

SUPPLEMENTAL STAFF REPORT

DATE: August 13, 2019

TO: City Council

FROM: Mike Webb, City Manager
Kelly Stachowicz, Assistant City Manager
Zoe Mirabile, City Clerk

SUBJECT: Consideration of Intent to Transition to District Elections –
Selection of Demographer

In the August 13th staff report on district elections, staff requested City Council authorization for the City Manager to enter into a contract with National Demographic Corporation (NDC) for demographic services.

In reaching our recommendation on NDC, staff, in conjunction with the City Attorney, had researched and reached out to several potential demography firms and performed reference checks. In light of additional information that has come to our attention with regard to NDC since publishing the original staff report, staff and the City Attorney are currently soliciting proposals from additional firms to provide demographic services (should the City Council take actions on August 13th to pursue consideration of shifting to a district based City Council election process).

The demographer will ensure that the proposed district maps comply with Federal Voting Rights Act and California Voting Rights Act requirements and will assist in soliciting feedback from the community.

Staff anticipates presenting a recommendation regarding choice of demographer and possible revised timeline for public hearings and community forum dates at the City Council meeting on August 13, 2019.