



July 20, 2023

## NDC Standard Redistricting Scope of Work

- Initial Demographic Analysis
  - Development of demographic database including Census Bureau and California Statewide Database data of total population, citizen voting age population, voter registration, voter turnout, and socio-economic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest;
  - Compile population data by election area and calculate population deviations of existing districts;
  - Provide report of population balance; any potential divisions of “protected class” population concentrations in the existing election areas map.
- Redistricting Project Setup and coordination: (if needed)
  - 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;
- Redistricting Plan Development: (if needed)
  - 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: (if needed)
  - 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

1. **Initial Demographic Analysis** (does not incl. per-meeting expense)..... \$ 3,000
2. **Redistricting Project Elements** (if needed. Covers everything listed above except for per-meeting and optional expenses):..... \$ 14,500
3. **Per-Meeting expense:**
  - In-person attendance, per meeting ..... \$ 3,250
  - Virtual (telephonic, Zoom, etc.) attendance, per meeting..... \$ 1,750

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.