



National Demographics Corporation

A Proposal to
the City of Fresno
for Demographic Services

By National Demographics Corporation
Douglas Johnson, President

May 14, 2021



Cover Letter / Executive Summary

May 14, 2021

Georgetanne White, Assistant City Manager
City of Fresno
2600 Fresno Street
Fresno, CA 93721

Dear Ms. White,

Thank you for the opportunity to provide this proposal to Fresno. NDC has more than 40 years of experience districting and redistricting hundreds of cities, school districts and other local jurisdictions across California, including Fresno County, Merced County, Kings County, Clovis Unified, Fresno Unified, Washington Unified, Central Unified, Coalinga-Huron Joint Unified, Kingsburg, Reedley, Selma, Parlier, Sanger, and Firebaugh (a full client list is available at www.ndcresearch.com/clients/). We welcome the opportunity to bring the firm's expertise and skills to assist the City.

For each project, there are certain required basic elements, and there are several options that the City can include or leave out at its option. NDC carefully tailors each project to the needs and goals of the individual client partner. NDC also welcomes the opportunity to work with our clients to encourage public participation in this process, as we offer several tools developed specifically for public engagement in districting and redistricting.

The attached proposal consists of a brief introduction; specific proposed project elements and options; timeline and cost information; conclusion; and signature section. NDC looks forward to working with you on this effort. Please call or email anytime if you have any questions, concerns, or requests regarding this proposal.

Sincerely,

Douglas Johnson
President



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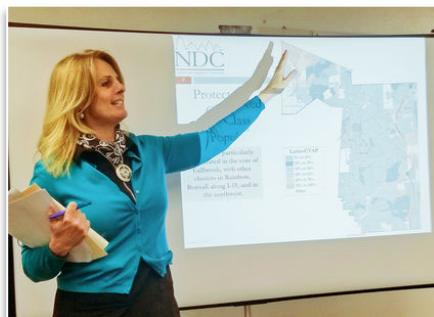
Primary Vendor Information

Brief History of National Demographics Corporation

NDC has served hundreds of local governments since our founding in 1979. While most of NDC’s work is in California and Arizona, the firm has performed projects in all regions of the country, serving clients as varied as the States of Mississippi, Arizona, Florida and Illinois; Clark County (Nevada); the California counties of Merced, San Bernardino, and San Diego; the San Diego Unified School District; the City of Oakland; Yuma County (Arizona); the Arizona cities of Glendale, Mesa, Peoria, Phoenix, and Surprise; and relatively smaller jurisdictions such as the City of Bradbury and Clay Elementary School District.

The company is especially well known for its districting and redistricting work with local governments. NDC has established a reputation as the leading demographic expert on the California Voting Rights Act (CVRA), having performed demographic assessments of potential CVRA liability and/or moves to by-district elections for over 350 jurisdictions. No company has been responsible for addressing the electoral demographic needs of more local governments, as NDC has districted and/or redistricted more than 250 counties, school districts, cities, water districts, and other local jurisdictions.

Nationally recognized as a pioneer in good government districting and redistricting, NDC has unmatched expertise in the issues, questions, and decisions jurisdictions face in any discussion regarding districting, redistricting, the California and Federal Voting Rights Act and related election system choices.



Company Point of Contact

President Dr. Douglas Johnson
310-200-2058
djohnson@NDCresearch.com
PO Box 5271, Glendale, CA 91221

Company Philosophy

Professionalism

NDC's personnel are nationally recognized as leaders in the districting field and are responsible for numerous books and articles on the subject. NDC possesses all the hardware and software necessary to meet the districting and redistricting needs of any jurisdiction, and its personnel have unmatched experience in the line-drawing side of this work, as well as in developing the databases used for these purposes. But more important are the firm's interpersonal skills and the team's understanding of the perspective of all parties in this process.

Partnership

In recognition of the vital role these groups play in informing and assisting their members, NDC is a sponsor of the California League of Cities, the California Special Districts Association, and we are currently finalizing our sponsorship of the California School Boards Association and the California Association of Counties.

For years, NDC has frequently appeared on panels organized by these organizations to share information with their members about the California Voting Rights Act, the Census, and the districting and redistricting rules and process.

NDC also assists the League of Cities and CSBA with negotiations and suggested language for legislation on districting/redistricting and the California Voting Rights Act.

Local Leadership and NDC's Non-Partisan Approach

NDC is an advisor and technical resource. The firm's role is to assist our clients in implementing our clients' goals and directions within the complicated demographic and legal constraints of the project. NDC shares its experience and expertise, but the final plan is selected by the jurisdiction's elected leaders, not NDC. The firm is sometimes criticized, usually by people from outside of the client jurisdiction, for not acting as an advocate or proselytizer for what these



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outsiders think is “right” for the client. But NDC team members are expert advisors, not proselytizers. NDC guides our clients through the process to a map that meets all legal requirements and the goals of our client – not the goals of outside critics. NDC welcomes the chance to assist each client through this process following the direction of the jurisdiction's elected leadership, key staff members, and the entire community.

A common question in many redistricting projects is whether there is any influence of any improper political bias on the process. NDC’s four decades of success working for jurisdictions with all-Democratic leadership, jurisdictions with all-Republican leadership, and every possible combination in between, reflects our steadfast dedication to non-partisan service. At work, each of us puts our personal political feelings aside and focuses on implementing the policy goals and directions of our clients using NDC’s non-partisan, professional and expert guidance regarding the requirements and options facing each client. We believe most of our clients would be hard-pressed to guess which NDC team members are registered as independents or with any political party, and we are proud to have satisfied customers and clients whose partisan leanings (even in their non-partisan local government offices) similarly cross the entire partisan spectrum.

Openness

Any change in election systems can have momentous implications for the distribution of political power in a jurisdiction and for access by groups and individuals to the governance process. Not surprisingly, such changes often attract considerable public attention, sometimes generate intense controversy, and may draw charges of manipulation and abuse of power. It is crucial, therefore, that the jurisdiction establish, at the beginning, a process that is not only fair, but that is seen to be fair, to all contending groups and individuals.

Public Engagement

NDC pioneered the “transparent districting” approach that involves the public at every stage of the process and the company invented the "public participation kit" back in 1990. But NDC’s most valuable service is the firm’s experience transforming often contentious and passionate debates into thoughtful, constructive discussions focused on the options and outcomes rather than individual personalities. NDC also has considerable experience working with translators in public forums and providing materials in English and Spanish.

NDC’s approach has been widely praised in the media, and NDC has worked extensively with all types of press including radio, television, newspaper, and new media.

Project Software

NDC uses Caliper Corporation's Maptitude for Redistricting software for processing public map submissions and drawing NDC's draft maps and Board-directed revisions. Maptitude for Redistricting can open and use the standard "Shapefile" and "File Geodatabase" GIS data formats, and Maptitude for Redistricting can export all files to "Shapefile" and "File Geodatabase" formats.

NDC uses ESRI's ArcGIS Online to present those maps for Board, Staff and Public review in an easy-to-use, interactive format. NDC also uses ArcGIS Pro for some specialized Geographic Information System (GIS) analysis; for opening and reviewing data received from clients or from other jurisdictions; and when needed for final map post-adoption processing for delivery to the jurisdiction and to the County Registrar. Microsoft PowerPoint is also used for many presentations, though NDC is currently experimenting with a possible move to ESRI's "Story Maps" for some presentations.

NDC Approach to Public Engagement

The Three E's of Public Participation: Engage, Educate, and Empower

NDC's "Three E's" approach recognizes the complex and daunting nature of districting and redistricting projects, while emphasizing the importance of public participation in such projects.

Given the complexity of the issue, the public cannot be expected to jump in with constructive ideas and input without encouragement. So NDC's approach begins with the first "E": **Engage**. NDC works with our clients to get the word out about why the project matters – and how input from residents can be a decisive element of the project.

Once their interest is engaged, the second "E" is **Educate**. Most media coverage of this topic focuses on congressional gerrymandering, giving the entire field a tainted and hopeless feel. NDC works with our clients to explain how local districting and redistricting is based on neighborhoods and communities – not national politics. We educate the public on the data, requirements and goals of redistricting, and on the many options residents have to formulate and share their own maps or other constructive input.

The third "E" is **Empower**. For those projects where the level of public interest and engagement justify the expense, NDC offers an unmatched array of paper, Excel-based, and online mapping tools that residents can use to draw detailed, population-balanced maps for consideration by the jurisdiction.

When included in a project, NDC has seen considerable public interest in these optional public participation tools. Often five, ten or even twenty or thirty draft maps are proposed by community residents. And NDC developed a highly refined and proven methodology for efficiently guiding our clients through selecting and refining a map, even when starting from 10, 20, 30 or more initial draft maps.

For those jurisdictions where the expense of the optional mapping tools is too high, NDC always welcomes any letters, comments, or hand-drawn maps that residents wish to submit during the districting or redistricting process.

For every project, at no extra expense, NDC includes an online “interactive review map” that allows residents to analyze draft maps zooming in and out, searching for specific addresses, and by changing between street maps, satellite images, and other underlying base maps.

Examples of Work

Samples of these tools are shown on the following pages, and additional details on each of them appears later in this proposal.

Sample Public Participation Mapping Tool

Public Participation Kit

Each number indicates the total population of that "population unit" area. Each district must have essentially equal population.

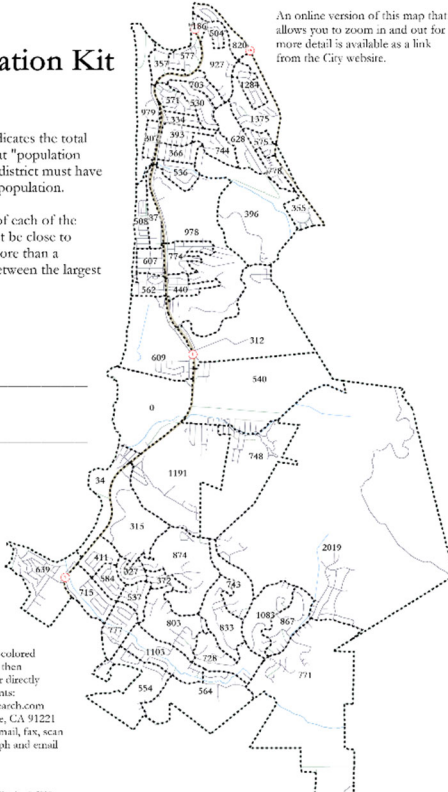
The population of each of the five districts must be close to 7,447, with no more than a 745 difference between the largest and smallest.

Name: _____

Phone or email: _____

Please use a thick dark-colored pen to draw your map, then submit it at City Hall or directly to our project consultants:
 Submission@NDC.com
 PO Box 5271, Glendale, CA 91221
 You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

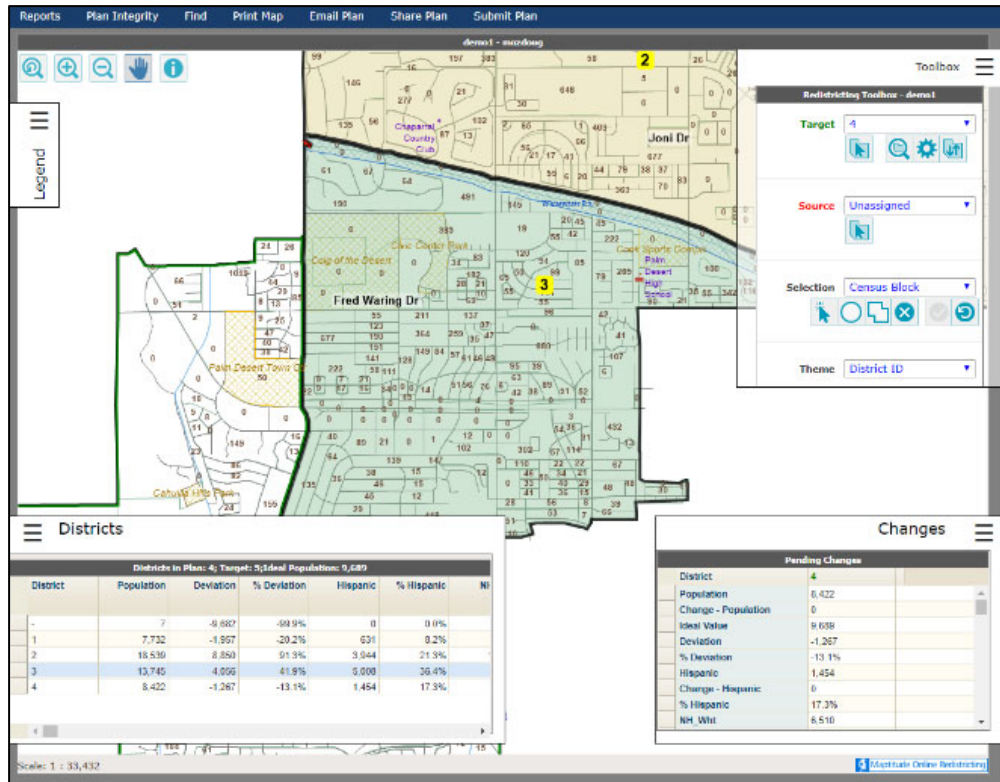
National Demographics, October 8, 2018



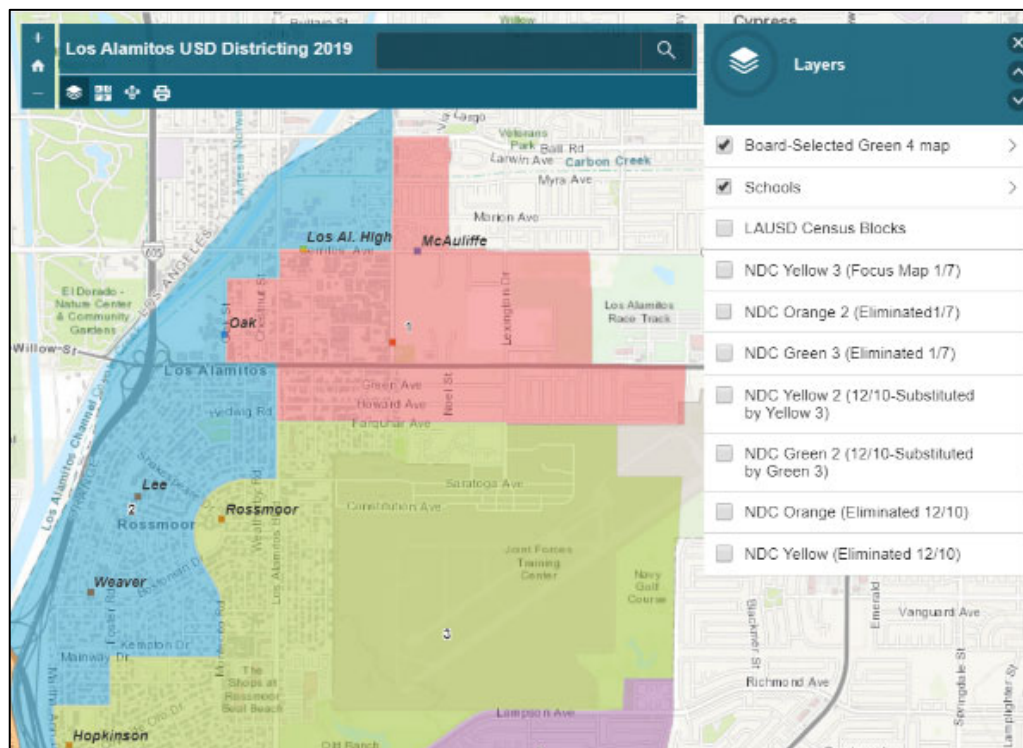
An online version of this map that allows you to zoom in and out for more detail is available as a link from the City website.

#2016 CALIPER

Sample Online Mapping Tool



Sample NDC “Interactive Review Map”
(used to view and evaluate, not to draw, maps)



“Story Map” of Fresno Data

NDC will prepare an interactive online “Story Map” of Fresno geographic and socio-economic data for reference when defining “communities of interest” and when developing and reviewing draft maps.

Here is web address for, and one screen shot of, the Story Map set up by NDC for Santa Barbara County:

<https://bit.ly/3uSgQnJ>



The NDC Team

NDC’s 40 years of service to local governments is grounded in our academic founding and decades of professional relationships with all forms of local governments. Each NDC team member has been extensively trained in the legal requirements, demographic details, and complicated personal and community interests involved in every districting and redistricting project. And every NDC team member has been briefed on the wide range of unusual and bizarre challenges NDC has encountered over our more than 250 successfully completed local government projects. Whatever question or situation arises, your NDC team can handle it.

NDC President Dr. Douglas Johnson leads all team training and closely monitors the progress of every client project. NDC President Dr. Johnson and Vice President Dr. Levitt are always available to all clients, and typically are personally involved whenever particularly unusual or complex situations arise. And each NDC project has an NDC Consultant or Senior Consultant as a primary point



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of contact to ensure seamless information flows and continuity. All NDC project leaders are a fully trained Consultants or Senior Consultants with years of experience working with local government elected leadership and top staff members. Each NDC team leader brings their personal expertise in demographics, city governance, school district governance and/or special district management to every project. And each team leader has particular expertise and focus in specific geographic areas. All team members resumes are available on www.ndcresearch.com/about-us/.

Fresno Project Team

NDC President Dr. Douglas Johnson will lead and oversee the City of Fresno project, while Senior Consultant Dr. Jeff Tilton will be the day-to-day project coordinator. Dr. Tilton is also the NDC’s point person for our Fresno County redistricting work. Consultant Todd Tatum will also assist with the gathering and analysis of community input, mapping, and presentations if any schedule conflicts arise for Drs. Johnson and Tilton. Drs. Daniel Phillips and Justin Levitt will provide mapping and data assistance to this project.

NDC Organization Chart

| | |
|---------------------------|---|
| NDC President | Douglas Johnson, Ph.D. |
| NDC Vice President | Justin Levitt, Ph.D. |
| Senior Consultants | Shalice Tilton Robert McEntire, Ed.D. Jeff Tilton, Ed.D. |
| Consultants | Kristen Parks Daniel Phillips, Ph.D. Shannon Kelly Jeff Simonetti Todd Tatum Ivy Beller Sakansky Douglas Yoakam |
| Records Manager | Michele Lewis |

Recognition of NDC’s Expertise

Both national and local organizations have recognized NDC’s unmatched experience and expertise in the Census, districting, and redistricting.

National Recognition



National Demographics Corporation

Nationally, the National Conference of State Legislatures hosted NDC as a panelist at five different forums held for state legislators and legislative staff from across the country. NDC President Douglas Johnson addressed these forums on the following topics:

1. *Citizen Voting Age Data from a line-drawer's viewpoint*
2. *Communities of Interest in Redistricting: A key to drawing 2011 plans (and for their defense)*
3. *The Key to Successful Redistricting*
4. *Communities of Interest In Redistricting: A Practical Guide*
5. *The Arizona Independent Redistricting Commissions' experiences with the first-ever independent redistricting*

In addition:

- The National League of Women Voters hosted NDC President Douglas Johnson at a 2006 conference on “Building a National Redistricting Reform Movement,”
- Texas Tech University hosted Dr. Johnson as a panelist at its “Symposium on Redistricting;”
- The Arizona League of Cities and Towns hosted Dr. Johnson as a panelist on “Redistricting Law and the Voting Rights Act: What It Means for Your City or Town in 2011” and
- The Arizona Bar Association hosted Dr. Johnson as a panelist on “Communities of interest and technology in redistricting.”

California League of Cities Recognition

The California League of Cities hosted NDC as panelists over a dozen times to date:

General Meeting panel: 2006 and 2015
Executive Forum panel: 2018 and 2020
City Clerk Department panel: 2014, 2017, 2018, twice in 2019, and 2020
City Manager Department panel: 2015 and 2019
City Attorney Department panel: 2018
Inland Empire Chapter presentation: 2016
South Bay Chapter presentation: 2020 and 2021

Recognition by Additional California Organizations

Other California organizations and conferences since 2011 recognizing NDC’s expertise in this field include:

| | | |
|------|---|--|
| 2020 | California County Counsel Assoc. | 2021 Redistricting - What Local Government Attorneys Need to Know |
| 2020 | “Voice of San Diego” Politifest | Redistricting--What it means for our community |
| 2020 | County Committee Secretaries Annual Summit | The California Voting Rights Act |
| 2020 | Rose Institute of State and Local Government | 2021 Redistricting: New Rules for California Local Governments |
| 2020 | California Special Districts Association | California Voting Rights Act Challenge Factors |
| 2020 | Associated Cities of California – Orange County | 2021 Redistricting: The Rules have Changed |
| 2020 | California Municipal Law Conference | Municipal Redistricting in 2021: New Rules of the Road |
| 2019 | California Association of School Business Officials | Transitioning to By-Trustee-Areas Elections |
| 2019 | USC City/County Fellowship Program | The Challenges of Municipal Election Districts |
| 2019 | California Special Districts Association | District Elections and the California Voting Rights Act |
| 2018 | California Special Districts Association | Converting From At-Large to By-District Elections Under the California Voting Rights Act |
| 2018 | Riverside County Bar Assoc. | Redistricting and the California Voting Rights Act |
| 2018 | California School Board Assoc. | Voter Districts: The Link Between Strong Community Engagement and a Successful Process |
| 2017 | California School Board Assoc. | 15 Years with the California Voting Rights Act: Lessons Learned and Challenges Ahead |
| 2017 | UC’s National Public Service Law Conference | Moderator, “Voting Rights 101” |
| 2016 | Los Angeles County School Business Officials | CVRA: What CBO’s Need to Know |

| | | |
|------|---|--|
| 2016 | Los Angeles County School Trustees Assoc. | The CVRA: What School Board Members Need to Know |
| 2015 | Associated Cities of California – Orange County | The California Voting Rights Act |
| 2015 | California School Board Assoc. | The California Voting Rights Act: What Board Members Must Know |
| 2015 | Los Angeles County School Boards Assoc. | CVRA & Districting: The Demographer’s Perspective |
| 2011 | Channel Cities Club | Lunch Keynote: “California's next experiment: independent, public redistricting” |

Advisor to Charter Review Commissions on Redistricting Provisions

NDC advised the following groups on the redistricting and voting rights provisions of their charter revisions and ordinances:

| | |
|---------|--|
| 2016 | City of El Cajon charter revision and public education outreach |
| 2015/16 | Castaic Lake Water Agency and Newhall County Water District merger |
| 2015/16 | City of Corona Charter Revision |
| 2011/12 | Pasadena Unified advisor to Charter Revision Commission creating a redistricting commission and moving District to by-district elections |
| 2009/10 | City of Menifee advisor to by-district-elections ordinance language committee |
| 2006-08 | City of Modesto advisor to Charter Revision Commission creating an independent redistricting commission and public education outreach |
| 2003 | City of Goleta ordinance writing and public education outreach |

Expert Witness and Litigation Consultant

NDC President Douglas Johnson served as an expert witness in the following election and redistricting law cases:

| | |
|------|--|
| 2020 | Chestnut v Merrill (Alabama) |
| 2019 | City of Redondo Beach vs State of California |



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| | |
|------|--|
| 2019 | Ruiz-Lozito vs West Contra Costa Unified School District |
| 2019 | Common Cause v Lewis (North Carolina) |
| 2018 | Phillip Randolph Institute v Smith (Ohio) |
| 2018 | League et al. v. Johnson (Michigan) |
| 2017 | Luna v County of Kern |
| 2018 | Covington v State of North Carolina |
| 2016 | Garrett v City of Highland |
| 2015 | Jamarillo v City of Fullerton |
| 2015 | Harris vs Arizona Independent Redistricting Commission |
| 2015 | Solis v Santa Clarita Community College District |
| 2015 | Jauregui et al vs City of Palmdale |
| 2014 | Diego v City of Whittier |

NDC Staff also served as litigation consultants for jurisdictions in the following California Voting Rights Act cases:

1. Anaheim
2. Carson
3. Compton
4. Escondido
5. Modesto
6. Poway
7. Santa Clarita
8. Whittier
9. Santa Clarita Community College District
10. Tulare Health Care District

Trusted Advisor to Local Government and Redistricting Reform Groups

NDC acted as an informal advisor to the California League of Cities and the California School Board Association during the debate over the AB849 “FAIR MAPS Act” in 2019.

NDC acted as an informal advisor to the California League of Cities during the debate over AB1276 (revising the FAIR MAPS Act provisions) in 2020.

NDC provided ideas, advice, maps and research to the 2008 Common Cause-led coalition that drafted and successfully advocated for Proposition 11, which created California’s State-level Independent Redistricting Commission.

NDC President Douglas Johnson at then-Governor Schwarzenegger’s press conference in support of redistricting reform.



(Left to right: Assembly Democratic Legislator John Laird, USC Senior Fellow Dan Schnur, Greenlining Institute representative (name unknown), AARP President Jeannine English, NDC President Douglas Johnson, Governor Arnold Schwarzenegger, League of Women Voters Senior Director Trudy Schafer, State Senate Republican Bill Leonard, League of Women Voters President Jacqueline Jacobberger, and three unidentified men).

NDC Testimonials

Here is a sampling of what people have to say about NDC:

“Our decision to work with National Demographics came out of our extraordinary city-wide success in 2015 with their work designing the original districts. I think anyone who participated in that process realized that the technical solutions they created opened access to literally dozens of people creating their own maps and it created a vibrant process.”

Santa Barbara City Attorney Ariel Calonne

“Here’s a great expert. . . . today you bring him in for what sounds like good information, very smart man up here.”

United States Fourth District Court Judge James A Wynn, Covington v North Carolina, United States District Court for the Middle District of North Carolina, Case No. 1:15CV399



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“I have worked on Congressional, Legislative, Los Angeles County and Los Angeles City redistricting maps on behalf of the Latino Caucus and grassroots Latino organizations for over 30 years. Douglas Johnson is one of the top redistricting experts in California, and he is who I would pick to draw a map for me anywhere in the state.”

Alan Clayton, retired Executive Director of the Los Angeles County Chicano Employees Association

“The excel spreadsheet is a fantastic tool. Just plug in the letter by district and on the tab see a running total of population by assigned district. It's cool.”

Modesto resident's comment, June 16, 2008

“One of the first, and in retrospect one of the best, decisions made by our commission was to hire Douglas Johnson and his colleagues at National Demographics Corporation as our primary consultants. I have never had the opportunity to work with a more highly qualified, hard-working, dedicated, professional and classy individual or group than Mr. Johnson and his associates at NDC.”

Jim Huntwork, Arizona Independent Redistricting Commissioner (Republican)

“In addition to his technical expertise, Doug had a keen sense of how to help us navigate the complexities of the process. He understands redistricting better than any person I know. He has a unique ability to synthesize that which is very complicated and make it very understandable for the public. He frequently would present various options, without representing any position, clearly delineating differences and challenges of each option in a clear and succinct manner.”

Josh Hall, Arizona Independent Redistricting Commissioner (Democrat)

“It was a great pleasure to work with Doug Johnson and NDC during the first Independent redistricting effort in Arizona. Doug and his staff were professional, efficient, responsive, and even-handed. They listened very carefully to the instructions given by the commission and performed each mapping task without bias of any kind. I would highly recommend NDC to any jurisdiction, or commission, wishing to have a successful redistricting process.”

Steven W. Lynn, Chair, Arizona Independent Redistricting Commission (Independent)



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“Thank you for all of your hard work, assistance, and patience with me during this year of CVRA conversion to by-area trustee elections. Your continual reassurance and support in dealing with all of the details was sincerely appreciated. We all have jobs to do, but when working with all of you I felt that you always went the extra mile to support our District with excellent customer service. The multiple revisions, extra conference calls, and follow up suggestions made a difference to Scott, Linda, and me. I personally enjoyed joking around with each of you while remaining professional in all presentations. It was a pleasure working with all of you. “

Jennifer Williams, Ed. D., Fullerton Joint Union High School District,
Executive Director Administrative Services

“Thank you for taking time out of your busy schedule to participate in the City Official Roundtable I hosted on the 2020 U.S. Census at the Redondo Beach Performing Arts Center. I appreciate that you shared your expertise on the Census to the government officials who were present. It is critical that we work together to ensure that everyone is counted in the upcoming Census.”

Ted W. Lieu, Member of Congress, California 33rd District.

Sample Project Descriptions

Client Name: City of Menlo Park
Project Description: City Council Redistricting by Advisory Commission
Project Dates: October 2017 – March 2018
Staff Assigned: Douglas Johnson & Shalice Tilton
Client Project Manager: Clay Curtin, Public Engagement Manager
Telephone Number: 650-330-6615
Email: cjcurtin@menlopark.org

Even under the state’s 90-day timeline for transitioning from at-large to by-district elections, Menlo Park appointed a commission of residents to come up with the district elections map. NDC quickly trained the commission, assisted the commission with talking points and materials for its community outreach efforts, and spent long hours meeting with the commissioners and coming up with multiple map options that addressed their concerns, illustrated the key choices facing them, and ultimately led to commission consensus on the selected map and Council approval of the map.

Client Name: City of San Diego
Project Description: City Council Independent Redistricting Commission
Project Dates: May 2011 – October 2011



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Staff Assigned: Douglas Johnson & Justin Levitt
Client Project Manager: Ms. Sharon Spivak, Ast. City Attorney
Telephone Number: (619) 236-6220
Email: sspivak@sandiego.gov

By the time NDC was hired, San Diego's independent redistricting commission was already mired in deep partisan controversy. With NDC's assistance we shifted the focus from partisan sniping to community engagement and fact-based debate over the (many!) draft maps drawn by residents. An extensive public hearing process and multiple rounds of resident-drawn draft maps eventually led to controversies over difficult choices between different city neighborhoods but understanding of the commission's decisions, a high level of agreement (though not unanimous) among the commissioners, and a general public perception that the final map was fair to all sides.

Client Name: City of Modesto
Project Description: 2007 Charter Revision (creating independent redistricting commission), 2008 districting, and 2011 redistricting
Project Dates: 2006 – 2011
Staff Assigned: Douglas Johnson
Client Project Manager: Commission Chairman Judge Hugh Rose (ret.) and/or Charter Revision Commission Chairman George Petrulakis
Telephone Number: Judge Rose: (209) 522-0719; Chairman Petrulakis: 209-522-0500
Email: HHRose@hotmail.com, george@petrulakis.com

NDC assisted the City's Charter Revision Commission with writing what became the City Charter's independent redistricting language; guided its first independent commission through the drawing of the City's first by-district election map; and returned in 2011 for the City's first post-Census redistricting effort. All three elements of the project centered on independent commissions or independent committees. All three involved extensive education and training of the commission members by NDC. All three efforts involved extensive public outreach and engagement. Both the districting and redistricting involved numerous resident-drawn maps; hundreds of residents commenting on the maps; significant and contentious choices between the preferences of different neighborhoods; complicated voting rights act situations; and widespread acceptance and a lack of controversy over the ultimately adopted districting and redistricting maps (even among those who preferred other maps).

Client Name: City of El Cajon



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Project Description: Change from at-large to by-district elections
Project Dates: September 2016 – June 2017
Staff Assigned: Douglas Johnson & Justin Levitt
Client Project Manager: Graham Mitchell, City Manager, or Morgan Foley,
City Attorney
Telephone Number: City Manager: (619) 441-1716, City Attorney: (619) 441-
1798
Email: GMitchell@cityofelcajon.us,
mfoley@mcdougallove.com

El Cajon is a fascinating community: the politically conservative City has embraced its new, large, and rapidly growing Middle Eastern (largely refugee) community. The Council directed staff and NDC to conduct an extensive series of community forums in English, Spanish and Arabic, and a significant number of maps were drawn by residents and considered by the Council. While ultimately the map preferred by the main organization of Middle Eastern residents was not adopted by Council, it was in the ‘final two,’ and even those residents disappointed with the ultimate map selection expressed appreciation to the Council and NDC for the outreach, engagement, and openness to the ideas, concerns and maps of residents. For many residents, especially in the refugee community, this was their first active participation in City affairs, and they universally expressed an interest in participating again in the 2021 post-census redistricting of the city.

Additional References

All of NDC’s former clients – without exception – can be contacted for references. The following is only a sample of references:

Mr. Graham Mitchell. City Manager. City of El Cajon. 200 Civic Center Way. El Cajon. CA 92020. (619) 441-1716. GMitchell@cityofelcajon.us.

Mr. Jason Stilwell. City Manager. City of Santa Maria. 110 E. Cook Street. Santa Maria. CA 93454-5190. (805) 925-0951 ext. 2200. jstilwell@cityofsantamaria.org.

Mr. Marcus Walton. Communications Director. West Contra Costa Unified. 1108 Bissell Ave., Room 211-215. Richmond, CA 94801. 510-205-3092. mwalton@wccusd.net.

Mr. Jonathan Vasquez. Superintendent. Los Nietos School District. 8324 S. Westman Ave., Whittier, CA 90606. (562) 692-0271 Ext. 3212 jonathan_vasquez@lnsd.net.

Ms. Jennifer Fitzgerald, Mayor, City of Fullerton. 303 W. Commonwealth Avenue. Fullerton, CA 92832. (714) 402-3106. jennifer@curtpringle.com.



National Demographics Corporation

Mr. James Atencio. Assistant City Attorney. City of Richmond. 450 Civic Center Plaza. Richmond, CA 94804. 510-620-6509. James_Atencio@ci.richmond.ca.us.

Ms. Isabel Montenegro. Administrative Assistant. Inglewood Unified. 401 South Inglewood Avenue, Inglewood, CA 90301. 310-419-2799. imontenegro@inglewood.k12.ca.us.

Ms. Pam Abel. Superintendent. Modesto City Schools. 426 Locust Street. Modesto. CA 95351-2631. (209) 574-1616. able.p@mcs4kids.com.

Mr. Darrell Talbert. City Manager. City of Corona. 400 S Vicentia Avenue. Corona. CA 92882-2187. 951.279.3670. Darrell.Talbert@ci.corona.ca.us.

Mr. David Silberman. Deputy County Counsel. San Mateo County. 400 County Center. 6th Floor. Redwood City. CA 94063. 650-363-4749 dsilberman@smcgov.org.

Judge Hugh Rose (retired). Chairman. City of Modesto Districting Commission. 508 King Richard Lane. Modesto. CA 95350. Phone (209) 522-0719. Email: hhrose@hotmail.com.

Ms. Lucinda Aja. City Clerk, City of Buckeye, Arizona. 100 N Apache Rd, Suite A, Buckeye, AZ 85326. Phone (623) 349-6007. Email: laja@buckeyeaz.gov.

Scope of Work

The City's scope of work lists the very elements NDC proposes for every project and NDC is fully prepared to perform each of the requested project tasks:

Project Setup and coordination:

- 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.
- 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).
- Compile population data by election area and calculate population deviations of existing districts.
- Initial discussion with the City about data, communities of interest, schedule, criteria and special concerns of the jurisdiction.

- 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.
- Assist City with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list.
- Provide progress reports on an as-needed basis and meet regularly as determined by the City.
- Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise.
- Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for City staff and City Council.

Plan Development:

- Provide memo on population balance and any potential divisions of “protected class” population concentrations in the existing election areas map.
- Creation of 2 to 4 initial draft maps.
- Analysis and preparation for presentation of all whole or partial plans submitted by the public.
- Conversion of all maps and reports to web-friendly versions.
- Online posting of all maps to an interactive review website.
- Create any requested additional and/or revised maps.

Plan implementation:

- Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request.
- Work with the County Registrar of Voters to implement the final adopted plan.

Project Options:

- NDC-prepared and -managed project website.
- Online mapping tool allowing residents to draw and submit maps.
- Paper-based mapping tool allowing residents to draw and submit map.
- NDC recommendation for outside specialist legal counsel.
- NDC recommendation for outside outreach assistance.

Summary Scope of Work

NDC tailors each project to the needs and goals of each jurisdictions. Below is a typical NDC-suggested timeline and description of project elements.

The dates provided below are general guidelines and will vary according to the goals, project choices, and deadlines of each jurisdiction.

This timeline is subject to change based on ongoing changes in the date when official population data will be available and possible changes in state deadlines.

| | |
|---------------------|--|
| May – June | Project Planning and decisions on public mapping tools, whether to use a commission, and other project options. Begin project communications and outreach. |
| June – September | Any mapping tools prepared with preliminary population data; initial pre-draft-map hearing(s) held. |
| October – November | Census data received and processed; draft maps prepared, considered, and revised (in hearings and, if desired, less formal public workshops) |
| November – December | Final plan revisions made and plan adopted and implemented. |

Detailed Project Scope of Work

May – June, 2021: Project Planning and Initial Outreach

- a. NDC works with the jurisdiction to prepare a detailed project timeline of expected outreach efforts, public forums, formal hearings, draft map dates, and final map adoption dates.
- b. NDC works with the jurisdiction staff (or contract specialized outreach staff – see notes below about that option if interested) to prepare a project outreach plan for all steps of the process covering target audiences, contact lists, social media efforts, any potential postcard mailings, utility bill inserts, flyers for distribution at schools, media briefings, and community group contacts.
- c. Decide what public mapping tool(s) to provide, if any.
- d. Decide whether to use a commission.

- e. Create the project website: NDC will provide advice and text for the jurisdiction's website, or as an optional project element NDC will build a project website that the jurisdiction can simply link to from the jurisdiction site.
- f. NDC will work with jurisdiction and County Registrar staff to confirm GIS boundaries and to identify and include in our redistricting database any available GIS data that NDC and the jurisdiction identify are likely to be useful as mapping references for NDC, the public, and for the jurisdiction.
- g. Project outreach begins with initial alerts and 'invitations to participate' sent out to the general public, to overlapping jurisdictions, and to community organizations.

June – September, 2021: Initial Data Analysis and Initial Hearings / Forums

- h. NDC prepares total population estimates for use in initial hearings and any public mapping tools.
- i. NDC adds socio-economic data from the Census Bureau's American Community Survey to the state demographic data.
- j. NDC matches the demographic database to the existing election areas.
- k. NDC prepares a report regarding the demographics and compliance with state and federal criteria of the existing election areas, including maps of "protected class" population concentrations and other socio-economic data often referenced in redistricting (such as income, education levels, children at home, language spoken at home, renters / homeowners, and single-family / multi-family residences).
- l. NDC report is circulated to the jurisdiction and into the project outreach messaging.
- m. Hearings / Forums: NDC presents an overview of the redistricting laws and criteria, jurisdiction demographics, and the population balance of the existing election areas and their compliance (or possible lack thereof) with state and federal requirements.
- n. The project timeline and outreach plan are presented to the public for comments and feedback, along with a request to the public to provide guidance on what residents consider key neighborhoods, communities of interest, and other project-related regions in the jurisdiction.

- o. If the optional public mapping tools and/or Public Participation Kit are included in the project, their use is demonstrated to the public.
- p. If the optional public mapping tools and/or Public Participation Kit are included in the project, NDC provides email and phone support for any residents with questions regarding their use.
- q. If the optional public mapping tools and/or Public Participation Kit are included in the project, at the jurisdiction's option additional public forums on the use of those tools can be provided.
- r. Outreach efforts continue with messaging to the public, with special focus on community groups with an interest in the redistricting.

October – November, 2021: Draft Map Preparation and Review

- s. 2020 Census total population counts released and California Statewide Database completes “prison adjustments” of the data. Total population counts in outreach materials and mapping tools are updated with the official Census data.
- t. If the existing election areas are in compliance with state and federal rules and balanced, the jurisdiction decides whether to stop at this “Still Balanced” point or to continue with a standard redistricting.
- u. Outreach efforts continue with messaging reminding the public of the opportunity to provide written or mapped input on how the maps should be drawn and welcoming any maps residents wish to submit.
- v. The public deadline for submitting any initial draft maps will be approximately seven days prior to the official deadline to post all draft maps online (to provide NDC time to process any draft maps received, and for NDC to develop our own two to four initial draft maps).
- w. All outreach channels are used to inform the public about the opportunity to submit draft maps and to encourage participation in the review of the upcoming draft maps.
- x. NDC processes all public draft map submissions, drafts NDC's draft maps, summarizes all of the draft maps. The maps, related demographics, and summaries are provided by NDC in web-friendly formats. These process maps are posted on the project website and on the NDC-provided interactive review map.

- y. At the jurisdiction's option, one or more informal workshops or public forums are held to gather residents' reactions to and preferences among the draft maps.
- z. The jurisdiction holds a hearing to review the draft maps, narrow down the list of initial draft maps, and provide direction on any desired new or revised maps.
- aa. Time provided for the public to submit any new maps and for NDC to provide maps based on the direction at the hearing. During this time, additional outreach is conducted to inform interested residents and community groups of the selected 'focus maps' and the remaining opportunities to participate in the process.

November – December, 2021: Map Adoption

- bb. Any new or revised maps, related demographics, and summaries are posted on the project website.
- cc. At the jurisdiction's option, one or more informal workshops or public forums are held to gather residents' reactions to and preferences among the remaining maps.
- dd. One or more hearings are held to continue the review and refinement of the focus maps and, ultimately, adopt the final map.
- ee. Outreach continues to inform residents and community groups of the progress of the project, opportunities for future participation, and, ultimately, which map is adopted.
- ff. Following map adoption, NDC coordinates map implementation with the County Registrar, informing the jurisdiction staff of the progress, any issues, and ultimate completion of that work.
- gg. NDC works with the jurisdiction staff to ensure preservation of all project data and records, including GIS-format versions of the adopted map.

Details of Optional Project Elements

Advisory or Independent Redistricting Commissions

NDC anticipates that many California jurisdictions will create advisory or independent commissions to manage the redistricting process. NDC welcomes the use of such commissions, and our pricing does not change for jurisdictions creating commissions. But the creation, training, operation and reporting of such commissions often leads to more meetings (and a resulting increase in the “per meeting” project expenses) than a traditional redistricting process conducted primarily by the jurisdiction’s elected leadership.

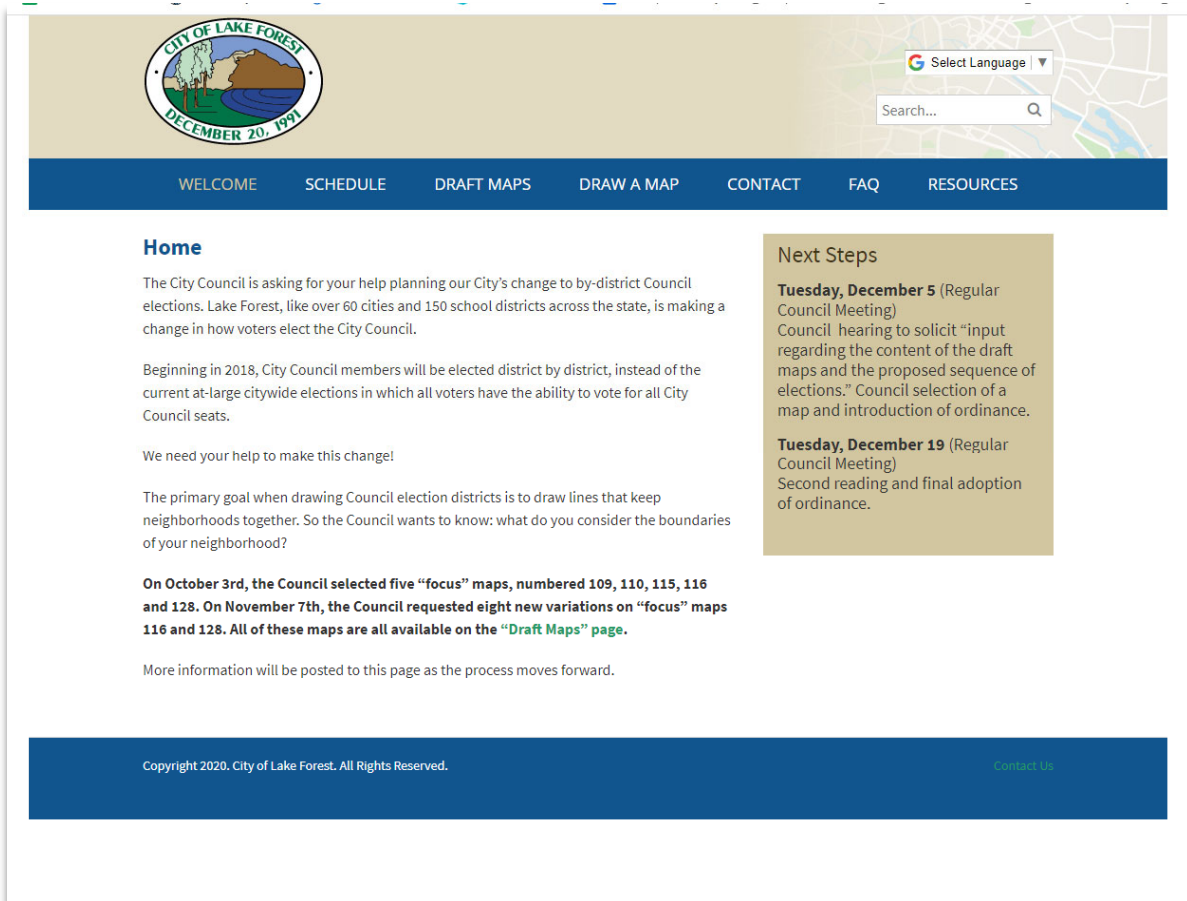
Outreach Assistance

NDC brings topical expertise to your jurisdiction’s outreach efforts, and NDC makes available to all clients our library of sample outreach materials including op-ed articles, postcards, utility bill inserts, flyers, and social media messages. NDC provides all of these materials along with our advice and input on outreach strategy and materials to any interested jurisdiction, but we do not have graphic artists to customize or design such materials in-house.

For larger-scale outreach efforts, especially where jurisdictions wish to send representatives out to regular meetings of existing community organizations, NDC typically works together with a jurisdiction’s in-house communications staff and/or with one or more outreach organizations. We often work with, and highly recommend, Tripepi-Smith, and some information on the services they offer is included at the end of this proposal. And we would be happy to work with any in-house team at the jurisdiction or with any firm or organization the jurisdiction selects. Many projects can be handled by a jurisdiction’s in-house or regular outreach and communications teams (with samples and topic expertise provided by NDC), but a number of jurisdictions seek supplemental outside communications assistance.

Project Website

NDC provides all project materials in website-friendly formats for posting on the jurisdiction’s website. At no cost, NDC will provide project website samples and website language for use on the jurisdiction’s project website. But for jurisdictions that prefer not to take on the challenge of creating and managing a rapidly-changing project website, NDC will create, host, and update project website (visit to see one such site – though note that site was created prior to passage of the new AB849 requirements).

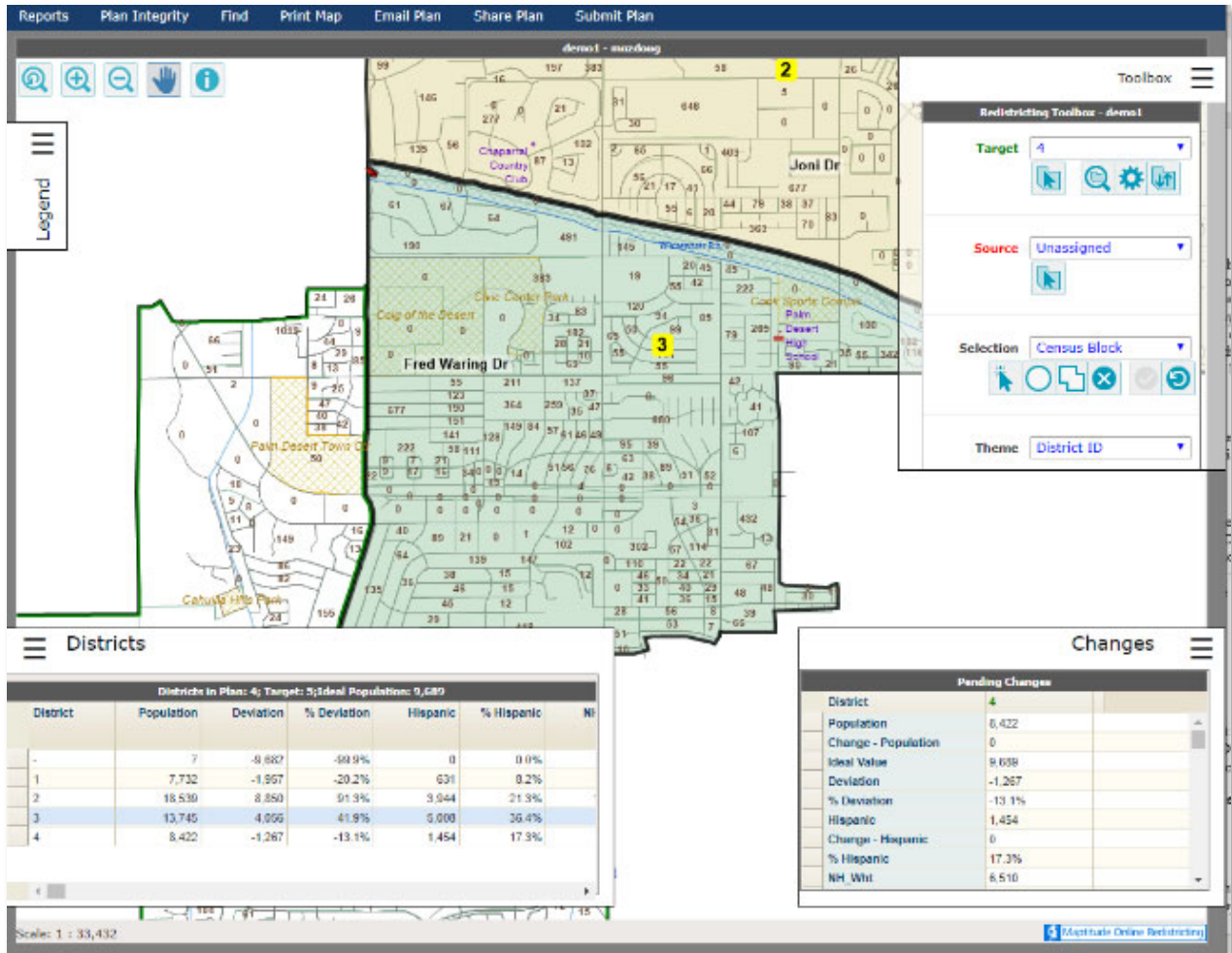


Background on Online Mapping Tool Options

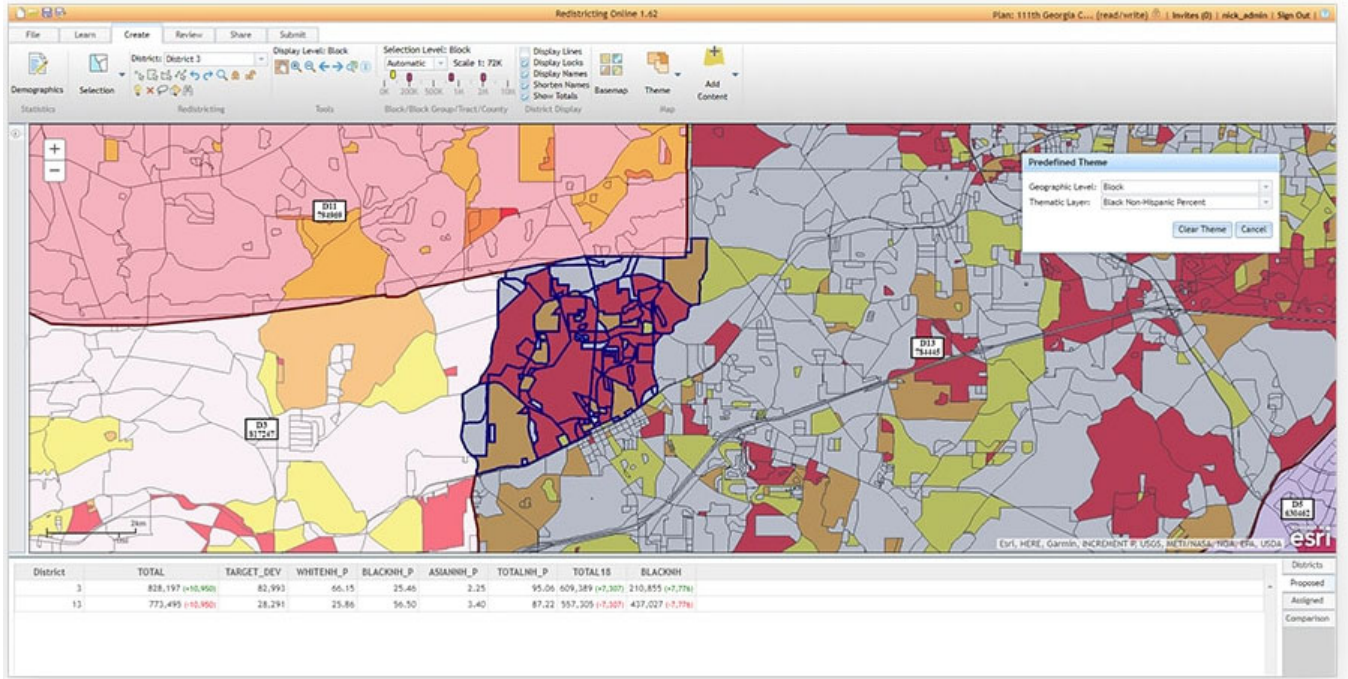
NDC is the unmatched leader in redistricting tools that empower residents to review draft maps and to develop and submit their own map proposals. NDC is the only firm that has used the online mapping solutions from both ESRI and Caliper Corporation in major redistricting projects.

Only NDC has repeatedly trained members of the public, processed public map submissions, and presented the public map proposals to public hearings and commission meetings. NDC's online mapping tool options provide user support, hosting, managing, and processing submitted plans for an online interactive system that allows public to draw and submit proposed maps through a standard web browser.

In the more than 200 California local districting projects between 2012 and 2020, NDC is the only consultant providing clients access to Caliper Corporation’s “Maptitude Online Redistricting” tool. Even with the technical challenges arising from such tools’ power and flexibility, NDC’s training and encouragement frequently results in 10, 20, 30 or more different maps drawn by residents of the school district or city providing that tool to its residents.



The other primary public mapping tool currently on the market is ESRI's online districting tool. While easy to use, the ESRI product costs significantly more. As a result, traditionally only the largest jurisdictions have been able to afford it.



When it is time to start the project, NDC will work with each interested client to determine which, if any, online mapping tool best meets the goals and budget of the jurisdiction.

Paper- and Excel-based Public Mapping Tools

While online mapping tools are very popular, NDC never forgets those residents who do not have internet access or who simply prefer to not drawing maps online.

At no cost with every online mapping tool, and as a separate option for jurisdictions that for budget or other reasons do not include an online mapping tool, NDC offers our “Public Participation Kit.” Each “Kit” includes two formats.

The first, and most simple, Kit is a one-page map showing streets, city borders, and population counts for NDC-created “Population Unit” geographic areas. Residents draw the map they wish to propose and add up the population counts by hand until they get the right population count in each district. All of the directions needed are right on the single-page form. Examples of these tools, from our work for the City of Lake Forest, are available here: <https://drawlf.org/draw-a-map/>.

The second form of offline mapping tool is for those residents who do not want to deal with an online mapping tool, but who are already comfortable with Microsoft Excel. NDC provides a similar simple one-page map of those same “Population Units,” but this time the map shows the Unit ID number rather than the population count in that Unit. Residents then enter their preferred district assignment for each Population Unit into the pre-formatted Excel spreadsheet (also available on the Lake Forest website), and Excel calculates the total population and demographics of each District. When the resident has the map the way they like it, they simple email in the Excel file.

Public Participation Kit

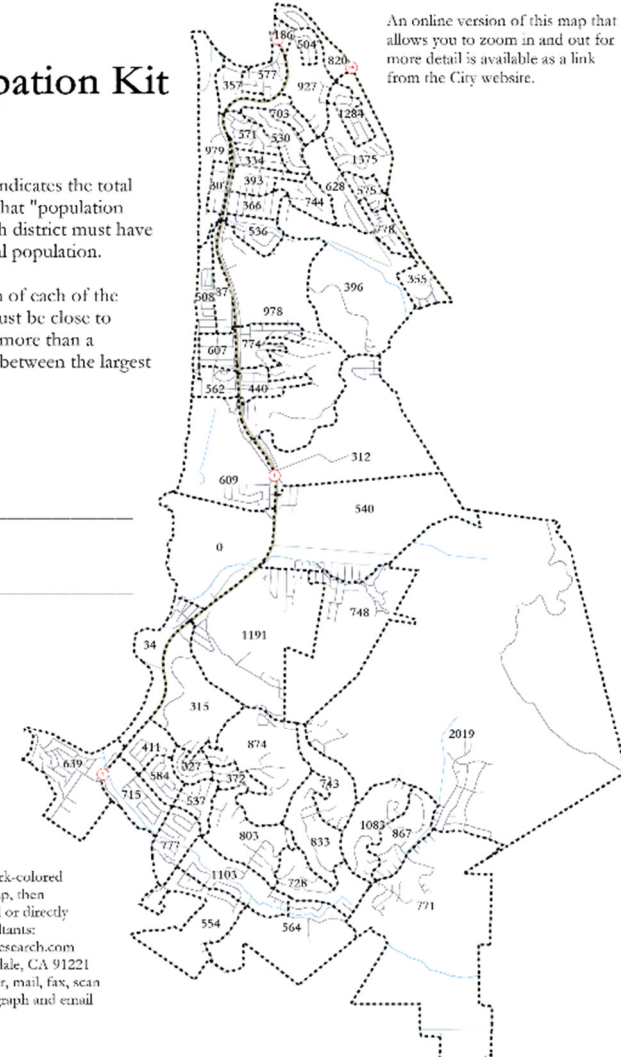
An online version of this map that allows you to zoom in and out for more detail is available as a link from the City website.

Each number indicates the total population of that "population unit" area. Each district must have essentially equal population.

The population of each of the five districts must be close to 7,447, with no more than a 745 difference between the largest and smallest.

Name: _____

Phone or email: _____



Please use a thick dark-colored pen to draw your map, then submit it at City Hall or directly to our project consultants:
 Submission@NDCresearch.com
 PO Box 5271, Glendale, CA 91221
 You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

National Demographics, October 8, 2018 #2D16 CALIPER



Subcontractor Information

The only proposed subcontractors are the online mapping tool hosting services listed in the “optional elements” part of this project proposal: DistrictR, Caliper, and/or ESRI.

Cost Proposal

- 1. **Basic Project Elements** (covers everything except for per-meeting and optional expenses):..... \$ 47,000
- 2. **Per-Meeting expense:**
 - In-person attendance, per meeting \$ 2,750
 - Virtual (telephonic, Zoom, etc.) attendance, per meeting..... \$ 1,250

For each meeting, NDC will prepare meeting materials, including presentation materials and maps; present and explain key concepts, including mandatory and traditional redistricting criteria and “communities of interest”; facilitate conversations; answer questions; and gather feedback on existing and proposed boundaries. Per-meeting prices include all travel and other anticipated meeting-related expenses. Telephone calls to answer questions, discuss project status, and other standard project management tasks do not count as meetings and do not result in any charge.

- 3. **Optional Project Elements:**
 - a) Project website \$ 6,500
 - b) Public mapping tool options:
 - ESRI Redistricting *
 - Caliper-centered system including all elements below \$ 38,500
 - “Maptitude Online Redistricting” (MOR)
 - Tuft University’s “DistrictR” (a simple neighborhood mapping tool)
 - Public Participation Kit paper- and Excel-based mapping tool
 - c) DistrictR without MOR or ESRI \$ 25,000
 - d) Public Participation Kit mapping tool without MOR or ESRI..... \$ 7,500
 - e) Working with independent or advisory redistricting commission..... no additional charge
 - f) Additional outreach assistance..... separately contracted

* ESRI prices its software on a jurisdiction-by-jurisdiction basis. The lowest prices we have seen are \$80,000 and up. If that is an option the jurisdiction would like to pursue, NDC will request a specific price for your jurisdiction from ESRI.



Other Potential Project-Related Expenses:

The most common additional project expenses would be any site or staff costs for conducting the community forums and the cost of printing or copying paper copies of the “Public Participation Kit.” In NDC’s experience, most participants will download and print the Kits in their own homes or offices.

Additional Analysis

NDC is happy to assist with any additional analysis that the client requests at our standard hourly rates:

| | |
|--------------------------------------|----------------|
| Principal (Dr. Douglas Johnson)..... | \$300 per hour |
| Vice President (Justin Levitt)..... | \$250 per hour |
| Senior Consultant | \$200 per hour |
| Consultant..... | \$150 per hour |
| Analyst / Clerical..... | \$50 per hour |

Dr. Johnson is also available for deposition and/or testimony work if needed, at \$350 per hour.

Requested Payment terms:

NDC requests that the “Still Balanced” project fee be paid at the start of the project; that the difference between the “Still Balanced” fee and half of the “Basic Project Elements” be paid once the decision to update the district lines is made; and the balance of the project costs be paid at the conclusion of the project.

Exception: “Still Balanced” Jurisdictions

For a few jurisdictions, the existing election areas will still meet the equal population and voting rights act requirements using new 2020 Census data and the requirements of California’s new “Fair Maps” law. These jurisdictions have the option simply retain the existing map without drawing and holding hearings on alternative maps. For jurisdictions electing this approach, the project would conclude with that decision. The amount stated below would replace the “Basic Project Elements” price given above.

Includes all the services listed below: \$ 8,500

- Compile total population and Citizen Voting Age Population data.
- Import existing election area lines.
- Compile population data by election area and calculate population deviations, prepare memo summarizing findings.

“Still Balanced” optional project elements and per-meeting expenses

Meeting attendance and optional project elements are not included in the “minimal change” project base fee. If requested, NDC team members participate in “minimal change” project hearings or forums at the same “per meeting” expenses, and optional project elements are provided at the same prices listed for a standard project in the previous section of this proposal.

Not-to-Exceed Amount

Assuming the following project elements constitute the full project scope:

- Basic project elements
- Two virtual meetings
- Three in-person meetings

The resulting “not to exceed” project cost would be \$57,750.

Any additional meetings or the addition of any of the optional public mapping tools would result in additional costs. For example, including the full public mapping tool package of Caliper’s Maptitude Online Redistricting, DistrictR, and the paper-based Public Participation kit would add \$38,500 to the project cost, for a total of \$96,250.

Conclusion

Since its founding NDC has been the nation’s preeminent company devoted to local election systems. To summarize:

- NDC has more experience in the field of municipal political election systems than any other company.
- NDC’s experience and expertise has been recognized by our hundreds of clients, the California League of Cities, the California School Board Association, the California Special District Association, and the National Conference of State Legislatures.
- NDC, founded in 1979, has a demonstrated record of financial solvency.
- NDC’s hardware and software resources were specially designed and acquired for districting and redistricting purposes.
- NDC’s highly respected personnel have impeccable credentials in each aspect of the districting and redistricting processes.
- NDC’s suggested approach has been tested in many jurisdictions.
- Any NDC client can be contacted for testimonials and reference.



National Demographics Corporation

- NDC has demonstrated experience over many years in working with the press and media on local election system issues.
- Neither the Justice Department nor any Court has ever rejected any of over 350 local government maps adopted through NDC-managed districting and redistricting projects.

NDC takes pride in tailoring each project to the needs and goals of each individual client. NDC is open to any feedback, concerns, requests, or changes regarding this proposal.

NDC looks forward to the opportunity to work with you on this project.

Appendix

Resumes of NDC President Dr. Douglas Johnson,
Vice President Dr. Justin Levitt, Senior Consultant Dr.
Jeff Tilton and Consultants Todd Tatum and Dr.

Daniel Phillips are attached.

A client list and resumes of all NDC team members are
available at www.ndcresearch.com/about-us/.

Douglas Mark Johnson

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Glendale, CA 91221
djohnson@NDCresearch.com

mobile: (310) 200-2058
office: (909) 624-1442
fax: (818) 254-1221

Employment

President, National Demographics Corporation, 2006 – present.
Senior Analyst, National Demographics Corporation, 2001 – 2006.
Fellow, Rose Institute of State and Local Government, 2001 – present.
Project Manager and Senior Manager at three internet startup companies, 1999 - 2001.
U.S. Representative Stephen Horn, Legislative Director and System Manager. 1993 – 1997.
Coro Foundation, Fellowship in Public Affairs. 1992 – 1993.
Rose Institute for State and Local Government, Student Manager. 1989 – 1992.

Education

Claremont Graduate University, Ph.D. in Political Science, 2015. Dissertation: “Independent Redistricting Commissions: Hopes and Lessons Learned.”
UCLA Anderson Graduate School of Management, MBA, 1999.
Claremont McKenna College, BA in Government (Political Science), 1992.

Academic Honors

Graduated Cum Laude from Claremont McKenna College.
Phi Beta Kappa. Philip Roland Prize for Excellence in Public Policy.

Publications and Articles

Christian Science Monitor “Let the public help draw voting districts,” October 25, 2013.
New York Times, "The Case for Open Primaries," February 19, 2009.
Los Angeles Times Opinion Articles:
“A neighbor’s help on redistricting” June 24, 2007.
“A Trojan horse primary for the GOP” February 25, 2007.
“Where a porn palace stood” (article on redevelopment), July 30, 2006.
Fresno Bee Opinion Article: “The Poison Handshake” June 15, 2004.
Redistricting in America. Rose Institute of State and Local Government, 2010.
Restoring the Competitive Edge: California's Need for Redistricting Reform and the Likely Impact of Proposition 77. Rose Institute of State and Local Government, 2005.
"Competitive Districts in California" Rose Institute of State and Local Government, 2005.
Latinos and Redistricting: “Californios For Fair Representation” and California Redistricting in the 1980s. Rose Institute of State and Local Government, 1991.

Speaker or Panelist

California School Board Association Annual Education Conference panelist: “The California Voting Rights Act: What Board Members Must Know.” December 4, 2015.
Associated Cities of California – Orange County, Keynote Speaker, Newly Elected Officials’ Reception and Dinner, “The California Voting Rights Act,” January 29, 2015.
California League of Cities, City Manager Department, 2015 Department Meeting: “Opportunity to Engage Residents: The California Voting Rights Act.” January 29, 2015.
California League of Cities, City Clerk Department, 2014 Annual Meeting: “Whose Line Is It Anyway: Making the transition from at-large to by-district elections.” September 3, 2014.
National Conference of State Legislatures, Redistricting and Elections Standing Committee: 2007 Spring Forum, "The Arizona Independent Redistricting Commissions' experiences with the first-ever independent redistricting."
National Conference of State Legislatures, Redistricting and Elections Standing Committee: 2008 Spring Forum, "Communities of Interest In Redistricting: A Practical Guide."

Douglas Mark Johnson

National Conference of State Legislatures, Redistricting and Elections Standing Committee: 2009 Fall Forum, "The Key to Successful Redistricting."

National Conference of State Legislatures, Redistricting and Elections Standing Committee: 2010 Spring Forum, "Communities of Interest in Redistricting: A key to drawing 2011 plans (and for their defense)."

National Conference of State Legislatures, Redistricting and Elections Standing Committee: 2011 Winter Forum, "Citizen Voting Age Data from a line-drawer's viewpoint."

Luncheon Keynote Speaker, Santa Barbara's Channel Cities Club, "California's next experiment: independent, public redistricting," January 18, 2011.

Annual Conference, Arizona League of Cities and Towns, Presenter at "Redistricting Law and the Voting Rights Act: What It Means for Your City or Town in 2011," August 25, 2010.

Redistricting, The 2010 Census, and Your Budget, Sponsored by the Rose Institute of State and Local Government, California League of Cities, October 15, 2009.

Arizona Election Law 2010 Continuing Legal Education Conference, "Communities of interest and technology in redistricting," sponsored by the Arizona State Bar Association, March 2010

California's New Independent Redistricting Commission, sponsored by the Irvine Foundation and the California Redistricting Collaborative, December 15, 2009

Tribal Association of Sovereign Indian Nations (TASIN) Legislative Day 2009, "The 2010 Census and 2011 Redistricting in California," December 2, 2009.

California School Board Association, "Litigation Issues and the California Voting Rights Act," December 4, 2009.

California Latino School Boards Association, "Introduction to the California Voting Rights Act," August 20, 2009.

Building a National Reform Movement, Salt Lake City, Utah, 2006, conference on redistricting reform hosted by the League of Women Voters, Campaign Legal Center, and The Council for Excellence in Government

Texas Tech University, "A Symposium on Redistricting," May, 2006

California League of Cities, "Introduction to the California Voting Rights Act."

Voices of Reform, a project of the Commonwealth Club of San Francisco: multiple forums on redistricting and / or term limits, 2006 – 2007

Classroom speaker at Pepperdine University, the University of La Verne, Pomona College and Claremont McKenna College

Justin Mark Levitt

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jlevitt@NDCresearch.com

mobile: (480) 390-7480
office: (818) 254-1221
fax: (818) 254-1221

Employment

Vice-President, National Demographics Corporation, 2012 – present.
Senior Analyst, National Demographics Corporation, 2003 – 2011.
Instructor in Political Science, University of California, San Diego, 2012 – present.
Graduate Research Fellow, Center for US-Mexico Studies, 2010 – present.
Graduate Research Fellow, University of California, San Diego, 2008 – 2010 and 2013 – 2014.
Jesse M. Unruh California Assembly Fellow. 2006 – 2007.
Rose Institute for State and Local Government, Student Manager. 2005 – 2006.

Education

University of California, San Diego, Ph.D. Political Science, 2016. Dissertation title: “The Impact of Geographic Patterns on Tradeoffs in Redistricting.”
Claremont McKenna College, BA in Philosophy, Politics and Economics (PPE), 2006.

Academic Honors

California Studies Fellow, University of California, San Diego, 2007 – 2009
Graduated Cum Laude from Claremont McKenna College.

Publications and Conference Presentations

Settle, Jamie, Robert Bond, and Justin Levitt. 2011. “The Social Origins of Adult Political Behavior.” *American Politics Research*. 39 (2). 239-263

Miller, Kenneth and Justin Levitt. 2007. “The San Joaquin Valley.” In The New Political Geography of California. Eds. Frederick Douzet, Thad Kousser, and Kenneth Miller. Berkeley: Institute of Government Studies.

“The Political Geography of Tradeoffs in Redistricting” Paper presented at the State Politics and Policy Conference, Iowa City, IA, 2013

Getting What You Want: A Bargaining Approach to Fair Division in Redistricting. Paper presented at the “Challenging Urban Borders : the geopolitics of immigration and segregation” workshop, Berkeley, CA, 2013 and the State Politics and Policy Conference, Houston, TX, 2012

“An Atlas of Public Health in Mexico” (with Alberto Diaz Cayeros). Paper presented at the Hewlett Foundation Conference on Public Health, Mexico City, DF. 2012

“Remoteness and the Territoriality of Public Health” (with Alberto Diaz Cayeros). Paper presented at the American Political Science Association conference, Seattle, WA. 2011

“Initiatives as revealed preferences”

Paper presented at the American Political Science Association conference, Seattle, WA. 2011

“No Se Puede: Latino Political Incorporation in Phoenix.”. Paper Presented at the New Political Geography of California conference, Berkeley, CA., 2009

Justin Mark Levitt

“Political Change in the Central Valley”. Paper Presented at the Western Political Science Association conference, Las Vegas, NV.,2007

Working Papers

Hill, Seth, Thad Kousser, Alex Hughes, and Justin Levitt. ND. *“How Competitiveness Shapes Infrequent Primary Voters Response to Receiving a GOTV Mailer.”*

Diaz-Cayeros, Alberto and Justin Levitt. ND. *“Remoteness and the Territoriality of Public Health.”*

Levitt, Justin. ND. *“Getting What You Want: A Bargaining Approach to Fair Division in Commission-led Redistricting.”*

Teaching Experience

California State University, Long Beach, Department of Political Science

| | |
|---|---------------------|
| Adjunct Professor—POSC 327 (Urban Politics) | Spring 2016-Present |
| Adjunct Professor—POSC 229 (Cases in Policy Analysis) | Present |
| Adjunct Professor—POSC 412 (Law and Social Change) | Spring 2016-Present |
| Adjunct Professor—POSC 399 (California Politics Short Course) | Present |

University of California, San Diego, Department of Political Science

| | |
|--|-------------|
| Co-Instructor—UPS 170 (Regional Governance Reconsidered) | Spring 2015 |
| Instructor—Poli 100A (The Presidency) | Fall 2014 |
| Instructor—Poli 160AA (Introduction to Public Policy Analysis) | Fall 2013 |
| Instructor—Poli 10 (Introduction to American Politics) | Summer 2013 |

Jeff S. Tilton Sr., Ed.D.

Employment

Senior Consultant, National Demographic Corporation, 2019 – present
Deputy Superintendent (retired), New Jerusalem Elementary School District, 2012-2019
Director, Educational Programs, Janus Youth Programs, Inc., 2011-2012
Senior Account Executive, Northwest Evaluation Association, 2004-2011 Director II, Stanislaus County Office of Education, 2000-2004
Administrator, Cotati-Rohnert Park Unified School District, 1999-2000
Chief Academic Officer, Delhi Unified School District, 1997-1999
Director I, San Joaquin County Office of Education, 1992-1997
Teacher/Coach, Manteca Unified School District, 1987-1992

Adjunct Faculty Experience

Chapman University
Grand Canyon University
Portland State University
University of San Diego

Education

University of the Pacific, Ed.D., Educational Administration/Curriculum and Instruction 1998.
Dissertation: “A Case Study of the Arizona Boys Ranch Educational Program”

University of LaVerne, M.Ed., Educational Leadership, 1989 California State University, Stanislaus, B.A., English, 1986

Associated Education

Association of California School Administrators’ Personnel Administrators Academy, 2017-2018
Association of California School Administrators’ Superintendents Academy, 2013-2014
Association of California School Administrators’ Personnel Administrators Academy, 1994-1995
California School Leadership Academy, 1990-1992

Speaker or Panelist

Association of California School Administrators Regional Conference, Monterey, California
Association of Personalized Learning Schools & Services State Conference, Sacramento,
California California Charter School Development Center Leadership Conference, San Diego,
California California Charter Schools Organization State Conference, Pasadena, California
California Charter Schools Organization State Conference, Sacramento, California California League
of Middle Schools State Conference, San Diego, California
California Network of Educational Charters State Conference, San Francisco, California Escalon
Kiwanis Club, Escalon, California
Juvenile Court, Community and Alternative School Administrators of California State Conference,
San Francisco, CA Juvenile Court, Community and Alternative School Administrators of
California Regional Conference, Visalia, CA Juvenile Court, Community and Alternative School
Administrators of California State Conference, San Diego, CA KIPP National Summit, Las
Vegas, Nevada
Lathrop Sunrise Rotary Club, Lathrop, California
Latina United Republic Women Federation, Stockton, California Lodi Sunrise Rotary Club, Lodi,
California
Manteca Morning Rotary Club, Manteca, California
Missouri Charter Public School Association State Conference, Lake Ozark, Missouri Modesto
Kiwanis Club, Modesto, California

Jeff S. Tilton Sr., Ed.D.

Modesto Rotary Club, Modesto, California

National Association of Charter School Authorizers National Conference, Salt Lake City, Utah

National League of Middle Schools Conference, Maui, Hawaii North Modesto Kiwanis Club,
Modesto, California

North Stockton Rotary Club, Stockton, California Ripon Rotary Club, Ripon, California

Stockton Pacific Rotary Club, Stockton, California Stockton Republic Women Federation,
Stockton, California Stockton Rotary Club, Stockton, California

The Association of Career and College Readiness Organizations State Conference, Palm Desert,
California Tracy Rotary Club, Tracy, California

Tracy Tank Town Lions Club, Tracy, California

Redistricting Projects

Coalinga Huron School District

Campbell City

Campbell Union

Campbell Union High

Fallbrook Regional Health

Huntington Beach City Schools

Joshua Basin Water

Lincoln City

Marina City

Moreland School District

Santa Barbara County Citizens' Independent Redistricting Commission

Valley Recreation

Westminster City

Todd Tatum

Employment

Consultant, National Demographics Corporation, 2020 – present
Senior Advisor, Capitol Core Group, Inc., 2018 – present
Vice President and Chief Financial Officer, American Housing Group, Inc., 2001 – 2018
Vice President of Operations, Tatum Development Group, 1990 – 2001
Vice President of Operations, Narcissa Homes, 1989 - 1990
Legislative Assistant, U.S. Representative Joseph Kennedy, 1987 – 1989

Education

Harvard University, Bachelor of Arts Degree Candidate, Government Major 1983-1986
Victor Valley College-General Studies, 1980-1982
Apple Valley High School, 1980

Community Engagement

Board of Directors of the Building Industry Association's Baldy View Region, 2003 – 2014
President, Building Industry Association's Baldy View Region, 2006 – 2010
Board Member, Mojave Desert Resource Conservation District, 2002 – 2004
Board Member, San Bernardino County Fair Board, 2001 – 2011
Regional Director, California Democratic Party, 2004 – 2008
Chairman, San Bernardino County Democratic Central Committee, 2000 – 2004
Treasurer, San Bernardino County Democratic Central Committee, 1996 – 2000
Member, San Bernardino County Democratic Central Committee, 1994 – 1996

Resume of Daniel Phillips, Ph.D.

Employment

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| National Demographics Corporation, Glendale, CA: Consultant | 9/20 – pres. |
| Office of Instructional Consultation, UC Santa Barbara, CA: Assistant | 11/17 – 3/18 |
| Department of Geography, UC Santa Barbara, CA: Teaching Associate | 2017-2020 |
| Department of Geography, UC Santa Barbara, CA: Textbook Assistant | 2016-2018 |
| Department of Geography, UC Santa Barbara, CA: Teaching Assistant | 2015-2020 |
| Association of American Geographers – Washington, DC: Research Assistant | 7/13 – 7/14 |
| Association of American Geographers – Washington, DC: Intern | 9/12 – 11/12 |
| Department of Public Works, City of San Luis Obispo, CA: GIS Intern | 6/10 – 9/10 |

Education

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| Ph.D., Geography, University of California, Santa Barbara | 9/16 – 12/20 |
| Dissertation: “The Nature and Scale of Cognitive Communities of Interest” | |
| M.A., Geography, University of California, Santa Barbara | 10/14 – 9/16 |
| Thesis: “Defining the Community of Interest as a Criterion for Boundary Drawing of Electoral Districts” | |
| B.A., Geography, University of California, Santa Barbara | 9/09 – 3/13 |
| Highest Honors, College Honors, Distinction in the Major, 4.0 GPA, Colville-Dearborn Award as top student in the sciences, Chair’s Award for Excellence in Geography as top student in the major | |

Publications

- Daniel W. Phillips and Daniel R. Montello (2017), “Defining the Community of Interest as Thematic and Cognitive Regions,” *Political Geography* 61, 31–45
- Christopher Allen, Thomas Hervey, Werner Kuhn, Sara Lafia, Daniel W. Phillips, and Behzad Vahedi (2016), “Exploring the Notion of Spatial Lenses,” Jennifer Miller, David O’Sullivan, and Nancy Wiegand (eds.), *Proceedings of the 9th International Conference, GIScience 2016* (pp. 259–274). Berlin: Springer.
- Daniel W. Phillips and Daniel R. Montello (2015), “Relating Local to Global Spatial Knowledge: Heuristic Influence of Local Features on Direction Estimates,” *Journal of Geography* 114 (1), 3–14
- David López-Carr and Daniel W. Phillips (2015), “Place Utility,” Reed Ueda, Susan K. Brown, and Frank D. Bean (eds.), *Encyclopedia of Migration*, New York: Springer, DOI: 10.1007/978-94-007-6179-7_42-1
- Daniel R. Montello, Alinda Friedman, and Daniel W. Phillips (2014), “Vague Cognitive Regions in Geography and Geographic Information Science,” *International Journal of Geographical Information Science* 28 (9), 1802–1820

Redistricting Projects

Santa Barbara County Citizens Independent Redistricting Commission



Redistricting with Tripepi Smith

By-district elections are becoming increasingly common in local government agencies throughout California. The California Voting Rights Act, passed in 2001, was the impetus for much of this change. Today, more than 300 local government agencies have districts of some form, and the number continues to rise as local government agencies are compelled to settle lawsuits or avoid legal battles.

About Tripepi Smith and Our Redistricting Team

Tripepi Smith is a team of 23 communications experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. Tripepi Smith offers a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (public policy versus graphic design versus videography versus writing versus social media, for example).

Tripepi Smith is experienced in helping local governments execute community education and outreach initiatives for district formation and redistricting processes. We have worked extensively with agencies on their district public forums, created districting information portals and organized a [conference on local redistricting](#) for nearly 200 local government practitioners.

The combined talent of our policy experts, in-house design team and videographers delivers professional communications that make our clients proud and better inform the public about this complex process. Tripepi Smith has the skills and experience to help local governments implement successful outreach strategies for district formation and redistricting outreach. The team's skills and certifications range from excellent written communication skills to Tableau for data analytics to Google Ads to event planning and project management.

Tripepi Smith Redistricting Services

California State law has identified outreach as a core component of the redistricting process. The Tripepi Smith team can provide jurisdictions with some or all of the following services:

Project Management

Tripepi Smith can facilitate all project calls for this engagement and create a living agenda to manage the efforts and timing between the demographer, legal counsel, City and Tripepi Smith from the beginning of the outreach process to the map adoption.

In-Person Meetings

If possible with COVID-19 limitations, Tripepi Smith can coordinate with City staff to identify venues and dates to host in-person workshops and meetings to seek public feedback on new district lines and provide information on map-drawing tools. Tripepi Smith can devise an agenda, facilitate discussions, document community feedback and promote positive engagement around the process. Additionally, Tripepi Smith can provide graphic design services to create bilingual PowerPoint decks for the presentations and flyers for attendees. We can coordinate simultaneous translation with local partners.

Tripepi Smith can also facilitate recording the meetings and provide videos, with any relevant slides interspersed and closed captions. These videos would likely fulfill the requirement to post a summary of the meeting.

Virtual Meetings

Tripepi Smith can also coordinate and facilitate virtual meetings and workshops to seek public feedback and educate residents on map-drawing tools. Tripepi Smith can also work with City staff to promote the meetings and to leverage our identified outreach and advertising work to promote meeting participation. Our videographers can process recordings of the meetings to fulfill posting requirements.

Press Release/News Article for Website

Tripepi Smith can draft press releases on the jurisdiction's redistricting efforts and manage media relations to promote each step in the redistricting process reaches local and broad-reaching media.

Creation and Updates to Bilingual Redistricting Website

Tripepi Smith can create and maintain a bilingual redistricting website or subpages in coordination with the demographer. The website/pages would include resources for the community, including all required information about meetings and draft maps.

Social Media Support

Tripepi Smith can create bilingual copy and graphics for social media posts about the redistricting process, as well as boost posts (paid advertising) on Facebook and Instagram to help spread the word about meetings and solicit public commentary.

Get in touch with Tripepi Smith President Ryder Todd Smith
(626.536.2173 | Ryder@TripepiSmith.com) to start planning.