NEWPORT MESA UNIFIED SCHOOL DISTRICT

Demographic Consulting for Redistricting Services PROPOSAL
ARDA Demographics is a California based, full-service mapping and data analytics firm that uses state-of-the-art ArcGIS software and local expertise to gather, manage, and analyze census information to produce fair and equitable maps that meet all federal and state laws.

We have managed the redistricting process and created trustee-area and district maps at all levels including: K-12 school districts, community college districts, Congressional and State Legislative seats, General law and Charter Cities, and other special districts for both public and private organizations. A sample of our work is provided at the end of this proposal for reference purposes.

Please accept this submitted proposal as an indication of our genuine and sincere interest to serve as the consultants for the 2021-22 Newport Mesa Unified School District Redistricting Process. Our team’s approach to redistricting is one of collaboration, working directly with, and taking direction from the Board of Trustees, Superintendent, district staff, and the community to develop a thorough analysis of pertinent demographics and draft maps that are fully compliant with the California Voting Rights Act. We will maximize public participation and input while providing a full spectrum of opportunities to the district within the legal parameters of redistricting. Our key objective is to offer these services as the district deliberates toward a final map.

Our team’s work history indicates that we are experts at redistricting while also reliably meeting deadlines and budgets. We offer a flat, fixed fee that will not be altered or loaded with additional charges, travel expenses, reimbursements, or other surprise invoices. We use advanced redistricting software and technology that is paid for and will not pass any charges on to the district.

Our understanding of redistricting, the census, the importance of public engagement, and local expertise will be invaluable to the Newport Mesa Unified School District.

Thank you for your consideration,

Jason Mills, Founder and Principal, ARDA Demographics
contact@ardademographics.com
Proposed Redistricting Consulting Services

We will deliver strategic consulting services for the Newport Mesa Unified School District and provide:

- Assistance to the district in the redistricting of trustee areas
- The entire spectrum of technical and geographic possibilities and options to the district within the legal parameters of redistricting and district formation.
- Presentations for district staff, the Board of Trustees, legal counsel, and members of the public
- Multiple drafts of maps of the district’s boundaries and draft maps based on community testimony and public feedback
- Active participation in all meetings, including community hearings, that address the redistricting process
- Assistance with the preparation of staff reports and presentation materials for public hearings
- Expert local redistricting consulting and analysis
- Analysis of statistical, demographic, and census data to support district staff
- Meetings with staff and other personnel
- Continuous and open lines of communication with the district
- Impartial training and digital interface with district staff and members of the public
- Evaluation of all public maps prepared by the Board of Trustees and members of the public to ensure compliance with the Voting Rights Act, California Voting Rights Act, and all other applicable federal, state, and local laws
- Management of the redistricting process from start to finish in compliance with the district’s timeline
- Other tasks as required by the district to complete the redistricting process
- A final plan for adoption

Qualifications and Experience

ARDA Demographics has the following projects to demonstrate our relevant experience. This is a sample of completed projects. Some adopted maps are included as a sample at the end of the proposal.

We have experience conducting redistricting trainings and informational sessions for the public, as well as experience with facilitating meetings with district staff, the Board of Trustees, and members of the public to solicit robust redistricting process input, per the RFP.

- Rancho Santiago Community College District Trustee-Area Maps
  - Assisted the district in its transition from at-large to by-trustee area elections and created the trustee-area map currently in use until 2022.

- City of Anaheim, Advisory Committee on District Elections and Final District Maps
  - Worked directly with the Citizens Advisory Committee and the Mayor and City Council on the transition to District Elections and created the map that was ultimately adopted and is currently in use by the City of Anaheim until 2022.

- Anaheim Union High School District, Anaheim Elementary School District Trustee Area Maps
  - Created the trustee-area map currently in-use by both the Anaheim UHSD and Anaheim ESD and assisted in their transition to by-Trustee Area elections.
Preliminary Timeline/Schedule

ARDA Demographics is available immediately to begin the services described and will conform to the project timeline outlined by the district. Our proposed timeline is as follows, with changes and feedback permitting to meet all deadlines.

December 2021: First drafts of preliminary maps and updated Census Bureau analysis.

December – January 2022:
- Present draft maps and seek input from the district and the public
- Attend public hearings to consider the preliminary maps.
- Deliver presentations as needed to educate the district and public on the preliminary plan
- Assist with explanations of data and/or responding to public input
- Create tool for public input on proposed maps
- Receive public input and testimony on potential districts.
- Make changes to the preliminary maps as requested

January – March 2022:
- Assist the district in adoption of a Final District Plan, including the final map designating trustee areas.
- Complete all necessary steps to submit Final District Plan to County Registrar
**Budget Proposal/Cost Summary**

ARDA Demographics will provide redistricting consulting, data, analysis, maps (including revisions, drafts, and options) and process management outlined in the proposed redistricting consulting services above and at the request of the districts. We will work in-tandem with assigned personnel to ensure an organized process that meets all deadlines and expectations.

For everything outlined in the proposed services and above, we offer a flat fixed fee of: **$19,500**

This includes all staff time, technology costs, and related expenses, including travel.

The fee structure proposed will be for the full redistricting process.

ARDA Demographics agrees to comply with all other requirements within the RFP

To partner with ARDA Demographics or with additional questions, email: **contact@ardademographics.com**
Sample Redistricting Map Booklet

www.ardademographics.com  contact@ardademographics.com
Anaheim City Council Map

ARDA Demographics
Anaheim Elementary School District Map

ARDA Demographics
Garden Grove City Council District Map