



# **SPECIAL CITY COUNCIL/SUCCESSOR AGENCY/PUBLIC FINANCE AUTHORITY MEETING AGENDA**

**May 3, 2018  
6:00 PM**

***The Mission of the City of Coalinga is to provide for the preservation of the community character by delivering quality, responsive City services, in an efficient and cost-effective manner, and to develop, encourage, and promote a diversified economic base in order to ensure the future financial stability of the City for its citizens.***

Notice is hereby given that the City Council will hold a Special Meeting, on May 3, 2018 in the City Council Chambers located at 155 West Durian, Coalinga, CA. Persons with disabilities who may need assistance should contact the Deputy City Clerk at least 24 hours prior to this meeting at 935-1533 x113. Anyone interested in translation services should contact the Deputy City Clerk at least 24 hours prior to the meeting at 935-1533 x113. The Special Meeting will begin at 6:00 p.m. and the agenda will be as follows:

**1. CALL TO ORDER**

1. Pledge of Allegiance
2. Changes to the Agenda
3. Council's Approval of Agenda

**2. AWARDS, PRESENTATIONS, APPOINTMENTS AND PROCLAMATIONS (NONE)**

**3. CITIZEN COMMENTS**

*This section of the agenda allows members of the public to address the City Council on any item not otherwise on the agenda. Members of the public, when recognized by the Mayor, should come forward to the lectern, identify themselves and use the microphone. Comments are normally limited to three (3) minutes. In accordance with State Open Meeting Laws, no action will be taken by the City Council this evening and all items will be referred to staff for follow up and a report.*

**4. PUBLIC HEARINGS (NONE)**

**5. CONSENT CALENDAR (NONE)**

## **6. ORDINANCE PRESENTATION, DISCUSSION AND POTENTIAL ACTION ITEMS**

1. Council Consideration of a Proposal from Compass Demographics, Inc. relating to City Council Districts

**Marissa Trejo, City Manager**

## **7. CITIZEN COMMENTS**

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## **8. ANNOUNCEMENTS**

1. City Manager's Announcements
2. Councilmembers' Announcements/Reports
3. Mayor's Announcements

## **9. FUTURE AGENDA ITEMS**

## **10. CLOSED SESSION (NONE)**

## **11. ADJOURNMENT**

**Closed Session:** A "Closed" or "Executive" Session of the City Council, Successor Agency, or Public Finance Authority may be held as required for items as follows: personnel matters; labor negotiations; security matters; providing instructions to real property negotiators; legal counsel regarding pending litigation; and protection of records exempt from public disclosure. Closed session will be held in the Administration Building at 155 W. Durian Avenue and any announcements or discussion will be held at the same location following Closed Session.

# **STAFF REPORT - CITY COUNCIL/SUCCESSOR AGENCY/PUBLIC FINANCE AUTHORITY**

**Subject:** Council Consideration of a Proposal from Compass Demographics, Inc. relating to City Council Districts  
**Meeting Date:** Thursday, May 3, 2018  
**From:** Marissa Tejo, City Manager  
**Prepared by:** Marissa Tejo, City Manager

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## **I. RECOMMENDATION:**

City Manager Marissa Tejo recommends Council accept the proposal from Compass Demographics, Inc. for demographic services relating to City Council Districts and set a not to exceed cap of \$40,000.

## **II. BACKGROUND:**

At the April 19, 2018 meeting the Council approved a proposal from National Demographics Corporation for demographic services relating to City Council Districts and set a not to exceed cap of \$40,000.

Unfortunately staff has been unable to touch base with National Demographic Corporation.

The City has since received a second proposal from David R. Ely with Compass Demographics, Inc.

## **III. DISCUSSION:**

David R. Ely is the President and Founder of Compass Demographics, Inc., which he established in 2007. He previously held the title of Director of Research for the Redistricting and Reapportionment practice of Pactech Data and Research, in Pasadena, California. As Director of Research, Mr. Ely testified or consulted to counsel in a variety of litigation involving the configuration of election districts as well as providing database construction and redistricting consulting for numerous entities.

He is based in San Gabriel, CA and has worked on districting efforts for a variety of jurisdictions. Some of the most recent include, but are not limited to, San Marcos Unified School District Trustee Area Formation (2017); Upland City Council District Formation (2016); Costa Mesa City Council District Formation (2016); Garden Grove City Council District Formation (2015); Fullerton City Council District Formation (2015); Saugus Union School District Trustee Area Formation (2014); Whittier City Council District Formation (2014); Sulphur Springs School District Trustee Area Formation (2014); Lancaster Elementary School District Trustee Area Formation (2014); Los Angeles Unified School District Redistricting (2014); Los Angeles City Council Redistricting (2012); Pasadena Unified School Board Districting (2012) and Pasadena City Council Redistricting (2012).

## **IV. ALTERNATIVES:**

## **V. FISCAL IMPACT:**

\$40,000 from the General Fund. This amount is not budgeted.

### **ATTACHMENTS:**

File Name	Description
 COMPASS_DEMOGRAPHICS_INC_Proposal.pdf	Proposal

Thank you for the opportunity to provide you with information regarding the development of a single member district system for the election of City Council Members. This is based on a three phase process, with phases that I refer to as Information, Districting, and Adoption.

The Information phase involves meeting with City Representatives to collect information, plan process, and receive instructions; compiling Census and other data including geographic data; developing preliminary district options through meetings with interested individuals; and presenting this information to the public and the Council.

The Districting phase involves the development of one or more districting options, the presentation of these options to the public and to the Council, and the refinement of options to develop a final recommendation.

The Adoption phase includes the presentation of a final recommendation to the Council and the public, undertaking the steps necessary for the Council to adopt an ordinance defining districts and district election schedule, and the communication of the district boundaries to the County Registrar for implementation.

The following table provides a brief listing of the tasks described above.

Phase	Task
Information	Planning with City Representatives Database Building Individual Meetings Preliminary District Options Public Meeting and Hearing(s) Initial Report
Districting	District Options Development Individual Meetings District Options Public Presentation Public Hearing(s)
Adoption	Public Hearing(s) Ordinance Communicate to County Registrar

This process involves significant interaction with the public. The planning and execution of this interaction will require the participation of City Staff or a public relations consultant for outreach and the preparation of public materials. The process could take between 3 and 6 months depending on the scheduling of public meetings and Hearings required for adoption of election districts. The cost for Compass Demographics services in this process would be approximately \$30,000 to \$60,000 and can be contracted as a fixed fee or based on hourly billing with a “not to exceed” cost.

Thank you.

David Ely

Compass Demographics

VITA

## DAVID R. ELY

Compass Demographics, Inc.

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San Gabriel, CA 91775

(626) 807-0719

E-mail: [ely@compass-demographics.com](mailto:ely@compass-demographics.com)

### Employment:

#### 2007 to present

David Ely is the president and founder of Compass Demographics, a consulting and database management firm specializing in projects involving census and election data, redistricting projects, demographic analysis, and analysis of voting behavior.

#### 1986 to 2007

Director of Research for the Redistricting and Reapportionment practice of Pactech Data and Research, Pasadena, California. As Director of Research, Mr. Ely testified or consulted to counsel in a variety of litigation involving the configuration of election districts as well as providing database construction and redistricting consulting for numerous jurisdictions.

### Education:

California Institute of Technology in Pasadena, CA with a B.S. in Social Sciences and Mechanical Engineering in 1987.

### Redistricting Consulting

Activities include database construction, demographic and voter analysis, development of districting plans, public hearings and presentation of plans, technical assistance, and analysis of alternative redistricting plans.

2017 San Marcos Unified School District Trustee Area Formation

2016 Upland City Council District Formation

2016 Costa Mesa City Council District Formation

2015 Garden Grove City Council District Formation

2015 Fullerton City Council District Formation

2014 Saugus Union School District Trustee Area Formation

2014 Whittier City Council District Formation

2014 Sulphur Springs School District Trustee Area Formation

2014 Lancaster Elementary School District Trustee Area Formation

**(Redistricting Consulting, cont.)**

2012 Los Angeles Unified School District Redistricting

2012 Los Angeles City Council Redistricting

2012 Pasadena Unified School Board Districting

2012 Pasadena City Council Redistricting

2011 Bay Area Rapid Transit (BART) Board Redistricting

2011 California Legislative Redistricting

2011 Los Angeles County Redistricting

2008 Ceres Unified School District Redistricting

2008 Madera Unified School District Redistricting

2008 Merced Elementary School District Redistricting

2008 Merced High School District Redistricting

2005 Hanford Joint Union High School District Redistricting

2003 Oakland City Council and Oakland Unified School Board Redistricting

2002 Los Angeles City Council Redistricting

2002 Los Angeles Unified School District Board Member Redistricting

2002 Pasadena, California, City Council Redistricting

2001 California Legislative Redistricting (Senate, Assembly, and Congressional)

2001 Los Angeles County Supervisorial Redistricting

2001 Bay Area Rapid Transit Board Member Districts Redistricting

1992 Rancho Mirage, California, City Council Redistricting

1992 Three Valleys Municipal Water District Redistricting

1992 Los Angeles Unified School Board Member Redistricting

1992 Los Angeles City Council Redistricting

1992 Pasadena, California, City Council Redistricting

1991 California Congressional Redistricting

1991 California State Assembly Redistricting

**(Redistricting Consulting, cont.)**

1991 Los Angeles County Board of Supervisors Redistricting

1987 City of Boston, Massachusetts Redistricting

1986 Los Angeles City Council Redistricting

1987 to 2012, California State Legislature, Redistricting Database construction

**Litigation Analysis**

Activities include database construction, demographic analysis, expert witness testimony, surname matching, geocoding of registered and actual voter lists, and construction of illustrative districting plans.

2000-Present Provided analysis on numerous voting rights investigations

*Luna v. Kern County* (2017), expert witness (California)

*Patino v. City of Pasadena* (2015), expert witness (Texas)

*Garrett v. City of Highland* (2015), expert witness (California)

*Ramos v. Carrollton-Farmers Branch Independent School District* (2015), expert witness (Texas)

*Rodriguez v. City of Grand Prairie* (2015), expert witness (Texas)

*Rodriguez v. Grand Prairie Independent School District* (2014), expert witness (Texas)

*Navajo Nation v. San Juan County* (2014), expert witness (Utah)

*Solis v. City of Santa Clarita* (2014), expert witness (California)

*Jauregui v. City of Palmdale* (2013), expert witness (California)

*Gonzalez v. City of Compton* (2012), expert witness (California)

*Fabela v. City of Farmers Branch* (2011), expert witness (Texas)

*Benavidez v. Irving Independent School District* (2008, 2013), expert witness (Texas)

*Benavidez v. City of Irving* (2008), expert witness (Texas)

*Avitia v. Tulare Local Health Care District* (2008), expert witness (California)

*U.S. v. City of Euclid* (2007), election data consultant (Ohio)

Bexar Metropolitan Water District (2007), election data consultant (Texas)

*U.S. v. City of Springfield, Massachusetts* (2006)

*U.S. v. State of Missouri* (2006), election data consultant



**(Litigation Analysis, cont.)**

*U.S. v. City of Philadelphia and Philadelphia City Commission* (2006), Pennsylvania

*State of Georgia v. Ashcroft*, (2004) election data consultant

*Gomez v. Hanford Joint Union High School District*, (2004) California

*Sanchez v. City of Modesto*, (2004), California

*Governor Gray Davis v. Kevin Shelley*, (2003) data analysis and declaration (California)

*U.S. v. Alamosa County*, (2002), expert witness (Colorado)

*Cano v. Davis*, (2002), election data consultant, (California)

*U.S. v. City of Lawrence*, (2000), expert witness (Massachusetts)

*U.S. v. City of Santa Paula*, (2000) voting rights litigation (California)

*U.S. v. Upper San Gabriel Valley Municipal Water District*, (2000) voting rights litigation (California)

*U.S. v. Passaic* (2000) voting rights litigation (New Jersey)

*U.S. v. City of Lawrence*, (1999) voting rights litigation (Massachusetts)

*Bonilla v. Chicago City Council* (1992-1998), expert witness (Illinois)

*Ruiz v. City of Santa Maria*, (1992-1998), voting rights litigation (California)

*Garza v. County of Los Angeles*, (1988-90), Constructed databases and designed remedial plans for Los Angeles County Supervisorial Districts

In order to accomplish District Formation in a limited timeframe, I have put together an estimate for a minimal process that I believe will meet legal requirements. Depending on the ability of the City to schedule the required hearings this process can be completed in 2 to 3 months.

				4 Trips	6 Trips
Phase	Task	Time	Cost		
Information					
	Planning with City Representatives	2	\$ 500		
	Database Building	10	\$ 2,500		
	2 Public Hearings	10	\$ 2,500	\$ 5,500	
Districting					
	District Options Development	10	\$ 2,500		
	District Options Public Presentation	10	\$ 2,500		
	2 Public Hearings	6	\$ 1,500	\$ 6,500	
Adoption					
	Public Hearing(s)	4	\$ 1,000		
	Ordinance	2	\$ 500		
	Communicate to County Registrar	2	\$ 500	\$ 2,000	
Travel					
	Cost per Trip		\$ 1,500	\$ 6,000	\$ 9,000
<b>Total</b>				<b>\$20,000</b>	<b>\$23,000</b>

Thank you,

David Ely

Compass Demographics, Inc.