



HERB**WESSON**  
AND ASSOCIATES

**BEAR**

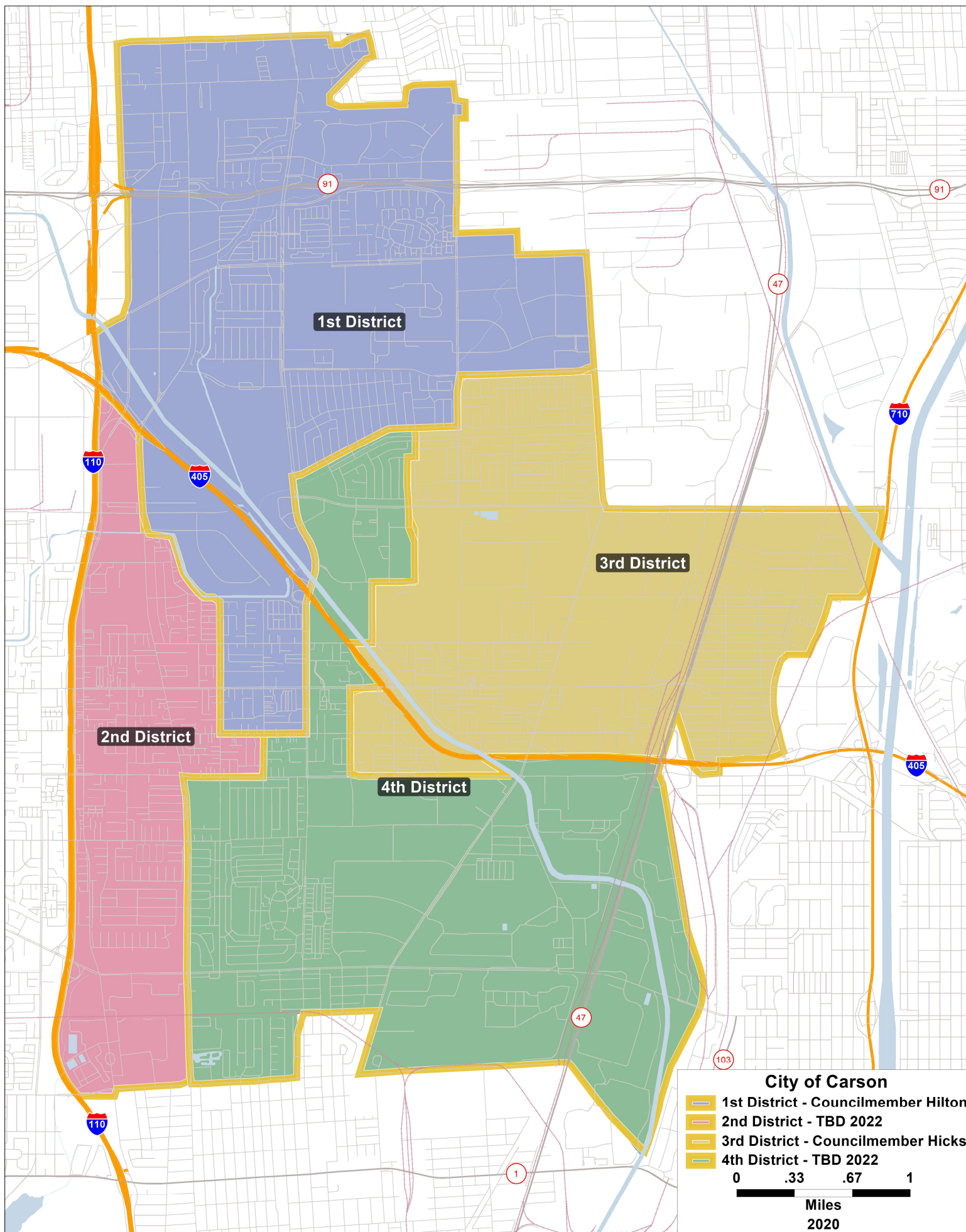
DEMOGRAPHICS & RESEARCH

City of  
**CARSON**

RFP 21-016  
Demographer Services

**BID PROPOSAL**

April 22, 2021



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April 22, 2021

Sander Huang  
Purchasing Manager  
City of Carson  
701 East Carson Street  
Carson, CA 90745

**RE: RFP 21-016 - DEMOGRAPHER SERVICES**

Dear Mr. Huang:

Please accept this submitted proposal as an indication of our genuine and sincere interest to serve as the consultants for the 2021-22 City of Carson redistricting process. As noted in Section 2 of the proposal, I have served in leadership positions on several projects in the past, including the 2001 California State Assembly map, the 2002 Los Angeles City Council and Los Angeles Unified School District Board of Education (LAUSD) maps, the 2012 Los Angeles City Council map, the 2012 Central Basin Municipal Water District Board of Directors map, the forthcoming 2021 LAUSD map, and more recent 2020 Census-related litigation expert testimony.

My partner in this endeavor is the Honorable Herb. J. Wesson, Jr., Los Angeles City Council President Emeritus and owner of Herb Wesson and Associates LLC. As a former Los Angeles City Councilmember and City Council President for eight years, a former California State Assemblymember and 65th Speaker of the State Assembly for two years, as well as former Chief of Staff to Los Angeles County Supervisor Yvonne Burke, Mr. Wesson is arguably the top legislative strategist and community engagement expert in Southern California. Together, we have the skills and necessary expertise to provide a top tier redistricting experience for the City, built on our many years of experience and knowledge on the subject matter.

Lastly, our team includes partners in the law firm of Olson Remcho, Robin Johansen, Thomas A. Willis, and Kristen Mah Rogers, legal experts and practitioners with decades of experience in redistricting law and litigation.

The team's approach to redistricting is one of collaboration, working with, and taking direction from the Mayor and City Council to develop a plan of action that is structured and meets the objectives, criteria, and timeline developed and adopted by the City. This includes satisfying all requirements of local, state, and federal laws, as well as the County Registrar of Voters, at the

highest level of excellence. Our key objective is to maximize public participation under the direction of the Mayor and City Council in compliance with the California FAIR MAPS Act (AB 849 and AB1276), while providing the entire spectrum of possibilities and options to the City of Carson within the legal parameters of redistricting – as the Mayor and City Council deliberate toward a draft and final map.

Our previous redistricting work history indicates that we are thoughtful and flexible individuals who reliably meet deadlines. Over the last few decades, we have performed the tasks required in less than a four-month period for several jurisdictions including when dictated by a Charter or municipal code. Even though the 2020 Census PL 94-171 data will not be released until the end of September 2021 as announced by the U.S. Census Bureau on February 19th, the City of Carson will have plenty of time to meet the state mandated deadline of April 17, 2022. Our consistent ability to complete the task within the time frame allotted by state law, while providing plenty of time for the Registrar of Voters to complete the redrawing of voter precinct boundaries prior to the 2022 Election cycle, will be paramount to meeting the needs of the City of Carson under this scope of work. The attentiveness and accountability necessary to produce a trusted and quality map is something our team excels at.


Our understanding of redistricting and the Census over the last four decades, including the importance of outreach and public engagement, will be invaluable to the Mayor and City Council in order to provide best practices for maximizing technical expertise, multi-lingual public input, and collaboration built on ethical competence, communities of interest, compactness, contiguity, and local, federal, and state legal requirements – resulting in a transparent, open, non-partisan, and community-based redistricting process conducted by the Mayor and City Council for the residents of the City of Carson.

As the Principal & Owner of Bear Demographics & Research LLC, I am authorized to contract on behalf of my firm. Furthermore, the firm is in good standing with the California Secretary of State and our entity number is 202100811071.

We look forward to the opportunity to personally discuss this proposal in more detail with City staff and the Mayor and City Council. Please do not hesitate to contact us if you need any further information.

Thank you for your time and consideration.

Respectfully Yours,



Andrew J. Westall  
Principal & Owner

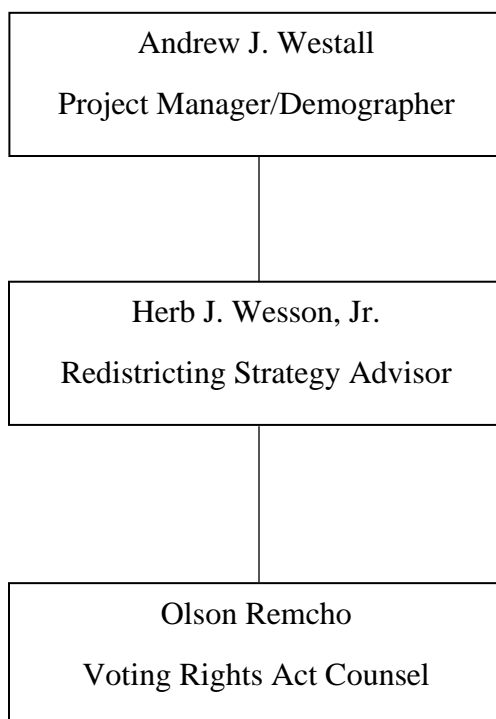
## Section 2 – Experience and Subcontractor List

### **FIRM INFORMATION**

Andrew J. Westall  
Principal & Owner  
Bear Demographics & Research LLC  
10061 Riverside Drive, #144  
Toluca Lake, CA 91602  
323.708.2478 · ajwestall@gmail.com  
Authorized Representative: Andrew J. Westall

Founded in 2021 with the Principal having over 24 years of redistricting experience, and the project team with over 100 years of combined experience.

### **Organizational Chart and Project Team**



### **ANDREW J. WESTALL**

Mr. Westall has been involved in the redistricting process at the local and state level in the State of California since the late 1990s under the initial tutelage of UCLA’s Dr. Leobardo Estrada, a renowned national expert on ethnic and racial demographic trends, particularly in the Latino/a/x community; and Dr. J. Eugene Grigsby III, a renowned social justice advocate and current President & CEO of the National Healthcare Foundation. During this time, Mr. Westall authored the publication “Reapportionment, Redistricting and the Latino Community: 2000 and Beyond” for the NALEO Educational Fund as his master’s thesis. The publication was distributed to

hundreds of Latino/a/x elected and appointed officials from across the United States at the 2000 NALEO Educational Fund National Conference in Denver, Colorado.

As a staff member to then-Speaker of the Assembly Robert M. Hertzberg, Andrew Westall worked with Assembly consultants out of Caltech to build the data sets for the Statewide Database and the 2001 redistricting process, prior to the drafting of plans. He drew 43 of the 80 State Assembly seats in the adopted 2001 California State Assembly map, as well as several draft plans for State Senate and Congressional District maps. Mr. Westall's state experience also includes expert affidavits and testimony during the successful State Supreme Court litigation process with respect to the State Senate district boundaries after the plan was approved. Throughout his tenure with the California State Assembly, Mr. Westall also participated in the technical development and creation of the 2000, 2002, 2003, and 2004 State Elections data sets that also reside on the Statewide Database website.

In 2001-02, Andrew Westall served as the Technical Director for both of the appointed Commissions that recommended the LAUSD and City Council maps to the Los Angeles City Council. During this time, Mr. Westall built the data sets used by each Commission, as well as worked with Commissioners on several draft plans, the final recommended plan, and all associated technical reports.

In 2011-12, Andrew Westall served as the Executive Director for the Los Angeles City Council Redistricting Commission. During this time, Mr. Westall was also the line drawer for the Central Basin Municipal Water District, as well as provided pro-bono line drawing and analysis for the Los Angeles County Federation of Labor with respect to the 2011 California Citizens Redistricting Commission process.

From 2018 to the present, Mr. Westall has provided expert testimony and affidavits on behalf of the City of Los Angeles and the State of California with respect to the 2020 Census in successful litigation, including on the issue of adding a question regarding citizenship and the attempt to remove non-citizens from the PL 94-171 database that will be forthcoming by the U.S. Census Bureau on September. Mr. Westall has also been recently hired to serve as the Executive Director for the 2021 LAUSD Redistricting Commission.

California State Assembly Map (2001)

The Honorable Robert M. Hertzberg

State Senator, District 18 and former Speaker of the Assembly (2000-2)

State Capitol, Room 313

Sacramento, CA 95814

818.371.6764

norma.zendejas@sen.ca.gov (Norma Zendejas - Executive Assistant and Scheduler)

Los Angeles City Council Redistricting Commission/City of Los Angeles (2001-02)

Jackie Dupont-Walker

former Vice Chair (2001-02; 2011-12)

City of Los Angeles

200 N. Spring Street

Los Angeles, CA 90012  
213.494.9493  
jdupontw@aol.com

City of Los Angeles Redistricting Commission for the LAUSD/City of Los Angeles (2001-02)

The Honorable David Tokofsky  
Board Member (ret.), 5<sup>th</sup> District  
Los Angeles Unified School District  
333 South Beaudry Avenue  
Los Angeles, CA 90017  
213.392.3846  
davidtokofsky@gmail.com

Los Angeles City Council Redistricting Commission/City of Los Angeles (2011-12)

The Honorable Herb J. Wesson, Jr.  
Los Angeles City Council President Emeritus  
200 N. Spring Street  
Los Angeles, CA 90012  
323.828.8590  
wessonhj10@gmail.com

Central Basin Municipal Water District (2012)

Tizoc DeAztlán  
President  
DeAztlán Consulting  
78115 Calle Estado #206  
La Quinta, CA 92253  
310.699.3201  
Tizoc@DeAztlánConsulting.com

**HERB J. WESSON, JR.**

Herb J. Wesson, Jr. served as the President of the Los Angeles City Council from November 2011 through 2019 and represented Council District 10 from 2005 to 2020. Wesson is the first African American to hold the position of Council President in the City's history and was re-elected three times to lead the City's legislative body. During his tenure as Council President, Wesson presided over monumental policy initiatives making Los Angeles a better place to live, work and raise a family. Not only have local policy initiatives—which include raising the minimum wage, pension reform, the 2028 Olympics and Paralympic Games, and consolidating city elections to increase voter turnout—positively affected local residents, but in many cases the city's actions have spurred state and national response and served as a model for similar policies.

Wesson chaired several committees including the Ad Hoc Committee on Police Reform, Board of Referred Powers, the Ad Hoc Committee on the 2028 Summer Olympics, and the Housing, Community, and Economic Development Committee. He also served as the Vice Chair of the Ad Hoc Committee on Comprehensive Job Creation, the Vice Chair of the Ad Hoc Committee on



COVID-19 Recovery and Neighborhood Investment, and a member of Transportation Committee. As chair of the Rules, Elections, and Intergovernmental Relations Committee, Wesson facilitated the empowerment of Neighborhood Councils while finding new and innovative ways to engage the public and promote civic engagement. Wesson also tackled the issues of cannabis, campaign finance reform, and the placement of Proposition HHH on the November 2016 ballot as Chair of the Committee, a \$1.2 billion supportive housing bond.

### ***Career Highlights***

- Chief of Staff, Office of Los Angeles City Councilmember Nate Holden, 1987 – 1992
- Chief of Staff, Office of Los Angeles County Supervisor Yvonne Burke, 1992 – 1997
- Assemblymember, California State Assembly, 47th District, 1998 – 2004
- 65th Speaker of the California State Assembly, 2002 – 2004
- Los Angeles City Councilmember, 10th Council District, 2005 – 2020
- President of the Los Angeles City Council, 2011 – 2019

### ***Redistricting Highlights***

- 1993 Los Angeles City Council
- 2001 California State Legislature
- 2011-12 Los Angeles City Council
- 2011-12 Los Angeles Unified School District

## **OLSON REMCHO**

Olson Remcho, LLP was established in 2020 by the merger of Remcho Johansen & Purcell, LLP and Olson Hagel & Fishburn LLP. Its predecessor firms have more than thirty-five years' experience advising public entities on issues involving redistricting and helping them develop redistricting plans that comply with all applicable criteria, while at the same time maximizing electoral opportunities for competing interest groups so as to minimize the likelihood of legal challenges.

Over the last three decades and decennial census cycles, Olson Remcho attorneys have advised and represented the California State Assembly, Senate, and municipalities on redistricting matters, including the drawing of municipal, legislative, and congressional districts.

Our clients include many municipalities and local agencies, whom we have advised and continue to advise on various redistricting initiatives and legislation, including the California Voting Rights Act ("CVRA"), the FAIR MAPS Act, the federal Voting Right Act and AB 1276 (2020 Cal. Stats. ch. 90), which added requirements to the local redistricting process. Our municipal redistricting practice has included advice and counseling regarding mid-decennial redistricting to convert at-large districts to CVRA-compliant districts, and our attorneys have attended public meetings to explain relevant laws and procedures and present information regarding redistricting and line-drawing. We are also experienced in defending municipal redistricting plans if they are later challenged in court. Recently, we successfully defended the City of Los Angeles's 2012

Redistricting Ordinance against a lawsuit alleging that district boundaries violated the federal and state Constitutions, and the Los Angeles City Charter. *Lee v. City of Los Angeles*, 908 F.3d 1175 (9th Cir. 2018), cert. denied, 2019 U.S. LEXIS 3748 (June 3, 2019). Other representative engagements include *City of Berkeley v. Dupuis*, Alameda County Superior Court, No. RG14720117 (2014), where Olson Remcho attorneys successfully represented the City in an effort to use the Council-approved redistricting map until a referendum election took place.

Finally, Olson Remcho attorneys have long represented one or both houses of the State Legislature on statewide redistricting matters. For example, in June of 2020, Olson Remcho attorneys filed a successful original writ in the California Supreme Court seeking relief on behalf of the State Legislature from census certification deadlines due to the current COVID-19 pandemic. *Legislature of the State of California v. Padilla*, 9 Cal. 5th 867 (2020). In the last legislatively-drawn redistricting cycle in 2001, Olson Remcho attorneys worked closely with legislators and line-drawers to draft a plan that met all of the redistricting criteria and at the same time was approved by two-thirds of the members of each house. Olson Remcho attorneys successfully defended the Legislature’s plans in two separate lawsuits, one in federal court raising Voting Rights Act and Equal Protection claims (*Cano v. Davis*, 211 F. Supp. 2d 1208 (C.D. Cal. 2002)) and one in state court based on the requirement to keep cities whole to the extent possible (*Nadler v. Schwarzenegger*, 137 Cal. App. 4th 1327 (2006)).

Our municipal redistricting clients include the following:

- City of Long Beach
- City of Danville
- City of San Ramon
- Dublin San Ramon Services District
- City of Vacaville
- City of Brentwood
- City of Concord
- City of Livermore
- Redwood City

For each of these clients, Olson Remcho has provided comprehensive, individualized legal counsel throughout the locality’s redistricting process. Our work has focused upon reviewing and advising on the municipality’s redistricting process and final maps, to ensure compliance with federal, state, and local laws including the federal Voting Rights Act, the California Voting Rights Act, the California FAIR MAPS Act, and local laws including city charters.

## **ROBIN JOHANSEN**

Robin B. Johansen is a partner with Olson Remcho. She previously co-founded the law firm of Remcho Johansen & Purcell which merged with Olson Hagel & Fishburn LLP in January 2020 to form Olson Remcho. Ms. Johansen was admitted to the California Bar in 1977 and the Bar of the District of Columbia in 1979. She is a graduate of the University of Illinois (B.A., cum laude, 1968) and Stanford Law School (J.D., 1977).

Ms. Johansen was Senior Article Editor, *Stanford Law Review*, Volume 29, and is the author of “The New Federalism: Toward a Principled Interpretation of the State Constitution,” 29 *Stanford*

Law Review 297, 1977 and “Searches and Seizures on Church Premises: Weighing the Privacy Rights of Religious Bodies” in Kelley, Government Intervention in Religious Affairs II.

Ms. Johansen is a member of the California Academy of Appellate Lawyers and appears on the Northern California Super Lawyers list. She served on the Board of Directors of First Place for Youth, a statewide organization serving former foster youth and on the Board of Directors of Coro Northern California. From 1992 to 1993, she was a member of the State Citizens’ Commission on Ballot Initiatives, and in 1974, Ms. Johansen was a research assistant to the U.S. House of Representatives’ Impeachment Inquiry staff.

Ms. Johansen has represented numerous local governmental entities on a variety of public policy issues and has worked extensively on matters involving the initiative and referendum process at both the state and local levels, and on matters of redistricting. She has also represented a broad range of clients, including the California Legislature, the State Superintendent of Public Instruction and the State Controller, in public policy, school finance, and constitutional litigation in both state and federal courts.

### **THOMAS A. WILLIS**

Thomas A. Willis is a partner specializing in election, redistricting, and campaign finance law.

He is campaign counsel for Governor Gavin Newsom and served in the same role for the previous two Democratic Governors. He also represents the California Democratic Party.

He also has advised many ballot measure committees, including the Governor’s committees for Propositions 1 and 2, Airbnb’s committee opposing San Francisco’s Measure F, and the San Francisco Giants’ committees in support of Measure D (Mission Rock).

Mr. Willis has litigated a number of important election law, redistricting and campaign finance cases, including successfully defending the California Legislature’s 2011 redistricting plan. *Nadler v. Schwarzenegger*, 137 Cal. App. 4th 1327 (2006); *Cano v. Davis*, 191 F. Supp. 2d 1135 (C.D. Cal. 2001); 211 F. Supp. 2d 1208 (C.D. Cal. 2002), *aff’d*, 537 U.S. 1100 (2003). Most recently, he successfully defended in the trial and appellate court the City of Los Angeles’ redistricting plan. *Lee v. City of Los Angeles*, 88 F. Supp. 3d 1140 (C.D. Cal. 2015), *aff’d* 908 F.3d 1175 (9th Cir. 2018).

His other notable cases include *McDonough v. Superior Court*, 204 Cal. App. 4th 1169 (2012) (challenge to ballot question for San Jose pension initiative); *Americans for Safe Access v. County of Alameda*, 174 Cal. App. 4th 1287 (2009) (defending county’s recount procedures); *Lindelli v. Town of San Anselmo*, 111 Cal. App. 4th 1099 (2003) (contesting use of referendum for interim contract); and *People ex rel. Found. for Taxpayer & Consumer Rights v. Duque*, 105 Cal. App. 4th 259 (2003) (defending members of CPUC from quo warranto).

Mr. Willis is an expert on the California Voting Rights Act and advises a number of municipalities on compliance under the Act’s requirements.

Mr. Willis also advises state and local agencies on redistricting, election law, conflicts of interest, and initiatives and referenda. Those clients have included the Governor's Office, the State Assembly, the City of Oakland, the City of Richmond, the City of Redwood City, and the San Francisco Unified School District. Mr. Willis also represents clients before the Federal Elections Commission, the California Fair Political Practices Commission, and the San Francisco Ethics Commission. He advises candidates, state and local agencies, campaign committees, initiative and referendum committees, corporations and nonprofits about these laws and the electoral process, including election procedures.

### **KRISTEN MAH ROGERS**

Kristen Mah Rogers is a partner at Olson Remcho LLP.

Ms. Rogers represents public and private clients in litigation over election law, education funding, public policy, and constitutional issues with a focus on federal litigation. Ms. Rogers also advises clients on political and government law matters, including conflict of interest and ethics regulations. Her work has focused on counseling clients on ballot measures and referenda, including drafting statewide and local ballot initiatives, and defending such measures in subsequent litigation, as well as redistricting.


Prior to joining the firm, Ms. Rogers was a litigation associate with Farella Braun + Martel LLP, where she represented clients in high-stakes litigation in civil and criminal matters. From 2014 until mid-2015, she clerked for the Honorable Yvonne Gonzalez Rogers of the United States District Court for the Northern District of California. Before that, she was an associate in the Washington, D.C. office of Jenner & Block LLP, where she represented clients in state and federal litigation on a variety of matters, including successful election redistricting cases involving novel state constitutional questions from the trial court level through expedited State Supreme Court review.

Throughout her legal career, Ms. Rogers has pursued a diverse pro bono practice, including representing clients seeking asylum and parole, and successfully challenging a statewide voter purge. During law school, Ms. Rogers interned at the San Francisco City Attorney's Office, participated in Harvard's Trauma and Learning Policy Initiative, was a legislative history research assistant for Eloise Pasachoff on the Individuals with Disabilities Education Act, and was an editor for the Harvard Civil Rights-Civil Liberties Law Review and Harvard Law and Policy Review. Prior to law school, she taught middle school American history and English language arts as part of Teach for America.

Ms. Rogers is a graduate of University of California, Berkeley (B.A. with honors; Phi Beta Kappa), Pace University (M.S.T.), and Harvard Law School (J.D., cum laude). She was admitted to the California Bar in 2010 and the District of Columbia Bar in 2012.

# Andrew Westall

 ajwestall@gmail.com

 323-708-2478

 [linkedin.com/in/andrewwestall](https://www.linkedin.com/in/andrewwestall)

## Summary

Expertise in Redistricting, Demographics, GIS (Maptitude and ArcGIS), Political Campaigns, and Elections/Redistricting Law; Cannabis Regulations, Taxation, Enforcement, and Social Equity; Local Ballot Measures (e.g., Taxation, Bonds, Charter Amendments, Housing, Elections Reform, Cannabis, etc.); City Management; Planning, Land Use, Housing, Homelessness, Environment, Economic Development, Community Development, Neighborhood Services, Recreation, and Transportation policy, financing and development; Public Finance, Budgeting, Labor Relations, and Grant Funding; and Community Outreach, Diversity, Inclusion, Equity, and Intergovernmental Relations.

## Experience

### Executive Director

Los Angeles Unified School District Redistricting Commission

Mar 2021 - Present (1 month +)

Chief Executive and Financial Officer for the LAUSD Board of Education redistricting process, the largest independently elected school district in the United States.

### Principal & Owner

Bear Demographics & Research LLC

Jan 2021 - Present (3 months +)

Specializing in redistricting, demographics, GIS (Maptitude and ArcGIS), political consulting, cannabis regulations, local ballot measures, land use/city planning, and city/county management consulting

### Deputy Chief of Staff (2012-16) and Co-Chief of Staff (2016-20)

Office of Los Angeles City Council President Herb J. Wesson, Jr.

Apr 2012 - Dec 2020 (8 years 9 months)

Co-manager and supervisor for the City Council President's personal staff of 27 employees with oversight of Council District 10 (pop. 275,000); administrator and supervisor of all discretionary funds, contracts, city planning, and public improvement approvals/projects for Council District 10; lead staff member for the Councilmember's legislative portfolio; and chief strategist for community and media response.

Lead staff member and strategist for the City Council for eight years with oversight of the management, organization, and publication of the City Council agendas three times a week, while managing teams of up to 50 employees across multiple departments on the issues of budget, revenue strategies, ballot measures, pensions, recreation and parks, environment and utilities, intergovernmental relations, public safety, cultural arts, labor, housing, planning, economic development, infrastructure, cannabis, and transportation in the City of Los Angeles.

Lead staff member for the Ad Hoc Committee on the 2028 Olympics and Paralympic Games, the Ad Hoc Committee on Police Reform, the Board of Referred Powers, and the Rules, Elections, and

Intergovernmental Relations Committee chaired by the Council President; staff member for the Ad Hoc Committee on COVID-19 Recovery and Neighborhood Investment, and the Southern California Association of Governments.



## **Executive Director**

### **Los Angeles City Council Redistricting Commission**

Nov 2011 - Mar 2012 (5 months)

Chief Executive and Financial Officer for the City of Los Angeles' City Council redistricting process with oversight of six staff members employed and monitored twenty-seven contractors during the Commission's work; organized twenty-two public testimony hearings at various city and non-city facilities, as well as comprehensive citywide outreach with more than 5,000 attendees and 6,551 written public comments; organized 11 additional regular and special Commission meetings; and issued a 950-page report to the City Council on time and under budget.



## **Senior Deputy**

### **Office of Los Angeles City Councilmember Herb J. Wesson, Jr.**

Nov 2005 - Nov 2011 (6 years 1 month)

Chief strategist and manager of all planning, economic development, transportation, and housing policy recommendations, funding acquisition, and projects for Council District 10; and staff member for the Exposition Metro Line Construction Authority.

Lead staff member for the Housing, Community, and Economic Development Committee chaired by the Councilmember for six years with oversight of \$2 billion yearly in operational budgets, contracts, and construction projects by the Housing Department, Housing Authority, Community Development Department, and the Community Redevelopment Agency, including development and implementation of the Housing Element of the City's General Plan; and staff member for the Transportation Committee.



## **Adjunct Professor**

### **Pasadena City College**

Jan 2003 - May 2010 (7 years 5 months)

Part-time professor teaching Political Science and American Institutions with instruction to over 2,000 students.



## **Assistant to the Speaker**

### **California State Assembly**

Jan 2001 - Nov 2005 (4 years 11 months)

Legislative staff member for Speakers of the Assembly Robert M. Hertzberg, Herb J. Wesson, Jr., and Fabian Nuñez in the areas of electoral strategy, GIS mapping, demographics, statistics, and redistricting; demographer and analyst for State 2001 redistricting process; chief line drawer for 43 of the 80 Assembly districts in California in 2001; drafter of alternative plans for the Board of Equalization, State Senate, and House of Representatives; provided guidance and negotiated between various state legislators and legislative caucuses with respect to final district boundaries. Participated in the technical development and creation of the 2000, 2002, 2003, and 2004 State Elections data sets, as well as the 2001 State Redistricting data set, that reside on the Statewide Database website.



### **Technical Director**

City of Los Angeles Redistricting Commission for the LAUSD

Nov 2001 - Apr 2002 (6 months)

Chief line drawer for the 7 LAUSD Board of Education districts.



### **Technical Director**

Los Angeles City Council Redistricting Commission

Nov 2001 - Apr 2002 (6 months)

Chief line drawer for the 15 City Council districts; organized 16 public testimony hearings in every region of the City with more than 3,000 attendees and over 5,000 written public comments; submitted technical reports and developed, maintained, and updated website.



### **Field Representative**

Office of Speaker of the Assembly Robert M. Hertzberg

Feb 1999 - Dec 2000 (1 year 11 months)

Staff member and Speaker representative at community events, forums, meetings, and other policy discussions in the areas I staffed – transportation, the environment, water, health care, land use, and other issues affecting the San Fernando Valley; lead staffer for the summer intern program overseeing twenty-plus interns in each of two consecutive summers; database programmer and developer of filing systems, phone logs, and phone books for the Speaker.



### **Consultant**

NALEO Educational Fund

Sep 1997 - Jun 2000 (2 years 10 months)

Chief researcher and author of publication on reapportionment and redistricting of legislative and congressional districts after the 2000 Census, emphasizing the Latino/a/x community in seven states; Presenter of publication at the 2000 National Conference in Denver, Colorado distributed to hundreds of elected and appointed officials.



### **President**

Graduate Students Association (GSA), UCLA

May 1997 - Jun 1998 (1 year 2 months)

Chief Executive and Financial Officer for the Graduate Students Association, the official student government of approximately 10,000 graduate and professional students; elected position; author of numerous editorials (see publications); successfully advocated for the construction of new graduate student housing near campus and free ridership for students on the Santa Monica Big Blue Bus.



### **Legislative Aide**

Office of Assemblymember Deborah V. Ortiz

Jun 1997 - Sep 1997 (4 months)

Policy analyst for Assemblymember on issues of foster care and child abuse in Sacramento County; coordinator of taskforce to reinforce the continuum of care for children to end the increase in child deaths from parental abuse.

## Education



### **University of California, Los Angeles**

Master of Arts - MA, Urban Planning

1996 - 1999

Emphasis in environmental, transportation, and recreational public policy, municipal finance, city planning, demographics, GIS mapping, and redistricting.

Chief Executive and Financial Officer for the Graduate Students Association, the official student government of approximately 10,000 graduate and professional students; elected position; author of numerous editorials (e.g. civic participation/voting, public transit, pedestrian safety, etc.) and Winter 1997 Viewpoint columnist for The Daily Bruin; successfully advocated for the construction of new graduate student housing near campus and free ridership for students on the Santa Monica Big Blue Bus.



### **University of California, Davis**

Bachelor of Arts - BA, Political Science-Public Service

1993 - 1996

Emphasis in urban, environmental, transportation, economic, and social public policy, as well as various ethnic studies disciplines (e.g. African-American, Chicana/Chicano, and Asian-American studies).

Served in leadership positions for two years as ritual officer and President of the Sigma Delta chapter of the Chi Phi Fraternity. Published an opinion-editorial in The California Aggie on racial justice.

## Licenses & Certifications



**Certified Planner (AICP) Pending** - American Institute of Certified Planners (AICP)

## Skills

Redistricting • Demographics • Geographic Information Systems (GIS) • City Management • Strategic Planning • Community Outreach • Public Speaking • Land Use Planning • Project Management

## Honors & Awards



**Award of Merit: Comprehensive Plan Award: Large Jurisdiction** - APA California

2017

West Adams-Baldwin Hills-Leimert Park Community Plan and Implementing Ordinances  
City of Los Angeles



**Social Change and Diversity Award** - APA Los Angeles

2018

Cannabis Social Equity Program  
City of Los Angeles



# HERB J. WESSON JR.

Owner, Herb Wesson & Associates LLC

wessonhj10@gmail.com • 323.828.8590

## **About Los Angeles City Council President Emeritus Herb J. Wesson, Jr.**

Herb J. Wesson, Jr. served as the President of the Los Angeles City Council from November 2011 through 2019 and represented Council District 10 from 2005 to 2020. Wesson is the first African American to hold the position of Council President in the City's history and was re-elected three times to lead the City's legislative body. During his tenure as Council President, Wesson presided over monumental policy initiatives making Los Angeles a better place to live, work and raise a family. Not only have local policy initiatives—which include raising the minimum wage, pension reform, the 2028 Olympics and Paralympic Games, and consolidating city elections to increase voter turnout—positively affected local residents, but in many cases the city's actions have spurred state and national response and served as a model for similar policies.

Wesson chaired several committees including the Ad Hoc Committee on Police Reform, Board of Referred Powers, the Ad Hoc Committee on the 2028 Summer Olympics, and the Housing, Community, and Economic Development Committee. He also served as the Vice Chair of the Ad Hoc Committee on Comprehensive Job Creation, the Vice Chair of the Ad Hoc Committee on COVID-19 Recovery and Neighborhood Investment, and a member of Transportation Committee. As chair of the Rules, Elections, and Intergovernmental Relations Committee, Wesson facilitated the empowerment of Neighborhood Councils while finding new and innovative ways to engage the public and promote civic engagement. Wesson also tackled the issues of cannabis, campaign finance reform, and the placement of Proposition HHH on the November 2016 ballot as Chair of the Committee, a \$1.2 billion supportive housing bond.

## **Career Highlights**

- Chief of Staff, Office of Los Angeles City Councilmember Nate Holden, 1987 – 1992
- Chief of Staff, Office of Los Angeles County Supervisor Yvonne Burke, 1992 – 1997
- Assemblymember, California State Assembly, 47th District, 1998 – 2004
- 65th Speaker of the California State Assembly, 2002 – 2004
- Los Angeles City Councilmember, 10th Council District, 2005 – 2020
- President of the Los Angeles City Council, 2011 – 2019

## **Personal Life**

Council President Wesson has been happily married to Fabian Wesson for more than 36 years and is the proud father of four sons- Douglas, P.J., Herb III, and Justin. Wesson is grandfather to four grandchildren- Patrick, Maileah, Tatyana, and Lincoln. When Council President Wesson is not spoiling his grandchildren, you can find him on the links with his wife. He is a graduate of Lincoln University in Pennsylvania with a BA in History.

**EXHIBIT "C"**  
**SCHEDULE OF COMPENSATION**

**I. Consultant shall perform the following tasks at the following rates:**

The Cost Proposal listed below is all-inclusive of the work and costs that the project team will undertake. The only exception to this proposal is the translation of documents into Spanish, Tagalog, and other possible languages, and the team would be happy to work with Agency staff to ensure such translation occurs in a timely manner as previously outlined in the proposal. Typically, this can be accomplished quickly by dovetailing on an existing County of Los Angeles or City of Carson contract.

We look forward to discussing this proposal further with you. Once again, thank you for your time and consideration.

**Cost of Services**

\$29,000	Demographer, Technical, and Mapping Consulting
=====	
\$29,000	Total Cost of Bid Proposal (not to exceed)

**Additional Services**

- \$475 per hour for Voting Rights Act legal counsel as needed and not include in lump sum).
- \$250 per hour for additional demographic/mapping/technical services not within the scope of the contract.
- \$175 per hour for additional outreach services not within the scope of the contract.
- \$300 per hour for redistricting/demographic legal expert witness analysis/testimony after the expiration of the contract.

**A retention of ten percent (10%) shall be held from each payment as a contract retention to be paid as part of the final payment upon satisfactory completion of services.**

DOES APPLY

**Within the budgeted amounts for each Task, and with the approval of the Contract Officer, funds may be shifted from one Task sub-budget to another so long as the Contract Sum is not exceeded per Section 2.1, unless Additional Services are approved per Section 1.8.**

**The City will compensate Consultant for the Services performed upon submission of a valid invoice. Each invoice is to include:**

Line items for all personnel describing the work performed, the number of hours worked, and the hourly rate.

Line items for all other approved reimbursable expenses claimed, with supporting documentation.

Line items for all approved subcontractor labor, supplies, equipment, materials, and travel properly charged to the Services.

**The total compensation for the Services shall not exceed \$29,000 as provided in Section 2.1 of this Agreement.**

**The Consultant's billing rates for all personnel are attached as Exhibit C-1.**

DOES APPLY

**EXHIBIT "C-1"**

**Hourly Rates by Classification**

Project Manager/Demographer	\$250 per hour
Redistricting Strategy Advisor	\$175 per hour
Voting Rights Act Counsel	\$475 per hour (as needed and not included in lump sum)

## **CLIENT REFERENCE LIST**

In order to more fully evaluate your background and experience for the project herein proposed, it is requested that you submit a list of references and/or similar projects completed or in progress within the last 24 months or as noted in the requirements of the RFP or IFB. Your cooperation in this matter is greatly appreciated.

Company Name: Bear Demographics & Research LLC

Number of years as a contractor in the work of this type: 6 years contract/ 22 years public employee

Three projects/clients references for this type of work:

Client Name City of Los Angeles

Address 200 N. Spring Street, Los Angeles, CA 90012

Contact Name Dr. Fernando J. Guerra Contact Email fernando.guerra@lmu.edu

Contact Phone Number 310-993-1440

Project Description Elections Reform and Consolidation - Charter Amendments 1 and 2; Charter Amendments E and EE

Project Start Date October 2013 Project End Date January 2020

Project Amount: approx. \$7 million

Client Name City of Los Angeles

Address 200 N. Spring Street, Los Angeles, CA 90012

Contact Name Miguel Santana Contact Email miguelsantana2015@gmail.com

Contact Phone Number 213-458-2386

Project Description Proposition HHH - \$1.2 Billion Supportive Housing Bond

Project Start Date April 2015 Project End Date December 2020

Project Amount: \$1.2 Billion

Client Name City of Los Angeles

Address 200 N. Spring Street, Los Angeles, CA 90012

Contact Name Ana Guerrero Contact Email ana.guerrero@lacity.org


Contact Phone Number 213.359.8879

Project Description Citywide Hotel Worker Minimum Wage Ordinance (CHWMWO), City of Los Angeles Citywide Minimum Wage, and adjustments to the City of Los Angeles Airport Living Wage.

Project Start Date February 2014

Project End Date October 2019

Project Amount: Not applicable.

Bidder's Signature  \_\_\_\_\_

NOTE: If requested by the City, the bidder shall furnish a certified financial statement, references, and other information sufficiently comprehensive to permit an appraisal of his current financial condition.

## **CLIENT REFERENCE LIST**

In order to more fully evaluate your background and experience for the project herein proposed, it is requested that you submit a list of references and/or similar projects completed or in progress within the last 24 months or as noted in the requirements of the RFP or IFB. Your cooperation in this matter is greatly appreciated.

Company Name: Herb Wesson and Associates LLC

Number of years as a contractor in the work of this type: 3 yrs contract/33 years public service

Three projects/clients references for this type of work:

Client Name City of Los Angeles

Address 200 N. Spring Street, Los Angeles, CA 90012

Contact Name Rich Llewellyn Contact Email richard.llewellyn@lacity.org

Contact Phone Number 213.359.3213

Project Description All legislative activities related to the 2028 Olympics, including Chair of the AdHoc Committee from inception.

Project Start Date August 2015 Project End Date December 2020

Project Amount: \$5.3 Billion

Client Name City of Los Angeles

Address 200 N. Spring Street Los Angeles, CA 90012

Contact Name Sharon Tso Contact Email sharon.tso@lacity.org

Contact Phone Number 213.359.8867

Project Description 2019-20 and 2020-21 FY Budget and all labor negotiations

Project Start Date February 2019 Project End Date December 2020

Project Amount: Approx \$20 Billion

Client Name City of Los Angeles

Address 200 N. Spring Street Los Angeles, CA 90012

Contact Name Holly Wolcott Contact Email holly.wolcott@lacity.org


Contact Phone Number 213.453.9043

Project Description Elections Consolidation Implementation

Project Start Date May 2015

Project End Date December 2019

Project Amount: unknown

Bidder's Signature 

NOTE: If requested by the City, the bidder shall furnish a certified financial statement, references, and other information sufficiently comprehensive to permit an appraisal of his current financial condition.



## **CLIENT REFERENCE LIST**

In order to more fully evaluate your background and experience for the project herein proposed, it is requested that you submit a list of references and/or similar projects completed or in progress within the last 24 months or as noted in the requirements of the RFP or IFB. Your cooperation in this matter is greatly appreciated.

Company Name: Olson Remcho

Number of years as a contractor in the work of this type: 44 years

Three projects/clients references for this type of work:

Client Name City Attorney for the City of San Ramon

Address 7000 Bollinger Canyon Road, San Ramon, CA 94583

Contact Name Martin Lysons, Esq. Contact Email mlysons@sanramon.gov

Contact Phone Number 925.973.2542

Project Description Redistricting legal advice in coordination with demographer

Project Start Date 11.15.2008

Project End Date 12.5.2019

Project Amount: \$41,000

Client Name City of Los Angeles

Address 200 N. Main Street, Room 800

Contact Name Harit Trivedi Contact Email harit.trivedi@lacity.org

Contact Phone Number 213.978.7100

Project Description Successful defense of federal lawsuit challenging 2012 redistricting

Project Start Date 6.8.2012

Project End Date 6.6.2019

Project Amount: \$1.6 million

Client Name City Attorney for the City of Concord

Address 1950 Parkside Drive, Concord, CA 94519

Contact Name Susanne M. Brown, Esq. Contact Email susanne.brown@cityofconcord.org

Contact Phone Number 925.671.3160

Project Description Redistricting legal advice in coordination with demographer

Project Start Date 8.23.2017

Project End Date Continuing

Project Amount: \$100,000

Bidder's Signature \_\_\_\_\_

NOTE: If requested by the City, the bidder shall furnish a certified financial statement, references, and other information sufficiently comprehensive to permit an appraisal of his current financial condition.

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**EXHIBIT "B"**  
**SPECIAL REQUIREMENTS**  
**(Superseding Contract Boilerplate)**

NONE

**CITY OF CARSON**  
**AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION**

I hereby swear (or affirm) under the penalty of perjury:

That the attached proposal or bid has been arrived at by the responder independently and has been submitted without collusion with and without any agreement, understanding, or planned common course of action with any other firm or entity designed to limit fair and open competition;

That the contents of the proposal or bid response have not been communicated by the responder or its employees or agents to any person not an employee or agent of the responder and will not be communicated to any such persons prior to the official opening of the solicitation responses; and

The proposer/bidder does not and shall not discriminate, will provide equal employment practices, and will adhere to an affirmative action program to ensure that in their employment practices, persons are employed and employees are treated equally and without regard to or because of race, religion, ancestry, national origin, sex, sexual orientation, age, disability, marital status or medical condition.

I certify that the statements in this affidavit are true and accurate.



**Signature**

April 22, 2021

**Date**

Andrew J. Westall

**Printed Name**

Principal & Owner

**Title**

**FEDERAL LOBBYIST  
REQUIREMENTS CERTIFICATION**

Name of Firm: Bear Demographics & Research LLC Date: April 22, 2021  
Address: 10061 Riverside Drive, #144, Toluca Lake  
State: CA Zip Code: 91602 Phone No.: 323.708.2478


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Acting on behalf of the above-named firm, as its Authorized Official, I certify as follows:

1. No Federal appropriated funds have been paid, by or on behalf of the above named firm to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of and Federal grant, loan or cooperative agreement, and any extension, continuation, renewal, amendment, or modification thereof, and;
2. If any funds other than Federal appropriated funds have paid or will be paid to any person for influencing or attempting to influence an officer or employee or any agency, a Member of Congress an officer or employee of Congress or an employee of a Member of Congress in connection with this Federal contract, grant loan, or cooperative agreement, the above named firm shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions, and;
3. The above-named firm shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreement) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into the transaction imposed by Section 1352 Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Authorized Official:

Name: Andrew J. Westall Title: Principal & Owner  
Signature:  Date: April 22, 2021

## DEBARMENT AND SUSPENSION CERTIFICATION

Name of Firm: Bear Demographics & Research LLC

Acting on behalf of the above-named firm ("Consultant"), as its Authorized Official, I, the undersigned, certify as follows:

I am a duly authorized representative of ("Consultant"). Consultant certifies, to the best of its knowledge and belief, that Consultant, including its principals:

Is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency, and not does not have a proposed debarment pending;

Has not within the three-year period preceding this certification been convicted of or had a civil judgment rendered against it for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction, contract, or subcontract under a public transaction; for violation of federal or state antitrust statutes; or for commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;

Is not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (2) above; and

Has not within the three-year period preceding this certification had one or more public transactions (federal, state or local) terminated for cause or default.

Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management.

Consultant acknowledges that falsely providing this certification may result in criminal prosecution or administrative sanctions, and that this certification is a required component of all proposals in response to this RFP/IFB.

A proposal that does not include a completed and signed version of this certification will be deemed incomplete and materially nonresponsive, and will not be considered.

**CONSULTANT**

By:  \_\_\_\_\_

Title: Prinicpal & Owner

Date: April 22, 2021

## **Section 11 – Qualifications**

Having served several different jurisdictions in a similar capacity as indicated previously with combined redistricting experience over 100 years, the team is poised to approach this project with a determined structure and timeline that fully develops all of the City's abilities and opportunities to maximize public input, while delivering the expert guidance, technical reports, and tasks necessary to complete the Mayor and City Council's work in a non-partisan and transparent manner. Even though the 2020 Census PL 94-171 data will not be released until the end of September 2021, as announced by the U.S. Census Bureau on February 19th, the City of Carson will have plenty of time to meet the state legal deadline of April 17, 2022. General objectives include:

- Collaborating, working with, and taking direction from the Mayor and City Council to develop a plan of action that is structured and meets the objectives, criteria, and timeline developed and adopted by the City, in coordination with the City Attorney's office and City staff.
- Providing the entire spectrum of technical and geographic possibilities and options to the Mayor and City Council within the legal parameters of redistricting.
- Continuous and open lines of communication with the Mayor and City Council, City staff, and members of the public (at the direction of the City). This can be achieved by email, phone, virtual online meeting, or in-person (as needed or allowable under state and local health guidance).

With respect to analytical resources and quantitative capabilities, the project team uses Maptitude for Redistricting by the Caliper Corporation, as well as has expertise in ESRI ArcGIS, Adobe Acrobat, Microsoft Access, Excel, Word, and SQL and OCB database platforms. With respect to databases, the firm has access to Census data going back to the 1990 Census including all sets of PL 94-171 data, as well as American Community Survey data and historical statewide elections data (1990-) on the Statewide Database hosted by UC Berkeley. The firm also has the ability to purchase commercially available databases if requested and reimbursed by the City of Carson.

Below is a standard methodology for the City process that serves as a baseline of the many steps necessary to complete the City's work with plenty of time for the Registrar of Voters to begin the redrawing of voter precinct boundaries prior to the 2022 Election cycle, essential for the City to satisfy its legal requirements. The official Census data set for use by the City of Carson from the State of California is anticipated to be released no later than 30 days after the release of the 2020 Census PL 94-171 data, allowing the City Attorney's Office and City staff to begin looking at draft maps in November 2021. This data will include the reallocated prison population data to the inmate's point of origin as of April 1, 2020 as required by state law (AB 420 (Davis, 2011), AB 849, and AB 1276) for the redistricting process. Lastly, it is highly unlikely that the City of Carson will complete this process by November 2021 as indicated in the RFP.

### **SCOPE OF WORK**

1. Work with the City Attorney's Office and City staff to finalize and gain staff approval of consultant-developed training materials and presentation on redistricting.

2. Work with the City Attorney's Office and City staff to identify all scope of work written tasks that shall be translated into Spanish, Tagalog, and any other languages as needed. All written translation will be conducted at the City's cost unless otherwise negotiated. All materials that require translation shall be submitted to City staff or the requisite vendor at least seven business days in advance of publication.
3. First Public Hearing – Train the Mayor and City Council during a regular meeting on the redistricting process, federal Voting Rights Act, California Voting Rights Act, California FAIR MAPS Act, and all other applicable state and federal election laws.
4. Upon receipt of the 2020 Census and PL 94-171 data, work with the City Attorney's Office and City staff to finalize and provide data summary and geographic files in standard map and data formats (e.g. ArcGIS, Maptitude, MapInfo, .DBF, etc.) for public distribution with downloadable files available on the City's website.
5. Analyze whether the 2020 Census data requires modifications to the City Council districts and report the findings to the City Attorney's Office and City staff.
6. Work with the City Attorney's Office and City staff to finalize and gain staff approval of consultant-developed 2020 Census materials and presentation.
7. Second Public Hearing - Present 2020 Census findings to the Mayor and City Council during a regular meeting, including redistricting process updates.
8. Evaluate draft maps prepared by the the public to determine whether they are population balanced and satisfy the requirements of the Voting Rights Acts, including all other applicable laws, and share findings with the City Attorney's Office and City staff.
9. Work with the City Attorney's Office and City staff to finalize and gain staff approval of a written summary of all public input submitted at the public input hearings, in writing, as a proposed map, or during other Mayor and City Council conducted comment periods prior to the release of a draft map.
10. Propose new district boundaries to the City Attorney's Office and City staff based on feedback provided by the community and criteria set by the Mayor and City Council that are population balanced and satisfy the requirements of federal, state, and local laws.
11. Work with the City Attorney's Office and City staff to finalize and gain staff approval of the proposed initial draft map (or maps) and accompanying technical report for public release and presentation to the Mayor and City Council.
12. Third Public Hearing - Present staff recommended initial draft map (or maps) and accompanying technical report to the Mayor and City Council during a regular meeting, along with public comment and submitted proposed maps analysis. Proposed draft map (or maps) and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.



13. Make modifications to the initial draft map (or maps) based on input from the Mayor and City Council and the community in coordination with the City Attorney's Office and City staff.
14. Work with the City Attorney's Office and City staff to finalize and gain staff approval of the revised final draft map and accompanying technical and written reports summarizing all public input on the proposed initial draft map (or maps).
15. Fourth Public Hearing - Present consultant recommended, and City Attorney's Office and City staff approved, revised final draft map and accompanying technical report to the Mayor and City Council along with public comment and analysis of all available public input. Proposed revised final draft map and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.
16. Fifth Public Hearing - Adoption of final map and ordinance by the Mayor and City Council at a regular meeting. Proposed final map and technical report will be published seven days in advance in accordance with the California FAIR MAPS Act.
17. Assist the Mayor and City Council, City Attorney's Office, and City staff in all facets of implementing the final district boundary map, including all deliverables needed for the Registrar of Voters to implement new voter precinct boundaries and City Clerk and City Council archives.
18. Actively participate in all meetings and public hearings scheduled by the Mayor and City Council that address the redistricting process in accordance with local public health rules and orders. The team is located in Southern California, with the exception of Voting Rights Act counsel, and is available to participate or meet in person as required by the City.
19. Provide additional Census, PL 94-171, Statewide Database, and American Community Survey demographic data upon request as practicable during the term of the contract.

## **PROJECT SCHEDULE AND PERSON HOURS BY TASK**

### **May-July 2021**

1. Staff approval of consultant-developed training materials and presentation on redistricting.  
5 hours – Project Manager
2. Work with the City Attorney's Office and City staff to identify all scope of work written tasks that shall be translated.  
2 hours – Project Manager
3. First Public Hearing – Train the Mayor and City Council during a regular meeting on the redistricting process and all other applicable state and federal election laws.  
5 hours – Project Manager, Redistricting Strategy Advisor

**October-January 2022**

4. Finalize and provide data summary and geographic files in standard map and data formats.  
15 hours – Project Manager
5. Analyze whether the 2020 Census data requires modifications to the City Council districts.  
5 hours – Project Manager
6. Staff approval of consultant-developed 2020 Census materials and presentation.  
5 hours – Project Manager
7. Second Public Hearing - Present 2020 Census findings to the Mayor and City Council.  
5 hours – Project Manager, Redistricting Strategy Advisor

**January-February 2022**

8. Evaluate draft maps prepared by the the public.  
10 hours – Project Manager
9. Staff approval of a written summary of all public input submitted.  
5 hours – Project Manager
10. Propose new district boundaries.  
10 hours – Project Manager
11. Staff approval of the proposed initial draft map (or maps).  
5 hours – Project Manager
12. Third Public Hearing - Present staff recommended initial draft map (or maps).  
5 hours – Project Manager, Redistricting Strategy Advisor

**March 2022**

13. Make modifications to the initial draft map (or maps) based on input.  
10 hours – Project Manager
14. Staff approval of revised final draft map and accompanying technical and written reports.  
5 hours – Project Manager
15. Fourth Public Hearing - Present recommended/approved, revised final draft map.  
5 hours – Project Manager, Redistricting Strategy Advisor
16. Fifth Public Hearing - Adoption of final map ordinance by the Mayor and City Council.  
5 hours – Project Manager, Redistricting Strategy Advisor
17. Assist in all facets of implementing the final district boundary map  
10 hours – Project Manager

# 2021-22 City Council Redistricting - City of Carson

Bear Demographics and Research LLC

Andrew J. Westall - Project Manager

Project Start Date: May 17, 2021

