

Seattle Redistricting Commission
REQUEST FOR PROPOSAL
Consultant Contract

Project Title: Seattle Redistricting Commission District Master

Applications Due: Wednesday, November 17, 2021 at 5:00pm

Applicants should submit proposals electronically to the Seattle Redistricting Commission at

city_redistricting@seattle.gov

using the subject line “Seattle Redistricting Commission District Master.”

Purpose

The [Seattle Redistricting Commission](#) is seeking an independent consultant with geographic information system (“GIS”) expertise and experience and a demonstrated ability to work effectively in a politically sensitive environment to serve as District Master. The District Master will be the technical population data and map expert for the five-member Redistricting Commission as it redraws City of Seattle Council Districts using 2020 Census data and other relevant data and information. Based on criteria provided by Commission members, and following statutory and Charter requirements, the District Master will draft a redistricting commission report, produce District maps, and provide demographic analysis of the proposed plans. The consultant will be expected to respond impartially to multiple competing requests from Commission members, who may have conflicting priorities and goals.

Background:

In 2013, Seattle voters approved a City Charter amendment to change how City Council members are elected, moving from 9 all-city positions to a structure of 7 district-based positions and 2 all-city ones. Districts were drawn based on 2013 population estimates, with approximately 89,000 residents in each district. Thereafter, districts would be reviewed and redrawn every ten years in response to new data from the decennial Census.

The process of analyzing the data and setting new district boundaries as appropriate is led by a 5-member Redistricting Commission and supported by the professional and technical expertise of a qualified District Master. The redistricting process and criteria are outlined in the City Charter (Article IV, Section 2 Subdivision D) as follows:

“(3) District boundaries shall be drawn to produce compact and contiguous districts that are not gerrymandered. The population of the largest district shall exceed the population of the smallest by no more than one percent. To the extent practical, district boundaries shall follow existing District boundaries, recognized waterways and geographic boundaries, and Seattle communities and

neighborhoods. In drawing the plan, neither the Commission nor the districting master shall consider the residence of any person.”

With the release of the 2020 Census data, the City of Seattle has assembled a Redistricting Commission that began its work on October 21, 2021. The Commission must appoint its District Master no later than two months following the Commission’s appointment. The redistricting process is expected to run through November 2022, culminating in the Commission’s approval of a final plan to be submitted to the State of Washington by the November 15, 2022, deadline.

Scope of Work and Deliverables:

A. Work Components

1. The consultant shall acquire an in-depth understanding of the redistricting process, including the statutory and Charter requirements for the new district plan.
2. The consultant shall obtain 2020 Census and other data, demographic information, maps, and other required materials showing boundaries of neighborhoods, community planning areas, and existing council District boundaries.
3. The consultant shall provide and present relevant geographic and demographic data analysis to members of the Commission to assist in the formulation of districting plans.
4. The consultant shall provide the Commission with direct access to relevant GIS digital data, maps, and working documents. If requested, the consultant will provide basic training or assistance sufficient for Commission members to access, interpret and operate the digital data and maps.
5. The consultant shall facilitate the Commission maximizing interactive public outreach, to the extent feasible within the budget.
6. The consultant shall create district plan alternatives based on criteria provided by members of the Commission, using 2020 Census tract, block group, and block data and other relevant information, and provide detailed geographic and demographic analysis of the plans.
7. The consultant shall provide maps for all districting plans presented to the Commission in JPG, PDF, and other digital formats as requested. The consultant shall provide or facilitate creation of large format paper maps, if requested.
8. The consultant shall provide detailed and explicit description of how principles of racial equity and representation are integrated into all proposed districting plans presented to the Commission
9. The consultant shall be available to attend and participate in Commission meetings and public hearings. At this time, it is anticipated most meetings will occur online with the highest concentration of meetings with the public occurring after March 15, 2022.
10. The consultant shall outline distinguishing features and key differences of competing districting plans to aid in the presentation of the plans to commission members and at public hearings.
11. The consultant shall be available to attend and participate in the presentation of plans at public hearings, if requested by the Commission.

12. The consultant shall provide the adopted plan in an industry standard digital format.

B. Price

1. The total cost for the consultant must be not more than \$60,000.
2. Invoicing: The consultant will submit to the Commission a monthly invoice itemizing all material and labor costs, and the cumulative project costs to date. By mutual agreement, another invoice interval may be selected. The consultant shall plan and project billable costs with a recognition that the final months of the contract are likely to include an intense work period. The consultant will promptly advise the Commission if at any point cumulative expenditures based on Commission requested work products are projected to exceed the contract maximum.

C. Deliverables

1. At the Commission's sole discretion, up to four formal alternative districting plan options based on criteria provided by the Commission. The plans shall be provided within 6 weeks after signing this contract or within a timeframe mutually agreeable to the Commission and the Districting Master.
2. Upon presentation of plans: Detailed and explicit description of how principles of racial equity and representation were integrated into all proposed districting plans presented to the Commission
3. Upon presentation of plans: Detailed maps, data, and analysis for all proposed districting plans presented to the Commission
4. Upon presentation of plans: Web-ready maps and a concise summary of major changes and impacts for all proposed districting plans for use in public outreach
5. At the Commission's sole discretion, up to two alternative districting plan options based on revisions and criteria provided by the Commission. The revised plans must be provided to the Commission no later than March 15, 2022.
6. No later than October 31, 2022 or within a timeframe mutually agreeable to the commission and Districting Master, a final proposed districting plan based on revisions and criteria provided by the Commission and meeting statutory and Charter requirements.
7. Upon Commission adoption: a final plan in an industry standard digital format

Qualifications

Minimum Qualifications:

Per Charter, the Districting Master “shall be qualified by education, training and experience to draw a districting plan.”

- Proficiency with diverse datasets from federal, state, and local agencies including the Decennial Census, American Community Survey, and others
- Proven expertise in integrating principles of racial equity and representation to similar projects
- Degree in Geography, GIS, Computer Science or a related field
- Expertise in ArcGIS Online, dashboards, GIS/IT Cloud management, and configuring online applications like ArcGIS Hub.
- Experience in cartography and static/paper/formatted or digital/interactive maps
- Experience with address geocoding
- Understanding of best management practices in GIS/IT standards and policy
- Strong verbal, research, writing, administrative and technical skills
- Ability to translate technical information in a way that makes it easily comprehensible to diverse audiences

Desired Qualifications

- Ability to plan and conduct meetings and presentations
- Self-motivation, creativity and team-orientation
- Strong interpersonal and communication skills
- Ability to work in a nonpartisan and potentially controversial environment
- Successful experience serving a commission or other body in which members may have diverging viewpoints
- Knowledge of project management practices, a plus

Proposal Content Requirements

Please note that incomplete applications will not be considered. Please do not include brochures or letters of support.

1. Please complete the Cover Page (Attachment A).
2. Please complete the Application Questions (Attachment B). **Limit this section to 5 pages and use 12-point font for legibility.**
3. Please complete the Reference Sheet (Attachment C). We are asking you to provide the names and contact information for at least 2 references from your work conducting complex civic data and mapping analysis projects.
4. Please complete and submit the consultant questionnaire found at the following link:
<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/Consulting/fas-cpcs-consultant-questionnaire.docx>

Deadlines and Terms

The RFP is open until **Wednesday, November 17, 2021, at 5:00pm**. Applicants should submit proposals electronically to the Commission at Redistricting using the following email address: City_Redistricting@seattle.gov and putting in the subject line "Seattle Redistricting Commission District Master."

Timeline:

Nov 3, 2021	RFP is posted
Nov 4-9, 2021	Open period for questions from potential applicants. Questions and their answers will be posted on the City of Seattle Redistricting Commission web site .
Nov 17, 2021	Applications must be received or postmarked by November 17 at 5:00 pm. Applicants should submit proposals electronically to Redistricting Commission at City_Redistricting@seattle.gov using the subject line "Seattle Redistricting Commission District Master."
Nov 30, 2021	Anticipated selection of finalists for interview.
Dec 6 - 7	Anticipated interviews of finalists.
Dec 7, 2021	Anticipated award announcement.
Dec 21, 2021	Anticipated date of contract execution.

Seattle Redistricting Commission District Master RFP Attachment A: Application Cover Page

Organization	
Name of Consultant or Consulting Firm	
Name of Lead Contact	
Phone	
Email	
Website URL, if available	
UBI #	
City of Seattle Business License #	
Are you able to begin work in early December 2021 and can you commit to the full timeline of the project? (Estimated to complete November 2022)	

Attachment B: Application Narrative

Seattle Redistricting Commission District Master RFP

Please address the following topics in your application. Limit your application to 5 pages using 12-point font. Attachments and exhibits, if included, are not counted toward the limit.)

- **Approach and Methodologies:** Describe your understanding of the project and how you would approach carrying out the work components. Be as specific in describing any methodologies you would employ and indicate your experience or success in employing such methodologies on other projects. Be explicit in describing how you will integrate principles of racial equity and representation and indicate your experience or success on other projects. List the software tools and other resources you will use and briefly describe noteworthy features.
- **Team Composition and Competencies:** Comment on the proposed consultant or consulting team (including any subconsultants, if any), experience working together, general expertise in GIS analysis, and specific expertise in the area of redistricting and qualifications listed earlier. Provide each team member's name, title and responsibilities within the project. Provide resumes for each member of the team and a list of similar projects completed (not to exceed two pages per member).
- **Availability:** Comment on the adequacy of the schedule of deliverables in the scope of work. Considering your firm's current and planned workload, comment on its capacity to complete the work within the time limitations identified in this RFP – giving particular consideration to the likelihood that January - March 2022 and August - November of 2022 will require significant engagement with a concentrated workload.
- **Cost Proposal:** Identify project costs associated with the proposal, indicating the hourly rates that apply to each team member and total estimated cost based on assigned tasks. Also include all additional expenses that the city would be charged and how the expenses will be calculated. The cost proposal shall recognize that the final months of the contract are likely to include an intense work period.

You are invited to include any additional information that demonstrates your ability to complete the tasks listed in the scope of work.

Attachment C: References

Seattle Redistricting Commission District Master RFP

REFERENCES	
Reference 1	Reference 2
Name:	Name:
Phone:	Phone:
Email:	Email:
Project Worked On:	Project Worked On:
Date of Project:	Date of Project:
Is there anything else we should know about this reference?	Is there anything else we should know about this reference?