



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 4/20/2021

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**To:** Sonoma County Board of Supervisors

**Department or Agency Name(s):** County Administrator's Office

**Staff Name and Phone Number:** Christel Querijero 565-7071, Yvonne Shu 565-1739

**Vote Requirement:** 4/5th

**Supervisorial District(s):** Countywide

**Title:**

Appointment of Members to the 2021 Advisory Redistricting Commission

**Recommended Action:**

- A) Appoint members to the 2021 Advisory Redistricting Commission (ARC)
- B) Discussion of stipend rate and adoption of a resolution establishing a stipend for ARC members for attendance at ARC meetings
- C) Authorize the use of \$40,000 from contingency funds for media production and placement costs for public outreach
- D) Authorize the execution of a contract for redistricting services for an estimated contract value of \$120,000

(4/5<sup>th</sup> Vote Required)

**Executive Summary:**

On February 23, 2021, your Board authorized the creation of an Advisory Redistricting Commission (ARC) to advise and assist the Board with redrawing supervisorial district boundaries, comprised of two appointees per district and five at-large appointees, for a total of 15 commissioners. Each supervisor has selected two district appointees. Today the full Board should appoint the remaining five at-large members. In addition, your Board requested information on stipend rates for other County boards and commissions and may decide what stipend amount, if any, will be established for the ARC. Finally, Staff requests that the Board authorize the use of \$40,000 in contingency funds for media production and placement costs related to redistricting public outreach.

**Discussion:**

**Background**

Every 10 years, the United States Census Bureau conducts a nationwide census to enumerate the country's population. The Federal Voting Rights Act of 1965 and the California Elections Code mandate that the Board of Supervisors (Board) adjust supervisorial district boundaries within the County to reflect the new census data and keep supervisorial districts substantially equal in population. The 2020 Census data was initially due to be released on March 31, 2021, but is now expected to be delayed until September 30, 2021. The California Elections Code prescribes a very robust process that requires extensive public outreach and adoption of the new district boundaries to reflect the 2020 Census data no later than December 15, 2021.

**Advisory Redistricting Committee**

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On February 23, 2021, your Board authorized the creation of an Advisory Redistricting Commission (ARC) to advise and assist the Board with redrawing supervisorial district boundaries, comprised of two appointees per district and five at-large appointees, for a total of 15 commissioners.

Pursuant to California Elections Code requirements, members of the ARC may not be an elected official of the local jurisdiction, a family member (defined as a spouse or registered domestic partner, parent, sibling, child, or in-law), staff member, or paid campaign staff of an elected official of the local jurisdiction (Elections Code Section 23002).

The application period for the ARC was open from February 24 - March 23, 2021. To ensure awareness of the ARC application process, a brief but inclusive communications effort was quickly launched, including a three-week campaign on seven local radio stations, which resulted in an ARC ad being played 486 times on the two most popular Spanish language stations (KRRS and KSRT) and the number three overall Hispanic station, KSRO. Additionally, messaging was disseminated through the County’s social media sites, CBO partners, and through press releases. The County received 68 applications for the ARC during the submission period, although four submissions were not considered, per the Elections Code restrictions cited above regarding elected officials of the local jurisdiction.

**Appointees per District**

Each Supervisor received and reviewed the applications for their respective district. The two appointees per district are as follows:

District	Appointees
1	Socorro Shiels Karen Weeks
2	Judy Herrerias James Cynthia Murray
3	Christopher Borr Edward Sheffield
4	Elizabeth Acosta Jeff Okrepkie
5	Ana Lugo Bedolla Helen Myers

Resumes for each of the appointees are included in **Attachment 1**.

**At-Large Appointees**

Each Supervisor has also received and reviewed the remaining eligible applications for consideration for the five at-large appointees. These applications are summarized in **Attachment 2**. The at-large appointees should be discussed and appointed today by your Board. With the majority of the appointees representing incorporated cities, your Board may consider additional representation from those from unincorporated parts of the County.

**Stipend for ARC members**

At the February 23, 2021 meeting, your Board directed staff to conduct research on stipends of other County boards and commissions. The general premise is that stipends would enable a broader spectrum of community members to participate, as the stipend could pay for services such as childcare, thus permitting individuals to attend meetings that they otherwise would not be able to attend. Staff is expecting a mix of virtual and in-person public hearings, with the number of each type to be determined. The table below is a representative sample of the rates of some of the County’s boards and commissions. Note that the “per

meeting” rate applies whether the meeting is one hour or all day.

Commission or Board	Rate
Assessment Appeals Board Civil Services Commission (new rates) Planning Commission	\$125/half day \$250/full day
Independent Citizen Advisory Committee on Pension Matters	\$75/meeting
LAFCO	\$100/day
Economic Development Board	\$25/meeting
Retirement Board	\$100/meeting

The duration of the ARC meetings will vary depending on what needs to be accomplished, but conservatively each meeting would be at least 2-4 hours. If the ARC is fully appointed with 15 members, the total cost for stipends could range from \$9,000 - \$45,000, depending on the length and final number of meetings.

The following tables illustrate the range of potential stipend costs, based on 8 meetings in the first table and then 12 meetings in the second table.

# ARC members	# meetings	Half Day	Full Day	Total Cost half day / full day
15	8	\$75	\$150	\$9,000 / \$18,000
15	8	\$100	\$200	\$12,000 / \$24,000
15	8	\$125	\$250	\$15,000 / \$30,000

# ARC members# meetings	Half Day	Full Day	Total Cost half day / full day
15 12	\$75	\$150	\$13,500 / \$27,000
15 12	\$100	\$200	\$18,000 / \$36,000
15 12	\$125	\$250	\$22,500 / \$45,000

Should your Board decides to provide ARC members with a stipend, the rates would be incorporated into the resolution in **Attachment 3**.

Because census data is not expected until September 30, 2021 and the deadline to approve maps is December 15, 2021, the consideration and revision of maps will occur in October and November. As advised during the application process, commissioners will need to commit to attending a series of 8-12 meetings throughout the year, with multiple meetings in a tight timeframe in October and November. The first meeting is expected to be scheduled for May 2021, and once the meeting schedule is finalized, it will be posted on the County’s [Redistricting 2021 website <https://sonomacounty.ca.gov/CAO/Policy-Grants-and-Special-Projects/2021-Redistricting/>](https://sonomacounty.ca.gov/CAO/Policy-Grants-and-Special-Projects/2021-Redistricting/).

**Fiscal Impact**

The revised Elections Code provisions require significantly more public outreach and engagement than previous redistricting processes. Staff requests that the Board authorize the use of \$40,000 in contingency funds for media production and placement costs related to public outreach, including radio advertising, digital and print ads in local papers, social media ads, direct mail, and in-store ads or videos. If approved, funds would be appropriated through the supplemental budget process for FY 21-22.

**Redistricting Services Contract**

Staff released a Request for Proposal (RFP) for redistricting services on February 11, 2021. Staff are currently conducting related due diligence and expect to make a determination on the winning firm over the next few weeks.

As immediate first steps, the consultant will develop a redistricting timeline and community outreach plan based on redistricting best practices, and begin providing training to the ARC members, likely in May. Throughout the County’s redistricting process, the consultant will provide ARC training and support; preparation and facilitation of all required public hearings; provision and facilitation of the mapping tool; engagement and communications support as needed; and assurance that the County is adhering to the requirements outlined in the California Elections Code (sections 21500-21509) and the principles outlined in the California Fair Maps Act.

Staff requests authorization to execute a contract for redistricting services for an estimated contract value of \$120,000. On February 23, 2021, your Board authorized the use of contingency funds for these services, as well as unanticipated translation and interpretation services to support the redistricting process.

**Prior Board Actions:**

2/23/21 Adopted resolution establishing the Sonoma County Advisory Redistricting Commission (ARC); directed staff to solicit interest in serving on the ARC; authorized the use of \$130,000 from contingency funds to procure specialized redistricting facilitation and training services, interactive mapping technology, and unanticipated translation and interpretation services to support the redistricting process.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY 21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses			
Additional Appropriation Requested		\$40,000	
<b>Total Expenditures</b>		<b>\$40,000</b>	
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies		\$40,000	

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<b>Total Sources</b>		<b>\$40,000</b>	
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**Narrative Explanation of Fiscal Impacts:**

Staff requests that the Board authorize the use of \$40,000 in contingency funds for media production and placement costs related to public outreach, including radio advertising, digital and print ads in local papers, social media ads, direct mail, and in-store ads or videos. If approved, funds would be appropriated through the supplemental budget process.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

- 1 - Resumes of district appointees
- 2 - Summary of eligible at-large appointee applications
- 3 - Resolution establishing a stipend for the ARC

**Related Items "On File" with the Clerk of the Board:**

None