

**LOS ANGELES UNIFIED SCHOOL DISTRICT  
REDISTRICTING COMMISSION**

**OUTREACH COMMITTEE**

**AGENDA MATERIALS**

**May 11, 2021**

**10:00am**

**All agenda materials for Items #1 and #3 are from the 2011-12 or the 2021 Los Angeles City Council Redistricting Commissions and meant for discussion purposes only. Actual drafts of similar documents will be scheduled at a future Outreach Committee meeting for discussion and recommendation to the full Commission.**

## I – Introduction

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The Los Angeles City Council Redistricting Commission (“Commission”) is an appointed, 21-member body charged by the Los Angeles City Charter with the responsibility of designing new recommended boundaries of the City’s fifteen council districts. The Commission’s adopted **Core Purpose** is to independently draw proposed Los Angeles City Council District boundaries based on census data and applicable law that will allocate constituents proportionately while also accounting for the unique histories, experiences and interests of communities, such that those interests will have the highest probability of being served by elected representatives and the City of Los Angeles.

Boundaries for the City Council districts must be made as equal in population as possible and practicable so that communities have equal access to political representation. How and where districts are drawn can shape communities' ability to elect the representatives of their choice. The testimony and input of the residents of Los Angeles is critical to creating a redistricting plan that provides fair and effective representation for all residents of the City.

The Commission has further adopted the following Vision and Core Values to inform and drive its fulfillment of its legal responsibilities and its Core Purpose:

**Vision:** To strengthen the governance of the City of Los Angeles by empowering its communities to have their diverse needs served through fair and inclusive representation.

**Core Values:**

- Equity
- Integrity
- Transparency
- Respect
- Compassion
- Dignity
- Data-driven
- Solution-oriented
- Interdependence

Building from the Commission’s Core Purpose, Vision and Core Values, this Strategic Community Outreach Plan has been developed to ensure a systematic approach to develop educational material, identify and engage community partners, leverage tools to communicate, including social media platforms, and to encourage individual and community engagement in the Commission’s redistricting process.

## **II – Community Outreach and Engagement Strategy**

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The Commission's aforementioned Core Values drive the approach necessary to fulfill its mission through the Community Outreach and Engagement Plan. These Core Values evidence the Commission's commitment to a process of empowerment that is equitable, transparent, inclusive, and aimed at solutions that are intentionally based on data and integrity.

The Commission has expressed its desire to listen, to learn and to recognize the interdependent nature of the redistricting process as a reflection of the interdependent nature of the communities that give the City its vitality and strength. The Commission therefore determines to begin the core of its work by listening to experts in three areas of critical importance to the fulfillment of its mission, particularly in the current environment:

- 1) public outreach and community engagement,
- 2) community-of-interest definition and application, and
- 3) the phenomenon of Census undercounts and its implications for redistricting.

The Commission recognizes that its meetings can raise the public's awareness of this year's redistricting process and the opportunities to participate in the process. Special Commission meetings, properly designed, can also educate both Commissioners and the public about these three critical factors.

Public Workshops convened by the Commission around these three issues can set the stage procedurally and substantively for successful Public Hearings that contribute to a sensible and defensible recommended map and plan.

The Commission thus sees its work as consisting of three Phases, each building on the lessons learned from its preceding Phase, toward the ultimate goal of Angelenos across the City empowering themselves and each other to make their own contributions to a Redistricting Map and Plan. The Commission believes this phased approach to community outreach and engagement offers the best hope of arriving at an organic, bottom-up result.

The Commission will therefore begin its core work with a series of Public Workshops designed to educate both the public and Commissioners as Phase I of its overall outreach effort. In Phase II, the Commission will hold a series of Public Hearings to educate and engage communities in redistricting. Phase III will consist of a Public Comment period for public input on Draft Maps.

## Phase 1 - Public Workshops for Redistricting Education and Awareness

Purpose: Raise public awareness about redistricting and the Commission's Public Hearing Schedules. Engage community partners in public outreach efforts.

Timing: April – May 2021

Forum: Public workshop discussion convened by the Outreach Committee.

- **Outreach Workshop: Community-Based Organizations.** This Outreach Workshop will focus on engaging CBOs. Given COVID-19, the contacts for some of these organizations may have changed and will need to be confirmed.
- **Outreach Workshop: Public Agencies.** This Outreach Workshop will involve City departments, and other governmental agencies so they are on board in supporting the Commission's redistricting efforts.

Purpose: Raise public awareness about redistricting and the Commission's Public Hearing Schedules. Educate the public and the Commission about critical issues in redistricting.

Timing: April – May 2021

Forum: Public workshop discussion convened by the Mapping and Data Committee.

- **Community of Interest Workshop: Redistricting Advocacy Organizations.** This Workshop will provide the Commission the opportunity to engage with representatives of organizations dedicated to issues of social justice, good governance, fair representation and redistricting in a discussion about the definition and importance of "community of interest" in the context of redistricting.

## Phase 2 – Public Hearings for Community Input (COI input)

Purpose: Engage the public in discussions about how they define their communities and incorporate their testimony into the Commission's database for eventual map and plan development.

Timing: May – July 2021

Forum: Public Hearings of the Commission to receive public input on redistricting, including Community-of-Interest testimony.

# ITEM #1

In this phase, the Commission will engage communities across the City through Public Hearings designed to solicit and receive public input. The Commission will leverage contacts with community based organizations (CBOs) to get the word out and coordinate the public input meetings. These meetings will include the Commission's retained "line drawer" to take public input into consideration for line drawing purposes. The Commission will have community of interest (COI) tools to collect public input.

Fifteen Public Hearings will be held, one per week, one for each Council District, from May through July. At least one additional Public Hearing may be held in a language other than English.

These Public Hearings will consist of two parts:

- 1) An overview for the public of the redistricting process, timeline, protocols for public input and what "community of interest" means in the context of redistricting.
- 2) Opportunity for the public to identify communities of interest and advise the Commission on issues of concern with regard to the redistricting process.

At the end of Phase II, the Commission will receive the Census PL-94 data and incorporate it into the Commissions database.

## **Phase 3 – Public Hearings for Public Comment on Draft Maps**

**Purpose:** Receive public comment of the Commission's Draft Map, identify possible amendments to the Draft Map for the Commission's consideration.

**Timing:** September – October 2021

**Forum:** Public Hearings of the Commission to receive public input on Draft Maps.

Once the 2020 Census data and mapping software are available, the public can develop maps for submission and consideration by the Commission. With this input, the Commission will develop its proposed redistricting map(s) for further feedback. Additional Public Hearings will occur prior to the Commission's final adoption of a Los Angeles City 2021 Decennial Redistricting Map and Plan by November, 2021.

## **Resourcing for Community Outreach and Engagement Phases II and III**

To ensure the success of Phases II and III of the Community Outreach and Engagement Plan, the Commission will recruit and partner with a broad cross-section of community-based organizations who are experienced, tested and trusted. Many such CBOs will have been recent veterans of the 2020 Census outreach efforts. A public solicitation and procurement document will be presented to the Outreach Committee for its approval in May 2021.

Outreach partners will be supervised by the Commission's Director of Redistricting Community Outreach and Engagement under the guidance of the Commission's Outreach Committee.

The Commission's Core Values invite careful consideration of accessibility considerations that impact engagement. Such accessibility considerations may include, but are not limited to:

- Digital divide
- Understanding of the political system
- Language
- Past political disenfranchisement
- Not eligible to vote:  
Undocumented, formerly incarcerated, under 18 years old
- Incarcerated individuals
- Isolated/afraid to engage
- Transportation
- Limited technological or written literacy
- Mobile device accessible
- Cultural
- Religion (including holidays & norms of engagement)
- Education level
- Disability

### Continuing Public Education and Information

While each phase is distinct in its orientation and focus, the Commission's public information campaign will continue to raise awareness, educate and engage the public through all three Community Outreach and Engagement Phases.

### III – Community Outreach & Engagement Approach – PHASE I

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Consistent with the Commission’s Core Values and its commitment to promote public participation in the redistricting process, this Community Outreach and Engagement Plan seeks to ensure the widest practicable participation and dissemination of pertinent redistricting information and materials.

This Strategic Community Outreach Plan builds on lessons learned from the 2020 Census outreach during COVID-19. The recommended outreach strategy is to build on the experience and expertise of Los Angeles City departments, other public agencies, and, crucially, tested and trusted community-based organizations (CBOs).

#### Building on the Existing Expertise of LA’s Community Organizations

The rich tapestry of Los Angeles’ unequalled diversity provides the Commission with an opportunity to listen to, learn from and partner with the myriad of community organizations that help bind the City together. In light of constrained resources and the short timeframe for redistricting, the Commission’s best strategy is to work with agencies and organizations interested in redistricting that already have established networks and distribution channels by virtue of being trusted voices for Phase I.

To facilitate their involvement, Commission staff will:

- Build on the Census 2020, City departmental, CBO, business, and related networks
- Develop toolkits in multiple languages for promoting redistricting events
- Recruit a broad cross-section of organizations with distribution channels that can promote accessibility to the redistricting process and activities both through traditional channels and in languages beyond English

#### Outreach Workshops

The Commission will hold three Public Workshops in April and May, prior to the series of Public Hearings. The purpose of the Public Workshops is two-fold:

1. *Raise public awareness* about redistricting and the Commission’s Public Hearing Schedules prior and subsequent to the release of Draft Maps in October.
  2. *Advance the Commission’s understanding* of critical issues in the fulfillment of its Core Purpose, such as how best to do community outreach and how to think about and incorporate expressions of “community of interest.”
- **Outreach Workshop: Community-Based Organizations.** This Outreach Workshop will focus on engaging CBOs. Given COVID-19, the contacts for some

of these organizations may have changed and will need to be confirmed. This Workshop will be conducted by the Outreach Committee.

- **Outreach Workshop: Public Agencies.** This Outreach Workshop will involve City departments, and other governmental agencies so they are on board in supporting the Commission’s redistricting efforts. This Workshop will be conducted by the Outreach Committee.
- **Community of Interest Workshop: Advocacy Organizations.** This Workshop will provide the Commission the opportunity to engage with representatives of organizations dedicated to issues of social justice, good governance, fair representation and redistricting in a discussion about the definition and importance of “community of interest” in the context of redistricting. This Workshop will be conducted by the Mapping and Data Committee.

The Goals of the two Outreach Workshops are to:

- Identify the organizations that are the “influencers”
- Solicit their input to refine the Commission’s approach
- Solicit their involvement and support to help engage the diverse communities in the City
- Explore how these organizations can support the public outreach efforts:
  - Coalition building
  - Digital, print, media outreach
  - Conducting redistricting mapping workshops
  - Building redistricting maps for Commission consideration
  - Providing language translation support services
- Identify the organizations’ reach in terms of communities of interest, Council Districts, racial/ethnic groups, and other demographic factors
- Pinpoint ways that residents who are not affiliated with an organization can locate organizations that align with their interests and that they might opt to work with
- Identify coverage gaps to pinpoint other organizations to recruit and involve in the redistricting activities

These gaps may be based on a variety of factors, such as:

- Age groups (e.g., young people, seniors and older adults)
- Racial/ethnicity groups
- Geography
- People with disabilities
- LGBTQ individuals and families
- Households with Limited English Proficiency (LEP)
- Addressing digital divide issues by enabling residents to work with trusted CBOs

The Goals of the Community of Interest Workshop(s) are to:

- Listen to and learn from experienced organizations that have a redistricting focus as part of their mission
- Engage such organizations in the Commission's Community Outreach and Engagement efforts
- Identify important issues in redistricting that may not have been considered
- More deeply investigate issues such as the real-world intricacies of the Voting Rights Act
- Solicit their input to refine the Commission's approach

## IV – Additional Community Outreach & Engagement Pillars

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### LACCRC Redistricting Website

The LACCRC Redistricting Website will be the primary source to disseminate all redistricting information and materials, including online redistricting software for the public to develop and submit Redistricting Plans for LACCRC consideration.

The Commission website is currently limited to providing basic information about redistricting generally and the Commissioners. The current LACCRC redistricting website is found at: <https://sistercities.lacity.org/2021redistricting/LACCRC/index.html>. A new, more accessible URL should be established for the website.

The launch of an updated, more user-friendly site with the functionalities listed below will take place in May. Posted information will include:

- “Home Page,” which provides an Introduction, sign-up for more information, and privacy/terms and addresses such questions as:
  - What is Redistricting?
  - Why is Redistricting important?
  - What criteria will be used for drawing district lines?
  - What is a Community of Interest and how do I define my Community of Interest?
  - How can the public participate in Redistricting?
- “About Us,” including the Selection Process, Commissioners, the Commission’s Core Purpose, Vision and Core Values, and Commission Staff.
- “Meetings,” including:
  - 2021 Virtual Meetings
  - Calendar
- “Community Outreach,” including
  - Community Outreach Plan
  - Public Hearing on Communities of Interest
  - Public Hearings on Draft Maps
  - Press Releases
- “Making My Own Redistricting Map,” including the current City and District maps and information about training and use of the mapping software
- “Redistricting 101,” listing Legal Resources, Frequently Asked Questions, and Glossary of Terms. This page will also house tools for asynchronous learning in the form of short, educational videos about different aspects of redistricting such as the Voting Rights Act and Communities of Interest.

Users will be able to access different foreign languages by using Google translator on the website.

## Social Media Networks

In addition to leveraging the social networks of the various CBOs and City departments, the Commission will build its own social networks, on various platforms and forums such as: Twitter, FaceBook, YouTube, Instagram, LinkedIn, Next Door, Zócalo and Public Square. The Commission should also develop a social media advertising campaign as a low-cost means of raising awareness and publicizing Public Hearings and engagement opportunities.

## Other LACCRC Communication Vehicles

In addition to the LACCRC website, the public can contact LACCRC by:

- Mail: Los Angeles City Hall, 200 N. Spring Street, Room 275, Los Angeles, CA 90012 Telephone: (818) 907-0397
- Email to the Commission's Executive Director: [frank.cardenas@lacity.org](mailto:frank.cardenas@lacity.org)
- Email to the Commission's Director of Redistricting Community Outreach and Engagement: @lacity.org

## Toolkits

The Commission will develop toolkits in multiple languages for cities, agencies, and organizations to use to distribute redistricting information via their social networks (e.g., Twitter, Instagram, Facebook, WeChat), websites, pop- up events, and email.

## Commission Speakers Bureau

As community leaders in their own right, Commissioners are natural ambassadors for their own redistricting work. Commissioners are encouraged to participate in public events to raise awareness and engage the public in the process. Staff will prepare Commissioner Presentation Kits for their use in making presentations and will maintain a Master Speakers Bureau calendar to coordinate activities.

Staff will also make themselves available to interested parties for presentations. Commissioners and staff will be clear when scheduling and making each presentation that the presentation is for educational purposes only and that the Commissioners/Staff will not take public comment on redistricting matters during these meetings. Members of the public will be informed at the beginning of public presentations and at the beginning of the Question and Answer (Q&A) part of such presentations about upcoming Public Hearings in which they may provide public input on redistricting matters. Meeting participants will also be given information on how to get to the tools for public input.

The presentations could be between fifteen minutes to one hour in length and would consist of the following basic information:

- Welcome by the hosting organization
- Image slide of all Commissioners - Pictures and City
- Introduction of attending Commissioner(s)
- PowerPoint and/or video presentation
- Q&A
- Closing

Commissioners will be provided with talking points, a PowerPoint presentation, and other materials to use for the presentations depending on time allotted. Links to the Commission website, videos, COI tools, and other available information will be provided to the hosting organizations prior to the meetings.

## **Neighborhood Councils**

The 99 Neighborhood Councils comprise critical grassroots foundation of the City government. Created by the same Charter reform movement that resulted in the establishment of the Commission, Neighborhood Councils connect LA's diverse communities to City Hall, led by board members who are volunteer public officials elected to office by the members of their community. The Los Angeles City Department of Neighborhood Empowerment (DONE) provides guidance and administrative support for the network of Neighborhood Councils (more than 10,000 email subscribers).

Outreach to and engagement of Neighborhood Councils will be a critical element of the Commission's overall Community Outreach and Engagement Plan.

## V – Community Outreach and Engagement Schedule

With the Census Bureau not be releasing 2020 Census data until August 2021, the Commission will have more time to hold the Public Hearings for community input, but a compressed timeline for the public to submit plans, the Commission to review them, and then prepare its proposed Redistricting Map and Plan for transmittal to the City Council.

COMMUNITY OUTREACH AND ENGAGEMENT SCHEDULE PHASES 1 AND 2	
April 2021	Commission reviews the Community Outreach and Engagement Plan
PHASE I May 2021	Outreach Workshops with CBOs, City departments, and other agencies to hear their views on Community Outreach and engage them in outreach.
PHASE I May 2021	Community of Interest Workshop with advocacy organizations to discuss “community of interest” in the context of redistricting.
PHASE I May 2021	Commission adopts the Community Outreach and Engagement Plan, including the Public Hearing Schedule.
May 2021	Promotion of Public Hearing Schedule; dates, times, and links.
PHASE II May-June-July 2021	<p>Public Hearings in all Fifteen council Districts; during evening hours and weekends in June and August 2021. One Public Hearing in Spanish.</p> <p>These public hearings will consist of two parts:</p> <ol style="list-style-type: none"> <li>1. Overview of the redistricting process, timeline, public input and engagement opportunities.</li> <li>2. Opportunity for the public to identify communities of interest and advise the LACCRC on issues of concern with regard to the redistricting process.</li> </ol>
August 2021	2020 Census data made available and incorporated into the City’s mapping software.

<p align="center"><b>COMMUNITY OUTREACH AND ENGAGEMENT SCHEDULE PHASES 2 AND 3</b></p>	
<p>PHASE II August - September 2021</p>	<p>Free Redistricting mapping software. The LACCRC will provide free online redistricting tools, information, and materials on the redistricting website.</p> <p>The following is proposed to be provided with the Redistricting software to assist in developing redistricting proposals: a list of datasets, statutory, ordinance, and other legal requirements for City redistricting, and instructions/requirements for submitting a Redistricting Map.</p> <p>Commission staff will organize virtual workshops on the use of the mapping software.</p> <p>Members of the public will have the opportunity to submit proposed Redistricting Plans for consideration by the LACCRC.</p>
<p>September 2021</p>	<p>State tabulation of incarcerated individuals released and incorporated into the City's mapping software.</p>
<p>PHASE III Early October 2021</p>	<p>Release of Draft Council District Maps by the Commission.</p>
<p>PHASE III October 2021</p>	<p>Members of the public will have the opportunity to submit proposed Redistricting Plans for consideration by the LACCRC.</p>
<p>PHASE III October 2021</p>	<p>Public Hearings on Draft Council District Maps by the Commission.</p>
<p>November 2021</p>	<p>Commission Approval of Final Recommended Map and Plan and Submittal to the City Council.</p>

# ITEM #1

November 10, 2011

To all interested parties:

Attached is a copy of a request for proposal (RFP) for professional assistance to provide the Los Angeles City Council Redistricting Commission with assistance in its outreach and media efforts. The Los Angeles City Council Redistricting Commission is seeking proposals from qualified firms with extensive experience in ethnic and small market media, media strategy/messaging, and outreach to residents who are not civically engaged throughout the City. All proposals shall be submitted in accordance with the requirements set forth in this document.

**Proposals are due no later than 4:00 PM, Friday, November 18, 2011.** All proposals must be hand delivered to the Office of the Chief Legislative Analyst. The City will provide each proposer with a time and date stamped receipt at the time that the proposal is delivered to the City. No mailed proposals will be accepted due to the abbreviated period within which proposals must be returned to the City. The City reserves the right to extend the deadline for response to this RFP, waive any informality in procedure should such action be deemed in the best interest of the City and reject all proposals. Your submittal and all other written communications should be directed to:

Office of the Chief Legislative Analyst  
Attention: Gerry F. Miller  
200 N. Spring St., City Hall Room 255  
Los Angeles, CA 90012

Information concerning this proposal can be found at [www.labavn.org](http://www.labavn.org). Copies of this proposal are posted at that site. Any updates concerning this proposal will be posted at that site as well. Any questions on this RFP and the Los Angeles City Council Redistricting Commission should be directed to John Wickham at (213) 473-5738.

Thank you for your interest in this project.

Sincerely,

Gerry F. Miller  
Chief Legislative Analyst

Attachment

**REQUEST FOR PROPOSAL**

**ADVISORS TO ASSIST IN THE IMPLEMENTATION OF  
THE MEDIA AND OUTREACH STRATEGY**

**City of Los Angeles**  
*Los Angeles City Council Redistricting Commission*  
**November 10, 2011**

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LOS ANGELES CITY COUNCIL REDISTRICTING COMMISSION  
REQUEST FOR PROPOSALS  
ADVISORS TO ASSIST IN IMPLEMENTATION  
OF THE MEDIA AND OUTREACH STRATEGY

**I. INTRODUCTION**

The Los Angeles City Council Redistricting Commission (Commission) intends to hire advisors to assist in implementation of the media and outreach efforts necessary to maximize public input in the redrawing of Council District boundaries. This Request for Proposals (RFP) provides information for prospective bidders concerning the scope of the project and the services required to evaluate this project.

**A. Intent**

The Commission is seeking proposals from qualified firms to assist the Commission with implementation of the media and outreach efforts necessary to maximize public input on the redrawing of Council District boundaries. Due to the unique nature of this proposal, the consultant will have experience and team capability to assist in working with the ethnic and small market media in the City, providing media messaging, and maximizing outreach to residents who are not civically engaged.

Advisors will provide and implement a strategy to develop a consistent media message for the Commission. Engaging the ethnic media, including multicultural and non-English media, and small market media throughout the City will be a critical component of the consultant's efforts. Advisors will also provide and implement a strategy to maximize the Commission's outreach efforts to residents who are not civically engaged.

**B. General Overview**

The Los Angeles City Charter requires that the City be redistricted at least once every 10 years. It calls for creation of a twenty-one member Redistricting Commission, which provides recommendations to the Los Angeles City Council for adopting a redistricting plan that sets boundaries for City Council districts.

The testimony and input of Los Angeles residents is critical to creating a redistricting plan that provides fair and effective representation for all residents of the City.

**C. Required Copies and Deadline for Submission of Proposal**

Proposers must supply all information requested in the format prescribed by this RFP. One typed original and twelve clear copies of the proposal are required. The proposal shall be addressed to:

Office of the Chief Legislative Analyst  
Attn: Gerry F. Miller  
200 N. Spring Street, Room 255  
Los Angeles, CA 90012

No proposal will be accepted after **4:00 PM, Friday, November 18, 2011**. The City reserves the right to extend the deadline for response to this RFP and to waive any informality in procedure

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should such action be deemed in the best interest of the City. In the event this date is changed, notice will be posted on the City's Business Assistance Virtual Network (BAVN) at [www.labavn.org](http://www.labavn.org). The City will require oral presentation of the proposals by a maximum of three finalists at a publicly-noticed meeting of the Commission's Ad Hoc Committee on Outreach on Monday November, 21 2011 beginning at 8am. The City reserves the right in its sole discretion to determine the timeliness of all proposals, extend the submission deadline and/or to reject all proposals.

## **D. Questions Regarding the RFP**

All questions regarding this RFP, including clarifying questions and answers that will be posted publicly, must be submitted in writing and in person to the CLA's office no later than Monday November 14, 2011. All clarifying questions and answers that will be posted publicly will be made available no later than Tuesday November 15, 2011. All questions must include the following information:

1. The name address and telephone of the person representing the prospective proposer;
2. The name of the involved RFP;
3. A detailed written statement of the question, identification of the relevant section of the RFP, and expected resolution of question;

Questions shall be addressed to:

Office of the Chief Legislative Analyst  
Attn: Gerry F. Miller  
200 N. Spring Street, Room 255  
Los Angeles, CA 90012

## **II. SCOPE OF SERVICES**

The scope of services will include the following components:

- Prepare and implement a consistent media strategy for the Commission;
- Prepare and implement a media strategy for the Commission that engages the ethnic and small market media (e.g. print, radio, television, PSAs, other low cost publicity, etc.) in the City, including multiple languages (e.g. Spanish, Korean, Chinese, Tagalog, Vietnamese, Japanese, Armenian, Thai, Hindi, etc.) and cultures (e.g. African-American, Latino, Asian-American, Armenian, Jewish, LGBT, etc.);
- Prepare and implement an outreach strategy for the Commission that maximizes public input from residents who are not civically engaged;
- Prepare and implement a strategy to publicize 15 anticipated public forums in December which seek to solicit public comments geared to determining local neighborhoods and communities of interest and any general concerns regarding the redistricting process. The public forums may last several hours in the evening or weekend and a representative of the proposer may be expected to attend;

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- Prepare and implement a strategy to publicize 8 to 10 anticipated public forums in late January and early February which seek to solicit public comments geared to draft Council District boundary maps and any general concerns regarding the redistricting process;
- Accept and implement additional assignments from the Chair of the Commission or the Executive Director;

### III. TIMETABLE AND DELIVERABLES

The term of the contract will be for approximately four months, commencing as soon after a proposer is selected as practicable. Specific deliverables and timetables will be included in the contract. Proposers are hereby notified that the schedule of services listed in the RFP are subject to change and flexibility will be required.

### IV. CONTENTS OF PROPOSAL

Proposals shall be organized as described below. You should note the various attachments that must be submitted with your proposal. Failure to follow these guidelines may cause your proposal to be considered non-responsive.

#### A. Cover Letter

The cover letter of each proposal shall be limited to one page. The letter must include the name, title, address, and telephone number of the person or persons who will be authorized to represent the proposer. The letter must be signed by a company officer authorized to bind the company to all commitments made in this proposal.

The cover letter must also contain a statement that the proposal shall remain firm for a period of one hundred twenty (120) calendar days following the deadline date for submission of proposals to the Chief Legislative Analyst (CLA), which date is noted in the cover letter and body of this RFP.

#### B. Business Organization

This section is intended to provide core descriptive information concerning your firm and must include the following:

1. State the full name and address of your organization and, if applicable, any branch or district office that will be involved with this analysis.
2. Indicate whether you operate as an individual, partnership, or corporation. If a corporation, include the State in which you are incorporated.
3. Provide copies of any license(s) and/or registration(s) which indicate that your firm is licensed and/or registered to operate in the State of California and the City of Los Angeles.
4. If you propose to subcontract any portion of the work in your proposal, identify the subcontractor(s), their address, and whether they operate as an individual, partnership or corporation.

5. Note your City of Los Angeles Business Tax Registration Certificate Number, Vendor Registration Number, or Certificate of Exemption Number, and the same for any subcontractor. You must confirm that this number is correct and your account valid prior to submission.

## **C. Experience**

This section will provide a statement of similar work or services your firm has provided to the City or other public and private sector entities.

Begin this section with one-line, bullet-point summary listings of your experience with ethnic and small market media (e.g. television, print, radio, PSAs, other low cost publicity, etc.) including multiple languages (e.g. Spanish, Korean, Chinese, Tagalog, Vietnamese, Japanese, Armenian, Thai, Hindi, etc.) and cultures (e.g. African-American, Latino, Asian-American, Armenian, Jewish, LGBT, etc.) in the City; media messaging; outreach to residents who are not civically engaged; and other relevant experience. Clearly title and organize your experience in each area as a unique subset.

This one-line, bullet-point summary will be followed by a statement of work or services your firm has provided to the City or other public and private sector entities. Provide a description of the relevant experience, the duration of the project, and the ending date. Include the name, address, and telephone number of the responsible person in the referenced jurisdiction whom the City can contact to verify this work.

## **D. Potential Conflicts**

Describe any current or past work for the Commissioners of the Los Angeles City Council Redistricting Commission. Describe any other past or present business relationships that may be perceived as a conflict of interest. Provide beginning and ending dates for each instance, as well as a description of the scope and work product provided.

## **E. Key Personnel**

The contractor must be able to demonstrate the capability and appropriate experience of key personnel who will be assigned to conduct and manage this project. Key personnel assigned to the project shall be identified by name and title. A statement of the project

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area(s) for which each individual will be responsible shall be included as well. Resumes for these key personnel are required to be submitted as well as those of other employees the contractor will employ to perform various portions of the project. The City shall have the right to conduct background verifications on all personnel directly assigned to the project, including the key personnel noted above. The City will reserve the right to approve any changes in key personnel and to require the replacement of non-performing personnel assigned to the project. The same requirements apply to any subcontractors.

## **F. Statement of the Program**

# ITEM #1

Provide a straightforward, concise statement of your understanding of the project requirements and objectives, and demonstrate your plan to provide the required items described in the Scope of Services.

## **G. Fee for Services**

The selected contractor will be compensated on a fixed price basis in an amount not to exceed \$100,000.00. The proposer must state the fee required to perform all work, including billing hours and rates and other costs used to calculate the proposed fee. The proposal must break down the project into logical phases and state the portion of the fee associated with completion of each logical phase. A proposer may submit more than one cost-strategy proposal. For example, a proposer may present a proposal that includes both an \$80,000.00 scope of work that addresses all of the required elements and a \$100,000.00 scope of work that addresses the same elements, but in a different way.

## **H. Proposal Addenda**

The City requires that Contractors comply with certain programs, as described in Section V. Your submittal must include all signed statements pertaining to the following:

1. Standard Provisions for City Personal Services Contracts (Appendix A)
2. Contractor Responsibility Ordinance (Appendix B)
3. Nondiscrimination – Equal Employment Practices - Affirmative Action (Appendix C)
4. Certification of Compliance With Child Support Obligations (Appendix D)
5. Living Wage Ordinance Compliance and Service Contract Worker Retention Ordinance (Appendix E)
6. Certification regarding Compliance with the Americans With Disabilities Act (Appendix F)
7. Business Inclusion Program (Appendix G)
8. Certification of Compliance With Equal Benefits Ordinance (Appendix H)
9. Slavery Disclosure Affidavit (Appendix I)
10. Non-Collusion Affidavit (Appendix J)
11. Workforce Residence Information (Appendix K)
12. Prior City Contract History Form (Appendix L)
13. Municipal Lobbying Ordinance and Bidder Certification Form (Appendix M)
14. City of Los Angeles - Confidentiality Agreement (Appendix N)
15. First Source Hiring (Appendix O)

## **I. Additional Information**

The provision of additional information is discouraged, but may be appropriate to allow you to provide information essential to complete an evaluation of your proposal. ***It is imperative that additional information be specific and relevant to the Scope of Work for this project.*** Further, additional information should be concise, with ***extreme constraint*** in the number of additional pages provided. Do not provide generic materials of any kind. If you have no additional information, this section of your proposal should consist of the following statement: "There is no additional information we wish to present."

## **V. DISCUSSION OF ADDENDUM MATERIALS**

# ITEM #1

All contractors must comply with certain City laws, as described in this section. All responses to this RFP must include the documents necessary to show compliance with these regulations.

## **A. Contractor Responsibility Ordinance**

Requests for Proposals, Requests for Bids, Requests for Qualifications or other procurement processes are subject to the provisions of Contractor Responsibility Ordinance, Section 10.40 et seq. of Article 14, Chapter 1 of Division 10 of the Los Angeles Administrative Code, unless exempt pursuant to the provisions of the Ordinance.

This Ordinance requires that all proposers/bidders complete and return with their response the responsibility questionnaire included in this RFP as Appendix B. Failure to return the questionnaire may result in the proposer being deemed non-responsive.

The Ordinance also requires that if a contract is awarded pursuant to this procurement, the contractor must update responses to the questionnaire within 30 days, after any changes to the responses previously provided if such change would affect the contractor's fitness and ability to continue performing the contract.

Pursuant to the Ordinance, by executing a contract with the City, the proposer pledges, under penalty of perjury, to comply with all applicable federal, state and local laws in performance of the contract, including but not limited to laws regarding health and safety, labor and employment, wage and hours, and licensing laws which affect employees. Further, the Ordinance requires each contractor to: (1) notify the awarding authority within 30 days after receiving notification that any governmental agency has initiated an investigation which may result in a finding that the contractor is not in compliance with Section 10.40.3 (a) of the Ordinance, and (2) notify the awarding authority within 30 calendar days of all findings by a governmental agency or court of competent jurisdiction that the contractor has violated Section 10.40.3. Please refer to Appendix B for further details regarding these requirements.

## **B. City Affirmative Action Program and Non-Discrimination Requirements**

Bidders/Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2., Non-discrimination Clause.

Non-construction services to or for the City for which the consideration is \$1,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.3., Equal Employment Practices Provisions. All Bidders/Proposers shall complete and upload, the Non-Discrimination/Equal Employment Practices Affidavit (two (2) pages) available on the City of Los Angeles' Business Assistance Virtual Network (BAVN) residing at [www.labavn.org](http://www.labavn.org) prior to award of a City contract valued at \$1,000 or more.

Non-construction services to or for the City for which the consideration is \$100,000 or more shall comply with the provisions of Los Angeles Administrative Code Sections 10.8.4., Affirmative Action Program Provisions. All Bidders/Proposers shall complete and upload, the City of Los Angeles Affirmative Action Plan (four (4) pages) available on the City of Los Angeles' Business Assistance Virtual Network (BAVN) residing at [www.labavn.org](http://www.labavn.org) prior to award of a City contract valued at \$100,000 or more.

# ITEM #1

Bidders/Proposers opting to submit their own Affirmative Action Plan may do so by uploading their Affirmative Action Plan onto the City's BAVN.

Both the Non-Discrimination/Equal Employment Practices Affidavit and the City of Los Angeles Affirmative Action Plan Affidavit shall be effective for a period of twelve months from the date it is first uploaded onto the City's BAVN.

Bidders/Proposers seeking additional information regarding the requirements of the City's Non-Discrimination Clause, Equal Employment Practices and Affirmative Action Program may visit the Bureau of Contract Administration's web site at <http://bca.lacity.org>.

## **C. Business Inclusion Program**

The policy of the City of Los Angeles is to provide Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises (SBE), Emerging Business Enterprises (EBE), Disabled Veteran Business Enterprises (DVBE), and all Other Business Enterprises (OBE) an equal opportunity to participate in the performance of all City contracts. Due to the scope of work involved, the City does not anticipate any opportunity to subcontract to MBE, WBE, SBE, EBE, DVBE, or OBE firms. However, such certified firms are encouraged to participate as the Prime or in the event that any subcontracting opportunities arise. Furthermore, although not required, proposers should be able to show good faith efforts to include MBE, WBE, SBE, EBE, DVBE, or OBE firms.

## **D. Service Worker Retention and Living Wage Ordinance Compliance**

Unless otherwise exempt, this RFP is subject to the Service Contract Worker Retention Ordinance (SCWRO), Section 10.36 et seq., and the Living Wage Ordinance (LWO), Section 10.37 et seq., of the Los Angeles Administrative Code. Consult "Service Contract Worker Retention (SCWRO) / Living Wage Ordinance (LWO)" in Appendix E for additional information.

## **E. Equal Benefits Ordinance**

Bidders/Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2.1, Equal Benefits Ordinance (EBO).

All Bidders/Proposers shall complete and upload, the Equal Benefits Ordinance Affidavit (two (2) pages) available on the City of Los Angeles' Business Assistance Virtual Network (BAVN) residing at [www.labavn.org](http://www.labavn.org) prior to award of a City contract valued at \$5,000. The Equal Benefits Ordinance Affidavit shall be effective for a period of twelve months from the date it is first uploaded onto the City's BAVN. Bidders/Proposers do not need to submit supporting documentation with their bids or proposals. However, the City may request supporting documentation to verify that the benefits are provided equally as specified on the Equal Benefits Ordinance Affidavit.

# ITEM #1

Bidders/Proposers seeking additional information regarding the requirements of the Equal Benefits Ordinance may visit the Bureau of Contract Administration's web site at [www.bca.lacity.org](http://www.bca.lacity.org).

## **F. Prior Contracts with the City**

All proposers **must** include a list of **all** contracts with the City for the past ten (10) years using the Prior City Contract History form attached as Appendix L.

## **G. Affidavit of Non-Collusion**

Proposers shall complete and return with the proposal, an affidavit of non-collusion signed by a person(s) authorized to bind the proposer (see Appendix J), which states that:

1. The proposal is genuine, not a sham or collusive;
2. The proposal is not made in the interest of or on the behalf of any person not named in the proposal;
3. The Proposer has not directly or indirectly induced or solicited any person to submit a false or sham proposal or to refrain from proposing; and
4. The Proposer has not in any manner sought by collusion to secure an advantage over any other proposer.

## **H. Child Support Ordinance**

This Contract is subject to the Child Support Ordinance, Los Angeles Administrative Code Section 10.10 et seq. Proposers shall complete and return with their proposal, the Certification of Compliance with Child Support, which is attached hereto as Appendix D.

## **I. Americans With Disabilities Act**

The City is a covered entity under Title II of the Americans with Disabilities Act, 42 U.S.C.A. Section 12131 et seq. Proposers shall complete and return with their proposal, the Certification Regarding Compliance with the Americans with Disabilities Act which is attached hereto as Appendix F.

## **J. Workforce Information**

The policy of the City of Los Angeles is to encourage businesses to locate or remain in the City. Therefore, the City Council requires all City departments to gather information regarding the headquarters address and other information on the employees of vendors contracting with the City. The following information shall be included with the proposal (see Appendix K):

1. Headquarters address of your company.
2. Total workforce.
3. Percentage of the total workforce residing in Los Angeles.
4. Percentage of total workforce working in Los Angeles.
5. The address of any branch office(s) within the City of Los Angeles.
6. Workforce in each City of Los Angeles branch office.

7. Percentage of workforce in each City of Los Angeles branch office residing in the City of Los Angeles.
8. Percentage of workforce assigned to each branch office in the City of Los Angeles.

## **K. Slavery Disclosure Ordinance**

Unless otherwise exempt, in accordance with the provisions of the Slavery Disclosure Ordinance, any contract awarded pursuant to this RFB/RFP/RFQ will be subject to the Slavery Disclosure Ordinance, Section 10.41 of the Los Angeles Administrative Code.

All Bidders/Proposers shall complete and upload, the Slavery Disclosure Ordinance Affidavit (one (1) page) available on the City of Los Angeles' Business Assistance Virtual Network (BAVN) residing at [www.labavn.org](http://www.labavn.org) prior to award of a City contract.

Bidders/Proposers seeking additional information regarding the requirements of the Slavery Disclosure Ordinance may visit the Bureau of Contract Administration's web site at [www.bca.lacity.org](http://www.bca.lacity.org).

## **L. First Source Hiring Ordinance**

Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City, the value of which is in excess of \$25,000 and a contract term of at least three (3) months, and certain recipients of City Loans or Grants, shall comply with the provisions of Los Angeles Administrative Code Sections 10.44 et seq., First Source Hiring Ordinance (FSHO). Bidders/Proposers shall refer to Appendix "O", "First Source Hiring Ordinance" for further information regarding the requirements of the Ordinance.

The Anticipated Job Opportunities Form (FSHO-1) and Subcontractor Information Form (FSHO-2) contained in Appendix "O" shall only be required of the Bidder/Proposer that is selected for award of a contract.

## **VI. CONTRACT REQUIREMENTS**

The selected Proposer(s) will be required to enter into a written contract with the Los Angeles City Council Redistricting Commission (Commission) in a form approved by the City Attorney. A copy of this RFP with all attachments and the successful proposal will remain on file and will constitute a part of the contract. However, the City reserves the right to further negotiate the terms and conditions of the contract with the selected contractor. The "Standard Provisions for City Personal Services Contracts" (Appendix A) will be incorporated into the contract and are not subject to negotiation.

This section sets forth provisions that will be incorporated into any contract awarded pursuant to the RFP and also identifies the forms, certifications, request for information, and affidavit that must be completed and returned with the proposal. Failure to provide the information requested and/or to submit the necessary forms may result in the proposal being deemed non-responsive.

## **A. Contract Term**

The Commission anticipates negotiating a contract with a duration of approximately 4 months.

## **B. Standard Provisions**

The selected Proposer will be required to enter into a written contract with the Commission in a form approved by the City Attorney. A copy of this RFP with all attachments and the successful proposal will remain on file and will constitute a part of the contract. However, the Commission reserves the right to further negotiate the terms and conditions of the contract with the selected contractor. The final contract offer of the Commission may contain additional terms or terms different from those set herein. The Standard Provisions for City Personal Services Contracts are attached as Appendix A. These provisions include, but are not limited to, the following:

### **1. Indemnification**

The Contractor will be required to indemnify the City in accordance with the provisions set forth in PSC-20 of the Standard Provisions for City Personal Services Contracts

### **2. Insurance**

The Contractor will be required to provide insurance in accordance with the Insurance Requirements, Appendix A - Exhibit 1, attached to the Standard Provisions for City Personal Services Contracts. In addition, insurance forms, which must be completed and approved by the City Attorney Insurance and Bonds Section prior to contract execution are also included. These forms are for information only and do not need to be returned with the response.

### **3. Business Tax Registration Certificate**

The selected Proposer shall be required to demonstrate compliance with the City's business tax laws by acquiring/maintaining one of the following: Business Tax Registration Certificate, Vendor Registration Number, or Certificate of Exemption. The Certificate or Registration Number must remain in force during the entire period of the contract.

## **C. Termination of Contract**

Any contract awarded pursuant to this RFP may be terminated in whole, or in part, by the City for its convenience effective as of any date, upon ten (10) days written notice thereof. The City reserves the right to verify the information in the proposal and to consider unverifiability in its decision making. If it is determined that a contract was awarded as a result of false statements submitted in response to this RFP, the City reserves the right to terminate that contract.

## **VII. SELECTION CRITERIA**

Each proposal must meet all requirements included in Section IV of this RFP which will be evaluated according to the criteria set out below. Proposals will be evaluated by a review committee composed of representatives of the City. The City will require oral presentation of the proposals by a maximum of three finalists at a publicly-noticed

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meeting of the Commission's Ad Hoc Committee on Outreach on Monday November, 21 2011 beginning at 8am.

## **Total Possible 100 Points:**

### **Proposal Quality, Responsiveness and Technical Solution 0-25 Points**

Written proposals will be evaluated for adherence to the RFP requirements, specific technical solution(s), completeness and clarity of content. Proposals should provide a straightforward, concise statement of the proposer's understanding of the project tasks and objectives. The proposed methodology and approach to the work will be evaluated in terms of appropriateness, ability / willingness to meet the timeline described in Section IV of this RFP, and consideration of relevant issues that may not have been mentioned in the RFP.

### **Comparable Firm Experience 0-25 Points**

The experience of proposers in having accomplished similar projects.

### **Evaluation of Key Personnel 0-25 Points**

The relevant experience of key personnel to be assigned to the analysis should be clearly set forth. An organizational structure for the analysis should be provided, with the key personnel to be assigned identified as to their functions and responsibilities.

### **Fee for Services – (Fixed price) 0-25 Points**

The City has budgeted an amount not to exceed \$100,000.00 for performance of the work to be provided under this RFP. Therefore, no proposal should exceed \$100,000. In as much as the City is desirous of saving money to the greatest extent possible, proposers are encouraged to present more than one cost-strategy element. Each cost-strategy element must satisfy all of the requirements of the RFP; however, not necessarily in the same manner.

## **Selection Process**

At the discretion of the City, City staff will review firms submitting the most responsive proposals and select a maximum of three to forward to the Commission. The City will require oral presentation of the proposals by a maximum of three finalists at a publicly-noticed meeting of the Commission's Ad Hoc Committee on Outreach on Monday November, 21 2011 beginning at 8am. The successful Proposer(s) will be recommended to the full Commission after the proposals and presentations (if any) are evaluated to select the most qualified firm(s). Proposers will be notified of the time and place of any oral presentations not more than three (3) days nor less than one (1) days prior to the event. Any contract(s) awarded pursuant to this RFP is subject to the Contractor Evaluation Ordinance which requires awarding authorities to evaluate contractors' performance and to retain such evaluative information in a data bank for future reference.

## **VIII. ACCEPTANCE OF PROPOSAL TERMS AND CONDITIONS**

Submission of a proposal pursuant to this RFP shall constitute acknowledgment and acceptance of all terms, conditions, and content set forth in this RFP.

### **A. Rejection of Responses to RFP**

# ITEM #1

The City reserves the right to withdraw this RFP at any time without prior notice and the right to accept or reject any and all responses to it. The City may also reject the proposal of any proposer who has failed to timely and satisfactorily perform any contract with the City.

The City may also reject the proposal of any proposer who has been determined to have a conflict of interest.

The City makes no representation that any contract will be awarded to any person or firm responding to this RFP.

## **B. Disposition of Proposals and Disclosure of Information**

The City reserves the right to retain all proposals submitted and the proposals will become the property of the City of Los Angeles. All proposals received will be considered public records potentially subject to disclosure under the Public Records Act (California Government Code Section 6250 et seq.). Proposers must identify any material they claim is exempt from disclosure under the Public Records Act. Any proposer claiming such an exemption must identify the specific provisions of the Public Records Act that provide an exemption from disclosure for each item that the proposer claims is not subject to disclosure under said Act. In the event that such exemption is claimed, the proposer must then state in the proposal that he or she will defend, indemnify and hold harmless the City, its officers and employees from any action brought against the City for its refusal to disclose such material to any party making a request therefore. The City reserves the right to make an independent determination as to whether material is subject to the disclosure requirement. In the event that the City determines that disclosure is required under the law, the City will notify the proposer of the City's intent to disclose.

## **C. Mandatory Protest Provisions**

Any protest as to the RFP documents or matters or procedures referred to therein must be submitted in detail and in writing and postmarked within 3 calendar days after the issuance of the RFP to the public. The RFP is considered issued when posted to the Los Angeles Business Assistance Virtual Network at <http://www.labavn.org/>. All persons submitting proposals in response to this RFP will be notified of the City's intended award by mail. Any protest regarding the City's intention to award a contract which results from this RFP process must be submitted in detail and in writing and be postmarked within 3 calendar days of the postmark date of the City's notification letter concerning the City's intention to award a contract that results from this RFP process.

Any protest, whether relating to the RFP or to the eventual awarding of a contract resulting from this RFP process, shall contain a full and complete statement specifying in detail the grounds of the protest and the facts in support thereof. All protests must include the following information:

1. The name address and telephone of the person representing the protesting party;
2. The name of the involved RFP;

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3. A detailed written statement of the legal and factual grounds of the protest, including copies of relevant documents and an indication as to what specific portions of the documents form the basis of the protest;
4. A statement as to the form of relief requested;
5. Any evidence as to why the RFP should not issue, or in the event of a protest concerning a contract award, any reasons or evidence as to why a contract award should not be made according to the City's plans;
6. If applicable, a request that a hearing with the Commission, or their designee, be set within 3 calendar days of the actual receipt by the City of the protest or, in the alternative, a statement that the protester waives such hearing.
7. A request that the Commission, or their designee, issue a decision either sustaining or denying the protest.

All protests, whether relating to the RFP or a resulting contract award, must be in writing and sent via certified mail to:

Gerry F. Miller, Chief Legislative Analyst  
Office of the Chief Legislative Analyst  
200 N. Spring St., Room 255  
Los Angeles, California 90012

The procedure and time limits set forth in this Section are mandatory and are the sole and exclusive remedy available in the event of protest. Failure to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including filing a Government Code claim or legal proceedings. The City will only consider protests by or against any Proposer(s) who appear to have a substantial and reasonable prospect of receiving an award if the protest is denied or sustained, as applicable.

Protests meeting the above criteria will be reviewed by the Commission or their designee. Protesting parties requesting a hearing will be notified of the time and date of a hearing within three (3) calendar days of the actual receipt of the written protest with the Chief Legislative Analyst or his designee. Protestors requesting a hearing will be given the opportunity to present their arguments to the Commission, or their designee. The Commission, or their designee, will hear and consider the contents of any written protest and/or any arguments made at the time of the hearing, and will issue by mail a decision in writing to the protester that either denies or sustains the protest within 1 calendar day. The decision of the Commission, or their designee, shall be final.

## **D. Financial Responsibility**

All costs incurred in responding to this RFP shall be borne by the proposer. The City shall not, in any event, be liable for any pre-contractual expenses incurred by the proposer in the preparation and/or submission of its proposal.

**LOS ANGELES CITY COMMISSION  
REDISTRICTING COMMISSION**

**RULES ON PUBLIC COMMENT FOR PUBLIC HEARINGS**

1. The Agenda for each public hearing meeting of the Los Angeles City Council Redistricting Commission (“Commission”) shall be posted at least 72 hours before the meeting. It shall contain a brief general description of each item of business to be transacted or discussed at the meeting.
  
2. Public Testimony Agenda Item. The Commission shall provide an opportunity in open meetings for the public to address the Commission on the Agenda item known as “Public Testimony” for a total of up to two (2) minutes per speaker, not including interruptions for non-English translation. The Presiding Officer may grant or deny speakers additional time, subject to reversal by a majority of the Commission. Speakers shall limit their comments to matters relevant to providing the Commission input on the drafting of new Council District boundaries. The Presiding Officer may rule that the speaker is out of order if the comments are not germane to public testimony. The Presiding Officer shall have the sole authority to grant a speaker’s request to loan, cede, defer or yield time to another speaker. (The public-comment procedures set forth in this rule are in addition to any other hearing requirement specifically imposed by law.)
  
3. Other Agenda Items. The Commission shall provide an opportunity in open meetings for the public to address the Commission on each Agenda item, other than the Public Testimony agenda item discussed above, for a cumulative total of up to five (5) minutes for each item. The Presiding Officer may grant or deny speakers additional time, subject to reversal by a majority of the Commission. Speakers shall limit their comments to matters relevant to the item on the agenda. The Presiding Officer may rule that the speaker is out of order if the comments are not germane to the item under consideration. If multiple speaker cards are submitted on one agenda item, preference will be granted to members of the public who have not spoken previously during the meeting, either during

public testimony or on another agenda item. A member of the public wishing to speak on more than one agenda item at a single meeting shall limit his or her remarks to a total of five (5) minutes per meeting. A member of the public may allocate time between items in one minute increments per item. The Presiding Officer, in his or her discretion, may allow a speaker to combine remarks on multiple items so as to speak to them during one appearance at the podium. The Presiding Officer shall have the sole authority to grant a speaker's request to loan, cede, defer or yield time to another speaker. (The public-comment procedures set forth in this rule are in addition to any other hearing requirement specifically imposed by law.)

4. General Public Comment. The Brown Act requires the Commission to provide an opportunity in regular meetings for members of the public to address it on any non-agenda item generally considered to be a Commission affair and within the subject matter jurisdiction of the Commission. This shall be referred to as "general public comment." Only items not on the agenda may be addressed during this period. The Commission has determined that a reasonable amount of time for general public comment shall be a cumulative total of up to fifteen (15) minutes. The Presiding Officer may exercise his or her discretion, subject to reversal by a majority of the Commission, in conducting the public comment period, including, but not limited to: re-ordering the order of business; determining an equitable amount of time that each member of the public may speak; granting or denying speakers additional time to speak, individually or collectively. If multiple speaker cards are submitted for general public comment, the speakers shall be called in the order submitted by the Commission Executive Assistant, or designee, to the Presiding Officer. However, preference shall be granted to members of the public who have not spoken previously either during public testimony or on agenda items at the immediately preceding two regular meetings. The Commission shall not discuss or take action relative to any public comment, including public testimony, unless authorized by Section 54954.2(b) of the Government Code.

5. No person shall be permitted to interrupt Commissioners, Commission staff, or City staff during a Commission Meeting.

6. No person, other than Commissioners and Commission staff, shall be admitted into the Commission business area while the Commission is meeting except upon the request of a Commissioner and consent of the Presiding Officer.

7. To facilitate the orderly process of general public comment and agenda-item public comment, members of the public who wish to address the Commission shall hand a speaker card, which includes the speaker's name, or other identifying designation, to the Commission Executive Assistant, or designee, prior to the start of the particular comment period. Members of the public shall speak from the podium in the center aisle, or where such podium is situated in the meeting room. Each speaker shall promptly conclude all comments when his or her time to speak has expired. Except at hearings expressly required by law, speakers' comments shall be limited in time as determined by the Presiding Officer. The Presiding Officer may exercise discretion in determining the duration of speakers' comments based upon factors such as the length of the agenda or substance of the agenda items, the number of public comment speaker cards submitted, the need for the Commission to conclude its business as expeditiously as is practicable, and whether the Commission is in danger of losing a quorum.

8. Rules of Decorum:

a. Rules of Decorum. During a meeting of the Commission, there is the need for civility and expedition in the carrying out of public business in order to ensure that the public has a full opportunity to be heard and that the Commission has an opportunity for its deliberative process. While any meeting of the Commission is in session, the following rules of decorum shall be observed. All remarks shall be addressed to the Commission as a whole and not to any single Commissioner, unless in response to a question from a Commissioner. Persons addressing the Commission shall not make personal, impertinent, unduly repetitive, slanderous or profane remarks to the Commission, any Commissioner, Commission staff, City staff, or general public, nor utter loud, threatening, personal or abusive language, nor engage in any other disorderly conduct that disrupts, disturbs or

otherwise impedes the orderly conduct of any Commission meeting. No person in the audience at a Commission meeting shall engage in disorderly or boisterous conduct, including the utterance of loud, threatening or abusive language, whistling, stamping of feet or other acts which disturb, disrupt or otherwise impede the orderly conduct of any Commission meeting. Signs, placards, banners, or similar items shall not be permitted at any time at a Commission meeting. Unless addressing the Commission or entering or leaving the Commission meeting room, all persons in the audience shall remain sitting in the seats provided. No person shall stand or sit in the center aisle, nor shall the doorways be blocked. The Presiding Officer of the Commission, with the assistance of the Sergeant-at-Arms, shall be responsible for maintaining the order and decorum of meetings, as set forth more fully below.

b. Enforcement of Decorum. At the discretion of the Presiding Officer or upon a majority vote of the Commission, the Presiding Officer may order removed from the Commission meeting room any person who fails to observe these rules of decorum, including committing any of the following acts of disruptive conduct in respect to a regular, adjourned regular or special meeting of the Commission. Disorderly, contemptuous or insolent behavior toward the Commission, any Commissioner thereof, or Commission staff, tending to interrupt the due and orderly course of said meeting; A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting; Disobedience of any lawful order of the Presiding Officer, which shall include an order to be seated or to refrain from addressing the Commission; and any other unlawful interference with the due and orderly course of said meeting; and any person so removed shall be excluded from further attendance at the meeting from which he/she has been removed, unless permission to attend is granted upon motion adopted by a majority vote of the Commission, and such exclusion shall be executed by the Sergeant-at-Arms upon being so directed by the Presiding Officer. These enforcement provisions are in addition to the authority held by the Sergeant-at-Arms to maintain order and pursuant to his or her lawful authority as a peace officer.

## ITEM #3

c. Penalties. Any person who has been ordered removed from a meeting may be charged with a violation of Penal Code Section 403, or other appropriate Penal Code or Los Angeles Municipal Code sections.

**LOS ANGELES CITY COUNCIL  
REDISTRICTING COMMISSION**

[www.redistricting2011.lacity.org](http://www.redistricting2011.lacity.org)  
200 N. Spring Street, Room 275  
Los Angeles, CA 90012  
email: [redistricting.lacity@lacity.org](mailto:redistricting.lacity@lacity.org)

**COMMENT FORM  
ON  
COMMUNITIES OF INTEREST**

Input from the public is critical to help inform the Commission about your Community of Interest. The Commission has prepared this Public Comment Form to provide the public with a way of submitting information on characteristics that may define your Community of Interest.. If you would like the Commission to consider a particular Community of Interest, we invite you to complete and submit a Public Comment Form, to speak at this public hearing or to submit your written comments to the Commission. All personal information listed on this form is **voluntary** and will become a part of the Commission's and City of Los Angeles' public record. The public is not required to fill out all of the questions below, but the more information the Commission gathers, the better informed the process of redrawing Council District boundaries will be.

**Date:**

**Name:**

**Email or phone number:**

**What is the neighborhood/zipcode where you reside:**

**Name your community (neighborhood, neighborhood council):**

**How do you describe your community to someone who hasn't visited?**

**What streets/boundaries define your community?**

**Do you have concerns about the current boundaries of your Council District?**

## ITEM #3

**What are the major cultural/recreational/educational/religious institutions in your community?**

**Does your community have major geographical boundaries/features (freeways, parks, lakes, mountains)?**

**What languages are spoken in your community?**

**What are the major race/ethnic groups in your community?**

**Are there public services (e.g. bus/rail lines, libraries, public schools, police, fire) that help identify your community?**

**Landscape (coastal, inland, urban/suburban,/rural):**

**Types of homes (houses, apartments):**

**What issues matter to your community?**

**Other Comments:**

**LOS ANGELES CITY COUNCIL  
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**REPORT OF THE AD HOC COMMITTEE ON OUTREACH**

Wednesday December 14, 2011

**Map Presentations to Commission by Individuals or Organized Groups**

At the request of Commissioners and organizations in the City of Los Angeles, the Ad Hoc Committee on Outreach recommends establishing rules and procedures for the presentation of maps by individuals or organized groups at the Tuesday January 17, 2012 and Wednesday January 18, 2012 regular Commission meetings.

**Rules and Procedures**

Commission meetings for the presentation of citywide and regional plans have been scheduled for Tuesday January 17, 2012 at Van Nuys City Hall and Wednesday January 18, 2012 at Los Angeles City Hall. While Individuals or groups may present plans at these Commission meetings, proposed maps, suggestions, and comments can be submitted to the Commission for its consideration without requiring the submitter to make an oral presentation. Individuals or groups planning to offer highlights of their plans at one of the above-referenced Commission meetings should present a request to the Commission no later than seventy-two (72) hours prior to the meetings. The request should identify the name of the individual or group presenting the plan, the types of plans being submitted (citywide, regional, single district), and the amount of time requested to present highlights to the Commission, subject to the limitations set out below. Requests should be sent to: [redistricting.lacity@lacity.org](mailto:redistricting.lacity@lacity.org)

The Commission will provide one time slot per group or individual, with preference given to the Commission meeting closest to their place of residence or business. The Commission will provide no more than ten (10) minutes for regional plans and twenty (20) minutes for citywide plans for representatives to provide highlights of their proposed plans and to answer questions from the Commission and its staff and consultants. Depending on the number of submissions and requests to testify at the public hearings, this allocation of time may be reduced, but in no case will it be less than five (5) minutes. Presenters should provide key highlights of the plans and are urged to budget sufficient time within their total time allocation for questions and answers.

Presenters who wish to use PowerPoint or any other presentation software to highlight their plans should submit an electronic copy of their presentation at least 48 hours prior to the Commission meeting. Presentations should be sent to [redistricting.lacity@lacity.org](mailto:redistricting.lacity@lacity.org)

## **Submission Format**

The Commission strongly encourages developers of plans to submit copies of their plans well in advance of the January 17<sup>th</sup> and January 18<sup>th</sup> meetings. The following guidelines should be followed in submitting citywide or multiple district plans:

A version of the plan(s) should be submitted using the Maptitude for Redistricting online software package available on the Commission's website. As an alternative, an electronic version of the plan(s) contained on a CD, DVD, or USB drive should be submitted. Maps should be submitted in PDF format or in a commonly used graphics file format. Accompanying reports should be submitted in PDF or Microsoft Word format. Block equivalency files compatible with the Maptitude for Redistricting software package should be submitted along with the maps and accompanying reports. Equivalency files may be submitted in .dat, .dbf, or .txt format. Additional .shp files may also be included.

Printed copies of maps and accompanying reports are not required, but may be included in the submissions.

All materials should be sent to the following address:

ATTN: Citywide/Regional Plan Submissions  
Los Angeles City Council Redistricting Commission  
200 N. Spring Street, Room 275  
Los Angeles, CA 90012

## **General Map Criteria and Guidelines**

Citywide and multiple Council District plans should contain a map or set of maps accompanied by a report that provides a description of the proposed district boundaries and the justifications for those boundaries. The accompanying report should confirm that the proposed districts are consistent with the legal requirements of the Los Angeles City Charter, as well as applicable municipal, state, and federal law.

These requirements include the following criteria:

1. Council Districts should comply with the U.S. Constitution, including population equality requirements;
2. Council Districts should comply with the federal Voting Rights Act of 1965;
3. Council Districts should be geographically contiguous;
4. Council Districts should respect the geographic integrity of any local neighborhood, neighborhood council, or local community of interest to the extent possible without violating any preceding requirements;

## ITEM #3

5. Council Districts should be drawn to encourage geographic compactness, to the extent practicable without conflicting with any preceding requirements;
6. Council Districts should have an ideal population of 252,847; and,
7. Council Districts should have no more than a maximum deviation of +/- 5 percent (240,205 to 265,489), including a written explanation and justification of any deviations from the ideal population.

## **Standard Statement of the Chair – Los Angeles City Council Redistricting Commission Public Hearings**

Welcome to this hearing of the Los Angeles City Council Redistricting Commission. Let me first ask my colleagues to introduce themselves and to state by whom they were appointed to serve on this Commission.

Thank you. The full Commission has 21 members: 14 appointed by each member of the City Council, the City Controller, and the City Attorney; two by the Council President; and three by the Mayor. We have elected Mr. Arturo Vargas as Chairman, and Ms. Jackie Dupont Walker and Mr. Robert Kadota as Vice Chairs. To date we have had XX meetings to organize ourselves, establish our procedures and processes, and hire staff.

This hearing is part of the first phase of soliciting public input in our work. There will be many other opportunities. We are committed to providing the residents of our City with full opportunity to participate in this process. We are holding at least one hearing in each Council District prior to the development of any maps. We have divided ourselves into three teams of seven so that we can hold these 15 hearings. After this first round of hearings, the full Commission will tour the City to observe firsthand the issues that you have presented before us. Once we develop an initial map public, the full Commission will hold a second round of hearings early next year to receive your further input. Our final map must be completed by March 1, 2012. Our map will then go to the City Council which has until July 1, 2012 to adopt the final map.

We are making redistricting software and data to the public so that you may submit your own recommended maps. We also are making the information we gather available online through our Commission website as well as providing the public the opportunity to submit testimony, comments and maps online.

Before we begin receiving your comments, the City Attorney will provide a brief overview of the redistricting law and criteria that we are obligated to follow. That presentation will be followed by a member of our Communities of Interest Committee who will explain the concept of “Communities of Interest” and how this information is crucial to the success of our work.

(City Attorney and Communities of Interest Committee representative report)

(Public testimony begins, limited to 2 minutes a person)

## Standard Statement of the City Attorney's Office – Los Angeles City Council Redistricting Commission Public Hearings

On behalf of the Los Angeles City Attorney's Office, we welcome you to this public hearing of the Los Angeles City Redistricting Commission. Our Office's role is to provide legal advice to the City, including this Commission, throughout the redistricting process. We would like to take this opportunity to discuss several important laws and legal principles that apply to redistricting.

The Los Angeles City Charter requires the City Council to redraw the lines for the City's 15 Council districts at least once every 10 years. The Charter creates this Redistricting Commission to advise the City Council on the drawing of the Council district lines. The Charter requires the Redistricting Commission to obtain public input, prepare a redistricting proposal and present the proposal to the City Council by March 1, 2012.

Several important legal criteria govern the redistricting process:

**Equal Population Principle** – Council districts must contain, as nearly as practicable, equal portions of the total population of the City. This principle is established in the City Charter and also in the United State Supreme Court's "One-Person, One-Vote" decisions.

**U.S. Constitution's Equal Protection Clause** – The United States Supreme Court has held that race cannot be used as the predominant factor in drawing district lines such that traditional redistricting criteria are subordinated to considerations of race.

**Voting Rights Act of 1965** – The Voting Rights Act prohibits voting practices which result in a denial or abridgement of the right to vote on account of race, color or language minority status. Redistricting plans must be analyzed under the Voting Rights Act to ensure they do not deprive minority voters of an equal opportunity to elect representatives of their choice in violation of the Act.

**Traditional Redistricting Criteria** – Federal, state and city law have established several traditional redistricting criteria all of which shall be considered to the extent feasible when drawing district lines:

**Contiguity** – all parts of a district should connect

**Compactness** – districts should be geographically compact

**Existing Boundaries** – districts should consider boundaries such as geographic, street and political boundaries

**Communities of Interest** – districts should preserve communities of people sharing common interests

More information regarding the laws governing the City's redistricting process are available on the Redistricting Commission's website: [www.redistricting2011.lacity.org](http://www.redistricting2011.lacity.org). Thank you.

## **Standard Statement of the Communities of Interest Committee – Los Angeles City Council Redistricting Commission Public Hearings**

Good evening, Ladies and Gentlemen. The City Attorney has just provided a brief overview of the redistricting law and criteria that the Commission is obligated to follow in the redistricting process. As a member of the Commission's Ad Hoc Committee on Communities of Interest, I will now address the concept of "Communities of Interest" and how this information is crucial to the success of the Commission's work.

As the City Attorney mentioned, traditional redistricting criteria consists of: maintaining compact districts, drawing contiguous districts, observing natural boundaries and respecting communities of interest. While the first three are easily identifiable, protecting Communities of Interest is typically the most subjective and controversial of the traditional redistricting criteria.

The concept of protecting communities of interest is to draw boundaries in a manner that preserves communities that share common interests. There are many types of common interests that may identify a community of interest. For example, communities may share common housing patterns: urban, rural or suburban. Communities may share a common culture or language. Communities may be defined by their neighborhood, their neighborhood council, or by the location of cultural, religious or educational institutions. Communities may also be defined by the location of geographic boundaries or features, such as parks, lakes, mountains or freeways. Certain public services, like public schools, public transit, the Los Angeles Police Department or the Los Angeles Fire Department, may also help define a community.

The Commission will be using a wide range of information, including Census data on income level, educational background, housing patterns, same-sex households, cultural and language characteristics, employment and economic patterns, health and environmental conditions, crime, schools and other common issues. The Commission will also consider City planning maps, school zone maps of the Los Angeles Unified School District, transit maps of the Los Angeles Metro, and division maps of the Los Angeles Police Department and Los Angeles Fire Department, as well as other maps and geographic information.

While all of this written information is critical to the Commission's work, so is input from the public. The Commission has prepared a Public Comment Form on Communities of Interest. If you would like the Commission to consider a particular Community of Interest, we invite you to complete and submit a Public Comment Form, to speak at this public hearing or to submit your written comments to the Commission.

Thank you.

# **LOS ANGELES CITY COUNCIL REDISTRICTING COMMISSION**

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## **Frequently Asked Questions**

### **What is redistricting?**

Every 10 years, City Council district boundaries are re-drawn to account for population changes. The Redistricting Commission makes recommendations to the City Council on adoption of the City's redistricting plan that sets the boundaries of City Council districts.

### **Why is it important?**

How and where districts are drawn can shape communities' ability to elect the representatives of their choice. Districts must be made as equal in population as possible and practicable so that communities have equal access to political representation.

### **Who are the Commissioners and how were they selected?**

Information on the twenty-one (21) Commissioners and their duties, appointment, and term can be found on our [website](#).

### **How will the Commission encourage public input?**

The Commission welcomes comments at any of our public meetings, as well as by telephone, letter, or email. In addition to regular meetings, at least 20 public hearings will be held throughout the redistricting process. At least one public hearing will be held in each current Council district. The public comment form for written comments can be found on our [website](#).

### **When and where will public hearings be held?**

Public hearings will be held November through December 2011 in anticipation of adopting a draft plan in January 2012. Public hearings will again be held January through February 2012 in anticipation of adopting a final plan by March 1, 2012. The current schedule is available on our [website](#). Suggestions for facilities locations are welcomed and encouraged.

### **How can my community stay informed and get involved?**

We encourage you to request a community presentation, attend a meeting, public hearing, submit comments, and contact us anytime throughout this process. More information on how to get involved is available on our [website](#).

**LOS ANGELES UNIFIED SCHOOL DISTRICT  
REDISTRICTING COMMISSION**

**LANGUAGES RECOMMENDED FOR TRANSLATION**

Below are listed the recommended languages that outreach materials and verbal translation by request should be available in.

- Arabic
- Armenian
- Cantonese
- Farsi
- Hindi
- Japanese
- Khmer/Cambodian
- Korean
- Mandarin
- Spanish
- Tagalog/Filipino
- Thai
- Vietnamese