

FILE ID: 21-22791

REPORT TO THE CITY COUNCIL

DATE: June 24, 2021

FROM: THOMAS ESQUEDA, City Manager
MIGUEL ARIAS, Councilmember
NELSON ESPARZA, Councilmember
TYLER MAXWELL, Councilmember

BY: GEORGEANNE A. WHITE, Assistant City Manager
Office of Mayor & City Manager

SUBJECT:

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

RECOMMENDATION:

The recommendation for award will be made following the interviews and will be discussed at the June 24, 2021 Council meeting.

EXECUTIVE SUMMARY:

The City Manager's Office and City Council seek to award a contract for Demographic Consultant Services to a Consultant who provided a proposal in response to RFP 10047 Demographic Consulting Services for Redistricting Process.

BACKGROUND:

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

RLS:

required by state and local law. There will be public hearings, public outreach, and publication requirements including a website in multiple languages.

A Request for Proposals was published on Planet Bids and advertised in the Business Journal on April 13, 2021. Four proposals were received and opened on May 14, 2021. The RFP Selection Committee members are Georgeanne White (Assistant City Manager), Miguel Arias (District 3), Tyler Maxwell (District 4), Nelson Esparza (District 7), and Melissa Perales (Purchasing Manager). The committee met on June 16, 2021 to review all proposals and select a proposer. It was the determination of the committee to hold interviews for the top two proposers. Interviews are tentatively scheduled for June 18, 2021.

ENVIRONMENTAL FINDINGS:

This approval is not a project for the purposes of CEQA Guidelines Section 15378

LOCAL PREFERENCE:

Local Preference was not applied as none of the proposers were considered local under the FMC.

FISCAL IMPACT:

The proposed Fiscal Year 2022 budget includes funding for Redistricting activities. Any expenses incurred in FY21 will be paid out of the General City Purpose budget.

ATTACHMENTS:

Proposals received:
Bear Demographics & Research LLC
GEOinovo "Mapping" Solutions Inc.
National Demographics, Inc
Redistricting Partners