



CITY COUNCIL AGENDA STATEMENT



March 16, 2021

File ID: 20-0535

TITLE

CONSIDERATION OF APPROVAL OF CONSULTANT SERVICES AGREEMENTS FOR REDISTRICTING DEMOGRAPHER AND OUTREACH SERVICES

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING CONSULTANT SERVICES AGREEMENTS FOR REDISTRICTING DEMOGRAPHIC CONSULTANT SERVICES BETWEEN THE CITY AND NATIONAL DEMOGRAPHICS CORPORATION AND FOR REDISTRICTING OUTREACH CONSULTANT SERVICES BETWEEN THE CITY AND SOUTHWEST STRATEGIES, LLC

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

Adoption of the resolutions will authorize contracts with National Demographics Corporation (NDC) and Southwest Strategies LLC to assist the 2020 Redistricting Commission with redistricting efforts. City staff with the 2020 Redistricting Commission solicited proposals for a demographer consultant (RFP P06-2021) and an outreach consultant (RFP P10-20/21) to assist the 2020 Redistricting Commission in accordance with Charter Section 300.5(A)(3). During the January 21, 2021 Commission meeting, the Commission voted to recommend the selection of National Demographics Corporation (NDC) as the redistricting demographer and Southwest Strategies LLC as the outreach consultant.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

At its meeting of January 21, 2021, the Redistricting Commission adopted Resolution Nos. 2021-001 and 2021-002 recommending that the City Council select National Demographics Corporation (NDC) for demographer services and Southwest Strategies, LLC for outreach services.

DISCUSSION

DEMOGRAPHER CONSULTANT SELECTION & SERVICES

VENDOR SELECTION. Request for Proposals RFP P06-2021 was created and posted on the City's purchasing portal, PlanetBids, and viable vendors were notified, in accordance with the City's procurement policies. Three consultants, ARCBridge Consulting & Training, INC., National Demographics Corporation ("NDC"), and Redistricting Partners submitted qualified responses to the RFP and their qualifications were evaluated by a panel consisting of City employees who reviewed and scored the proposals based on the following criteria: expertise and experience, demonstrated results and scope of services, allocation of resources, and price.

NDC was determined to offer the best proposal to meet the City and Commission needs and is the recommended consultant.

SERVICES. NDC will provide demographic consultant services, online mapping tools, and paper-based mapping tools for public input. The scope of work includes:

- Project coordination with City staff, the public, and the 2020 Redistricting Commission
- Provide mapping software training for the public for map submissions
- CALIPER online mapping tool
- DistrictR mapping tool including "Draw your Community" and "Draw a Map" tools

OUTREACH CONSULTANT SELECTION & SERVICES

VENDOR SELECTION. Request for Proposals RFP P10-20/21 was created and posted on the City's purchasing portal, PlanetBids, and viable vendors were notified, in accordance with the City's procurement policies. Five consultants, Consulting Solutions Team, LLC; JPW Communications, LLC; NV5; Southwest Strategies, LLC; and Tripepi Smith, submitted qualified responses to the RFP and their qualifications were evaluated by a panel consisting of City employees and one external communications professional who reviewed and scored the proposals based on the following criteria: expertise and experience, demonstrated results and scope of services, allocation of resources, and price.

Southwest Strategies, LLC was determined to offer the best proposal to meet the City and Commission needs and is the recommended consultant.

SERVICES. Southwest Strategies will provide public outreach and communication consultant services, writing and translation services, and meeting planning services. The scope of work includes:

- Assist the Redistricting Commission, City staff and demographer consultant in implementing an open and transparent process that promotes public consideration of, and comment on, the drawing of Council District boundaries
- Coordinate up to five public outreach meetings/workshops, including options for the public to submit virtual and online public input
- Develop a variety of written materials including but not limited to fact sheets, advertising, web content, public meeting fliers, social media posts, press releases and other documents
- Provide and/or coordinate translation services as needed for written materials and simultaneous or other translation services for public workshops

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holdings of the City Council members do not create a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

Adoption of these resolutions will result in no additional impact to the general fund. Funds were appropriated for the Commission in the Fiscal Year 2020-2021 Approved Budget.

ONGOING FISCAL IMPACT

None.

ATTACHMENTS

1. Consultant Agreement with National Demographics Corporation
2. Consultant Agreement with Southwest Strategies LLC
3. Redistricting Commission Resolution 2021-001 (Recommending National Demographics Corp)
4. Redistricting Commission Resolution 2021-002 (Recommending Southwest Strategies)

Staff Contact: Kerry Bigelow, City Clerk and Anne Steinberger, Marketing & Communications Manager