



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 21-523, **Version:** 1

It is recommended that the Board of Supervisors:

- a. Approve and authorize the County Administrative Officer or his designee, Assistant County Administrative Officer to execute a Professional Services Agreement with Lapkoff & Gobalet Demographic Research, Inc. to provide demographic analysis in the County's Supervisorial Redistricting efforts in the amount not to exceed \$190,000 for the period of June 8, 2021 through December 31, 2021; and
- b. Provide staff direction as appropriate. (ADDED VIA ADDENDUM)

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the County Administrative Officer or his designee, Assistant County Administrative Officer to execute a Professional Services Agreement with Lapkoff & Gobalet Demographic Research, Inc. to provide demographic analysis in the County's Supervisorial Redistricting efforts in the amount not to exceed \$190,000 for the period of June 8, 2021 through December 31, 2021; and
- b. Provide staff direction as appropriate.

SUMMARY/DISCUSSION:

The County Administrative Office seeks to enter into a standard Professional Services Agreement with Lapkoff & Gobalet Demographic Research, Inc. (LGDR) to provide demographic consulting services to Monterey County and to the Monterey County Advisory Redistricting Commission. The result will be an objective demographic evaluation and analysis of current Supervisorial District boundaries using Census 2020 data, assistance with the development of new redistricting plans, consultation with the Elections Department for implementation of the adopted plan, and demographic documentation for preclearance submission of the adopted plan. LGDR will assist with the community engagement and participation in the redistricting process.

LGDR are experts in the field of demography and have an extensive and historical experience with Monterey County, having been the demographic consultant for the County's redistricting efforts in 1990-1991, 2000-2001 and 2010-2011 upon the completion of each respective Decennial Census. In 2010-2011 LGDR provided the support for the Advisory Redistricting Commission and was instrumental in the development of a community participation plan. LDGR provided a comprehensive understanding of the redistricting process, attended public meetings and offered clarity on complex data systems for thorough discussion with community members and County leaders.

The agreement's scope of work and LGDR's proposal in Exhibit B outlines the general assistance LGDR will provide during the redistricting process, including the content creation for the County's Redistricting website which will remain available to the public for ten (10) years, and have a major role in conducting orientation training for the appointed Advisory Redistricting Commission. LGDR will work closely with the County Administrative Office, County Counsel and Elections Department in preparation of preclearance and implementation. The agreement allows for twenty (20) meetings with the Advisory Redistricting Commission, the public and the Board of Supervisors to present an interim report when the adjusted census data is received from the State. There are provisions for additional meetings at the rate of \$3,900 per live in-person meeting or \$1,000 per virtual meeting. Redistricting maps will be provided with detailed population data in formats suitable for web posting and all GIS maps will be made available to the County.

The utilization of a demography firm for analysis of the data is essential to the redistricting process and LGDR has a proven track record with the County for technical assistance. The agreement is not to exceed \$190,000 which provides a limited amount of flexibility for potential needs for additional public meetings or preclearance efforts.

OTHER AGENCY INVOLVEMENT:

This report is prepared by the CAO-Office of Community Engagement & Strategic Advocacy and has been reviewed by County Counsel. The following departments are engaged in support of the 2021 Redistricting process in their respective capacities: County Counsel, Information Technology Department, Contracts and Purchasing, Elections.

FINANCING:

The recommended FY 21-22 County budget includes funding to cover costs related to the 2021 Redistricting process.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Receipt of this report and authorization of the proposed agreement supports the selected Board of Supervisors Strategic Initiatives:

- X Economic Development
- X Administration
- X Health & Human Services
- X Infrastructure
- X Public Safety

Prepared by: Rosemary Soto, Management Analyst III

Approved by: Nick Chiulos, Assistant County Administrative Officer

June 3, 2021

Nicholas E. Chiulos, Assistant County Administrative Officer

Date

Attachment A: Agreement LGDR Redistricting

Exhibit A: Scope of Work

Exhibit B: LGDR Redistricting Proposal