

**SOURCE SELECTION COMMITTEE (SSC) REPORT FOR
REQUEST FOR PROPOSALS (RFP) 10926
INDEPENDENT REDISTRICTING COMMISSION PUBLIC OUTREACH AND
ENGAGEMENT SERVICES**

1. Background

On October 13, 2020, the County of San Diego (COSD) established an Independent Redistricting Commission (IRC) to undertake the process of redistricting. To support these efforts the IRC approved the release of a request for proposals for Public Outreach and Engagement Services (RFP 10926) solicitation which was posted on May 6, 2021, and closed on June 1, 2021. Two proposals were submitted by June 1, 2021. On behalf of the IRC, a Source Selection Committee (SSC) was appointed by the Source Selection Authority (SSA), Barbara Jiménez, Executive Lead of the County of San Diego Independent Redistricting Commission.

This report contains the SSC’s analysis, findings, and recommendations.

2. Proposals Submitted

There were two (2) proposals submitted in response to RFP 10926.

- Asian Business Association San Diego (ABASD)
- Global Urban Strategies, Inc (Global)

3. Source Selection Committee (SSC) Participants

VOTING MEMBERS	
Elizabeth Bustos (Chair)	Community Development Liaison and COVID-19 Response “Community and Faith-Based Organization Sector” Lead
Abdi Abdillahi	County Refugee Coordinator and Program Manager of Refugee Employment Services
Tracy Defore	Communications Specialist with the County Communications Office
Rosa Rascon	Coordinator of Volunteer, and Public Services with the Registrar of Voters
Roberto Ramirez,	Health Planning and Program Specialist
TECHNICAL MEMBERS (Non-Voting)	
Liberty Donnelly	Co-Project Manager, San Diego County Independent Redistricting Commission
Nicole Temple	Co-Project Manager, San Diego County Independent Redistricting Commission
Lizeth Tapia	Administrative Analyst III
DEPARTMENT OF PURCHASING AND CONTRACTING	
Richard McCarvell	Chief, Procurement Services

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4. Evaluation

The SSC evaluated the proposals in accordance with the evaluation criteria provided in the RFP. The criteria listed below are in descending order of importance by paragraph, not subparagraph.

1. MINIMUM REQUIREMENTS (PASS/FAIL)

- 1.1. Confirmation that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4).
- 1.2. Acceptance of County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in this RFP, or acceptance with exceptions that are acceptable to the County.

2. OFFEROR AND OFFEROR'S PERSONNEL EXPERIENCE AND QUALIFICATIONS

- 2.1. The nature and depth of Offeror's (and sub-contractors) experience providing services of a similar scope to that of the County of San Diego IRC's requirements in the Statement of Work with an emphasis on providing outreach and engagement to California Counties/Cities/Political subdivisions and Redistricting commissions.
- 2.2. The extent of personnel experience relevant to providing services of a similar scope to that of the IRC's requirements for tasks assigned.
- 2.3. The extent to which Offeror's experience demonstrates knowledge of relevant redistricting requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions.
- 2.4. The provision of favorable references that support stated experience relevant to providing high-quality outreach and engagement services similar in scope to the IRC's requirements.

3. TECHNICAL APPROACH

- 3.1. The extent to which the Offeror will deliver comprehensive, high quality, innovative, low risk, efficient, and effective public outreach and engagement services pertaining to redistricting.
- 3.2. The extent to which Offeror's approach on outreach and engagement in San Diego County will facilitate engagement and participation of the public in the redistricting process.
- 3.3. The extent to which the Offeror has the capacity to both accomplish the tasks assigned in the required time frame, and adapt to unforeseen changes to the project schedule, timeline and workload demands.

4. PRICE

- 4.1. Price reasonableness of the fixed price proposal.
- 4.2. The extent to which the offer provides reasonable, stable, comprehensive, and predictable pricing that limits pricing risk or variance to the County.

The SSC met on June 2, 2021, when the members received an orientation on the role of the SSC and the RFP process. Each member was given the RFP, evaluation tool, and proposals received. The SSC

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then met on June 4, 2021, June 9, 2021, and June 11, 2021, to review, discuss and evaluate the submitted proposals.

The SSC's findings are documented in this report.

5. SSC Findings

5.1. Asian Business Association San Diego (ABASD) (738/1000)

ABASD met the minimum requirements of the RFP and communicated Offeror, Subcontractor, and Offeror personnel experience that was considered to have demonstrated their capability to perform to expectations as it relates to the provision of outreach and engagement services of similar nature and scope to that of the IRC's requirements. Additionally, references were provided that were supportive of their provision of high-quality outreach and engagement services. With regard to the demonstration of knowledge of relevant redistricting requirements pertaining to California and San Diego County Counties, Cities, and other political subdivisions, ABASD's experience specifically in this area appeared to be limited except for the experience of conducting broad community outreach in other areas to a range of stakeholders across multiple communities.

ABASD proposed a technical approach that was considered to be an advantageous approach both to the broad provision of public outreach and engagement services; and in terms of facilitating broad engagement and participation of the public in the redistricting process. With respect to Offeror capacity, the SSC considered that ABASD had presented information that clearly demonstrated their capacity to perform at or above expectations.

Concerning price, ABASD proposed a fixed price of \$149,000 which was considered favorable when compared to the estimated baseline price/budget of \$200,000. Pricing for proposed additional outreach sessions and personnel hourly rates were also considered to be reasonable, and overall pricing was considered to be predictable.

Minimum Requirements - PASS

ABASD confirmed "Yes" that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4). Additionally, ABASD confirmed their acceptance of the County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in the RFP.

Offeror and Offeror's Personnel Experience and Qualifications (260/400)

Offeror Experience (70/100)

ABASD's experience of providing outreach and engagement services included projects performed within the San Diego County region and projects conducted for several local government clients. The nature and scope of such experience included working with a broad range of stakeholders such as business entities and community-based organizations; the provision of services across multiple County of San Diego districts; and the provision of services across multiple non-English speaking communities. Additionally, some project examples such as the Cal Asian Chamber of Commerce and Covered California projects included experience of conducting outreach to vast groups and audiences across the general population, characteristics that are of a similar scope to the IRC's project.

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ABASD proposed the use of several subcontractors including the service providers Social Artistry and Dovetail Partners Consulting Group; and community-based organizations including Urban League San Diego County, RISE San Diego, Convoy District, San Diego Asian Pacific Islander Coalition, and the Chicano Federation. These subcontractors all had worked alongside ABASD on previous projects that were cited to support relevant experience as it relates to performing outreach and engagement services through the region.

The SSC concluded that ABASD and their proposed subcontractors had presented experience that demonstrated their capability to perform to expectations.

Offeror Personnel Experience (70/100)

ABASD provided resumes for the personnel assigned to the agreement, which supported many years of collective experience in public engagement and outreach and working for and with community organizations. Key personnel proposed were all listed as having worked on the five projects highlighted to demonstrate the Offeror's experience. The SSC concluded that the Offeror had presented personnel experience that demonstrated their capability to perform to expectations.

Offeror Experience and Knowledge (40/100)

The past project experience examples provided by ABASD were considered to identify limited direct elements of redistricting experience. It was noted that past experience included key components that would be required as part of this redistricting process such as a need for broad community outreach to a range of stakeholders across multiple communities, however, substantial direct redistricting experience was not identified as present. The SSC, therefore, concluded that ABASD had presented experience that poorly represented their capability to perform to expectations specifically with regard to the demonstration of knowledge of relevant redistricting requirements pertaining to California and San Diego County, Counties, Cities, and other political subdivisions.

References (80/100)

ABASD provided three references which included project examples cited in their response to the Offeror's experience section of the RFP (City of San Diego Economic Development Department, the Cal Asian Chamber of Commerce, and the Small Business Development Center). Two additional references were provided with accompanying descriptions of the nature of the work performed for projects conducted with the San Diego County Housing Commission and the San Diego Foundation. The San Diego County Housing Commission project included direct mail and canvassing to distribute flyers, in census and other targeted zip codes, whilst the San Diego Foundation project included engaging with multicultural/multi-generational communities, with both being considered by the SSC to have similar scope elements to that of the IRC's requirements. When contacted, four references responded providing favorable comments which were supportive of the provision of high-quality services by ABASD. It was further noted that one of the reference responses referenced that ABASD had experience of retrieving demographic data using GIS mapping software, which the SSC considered added some value in terms of the nature of the work being performed on this project.

The SSC concluded that overall in this section ABASD had presented qualifications and experience that clearly demonstrated their capability to perform at or above expectations.

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Technical Approach (320/400)

Technical Approach (Provision of Public Outreach and Engagement Services) (120/150)

ABASD confirmed their acceptance to the Exhibit A Statement of Work requirements as stated and proposed a technical approach that included a list of tasks to be performed across an 8-week project timeline. Tasks included the creation of a list of community-based organizations and an engagement plan to include community-based, religious, and civic organizations; the creation of meeting, webinar, and outreach schedules; an assessment of the languages needed to target communities and engagement of translators required for meetings; the creation and production of print, digital media, and marketing materials in multiple languages; the creation of printed materials and videos to be used at in-person meetings, and the hosting of in-person/virtual meetings to collect input.

ABASD proposed the use of a range of local community-based organizations as subcontractors such as Urban League San Diego County, RISE San Diego, Convoy District, San Diego Asian Pacific Islander Coalition, and the Chicano Federation. Additionally, ABASD communicated that they are a founding member of the Strategic Alliance of San Diego Ethnic Chambers of Commerce (Alliance) and stated in their proposal that along with the Alliance, ABASD will engage community and town councils throughout the County plus over fifty (50) outreach partners who are members of the San Diego Economic Equity First Collaborative. To limit/mitigate risks, ABASD proposed a progress monitoring team which includes the agreement administrator, the outreach manager, and a representative from each subcontractor who will meet weekly/monthly to review key data points and the achievement of deliverables.

The SSC considered that ABASD's proposed broad overall approach to the provision of public outreach and engagement services was comprehensive, high quality, low risk, efficient, and effective and had presented an advantageous approach.

Technical Approach (Engagement and Participation of the Public) (120/150)

ABASD's proposal described the methods to be used to inform and engage target communities which included flyers, brochures, posters, word-of-mouth, up-to-date information on their website and the websites of community-based organizations, social media, media/news releases, mail, email distribution, community meetings, newsletters, local papers (print and digital), radio and public service announcements. They highlighted the use of word-of-mouth communications from trusted community members from within the communities as a means to encourage participation in the process, build trust, and lower barriers to participation. Methods and strategies proposed to increase public engagement included raising awareness of the redistricting process; educating the community on how to participate; and providing multiple opportunities and a variety of ways to participate and submit input. Collaboration with community-based organizations in each target community would be utilized to encourage the community to be a part of and an influence to the process via meetings in target communities which would provide an overview of the redistricting process, applicable state, and federal voting rights and redistricting laws, and information on how to provide written and oral testimony at IRC public meetings.

Scheduled meetings would be held at varied business hours including evening and weekend options to accommodate all residents, and consideration was made for the provision of outreach to a broad range of San Diego County communities (both urban and rural). Furthermore, the proposal identified the importance of word-of-mouth and messages being delivered by trusted messengers especially in attempting to engage communities with limited access to computers and the internet. The SSC felt that ABASD's proposed local community-based organization subcontractors plus their proposal to engage community and town councils

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throughout the County plus over fifty (50) outreach partners would support connecting to a broad range of communities across San Diego County.

Upon clarification, ABASD confirmed that all translation needs are included in this proposed cost, such as translation of printed materials, social media posts, video and webinars in other languages, and in-person translators to speak and answer questions during in-person and virtual community meetings. Through their equity advancement programs, ABASD offers translation services in many foreign languages such as Spanish, Vietnamese, Tagalog, Mandarin, Cantonese, Japanese, Korean, Thai, Lao, and Arabic plus languages/dialects spoken in hard to reach communities, including Hindi, Hawaiian, Hmong, Karen, and Khmer. Resources include professional translators and members of the community, and if needed for an in-person or virtual meeting, the ABASD will reach out to contractors to secure the most appropriate translation for the language needs and situation. ABASD's proposal included some samples of communications across past projects which included translation of printed communications into multiple languages.

The SSC considered that ABASD had proposed an advantageous approach in terms of facilitating broad engagement and participation of the public in the redistricting process.

Offeror Capacity (80/100)

As it pertains to Offeror Capacity, ABASD communicated that they currently employ 17 staff members and have the infrastructure to quickly ramp up resources if needed via their organization and with support from their subcontractors. Specific personnel hours estimated to be expended on each task were provided and it was communicated that staff assigned to this agreement will dedicate 50% or more of their hours to support this project. Staff was also centrally located in the Convoy district of San Diego. It was additionally confirmed that their proposed 8-week project plan/timeline was flexible depending on when the IRC receives Federal census information and California modifications. They additionally cited experience on recent City of San Diego COVID related projects and their recent work helping minority businesses receive more than 8,000 hours in technical assistance and nearly \$40,000,000 in disaster relief capital, as examples to support their sufficient capacity to support the needs of the IRC on this project. The SSC considered that ABASD had presented information that clearly demonstrated their capacity to perform at or above expectations.

Price (158/200)

Price Reasonableness (88/100)

ABASD proposed a price of \$149,000 (inclusive of travel costs for in-person meetings as requested in the technical proposal and Exhibit C pricing). Compared to the estimated baseline price/budget of \$200,000 this proposed price was considered by the SSC to be favorable. The Offeror did not qualify for the application of the local preference.

Pricing Risk and Variability (70/100)

ABASD proposed a price for additional as-needed on-site and virtual outreach at \$8,900 and \$8,200 respectively and confirmed that in the event in-person activities were not allowable the price would remain the same due to anticipated A/V, digital recording, and production costs offsetting savings related to venue and travel costs. Additionally, upon clarification, ABASD confirmed fully burdened hourly rates for personnel assigned to the project at between \$63 per hour for administrative support and \$175 per hour for outreach and marketing services plus fixed prices were proposed for other potential as needed additional items such as reproduction, and translation print and services. The SSC concluded that the Offeror had provided reasonable and predictable pricing that serves to limit the pricing risk or variance to the County.

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5.2. Global Urban Strategies, Inc. (Global) (413/1000)

Global met the minimum requirements of the RFP and communicated Offeror and Offeror Personnel experience that was considered by the SSC to have poorly represented their capability to perform to expectations as it relates to the provision of outreach and engagement services of similar nature and scope to that of the IRC's requirements. With regard to the demonstration of knowledge of relevant redistricting requirements pertaining to California and San Diego County, Counties, Cities, and other political subdivisions, Global's experience specifically in this area appeared also to be limited.

Global's proposed technical approach to the broad provision of public outreach and engagement services, and approach to facilitating broad engagement and participation of the public in the redistricting process were considered to have substantial deficiencies and demonstrate a poor understanding of the requirements with key areas of the Statement of Work, methodologies and best practices to facilitate the effective engagement, and plan designs to reflect the Offeror's unique approach to engage citizens in rural and urban communities were not sufficiently addressed. Additionally, substantial information regarding their capacity, which was requested in the RFP, was not provided resulting in the SSC considering that they had poorly represented their capacity to perform to expectations.

Concerning price, Global proposed a fixed price of \$135,000 which was considered to be favorable when compared to the estimated baseline price/budget of \$200,000. Pricing for proposed additional outreach sessions and personnel hourly rates were also considered to be reasonable, and overall pricing was considered to be predictable.

Minimum Requirements - PASS

Global confirmed "Yes" that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4). Additionally, Global confirmed their acceptance of the COSD's terms and conditions (Draft Agreement) and insurance requirements as stated in the RFP. Note, the "Yes" confirmation for minimum requirements 1.1 and 1.2 were confirmed via a clarification with the Offeror.

Offeror and Offeror's Personnel Experience and Qualifications (140/400)

Offeror Experience (40/100)

Global's experience of providing outreach and engagement services included projects performed for several California Cities and Government Agency clients. The nature and scope of such experience included providing translation services, leading outreach efforts, moderating meetings, coordinating press conferences, and managing branding and graphics campaigns. Global did not identify any subcontractors who would be utilized to perform services related to this agreement.

The SSC considered that the examples provided by Global did not fully articulate experience related to some key components included in the scope of this project such as experience seeking and encouraging broad and diverse community input or experience with broad audiences, community organizations, neighborhood associations, faith-based organizations, and local businesses. The SSC concluded that Global had presented experience that poorly represented their capability to perform to expectations as it relates to the provision of outreach and engagement services similar to the scope of this IRC project.

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Offeror Personnel Experience (40/100)

Global provided resumes for the personnel assigned to the agreement which supported many years of collective experience in public engagement, marketing, and outreach. The resumes referenced that some personnel were involved in some of the projects highlighted to support the Offeror's broad outreach and engagement experience such as projects performed for the California Association of Governments, the City of Oceanside, the SR-60 Coalition project, and the I-710 freeway gap closure project; however, the SSC considered that the examples provided did not fully articulate the past experience of personnel related to some key components included in the scope of this project. The SSC concluded that Global had presented personnel experience that poorly represented their capability to perform to expectations as it relates to the provision of outreach and engagement services similar to the scope of this IRC project.

Offeror Experience and Knowledge (40/100)

The past project experience examples provided by Global were considered to identify limited direct elements of redistricting experience. The SSC, therefore, concluded that Global had presented experience that poorly represented their capability to perform to expectations with regard to the demonstration of knowledge of relevant redistricting requirements pertaining to California and San Diego County, Counties, Cities, and other political subdivisions.

References (20/100)

Global provided two references which included project examples cited in their response to the Offeror's experience section of the RFP (City of Oceanside and City of Rosemead). Three additional references were provided for projects performed for the City of Bell Gardens, the City of Murrieta, and the City of El Monte, although a narrative description of these projects was not provided to support similarities in the scope of work as it relates to the IRC's requirements. When contacted, one reference responded providing favorable comments which were supportive of the provision of high-quality services. Collectively, the example projects were not considered to support experience of similar scope to the IRC requirements. The SSC considered that overall, in this section, Global had presented experience that poorly represented their capability to perform to expectations.

Technical Approach (110/400)

Technical Approach (Provision of Public Outreach and Engagement Services) (60/150)

Global confirmed via a clarification their acceptance of the Exhibit A Statement of Work requirements as stated, and proposed a technical approach that included four project phases. Phase 1 included the establishment of a kickoff meeting to identify key deliverables and deadlines, evaluate potential obstacles, develop initial courses of action, and ensure that any potential challenges such as translation needs, hard-to-reach areas, funding concerns, logistical issues, etc. are addressed early in the process. Phase 2 included working to ensure messaging and copy aligns with client objectives and desires, with the Offeror's art team being assigned to work closely with the IRC to ensure proper branding. Translation support needs and print, digital, and web content would also be developed in this phase, with public hearing and outreach dates to be aligned to IRC, County and State guidelines. In phase 3, Global proposed to monitor feedback and support staffing at public meetings and provide translation and outreach support. Global also proposed to utilize its CRM system to support the tracking of questions, concerns, and public input. Phase 4 includes the continued facilitation, translation, and outreach/ engagement to support the activities in phase 3, and the hosting of up to five meetings throughout San Diego plus an additional three public outreach meetings as needed to reach disadvantaged, non-traditional, and hard-to-reach communities. Upon completing the project, Global's team

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proposed to provide the County with a closeout report and all related attachments developed during the project's lifecycle. Global proposed to establish regular checkpoints to continually synchronize the common operating picture and an approval procedure will be developed to ensure accountability on all designed products which was considered to limit/mitigate project risks. Global did not identify subcontractors who would be utilized to perform services related to this agreement.

The SSC considered that Global had proposed a poor approach with substantial deficiencies and had demonstrated a poor understanding of the requirements with key areas of the Statement of Work not being addressed in their proposed approach.

Technical Approach (Engagement and Participation of the Public) (30/150)

Global's proposal included some case study samples of communications across past projects which the SSC considered presented as professional. Upon clarification, Global confirmed that translation services would be provided by bilingual language staff and equipment support (English/second-language options) at each public hearing via live-stream methods. Global articulated that they would take a bilingual approach with each public session, and associated collateral materials, consulting with the County to ensure appropriate language representation is present. Each session would have a live translator and simulcast in a language other than English and all presentation materials would also feature a bilingual format. However, the SSC noted limited information in their proposal regarding the means and methods to be deployed to facilitate engagement and participation of the public in the redistricting process.

The SSC considered that Global had proposed a poor approach with substantial deficiencies and had demonstrated a poor understanding of the requirements as their proposal did not communicate methodologies and/or best practices to facilitate the effective engagement and participation of the public in the redistricting process; or plan designs to reflect their unique approach on how to engage citizens in rural and urban communities, as was requested in the RFP.

Offeror Capacity (20/100)

With regard to capacity, Global confirmed that personnel assigned to the project would be available to the extent proposed for the project's duration; and that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of the County of San Diego/IRC. However, information requested in the RFP such as the specific personnel hours estimated to be expended on each task, and a description of the extent to which their organization has the capacity to accomplish the tasks assigned, was not provided. The SSC concluded that Global had presented information that poorly represented their capacity to perform to expectations.

Price (163/200)

Price Reasonableness (93/100)

Global proposed a price of \$135,000 (inclusive of travel costs for in-person meetings as requested in the technical proposal and Exhibit C pricing). Compared to the estimated baseline price/budget of \$200,000 this proposed price was considered by the SSC to be favorable. The Offeror did not qualify for the application of the local preference. Note, the Offeror was a Certified Micro Business and Certified Disabled Veteran Business Enterprise; however, Global did not qualify for the local preference due to the Offeror not having an address located within the geographic boundaries of San Diego County.

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Pricing Risk and Variability (70/100)

Global proposed a price for additional As-needed On-site and Virtual Outreach at \$6,000 and \$4,800 respectively and confirmed that in the event in-person activities were not allowable a \$17,700 reduction in costs would apply. Global proposed fully burdened hourly rates for additional as-needed personnel resources at rates between \$60 per hour for administrative tasks and \$130 per hour for Senior Staff. The SSC concluded that the Offeror had provided reasonable and predictable pricing that serves to limit the pricing risk or variance to the County.

6. SSC Recommendation

The SSC concludes that the proposal from Asian Business Association San Diego provides the best value to the County.

ABASD, proposed subcontractors, and Offeror personnel were considered to have demonstrated experience that demonstrated their capability to perform to expectations as it relates to the provision of outreach and engagement services of similar nature and scope to that of the IRC's requirements. Although limited experience was identified as it relates to specific knowledge of relevant redistricting requirements pertaining to California and San Diego County, Counties, Cities, and other political subdivisions, ABASD's general experience in conducting broad community outreach to a range of stakeholders across multiple communities was considered to support their overall capability to perform to expectations on this project.

ABASD proposed a technical approach that was considered to be advantageous as it related to both the broad provision of public outreach and engagement services and the facilitation of broad engagement and participation of the public in the redistricting process. In addition, information provided clearly demonstrated their capacity to perform at or above expectations. Furthermore, the proposed fixed price of \$149,000 was considered to be favorable when compared to the estimated baseline price/budget of \$200,000, was below the estimated baseline price/budget of \$200,000, and pricing/cost was considered to be predictable, which limits the pricing risk or variance to the County.

Based upon the foregoing, the SSC recommends that subject to successful contract finalization, a contract be awarded to the Asian Business Association San Diego for the IRC's Public Outreach and Engagement Services.

Submitted by:	Elizabeth Bustos <small>Digitally signed by Elizabeth Bustos Date: 2021.06.18 14:45:01 -07'00'</small> _____ Elizabeth Bustos, SSC Chair, Community Development Liaison	Date:	6/18/21 _____
Approved by:	Jimenez, Barbara <small>Digitally signed by Jimenez, Barbara Date: 2021.06.18 16:13:37 -07'00'</small> _____ Barbara Jiménez, SSA Executive Lead of the County of San Diego Independent Redistricting Commission	Date:	6/18/21 _____

Evaluation Criteria/ sub criteria	Rubric/ Evaluation Method	Evaluation Standard		Asian Business Association San Diego	Global Urban Strategies
Mandatory Minimum Requirements					
Requirement				Consensus Yes/No Evaluation	Consensus Yes/No Evaluation
Elections Code Compliance	Minimum standard	Confirmation that the personnel of the Offeror assigned to this project and the personnel of any subcontractor assigned to this project meet the requirements of Elections Code 21551(d) and 21550(c)(4).		Pass	Pass
Terms and Conditions	Minimum standard	Acceptance of County of San Diego (COSD)'s terms and conditions (Draft Agreement) and insurance requirements as stated in this RFP, or acceptance with exceptions that are acceptable to the County.		Pass	Pass
Result (Mandatory Minimum Requirements - Pass/Fail)					
Scored Criteria					
			*Weighting Factor (percentage)	consensus evaluation score / Offerors price **Points	consensus evaluation score / Offerors price ** Points
Offeror and Offeror's Personnel Experience and Qualifications					
Offeror Experience	Standard rubric	The nature and depth of Offeror's (and sub-contractors) experience providing services of a similar scope to that of the County of San Diego Independent Redistricting Commission ("IRC")'s requirements in the Statement of Work with an emphasis on providing outreach and engagement to California Counties/Cities/Political subdivisions and Redistricting commissions. The extent of personnel experience relevant to providing services of a similar scope to that of the IRC's requirements for tasks assigned.	10	7 70	4 40
Offeror Personnel Experience	Standard rubric		10	7 70	4 40
Offeror Experience and Knowledge	Standard rubric	The extent to which Offeror's experience demonstrates knowledge of relevant redistricting requirements pertaining to California Counties and San Diego County in particular, Cities, and other political subdivisions.	10	4 40	4 40

RFP 10926 Evaluation Tool

Evaluation Criteria/ sub criteria	Rubric/ Evaluation Method	Evaluation Standard		Asian Business Association San Diego	Global Urban Strategies
References	Standard rubric	The provision of favorable references that support stated experience relevant to providing high-quality outreach and engagement services similar in scope to the IRC's requirements.	10	8	20
Sub-Total (Offeror and Offeror's Personnel Experience and Qualifications)			40	260	140
Technical Approach					
Technical Approach	Standard rubric	The extent to which the Offeror will deliver comprehensive, high quality, innovative, low risk, efficient, and effective public outreach and engagement services pertaining to redistricting (standard applied to their broad overall approach to the provision of public outreach and engagement services).	15	8	60
Technical Approach	Standard rubric	The extent to which Offeror's approach on outreach and engagement in San Diego County that will facilitate engagement and participation of the public in the redistricting process (standard applied specifically to how their proposed approach will facilitate the engagement and participation of the public in the redistricting process).	15	8	30
Offeror Capacity	Standard rubric	The extent to which the Offeror has the capacity to both accomplish the tasks assigned in the required time frame, and adapt to unforeseen changes to the project schedule, timeline and workload demands.	10	8	20
Sub-Total (Technical Approach)			40	320	110

Standardized scoring rubric for qualitative evaluation of price and non-price factors and subfactors					
0 - 1	2 - 4	5 - 6	7	8	9 - 10
Inadequate	Weak	Marginal	Acceptable	Good	Outstanding
<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet most or critical requirements - contains significant deficiencies in approach - does not demonstrate an understanding of the requirements - presents qualifications or experience that do not demonstrate the capability or capacity to perform to expectations - Provides unacceptably unfavorable or unpredictable costs to the County -provides unacceptable risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet many or important requirements - presents a poor approach with substantial deficiencies - demonstrate a poor understanding of the requirements - presents qualifications or experience that poorly represent the capability or capacity to perform to expectations - Provides highly unfavorable or unpredictable costs to the County - introduces significant risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - does not meet some requirements - presents a marginal approach - demonstrate a marginal understanding of the requirements - presents qualifications or experience that marginally represent the capability or capacity to perform to expectations - Provides unfavorable or unpredictable costs to the County - introduces undesired risk or cost to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements - presents an acceptable approach - demonstrates an accurate understanding of the requirements - presents qualifications or experience that demonstrate the capability or capacity to perform to expectations - provides reasonable and predictable costs to the County - does not introduce meaningful additional risk to the County 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements with some added value - presents an advantageous approach -presents qualifications or experience that clearly demonstrate the capability or capacity to perform at or above expectations - provides beneficial cost to the County - does not introduce meaningful additional risk to the County; may reduce or mitigate some risk 	<p>Proposal:</p> <ul style="list-style-type: none"> - substantially meets requirements with significant added value - presents a strong approach with clear advantages or innovation - presents qualifications or experience that strongly demonstrate the capability or capacity to perform above expectations - provides advantageous cost to the County - does not introduce meaningful additional risk to the County; may reduce or mitigate substantial risk
<p>Score each factor or subfactor in accordance with the elements in the rubric above. Assigning a particular score does not require that every positive element within that scoring category be met, or that every unfavorable element be present. Strengths or weaknesses related to any element may outweigh strengths or weaknesses related to other elements.</p>					
Standardized scoring methodology for quantitative price evaluation					
<p>Pricing Calculation - Reasonableness: A baseline price is established as the standard by which all the proposals are evaluated. That baseline may be the pricing under the current agreement (with or without escalation), the results of a cost/price analysis, a budgetary estimate, or some other reasonable estimate. One at a time, each proposal is evaluated by taking the difference between the proposal being evaluated and the baseline price and dividing it by the price of the baseline price. That fraction is then multiplied by 70% of the max score. A price equal to the baseline price will result in a score of 70% of the maximum score.</p>					
$PS = .7MS \times (1 - ((PP-BP)/BP))$		PS = Pricing Score	BP = Baseline Price	MS = Maximum Score	PP = Proposal Price
Overall Price/Cost evaluation may include both qualitative and quantitative subfactors.					