



COUNTY OF SAN DIEGO

Independent Redistricting Commission

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AGENDA ITEM

DATE: December 18, 2020

Item 6

TO: Independent Redistricting Commission

SUBJECT: COMPETITIVE PROCUREMENT OF REDISTRICTING CONTRACTED SERVICES

OVERVIEW:

San Diego County's Independent Redistricting Commission (IRC) is responsible for redrawing the supervisorial district boundaries to ensure equal representation of San Diego County residents to the extent possible, according to California Elections Code Section 21550-21553 and the Charter of the County of San Diego (County). In support of the IRC's responsibilities, and under California Elections Code Section 21552(c)(8), the San Diego County Board of Supervisors has provided for reasonable funding and staffing for the work of the IRC.

To meet the IRC's deadline under State law and ensure maximum time for public participation in the redistricting process, there is an immediate need to issue two RFPs for the following services to begin the IRC's work:

- Demographer and Mapping Software
Services to provide demographic analysis, mapping software, and mapping services to the IRC for the process of redrawing the Supervisorial districts.
- Public Outreach and Engagement
Services to coordinate public outreach for the IRC process of redrawing the Supervisorial districts. This contractor will advise the IRC on broad and diverse public outreach to maximize public engagement in the redistricting process.

An overview of these services are provided in Attachment A and B, along with a proposed anticipated timeline.

Redistricting is a public process that occurs once per decade following the federal Census. As such, the IRC's efforts necessitate a unique set of tools, knowledge, and expertise that is outside the scope of County IRC staff. To support the IRC's responsibilities, certain specialized services have been identified to be retained by the County under agreement with various Contractors, to be funded by the appropriations established by the Board of Supervisors for the IRC.

The County uses a standardized Request for Proposals (RFP) process to ensure the impartial and objective selection of contractors to perform services and ensure a full, open and fair competitive

**SUBJECT: COMPETITIVE PROCUREMENT OF REDISTRICTING
CONTRACTED SERVICES**

procurement process. This process includes the drafting and public posting of an RFP to which qualified Offeror(s) can submit a response; and the formation of a confidential Source Selection Committee (SSC) assigned to comprehensively and impartially evaluate proposals and recommend a contract award on the basis of best value (price and other factors). The Source Selection process is confidential to ensure integrity of the procurement process.

To balance the confidentiality of the competitive procurement with transparency, given the public nature of redistricting, County IRC staff recommends that IRC members participate in the SSC process. Three (3) IRC Commissioners would be identified to participate with County staff in each RFP, for a total of six Commissioners participating in the process. For each RFP, one Commissioner would serve as Technical Advisor to review and comment on procurement documents (e.g., the Scope of Work) before RFP issuance, and two Commissioners would serve as Voting Members of a five-voting member SSC to objectively evaluate RFP responses from Offerors and recommend the award of contracts.

The County's RFP process requires that all personnel assigned to the SSC (both Voting Members and Technical Advisors) to remain confidential and all participants must sign a conflict of interest and confidentiality declaration. Thus, it is recommended that the members of the IRC to participate in the RFP process be selected by confidential random drawing. All Commissioners would be included in the pool of potential RFP participants unless a Commissioner notifies County IRC staff that they are not available or choose not to participate in one or both RFPs. All such emails should be received by 6:00 pm on December 18, 2020. Subsequently, following the deadline to submit emails, County IRC staff will randomly draw from the pool of Commissioners to select the participants in each RFP and their role on the Source Selection Committee as a Technical Advisor or a Voting Member. If there are fewer than six Commissioners in the pool, the Technical Advisor and/or Voting Member role(s) on one or both RFPs would be filled by County staff.

At its December 18, 2020 meeting, the full Commission will have an opportunity to discuss and receive public comment on the qualifications and experience the demographer and the outreach and engagement contractors should possess, thus informing the individual Commissioners selected to participate in the RFP processes.

RFP activities would be conducted in December 2020 and January 2021, with contract awards anticipated in early February 2021. The names of the contractors will be reported to the full IRC once the process has concluded.

RECOMMENDED ACTIONS:

Include all Commissioners in the pool of participants to serve on the Source Selection Committee in the County's Request for Proposals process to solicit for the contracted services of a Demographer and Mapping Contractor, and a Public Outreach and Engagement Contractor, unless County IRC staff are notified by e-mail of individual notice not to participate. County IRC staff will subsequently conduct a random drawing to confidentially assign roles of one Source Selection Committee Technical Advisor and two Voting Members for each RFP, for a total of six Commissioners, three Commissioners participating in each RFP process.

**SUBJECT: COMPETITIVE PROCUREMENT OF REDISTRICTING
CONTRACTED SERVICES**

ATTACHMENTS:

Attachment A: Overview of RFP for Demographer and Mapping Software

Attachment B: Overview of RFP for Public Outreach and Engagement

COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION RFP FOR DEMOGRAPHER & MAPPING SOFTWARE

The County of San Diego (County) will support the Independent Redistricting Commission (IRC) by issuing a Request for Proposal (RFP) to solicit and award a contract for the provision of demographic analysis and mapping software services for the IRC for the process of redrawing the Supervisorial districts.

IRC Participation & Expectations

The IRC will provide their expertise and advise on the County's RFP process and the following positions are recommended:

- One (1) Technical Advisor to review the RFP and associated documents prior to issuance, and provide support during the competitive procurement process.
- Two (2) Source Selection Committee (SSC) Voting Members to evaluate proposals received and make recommendations for contract award.

Proposed Timeline

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|--------------------|----------------------------------|
| • <u>12/18/20:</u> | IRC Overview |
| • <u>12/22/20:</u> | Technical Advisor input deadline |
| • <u>12/28/20:</u> | RFP posting |
| • <u>01/14/21:</u> | RFP due date |
| • <u>01/14/21:</u> | SSC Meeting #1 (2 hours) |
| • <u>01/19/21:</u> | SSC Meeting #2 (4 hours) |
| • <u>01/20/20:</u> | SSC Meeting #3 (4 hours) |
| • <u>01/22/21:</u> | Post Notice of Intent to Award |
| • <u>02/01/21:</u> | Targeted contract effective date |

COUNTY OF SAN DIEGO INDEPENDENT REDISTRICTING COMMISSION RFP FOR PUBLIC OUTREACH AND ENGAGEMENT

The County of San Diego (County) will support the Independent Redistricting Commission (IRC) by issuing a Request for Proposal (RFP) to solicit and award a contract for the provision of public outreach coordination services for the IRC process of redrawing Supervisorial districts. This contractor will advise the IRC on broad and diverse public outreach to maximize public engagement in the Redistricting process.

IRC Participation & Expectations

The IRC will provide their expertise and advise on the County's RFP process and the following positions are recommended:

- One (1) Technical Advisor to review the RFP and associated documents prior to issuance, and provide support during the competitive procurement process.
- Two (2) Source Selection Committee (SSC) Voting Members to evaluate proposals received and make recommendations for contract award.

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