

Agenda Report

May 24, 2021

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 enter into a contract, as a result of a competitive selection process, specified by Section 4.08.047 of the Pasadena Municipal Code, with National Demographics Corporation for professional redistricting consultant services for an amount not-to-exceed \$85,000. Competitive bidding is not required pursuant to City Charter Section 1002(F)(contracts for professional or unique services).

RECOMMENDATION OF THE REDISTRICTING TASK FORCE:

At the May 5, 2021 special meeting, following an interview process of the three responding consultant firms, the Redistricting Task Force approved a motion (7 in favor and 5 against) to recommend National Demographics Corporation (NDC) to serve as the Redistricting Consultant. Based on deliberations and statements made by Task Force members, it was the general consensus of the Task Force that all three firms were well-qualified to lead the City's redistricting efforts, which helps to explain the lack of unanimity for any single consulting firm. At the May 19, 2021 special meeting, following a presentation of the firm's work plan for the 2021 Redistricting effort, the Task Force voted unanimously to approve the proposed conceptual work plan and schedule.

BACKGROUND:

On April 26, 2021 and May 3, 2021, the City Council established a twelve-member Redistricting Task Force to examine 2020 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) was circulated for the purpose of hiring a professional redistricting consultant to assist the City Council appointed Task Force, and guide the Task Force and public through the redistricting process.

Following a four-week circulation period, the City received three 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 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
Bear Demographics & Research Toluca Lake, CA	64	20	0	0	84
National Demographics Corporation Glendale, CA	59	13	0	0	72
Redistricting Partners Berkeley, CA	53	9	0	0	62

A sub-committee consisting of City staff and the Task Force’s Chair and Vice Chair, reviewed the proposals in advance of the May 5, 2021 Redistricting Task Force meeting, with all three firms deemed qualified based on background and qualifications, and invited Bear Demographics & Research, National Demographics Corporation, and Redistricting Partners to participate in an interview process conducted by the full Task Force.

Candidates were allocated up to 20 minutes for presentations and to answer set questions posed to each firm, with additional time provided to answer individual questions by Task Force members specific to proposals and presentations. During deliberations, all three firms were noted by the Task Force as having strong backgrounds and qualifications, with each being capable of facilitating the redistricting

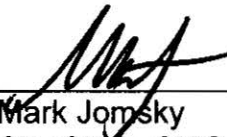
process. At the conclusion of discussions and deliberations, the Task Force approved a motion to recommend National Demographics Corporation to serve as the Redistricting Consultant.

At the May 19, 2021 Redistricting Task Force meeting, it was announced that National Demographics Corporation (NDC) had decided to re-establish its relationship with David Ely, Compass Demographics and part of the Bear Demographics & Research proposal, to assist in Pasadena's redistricting process. As was discussed during the consultant interviews on May 5, 2021, Mr. Ely has led or been involved as a demographer in the City's 1991, 2001, and 2011 redistricting efforts (he worked in partnership with Mr. Johnson and National Demographics Corporation in 2011). He brings a wealth of historical knowledge, expertise, and perspective to the 2021 Pasadena Redistricting process, and is a welcome addition in providing further support and assistance to the Task Force as it moves forward in its work.

FISCAL IMPACT:

The cost for this contract is for an amount not-to-exceed \$85,000, with funds available to cover redistricting expenses as part of unspent funds remaining from the 2020-2021 City Clerk Election budget, Account No. 101-13000-811400-92015. The proposed contract complies with the Living Wage Ordinance.

Respectfully submitted,



Mark Jomsky
City Clerk, CMC