



Takoma Park City Council Meeting – July 7, 2021 Agenda Item 4

Work Session

Contract for Redistricting Consultant

Recommended Council Action

Consider staff recommendation.

Context with Key Issues

In preparation for redistricting following the 2020 Census, staff recommended that a request for proposals be issued for redistricting consulting services. The City Council concurred with the plan and the RFP was issued on May 25. Respondents were asked to include in the proposal participation in five meetings, including three meetings with City Council and two community meetings; provide up to three proposed redistricting plans; and provide the option of a user-friendly interactive website to enable residents and Council to draw their own boundaries. The scope of services included with the RFP is attached.

Five proposals were received by the June 11 deadline. After review, staff recommends that the City contract with FLO Analytics for the project. The firm has demonstrated experience and a focus on outreach and engagement. The firm proposes partnering with Bloom Communications for the two public community meetings. The base cost for the five meetings and developing of five redistricting plans would be up to \$37,810. The optional Public District Scenario Modeler (DSM) would be an additional \$6,660. There is also an option for a Redistricting Engagement Portal at the cost of \$1,680.

“The District Scenario Modeler (DSM) is an interactive web-based mapping tool that we designed to provide your community with an easy way to participate in the redistricting process. The tool harnesses the power of Tableau and ArcGIS Online to allow users to draw their own boundaries and instantly view demographic information to see if the boundaries are population balanced and support fair representation. It includes an embedded form that helps you collect public feedback and makes it easy to incorporate publicly drawn maps into the redistricting analysis.”

The DSM includes a Community Builder module that allows users to draw the borders of communities of interest, provide a written description of the community, and submit the map to our project team. All maps submitted using the DSM are directly incorporated into our analysis.”

Staff recommends that the District Scenario Modeler and the Redistricting Engagement Portal be included in the project as well.

Tentative Schedule:

September 2021:	Vendor attends City Council meeting in early September; hold first public meeting for residents to set the stage for the redistricting process.
Oct.-Dec. 2021:	Development of map alternatives, community outreach/public meetings, updates to City Council
January 2021:	Present final options to City Council, public hearing.
February 2021:	Council adopts new ward boundaries

Prepared by: Jessie Carpenter, City Clerk
Approved by: Jessica Clarke, Deputy City Manager

Posted: 2020-07-03

Council Priority

Engaged, Responsive, and Service-Oriented Government

Environmental Considerations

N/A

Fiscal Considerations

The basic proposal from FLO Analytics would cost \$37,810. The Public District Scenario Modeler is \$6,660. The Redistricting Engagement Portal would cost \$1,680. Staff recommends that the ordinance provide for a contract amount of up to \$50,000 to enable scheduling of an additional community meeting with the consultant if desired.

Racial Equity Considerations

The 2020 Census will report population by race by Census block, which can be taken into consideration when reviewing redistricting options. Note that if Ward lines divide blocks (as they do now in order to have properties across the street from each other be in the same Ward, for example), population by race will need to be estimated for those blocks.

Attachments and Links

- RFP Scope of Services
- Summary of Proposal Costs

REDISTRICTING SERVICES RFP SCOPE OF SERVICES

The proposed contract for redistricting consulting services will include the following. Respondents may include additional options in the proposal or suggest alternatives.

- Preliminary work with City staff to gather information about the existing wards and the Takoma Park community.
- Develop proposed work plan and schedule for redistricting process. The schedule should include opportunities for public input through at least two community meetings.
- Initial presentation at a City Council meeting to provide information on conducting a redistricting process, legal requirements, and the proposed work plan for redistricting in Takoma Park, and to solicit input from the City Council.
- Presentation with Q&A during at least one community meeting to educate the public about the redistricting process, legal requirements, and other considerations.
- After release of the 2020 Census block data, apply the data to the existing ward map for analysis.
- Analyze what modifications to existing ward boundaries are needed as indicated by the data.
- Prepare at least three alternative redistricting maps with explanatory text for Council and public consideration.
- Present proposals to the City Council at a public meeting.
- Present proposals to at least one community meeting to include Q&A with residents.
- Refine proposals if necessary and present to City Council for consideration and public hearing before adoption.
- After a redistricting plan is adopted, provide GIS and other relevant data to the City for its use and for transmission to the Montgomery County Board of Elections to update the voter registry.
- Prepare final maps in a format ready for printing and publishing on the City website, including an interactive map for residents to look up their address and ward.
- Prepare a street directory with address ranges to enable searching of wards by street address.
- Options: Provide access to a user-friendly interactive website where the Council and members of the public can utilize census data to draw their own district boundaries or adjust proposed boundaries.

Summary of Cost Proposals for Redistricting Services

ARCBridge Consulting & Training, Inc.
Sterling, VA

Base Price (Five Meetings; Three Plans)	\$29,000
DistrictR (interactive website for drawing redistricting maps)	\$8,000
Additional Meetings	\$1,500 each
Additional Plans	\$2,500 each

Crimcard Consulting Services
Montgomery, AL

Training/Advisory/Analysis	Up to \$45,000
Engagement/Outreach	Up to \$10,000
Line Drawing	\$25,000
RPV Study	\$15,000
Materials & Data Management	\$5,000

FLO Analytics
Portland, OR

Partnering with communications firm, Bloom Planning, for the public meetings.

Base Price Five plans (includes up to \$5,000 travel for 5 in person meetings and up to 2,900 for extra or incidental costs for potential in person meetings)	\$37,810
Public District Scenario Modeler	\$6,660
Redistricting Engagement Portal	\$1,680

HaystaqDNA
Washington, DC

Haystaq MapDrawer (Autobound Software and Data License)	\$5,000
DistrictR Public Portal	\$10,000
5 Meetings @1,500	\$7,500
Three Draft Maps	\$25,000
One Round of Map Revisions	\$5,000 (\$5,000 for each additional round of revisions)
Total	\$52,500

SpatialGIS
Odenton, MD
Partnering with Flo Analytics for redistricting/analytical support.

ESRI Redistricting Licensing and Year 1 update and support	\$31,200
Professional Services	\$32,600
Managed Cloud Services	\$49,200
Hourly Rates for Labor	
Lump Sum	\$363,000