



AGENDA
July 26, 2021
VIDEO

ROSEVILLE INDEPENDENT
REDISTRICTING COMMISSION
6:00 p.m.
Council Chambers
311 Vernon Street
Roseville, California
www.roseville.ca.us/CORTV

The meeting may be viewed on Comcast channel 14, Consolidated Communications channel 73, and AT&T U-Verse. City Council meetings are also video streamed live and are available on the City's website and YouTube channel.

Members of the public may offer public comment by phone:

Dial in Phone Number: 916-774-5353

If you need a disability-related modification or accommodation to participate in this meeting, please contact Voice: 916-774-5200, TDD: 916-774-5220. Requests must be made as early as possible.

THE CITY OF ROSEVILLE WELCOMES YOUR PARTICIPATION

If an agenda item is open to public comment, such public comment shall be addressed to the chair of the meeting.

Public Comment - Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda and are within the City's jurisdiction. The Brown Act does not permit any action or discussion on items not listed on the agenda.

Agenda Items - Speakers have five minutes to address items that are listed on the agenda.

Americans with Disabilities Act - Notify the City Clerk or Secretary at least 72 hours in advance if special assistance is required to participate in a meeting including the need of auxiliary aids or services.

Audio/Visual Presentations - If making a presentation regarding an agenda item, audio/visual materials must be submitted to the City Clerk or Secretary at least 72 hours in advance.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. PUBLIC COMMENTS**
- 5. MINUTES**

5.1. Minutes of Previous Meetings

Memo from Assistant City Clerk Helen Dreyer and City Clerk Sonia Orozco recommending the Independent Redistricting Commission approve the minutes of the June 28, 2021 meeting.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

6. REPORTS/PRESENTATIONS

6.1. Revised Scope of Work - FLO Analytics

Memo from Senior Deputy City Attorney Joe Mandell providing the Independent Redistricting Commission (IRC) an informational report on the revised scope of work for demography and mapping services from FLO Analytics. Item is for information only and requires no action by the IRC.

CONTACT: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

6.2. Commissioner Training - Brown Act, Public Records Request, and Conflict of Interest

CONTACT: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

7. ADJOURNMENT



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Minutes of Previous Meetings
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Contact: Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

Meeting Date: 7/26/2021
Item #: 5.1.

RECOMMENDATION

Recommend the Independent Redistricting Commission approve the minutes of the June 28, 2021 meeting.

BACKGROUND

There is no background associated with this item. The request is to approve the minutes of previous meetings.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

June 28, 2021 Roseville Independent Redistricting Commission minutes



MINUTES

June 28, 2021

ROSEVILLE INDEPENDENT REDISTRICTING COMMISSION

6:00 p.m.

Council Chambers
311 Vernon Street
Roseville, California
www.roseville.ca.us

1. CALL TO ORDER

Assistant City Clerk Helen Dreyer called the meeting to order at 6:00 p.m.

2. ROLL CALL

Assistant City Clerk Helen Dreyer called the roll.

Commission members Present: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby

Alternates Present: Dohner, Krafka, Slaughter

Alternate Absent: Benitez, Kuehn

3. PLEDGE OF ALLEGIANCE

Assistant City Clerk Helen Dreyer led the Pledge of Allegiance.

4. PUBLIC COMMENTS

No public comment received.

5. OATH OF OFFICE

Assistant City Clerk Helen Dreyer administered the oath of office to the members.

6. REPORTS/PRESENTATIONS

6.1. Minutes of Previous Meetings

Memo from Assistant City Clerk Helen Dreyer and City Clerk Sonia Orozco recommending the Independent Redistricting Commission approve the minutes of the April 19, 2021 and May 10, 2021 meetings.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us

Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

Assistant City Clerk Helen Dreyer requested the Commission approve the minutes.

No public comment received.

Motion by Waldrop, seconded by McPhail, to approve the minutes of the April 19, 2021 and May 10, 2021 Independent Redistricting Commission meeting. The Motion Passed.

Roll Call Vote:

Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby

6.2. Selection of Independent Redistricting Commission Chair and Vice Chair

Memo from Assistant City Clerk Helen Dreyer, Senior Deputy City Attorney Joe Mandell, and City Clerk Sonia Orozco recommending the Independent Redistricting Commission make nominations and vote for the Independent Redistricting Commission Chair and Vice Chair.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us

Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

Senior Deputy City Attorney Joe Mandell made the presentation to the Commission.

Nominations for Chair:

Renee Borowiak

Paul Frank

Bryan Ludwig

Jefferson Willoughby

No public comment received.

Roll call vote for nominees:

Borowiak - Frank

Cuthbertson - Frank

Frank - Frank

Griffith - Borowiak
Ludwig - Borowiak
McPhail - Ludwig
O'Keefe - Ludwig
Sweeney - Frank
Waggoner - Frank
Waldrop - Borowiak
Willoughby - Frank

Votes for nominees:

Paul Frank - Six (6) votes
Renee Borowiak - Three (3) votes
Bryan Ludwig - Two (2) votes

Motion by Griffith, seconded by Willoughby, to approve the appointment of Paul Frank as Chair. The Motion Passed.

Roll Call Vote:

Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby

Nominations for Vice Chair:

Renee Borowiak

No public comment received.

Motion by Willoughby, seconded by Ludwig, to approve the appointment of Renee Borowiak as Vice Chair. The Motion Passed.

Roll Call Vote:

Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby

6.3. Selection of Demographer - Redistricting

Memo from Assistant City Clerk Helen Dreyer, Senior Deputy City Attorney Joe Mandell, and City Clerk Sonia Orozco recommending the Independent Redistricting Commission select a professional demographer to assist in the redrawing of Roseville's City Council districts. The demographer will provide redistricting project services including preparation of redistricting maps, redistricting plan and plan implementation.

CONTACT: Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Joe Mandell 916-774-5325 jmandell@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

City Clerk Sonia Orozco made the presentation to the Commission.

Presentations via Microsoft Teams or audio made by the following demographers:

Via Audio - Dr. Douglas Johnson - National Demographics Corporation
Via Teams - Andrew Westfall - Bear Demographics
Via Team - Jed Roberts - FLO Analytics, Inc.

Public comment received at 916-774-5353:

LaMills Garrett - spoke in opposition to Commission selecting National Demographics Corporation, in opposition to incumbency protection when drawing maps, and thanked Commissioners for volunteering for an important civic duty.

Motion by Sweeney, seconded by Ludwig, to recommend the Senior Deputy City Attorney draft a contract with FLO Analytics, Inc. for presentation to the City Council.

Roll Call Vote:

Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby

7. ADJOURNMENT

Motion by Sweeney, seconded by Waldrop, to adjourn the meeting at 8:15 p.m.

Roll Call Vote:

Ayes: Borowiak, Cuthbertson, Frank, Griffith, Ludwig, McPhail, O'Keefe, Sweeney, Waggoner, Waldrop, Willoughby



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Revised Scope of Work - FLO Analytics
Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Contact:

Meeting Date: 7/26/2021
Item #: 6.1.

RECOMMENDATION

Provide the IRC an informational update on the revised scope of work for demography and mapping services from FLO Analytics. Item is for information only and requires no action by the IRC.

BACKGROUND

The City published a request for proposal seeking professional demographic and mapping services in March 2021. At the June 28, 2021 IRC meeting, the members reviewed the three (3) proposals submitted. After brief presentations from each demographer and discussion and deliberation of the IRC, the group voted to recommend that the City Council approve a professional services agreement with Maul Foster & Alongi, Inc. dba FLO Analytics ("FLO"). At the direction of the IRC, FLO submitted a revised scope of work for demographer and mapping software services. The updated scope of work includes the following:

- Task 1A - Project Planning and Outreach Kick-off meeting - work with FLO to identify key points of contact in the City
 - Plan community outreach and engagement plan
 - Project timeline, including scheduling future public meetings dates
- Task 1B - Community Outreach Strategy
 - Task to ensure all the appropriate stakeholder and community groups in the City are aware of the project, how they can participate, and that their voices will be heard throughout the process
- Task 1C - Independent Redistricting Commission Training
 - Phase 1: Introduction/Process
 - Introduction of training items/presenters
 - Training schedule overview
 - The role of the IRC

- Phase 2: Redistricting Laws
 - Federal Voting Rights Act/Racially Polarized Voting, featuring national legal experts and academics
 - California Redistricting Laws - featuring nonprofit and legal experts
 - Phase 3: Community Engagement
 - Communities of Interest: what are they, and how are they used in redistricting
 - Phase 4: The Process of Redistricting
 - Redistricting Fundamentals
 - Map-making tools and software
- Task 1D - Project Management and Coordination
 - Weekly status updates on with the City and ad hoc data or demographic requests
 - Detailed project timeline
 - Memo describing community outreach strategy - includes list of groups and organizations and opportunities for public input
 - Training material for reference by the IRC to use throughout the process
 - Analysis Preparation
 - Data Collection and Compilation
 - Decennial Census Redistricting Data Files
 - School Attendance area data, street center lines, boundary data for other communities of mutual interest - tribal lands, defined neighborhoods, homeowners' association
 - All data and accompanying metadata will be compiled into an ESRI ArcGIS geodatabase
 - Baseline Demographic Analysis
 - Perform a baseline demographic analysis to identify which areas of the City have experienced a population change that may impact the drawing of new district boundaries
 - Leverage data from the American Community Survey, ESRI Updated Demographics program, and the State of California's Department of Finance Demographic Research Unit Population projections to create demographic estimates for specific geographies:
 - Census tract
 - Census block group
 - Census block
 - Public Hearings
 - Five public hearings, one in each of the city's five districts - hearings to be facilitated by FLO's experienced team
 - Deploy District Scenario Modeler
 - Web based interactive mapping tool loaded with the 2020 Census Block Geographic's within Roseville city limits and Decennial Census Data - public use
 - Map Evaluation
 - All maps submitted by public and the IRC will be evaluated to ensure legal requirements
 - Map Adoption
 - Develop a minimum of four city council district boundary options for consideration by the IRC
 - Develop Final District Proposal
 - Drawing on public feedback - develop final proposal for city council district boundary options
 - Written description of the plan compiled into a single report and presented at

- public hearings
- Coordinate with County registrar's office to file the final maps

FISCAL IMPACT

Total compensation shall not exceed \$96,140 dollars (\$96,140) and funding is included in the City Clerk 2021-22 Election budget. Detailed costs are included on the attached revised scope of work dated July 19, 2021.

Respectfully Submitted,

Joe Mandell, Senior Deputy City Attorney

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

FLO Analytics Scope of Work - July 19, 2021



3140 NE Broadway Street | Portland, OR 97232 | 1-888-847-0299 | www.flo-analytics.com

July 19, 2021
Project No. PF2074.01.01

Sonia Orozco
City Clerk
City of Roseville
311 Vernon Street
Roseville, CA 95678

Re: Revised Statement of Work for Demographer and Mapping Software Services

City of Roseville – Independent Redistricting Commission

Dear Ms. Orozco:

FLO Analytics (FLO) appreciates the opportunity to submit this revised statement of work to supplement our response to the City of Roseville's RFP #03-001 to provide Demographer and Mapping Software services in support of the City of Roseville's 2021 redistricting effort.

SCOPE OF WORK

Task 1—Project Planning & Outreach

Task 1A—Kickoff Meeting

The project will begin with a kickoff meeting between the project team and City staff to create project alignment and establish timelines for deliverables. The kickoff meeting will cover the following topics:

- Overview of the redistricting process including the legal requirements (local, state, and federal), analytical process, and public involvement components
- Identifying key points of contact in the City
- Community outreach and engagement plan
- Initial discussion of communities of mutual or related interest
- Project timeline, including scheduling future public meeting dates for Task 1B—Community Outreach Strategy

Task 1B—Community Outreach Strategy

Effective community outreach and transparent public hearings are essential to develop a redistricting plan the community will support. This task is designed to make sure that all the appropriate stakeholders and community groups in the City are aware of the project, how they can participate, and that their voices will be heard throughout the process.

In coordination with the City, our team will develop a community outreach and engagement strategy to create awareness of the project throughout the City and to ensure our process captures the input of various stakeholders and community groups. Part of the outreach strategy will include developing a list of groups and organizations in the City that should be expressly notified about the redistricting process and the opportunities for public input.

Task 1C—Independent Redistricting Committee Training

To support the City of Roseville's Independent Redistricting Committee (IRC), we are excited to be working with Connie Malloy, the Chair of the 2010 California Citizens Redistricting Committee. Connie's commission experience and her background working in a collaborative fashion uniquely qualifies her to train the IRC.

Training will be key to producing a competent and empowered IRC. Having the leadership from an experienced former commissioner will be invaluable. A sample training plan is as follows:

- Phase 1: Introduction / Process
 - Introduction of training items / presenters
 - Training schedule overview
 - The Committee Role – led by Connie Malloy and featuring other past redistricting commissioners from California
- Phase 2: Redistricting Laws
 - Federal Voting Rights Act / Racially Polarized Voting, featuring national legal experts and academics.
 - California Redistricting Laws – featuring nonprofit and legal experts.
- Phase 3: Community Engagement
 - Communities of Interest: what are they, and how are they used in redistricting – featuring community-based organization and social justice leaders who have worked to empower local communities through redistricting.
- Phase 4: The Process of Redistricting
 - Redistricting Fundamentals – a look at the actual process of applying the commission role, public engagement and legal principles to map drawing.
 - Map-making tools and software – overview of map drawing tools and public engagement software

Task 1D—Project Management and Coordination

This task is designed to account for anticipated project management and coordination needs between the project team and the City throughout the course of the project. Such tasks may include, but are not limited to, weekly status update and coordination calls with the City and ad hoc data or demographic information requests.

Deliverables Summary

- **(Task 1A)** A detailed project timeline.
- **(Task 1B)** A memo describing our community outreach strategy that includes a list of groups and organizations in the City that should be expressly notified about the districting process and the opportunities for public input.
- **(Task 1C)** Training materials for reference by the IRC throughout the redistricting process.

Task 2—Analysis Preparation

Task 2A—Data Collection and Compilation

Under this task, we will collect and compile all data required to conduct our analyses. In addition to the Decennial Census P.L. 94-171 Redistricting Data Files, we will collect the City's existing council district boundary data, school attendance area data, street center lines, boundary data for other communities of mutual interest (e.g., Tribal lands, defined neighborhoods, homeowners' associations), and additional data identified during the project. All data and accompanying metadata will be compiled into an ESRI ArcGIS geodatabase that can easily be transferred to the City after completion of the project.

Task 2B—Baseline Demographic Analysis

Due to the delayed release of the Decennial Census P.L. 94-171 Redistricting Data Files we recommend performing a baseline demographic analysis to identify which areas of the City have experienced a population change that may impact the drawing of new district boundaries. The goal of this analysis is to set the stage for the redistricting process and help inform the IRC and the public about population changes that have taken place since the 2010 Census. The baseline analysis will leverage data from the American Community Survey, Esri's Updated Demographics Program, and the State of California's Department of Finance Demographic Research Unit Population Projections to create demographic estimates for specific geographies (e.g., census tract, census block group, census block) in Roseville. The demographic estimates will inform our engagement and outreach approach.

Deliverables Summary

- **(Task 2A)** An Esri I ArcGIS Geodatabase containing all files used in the redistricting analysis.
- **(Task 2B)** A written summary of the results our baseline demographic analysis.

Task 3—Public Hearings

To comply with the Fair Maps Act and City Charter, our team proposes five public hearings, one in each of the city's five districts. These hearings will be designed to ensure a fair and transparent process that offers sufficient opportunity for public involvement. Hearings will be held in person or hybrid in-person/virtual depending on the City's preference (we have included budget for travel to support an in-person approach). The hearings will be facilitated by our experienced team.

Exhibit A

R:\F2074.01 City of Roseville\Contracts\01_2021.07.19 Redistricting\City of Roseville Redistricting SOW.docx

Hearings in each district will offer the opportunity for public testimony and will include live translation. If a hearing occurs before drafting district boundary maps, we will conduct a public presentation to orient the public to the procedural, legal, and analytical aspects of the redistricting process. The pre-map presentation will include: (1) an overview of redistricting legal requirements; (2) a demographic summary of the existing district boundaries, based on the 2010 Census data; and (3) training on how to use the District Scenario Modeler online mapping tool to draw and submit district boundary scenarios. If a hearing occurs after drafting district boundary maps, we will provide a refresher of the redistricting process orientation and present the preliminary district boundary for public comment.

Deliverables Summary

- **(Task 3)** A memo describing our community outreach strategy that includes a list of groups and organizations in the City that should be expressly notified about the districting process and the opportunities for public input.

Task 4—Deploy District Scenario Modeler

The District Scenario Modeler is an interactive web-based mapping tool that we designed to provide users with an easy way to participate in the redistricting process. The tool allows users to draw their own boundaries and instantly view demographic information to see if the boundaries are population balanced and support fair representation. The tool includes several features to guide users and help them create viable district maps. Maps are easily submitted online to the project team for consideration.

The 2020 Census Block Geographies, the redistricting data files, and other requested attributes (e.g., voting age population, population by housing type, etc.) will be loaded into the District Scenario Modeler. Our team will then work with City staff to embed the District Scenario Modeler into the City's website and make it accessible to the public.

Deliverables Summary

- **(Task 4)** District Scenario Modeler loaded with the 2020 Census Block Geographies within Roseville city limits and Decennial Census Redistricting Data.

Task 5—Map Evaluation

The project team will evaluate each map submitted by the public and the IRC. All maps will be evaluated regardless of whether the map was drawn using our DSM mapping tool or hand-drawn on a piece of paper. Every map submitted can add value to the redistricting process. Even those that do not meet minimum legal requirements may yield key information about what is important to the community. Maps that do meet the minimum legal requirements will be further evaluated to assess district compactness, and whether they create districts that support fair representation. When the evaluations are complete, the project team will compile the maps into a single document and provide summary demographic and analytical data for each map. The document will indicate whether each map meets the minimum legal requirements and whether it satisfies the concerns raised the community.

Deliverables Summary

- **(Task 5)** A memo describing how existing boundaries and proposed maps perform relative to a set of key measures and legal requirements.

Task 6—Map Adoption

Task 6A—Develop Draft District Proposal

Drawing on the maps submitted by the public and the feedback gathered during the public hearings, we will develop a minimum of four city council district boundary options for consideration by the IRC. Each option will include all the demographic and analytical data that were provided as part of the initial assessment, as well as a thorough written description of the boundaries and the benefits and limitations of each as we understand them, including a description of the communities of interest that were considered in creating the maps.

Task 6B—Develop Final District Proposal

Drawing on public feedback gathered during the project, we will develop the final proposal for city council district boundary options. The final map will include all the demographic and analytical data that were provided as part of the initial assessment, as well as a written description of the plan and the benefits and limitations as we understand them. The final map, the accompanying data tables, and the written description will be compiled into a single report and presented at public hearings. The project team will provide the City with electronic and printed copies of the map in any format requested and will develop a legal description of the adopted boundaries. Following adoption, our team will coordinate with the county registrar's office to file the final maps.

Deliverables Summary

- **(Task 6A)** A memo that includes maps, demographics statistics, and an analysis of viable boundary options.
- **(Task 6B)** A final report that includes a map, demographics statistics, and an analysis of the final district boundaries, including submission to the county registrar's office.

BUDGET

The estimated cost to perform the proposed work is \$91,525. Optional tasks are at additional cost. This cost estimate does not represent a lump sum. FLO bills for time and materials, consistent with the attached schedule of charges. FLO may apply money from one task to another to complete the scope of work.

Task	FLO Analytics		Subcontractors (Redistricting Partners)	Total
	Labor	Direct		
1 Project Planning & Outreach	\$7,410	\$0	\$34,500	\$41,910
2 Analysis Preparation	\$3,320	\$0	\$0	\$3,320
2B Baseline Demographic Assessment	\$8,820	\$0	\$0	\$8,820
3 In-Person Public Hearing Support (x5)	\$0	\$0	\$14,375	\$14,375
4 Deploy District Scenario Modeler	\$2,850	\$2,000	\$0	\$4,850
5 Map Evaluation	\$5,860	\$0	\$0	\$5,860
6 Map Adoption	\$10,090	\$0	\$2,300	\$12,390
Total Estimated Cost				\$91,525
8 Additional In-Person Public Hearing (Optional)	\$0	\$0	\$2,875	\$2,875
9 Additional Virtual Public Hearing (Optional)	\$1,740	\$0	\$0	\$1,740
Total Estimated Cost (including optional tasks)				\$96,140

SCHEDULE

FLO will begin work within 10 days of receiving authorization to proceed. This proposal is valid for 30 days.

Sincerely,

FLO Analytics



Tyler Vick
Managing Director



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Commissioner Training - Brown Act, Public Records Request, and Conflict of Interest

Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us

Meeting Date: 7/26/2021
Item #: 6.2.