



REQUEST FOR PROPOSALS (RFP)

Orland City Council Election Districting Services

1. Introduction

The City of Orland, CA. invites qualified firms with demonstrated expertise in demographic analysis and election districting to submit proposals to provide professional services to assist the City with the preparation and adoption of City Council election districts. The selected consultant will support the City in complying with all applicable state and federal laws, including the California Voting Rights Act (CVRA) and California Elections Code requirements, and will provide technical, analytical, and public engagement support throughout the districting process.

The City seeks a consultant that can provide clear guidance, transparent analysis, and effective public-facing materials suitable for elected officials, staff, and residents.

2. Background

The City of Orland is undertaking a city districting process to establish electoral districts for City Council elections. This process will involve demographic analysis, development of draft and final district maps, public outreach and engagement, and coordination with the County Registrar of Voters to implement the adopted plan.

The City intends to complete the districting process in accordance with all statutory timelines and public hearing requirements to implement the first district elections in November, 2026.

3. Scope of Work

The consultant shall provide all professional services necessary to complete the districting process. At a minimum, the scope of work shall include the following tasks:

A. Districting Project Setup and Coordination

- Develop a comprehensive demographic database using data from the U.S. Census Bureau, the California Statewide Database, and other relevant sources, including:

- Total population
- Citizen Voting Age Population (CVAP)
- Voter registration and voter turnout
- Socio-economic data such as language spoken at home, renters versus homeowners, age, education level, and other factors useful in identifying communities of interest
- Incorporate Geographic Information System (GIS) data provided by the City, which may include school locations, school attendance areas, key community facilities, local landmarks, neighborhood boundaries, and other locally relevant features.
- Conduct an initial telephonic or virtual meeting with City staff to discuss available data, communities of interest, project schedule, applicable criteria, and any special concerns.
- Assist the City in developing a public communications and outreach plan, including recommendations for:
 - Project webpage content and design
 - Public feedback methods and logistics
 - Strategies to engage residents, including hard-to-reach populations
- Assist the City in developing a detailed project plan, including:
 - Timeline and key milestones
 - Project goals and objectives
 - Specific deliverables
- Provide progress reports on an as-needed basis, as determined by the City's project manager, and participate in regular meetings with the project team.
- Participate in phone, virtual, or web-conference calls as needed to discuss project progress and respond to questions.
- Provide education and guidance to City staff and elected officials regarding required redistricting criteria and legal considerations.
- Prepare and deliver all reports required under California Elections Code Section 21130.

B. Districting Plan Development

- Prepare between two (2) and four (4) initial draft district maps that meet applicable legal criteria.
- Analyze and prepare for presentation all complete or partial districting plans submitted by members of the public.
- Convert all maps, data, and reports into web-friendly formats suitable for online review.
- Post all draft and final maps to an interactive online review platform accessible to the public.
- Prepare additional or revised district maps as requested by City staff or the City Council throughout the process.
- For each public, commission, or City Council meeting included in the project, the consultant shall:
 - Prepare all meeting materials, including presentation slides, exhibits, and district maps;
 - Present and clearly explain key redistricting concepts, including mandatory and traditional redistricting criteria and the identification of communities of interest;
 - Facilitate public and elected official discussions;
 - Respond to questions from the City Council, staff, and the public; and
 - Collect and document feedback on existing and proposed district boundaries.
- Proposers shall clearly identify a per-meeting price, which shall include all travel and other anticipated meeting-related expenses.
- Telephone calls, emails, or virtual meetings conducted for routine project management, status updates, or to answer questions shall not be considered meetings and shall not result in additional charges.

C. Plan Implementation

- Provide spatial and demographic data in GIS-compatible formats for any datasets used or created during the project, upon request by City staff.

- Coordinate with and support the County Registrar of Voters to implement the final, City Council–adopted districting plan.

D. Project Options (Optional Services)

Proposers shall clearly identify and price any optional services, which may include:

- A specified number of virtual or in-person public meetings and City Council or commission meetings (with a per-meeting fee, if applicable)
- Consultant-prepared and consultant-managed project website
- An online interactive mapping tool allowing residents to draw and submit proposed district maps
- A paper-based mapping tool allowing residents to draw and submit proposed district maps

4. Deliverables

Deliverables may include, but are not limited to:

- Project work plan and timeline
- Demographic and GIS datasets
- Draft and final district maps
- Public presentation materials
- Elections Code Section 21130 report(s)
- GIS files of adopted districts
- Final summary report documenting the process and outcomes

5. Schedule

The anticipated schedule for this RFP is as follows:

- RFP Issued: 12/18/2025
- Questions Due: 12/26/2025
- Responses to Questions Issued: 12/30/2025
- Proposals Due: 1/6/2026 at 4 PM
- Consultant Interviews (if applicable): 1/9/2026

- Consultant Selection: 1/20/2026
- City Council Authorization: 1/20/2026
- Project Start Date: 1/21/2026

The City reserves the right to modify this schedule at its discretion.

6. Proposal Requirements

Proposals shall include, at a minimum, the following:

- 1. Firm or Consultant Qualifications**, including:
 - Relevant experience with municipal redistricting or districting projects in California
 - Familiarity with the California Voting Rights Act and Elections Code requirements
 - Resumes of key personnel who would be assigned to the project
- 2. Proposed Approach and Work Plan**, describing how the proposer will complete the scope of work and meet statutory deadlines.
- 3. Public Engagement Experience**, including examples of prior outreach strategies and tools.
- 4. Project Schedule**, including key milestones.
- 5. Cost Proposal**, including:
 - Total not-to-exceed cost
 - Breakdown of costs by task
 - Hourly rates for key staff
 - Pricing for optional services
- 6. References** for at least three comparable projects.

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and qualifications
- Understanding of the project and applicable legal requirements

- Quality and feasibility of the proposed approach and work plan
- Experience with public outreach and community engagement
- Cost-effectiveness and clarity of the cost proposal
- References

The City may conduct interviews with one or more proposers prior to final selection.

8. Terms and Conditions

- The City reserves the right to reject any or all proposals, to waive minor irregularities, and to request additional information from proposers.
- The selected consultant will be required to enter into a professional services agreement with the City.
- The consultant must comply with all applicable federal, state, and local laws.
- All proposals submitted in response to this RFP shall become the property of the City and may be subject to public disclosure under the California Public Records Act.

9. Submission Instructions

Proposals must be received by the City no later than **4 PM on 1/6/2026**.

Send questions and electronic submissions to: **citymanager@cityoforland.com**

Hard copy submissions are to be delivered to:

Orland City Hall

815 4th St.

Orland, CA. 95963