October 31, 2023

NDC Standard Districting Scope of Work

- Districting Project Setup and coordination:
  - Development of demographic database including Census Bureau and California Statewide Database data of total population, citizen voting age population, voter registration, voter turnout, and socio-economic data on language spoken at home, renters vs homeowners, age, education level, and other factors useful in identifying communities of interest;
  - Incorporation of any Geographic Information System (GIS) data that the jurisdiction wishes to include and provides (often including school locations; school attendance areas; important local landmarks; or local neighborhood boundaries);
  - Initial telephonic discussion with about data, communities of interest, schedule, criteria and special concerns of the jurisdiction;
  - Assist jurisdiction with developing a communications plan for public outreach, including suggestions for webpage content and design, public feedback logistics, and strategies for engaging constituents;
  - Assist jurisdiction with developing a project plan, including a detailed timeline, goals and objectives, and specific deliverables list;
  - Provide progress reports on an as-needed basis as determined by the project manager and meet regularly with project team;
  - Any phone- or web-conference calls to discuss the project's progress or to answer any questions that may arise;
  - Provide education and guidance on required redistricting criteria, and advice on selecting optional redistricting criteria, for staff and elected officials;
- Districting Plan Development:
  - Creation of 2 to 4 initial draft maps;
  - Analysis and preparation for presentation of all whole or partial plans submitted by the public;
  - Conversion of all maps and reports to web-friendly versions;
  - Online posting of all maps to an interactive review website;
  - Create any requested additional and/or revised maps as requested;
- Plan implementation:
  - Provide spatial data in GIS-friendly format of any dataset used or created for this project to staff upon request;
  - Work with the County Registrar of Voters to implement the final adopted plan;
- Project Options
  - Number of virtual or in-person meetings (and resulting per-meeting fee);
  - Consultant-prepared and -managed project website;
  - Online mapping tool allowing residents to draw and submit maps;
  - Paper-based mapping tool allowing residents to draw and submit maps.

Project Pricing

1. **Redistricting Project Elements** (Covers everything listed above except for per-meeting and optional expenses): ..... $ 13,500

2. **Per-Meeting expense:**

- In-person attendance, per meeting ..... $ 3,000
- Virtual (telephonic, Zoom, etc.) attendance, per meeting..... $ 1,500

For each meeting, NDC will prepare meeting materials, including presentation materials and maps; present and explain key concepts, including mandatory and traditional redistricting criteria and "communities of interest"; facilitate conversations; answer questions; and gather feedback on existing and proposed boundaries. Per-meeting prices include all travel and other anticipated meeting-related expenses. Telephone calls to answer questions, discuss project status, and other standard project management tasks do not count as meetings and do not result in any charge.

3. **Optional Project Elements:**

a) Project website ..... $ 4,500

b) Public mapping tool options:

- Online and paper system including all elements below ..... $ 3,000
  - DRA (an easy-to-use online mapping tool, also known as "Dave's Redistricting App")
  - Public Participation Kit paper- and Excel-based mapping tool

c) Public Participation Kit mapping tool alone ..... $ 2,000

Proposal Acceptance

The terms of this proposal are available for 90 calendar days from its delivery to you. In most situations, NDC is open to extending that period of time to meet any particular needs of your jurisdiction.

If your jurisdiction has specific contract and/or letter of agreement language you prefer to use, please provide it and ignore the signature block below. If you prefer, simply sign two copies of this proposal in the signature block below and return them to NDC. Once signed by NDC, one copy will be returned to you.

Thank you.

For National Demographics Corporation	For Jefferson School District
_____	_____
Douglas Johnson, President	
_____	_____
Date	Date