



LOS ANGELES COUNTY REDISTRICTING 2021

COUNTY OF LOS ANGELES CITIZENS REDISTRICTING COMMISSION (LA County CRC)

Ad Hoc Working Group – Demographics: Purpose and Work Plan

Draft March 5, 2021 Revised

Ad Hoc Working Group Purpose

1. Support the LA County CRC in selecting a Demographer and Mapping Consultant, including preparing a draft RFP with a Statement of Work (SOW) and a selection process for the LA County CRC's consideration
2. In accordance with Brown Act:
 - a. Coordinate with the Ad Hoc Working Group – Education to support the LA County CRC in developing Commissioners' knowledge and skills to engage in the mapping process, including:
 - i. How legal requirements, including the Voting Rights Act (VRA), can be incorporated into the mapping process to produce defensible mapping results
 - ii. An overview of core demographic and mapping data to be provided by the Los Angeles County GIS team
 - iii. An overview of Los Angeles County demographic trends from area experts
 - b. Coordinate with Ad Hoc Working Group – Outreach to share the LA County CRC map proposal(s) with the public and obtain feedback
3. Provide the LA County CRC with updates on the availability of mapping software (to be provided by ESRI) and training to use the software
4. Coordinate Commissioner and public training to use mapping software
5. Develop procedures for submission of proposed redistricting maps by the public
6. Support the LA County CRC's review of proposed redistricting plans submitted by the public, including:
 - a. Proposing a process by which the Ad Hoc Working Group – Demographics will work with the Demographer and Mapping Consultant to preliminarily review submitted maps, and, time permitting, give feedback about correctable deficiencies in submitted maps
 - b. Proposing a plan by which submitted maps will be made available for review by Commissioners and the public





LOS ANGELES COUNTY REDISTRICTING 2021

7. Support the LA County CRC's development of redistricting map option(s), including:
 - a. Proposing a process by which the LA County CRC will provide direction to the Demographer and Mapping Consultant for incorporation into proposed maps
 - b. Working with the Demographer and Mapping Consultant to finalize map proposals and present them to the LA County CRC
8. Support the LA County CRC's development of the final LA County CRC Redistricting Plan incorporating public feedback, including:
 - a. Review the revised map and report and work with the Demographer and Mapping Consultant to present to LA County CRC

Two Tracks for Developing Databases

Track I – Building the initial database of foundational data – build underlying data sets (e.g., voting age of population, race/ethnicity, analysis of voter behavior) and map overlays (e.g., city boundaries, identified “neighborhoods,” topography (roads, rivers, mountains, other geographic levels)

- The agency building the database is the Los Angeles County Internal Services Department (ISD) and its GIS team.
- ISD is in the process of contracting with ESRI for the mapping software vendor.
- The County is in the process of retaining Dave Ely of Compass Demographics to help build additional data sets. He provided this service to the Los Angeles County BRC in 2011 and is currently providing this service to the Los Angeles City CRC. His work will be under the direction of ISD and will focus on additional data sets.

Track II – Hiring a demographer specifically for the LA County CRC – needed primarily June 2021 through December 2021¹ to assist Commissioners in analyzing submitted redistricting maps, drafting alternatives, and deciding on their preferred option(s) (see draft RFP for further details of roles and responsibilities).

¹ May be modified based on late release of U.S. Census data





LOS ANGELES COUNTY REDISTRICTING 2021

Ad Hoc Working Group Timeline

The Ad Hoc Working Group – Demography proposes the following milestones for selecting a Demographer and Mapping Consultant:

Tasks for Selection of a Demographer and Mapping Consultant	Target Dates
1. Prepare RFP/SOW	Mar 2021
2. Define a review and selection process, including criteria, interview questions, and rating forms	Mar 2021
3. Submit RFP/SOW and selection process to LA County CRC at a regular meeting to solicit their input and approval	Mar 24, 2021
4. Identify demographers to distribute RFP/SOW	Mar-Apr 2021
5. Issue RFP/SOW and receive proposals	Apr 1, 2021
6. Proposers submit proposals (deadline)	Apr 28, 2021
7. Begin reviewing submitted proposals	Apr 28, 2021
8. Develop a short list of demographers to invite to present before the full LA County CRC	May 12, 2021
9. Solicit LA County CRC Commissioners' approval of a selected demographer	May 26, 2021
10. Receive input from the public at the initial public hearings	May-Jun 2021
11. Enter into contract with the selected demographer so that work can begin	Jun 1, 2021

Once the Demographer and Mapping Consultant is onboard, the LA County CRC and the Ad Hoc Working Group – Demography will need to refine the timeline for June 2021 through December 15, 2021; below is a tentative timeline:

Milestones	Target Dates
12. Obtain or review foundational data and map overlays developed by ISD; help identify and obtain any additional data sets to be added to the LA County/ESRI mapping software	Jun 2021 on
13. Review input from the LA County CRC public hearings held in May-June 2021	Jul 2021
14. Establish a schedule and implement training for the LA County CRC and the public on using mapping software; coordinate the outreach regarding training opportunities with the LA County CRC's Executive Director and Ad Hoc Working Group -- Outreach	Jun-Sep 2021
15. Ensure proper uploading of Census 2020 with ISD	Sep 30, 2021 on





LOS ANGELES COUNTY REDISTRICTING 2021

Milestones	Target Dates
16. Prepare and post guidelines on the CRC website for submitted maps for posting on LA County CRC website (e.g., the map must establish 5 and only 5 districts)	Aug 2021
17. Solicit input – draft maps and redistricting suggestions – ideas from the broader community; make them available on the LA County CRC website	Oct 2021
18. Review identified maps with the full LA County CRC	Oct 2021
19. Post public hearing dates so the public has at least 7 days notification	Oct 19, 2021
20. Work with the full LA County CRC to develop its proposed map(s) ² (Note: The LA County CRC will need to schedule additional meetings to meet this deadline.)	Oct 25, 2021
21. Receipt of State of California’s adjustments to Census 2020 for the State prison population to their resident addresses	Oct 30, 2021
22. Support the LA County CRC during at least 2 public hearings on the LA County CRC’s proposed map(s) over a period of no fewer than 30 days	1 st Public Hearing: Oct 26, 2021 2 nd Public Hearing: Nov 28, 2021
23. Finalize maps according to LA County CRC direction, based on the public hearings’ feedback	Dec 3, 2021
24. Post the recommended LA County CRC redistricting map(s) for 7 days	Dec 4-10, 2021
25. Post the CRC redistricting map(s) and draft report as a CRC Agenda item for its meeting to approve the map and report	Dec 4-10, 2021
26. Coordinate with LA County the production of the approved LA County CRC redistricting map	Dec 10-15, 2021
27. Adopt final LA County CRC redistricting map and official report that explains the basis for its decision and compliance complies with the constitutional and statutory requirements; review as draft with the full LA County CRC for approval before issuance ³	Dec 15, 2021
28. Following the LA County CRC adoption, deliver the CRC redistricting map and report to the RR/CC and County Counsel	Dec 15, 2021

² Note: The Commission is able to adopt the final map at a meeting even if two (or more) maps are proposed for consideration. So long as the map adopted by the Commission is posted publicly at least 7 days before it was adopted, the Commission can adopt it no matter how many other maps may also have been posted at the same time. The public must have ample notice of the maps that might actually be adopted.

³ Section 21535 states: “The Commission shall issue, with the final map, a report that explains the basis on which the commission made its decisions in achieving compliance with the criteria ...”.





LOS ANGELES COUNTY REDISTRICTING 2021

Considerations Regarding Demographer and Mapping Consultant and Redistricting Experts

Contractual Restrictions and Budget

- Competitively bid; retained by KH Consulting Group (KH) as a subcontractor at the direction of the LA County CRC to serve the commission
- Must abide by standard County requirements (e.g., insurance, confidentiality, Safe Baby Surrender, EEO Certification)
- Budgeted amount: \$75,000-\$91,000

Firms and Demographer and Mapping Consultants Interested in Bidding to Date

The following firms and Demographer and Mapping Consultants have expressed interest to date in serving as the LA County CRC Demographer:

- Kareem U. Crayton, J.D., Ph.D., Founder, Crimcard Consulting Services (based in Washington, D.C.) with a joint venture with Akin Gump Strauss Hauer & Feld LLP (Akin Gump) of Los Angeles
- John Hedderson, Hedderson Demographic Services (Sacramento)
- National Demographics Corporation (NDC) <https://www.ndcresearch.com/> :
 - Doug Johnson, President, NDC, Claremont Graduate School faculty, and Santa Barbara LA County CRC Executive Director
 - Justin Levitt, Vice-President, National Demographics Corporation (NDC)
- Andrew Westall (formerly worked on redistricting in the City of Los Angeles) (Note: He was Los Angeles City Council Member Wesson's Chief of Staff until 2020 so does not qualify as per the RFP requirements (by California Election Code § 21533(d)(1))
- Redistricting Partners: Paul Mitchell, Owner
- Dave Ely of Compass Demographics

Suggestion: The Ad Hoc Working Group could:

1. Announce at the regular LA County CRC meetings that the LA County CRC is soliciting proposals to perform its Statement of Work and encourage interested individuals and/or organizations to submit proposals.
2. Request the LA County CRC Executive Director to reach out to:
 - a. The Coalition and other public commentators to encourage demographers they may know to indicate interest in receiving the RFP
 - b. Circulate the RFP through the LA County CRC's website bulletin and other channels





LOS ANGELES COUNTY REDISTRICTING 2021

- c. See if the County's Internal Services Department would circulate the RFP through its vendor network
- d. Reach out to faculty who specialize in demographics and redistricting at colleges and universities
- e. Check LA County CRC Commissioners' contacts for Demographer and Mapping Consultants
- f. Explore other ideas for soliciting greater response rates

County Expertise and Resources

- County of Los Angeles, including overview of Los Angeles County census blocks, Countywide Statistics Areas (CSAs), map overlays being developed
 - Steven J. Steinberg, Ph.D., MPA, GISP, Geographic Information Officer (GIO), County of Los Angeles, Internal Services Department (ISD)
 - Satya Choday, Section Manager, ISD over ESRI software implementation
 - Mark Greninger, GIS, Los Angeles County Public Works
 - Nick Franchino, AICP, GISP, GIS Manager, Los Angeles County Department of Regional Planning
 - Registrar-Recorder/County Clerk (RR/CC) – To be determined
- ESRI (software)
- County of Los Angeles – Update on American Community Survey (ACS) 10-Year Trends
- Dave Ely of Compass Demographics
- Others to be determined

Other Experts

- Dowell Myers, University of Southern California (demographer)
- Others to be determined

Questions Ad Hoc WG Members Raised

- Important to know what data sets are available via:
 - LA County/ESRI
 - USC Price
 - California LA County CRC resources





LOS ANGELES COUNTY REDISTRICTING 2021

- UCLA
 - Metro
 - Other
-
- Interested in learning about LA County/ESRI's ability to do map drawings plus provide educational/training support

