

Agenda Report

TO: CITY COUNCIL

OCTOBER 28, 2002

FROM: CITY CLERK

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH MARTIN & CHAPMAN COMPANY FOR PROFESSIONAL ELECTION SERVICES AND SUPPLIES FOR AN AMOUNT NOT TO EXCEED \$322,158

RECOMMENDATION:

It is recommended that the City Council:

- (a) Authorize the City Clerk to enter into a contract with Martin & Chapman Company, without competitive bidding pursuant to City Charter Section 1002(F) (professional or unique services) for professional election services and supplies for the March 4, 2003 consolidated City of Pasadena and Pasadena Unified School District primary nominating election, and the April 15, 2003, general municipal election for an amount not to exceed \$322,158.
- (b) Grant the proposed contract an exemption from the competitive selection process of the Competitive Bidding and Purchasing Ordinance pursuant to Pasadena Municipal Code Section 4.08.049(B), contracts for which the City's best interests are served.

BACKGROUND:

This contract is for specialized election-related services (typesetting and printing of official ballots and sample ballot pamphlets, absentee voter supplies, delivery and pickup of precinct supplies, state-approved ballot tally software and equipment, etc.) There are only two companies in the State that are certified by the Secretary of State to print ballots and that provide full election services. One company, Sequoia Pacific, is located in Exeter, California (approximately 60 miles south of Fresno) and the other company, Martin & Chapman, is located in Anaheim.

Martin & Chapman has been the City's election supplier since the 1950's (with the exception of election years 1985, 1987 and 1989 when Sequoia Pacific's services were utilized). Having been Pasadena's primary election supplier for over 50 years, Martin & Chapman is readily familiar with our election process, our ballot grouping process for consolidated elections, our Charter pertaining to the conduct of our local elections, and the logistics and process for tabulating ballots on election night. Most importantly, the Company's printing plant is within our regional area and it has the ability to print and deliver rush orders, either the same day or following morning, for official ballots and absentee supplies. Based on the demand to vote absentee (which is steadily increasing over the years due to the convenience of voting by mail), it is not uncommon that additional ballots and absentee voter supplies need to be ordered on a rush basis. The City and School District do not receive a credit for unused ballots, thus staff attempts not to over estimate the demand for absentee ballots.

Staff believes that it is in the City's best interests to contract with Martin and Chapman based on the specialized services provided for the following reasons: The only other competitor that provides full election services is in central California and proximity to the City of Pasadena throughout the election season is necessary because of the nature of assistance required, both in terms of consultation on issues, review of materials and providing supplies. Martin & Chapman has provided excellent service in the past, and it is better able to come onto the site during election season for the variety of services required. For example, the ability to print and deliver additional ballots is important in order for the election official to be able to process large batches of absentee applications (up to 800/day during peak periods) and to be able to mail absentee ballots to voters within one day of receipt of their applications.

As our method of complying with the Voting Rights Act ("VRA"), is it our policy to utilize a targeting method of providing minority language translations according to practice County-wide. Under this method, multi-lingual translations of voting materials are provided to minority populations where 1% of a single language minority has been identified by Census data as being limited-English proficient. Based on 1990 Census data for our community, translations of voting materials are provided in Spanish and Chinese, as these languages meet the 1% criteria. The requested contract amount is based on the City's policy of printing and mailing a bilingual English/Spanish sample ballot pamphlet to all voters (due to the large Spanish-speaking population in this community), and providing translations in Chinese upon request. In November, the Registrar of Voters Office will supply the City with minority language translation requirements based on detailed 2002 Census data. If additional languages are identified as meeting the 1% criteria for translation, there will be a cost impact of approximately \$12,000 for each additional language.

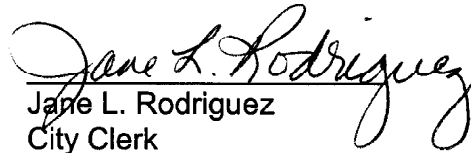
The proposed contract complies with the Living Wage Ordinance.

FISCAL IMPACT:


Funding for this contract is available in the approved FY 2003 Elections Budget, Account 8114-101-263000. The Pasadena Unified School District (PUSD) consolidates the Board of Education election with our municipal elections, and PUSD reimburses the City its pro-rata share which is approximately 68% of the total primary election costs. If there is a run-off for City Council seats and Board of Education seats, PUSD will again reimburse the City its pro-rata share. If there is a run-off for the Board of Education only, or the City Council only, the entity having candidates on the general election ballot will pay the full run-off election costs.

The total estimated cost of this contract excludes the printing of candidate statements in English. Costs for printing the statements in English will be billed to and paid by the candidates. The City and School District absorb the portion of costs for printing candidate statements in Spanish as part of our costs of complying with the Voting Rights Act.

Respectfully submitted,


Jane L. Rodriguez
City Clerk

Reviewed by: 10/22/02



Nicholas G. Rodriguez
Assistant City Attorney