



CENTRAL FIRE DISTRICT

of Santa Cruz County

STAFF REPORT

Date: March 9, 2021
To: Central Fire District Board of Directors
From: Fire Chief John Walbridge
Subject: Demographic Services Proposals for Districting

Purpose: Staff to present demographic service proposal for the purpose of conversion to districted elections under the California Voting Rights Act (CVRA).

Background: The public interest would be better served by Board consideration of proposals to convert from an at-large based election system to a district based electoral system because of the extraordinary cost of defending against a CVRA lawsuit and the risk of losing such a potential lawsuit which would require Central Fire District to pay the prevailing plaintiffs' attorney fees.

Currently, Central Fire District does not have any formal certified letters asserting that our at-large electoral system is in violation of the CVRA. However, at the Central Fire Protection District Board of Director's Meeting on September 15, 2020 a member of the public did discuss this subject under Public Oral Communications. Also, pertaining to the recent successful consolidation effort, a district based electoral system was discussed in the LAFCO Resolutions and the Fire Districts' Plan for Service submittal to LAFCO.

Cost Impacts: Cost of contracting with a demographer and their service package can be better determined once a firm is selected.

Recommended Action: Members of the Central Fire District Board of Directors to review and discuss the proposals included in the agenda and select a firm to contract with for demographic services.



Exhibit A



Summary Scope of Work

NDC tailors each project to the needs and goals of each jurisdictions. Below is a typical NDC-suggested timeline and description of project elements.

The dates provided below are general guidelines and will vary according to the goals, project choices, and deadlines of each jurisdiction.

March - May	Project Planning and decisions on public mapping tools, whether to use a commission, and other project options. Begin project communications and outreach.
May – September	Any mapping tools prepared with preliminary population data; initial pre-draft-map hearing(s) held.
October - January	Census data received and processed; draft maps prepared, considered, and revised (in hearings and, if desired, less formal public workshops)
January - April	Final plan revisions made and plan adopted and implemented.

Detailed Project Scope of Work

March – May, 2021: Project Planning and Initial Outreach

- a. NDC works with the jurisdiction to prepare a detailed project timeline of expected outreach efforts, public forums, formal hearings, draft map dates, and final map adoption dates.
- b. NDC works with the jurisdiction staff (or contract specialized outreach staff – see notes below about that option if interested) to prepare a project outreach plan for all steps of the process covering target audiences, contact lists, social media efforts, any potential postcard mailings, utility bill inserts, flyers for distribution at schools, media briefings, and community group contacts.
- c. Decide what public mapping tool(s) to provide, if any.
- d. Decide whether to use a commission.
- e. Create the project website: NDC will provide advice and text for the jurisdiction’s website, or as an optional project element NDC will build a



project website that the jurisdiction can simply link to from the jurisdiction site.

- f. NDC will work with jurisdiction and County Registrar staff to confirm GIS boundaries and to identify and include in our redistricting database any available GIS data that NDC and the jurisdiction identify are likely to be useful as mapping references for NDC, the public, and for the jurisdiction.
- g. Project outreach begins with initial alerts and ‘invitations to participate’ sent out to the general public, to overlapping jurisdictions, and to community organizations.

May – September, 2021: Initial Data Analysis and Initial Hearings / Forums

- h. NDC prepares total population estimates for use in initial hearings and any public mapping tools.
- i. NDC adds socio-economic data from the Census Bureau’s American Community Survey to the state demographic data.
- j. NDC prepares a report regarding the demographics and compliance with state and federal criteria of jurisdiction, including maps of “protected class” population concentrations and other socio-economic data often referenced in redistricting (such as income, education levels, children at home, language spoken at home, renters / homeowners, and single-family / multi-family residences).
- k. NDC report is circulated to the jurisdiction and into the project outreach messaging.
- l. Hearings / Forums: NDC presents an overview of the redistricting laws and criteria and jurisdiction demographics.
- m. The project timeline and outreach plan are presented to the public for comments and feedback, along with a request to the public to provide guidance on what residents consider key neighborhoods, communities of interest, and other project-related regions in the jurisdiction.
- n. If the optional public mapping tools and/or Public Participation Kit are included in the project, their use is demonstrated to the public.
- o. If the optional public mapping tools and/or Public Participation Kit are included in the project, NDC provides email and phone support for any residents with questions regarding their use.



- p. If the optional public mapping tools and/or Public Participation Kit are included in the project, at the jurisdiction's option additional public forums on the use of those tools can be provided.
- q. Outreach efforts continue with messaging to the public, with special focus on community groups with an interest in the redistricting.

October – January, 2021: Draft Mapping Time

- r. 2020 Census total population counts released and California Statewide Database completes “prison adjustments” of the data. Total population counts in outreach materials and mapping tools are updated with the official Census data.
- s. Outreach efforts continue with messaging reminding the public of the opportunity to provide written or mapped input on how the maps should be drawn and welcoming any maps residents wish to submit.
- t. The public deadline for submitting any initial draft maps will be approximately seven days prior to the official deadline to post all draft maps online (to provide NDC time to process any draft maps received, and for NDC to develop our own two to four initial draft maps).
- u. All outreach channels are used to inform the public about the opportunity to submit draft maps and to encourage participation in the review of the upcoming draft maps.
- v. NDC processes all public draft map submissions, drafts NDC's draft maps, summarizes all of the draft maps. The maps, related demographics, and summaries are provided by NDC in web-friendly formats. These process maps are posted on the project website and on the NDC-provided interactive review map.
- w. At the jurisdiction's option, one or more informal workshops or public forums are held to gather residents' reactions to and preferences among the draft maps.
- x. The jurisdiction holds a hearing to review the draft maps, narrow down the list of initial draft maps, and provide direction on any desired new or revised maps.
- y. Time provided for the public to submit any new maps and for NDC to provide maps based on the direction at the hearing. During this time, additional outreach is conducted to inform interested residents and



community groups of the selected ‘focus maps’ and the remaining opportunities to participate in the process.

January – April, 2022: Map Adoption

- z. Any new or revised maps, related demographics, and summaries are posted on the project website.
- aa. At the jurisdiction’s option, one or more informal workshops or public forums are held to gather residents’ reactions to and preferences among the remaining maps.
- bb. One or more hearings are held to continue the review and refinement of the focus maps and, ultimately, adopt the final map.
- cc. Outreach continues to inform residents and community groups of the progress of the project, opportunities for future participation, and, ultimately, which map is adopted.
- dd. Following map adoption, NDC coordinates map implementation with the County Registrar, informing the jurisdiction staff of the progress, any issues, and ultimate completion of that work.
- ee. NDC works with the jurisdiction staff to ensure preservation of all project data and records, including GIS-format versions of the adopted map.



Project Pricing

1. **Basic Project Elements** (covers everything except for per-meeting and optional expenses):..... \$ 12,500
2. **Per-Meeting expense:**
 - In-person attendance, per meeting \$ 2,750
 - Virtual (telephonic, Zoom, etc.) attendance, per meeting..... \$ 1,250

For each meeting, NDC will prepare meeting materials, including presentation materials and maps; present and explain key concepts, including mandatory and traditional redistricting criteria and “communities of interest”; facilitate conversations; answer questions; and gather feedback on proposed boundaries.

Per-meeting prices include all travel and other anticipated meeting-related expenses. Telephone calls to answer questions, discuss project status, and other standard project management tasks do not count as meetings and do not result in any charge.

3. **Optional Project Elements:**
 - a) Project website \$ 4,500
 - b) Online mapping tool options:
 - Caliper’s “Maptitude Online Redistricting” (MOR) \$ 6,000
 - Tuft University’s “DistrictR” \$ 3,000
 - ESRI Redistricting *
 - c) Public Participation Kit mapping tool:
 - i. With MOR or ESRI online mapping tool.....incl. at no add’l charge
 - ii. Without MOR or ESRI online mapping tool..... \$ 3,500
 - d) Working with independent or advisory redistricting commission..... no additional charge
 - e) Additional outreach assistance..... separately contracted

* ESRI prices its software on a jurisdiction-by-jurisdiction basis. The lowest prices we have seen are \$80,000 and up. If that is an option the jurisdiction would like to pursue, NDC will request a specific price for your jurisdiction from ESRI.

Other Potential Project-Related Expenses:

The most common additional project expenses would be any site or staff costs for conducting the community forums and the cost of printing or copying paper copies of the “Public Participation Kit.” In NDC’s experience, most participants will download and print the Kits in their own homes or offices.



Additional Analysis

NDC is happy to assist with any additional analysis that the client requests at our standard hourly rates:

Principal (Dr. Douglas Johnson).....	\$300 per hour
Vice President (Justin Levitt).....	\$250 per hour
Senior Consultant	\$200 per hour
Consultant.....	\$150 per hour
Analyst / Clerical.....	\$50 per hour

Dr. Johnson is also available for deposition and/or testimony work if needed, at \$350 per hour.

Requested Payment terms:

NDC requests that one-half of the “Basic Project Elements” fee be paid at the start of the project, with the balance of the project costs paid at the conclusion of the project.