



National Demographics Corporation
City of Brisbane
Scope of Work and Cost Proposal

March 8, 2024

Introduction

Since 1979, NDC has assisted local governments with demographic analysis, voting rights act liability studies, districting, and redistricting projects. The firm has completed well over 600 such projects with more than 475 local governments across California and Arizona.

Our local clients include South San Francisco, South San Francisco Unified, San Bruno, Pacifica, Half Moon Bay, Woodside, the San Mateo Board of Supervisors, San Mateo Union High School District, Sequoia Union High School District, and Cabrillo Unified High School District, among others.

In December 2023 NDC merged with Lapkoff and Gobalet Demographic Research (LGDR), adding the expertise of Drs. Lapkoff and Gobalet (both of whom have worked in this field since 1990) to our already best-in-class consulting team.

More information on NDC's experience, methodology and tools is in the background document that accompanies this proposal.

Step 1: Demographic Analysis

Demographic Summary and Test Map

Task A: Create the demographic database

This database will include 2020 Census data on total population and voting age population counts by race and ethnicity; California Statewide Database data on voter registration and recent turnout by Spanish- and Asian-American surnames; American Community Survey (ACS) data from the Census Bureau socioeconomic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest, and the Census Bureau's ACS Special Tabulation data on Citizens of Voting Age by race and ethnicity (also known as "eligible voters").

Task B: Test District Map(s)

Task: NDC will analyze whether it is possible to draw one or more majority-minority districts based on each of the following demographic databases:

- Most recent available general election voter turnout by surname

- Most recent available general election voter registration by surname
- Citizen Voting Age Population (Using the most recent available Census Bureau Special Tabulation data)
- Citizen Voting Age Population (Using the most recent available Census Bureau American Community Survey)
- Voting Age Population (2020 Census)
- Total Population (2020 Census)

Deliverables:

- Spreadsheet of District demographics in electronic and PDF format.
- Interactive online map of demographic and socio-economic data.
- Demographic data on test district(s) and PDF map of test districts.

Step 2 – Districting Scope of Work (if requested)

At the conclusion of Step 1, the City may decide to conclude the project or the City may decide to implement by-district elections. If the City decides to move ahead, the districting “Step 2” would include:

- **Districting Project Setup and coordination:**
 - Incorporation of any Geographic Information System (GIS) data that the jurisdiction wishes to include and provides (often including school locations; school attendance areas; important local landmarks; or local neighborhood boundaries);
 - Initial telephonic discussion with about data, communities of interest, schedule, criteria and special concerns of the jurisdiction;
 - Assist jurisdiction with developing a communications plan for public outreach, including suggestions for webpage content and design, public feedback logistics, and strategies for engaging constituents;
 - Assist jurisdiction with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list;
 - Provide progress reports on an as-needed basis as determined by the project manager and meet regularly with project team;
 - Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise;
 - Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for staff and elected officials;

- Preparation and delivery of reports required under Elections Code Section 21130(b);
- **Districting Plan Development:**
 - Creation of 2 to 4 initial draft maps;
 - Analysis and preparation for presentation of all whole or partial plans submitted by the public;
 - Conversion of all maps and reports to web-friendly versions;
 - Online posting of all maps to an interactive review website;
 - Create any requested additional and/or revised maps as requested;
- **Plan implementation:**
 - Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request;
 - Work with the County Registrar of Voters to implement the final adopted plan;
- **Project Options**
 - Number of virtual or in-person meetings (and resulting per-meeting fee);
 - Consultant-prepared and -managed project website;
 - Online mapping tool allowing residents to draw and submit maps;
 - Paper-based mapping tool allowing residents to draw and submit maps.

Project Pricing

Step 1 – Demographic Profile and Test Map(s)

Analysis, report and one phone/virtual presentation of results.....	\$ 2,000
Any additional virtual presentation (if requested by jurisdiction).....	\$ 1,500
Any in-person meeting presentation (if requested by jurisdiction).....	\$ 3,000

Step 2 – Districting (if necessary)

1. **Districting Project Elements** (Covers everything listed above except for per-meeting and optional expenses):..... \$ 8,000
2. **Per-Meeting expense:**
 - In-person attendance, per meeting \$ 3,000
 - Virtual (telephonic, Zoom, etc.) attendance, per meeting..... \$ 1,500

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 existing and 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 \$ 6,500
- b) Public mapping tool options:
 - Online and paper system including all elements below \$ 3,500
 - DRA (an easy-to-use online mapping tool, also known as "Dave's Redistricting App")
 - Public Participation Kit paper- and Excel-based mapping tool
- c) Public Participation Kit mapping tool alone \$ 2,500

Project Timing

Step 1 (Demographic Analysis) can be completed in seven to ten days.

Step 2 (Districting) must follow extensive statutory requirements for districting projects.

When necessary, these requirements can be met in as little as two to four weeks, but that requires special meetings of the Council and results in a highly rushed project with little opportunity for public input.

A jurisdiction wishing to conduct extensive public outreach as part of its districting effort usually plans for a three- to six-month-long project.

To implement by-district elections for the November 2024 elections, the County Registrar of Voters usually requests to receive the final adopted map in mid- to late-May, but it is usually possible to implement if adopted by late June.



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Proposal Acceptance

The terms of this proposal are available for 90 calendar days from its delivery to you. In most situations, NDC is open to extending that period of time to meet any particular needs of your jurisdiction.

If your jurisdiction has specific contract and/or letter of agreement language you prefer to use, please provide it and ignore the signature block below. If you prefer, simply sign two copies of this proposal in the signature block below and return them to NDC. Once signed by NDC, one copy will be returned to you.

Thank you.

For National Demographics Corporation

For City of Brisbane

Douglas Johnson, President

Date

Date