

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
DEMOGRAPHIC SERVICES
EVALUATION CRITERIA**

The evaluation criteria listed below are in descending order of importance by paragraph and subparagraphs and will be considered in the evaluation of the Offeror's written and oral proposals accordingly. Proposals should provide clear, concise information in sufficient detail to allow an evaluation based on these criteria.

Mandatory minimum requirements for eligibility to be considered are included in the evaluation criteria. Failure to satisfy these mandatory minimum requirements will be considered disqualifying, and the proposal will not be further considered for a contract award.

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. OFFEROR'S EXPERIENCE AND QUALIFICATIONS

- 2.1. 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.
- 2.2. The extent of personnel experience and qualifications relevant to providing demographic services for redistricting of a similar scope to that of IRC's requirements.
- 2.3. 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.
- 2.4. The provision of favorable references that support stated experience relevant to providing high-quality demographic services similar in scope to the IRC's requirements.

3. Technical Approach

- 3.1. The extent to which the Offeror's proposed methodology, mapping software, and process show a thorough understanding of the IRC's requirements.
- 3.2. The extent to which the Offeror's proposes a comprehensive, innovative, low risk, and effective technical approach for the provision of demographer and mapping services and public communications services as outlined in Exhibit A Statement of Work.
- 3.3. 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

**COUNTY OF SAN DIEGO
INDEPENDENT REDISTRICTING COMMISSION
DEMOGRAPHIC SERVICES
EVALUATION CRITERIA**

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.

4. PRICE

- 4.1. Price reasonableness including Offer'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.

DRAFT