

**CITY OF PASADENA
REDISTRICTING TASK FORCE
MAY 5, 2021 – 5:00 P.M.
CITY HALL, GREEN CONFERENCE ROOM S347**

SPECIAL MEETING

The virtual meeting was convened pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, and was held solely by videoconference/teleconference

OPENING

The Chair called the special meeting of the Redistricting Task Force to order at 5:03 p.m.

ROLL CALL:

Chair Vince Farhat
Vice Chair Rita Moreno
Member Geoffrey Baum
Member Francis Chen
Member David Coher
Member Adriana Lim
Member Patrice Marshall McKenzie
Member Margaret McAustin
Member Donald C. Nanney
Member Terry Tornek
Member Jordan Vannini
Member Delano Yarbrough

Staff:

Mark Jomsky, City Clerk
Theresa Fuentes, Assistant City Attorney
Sandra Robles, Recording Secretary

WELCOME, OATH OF OFFICE, SELF-INTRODUCTIONS OF TASK FORCE MEMBERS, ZOOM MEETING PROTOCOLS

Mayor Gordo welcomed and thanked the Redistricting Task Force (RTF) members for their service and commitment to redistricting.

Mark Jomsky, City Clerk, administered the oath of office to each member of the Redistricting Task Force (RTF), including the Chair and Vice Chair.

Chair Farhat, Vice Chair Moreno, and the Redistricting Task Force members, provided self-introductory comments.

City Clerk Jomsky introduced staff, provided information on staff's support to the RTF, virtual meeting information and protocols, and responded to questions.

Following discussion, by consensus of the Redistricting Task Force, and on order of the Chair, the information was received and filed.

BROWN ACT/PUBLIC RECORDS ACT REVIEW CONDUCTED BY CITY ATTORNEY'S OFFICE

Theresa Fuentes, Assistant City Attorney, presented a PowerPoint presentation on the item, including information on meeting expectations, elements of a Brown Act meeting, illegal serial meetings, social media, available documents, public records, and responded to questions.

Following discussion, by consensus of the Redistricting Task Force, and on order of the Chair, the information was received and filed.

PRESENTATIONS, REVIEW, AND EVALUATION OF REDISTRICTING CONSULTANT CANDIDATE PROPOSALS

- a. National Demographics Corporation
- b. Bear Demographics & Research
- c. Redistricting Partners

Vice Chair Moreno disclosed that a principal for one of the firms that will be presenting previously worked for an elected official of the City of Los Angeles, and she is currently employed by the City of Los Angeles's City Clerk's Office. She stated however that she has never had direct business contact with the individual, and will be able to render an impartial opinion on the recommended firm. Member Coher disclosed that approximately 20 years ago he worked with Douglas Johnson of National Demographics Corporation, and is friends with Andrew Westall of Bear Demographics and Research, on social media, and also stated that he will be able to render an impartial opinion on the recommended firm.

Vice Chair Moreno summarized the presentations, review and evaluation process; and introduced the three consulting organizations.

Douglas Johnson, President, and Dr. Justin Levitt, Vice President, both with National Demographics Corporation, provided introductory comments, orally summarized information on their submitted proposal, and responded to questions.

Andrew Westall, Project Manager, and David Ely, Technical Director, both with Bear Demographics and Research, and Kristen Rogers, partner at Olson Remcho LLP, provided introductory comments, presented a PowerPoint presentation on the organization and staff backgrounds, summarized information on their submitted proposal, and responded to questions.

Paul Mitchell, Owner of Redistricting Partners, LLC, provided introductory comments, presented a PowerPoint presentation on the organization and staff backgrounds, summarized information on their submitted proposals, and responded to questions.

In response to questions regarding outreach, City Clerk Jomsky reported that staff circulated a Request For Proposal (RFP) for community engagement and public outreach consulting related to redistricting, with responses to be analyzed and an award of contract to be completed by City staff; and responded to questions.

The Redistricting Task Force recessed from 7:27 p.m. to 7:30 p.m.

In response to questions about the scoring of RFP responses, City Clerk Jomsky stated that after reviewing the three consultant proposals, he believes all three proposals were comprehensive, however, Bear Demographics and Research provided a more complete and comprehensive response, with the proposal providing detailed information and followed the RFP requirements; and responded to questions.

The Redistricting Task Force members discussed the three consultant proposals. During the deliberation, statements were made by numerous members of the Task Force that all three firms were well-qualified to lead the City's redistricting efforts. Comments were made in favor of all the consultants, including Redistricting Partners, LLC access and sources of data; National Demographics Corporation's intimate knowledge of Pasadena, knowledge of the community's interests and challenges; and Bear Demographics and Research's proposal and experience (especially that of David Ely's work in Pasadena in 1991, 2001, and 2011) with the firm's responses being clear, organized and efficient. Several members questioned the cost proposals for each of the firms, with some members noting the difference in Bear Demographics and Research's proposal costs.

Theresa Fuentes, Assistant City Attorney, provided information on the Assembly Bill No. 849, Elections: City and County Redistricting, and the City's ability to seek reimbursement from the state; and responded to questions.

Motion: Following discussion, it was moved by Member Tornek, seconded by Member McAustin, to excuse Bear Demographics and Research from further consideration:

AYES: Members, Baum, Chen, Coher, Lim, McKenzie, McAustin, Nanney, Tornek, Vannini, Yarbrough

NOES: Vice Chair Moreno, Chair Farhat

ABSENT: None

ABSTAIN: None

Motion: Following further discussion, it was moved by Member Tornek, seconded by Member McAustin, to select National Demographics Corporation (NDC) proposed conceptual work plan and schedule, and forward the item to the City Council for consideration:

AYES: Members, Baum, Coher, McAustin, Tornek, Vannini, Yarbrough, Chair Farhat

NOES: Members Chen, Lim, McKenzie, Nanney, Vice Chair Moreno,

ABSENT: None

ABSTAIN: None

The Redistricting Taskforce expressed appreciation to the three consultants for participating in the interview process, and staff for their work on the item.

SETTING TIME AND MEETING LOCATION FOR REGULAR MEETINGS

City Clerk Jomsky requested that this item be deferred until he is able to confer with the recommended consultants (NDC) to determine their availability, and responded to questions.

Following discussion, by consensus of the Redistricting Task Force, and on order of the Chair, this item is tabled to a future Task Force meeting.

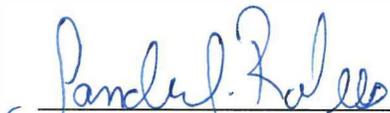
ADJOURNMENT:

On the order of the Chair, the special meeting of the Redistricting Task Force was adjourned at 8:37 p.m.



VINCE FARHAT, Chair
Redistricting Task Force

ATTEST:



Sandra S. Robles
Recording Secretary