
R-21-113
Meeting 21-21
November 18, 2021

OLD BUSINESS ITEM #1

To: Board of Directors
Open Space Authority

From: Andrea Mackenzie
General Manager

SUBJECT

Award of Contract to Redistricting Insights for Demography Services for Redistricting Plan

REVENUE/COST

Estimated costs for this service will be under \$75,000 but as a precaution, formal bidding procedures were followed pursuant to Public Resources Code § 35159 and the Authority's Contract Approval Policy.

BACKGROUND

As the Board is aware, with the release of the 2020 Census, the Board of Directors must approve a plan for the redistricting of the Santa Clara Valley Open Space Authority's (Authority) seven electoral divisions. To accomplish this task, the Board will require the consultation of a demographer, or demographic consultant, to analyze census data, support the redistricting process, and present draft electoral division plans for Board approval. Special Legal Counsel has already been retained to assist the Authority's redistricting project as well.

DISCUSSION

Authority staff prepared a Request for Proposals (RFP) which was posted on the Authority's website and at the Administration Office window. A public notice was also published in the San Jose Post Record on September 17, 2021 and September 24, 2021. The RFP was emailed to at least 3 other local Demography vendors. The RFP remained open for 3 weeks.

A total of two proposals were received in response to the RFP. Both proposals included the required information outlined in the RFP. The table below shows the costs associated with the Primary Scope of Work and an option the Authority is considering adding (public mapping tool), as proposed by each of the two proposals. Additional add-ons are offered by both proposers at additional cost.

Company	Cost of Primary Scope of Work	Cost of Optional Public Mapping Tool
Redistricting Partners	\$42,000	DistrictR - \$8,000
Redistricting Insights	\$30,000	Dave's Redistricting App - \$0

Proposals were evaluated based on demonstrated ability to best meet the needs of the service contract as outlined in the RFP.

Redistricting Insights provided a complete and qualified response. Their proposal met the criteria of the RFP and demonstrated extensive experience and qualifications and understanding of the scope of service.

A review of the proposals submitted finds Redistricting Insights is the most responsible and qualified bidder with the experience and qualifications that best fit the needs of the service contract required to complete the work outlined in the RFP.

RECOMMENDATION

Staff Recommends that the Board approve the award of contract to Redistricting Insights for demography services for the Authority's Redistricting Plan.

Prepared by:

Kellie Guerra, Clerk of the Board

Attachment(s): Resolution 21-69 – A Resolution of the Governing Board of the Santa Clara Valley Open Space Authority Authorizing the General Manager to Award a Contract to Redistricting Insights for Demography Services for Redistricting of Electoral Division Boundaries