

SOURCE SELECTION COMMITTEE (SSC) REPORT FOR
REQUEST FOR PROPOSALS (RFP) 10673
COUNTY OF SAN DIEGO DEMOGRAPHER SERVICES

1. Background

On October 13, 2020, the County of San Diego (COSD) established an Independent Redistricting Commission (IRC) to undertake the process of redistricting. To support these efforts the IRC approved the release of a request for proposals (RFP 10673) solicitation for demographer services which was posted on April 26, 2021, and closed on May 10, 2021. Two proposals were submitted by May 10, 2021. A Source Selection Committee (SSC) was appointed by the Source Selection Authority (SSA) on behalf of the IRC, Barbara Jimenez, Executive Lead of the County of San Diego Independent Redistricting Commission.

This report contains the SSC’s analysis, findings, and recommendations.

2. Proposals Submitted

There were two (2) proposals submitted in response to RFP 10673.

- FLO Analytics
- Timmons Group

3. Source Selection Committee (SSC) Participants

VOTING MEMBERS	
Ross Martin (Chair)	Geographic Information Systems Manager with the Land Use & Environment Group
Pete Arthur	Senior Geographic Information Systems Analyst with the Registrar of Voters
Katherine Gordon	Health Planning and Program Specialist with the Health and Human Services Agency Community Health Promotion Team
Richard Grudman	Chief of Departmental Operations with the Department of General Services and served as technical lead on the County’s redistricting team in 2011
Ricardo Gutierrez	Geographic Information Systems Coordinator with the Health and Human Services Agency Office of Business Intelligence
TECHNICAL MEMBERS (NON-VOTING MEMBERS)	
Liberty Donnelly	Co-Project Manager, San Diego County Independent Redistricting Commission
Nicole Temple	Co-Project Manager, San Diego County Independent Redistricting Commission
Lizeth Tapia	Administrative Analyst III
DEPARTMENT OF PURCHASING AND CONTRACTING	
Richard McCarvell	Chief, Procurement Services

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4. Evaluation

The SSC evaluated the proposals in accordance with the evaluation criteria provided in the RFP. The criteria listed below are in descending order of importance by paragraph, and subparagraph.

1. MINIMUM REQUIREMENTS (PASS/FAIL)

1.1. Confirmation that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4).

1.2. Acceptance of County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in this RFP, or acceptance with exceptions that are acceptable to the County.

2. TECHNICAL APPROACH

2.1. The extent to which the Offeror's proposed methodology, mapping software, and process show a thorough understanding of the IRC's requirements.

2.2. The extent to which the Offeror proposes a comprehensive, innovative, low risk, and effective technical approach for the provision of demographic and mapping services and public communications services as outlined in Exhibit A Statement of Work.

2.3. The extent to which the Offeror's proposed optional tasks/activities provides a comprehensive, innovative, low risk, and effective technical approach; and provides reasonable and well thought out options accounting for the anticipated delay in receipt of Federal and State census data as well as the effects of COVID-19 restrictions permitting only virtual public meetings and other contingencies.

3. OFFEROR'S EXPERIENCE AND QUALIFICATIONS

3.1. The nature and depth of the Offeror's (and subcontractors if proposed) experience in providing demographic services similar in scope to IRC's requirements in the Statement of Work with an emphasis on redistricting, demographic analysis, utilization of mapping software, interaction with public commissions, and involvement in public outreach.

3.2. The extent of personnel experience and qualifications relevant to providing demographic services for redistricting of a similar scope to that of IRC's requirements.

3.3. The extent to which Offeror's experience demonstrates knowledge of relevant redistricting regulatory requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions.

3.4. The provision of favorable references that support stated experience relevant to providing high-quality demographic services similar in scope to the IRC's requirements.

4. PRICE

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4.1. Price reasonableness including Offeror's pricing of submitted example project scenarios.

4.2. The extent to which the Offeror provides reasonable prices for optional tasks/activities; and comprehensive, stable, and predictable pricing that serves to limit the pricing risk or variance to the County.

The SSC met on May 11, 2021, when the members received an orientation on the role of the SSC and the RFP process. Each member was given the RFP, evaluation tool, and proposals received. The SSC then met on May 18, 2021, May 19, 2021, May 25, 2021, May 27, 2021, and June 1, 2021 to review, discuss and evaluate the submitted proposals.

The SSC's findings are documented in this report.

5. SSC Findings

5.1. FLO Analytics (721/1000)

FLO Analytics met the minimum requirements of the RFP and proposed a technical approach that supported them having proposed a methodology, mapping software, and process that demonstrated an accurate understanding of the requirements; an acceptable, comprehensive, and effective technical approach for the provision of demographic, mapping services, and public communications services as outlined in Exhibit A Statement of Work; and an advantageous approach as it pertains to proposed optional tasks/activities with options proposed considered to be innovative and potentially effective if the IRC elects to utilize these options.

FLO Analytics and the proposed personnel assigned to the project were considered to have demonstrated their capability to perform to expectations. Additionally, three references were provided that were supportive of the provision of high-quality demographic services. With regards to a demonstrated knowledge of relevant redistricting requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions, FLO Analytics were considered to have demonstrated an accurate understanding of the regulatory requirements but had presented experience that only marginally demonstrated their capability to perform to expectations as it pertains to knowledge gained through experience of redistricting projects related to California Counties and San Diego County.

Concerning pricing, FLO Analytics proposed a fixed price of \$180,760 which was considered to be favorable when compared to the estimated baseline price/budget of \$200,000. Pricing for proposed options and personnel hourly rates were also considered to be reasonable, and overall pricing was considered to be predictable.

Minimum Requirements - PASS

FLO Analytics confirmed "Yes" that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4). Additionally, FLO Analytics confirmed their acceptance of the County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in the RFP. It was noted in the Offerors' confirmation to minimum requirement 1.1 that a subcontractor was referenced. Upon clarification, the Offeror confirmed that no subcontractors are proposed to be utilized on this project.

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Technical Approach (365/500)

Understanding of IRC Requirements (140/200)

The FLO Analytics proposal demonstrated an accurate understanding of the requirements addressing consulting tasks to be performed including task durations, utilization rate, and methodologies. The proposal described details for 8 tasks including Project Coordination and Planning, (Kickoff, Data Collection, and Compilation), Meeting Attendance, Racially Polarized Voting Analysis, Public Comment and Feedback, Prepare “Springboard” District Scenarios, Prepare Final District Map, Deploy the District Scenario Modeler, and Training & Technical Support.

The proposal highlighted several ways that the consultant would communicate with the IRC including kickoff meetings to lay the groundwork for project success and providing analysis deliverables such as a memo explaining the findings of the racially polarized voting analysis. The proposal also described how the firm would conduct/attend meetings both virtually and in person and described who would be in attendance at these meetings. The proposal noted that meetings where FLO staff are not expected to present the “Springboard,” draft, or final district maps, may be attended virtually, however it was confirmed via a clarification that if the County/Commission requests that these meetings be attended in-person, then this will be accommodated and is considered inclusive in the proposed fixed price. The proposal discussed how maps submitted by the public would be managed and stated they would be able to receive feedback from the public in multiple formats including partial community of interest maps or even a hand-drawn piece of paper. The proposal also discussed how community outreach would be incorporated into their service integrating feedback and commentary from the public and direction from the IRC.

The proposal discussed how census and legacy data would be analyzed and loaded into their mapping software and stated they would be able to answer questions, perform tasks and coordinate with the IRC and county staff as needed. The proposal also discussed how the firm would develop up to 5 “springboard” scenarios for review by the IRC and the public to serve as starting points in the process of developing the new district boundaries. Each springboard scenario will include maps of the districts; demographic tables highlighting each districts’ total population, population by race and ethnicity along with any other attributes requested by the IRC; and a narrative description of the scenario.

FLO Analytics detailed that they understand the relevant regulatory requirements for this redistricting process, including the California FAIR MAPS Act, California Election Codes Section 21550-21553, San Diego County Charter Section 400, and the Federal Voting Rights Act of 1965; and had engaged several leading experts in the area of redistricting for local governments in California.

The SSC considered that FLO Analytics had proposed a methodology, mapping software, and process that demonstrated an accurate understanding of the requirements.

Technical Approach - Statement of Work (105/150)

FLO Analytics confirmed their acceptance to the Exhibit A Statement of Work requirements as stated in the RFP and their proposal discussed their demographic analysis capability and mapping tools. The proposal discussed how they will gather, test, and validate “legacy format” redistricting data, how they will perform racially polarized voting analysis, how they will utilize “District Scenario Modeler” (DSM) software, how the software will be deployed, how potential users will be trained, and how the

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software is technically supported. The DSM software is a purpose-built web-based software constructed on top of the platforms of “Tableau and ArcGIS Online” and is owned by FLO Analytics. It is specifically designed for redistricting and has industry specific customizations in it to make this task easier. The proposal discussed how the mapping software can accept and process census and other geographic information system (GIS) data. The proposal stated that the software is translated into multiple languages and is user friendly for public and non-technical users. The proposal stated that the software is accessible through several platforms including phone/tablet/computer. Additionally, it was noted that their tool allows for real time data driven modeling. A supporting sample report was provided which was considered to be comprehensive and while it was discussing school districts, it clearly demonstrated the capability of the firm to produce a substantial and detailed report.

With regards to training, the Offeror confirmed that they will host a technical training session on the use of the DSM for the IRC during a recorded public meeting; and a specialized training video will be developed that will be accessible to the public and the IRC to view at any time. This video will include written instructions in English, Spanish, and additional languages as requested by the IRC and County, and communications will be facilitated via a dedicated support email address to be established for the public.

The SSC concluded that FLO Analytics had proposed a comprehensive and effective technical approach for the provision of demographic, mapping services, and public communications services as outlined in Exhibit A Statement of Work. Overall, in this section, the SSC considered that FLO Analytics had proposed an acceptable approach.

Technical Approach – Optional Tasks/Activities (120/150)

FLO Analytics proposed two optional tasks/activities including Live Scenario Modeling and a Baseline Data Assessment. Live Scenario Modeling includes the use of the Offerors suite of public engagement processes and supportive tools that may streamline the integration of public input and support additional efficiency to the focus of a transparent and data-driven process. These tools include real-time scenario modeling applications that allow for on-the-fly modification of scenarios and immediate feedback in the form of maps and summary statistics, providing comparisons between existing boundaries and alternative scenarios on a set of key criteria.

Baseline Data Assessment is designed to provide an alternative to using the legacy format census data. The data generated by this assessment is not intended to be used to draw the new supervisorial districts. However, the analysis will inform the Offeror’s project team, the IRC, and the public about changes to boundaries that may occur when the P.L. 94-171 data files are available. The baseline assessment has a proposed added benefit of allowing the project team to begin work immediately and the assessment results can help generate experience amongst the project team and help inform the work performed by the outreach and engagement consultant.

With regards to the current uncertainties surrounding the effects of COVID-19 restrictions, the Offeror confirmed that if on-site attendance is not feasible, their team can participate in and/or host any public meeting, hearing, or workshop, regardless of the content. The SSC considered that these proposed optional tasks/activities were innovative and may be effective if the IRC elects to utilize these options. The options were considered to be reasonable and well thought out considering some of the current risks related to delays in census data and the goals of the IRC as outlined in the Statement of Work. Overall, in this section, the SSC considered that FLO Analytics had proposed an advantageous approach.

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Offeror and Offeror Personnel Experience and Qualifications (168.8/250)

Offeror Experience (52.5/75)

FLO Analytics experience of providing demographic services included for several public school districts including the School District of Philadelphia, Portland Public Schools, Tacoma Public Schools, and Hood River County Public Schools; plus, experience supporting the City of Brookhaven. These projects supported them having experience of redistricting, demographic analysis, utilization of mapping software, and involvement in public outreach and were considered to have demonstrated their capability to perform to expectations. FLO Analytics did not propose the use of any subcontractors for this project.

Personnel Experience (52.5/75)

FLO Analytics proposed a range of technical expertise and personnel assigned to support this project which was considered by the SSC to have demonstrated their capability to perform to expectations. The principal in charge has managed the firm's planning, GIS, and data analytic services for the past 15 years, with other proposed personnel having 10 plus years' of experience in their respective disciplines. Key proposed project personnel had relevant redistricting project experience largely centered around school district redistricting projects. The SSC also noted as favorable that some key proposed personnel had multi-disciplined experience in both demography and GIS.

Understanding of Regulatory Requirements (37.5/62.5)

Although FLO Analytics has somewhat limited experience in California and locally, it was noted that the proposal documented that they have contracted to use the District Scenario Modeler (DSM) on redistricting projects with the City of Lincoln, CA, and Plumas County, CA. Their proposal articulated that they had researched and understands the relevant regulatory requirements for the IRC's redistricting process, including the California FAIR MAPS Act, California Election Codes Section 21550-21553, San Diego County Charter Section 400, and the Federal Voting Rights Act of 1965. Additionally, they discussed that they have had a dialog with several leading experts in the area of redistricting for local governments in California. Additional clarification was requested asking the Offeror to confirm if any redistricting plan for which their firm was the consultant is the subject of any pending or any past (within the past ten years) litigation and if so whether a plan was found in violation of any of the applicable redistricting laws and regulations, including but not limited to the Federal and California Voting Rights Acts; to which the Offeror provided a response stating that FLO Analytics has never been subject to any pending or past litigation.

The SSC considered that the Offeror had demonstrated an accurate understanding of the regulatory requirements but had presented overall experience that marginally represented their capability to perform to expectations as it pertains to knowledge gained through experience of redistricting projects related to California Counties and San Diego County.

References (26.3/37.5)

FLO Analytics provided five references including the City of Brookhaven, Portland Public Schools, Camden City Schools, Tacoma Public Schools, and Hood River County School District. All five references were considered to be for the provision of services of a similar scope to that of the IRC requirements; and when contacted three references responded providing favorable comments which

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were supportive of the provision of high-quality services and were considered by the SSC to have demonstrated their capability to perform to expectations.

Price (186.8/250)

Price Reasonableness (134.3/175)

FLO Analytics proposed a fixed price of \$180,760 (exclusive of the proposed optional live scenario modeling task/activity proposed at an additional cost of \$18,480). Compared to the estimated baseline price/budget of \$200,000 this proposed price was considered by the SSC to be favorable. The Offeror did not qualify for the application of the local preference.

Pricing Risk and Variability (52.5/75)

FLO Analytics proposed two optional tasks/activities including Live Scenario Modeling and a Baseline Data Assessment. Live Scenario Modeling was proposed for \$18,480 which was considered to be reasonable. Baseline Data Assessment was proposed as inclusive at the fixed price as it serves as an alternative to using the legacy format census data as proposed in their technical approach. Hourly rates for managerial/administrative support, consulting, training, database development, demography/line drawings, clerical support and live scenario modeling were proposed between \$138 per hour and \$154 per hour which was considered to be reasonable. The SSC concluded that the Offeror had provided reasonable and predictable pricing that serves to limit the pricing risk or variance to the County.

5.2. Timmons Group (595/1000)

The Timmons Group met the minimum requirements of the RFP and proposed a technical approach that, due to a lack of specificity provided within their proposal, demonstrated a marginal understanding of the requirements; a marginal approach for the provision of demographic, mapping services, and public communications services as outlined in Exhibit A Statement of Work; and a marginal approach as it pertains to proposed optional tasks/activities.

The Timmons Group, their proposed subcontractor, National Demographic Corporation (NDC), and the proposed personnel assigned to the project were considered to have marginally supported the capability to perform to expectations in noting that the Timmons Group are the prime contractor and their role accounts for a significant portion of the proposed work to be completed and also noting limited direct redistricting experience of the firm in their response. Furthermore, the references provided were considered to marginally support the capability to perform to expectations as the references were for work performed by subcontractor NDC and did not speak directly to the quality of the Timmons Group's services. The Timmons Group was considered to have demonstrated an accurate understanding of the regulatory requirements and had presented experience via subcontractor NDC, which clearly demonstrates their capability to perform at or above expectations as it pertains to the extent of their knowledge gained through experience of redistricting projects related to California Counties and San Diego County redistricting requirements.

Concerning pricing, the Timmons Group proposed a fixed price of \$220,000 which when compared to the estimated baseline price/budget of \$200,000 and pricing for proposed options were considered to be reasonable; however significant pricing risk was identified with total costs associated with software options/licenses being proposed to be determined at a future date.

Minimum Requirements - PASS

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The Timmons Group confirmed “Yes” that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4). Additionally, the Timmons Group confirmed their acceptance of the County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in the RFP. Note, the “Yes” confirmation for minimum requirement 1.1 was confirmed via a clarification with the Offeror.

Technical Approach (285/500)

Understanding of IRC Requirements (120/200)

The Timmons Group’s proposal demonstrated a marginal understanding of the requirements. Although the proposal indicated the firm would be willing to meet with the IRC and County to better understand how to implement the best solution, the proposal, in general, was lacking sufficient detail to explain how the firm will carry out the requirements defined in the statement of work. The proposal addresses the requirement to provide a redistricting mapping software solution that allows for input from the public, utilizes various data sources including census PL-94 block level data, and geographic data, and provides the public with an online user-friendly mapping tool. The proposal discussed engaging in a team approach to work with the IRC, the public, and county staff but indicated that the firm has not solidified a definitive software solution or a communication project plan for it. The proposal indicates that both their approach for managing communication and configuring ESRI software would be determined upon engagement. The proposal states that one of the first tasks will be to ascertain and verify that the ESRI software will meet the IRC requirements and budget. The proposal states that upon engagement the firm will work with the IRC and staff to create a detailed project plan that includes communication, schedule, data management, system management, and map cartography. The proposal did not clearly identify tasks, duration, or utilization rates for each task.

The proposal stated that they would manage online sessions and meetings and provide instruction on how to use mapping tools. However, the proposal was lacking specificity on how this would be achieved and states that they will complete the requirements process to develop and implement a process to allow for public comment and suggestions in the drawing of supervisorial district maps, including the submittal of full and partial maps. The proposal provided a high-level philosophical approach to how they will engage with the public (Engage, Educate and Empower). This was lacking specificity and detail of how they would be able to receive feedback from the public, in multiple formats including partial community of interest maps. The proposal did not discuss how community outreach would be incorporated into their service integrating feedback and commentary from the public, and direction from the IRC. The proposal did not discuss how census and legacy data would be analyzed and loaded into their mapping software, only stating that ESRI software will allow all citizens to draw and submit full or partial maps. The Offeror did provide a sample report that was comprehensive and demonstrated the capability of the firm to produce a substantial detailed report.

The SSC considered that the Timmons Group had proposed a methodology, mapping software, and process that demonstrated a marginal understanding of the requirements due to the lack of specificity provided within their proposal.

Technical Approach - Statement of Work (90/150)

The Timmons Group confirmed their acceptance to the Exhibit A Statement of Work requirements as stated in the RFP however, the proposal was considered to have demonstrated a marginal technical

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approach. The proposal did not discuss demographic analysis capability and mapping tools in sufficient detail other than stating that ESRI software was configurable and easy to use. The proposal did not discuss how they will gather, test, and validate legacy redistricting data, how they will perform racially polarized voting analysis, or how the software will be deployed. It specified that further discussion/analysis is needed to be conducted with the IRC and county to make software configuration and pricing decisions.

The proposal did discuss a training session and support model and discussed how the mapping software is capable of accepting and processing census and other GIS data. The proposal stated that the software is web-based, and user friendly for the public and non-technical users. The proposal stated that the software is accessible through several platforms including phones, tablets, and computers.

The SSC concluded that the Timmons Group had proposed a marginal approach in this section due to a lack of specificity provided in their proposal.

Technical Approach – Optional Tasks/Activities (75/150)

Concerning optional tasks and activities, the Timmons Group proposed a standalone rate for additional hearings over and above the requirements set forth in the proposal and planned for in the project plan. An additional option was proposed to provide a socioeconomic data report for each jurisdiction addressing data related to age, language, English fluency, education, income, renter, and single/multi-family residences. The Offeror indicated that meetings could be held in person or remotely depending on the status of COVID-19 restrictions.

The SSC did not note significant value in the proposed options as it pertains to innovation or options accounting for the anticipated delay in receipt of Federal and State census data. The SSC concluded that the Timmons Group had proposed a marginal approach in this section.

Offeror and Offeror Personnel Experience and Qualifications (162.5/250)

Offeror Experience (45/75)

The examples provided to support the Offeror's experience were largely related to work performed by their proposed subcontractor, NDC, with limited direct experience identified for the Timmons Group noted as it relates to redistricting, demographic analysis, and utilization of mapping software. NDC was considered to have substantial relevant redistricting experience with ongoing and past projects including Santa Barbara County the City of Menlo Park, the City of El Cajon, the City of Santa Maria, and the Grossmont Healthcare District. Noting that the Timmons Group are the prime contractor and their role accounts for a significant portion of the proposed work to be completed, the SSC considered that overall experience only marginally represented their capability to perform to expectations.

Personnel Experience (45/75)

Personnel proposed from subcontractor NDC were considered to have substantial relevant redistricting experience although personnel proposed by the Timmons group appeared to have limited redistricting experience. The SSC considered that overall personnel experience only marginally represented their capability to perform to expectations.

Understanding of Regulatory Requirements (50/62)

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Subcontractor NDC has substantial experience of both California County and local San Diego area redistricting projects. Furthermore, the proposal articulated that NDC had contributed and provided guidance to the League of California Cities and the California State Association of Counties (CSAC), as it related to the drafting and adoption of the original FAIR MAPS Act (AB 859). Additional clarification was requested asking the Offeror to confirm if any redistricting plan for which their firm (and proposed subcontractors) was the consultant is the subject of any pending or any past (within the past ten years) litigation and if so whether a plan was found in violation of any of the applicable redistricting laws and regulations, including but not limited to the Federal and California Voting Rights Acts; to which the Offeror provided a response stating that the Timmons Group, has not been the subject to any pending or past litigation in the past 10 years related to any redistricting plan, and their proposed subcontractor (NDC) has had 368 districting and redistricting local government clients since 2001, of which 4 have faced unsuccessful legal challenges. The SSC considered that the Offeror had demonstrated an accurate understanding of the regulatory requirements and had presented experience via subcontractor NDC, which clearly demonstrates their capability to perform at or above expectations as it pertains to the extent of their knowledge gained through experience of redistricting projects related to California Counties and San Diego County.

References (22.5/37.5)

The Offeror provided five references including Santa Barbara County, the City of Menlo Park, the City of El Cajon, the City of Santa Maria, and the Grossmont Healthcare District. All five references were considered to be for the provision of services of a similar scope to that of the IRC requirements although when contacted it was noted that these references were for work performed by subcontractor NDC as opposed to the Timmons Group. Four references responded providing favorable comments which were supportive of the provision of NDC's high-quality services, however as no references provided could address the quality of work performed by the Timmons Group, the SSC considered that the Offeror had presented information that marginally represented their capability to perform to expectations.

Price (147.8/250)

Price Reasonableness (110.3/175)

The Offeror proposed a price of \$220,000 (inclusive of travel costs for in person meetings as requested in the technical proposal and Exhibit C pricing). The price exceeded the estimated baseline price/budget of \$200,000 but this proposed price was considered by the SSC to be reasonable. The Offeror did not qualify for the application of the local preference.

Pricing Risk and Variability (37.5/75)

The Offerors proposed an optional standalone rate of \$4,500 per additional hearing and the option for a socioeconomic data report at \$6,200. Both prices were considered to be reasonable. However, significant pricing risk was identified as it related to the fact that costs associated with software licenses would be determined at a future date (based upon the outcome of a solution architecture task). It was additionally noted that if software options 1 or 2 (SaaS and deployed on-site respectively) were selected, it would be anticipated to require ESRI technical support services and/or internal County IT resources which were additionally considered to present a significant pricing risk.

6. SSC Recommendation

The SSC concludes that the proposal from FLO Analytics provides the best value to the County.

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FLO Analytics proposed a technical approach demonstrated an accurate understanding of the requirements; provided a comprehensive and effective technical approach and proposed optional tasks/activities that were considered to be innovative and potentially effective if the IRC elects to utilize these options. Proposed personnel assigned to the project were considered to have demonstrated their capability to perform to expectations, with experience of redistricting largely on school redistricting projects, demographic analysis, utilization of mapping software, and involvement in public outreach; with references supporting the Offeror's provision of quality work. Although the SSC considered that FLO Analytics did have marginal experience as it pertains to redistricting for California Counties and San Diego County, the SSC did consider that the Offeror had demonstrated an accurate understanding of the requirements.

Additionally, the proposed fixed price of \$180,760 was below the estimated baseline price/budget of \$200,000 and pricing/cost was considered to be predictable which limits the pricing risk or variance to the County.

Based upon the foregoing, the SSC recommends that subject to successful contract finalization, a contract be awarded to FLO Analytics.

Submitted by: **Ross Paul Martin** Digitally signed by Ross Paul Martin
Date: 2021.06.07 10:25:00 -07'00' Date: 6/7/2021
Ross Martin, SSC Chair,
LUEG GIS Manager

Approved by: **Jimenez, Barbara** Digitally signed by Jimenez, Barbara
Date: 2021.06.07 10:59:58 -07'00' Date: 6/7/2021
Barbara Jimenez, SSA
Executive Lead, San Diego County Independent
Redistricting Commission

RFP 10673 Evaluation Tool

Evaluation Criteria/ sub criteria	Rubric/ Evaluation Method	Evaluation Standard				FLO Analytics	Timmons Group
Technical Approach - Optional Tasks/Activities	Standard rubric	The extent to which the Offeror's proposed optional tasks/activities provides a comprehensive, innovative, low risk, and effective technical approach; and provides reasonable and well thought out options accounting for the anticipated delay in receipt of Federal and State census data as well as the effects of COVID-19 restrictions permitting only virtual public meetings and other contingencies.	15.00	30%	8	120.0	5
Sub-Total (Technical Approach)			50%			365.0	
Offeror and Offeror's Personnel Experience and Qualifications							
Offeror Experience	Standard rubric	The nature and depth of the Offeror's (and subcontractors if proposed) experience in providing demographic services similar in scope to IRC's requirements in the Statement of Work with an emphasis on redistricting, demographic analysis, utilization of mapping software, interaction with public commissions, and involvement in public outreach.	7.50	30%	7	52.5	6
Personnel Experience	Standard rubric	The extent of personnel experience and qualifications relevant to providing demographic services for redistricting of a similar scope to that of IRC's requirements.	7.50	30%	7	52.5	6
Understanding of regulatory requirements	Standard rubric	The extent to which Offeror's experience demonstrates knowledge of relevant redistricting requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions.	6.25	25%	6	37.5	8
References	Standard rubric	The provision of favorable references that support stated experience relevant to providing high-quality demographic services similar in scope to the IRC's requirements.	3.75	15%	7	26.3	6
Sub-Total (Qualification and Experience)			25%			168.8	
							75.0
							285.0

Standardized scoring rubric for qualitative evaluation of price and non-price factors and subfactors					
0 - 1	2 - 4	5 - 6	7	8	9 - 10
Inadequate	Weak	Marginal	Acceptable	Good	Outstanding
<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet most or critical requirements - contains significant deficiencies in approach - does not demonstrate an understanding of the requirements - presents qualifications or experience that do not demonstrate the capability or capacity to perform to expectations - Provides unacceptably unfavorable or unpredictable costs to the County -provides unacceptable risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet many or important requirements - presents a poor approach with substantial deficiencies - demonstrate a poor understanding of the requirements - presents qualifications or experience that poorly represent the capability or capacity to perform to expectations - Provides highly unfavorable or unpredictable costs to the County - introduces significant risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet some requirements - presents a marginal approach - demonstrate a marginal understanding of the requirements - presents qualifications or experience that marginally represent the capability or capacity to perform to expectations - Provides unfavorable or unpredictable costs to the County - introduces undesired risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements - presents an acceptable approach - demonstrates an accurate understanding of the requirements - presents qualifications or experience that demonstrate the capability or capacity to perform to expectations - provides reasonable and predictable costs to the County - does not introduce meaningful additional risk to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements with some added value - presents an advantageous approach -presents qualifications or experience that clearly demonstrate the capability or capacity to perform at or above expectations - provides beneficial cost to the County - does not introduce meaningful additional risk to the County; may reduce or mitigate some risk 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements with significant added value - presents a strong approach with clear advantages or innovation - presents qualifications or experience that strongly demonstrate the capability or capacity to perform above expectations - provides advantageous cost to the County - does not introduce meaningful additional risk to the County; may reduce or mitigate substantial risk
<p>Score each factor or subfactor in accordance with the elements in the rubric above. Assigning a particular score does not require that every positive element within that scoring category be met, or that every unfavorable element be present. Strengths or weaknesses related to any element may outweigh strengths or weaknesses related to other elements.</p>					
Standardized scoring methodology for quantitative price evaluation					
<p>Pricing Calculation - Reasonableness: A baseline price is established as the standard by which all the proposals are evaluated. That baseline may be the pricing under the current agreement (with or without escalation), the results of a cost/price analysis, a budgetary estimate, or some other reasonable estimate. One at a time, each proposal is evaluated by taking the difference between the proposal being evaluated and the baseline price and dividing it by the price of the baseline price. That fraction is then multiplied by 70% of the max score. A price equal to the baseline price will result in a score of 70% of the maximum score.</p>					
$PS = .7MS \times (1 - ((PP-BP)/BP))$		PS = Pricing Score		BP = Baseline Price	
				MS = Maximum Score	
Overall Price/Cost evaluation may include both qualitative and quantitative subfactors.				PP = Proposal Price	