



SAN BENITO COUNTY AGENDA ITEM TRANSMITTAL FORM

Mark Medina
District No. 1
Chair

Kollin Kosmicki
District No. 2

Peter Hernandez
District No. 3

Bob Tiffany
District No. 4

Bea Gonzales
District No. 5
Vice-Chair

Item Number: 12.

MEETING DATE: 5/25/2021

DEPARTMENT: COUNTY CLERK-AUDITOR-RECORDER ELECTIONS

DEPT HEAD/DIRECTOR: Joe Paul Gonzalez

AGENDA ITEM PREPARER: Francisco Diaz

SBC DEPT FILE NUMBER: 1112.5

SUBJECT:

COUNTY CLERK/AUDITOR/RECORDER/REGISTRAR OF VOTERS- J.P. GONZALEZ

Authorize County Clerk-Auditor-Recorder to execute Professional Services Agreement with National Demographics Corporation (NDC) and the County of San Benito for a total not to exceed \$59,500.00.

SBC FILE NUMBER: 1112.5

AGENDA SECTION:

CONSENT AGENDA

BACKGROUND/SUMMARY:

The United States Constitution requires a census count every ten (10) years of everyone residing in the United States. Census data is used for geographically defining state legislative districts in the year following a census.

At the conclusion of each United States of America Census process, the County must conduct a process to analyze population data in order to redraw district boundaries to ensure that districts are substantially equal in population as required by the United States Constitution and in compliance with the federal Voting Rights Act of 1965. The California Voting Rights Act has additional provisions with the purpose of ensuring equal access to voting and representation.

At the direction of the Board, the County Clerk released a Request for Qualifications (RFQ) on April 01, 2021 and received 3 proposals. The County Redistricting Staff Advisory Committee conducted evaluations based on the vendor's qualifications including, but limited too: knowledge and experience, key personnel, resources, and familiarity with the project scope of work. Ultimately, the National Demographics Corporation (NDC) was selected and approved for recommendation by the County Clerk.

NDC has a strong professional reputation and has been nationally recognized as a pioneer in good government districting and redistricting. With over 400 successful counties, city, school district, community college district, water district, and special district districting and redistricting projects completed, National Demographics Corporation is, by far, responsible for successfully districting and redistricting more local governments than any other firm.

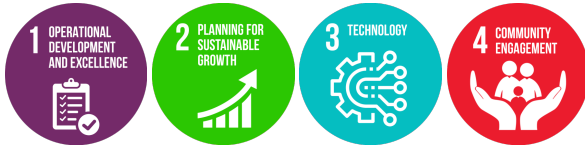
NDC possesses all the hardware and software necessary to meet the redistricting needs, and its personnel have unmatched experience in the line-drawing side of the work, as well as developing the databases used for these purposes. But more important are the firm's public outreach skills and the team's understanding of the perspective of all parties in this process.

Once the process begins, NDC will assist the County to ensure that all procedures and hearing requirements are followed, including map adoption. In addition to the formal public hearings, NDC will assist with the less formal public workshops. NDC pioneered the "transparent districting" approach that involves the public at every stage of the process and the company invented the "public participation kit". NDC's approach to public engagement is the three E's: Engage, Educate, and Empower. NDC has the ability to

manage all aspects of the process which is beneficial as the County does not have to contract with several different vendors.

The Board may choose not to approve the agreement with National Demographics Corporation. However, County Redistricting Staff Advisory Committee and the County Clerk does not recommend the alternative action as National Demographics Corporation is believed to be the best firm due to the comprehensive services that they provide.

STRATEGIC PLAN GOALS:



BUDGETED:

Yes

Budget Adjustment Needed:

SBC BUDGET LINE ITEM NUMBER:

101.20.1120

Source of Funding:

CURRENT FY COST:

\$59,500.00

STAFF RECOMMENDATION:

Staff recommends that the Board of Supervisors move to adopt a Board Order Authorizing the County Clerk-Auditor-Recorder to execute Professional Services Agreement with National Demographics Corporation (NDC) and the County of San Benito for a total not-to-exceed \$59,500.00.

ADDITIONAL PERSONNEL: No

BOARD ACTION RESULTS:

Approved contract per staff recommendation. (5/0 vote)

ATTACHMENTS:

Description	Upload Date	Type
County of San Benito RFQ & Quote	5/11/2021	Other
NDC Redistricting Proposal	5/13/2021	Other
NDC Contract	5/20/2021	Standard Contract

REVIEWERS:

Department	Reviewer	Action	Date
County Clerk-Auditor-Recorder-Elections	Ellinwood, Joel	Approved	5/20/2021 - 4:17 PM