

**COAST COMMUNITY COLLEGE DISTRICT  
BOARD OF TRUSTEES OFFICE**

**REQUEST FOR QUALIFICATIONS  
REDISTRICTING CONSULTING SERVICES**

July 15, 2011

To Interested Firms:

The Board of Trustees of the Coast Community College District is soliciting a Request for Qualifications (RFQ) from firms interested in providing redistricting consulting services to the Board.

**BACKGROUND**

The Coast Community College District is a multi-college community college district governed by a publicly-elected five member Board of Trustees. Governing board members are elected at-large from areas in which they reside encompassing Huntington Beach, Seal Beach, Westminster, Garden Grove, Fountain Valley, Newport Beach, Stanton, and Costa Mesa, all within Orange County, with a total District population of over 800,000 residents. With the completion of the 2010 Census, the Board of Trustees seeks a consulting firm to assist with its redistricting efforts.

**SCOPE OF WORK**

Respondents should describe how they will assist the Board of Trustees in drawing new proposed Trustee area boundaries pursuant to several scenarios, and assist in the final adoption of the Redistricting Plan. Respondents should, within their scope of work, identify goals, priorities, key issues and considerations, prepare census data analysis for existing Trustee areas, evaluate the population of the community, gather and analyze voting patterns of the District, and create conceptual Trustee areas. Respondents also should describe how they will work with the Board's legal counsel on risk assessment and liability issues. The firm selected will conduct research and analysis on Trustee area boundaries and will propose recommended changes pursuant to the decennial census, the California Voting Rights Act and federal law, and on whether or not the District should move away from an at-large voting system. Respondents are also asked to describe their approach to producing a study of the demographics of the District in order to produce a risk assessment. Respondent firms also should assist the Board in gaining the approvals necessary to bring about new Trustee area boundaries including approval by the Orange County Department of Education, California State Chancellor's Office, and any other required approvals.

**BUDGET**

Please indicate your firm's budget and hourly fees associated with the development and implementation of a redistricting plan. Your fee structure should allow for a generous level of consultation on matters including the legality and constitutionality of the newly drawn Trustee areas and the at large system.

## **EVALUATION CRITERIA**

Responses will be evaluated according to the following criteria:

1. Experience in analyzing area boundaries for community college districts and other local entities;
2. Experiencing in analyzing census and demographic data/trends to update election area boundaries;
3. Experience with California community colleges redistricting processes and State laws affecting such redistricting, and ability to craft district area boundaries in compliance with all applicable laws, including the California Voting Rights Act;
4. Organization, size, structure, and financial stability of the firm;
5. Experience of firm and professional staff in demographic research and reporting;
6. Description of proposed methodology in recommending redistricting scenarios for the District population areas and a project management plan including proposed tasks, timeliness, and personnel hours of key staff and/or sub-consultants by task to accomplish the redistricting plan which will be provided in a final report to the Board of Trustees in Fall 2011;
7. Proposed fee;
8. Hiring practices of the firm with regard to employment and representation of minorities and women in professional level positions;
9. Client references.

## **SUBMISSION INSTRUCTIONS**

An original copy of a "Proposal to Provide Redistricting Consulting Services" must be submitted to the Office of the Board Secretary, 1370 Adams Avenue, Costa Mesa, California, 92626, no later than 4:00 p.m., Pacific Daylight Time, on July 29, 2011. All proposals must be delivered in a sealed package and plainly marked, "Proposal to Provide Redistricting Consulting Services", Attn: Dr. Christian Teeter, Secretary of the Board. In lieu of personal delivery, a completed proposal may be submitted via email to [cteeter@ccd.edu](mailto:cteeter@ccd.edu).

The District's authorized contact persons throughout the RFQ process are limited to the following individuals:

Dr. Christian Teeter, Secretary of the Board, [cteeter@ccd.edu](mailto:cteeter@ccd.edu)  
Dr. Jack P. Lipton, District General Counsel, [jlipton@bwslaw.com](mailto:jlipton@bwslaw.com)

All questions concerning this RFQ must be submitted in writing on firm letterhead to the attention of the individuals listed above. All questions must be submitted no later than 4:00 p.m. on Wednesday, July 20, 2011 to ensure adequate time for the District to respond. Contact with persons other than those shown may result in disqualification of the response. The District will not meet in person with anyone representing a potential provider of services for this RFQ, although the District reserves the right to contact any firm that submits a response for purposes of clarification or other discussion deemed necessary after responses have been opened.