

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
DEMOGRAPHIC SERVICES
SUBMITTAL ITEMS**

Proposals should give clear, concise information in sufficient detail and in the order presented below to allow for a comprehensive evaluation. Any submission may be construed as non-conforming and ineligible for consideration if it does not conform to the Submittal Requirements described by these Submittal Items. The County, at its sole discretion, may waive any variances from these Submittal Items and/or seek clarification.

1. MINIMUM REQUIREMENTS (PASS/FAIL)

1.1. Confirm that all personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meets the requirements of Elections Code section 21551(d) and 21550(c)(4). Section 21551(d) provides: “The commission shall not retain a consultant who would not be qualified as an applicant pursuant to paragraph (4) of subdivision (c) of Section 21550.” Section 21550(c)(4) provides: “Within the 10 years immediately preceding the date of application to the commission, neither the applicant, nor an immediate family member of the applicant, has done any of the following:

- 1.1.1. Been appointed to, elected to, or have been a candidate for office at the local, state, or federal level representing the County of San Diego, including as a member of the board.
- 1.1.2. Served as an employee of, or paid consultant for, an elected representative at the local, state, or federal level representing the County of San Diego.
- 1.1.3. Served as an employee of, or paid consultant for, a candidate for office at the local, state, or federal level representing the County of San Diego.
- 1.1.4. Served as an officer, employee, or paid consultant of a political party or as an appointed member of a political party central committee.
- 1.1.5. Been a registered federal, state, or local lobbyist.

Yes No

1.2. The County’s terms and conditions (Draft Agreement) have been provided as part of this document. The offeror should respond to these documents in accordance with the procedures and format set forth below.

1.2.1. Confirm (YES/NO) your organization’s acceptance of the Draft Agreement and insurance requirements as presented in the RFP.

Yes No

1.2.2. If NO, provide a detailed paragraph-by-paragraph, contract clause-by-contract clause description of any issues or concerns that Offeror may have with the documents listed. If Offeror objects to a particular paragraph or clause, then Offeror will need to further describe, in business terms and not in proposed language, the nature of its concern and what terms Offeror is willing to accept. The Exception List shall provide the reason or

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rationale supporting the item of concern and/or counter-response. Simply stating that a paragraph or clause is "Not Acceptable" or proposing alternative contract terms without describing in business language the reason or rationale may be considered acceptance of that paragraph or clause. If Offeror does not identify specific concerns with a particular paragraph or clause, the County will consider the paragraph and/or clause acceptable. The Offeror shall also provide a description of the business benefit to the County for the proposed language changes. The Offeror shall provide a Redlined (track changes) copy of Terms and Conditions reflecting the proposed revisions.

Should you take exception(s) to the Draft Agreement, you understand that the County may, as part of its evaluation process, conclude that exceptions are so numerous and/or material that the proposal does not meet minimum requirements.

No Standard Offeror Form Contracts – Do not provide a copy of the Offeror’s standard contract to the County. The County will be using the enclosed Draft Agreement in negotiations with the Offeror.

The Offeror will be deemed to have accepted any terms and conditions of the Draft Agreement to which it does not take exception in its proposal, and such accepted terms and conditions will not be subject to further negotiation except at the County’s sole discretion.

2. OFFEROR’S EXPERIENCE AND QUALIFICATIONS

- 2.1. Provide a list of relevant projects of similar scope to that of the IRC’s requirements undertaken by your firm within the past ten (10) years. For each project example listed include:
 - 2.1.1. Client Name.
 - 2.1.2. A summary description of the work that your firm performed and similarities to the County’s scope.
 - 2.1.3. A description of data sources, mapping software, and methodologies employed in the project.
 - 2.1.4. Project Start Date/ End Date.
- 2.2. Describe your experience of using, operating, and providing demographic analysis using the named software product being proposed to be utilized as part of this project. Provide examples of how you have used software to collect public input in past redistricting processes.
- 2.3. Provide an overview description of your knowledge and understanding of relevant redistricting regulatory requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions.

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- 2.4. Provide up to five (5) references for customers for whom your firm has provided services to of similar scope to that of the IRC's requirements. For each reference detail:
 - 2.4.1. Customer Name.
 - 2.4.2. Contact details (address, phone number, and email address).
 - 2.4.3. A summary of the services provided and a description of similarities to the County's scope.
 - 2.4.4. The County will make reasonable attempts to contact references. The County's inability to reach a reference after reasonable attempts may be treated as an unfavorable reference for evaluation purposes. An unfavorable response is a response from a listed reference stating that they would not enlist the company to perform services again in the future, or comments provided that the County deems to be substantially negative or reflective of substandard service.

- 2.5. Provide a list of all sub-contractors who are being utilized to perform services related to this agreement. For each proposed sub-contractor:
 - 2.5.1. Describe the role/tasks to be performed.
 - 2.5.2. Provide a list of relevant projects of similar scope to the work being performed by sub-contractors within the past five (5) years. For each project example listed include:
 - 2.5.2.1. Client Name.
 - 2.5.2.2. A summary description of the work performed by the sub-contractor and similarities to the County's scope.
 - 2.5.2.3. A description of data sources, mapping software, and methodologies employed in the project.
 - 2.5.2.4. Project Start Date/ End Date.

- 2.6. Provide resumes for all key personnel who will be assigned to this project (Offeror and any applicable subcontractor personnel). Include:
 - 2.6.1. Pertinent past project experience supporting experience relevant to the role assigned in the project.
 - 2.6.2. Education
 - 2.6.3. Certifications
 - 2.6.4. Additional applicable qualifications

3. Technical Approach
 - 3.1. The goal of this effort is to create a final approved set of supervisorial district boundaries with sufficient public contribution to this process prior to the date this information is required by the COSD Registrar of Voters for use in the initial 2022 primary elections. These final maps are currently required to be approved prior to December 15, 2021. State law requires the COSD IRC to conduct a minimum of 9 public hearings, at least seven (7) prior to finalization of the revised district maps, including one in each of the 5 supervisorial districts, and two (2) public hearings after draft maps are published.

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3.2. There are several major uncertainties to this process that are not under the control of COSD IRC (1) the anticipated delay in receipt of 2020 census data from Federal and State authorities, and (2) release of the redistricting data in legacy format before tabulated data, and (3) the uncertainties created by the COVID 19 pandemic serving to limit the possibilities of in-person public meetings on the grounds of public safety and the provisions of Elections Code section 21552(c)(2)(B). Current requirements do not permit in-person public meetings with only virtual public meetings allowed. These requirements may be modified at any time in the life of this contract and in-person public meetings may be again allowed. Due to these uncertainties, the IRC is requesting that the Offeror propose a technical approach in two parts.

3.3. Part 1 Technical Approach –Exhibit A Statement of Work

3.3.1. Offerors are requested to propose a technical approach that incorporates the tasks and activities as specifically outlined in Exhibit A – Statement of Work.

3.3.2. Compliance to “Exhibit A – Statement of Work (SOW)” requirements. Confirm your agreement with the requirements as stated.

Yes No

3.3.3. If your organization has exceptions to any requirements, provide a marked up redlined version of the Statement of Work that provides applicable alternative language along with an explanation to support any alternative standards/language being proposed. Failure to specifically reject a proposed requirement will be deemed an acceptance of such requirement.

3.3.4. With specific reference to Exhibit A Statement of Work, provide a detailed description of how you will provide services for this project (project plan). Include in your description:

3.3.4.1. Tasks/Activities to be performed.

3.3.4.2. Who will be assigned to complete each task/activity?

3.3.4.3. The estimated hours expended on each task including personnel specific expended hours.

3.3.4.4. Methodologies and Best Practices to be deployed with accompanying commentary supporting how the methodologies and best practices proposed to support your understanding of the IRC’s requirements

3.3.4.5. Identify any issues/risks related to system implementation and include proposed effective risk mitigation strategies.

3.3.5. Provide a sample report you created for similar projects.

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- 3.3.6. For tasks/activities outlined in the Statement of Work that would typically be recommended to be performed in person, describe how work will be performed in both an in-person format and a remote format.
- 3.3.7. With regards to your proposed Software product. Describe all added value characteristics and functionality, user friendly features, and compatibility to commonly utilized operating systems that will support the products' effective and efficient use by both the public and members of the IRC committee. Additionally, describe how your proposed software product supports your understanding of the IRC's requirements.
- 3.3.8. Describe in detail your communications strategy for this effort. Responses may include examples of past work (literature, video clips, etc.) to support your effective communications. of past work (literature, video clips, etc.).
- 3.3.8.1. Describe your proposed approach to the facilitation of public comment and suggestions in the drawing of supervisorial district maps, including the submittal of full and partial maps that can be facilitated.
- 3.3.8.2. Describe your proposed approach to the provision of training for both the IRC and public participants in the use of mapping software and related products. Include in your response any specialized training materials, presentations, and/or step-by-step instructions and video tutorials already established to supporting training covering mapping software features.
- 3.3.9. Describe how personnel will be efficiently located to provide services as part of this agreement. Include in the description:
- 3.3.10. Detail the office location of all personnel assigned to this agreement.
- 3.3.11. For each person assigned to the agreement, detail the percentage of staff time being allocated to support this project.

3.4. Part 2 Technical Approach –Optional Tasks/Activities

- 3.4.1. Offerors are requested to propose optional tasks/activities which shall be supplemental to the tasks/activities proposed in the Part 1 Technical Approach. These proposed optional tasks/activities may be included in an awarded agreement as options, to be exercised at the sole discretion of the County (at the IRC's direction). These proposed options should present both standard and innovative practices to fulfill the requirements of State law and ensure the delivery of effective and efficient services under a variety of circumstances (for example, in-person public

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meetings permitted/not permitted, a very abbreviated timeframe for completion of work, and other relevant unanticipated but possible circumstances).

- 3.4.2. Provide a list of optional tasks/activities and for each option proposed provide a detailed description including:
 - 3.4.2.1. A description of the services to be performed including supporting rationale for methodologies and best practices.
 - 3.4.2.2. Personnel who will perform the task/activity services and estimate hours expended.
 - 3.4.2.3. The estimated hours' personnel hours expended on each task. /activity.
- 3.4.3. Methodologies and Best Practices to be deployed with accompanying commentary supporting how the methodologies and best practices proposed to support your understanding of the IRC's requirements.

4. Price

- 4.1. Complete Exhibit C Pricing Schedule as instructed.