



Takoma Park City Council Meeting – July 14, 2021 Agenda Item 2

Voting Session

Ordinance Awarding Contract for Redistricting Consultant

Recommended Council Action

Approve the ordinance.

Context with Key Issues

In preparation for redistricting following the 2020 Census, a request for proposals was issued for redistricting consulting services. Five proposals were received by the June 11 deadline. After review, staff recommended 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. Staff recommended inclusion of the optional Public District Scenario Modeler (\$6,660) and a Redistricting Engagement Portal (\$1,680).

Tentative Schedule:

August 2021:	Consultant, staff, and City Attorney preliminary work
September 2021:	Consultant attends City Council meeting in early September to confirm redistricting criteria; 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

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 which should allow for an additional public meeting 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

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

Posted: 2020-07-09

- Draft Ordinance

Introduced by:

First Reading:
Second Reading:

Effective Date:

CITY OF TAKOMA PARK, MARYLAND

ORDINANCE 2021-

**AUTHORIZING CONTRACT FOR CONSULTING SERVICES
FOR REDISTRICTING**

WHEREAS, following release of the 2020 Census block data, the City Council will need to conduct a redistricting process to ensure that the ward populations are substantially equal; and

WHEREAS, a request for proposals for consulting services for redistricting was issued and five proposals were received by the deadline; and

WHEREAS, after evaluation, staff recommended awarding the contract to FLO Analytics for the project based on the strength of the proposal submitted, the firm's experience, and the focus on outreach and engagement.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager or their designee is authorized to enter into an agreement with FLO Analytics for consulting services for redistricting at the cost of up to \$50,000 for the services.

SECTION 2. This Ordinance shall become effective upon adoption.

Adopted this ____ day of July, 2021 by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: