



Agenda Report

September 12, 2011

TO: Honorable Mayor and City Council

FROM: City Clerk

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH NATIONAL DEMOGRAPHICS CORPORATION FOR PROFESSIONAL REDISTRICTING CONSULTANT SERVICES FOR AN AMOUNT NOT TO EXCEED \$85,000

RECOMMENDATION:

- (1) Find that the proposed action is exempt from the California Environmental Quality Act pursuant to State CEQA Guidelines, Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment; and
- (2) Authorize the City Clerk to execute an agreement between the City and National Demographics Corporation, without competitive bidding pursuant to Pasadena City Charter, Section 1002(F) (contracts for professional or unique services), for professional redistricting consultant services in support of the City Council established Redistricting Task Force for an amount not to exceed \$85,000.

RECOMMENDATION OF THE REDISTRICTING TASK FORCE:

At the August 31, 2011 special meeting, following an interview process of the top three rated consultants, the Redistricting Task Force unanimously approved a motion to recommend National Demographics Corporation to serve as the Redistricting Consultant.

BACKGROUND:

On June 20, 2011, the City Council established a nine-member Redistricting Task Force to examine 2010 Census data for changes in population and demographics to determine whether the current boundaries of the seven City Council voting districts conform to applicable legal requirements. A Request for Proposals (RFP) has been circulated for the purpose of hiring a professional redistricting consultant to work under the supervision and direction of the Task Force, and guide the Task Force and public through the redistricting process.

Following a three-week circulation period, the City received five responses that were initially reviewed and scored by City staff. Evaluations of the proposals were based on the competitive selection process, in which the evaluations were not limited to price alone. The chart below reflects staff's scoring.

The competitive selection evaluation criteria are as follows:

- A) Prior experience of the proposer in performing the requested services – 70 points
- B) Cost of Services – 20 points
- C) Local Pasadena Business – 5 points
- D) Small and Micro-Businesses – 5 points (proposer must be certified by the State of California as a small or micro-business)

Name	Prior Experience	Cost of Service	Local Business	Micro Business	Total Score
National Demographics Corporation Glendale, CA	67	17	0	0	84
Q2 Data & Research, LLC Oakland, CA	65	5	0	5	75
Golden State Consultants Whittier, CA and Pasadena, CA	45	15	5	5	70
ARCBridge Consulting and Training Herndon, VA	50	10	0	5	65
Redistricting Partners Berkeley, CA	25	12	0	0	37

A sub-committee consisting of City staff and the Task Force's Chair and Vice Chair, then reviewed staff's scoring and determined that three responders, National Demographics, Q2 Data & Research, LLC, and Golden State Consultants, warranted further review regarding. These top three responders were invited to participate in an interview process conducted by the full Task Force at the August 31, 2011 special meeting.

Candidates were allocated up to 30 minutes for presentations and answering questions by individual Task Force members. At the conclusion of the interview process, and following discussions and deliberations, the Task Force unanimously approved a motion to recommend National Demographics Corporation to serve as the Redistricting Consultant.

The proposal submitted by National Demographics Corporation also included a community outreach component to be coordinated by members of the consultant team experienced in this area of service. Staff recommends utilization of this added feature, which will assist the City and the Task Force in engaging the public in the redistricting process. This will ensure that community participation and input, essential to the success of any redistricting effort, is a strong element in the development of the redistricting alternatives to be considered.

ENVIRONMENTAL ANALYSIS:

This action is exempt from CEQA pursuant to State CEQA Guidelines Section 15061 (b) (3), the General Rule that CEQA only applies to projects that may have an effect on the environment. The action proposed herein is the consideration of revised districts for election purposes, and will not have a potentially significant environmental effect.

FISCAL IMPACT:

The cost for this contract is for an amount not to exceed \$85,000, which is available as part of the \$133,500 allocated for Redistricting in the approved FY 2012 City Clerk Budget, Account 8114-101-261011. The proposed contract complies with the Living Wage Ordinance.

Respectfully submitted,



Mark Jomsky
City Clerk, CMC

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:
National Demographics Corporation

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:
Douglas Johnson, President/Secretary/Treasurer

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:
Douglas Johnson

Prepared by: Douglas Johnson

Title: President

Phone: 909-624-1442

Date: 8-14-2011