

Agenda Report

TO: CITY COUNCIL

OCTOBER 30, 2000

FROM: CITY CLERK

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH MARTIN & CHAPMAN FOR PROFESSIONAL ELECTION SERVICES AND SUPPLIES FOR AN AMOUNT NOT TO EXCEED \$315,838

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 November 7, 2000 special municipal election, the March 6, 2001, consolidated primary municipal election, and the April 17, 2001, general municipal election in an amount not to exceed \$315,838. It is estimated that the cost of services and supplies for the November 7, 2000 special municipal election will be \$50,000, for the March 6, 2001 primary election will be \$149,585, and for the April 17, 2001 general (runoff) election will be \$116,253 (if there is a runoff election)
- (b) Grant this contract a partial exemption from the Affirmative Action in Contracting Ordinance (competitive selection only) pursuant to Pasadena Municipal Code Section 4.09.060(C) (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 almost 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. The only other competitor that provides full election services is in central California. Martin & Chapman has provided excellent service in the past, and it is better able to respond to "rush" orders for additional supplies, including same day delivery in most cases. 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 the demographics of 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.

The proposed contract complies with the Living Wage Ordinance.

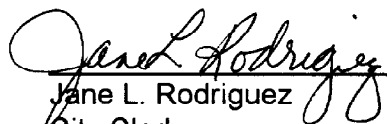
FISCAL IMPACT:

Funding for this contract is available in the approved FY 1999 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.

On November 7, 2000, voters in the City and Pasadena Unified School District territory will decide whether to increase the size of the Board of Education from five to seven members (Measure AA). If Measure AA is approved, Seat 6 (two-year term) and Seat 7 (four-year term) on the Board of Education will be open for election in the March/April 2001 election cycle, and the School District will be invoiced for costs (estimated at \$20,000) related to these two additional races.

Respectfully submitted,


Jane L. Rodriguez
City Clerk

Reviewed by:



Nicholas G. Rodriguez
Assistant City Attorney