

Q2 Data & Research, LLC
1225 Peralta St.
Oakland, CA 94607
karinmacdonald.q2@gmail.com
510.367.7527

Rosanna Mucetti, Ed. D.
Superintendent
Napa Valley Unified School District
2425 Jefferson St.
Napa CA 94558

February 25, 2020

Proposal to provide Districting Services to the Napa Valley Unified School District

Dear Superintendent Mucetti;

On behalf of Q2 Data & Research, LLC, I would like to thank you for the opportunity to submit this proposal to provide demographic and districting consulting services to the Napa Valley Unified School District.

Q2 Data & Research has a proven track record in assisting jurisdictions with any and all tasks related to the districting process. These may include assessing racially polarized voting, implementing the Federal Voting Rights Act, and encouraging meaningful participation by the public. Choosing an experienced consultant team can greatly aid in the successful implementation of this demanding undertaking.

We are available to collaborate with you to assist with any needs you may have regarding the potential transition to by-district voting, and to develop the best possible process that will fit the Napa Valley Unified School District.

Below, please find a scope of work containing tasks necessary and optional to complete a districting. All tasks listed below are included in our fee quote unless otherwise noted.

Please let me know if you have any questions. We look forward to working with you!

Best regards,

Karin Mac Donald

Scope of Work

1. Conference calls and remote attendance of meetings

Consultant is available to participate in calls and remote meetings as necessary to successfully complete the Napa Valley Unified School District ("NVUSD" or "District") districting project. Calls with staff and/or counsel may include scheduling, planning of process and meetings, discussion of materials to be developed and determining criteria and implementation.

2. Development of presentations, documentation and handouts

Consultant will develop handouts and website content including terminology definitions and explanations about the districting process, criteria, and frequently asked questions. Consultant will develop presentation slides regarding districting data, criteria and the districting process as requested by the District. Consultant will also develop overviews of map proposals.

3. Working with staff

Consultant is available to collaborate with staff on content development for a project website and will supply map files for upload to the District's preferred site. Consultant is available to work with the District's GIS web team to provide files and data for a district viewer should this be requested.

Consultant will be available for project related questions.

4. Building the districting database

Consultant will build a database for mapping and data analysis that includes Census block geography from the TIGER line file, allowing for aggregation to other geographies. Variables will include total and voting age population, race, ethnicity and other demographic variables from the 2010 census necessary to construct legal districts. The database will also include Citizen Voting Age Population from the most recent release of the American Community Survey. Other relevant variables may be included per direction and upon request.

Consultant will rely on the District to provide an electronic geography file containing the current boundaries of the Napa Valley Unified School District. Consultant will evaluate these boundaries against the Census bureau's TIGER line file and adjust census geography and data as necessary. Other relevant geography files that are provided by the client can be added to the geographic database upon request.

Should Communities of Interest be collected, the consultant will digitize them, analyze them, and make them available for district building purposes.

5. Preliminary Voting Rights Act Analysis

Consultant will perform a preliminary analysis to ascertain whether one or more districts under the Federal Voting Rights Act can be constructed. Depending on the outcome of this analysis, additional demographic and statistical work including a Racially Polarized Voting Analysis may have to be conducted.

6. In-person attendance at meetings and presentations

Consultant will attend up to 3 in-person meetings of the NVUSD Board. During the first meeting, consultant is available to make a presentation to the Board about districting data, criteria and process, or other relevant topics as requested and directed. During following meetings, consultant will be able to present and explain map options, show digitized communities of interest or other geographic input that has been collected, and is available to make modifications or draw additional maps live and in public.

7. Public input

Consultant will review all public input and digitize geographic input as possible. Consultant will analyze geographic input for possible implementation.

8. Preliminary, revised, and final districting plans

Consultant will develop up to 3 preliminary plans, incorporating input and direction from counsel and the Board. Consultant may develop additional variations of plans as requested or necessary to incorporate input. Consultant is available to make further modifications to any plans offline and/or live and in-public. Consultant will provide revised plans based on input to preliminary plans. Once a final plan has been selected, consultant will conduct various analyses, including for contiguity and assignment, and finalize the district file.

For all preliminary, revised and final plans, consultant will provide supporting documentation including relevant demographic data such as population, voting age population, race and ethnicity. All map files will be formatted for publication on the NVUSD web portal and for printing.

Consultant will provide equivalency files and GIS layers for the final plan and will be available to transfer all necessary files to the Registrar of Voters for implementation.

Exclusions:

This scope of work assumes that the District will be responsible for printing and copying of materials and documentation. Consultant will make printer friendly files available.

This proposal does not include an on-line districting tool for public use, though one could be provided at additional cost. Consultant is prepared to work with the District's GIS team to provide geography layers for a district viewer.

Consultant is available to provide an overview of applicable case law but is not be able to provide legal services.

A Racially Polarized Voting Analysis is not included under this scope of work.

Translation services are not provided under this scope of work.

Fees

The fee for the above outlined services is \$25,000. Additional in-person meetings can be provided at \$2,000 each. Additional services can be provided upon request and will be charged at the following rates: Senior Consultant: \$225/hr; GIS Database building: \$200/hr; GIS Analyst: \$175/hr; IT support: \$100/hr.

Should a Racially Polarized Voting Analysis be indicated and requested, additional fees may include the services of a statistician at \$300/hr.

Payment is due upon conclusion of project.