

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
PUBLIC OUTREACH AND ENGAGEMENT SERVICES
EXHIBIT A – STATEMENT OF WORK**

1. SCOPE/PURPOSE

In accordance with relevant sections of California Elections Code and the County of San Diego Charter, the County of San Diego (COSD) has established an Independent Redistricting Commission (IRC) and will support its efforts by contracting for necessary demographic consulting and mapping services.

2. BACKGROUND

Every ten years after the Federal census, district boundaries for federal, state, and local elected offices are redrawn as necessary to ensure substantially equal population representation. This process is known as redistricting and for the COSD supervisorial districts is the responsibility of the IRC. These revisions to the current five supervisorial districts serve to reflect new population data and shifting populations as reflected in the decennial Census, as well as recognition of the needs of County communities of interest for fair representation within a given district.

The redistricting process is conducted in conformance with California Elections Code Section 21550-21553 and other applicable law. Of specific relevance to this process is the legal requirement that COSD must encourage public participation in redistricting through:

- Media Outreach
- Good government, civil rights, civic engagement, and community groups
- Live translation, if requested 72 hours in advance of any scheduled meeting
- Publication of notices on the Internet
- Publication of a draft map at least seven days before adoption
- Publication of relevant demographic data
- Ready access by the public to redistricting data and computer software equivalent to what is available to the commission members
- Receipt of maps or testimony from the public in writing or electronically.

The fourteen members of the IRC are selected so as to reasonably represent COSD diversity. Per California law, the IRC and the redistricting process are independent from the influence of the Board of Supervisors. Also, per State law, COSD provides funding and staff support for the work of the IRC.

It is planned that there will be two separate support contracts issued to assist the IRC. The first, the subject of this RFP, provides necessary demographic consulting and mapping services. The second provides necessary public outreach and engagement services to insure appropriate public input and understanding of the redistricting process. It is intended that these two efforts support each other and minimize overlap towards obtaining the most accurate and acceptable redistricting objectives.

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3. PROGRAM MANAGEMENT AND GEOGRAPHIC SERVICE AREA

The contractor shall provide demographic consulting and mapping services at the direction of the IRC. A single point of contact within the IRC will be established to facilitate such communications. All contracted services will be provided within San Diego County.

4. REQUIREMENTS FOR SERVICE DELIVERY

The contractor shall provide:

- 4.1 Demographic Consulting Services. Provide ongoing and special consultation, analysis, and support to the IRC. All interaction with the IRC will be via the Commission's public meetings (virtually or in-person as possible), or other methods as are mutually agreeable.
 - 4.1.1 Analyze census and other data, including the legacy format summary redistricting data file, statistics, demographics, and maps for the current supervisorial districts as well as proposed revisions of the supervisorial districts.
 - 4.1.2 Conduct analyses necessary to test for Racially Polarized Voting as required.
 - 4.1.3 Prepare, draw, and revise draft redistricting maps that satisfy relevant federal, state, and county legal requirements and the IRC's objectives.
 - 4.1.4 In coordination with the IRC's public outreach and engagement contractor and County staff, 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.
 - 4.1.5 Prepare recommendations for final revised supervisorial districts based on IRC and public input, along with supporting documentation, data, and maps in accordance with applicable law, for review by the public and IRC.
 - 4.1.6 Provide the COSD Registrar of Voters with all requested data and mapping files as well as assistance as necessary to implement the IRC's final redistricting map to be used in drawing the precincts for the 2022 supervisorial district elections.
 - 4.1.7 Attend and actively participate in IRC meetings (may be virtual and/or in person) as scheduled (minimum of 2 meetings per month), unless otherwise directed including when requested in such meetings, make presentations as directed including demographics of the existing districts and ongoing draft redistricting maps developed by the contractor, IRC or input by the public.
- 4.2 Mapping Software. Provide IRC with access to appropriate software systems for use in their evaluation of the redistricting map alternatives. To the extent possible, all software should be user friendly and compatible with commonly utilized operating systems within Microsoft-, Apple-, and smartphone-based platforms. It is understood that users of this software should be able to utilize a variety of computer platforms

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including commonly encountered desktop, laptop, and mobile devices. All software must be kept up to date with all current revisions thereto and incorporate best virus protection practices.

- 4.2.1 All mapping software must be capable of accepting and processing the latest geographic and census data including the most recent one- and five-year ACS data, PL 94 block level data, as well as the California Statewide Database files for San Diego County. The mapping software should have the capability to display and analyze local and other data as directed by the IRC and County staff.
 - 4.2.2 To the extent possible, maps produced shall support both map view and satellite view.
 - 4.2.3 Mapping software equivalent to that available to the IRC must also be made available to the public to draw and submit draft supervisorial districts and identify communities of interest. This software shall be accessible on a public platform with user-friendly access such that community members can conveniently draw and submit their own full or partial maps for IRC consideration along with text commentary and/or responses to questions.
 - 4.2.4 All mapping software shall have the ability to import, export, and store standard database, spatial, and geographic file formats (for example .csv, .shp).
 - 4.2.5 All mapping software shall have built-in ability for backup and recovery.
 - 4.2.6 Mapping software should include standard demographic profile reports as well as the ability to create customized reports.
- 4.4 Mapping Software Training and Technical Support. In coordination with the selected public outreach and engagement contractor, the demographic services contractor shall:
- 4.4.1 Develop and execute a training plan serving to instruct the IRC and the public participants in use of mapping software and related products.
 - 4.4.2 Provide hands-on, live training sessions in use of mapping software and related products (virtually or in person as possible). Utilize specialized training materials and presentations to include step-by-step instructions and video tutorials covering all mapping software features.

5. CONTRACT REPORTING

The contractor shall:

- 5.1. Provide detailed program status, management, and budget reports both orally and in writing to the IRC on at least a monthly basis.
- 5.2. Maintain a detailed history of redistricting map development for IRC review and use in preparing a final report as required by California Elections Code 21552(d)(4).

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- 5.3. Provide a detailed report of the accepted final supervisorial districts for the IRC documenting the complete process of drawing the supervisorial district boundaries, how the districts comply with legal requirements, and providing reference to the record of proceedings supporting the supervisorial district boundaries as reflected in the final map.

6. ADDITIONAL WORK AND SUPPORT SERVICES

- 6.1. It is understood that COSD may approve additional demographic work and other related support services deemed necessary by the IRC. In such case, additional work and support services shall be confirmed and procured in the form of a task order.

7. SPECIAL PROGRAM TIMING CONSIDERATIONS

- 7.1. It is understood that the goal of this contract is to support production and the IRC's adoption of a final supervisorial district map prior to the statutory deadline, currently December 15, 2021, in accordance with applicable law and the schedule and processes established by the IRC with County staff. It is also currently understood that necessary Federal census may not be available for IRC use until approximately September 30, 2021 and California modifications thereto available at an even later date, perhaps in late October. It is requested that responses to this RFP take these dates into account to make best use of time and resources between contract award and the final mapping product delivery date.