☒
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	☐	☒
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?	☐	☒
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?	☐	☒
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?	☐	☒
* If the answer to any question is yes, please explain in full below.			

Explanation: _____

_____

_____

_____

_____

_____

_____
Signature

Alejandra Garcia
(Name)

PO Box 55
(Address)

Bakersfield, CA, 93302
(City State Zip)

Addendum No. 1

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City of
FRESNO

Finance Department
Purchasing Unit - (559) 621-1332 - FAX (559) 488-4636 - www.fresno.gov
Michael Lima, Finance Director
2600 Fresno St, Room 2156
Fresno, California 93721-3622

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

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

Signed: _____

Company: GEOinovo Solutions Inc.

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

{Remainder of page intentionally left blank.}

City of
FRESNO
Finance Department
Purchasing Unit - (559) 621-1332 - FAX (559) 488-4636 - www.fresno.gov
Michael Lima, Finance Director
2600 Fresno St, Room 2156
Fresno, California 93721-3622

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: GEOinovo Solutions Inc.

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