



ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY

Chris Bazar
Agency Director

Agenda Item_____June 29, 2021

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June 15, 2021

Honorable Board of Supervisors
Administration Building
1221 Oak Street, Suite 536
Oakland, California 94612

Dear Board Members:

SUBJECT: APPROVE PROCUREMENT CONTRACT WITH Q2 DATA & RESEARCH LLC FOR PROFESSIONAL REDISTRICTING SERVICES TO SUPPORT THE 2021 ALAMEDA COUNTY SUPERVISORIAL REDISTRICTING PROCESS

RECOMMENDATION:

- A. Approve Procurement Contract No. 22548 with Q2 Data & Research LLC (Principal: Karin MacDonald; Location: Oakland) for professional redistricting services in the amount not to exceed \$95,000 for the term of 7/1/2021 – 3/1/2022.
- B. Delegate authority to the Agency Director, or his designee, to execute the Standard Services Agreement, subject to review and approval as to form by County Counsel, and submit executed copies to the Clerk of the Board for filing.

DISCUSSION/SUMMARY:

The U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate population count every ten years. Census data is used to determine how many seats each state will have in the U.S. House of Representatives and redistricting state legislatures, county boards of supervisors, and city councils.

According to the California Election Code, following each decennial federal census, the Board, using that census as a basis, shall adjust the boundaries of the county's supervisorial districts to be as nearly equal in population as feasible. This process, called redistricting, is essential in ensuring that each board member represents about the same number of constituents.

On April 25, 2021, after hearing a staff presentation and public comments regarding professional consulting services, your Board deferred to staff for further recommendations regarding the need for assistance from a professional redistricting consultant.

Numerous comments received from the public have advocated hiring a professional redistricting consultant to assist the Alameda County process. Staff supports hiring such a consultant to help guide and support the Board and the County's project team through this process to the adoption of final maps. In addition, the consultant will help ensure compliance with state and federal law and enhance transparency in the redistricting process.

The scope of the consultant will focus on the following:

1. Build a custom redistricting database, collecting and compiling all necessary data and redistricting rules.
2. Collaborate with the Board and County staff in developing specific criteria and creating maps.
3. Apply criteria to data in generating, updating, and evaluating numerous proposed maps in real time.
4. Attend approximately ten meetings, explaining data and rules to the public and assisting the Board of Supervisors in its deliberations.
5. Assist in conducting public educational outreach at events across the County.
6. Gather, organize, and evaluate public input for consideration by the Board.
7. Perform statistical analysis of voting practices, creating and analyzing relevant data sets.
8. Implement and assess proposed map changes in light of new redistricting rules (statutory and case law).
9. Assist in the organization and retrieval of redistricting documents (both paper and electronic versions).
10. Prepare district metes and bounds for review; prepare documents and maps for transmission to the County Registrar of Voters.

As staff previously reported, there are a handful of redistricting consultant firms in California, yet approximately 500 California local jurisdictions need to redistrict on a similar timeline. Staff contacted the most locally-based consultants (Oakland and Sacramento) to assess their availability to support Alameda County's redistricting process; several other redistricting consultants are based in Southern California and other states. Two of the contacted firms indicated that they would be available to support Alameda County redistricting process.

SELECTION CRITERIA AND PROCESS:

On June 7, 2021, CDA requested proposals from three professional redistricting firms in Sacramento and Oakland. They were selected for their expertise, track record of supporting redistricting efforts, and proximity and familiarity with Alameda County. Bids were received from Wagaman Strategies and Q2 Data & Research LLC (Q2). Redistricting Partners declined to bid at this time and endorsed the services of Q2. Q2, a small, non-partisan, woman-owned, Oakland-based redistricting consulting firm, provided a thorough response with the lowest bid and is recommended as the selected vendor to deliver redistricting services. The firm is regarded highly in the demographic and redistricting field. Q2 has 25 years of experience, and the Principal is the Director of the Statewide Database. In addition, Q2 is working on a few select large-scale redistricting projects in this cycle, as well as providing consulting services to the California

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Citizen's Redistricting Commission. Q2 is certified as a County Small, Local, and Emerging Business (SLEB) business (Certified Small: 21-00045; Expiration: May 31, 2022).

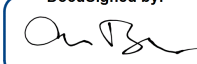
FINANCING:

Funding for this contract is included in CDA's FY 2021/2022 proposed Budget. There is no increase in Net County Cost as a result of this action.

VISION 2026:

The redistricting process for the redrawing of Alameda County supervisorial district boundaries will provide fair and effective representation for all residents and meets the Operating Principles of **Equity, Collaboration**, and **Access** in support of our shared vision of a **Thriving and Resilient Population**.

Very truly yours,

DocuSigned by:


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Chris Bazar, Director
Community Development Agency

cc: Susan S. Muranishi, County Administrator
Donna R. Ziegler, County Counsel
Melissa Wilk, Auditor-Controller
Amy Costa, County Administrator's Office
Andrea Weddle, Office of the County Counsel
Sandra Rivera, Community Development Agency