



## Demographic Services Proposal

*Prepared for* American Flood Control District

February, 2021

Timothy R. Kerr  
General Manager  
185 Commerce Circle  
Sacramento, CA 915815

Dear Mr. Timothy Kerr,

Redistricting Insights welcomes the opportunity to work with the American River Flood Control District to help you accomplish your goal of enacting electoral reforms to ensure compliance with the California Voting Rights Act.

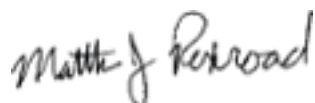
Redistricting Insights is a premier redistricting firm currently working on advocacy and demography projects across the country. Our team combines a data-driven approach that utilizes cutting-edge technology with an extensive knowledge base spanning the past two decades of redistricting cycles. We have worked with municipalities, counties, and special districts across the state to help manage redistricting in an open, transparent, and fair way.

This redistricting cycle, our team has contracted with a number of stakeholder groups to work on analysis and advocacy efforts on the statewide level in California and several other states. In addition, we have contracted numerous public agencies to manage redistricting efforts in their jurisdictions.

Transitioning from at-large to by-district election can be a burdensome and difficult process for municipalities to manage. We are committed to providing the highest quality of service to our clients and believe that we are well equipped to make this process smooth, engaging, transparent, and efficient for your staff, board, and community.

If you have any questions about the content of this proposal, please do not hesitate to reach out. We look forward to working with you.

Sincerely,



Matt Rexroad

## Our Team

### **Matt Rexroad, *Chief Legal Counsel, Redistricting Insights***



Matt Rexroad earned his undergraduate degree from the University of Southern California, a Juris Doctor degree from McGeorge School of Law while working full-time in the State Legislature, and a Masters of Public Administration from the University of Southern California Sacramento Center. He is an active member of the California State Bar. Matt was a founding partner at Meridian Pacific, Inc., a nationwide strategic political consulting and public affairs firm. He also served as a senior staff person in the California state legislature. Rexroad served four years on the Woodland City Council and twelve years on the Yolo County Board of Supervisors.

### **Fabian Valdez Jr., *Chief Demographer, Redistricting Insights***



Fabian Valdez has a proven track record of integrating data analytics and predictive modeling to form quantitative strategies to drawing districts. Valdez's approach is to let the data tell the story. Fabian has worked on data analytics projects across the State of California, including serving as the Director of Data and Digital Marketing at Meridian Pacific Inc, prior to joining Redistricting Insights. Fabian is responsible for onboarding the 2020 Census data and ensuring that future models and redistricting projects accurately reflect the changing nature of California demographics.

### **Eddy Harrity, *Data Scientist***



Eddy Harrity received both his Bachelor's and Master's degrees from Pepperdine University, where he researched incentivizing candidates to represent the median voter and the effects of the top-two primary on the partisanship of California Legislators. He has worked on campaigns from California to New Hampshire, focusing on voter behavior and data analytics.

### **Ryan Gardiner, *Communications Director***



Ryan Gardiner is a seasoned communications professional with a track record of engaging communities to achieve deliberate public affairs outcomes. Ryan has previously worked in strategic political consulting for Meridian Pacific, Inc. and as a policy and communications aide in the California State Senate. Ryan graduated from UC Davis with a degree in political science and earned a graduate certificate in applied public policy from the Center for California Studies at Sacramento State.

## Previous Clients

The team at Redistricting Insights has a breadth of experience that covers all aspects of the redistricting process. We have been contracted as redistricting consultants for various municipal and county governing bodies as well as for community interests.

### **2021 Supervisor Redistricting for the County of San Bernardino**

- Client Name: County of San Bernardino
- Contact: Pam Williams, 909-387-4377

### **2021 Redistricting Analysis for the California Business Roundtable**

- Client Name: California Business Roundtable
- Contact: Shaudi Fulp, 415-310-3512

### **CVRA District Transition for Chualar Union Elementary District**

- Client Name: Chualar Union Elementary School District
- Contact: Ginny Brown, 831-755-0303

### **CVRA District Transition for Salinas Valley Memorial Hospital District**

- Client Name: Salinas Valley Memorial Hospital District
- Contact: 831-757-3627

### **Primary Contacts**

Redistricting Insights:  
 Matt Rexroad  
 (916) 539-0455  
[matt@redistrictinginsights.com](mailto:matt@redistrictinginsights.com)

### **Public Agency Clients**

San Bernardino County	Cordova Parks and Recreation District
City of Barstow	South Placer Municipal Utilities District
City of National City	Salinas Valley Memorial Hospital District
San Bernardino Valley Water District	Alan Hancock Community College District
Yucaipa Valley Water District	Chualar Elementary School District
Tuolumne Utilities District	New York Independent Redistricting
Monterey Peninsula Park District	Commission

## Proposal Specifics

The objective of this project is to assist your district with transitioning from at-large to by-district elections to ensure compliance with the California Voting Rights Act. The features of this proposal are in compliance with the California and federal Voting Rights Acts, the Fair Maps Act, and would ensure an open, accessible, transparent process that engages constituents in your district.

The Redistricting Insights team will assist district staff in developing a timeline, plan, agenda/board materials, community engagement materials, draft maps, revised maps, and final maps in accordance with the preexisting staff procedures at your district. Specifically, we will provide:

- *Data: we will create a dataset that incorporates all the legally required sources of information needed to draft district maps.*
- *Community Engagement: working with staff to engage community organizations, leaders, and constituents with information and tools to be able to participate in the redistricting process. This could include public hearings, mapping worksheets, etc.. Our team will take all submitted materials, whether they be sophisticated maps, hand drawings, or written statements and convert them into a standard format that can be accessed by the Board of Directors, and other members of the public.*
- *Draft Maps: once the public has engaged, our team will produce several draft maps utilizing the feedback received from the public for the board to consider and deliberate on.*
- *Final Maps: after the consideration of draft maps, we will work with staff to finalize a map proposal, present the proposal to the board and when approved, work with staff to transmit the final maps to the County Registrar of Voters.*

### **Redistricting Data**

The first step in beginning the redistricting process is providing district staff with the dataset we will use for mapping. We will create the GIS files that

outline the boundaries of the district and will match those boundaries to census blocks utilizing the Census Bureau's TIGER files. Then, we will incorporate P.L. 94-171 files (2020 census results) along with additional data on prison redistribution figures from the California Statewide Database. We also will incorporate any additional local data that may be necessary, or could be helpful, in identifying communities of interest. These could include other jurisdictional boundaries, environmental data, health data, etc.

### **Community Engagement**

The first step of public engagement will be to solicit input and proposals from the public in identifying "communities of interest." Communities of interest are essentially groups of residents that share some sort of similarity, whether it be social, racial, economic, etc. By defining communities of interest and identifying their geographic makeup, we can set the foundations for the communities that the new district boundaries will represent. Engaging the public in defining communities of interest can happen through online forms, hard copy materials, or public forums and meetings.

As we move further into the redistricting process, we will engage the public to directly solicit suggested maps and provide worksheets/materials that allow them to produce maps.

Finally, it will be critical to provide the public with opportunities to comment on and engage with draft maps that the board is considering. Our team will ensure that public testimony received during the map consideration process is incorporated into any action taken by the board.

### **Draft Maps**

Once preliminary public engagement has concluded, we will seek direction from your Board of Directors to draw draft maps based on priorities outlined by the board and guided by public testimony and map submissions. There are many forms that this could take, based on how your board would like to proceed. The board could chose to specify themselves how they would like draft maps to look or the board could identify community submitted maps that they would like to use as a starting point for discussion.

Our team will present these options to the board and then produce the draft maps based on their input. These drafts will be provided in several different formats including a basic PDF version that can be included in agenda materials and posted on the district's website, a digital version that is interactive and available online, and the shape file for use by GIS and mapping professionals.

### **Final Maps**

Once the public has been thoroughly engaged, we will present a final map to the Board of Directors with a detailed explanation of the process leading to the map's development and the many considerations of the particular map. Our final map proposal will include documentation from the public meetings held, PDF versions of the final map, GIS shape files for county elections staff, and a Metes and Bounds legal document describing the boundaries.

With approval by the board, we will work with county elections staff to transmit the maps for use in future elections. We will also work with district staff to produce materials accessible to the public that illustrate the new district boundaries. Redistricting Insights will be available on a continuing basis to make any technical changes to the map files and provide additional versions as necessary.

### **Additional Options**

Redistricting Insights recognizes that no single approach to redistricting works in every single community in California. As such, we approach our projects with flexibility and the option to customize your district's redistricting plan in a way that works better for your community. Unless otherwise noted, these options would come at an additional cost not included in this proposal. Such options include:

- Additional hearings, either for map drawing or pre-map drawing community of interest development
- Multi-lingual outreach
- Paid advertising that could include print, digital, TV, or radio efforts to generate engagement
- Online mapping tools for the public to use to propose their own maps.

- Included in this proposal, our team will utilize “Dave’s Redistricting” as a free online participation tool that allows constituents to draw and submit their own Communities of Interest of map proposals.
- Should staff wish to utilize more sophisticated public mapping options, “Maptitude for Redistricting” would cost approximately \$35K in addition to undetermined setup costs.



## Proposed Timeline

The below timeline is completely flexible and may be adjusted as the calendar develops. While we are optimistic that meetings will be permitted in-person, our team is also equipped to facilitate virtual hearings as needed.

State law requires at least four public hearings, including two prior to a draft map being published and two after a draft map is published. This proposed project schedule exceeds the statutory requirements for redistricting hearings dictated by the Fair Maps Act.

### February 2021

- Board of Directors passes a resolution of intent to transition to by-district elections.
- Redistricting Insights will meet with district staff and develop a custom plan for the district's districting transition.
- Redistricting Insights will construct a district-specific redistricting dataset.

### March 2022

- Redistricting Insights will develop materials for public engagement on communities of interest.
- Staff and Redistricting Insights will engage community members utilizing the outreach materials we have prepared. This may include a press release announcing the availability of the tools, information made available on the district website describing the process, and outreach to community members and groups to utilize the outreach materials.
- Staff, in consultation with the Board of Directors, will adopt a hearing schedule and outreach plan.
- Public Hearing #1: Redistricting Insights will present a "Redistricting 101" presentation to the Board of Directors. Community members are invited to provide feedback and identify communities of interest.

### April 2022

- Public Hearing #2: focuses on communities of interest and soliciting input that the public would like staff to consider in the development of draft

maps, includes the opportunity for the public to submit communities of interest as well as draft maps.

- Board of Directors will provide input to Redistricting Insights on what they would like to see included in the draft maps.
- Redistricting Insights will prepare draft maps.
- Public Hearing #3: Redistricting Insights will provide the first draft maps for the public and board to consider, made available seven days prior to the hearing. Public testimony will be invited on the draft plans.
- Board of Directors will provide input to Redistricting Insights on what they would like to see revised in the draft maps and narrow down options to a few final contenders.
- Redistricting Insights will revise the draft maps as directed.

### **May 2022**

- Public Hearing #4: Redistricting Insights will provide revised draft maps for the public and board to consider, made available seven days prior to the hearing. Public testimony will be invited on the revised draft plans.
- Board of Directors will provide input to Redistricting Insights and select a single draft plan to finalize. *In the case that there are no additional changes, the Board of Directors may adopt the maps and cancel the fifth hearing.*
- Redistricting Insights will finalize the selected plan.
- Public Hearing #5: Public input on final maps. Board of Directors adoption of final plan.
- Redistricting Insights will transmit the final maps to the County Registrar of Voters

## Cost

Redistricting Insights will charge \$25,000 for the districting services described in this proposal, including the software and licensing required for mapping and travel costs.

**Total Cost: \$25,000**