



AGENDA

June 28, 2021

ROSEVILLE INDEPENDENT REDISTRICTING COMMISSION

6:00 p.m.

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

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.

Roseville City Clerk 311 Vernon Street, Roseville, CA 916-774-5200 TDD 916-774-5220

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

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

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

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: 6/28/2021
Item #: 6.1.

RECOMMENDATION

Recommend the Independent Redistricting Commission approve the minutes of the April 19, 2021 and May 10, 2021 meetings.

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

April 19, 2021 Independent Redistricting Commission Minutes

May 10, 2021 Independent Redistricting Commission Minutes



MINUTES

April 19, 2021

ROSEVILLE INDEPENDENT REDISTRICTING COMMISSION

6:00 p.m.

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

1. CALL TO ORDER

The meeting was called to order at 6:00 p.m.

2. PUBLIC COMMENT

No public comment received.

3. DRAWING OF INITIAL EIGHT MEMBERS OF THE COMMISSION

3.1 Random Draw:

City Clerk to randomly select eight (8) members via random draw from four quadrants (2 members from each quadrant).

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

City Clerk Sonia Orozco made the presentation.

Drawing conducted by Senior Deputy City Attorney Joe Mandell and City Clerk Sonia Orozco.

The following applicants were randomly drawn for placement on the Roseville Independent Redistricting Commission:

Quadrant One:	Ryan O'Keefe and Karen McPhail
Quadrant Two:	Mary Griffith and Jefferson Willoughby
Quadrant Three:	Holly Cuthbertson and Renee Borowiak
Quadrant Four:	Kevin Waggoner and Bryan Ludwig

4. ANNOUNCE FUTURE MEETING FOR FURTHER SEATING:

4.1 Ballot Selection:

Commission members appointed at April 19, 2021 meeting to select three (3) at-large members and five (5) alternates by ballot on May 10, 2021 at 6:00 p.m. – City Council Chambers.

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

City Clerk Sonia Orozco announced meeting scheduled for Monday, May 10, 2021 for selecting three (3) at-large members and five (5) alternates to the Commission.

5. ADJOURNMENT

The meeting adjourned at 6:14 p.m.



MINUTES

May 10, 2021

ROSEVILLE INDEPENDENT REDISTRICTING COMMISSION

6:00 p.m.

Council Chambers

311 Vernon Street

Roseville, California

www.roseville.ca.us/CORTV

The meeting will be open to limited in-person attendance. To remain in compliance with the state's public health guidance, attendance will be limited to 25% of the room's capacity (15 seats) and will require 6 feet of social distancing inside and outside the council chambers. Face covering are required and will be provided to those who don't have a mask.

Due to limited capacity in the chambers, the public is highly encouraged to participate virtually. 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.

1. CALL TO ORDER

The meeting was called to order at 6:00 p.m. by City Clerk Sonia Orozco.

2. ROLL CALL

Commission members present: Borowiak, Cuthbertson, Griffith, Ludwig, McPhail, O'Keefe, Waggoner, Willoughby

3. PLEDGE OF ALLEGIANCE

No Pledge of Allegiance recited.

4. PUBLIC COMMENTS

City Clerk Sonia Orozco opened public comment and announced the call in number: 916-774-5353.

No public comment received.

5. REPORTS/PRESENTATIONS

5.1. Ballot Selection

Commission members randomly drawn at the April 19, 2021 Independent Redistricting Commission meeting to select three (3) at-large members and five (5) alternates by ballot. Alternates will be seated in order by random draw for placement on the Commission when a regular member of the Commission vacates a seat. Applicants will be given the opportunity to make comments not exceeding five (5) minutes on their qualifications prior to ballot selection.

Senior Deputy City Attorney Joe Mandell provided a brief summary of the previous process to seat the initial eight members and outlined necessary procedures as adopted in city Charter standards.

City Clerk Sonia Orozco opened public comment and announced the call in number of 916-774-5353.

No public comment was received by phone.

The following applicants attending the meeting spoke in support of their appointment to the Commission:

- Kristine Dohner
- Julia Sweeney
- Paul Frank
- Andrew Waldrop

City Clerk Sonia Orozco opened public comment following public testimony and announced the call in number of 916-774-5353.

No additional public comment received.

City Clerk Sonia Orozco requested the eight Commission members previously seated by random draw cast their ballots for appointment of three (3) at-large members.

Following casting multiple ballots, the following three at-large applicants were

selected:

- Julia Sweeney
- Andrew Waldrop
- Paul Frank

City Clerk Sonia Orozco requested the eight Commission members previously seated by random draw cast their ballots for appointment of five (5) at-large members.

Following cast of multiple ballots, the following alternate applicants were selected:

- Lori Benitez
- Kristine Dohner
- John Slaughter
- Werner Kuehn

Multiple tie votes between Charles Krafka and Clifford Haggenjos were resolved by Assistant City Clerk Helen Dreyer conducting a random draw. Charles Krafka was drawn.

Assistant City Clerk Helen Dreyer conducted a random draw for placement of alternates on the Commission when a regular member of the Commission vacates a seat.

Drawing results were as follows:

1. John Slaughter
2. Werner Kuehn
3. Kristine Dohner
4. Lori Benitez
5. Charles Krafka

5.2. Next Meeting Announcement

Monday, June 28 at 6:00 p.m. - City Council Chambers

Members will be given oath of office and will select a demographer to assist in the drawing of the district map.

City Clerk Sonia Orozco announced June 28th meeting at 6:00 p.m. in the City Council Chambers and requested the members review Request for Proposal submittals in their binders from three demographers and come prepared to make a recommendation.

6. **ADJOURNMENT**

City Clerk Sonia Orozco adjourned the meeting at 6:50 p.m.



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Selection of Independent Redistricting Commission Chair and Vice Chair

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

Contact:

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

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

Meeting Date: 6/28/2021

Item #: 6.2.

RECOMMENDATION

Recommend the Independent Redistricting Commission make nominations and vote for the Independent Redistricting Commission Chair and Vice Chair.

BACKGROUND

The Independent Redistricting Commission was established in November 2020, following the General Municipal Election where voters approved the formation of an independent body to redraw the City Council district map. The eleven (11) members and five (5) alternates were seated at the April 19, 2021 and May 10, 2021 formation meetings. Per the City of Roseville City Council/Boards & Commissions Administrative Standards, the Chair and Vice Chair shall be selected as soon as practicable, and any member of the Commission can serve as Chair.

The Chair shall have the roles and responsibilities of being the presiding officer at all official meetings. Additionally, the Chair shall attend all meetings, call meetings to order, propose adjournment, decide all questions of order without debate, call for discussion and votes on proposals, clarify or request clarifications be made, rule out of order, interpret and enforce meeting procedures, call members to order if they disregard rules of procedure or decorum of the meeting, and ensure meetings are conducted in an efficient and productive manner in conjunction with the meeting liaisons.

In the absence of the Chair, the Vice Chair is the presiding officer of the meeting and shall therefore observe and adhere to all the roles and responsibilities of the Chair.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk



ROSEVILLE INDEPENDENT REDISTRICTING COMMUNICATION

Title: Selection of Demographer - Redistricting
Helen Dreyer 916-774-5356 hdreyer@roseville.ca.us
Contact: Joe Mandell 916-774-5325 jmandell@roseville.ca.us
Sonia Orozco 916-774-5269 sorozco@roseville.ca.us

Meeting Date: 6/28/2021
Item #: 6.3.

RECOMMENDATION

Recommend the Independent Redistricting Commission members select a demographer to provide redistricting services, including preparation of district election maps, district plan development, plan presentation and plan implementation. A professional services agreement with the selected demographer will then be listed on the City Council agenda for approval.

BACKGROUND

After each decennial U.S. census, local public agencies with council members elected by districts, divisions or wards must "redistrict." This requires review of the recent U.S. Census population data and, if necessary, adjustment of voting area boundaries to keep them as nearly equal in population as possible, allowing for certain variances due to geography, topography, communities of interest, etc., all as required in federal, state and California law. Based on the 2020 U.S. Census, the City of Roseville must redraw its five (5) City Council districts boundaries utilizing the new data and criteria set forth in law and the City Charter.

The State of California adopted redistricting procedures, criteria, and deadlines in the Fair And Inclusive Redistricting For Municipalities And Political Subdivisions ("FAIR MAPS") Act ("the Act"). The FAIR MAPS Act establishes additional requirements for cities, including charter cities like Roseville, when redistricting. These requirements compel the commission to (1) hold a series of public hearings; (2) undertake community outreach efforts to encourage participation; (3) dedicate a specific place on the city's webpage for redistricting information; and (4) adopt a map meeting the act's requirements.

Generally, under the Act, cities are prohibited from releasing any draft updated district boundary maps until at least three weeks after the 2020 U.S. Census data is published by the State. While the Census data would typically be made available to local agencies by March 31, 2021, COVID-19 has significantly delayed the process. The U.S. Census data will be released to the State first,

which then requires four to six weeks to update the redistricting database before the information is released to local governments, presumably around mid October 2021. Once the data becomes available, agencies can start the statutory process of redistricting their electoral maps.

Given the complex nature of redistricting, it is necessary to contract for the professional services of a qualified individual or consulting firm to assist City staff and the Roseville Independent Redistricting Commission ("IRC") in establishing Council districts in accordance with the Roseville City Charter and state and federal laws to provide demography services, training for the IRC, and ongoing redistricting support for the IRC and staff by providing expertise in:

- Development of a redistricting database including census and California statewide election information;
- Geographic data (often including important local landmarks or local neighborhood boundaries);
- Creation, hosting, and updating of a project information website;
- Creating 2 to 4 initial drafts for public consideration;
- Analysis and preparation for Independent Redistricting Commission members' consideration of all whole or partial plans submitted by the public;
- Conversion of all maps and reports to web-friendly versions for online posting;
- In-person or virtual presentations at five Independent Redistricting Commission meetings; facilitation of public forums, and/or any other requested meetings;
- Election sequencing; and
- Working with the Placer County Registrar of Voters to implement the final adopted plan for the November 2022 election.

The City recently issued a Request for Proposals ("RFP") for demographer and mapping services and invited professional consultants to respond. Three proposals were submitted in response to the RFP from the following firms:

- Bear Demographics & Research
- Flo Analytics
- National Demographics Corporation

The following evaluation criteria and rating schedule will be used by the Independent Redistricting Commission to determine the most highly qualified demographer:

Evaluation Criteria	Maximum Points Possible
Experience and qualifications of firm and proposed staff/sub-consultants/sub-contractors	60
Understanding of the Project – Proposed Project Plan	20
Proposed Cost	20
Total Possible Points	100

Once the Independent Redistricting Commission recommends a demographer, a contract will be drafted by the City Attorney's Office and then presented to the City Council for approval and use of funds allocated in the FY2020/21 budget for completion of the redistricting process. Following approval of a contract, a schedule of public hearing dates will be released. Some of

these dates may coincide with the Commission's meetings scheduled for the fourth Monday of each month, but it is very likely that in November, December, or January, additional meetings will be required in order to complete the process. Article XI of the City Charter dictates the Commission shall file a preliminary redistricting plan and draft map with the City Clerk, along with a written statement of findings and reasons for adoption, which shall include the criteria employed in the process and full analysis and explanation of decisions made by the Commission. The City Clerk will then publish the preliminary plan and draft map at least thirty (30) calendar days prior to the adoption of a final redistricting report and final map. During the thirty (30) calendar day period after publication, the Commission shall hold at least five (5) public hearings, including one (1) public hearing in each existing council district.

The February 1, 2022 deadline for adoption of a new map coincides with campaign finance regulations which outlines that candidates for City Council may begin fundraising nine months prior to the November 8, 2022 election. The date fundraising may begin is February 8, 2022. The new district boundaries are required for a candidate to file the required state campaign forms to create a committee and establish a bank account, and for the candidate to file their candidate intention statement. The Fair Maps Act allows a final deadline of April 2022 for adoption of a new district map; however, waiting until April 2022 would create confusion for candidates and residents who want to run for City Council, and fundraising would be delayed by up to three months. For these reasons, the date for final adoption of the maps is set for February 1, 2022.

Respectfully Submitted,

Helen Dreyer, Assistant City Clerk

Sonia Orozco, City Clerk

ATTACHMENTS:

Description

Proposals At a Glance - Demographer

Proposals at a Glance

Services	Bear Demographics Corporation	Flo-Analytics	National Demographics Corporation
Demographer	Andrew Westall or David Ely	Jed Roberts FLO or Paul Mitchell Redistricting Partners	Dr. Douglas Johnson
Experience	New firm formed in 2021 – mostly independent experience of demographers in the Los Angeles area 4-10 years ago Single member LLC working with sub-consultants	10 years Partnering with Redistricting Partners – Team has recent CA work in Lincoln, Plumas County, Santa Ana, Davis, Napa, Long Beach	40 years of experience (Similar work with Roseville, Citrus Heights, Lincoln, Elk Grove and other local agencies)
Training Included for IRC	Yes	Yes	Yes
Reference cities	9+ jurisdictions	12+ jurisdictions or counties	Over 350 jurisdictions
Basic Project Elements	\$35,000	\$41,910 plus \$3,320 for preparation & \$5,860 for map evaluation & \$12,390 for map adoption	\$32,500
Per-Meeting Expense (5 meetings)	\$2,000 per in-person attendance	\$30,915 Travel \$2,500	\$2,750 per in-person attendance, per meeting \$1,250 virtual attendance, per meeting
Project Website	\$5,000	\$2,000	\$5,500
Public Mapping Tools	\$5,000 Maptitude Online Mapping Tool	\$2,850 Scenario Modeler Web based public participation	\$20,000– Maptitude MOR Electronic and paper public participation tool
Plan Implementation with Registrar or Voter	Included	Included	Included

Multi-lingual communications/live translation	Live Translation not included. Multi-lingual communications extra	Not included	Not included
Can Meet timelines	Yes	Yes	Yes
Public Engagement Outreach services	\$20,000	Not included in RFP	Makes available to all clients a library of sample outreach materials, conducts workshops, hearings, public participation
Total Costs Preparing Meeting Materials, presentation materials and maps, present and explain key concepts, facilitate conversations (5 meetings and/or hearings)	\$75,000	\$101,745	\$71,750