



# Agenda Report

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**Date:** March 10, 2015  
**To:** Jeffrey W. Collier, City Manager  
**From:** Nancy Mendez, Assistant City Manager  
**Subject:** Voting Districts Formation Consultant Increases

## **RECOMMENDATION**

It is recommended the City Council:

1. Approve an amendment to the professional services agreement with Arellano Associates for up to an additional \$35,000 for community outreach during voting districts formation;
2. Approve an amendment to the professional services agreement with Compass Demographics for up to an additional \$5,000 for mapping and demographic analysis during voting districts formation; and
3. Authorize the City Manager to execute the agreements.

## **BACKGROUND**

On June 3, 2014, voters approved a Charter amendment establishing a directly-elected Mayor position and four district-based Council members. District boundaries must be drawn before the next municipal election in April 2016.

On September 9, 2014, the City Council approved an agreement with Compass Demographics to direct the process of creating districts. On September 23, 2014, the City Council approved an agreement with Arellano Associates (AA) to plan and implement public outreach, conduct and record community meetings and public input, and create written reports to summarize such input for Council consideration.

David Ely from Compass Demographics and AA staff led by Yesenia Arias worked with the City to develop and implement a strategic Community Participation Plan to successfully integrate broad and inclusive public input into the formation of City Council voting districts. The outreach team:

- Determined the most effective ways to communicate the demographer's message to the community and to receive input from the public.
- Implemented the Community Participation Plan with appropriate consideration for alternative methods of communication, including Spanish language materials.
- Designed, produced, and assisted in distribution of bilingual outreach materials.

- Planned, conducted, staffed, and recorded public meetings to solicit community input on voting districts at various stages of district formation.
- Prepared written reports as needed on the status of outreach efforts.

The City Council held a public hearing and approved the Community Participation Plan on October 14, 2014, followed by Round 1 of community meetings in November 2014 with a report to City Council on December 9, 2014.

## **DISCUSSION**

With Round 1 of the outreach plan completed, it is apparent that Round 2 will require additional funds. Round 2 is anticipated to cost about half of the resources spent during Round 1, given that public momentum is now underway and collateral templates and handouts have been previously designed. The intention with the Round 2 budget is to keep expenditures as low as possible but ensure that consultants are available to provide the necessary services and to complete implementation of the plan in full.

### **Community Outreach**

During Round 2, most of the AA team members will be limited to participation during the community meetings, with key personnel involved in reporting, coordination, interactive mapping session, and one public hearing. Support staff will assist at meetings and will document outreach activities. An amendment to the AA agreement is needed to increase the contract amount for these reasons:

- More time: The Community Participation Plan as ultimately developed with expert consultant input was more complete and time-intensive than originally envisioned during the City's initial estimates prior to retention of consultants. The more robust plan required more consultant time in Whittier to meet with key stakeholders and other community members. The Round 1 community meetings were well attended and used small group interaction with sample maps led individually by multiple consultants to elicit participants' ideas about communities of interest and where district boundaries should be drawn.
- Sub-consultant: The City requested that AA use an additional sub-consultant, VMA Communications, to provide support in development and implementation of the Community Participation Plan due to its long experience in the Whittier community.
- Interpretation/translation: The City determined to provide interpreters for every public meeting without regard to any prior expression of need so that community

members with limited English proficiency would always have the option of fully participating.

- The City found that hiring interpreters and translators for printed materials through AA was more efficient than using another outside service, achieving a two-day turnaround in most cases rather than waiting a week for a response. AA costs increased approximately \$10,000 to provide these services.
- The City directed consultants to develop additional printed materials and maps to more effectively solicit public input on district formation.
- In consultation with consultants, the City directed additional small group meetings with key stakeholders to further refine district map proposals.

It is recommended that the City Council approve an amendment to the AA agreement to increase the fee by \$35,000, which includes approximately \$10,000 for translation and interpretation services (Attachment A).

#### Mapping and Demographic Analysis

Compass Demographics' work is anticipated to be completed near the contractual amount. However, the cost could increase if the March 31, 2015 City Council hearing results in direction to prepare and analyze additional map options beyond the map proposals recommended at that time. It is recommended that the City Council approve an amendment to the agreement increasing the fee by \$5,000 (Attachment B).

#### FISCAL IMPACT

Amending the professional services agreement with Arellano Associates will increase the agreement by \$35,000 to a total not to exceed \$92,000. Amending the professional services agreement with Compass Demographics will increase the agreement by \$5,000 to a total not to exceed \$45,000. Sufficient funds are available in account 100-15-151-303-619000 for the agreement amendments in the amount of \$40,000.

Additional costs have been incurred to print materials, purchase supplies, and reach out to the community to ensure full participation. The City will also have future ongoing increases in election costs relating to producing candidate and voter materials for three different voting areas each election.

Voting District Formation Consultant Increase  
March 10, 2015

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Submitted by:

  
Nancy Mendez  
Assistant City Manager

Attachments: A – Amendment to Arellano Associates Agreement  
B – Amendment to Compass Demographics Agreement

**FIRST AMENDMENT TO THE  
AGREEMENT FOR PROFESSIONAL SERVICES  
FOR VOTING DISTRICTS FORMATION COMMUNITY OUTREACH**

This First Amendment (AMENDMENT) is made to the AGREEMENT between the City of Whittier, a municipal corporation located in the County of Los Angeles, State of California, hereinafter referred to as CITY and Arellano Associates with principal offices at 5851 Pine Avenue, Suite A, Chino Hills, CA 91709, hereinafter referred to as "CONSULTANT"; and entered into this 10th day of March, 2015 (Effective Date), by and between the CITY and CONSULTANT.

**WITNESSETH**

WHEREAS, on September 23, 2014, CITY and CONSULTANT entered into an agreement for professional services to provide community outreach expertise for Whittier City Council voting district formation as set forth in the AGREEMENT; and

WHEREAS, the Parties desire to amend the AGREEMENT in order to revise certain terms.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the Parties hereby agree as follows:

**AMENDMENT**

1. In exercise of the rights reserved to the Parties in the AGREEMENT, the Parties hereby amend the AGREEMENT in the following respects:

Section 6.A of the AGREEMENT (Compensation – Services described in proposal) shall be amended by the addition of the following:

- A. CONSULTANT will provide additional community outreach services including Spanish language interpretation and translation as directed by CITY at a cost not to exceed Thirty Five Thousand Dollars (\$35,000).

2. Except as set forth in this AMENDMENT, the terms of the AGREEMENT shall remain the same and be in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused this Amendment to be duly executed with all the formalities required by law on the respective dates set forth opposite their signatures.

CITY OF WHITTIER:

DATED: \_\_\_\_\_

\_\_\_\_\_  
JEFFREY W. COLLIER, CITY MANAGER

ARELLANO ASSOCIATES:

DATED: \_\_\_\_\_

BY: \_\_\_\_\_  
GENOVEVA ARELLANO, PRESIDENT

APPROVED AS TO FORM:

\_\_\_\_\_  
RICHARD D. JONES, CITY ATTORNEY

ATTEST:

\_\_\_\_\_  
KATHRYN A. MARSHALL, CITY CLERK-  
TREASURER

**FIRST AMENDMENT TO THE  
AGREEMENT FOR PROFESSIONAL SERVICES  
FOR VOTING DISTRICT FORMATION DEMOGRAPHIC SERVICES**

This First Amendment (AMENDMENT) is made to the AGREEMENT between the City of Whittier, a municipal corporation located in the County of Los Angeles, State of California, hereinafter referred to as CITY and Compass Demographics, with principal offices at 6575 N Vista Street, San Gabriel, CA 91775, hereinafter referred to as "CONSULTANT"; and entered into this 10th day of March, 2015 (Effective Date), by and between the CITY and CONSULTANT.

**WITNESSETH**

WHEREAS, on September 9, 2014, CITY and CONSULTANT entered into an agreement for professional services to provide demographics and mapping expertise for Whittier City Council voting district formation as set forth in the AGREEMENT; and

WHEREAS, the Parties desire to amend the AGREEMENT in order to revise certain terms.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the Parties hereby agree as follows:

**AMENDMENT**

1. In exercise of the rights reserved to the Parties in the AGREEMENT, the Parties hereby amend the AGREEMENT in the following respects:

Section 6.A of the AGREEMENT (Compensation – Services described in proposal) shall be amended by the addition of the following:

CONSULTANT will provide additional demographics and mapping analysis as directed by CITY at a cost not to exceed Five Thousand Dollars (\$5,000).

2. Except as set forth in this AMENDMENT, the terms of the AGREEMENT shall remain the same and be in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused this Amendment to be duly executed with all the formalities required by law on the respective dates set forth opposite their signatures.

CITY OF WHITTIER:

DATED: \_\_\_\_\_

\_\_\_\_\_  
JEFFREY W. COLLIER, CITY MANAGER

COMPASS DEMOGRAPHICS:

DATED: \_\_\_\_\_

BY: \_\_\_\_\_  
DAVE ELY, PRINCIPAL

APPROVED AS TO FORM:

\_\_\_\_\_  
RICHARD D. JONES, CITY ATTORNEY

ATTEST:

\_\_\_\_\_  
KATHRYN A. MARSHALL, CITY CLERK-  
TREASURER