



CITY OF ORLAND STAFF REPORT

MEETING DATE: January 20, 2026

TO: Honorable Mayor and Council

FROM: Scott Drexel, City Attorney

SUBJECT: California Voting Rights Act (CVRA) – Approval of Professional Services Agreement with National Demographics Corporation for Election Districting Services (Discussion/Action)

This report requests City Council approval of a Professional Services Agreement with National Demographics Corporation (NDC) to provide election districting and demographic consulting services in connection with the City's transition from at-large to district-based elections pursuant to the California Voting Rights Act.

BACKGROUND

On December 2, 2025, the City Council adopted Resolution No. 2025-20 declaring the City's intention to transition from at-large to district-based elections for City Council members pursuant to Elections Code Section 10010. The resolution directed staff to return with a recommendation on implementation timing and to retain a qualified demographer to assist with the transition.

Staff has identified National Demographics Corporation (NDC) as the recommended consultant for this project. NDC is the most experienced firm in California for local government districting work, having performed districting services for over 85% of the nearly 200 California cities that have transitioned from at-large to district-based elections since the passage of the California Voting Rights Act in 2001. NDC has conducted over 450 local government districting and redistricting projects.

PROPOSED SCOPE OF SERVICES

The proposed agreement provides for the following services:

Districting Project Setup and Coordination

- Development of demographic database including Census data, voter registration, and socio-economic data
- Assistance with communications plan and project timeline development
- Education on redistricting criteria for staff and elected officials

- Preparation of reports required under Elections Code Section 21130

Districting Plan Development

- Creation of 2 to 4 initial draft maps
- Analysis and presentation of public-submitted plans
- Online posting of maps to interactive review website

Project Website

- Consultant-prepared and managed project website for the duration of the project
- Regular updates as project progresses through public hearing phases

Public Participation Tools

- Online and paper-based mapping tools allowing residents to draw and submit proposed maps

Meeting Attendance

- Virtual attendance at five (5) public hearings required by statute
- Contingency for up to three (3) additional virtual meetings if needed

FISCAL IMPACT

The proposed agreement has a not-to-exceed amount of \$31,000.00, structured as follows:

Districting Basic Project Elements \$8,500

Virtual Meeting Attendance (5 meetings @ \$1,500) \$7,500

Project Website \$6,500

Online and Paper Public Mapping System \$4,000

Subtotal Base Contract \$26,500

Contingency (3 additional virtual meetings @ \$1,500) \$4,500

TOTAL NOT-TO-EXCEED \$31,000

This cost is within the estimated range of \$35,000 to \$80,000 identified in the December 2, 2025 staff report for a proactive voluntary transition. The lower cost reflects Orland's small population (approximately 8,000) and the decision to conduct all meetings virtually rather than in-person.

ATTACHMENTS

1. Professional Services Agreement with National Demographics Corporation

2. NDC Scope of Work and Pricing (December 16, 2025)
3. NDC Company Background and Supplemental Materials

RECOMMENDATION

Staff recommends that the City Council:

1. Approve the Professional Services Agreement with National Demographics Corporation for election districting services in an amount not to exceed \$31,000; and
2. Authorize the City Manager to execute the Agreement and any necessary amendments within the approved budget.