

**Pricing calculation**

	RAS	NDC	Strategic	Terra Sys
Cost points	\$484,800.00	\$597,076.00	\$955,220.00	\$605,987.25
200	200	162	102	160

formula to determine points:  
 (lowest cost divided by offeror's cost) multiplied by total points available

Strategic	686,220.00	listed reimbursable expense, minuss travel*
\$	269,000.00	\$ 30,000.00
\$	955,220.00	\$ 81,000.00
		\$ 48,400.00
		\$ 78,000.00
		\$ 31,600.00

Terra	\$473,687.25	labor	\$461,512.00	listed expenses
	\$132,300.00	expenses minus optional/travel	\$102,700.00	optional items/ travel expenses*
	\$605,987.25		\$15,600.00	
			\$199,980.00	
			\$6,750.00	
			\$4,182.00	
			<u>\$329,212.00</u>	

\*travel expenses per T&C's reimbursed per state policy, needs to be addressed

**Mapping Consultant Evaluation**  
**June 24, 2011**

The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSPO11-00000704.

**Offeror:**    *Research Advisory Services*

1. **Methodology for Performance of Work;**            (400 points)            \_\_\_\_\_ Points  
Statement of Work Requirements 2.1 through 2.16

**Strengths**

1.
2.
3.
4.

**Weaknesses**

1.
2.
3.
4.

**Offeror:** *Research Advisory Services*

2. **Capacity of Offeror; Breadth of Services, (300 points)** \_\_\_\_\_ Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

Strengths

1.
2.
3.
4.

Weaknesses

1.
2.
3.
4.

3. Cost – completed by SPO (200 points) 200 Points

4. Conformance with T's and C's – completed by SPO (100 points) 100 Points

**TOTAL POINTS (1000 points)** \_\_\_\_\_

**Mapping Consultant Evaluation  
June 24, 2011**

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***Offeror: National Demographics***

1. **Methodology for Performance of Work;** (400 points) \_\_\_\_\_ Points  
Statement of Work Requirements 2.1 through 2.16

**Strengths**

1.
2.
3.
4.

**Weaknesses**

1.
2.
3.
4.

**Offeror:** *National Demographics*

2. **Capacity of Offeror; Breadth of Services, (300 points)** \_\_\_\_\_ Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

Strengths

1.
2.
3.
4.

Weaknesses

1.
2.
3.
4.

3. Cost – completed by SPO (200 points) 162 Points
4. Conformance with T's and C's – completed by SPO (100 points) 50 Points  
Failed to provide documents referenced in proposal response  
Provided no information in original pricing proposal document

**TOTAL POINTS (1000 points)** \_\_\_\_\_

**Mapping Consultant Evaluation**  
**June 24, 2011**

The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSP011-00000704.

**Offeror:**    *Strategic Telemetry*

1. **Methodology for Performance of Work;**            (400 points)            \_\_\_\_\_ Points  
Statement of Work Requirements 2.1 through 2.16

Strengths

1.
2.
3.
4.

Weaknesses

1.
2.
3.
4.

**Offeror:** *Strategic Telemetry*

2. **Capacity of Offeror; Breadth of Services, (300 points)** \_\_\_\_\_ Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

Strengths

1.
2.
3.
4.

Weaknesses

1.
2.
3.
4.

3. Cost – completed by SPO (200 points) 102 Points
4. Conformance with T's and C's – completed by SPO (100 points) 100 Points

**TOTAL POINTS (1000 points)** \_\_\_\_\_

**Mapping Consultant Evaluation**  
**June 24, 2011**

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**Offeror:**    *TerraSystems Southwest*

1. **Methodology for Performance of Work;**            (400 points)            \_\_\_\_\_ Points  
Statement of Work Requirements 2.1 through 2.16

**Strengths**

1.
2.
3.
4.

**Weaknesses**

1.
2.
3.
4.



**Offeror:** *TerraSystems Southwest*

2. **Capacity of Offeror; Breadth of Services, (300 points)** \_\_\_\_\_ Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

**Strengths**

1.
2.
3.
4.

**Weaknesses**

1.
2.
3.
4.

3. Cost – completed by SPO (200 points) 160 Points
4. Conformance with T's and C's – completed by SPO (100 points) 80 Points  
Several assumptions listed

**TOTAL POINTS (1000 points)** \_\_\_\_\_



Janice K. Brewer  
Governor

Scott A. Smith  
Director

**ARIZONA DEPARTMENT OF ADMINISTRATION**

**STATE PROCUREMENT OFFICE**

100 NORTH FIFTEENTH AVENUE • SUITE 201  
PHOENIX, ARIZONA 85007

(602) 542-5511 (main) (602) 542-5508 (fax)  
<http://spo.az.gov>

**MEMORANDUM**

**TO:** Colleen Coyle Mathis, Chair, Arizona Independent Redistricting Commission  
 Scott Day Freeman, Vice Chair, Arizona Independent Redistricting Commission  
 Jose M. Herrera, Vice Chair, Arizona Independent Redistricting Commission  
 Linda C. McNulty, Commissioner, Arizona Independent Redistricting Commission  
 Richard P. Stertz, Commissioner, Arizona Independent Redistricting Commission

**FROM:** Christine Fruitman, Senior Procurement Specialist

**DATE:** June 3, 2011

**SUBJECT:** ADSP011-0000704 State Redistricting Mapping Services Evaluation Weighting Recommendations and Evaluation Process Outline.

Please review the items below for discussion at the Independent Redistricting Commission Meeting on June 6, 2011.

**Item 1 Evaluation Criteria and Sub factor Initial Weighting Recommendations**

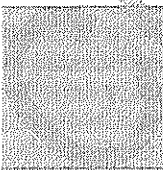
<i>Criteria</i>	<i>Points</i>
<b>1. Methodology for Performance of Work`</b>	<b>400</b>
a. Statement of Work Requirements 2.1 through 2.16	
i. SOW 2.1 to 2.4 (response to Attachment 2, question 1)	40
ii. SOW 2.5 (response to Attachment 2, question 4 and 5)	30
iii. SOW 2.6 (response to Attachment 2, question 4)	30
iv. SOW 2.7 (response to Attachment 2, question 6)	30
v. SOW 2.8 (response to Attachment 2, question 7)	30
vi. SOW 2.9 (response to Attachment 2, question 8)	30
vii. SOW 2.10 (response to Attachment 2, question 9)	30
viii. SOW 2.11 (response to Attachment 2, question 10)	30
ix. SOW 2.12 (response to Attachment 2, question 11)	30
x. SOW 2.13 (response to Attachment 2, question 12)	30
xi. SOW 2.14 (response to Attachment 2, question 13)	30
xii. SOW 2.15 (response to Attachment 5 and 7)	30
xiii. SOW 2.16 (no response directly regarding this requirement)	30
<b>2. Capacity of Offeror</b>	<b>300</b>
a. Breadth of Services	100
(No response directly regarding this requirement; ability of offeror to provide services outlined in Statement of Work)	
b. Firm's Experience/Political and Financial Backgrounds	100
(Response to Attachment 2, questions 14-20, Attachment 8)	

c. Key Personnel Experience (Response to Attachment 6)	100
<b>3. Cost</b> (Response to Attachment 3, evaluated by SPO)	<b>200</b>
<b>4. Conformance to Terms and Conditions and Instructions</b> (Response to Attachment 4, evaluated by SPO)	<b>100</b>

**Item 2 Evaluation Process Outline**

1. Committee receives proposals and evaluation score sheet
2. Committee members individually make preliminary score/comment (notes) on proposals
3. Committee members submit preliminary notes to SPO for compilation into draft initial summary evaluation
4. Committee meets to discuss evaluation scores/comments of draft initial summary evaluation
5. SPO issues request for clarification interviews/presentations (as needed)
  - a. Committee members provide draft clarification questions
  - b. Conduct interviews/presentations
6. Committee reassess/discuss preliminary summary evaluation, modify as necessary and discuss recommendations for award
7. SPO holds negotiations (as necessary)
  - a. Requests Final Proposal Revisions
  - b. Evaluate Final Proposal Revisions
8. SPO awards contract(s)

cc: Ray Baldine, Executive Director, Arizona Independent Redistricting Commission  
Jean Clark, State Procurement Administrator, Arizona Department of Administration



**Revised Evaluation  
Supplementing Evaluation Prepared for the June 15, 2011,  
Hearing in Oro Valley**

**Mapping Consultant Evaluation  
June 24, 2011**

The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSPO11-00000704.

**Offeror:**     *Research Advisory Services*

1. **Methodology for Performance of Work;**                   (400 points)           150 Points  
Statement of Work Requirements 2.1 through 2.16

Strengths

1. RAS claims that all of the local redistricting plans it has prepared have been precleared. RAS offers no experience, however, with preclearance in the statewide redistricting context.
  
2. RAS brought a majority of its team to the public interview, including an expert in tribal languages. RAS's presentation and the interview format, however, did not completely lend itself to presentations by individual team members.

Weaknesses

1. Certain responses during the public interview were evasive. For example, Mr. Sissons was asked a number of questions regarding how to identify communities of interest. Mr. Sissons' responses were unclear or designed to sidestep those questions. Only after it was pointed out that RAS's proposal states that RAS would provide the Commission with advice on how to identify communities of interest did Mr. Sissons provide a more illuminating response, which was to interject his opinions as to what constitutes a community of interest. A more appropriate response would have been for RAS to state, as other vendors stated during interviews, that it could provide the Commission with options and approaches but that RAS's opinion as to what constitutes a community of interest is irrelevant. RAS's responses, or lack thereof, draw in to question RAS's approach to discharging the Statement of Work.
  
2. Both RAS's written proposal and public interview were replete with legal advice and incomplete, if not inaccurate, conclusions of law, including Mr. Sissons' opinion as to the proper interpretation of the 2009 Arizona Supreme Court decision involving the AIRC. Indeed, RAS provides legal positions and

conclusions that are not only incomplete and conclusory, but directly adverse to prior decisions of the AIRC. RAS's presumptuousness draws in to question its understanding of the proper role of the mapping consultant. It also raises concerns about how the public might view RAS's role.

3. RAS purports to have already performed mapping work without input or instruction from the AIRC, offering the AIRC an "easy way out" by simply adopting maps already prepared without direction by the AIRC. RAS's presumptuousness draws in to question its understanding of its proper role as the mapping consultant. Although meant to be helpful, RAS's proposal raises serious concerns about how the public might view RAS's role, with the mapping consultant having admitted that it already had drawn maps outside of public scrutiny.

4. In its responses, RAS presumes that DOJ preclearance will be pursued. Although the Commission might elect to pursue preclearance through the DOJ, that is not the Commission's only option.

5. RAS's responses raise concerns that it has a result-oriented approach and will drive the decisions of the AIRC, rather than to objectively presenting information and options, leaving decisions and direction solely to the AIRC. RAS's presumptuousness draws in to question its understanding of its proper role as the mapping consultant. It also raises concerns about how the public might view RAS's role because the public might regard RAS as an advocate for certain maps, rather than providing the Commission with options and pros and cons about maps.

6. Concern regarding RAS's methodology is also raised because it advocated against prior AIRC decisions. RAS has a result-oriented interest in supporting prior adversarial positions taken against the AIRC, thus raising concerns about its ability to fairly and dispassionately perform the Statement of Work. Mr. Sissons also has made a number of public statements, in the press and otherwise, claiming to know the outcome of the maps this Commission will draw, even before the 2010 census data had been published. This again raises concerns about RAS's methodology because RAS might present the Commission with maps that buttress prior public positions, rather than to fairly and dispassionately work at the Commission's direction. Mr. Sissons' denial of a bias was less than clear and unconvincing.

7. Regarding paragraphs 2.15 and 2.16 of the Statement of Work, as well as Attachments 5 and 7, RAS's response draws into question its political balance. Mr. Sissons and his wife donate to Democrats and are perceived as aligned with interest groups seeking a political outcome from redistricting, including progressive groups.

8. The written description of the methodology RAS will employ to address paragraph 2.7 of the Statement of Work is inadequate and lacking specificity. In its written proposal, RAS merely states that it would be premature to suggest

means of on line communication with the public. Attachment 2 of the RFP requires RAS to provide a written response and address paragraph 2.7. RAS attempts to evade this requirement.

9. The written description of the methodology RAS will employ to address to paragraph 2.9 of the Statement of Work is inadequate and lacking specificity. The creation of a progress log is an essential component of the development of the maps and critical for transparency and public confidence. RAS does not provide a concrete methodology for developing this log.

10. Various responses in RAS's proposal are conclusory and lacking detail.

11. RAS's response regarding a proposed timeline is concerning, given that RAS believes final maps will not be submitted for VRA approval, which RAS assumes to be through preclearance, until mid-January 2011.

**Offeror: *Research Advisory Services***

2. **Capacity of Offeror; Breadth of Services, (300 points)** 175 Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

**Strengths**

1. Affiliation of subcontractor to assist with possible tribal language issues a positive but unknown at this point as to the extent of the need.
2. Redistricting experience and preclearance experience at the local level.

**Weaknesses**

1. RAS's "bench" is not as deep as other vendors in terms of academic and professional focus on redistricting. RAS relies heavily on subcontractors, particularly on critical public outreach and comment efforts.
2. RAS lacks statewide redistricting experience.
3. RAS's response draws into question its political balance. Mr. Sissons and his wife donate to Democrats and are perceived as aligned with interest groups seeking a political outcome from redistricting, including progressive groups. Mr. Sissons has also made a number of public statements about the redistricting process and how the results should look that would complicate his ability to act fairly.
4. RAS's experience and political background is questioned in part because it effectively advocated against prior AIRC decisions in litigation. RAS has a result-oriented interest in supporting prior adversarial positions taken against the AIRC, thus raising concerns about its ability to fairly and dispassionately perform

the Statement of Work. Mr. Sissons also has made a number of public statements, in the press and otherwise, claiming to know the outcome of the maps this Commission will draw, even before the 2010 census data had been published. This again raises concerns about RAS's methodology because RAS might present the Commission with maps that buttress prior public positions, rather than to fairly and dispassionately work at the Commission's direction. Mr. Sissons' denial of a bias was less than clear and unconvincing.

3. Cost – completed by SPO	(200 points)	<u>200</u> Points
4. Conformance with T's and C's – completed by SPO	(100 points)	<u>100</u> Points
<b>TOTAL POINTS</b>	<b>(1000 points)</b>	<b>625</b>

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**Offeror:**     *National Demographics*

1. **Methodology for Performance of Work;**                     (400 points)             385 Points\*  
Statement of Work Requirements 2.1 through 2.16

Strengths

1. In both its proposal and public interview, NDC sets forth a thorough rendition of services offered addressing the requirements of paragraphs 2.1 through 2.16 of the Statement of Work contained in the RFP. NDC's response goes beyond merely explaining how the criteria would be satisfied in an academic sense and sets forth, in detail, a proposed plan of action subject to the AIRC's direction. NDC's response integrates the public input and technical expertise of the firm and key personnel. NDC has extensive experience in local and statewide districting and redistricting efforts, including in Arizona and with the first AIRC. NDC's response sets forth ideas and approaches for moving forward immediately with the AIRC. NDC is willing to work round the clock to meet the AIRC's goals of meeting the Commission's requirements. NDC has English and Spanish capabilities. NDC commits to an open process with no preconceived notions of the end result, which is essential to fulfill the goals of fairness and political balance set forth in the Arizona Constitution.

2. NDC provides a detailed and specific proposed schedule, while acknowledging that the schedule is ultimately a product of the Commission's desires and objectives. NDC's schedule is more efficient than other proposed schedules, which appears to be a product of the NDC's superior experience and specific Arizona experience. NDC offers a full-power redistricting workstation available to the AIRC, staff, and the public at the AIRC's headquarters. NDC provides innovative ideas as to how to involve the public and offers mapping results available on Google Maps, which is likely to be considered a platform most easily accessible to the public. Online mapping feature offered to the public. NDC

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\* The score represents an increase in the score provided on the initial evaluation sheet the Commissioners completed in advance of the June 15, 2011, hearing. The improved score reflects, in part, NDC's performance at the public interviews conducted at the June 24, 2011, hearing.



proposes a concise training plan. NDC offers an innovative approach to public meetings involving a short video presentation that could involve the Commission's participation. NDC offers a concrete plan for public meetings. NDC's has superior experience with public involvement in the process, as demonstrated through its development of "Citizen Kits." NDC's response makes clear that its efforts at public outreach and involvement will be done at the AIRC's direction and with the AIRC's direct involvement. NDC offers an exceptional and clear response as to public outreach and comment criteria. NDC already has on line public mapping capabilities offered to the public. NDC offers a detailed plan as to logging public input, which is essential for transparency.

3. NDC's methodology is supported by its superior redistricting experience. NDC has performed statewide redistricting in Arizona (the only vendor to work with an independent redistricting commission and the only vendor with prior experience with the AIRC on statewide redistricting efforts), Washington, and Mississippi. NDC is the only vendor who provides this level of experience. NDC also has redistricting experience in numerous counties and other localities. These jurisdictions could be regarded as having different political perspectives. For example, Mississippi could perhaps be regarded as a Republican jurisdiction while Washington and Clark County, Nevada, Democratic jurisdictions. NDC is also regarded as a national authority in redistricting. Unique among the responses, NDC notes that it and its principal are sought after experts, having presented at the National Conference of State Legislatures as a non-partisan expert in redistricting. NDC has expensive Voting Rights Act experience, with all of its local maps receiving preclearance. The 2001 map in Arizona that received an objection was a product of decisions made by the first AIRC that essentially over ruled NDC's recommendations. NDC also offers a competitiveness expert, Dr. Cain, who is regarded as a national authority.

4. Regarding paragraphs 2.15 and 2.16 of the Statement of Work, as well as Attachments 5 and 7, NDC provides evidence of its lack of political bias. NDC is used as the mapping consultant in numerous jurisdictions, certain of which could be regarded as leaning to one party or the other. If anything, the team NDC has assembled raises questions as to whether the public might regard NDC as leaning toward Democrats. Questions about the "Rose Institute" are a red herring and unsupported. No competent evidence is put forward that the Rose Institute is biased or influences the conduct of NDC and its team. Per the public interview, NDC receives no funding from the Rose Institute, and, if Rose Institute resources are used, NDC pays for them at arms length. Comments about posts by members of the public on a Rose Institute blog are not properly before the Commission and completely misrepresented. Upon review, only one comment from the public, of which there were very few, was "political" in nature and that comment concerned the 17<sup>th</sup> Amendment to the United States Constitution, which concerns the direct election of Senators to the United States Senate. The administrator of the blog made no response to this post. The purported concern about the alleged controversial nature of a "number posts" on this web site not only is irrelevant and exaggerated, if not misrepresented, but somewhat ironic in that the only political post on this web site by a member of the public concerns the possibility

of having U.S. Senators appointed by state legislatures again, which is, in essence, how this Commission is constituted.

5. NDC offers nimbleness in terms of employing personnel. It can, as needed, apply numerous additional skilled employees to assist. NDC offers a deep bench, with a number of highly regarded-- recognized nationally and internationally -- authorities in the areas of redistricting and competitiveness. The professional and publication credentials of Bruce Cain, Douglas Johnson and Dr. Handley appear unmatched. In addition, although based in Glendale, California, NDC offers many advantages that a local company could claim to have. Certain key personnel are, or have been, based in Arizona. NDC's prior work for the AIRC, and its work at the local level across Arizona, makes it uniquely experienced to assist the AIRC.

6. Answers to the Commissioners' questions by Mr. Johnson were clear and to the point. He also has a pleasant demeanor, even when confronted with purposefully redundant questions regarding typos in NDC's written proposal. I believe the public would regard Mr. Johnson as fair, knowledgeable, and approachable. His repeated emphasis on transparency and presenting the Commission with "options," as opposed to intruding upon the province of this Commission by providing his own opinions regarding policy choices, should also instill public confidence in NDC.

7. NDC made clear, repeatedly, that it would provide the Commission with options and provide pros and cons as to those options. NDC made clear that decision-making on all policy decisions is vested in the Commission and it would not intrude upon the Commission's authority.

#### Weaknesses

1. The written proposal contained a few typos, but these are immaterial to the mapping consulting services NDC offers. In addition, any criticism regarding NDC's initial submittal of a blank pricing sheet would be improper given that ADOA has accounted for that fact in the evaluation criteria related to "Conformance with the T's and C's" section below. "Double penalizing" NDC would be improper and suggest an attempt to manipulate the evaluation criteria to suit a desired end.

**Offeror:** *National Demographics*

2. **Capacity of Offeror; Breadth of Services,** (300 points) 285 Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

**Strengths**

1. Full breadth of services offered. The total package. A deep, exceptional, and unmatched bench of key personnel (see evaluation comments related to methodology above). Direct involvement by NDC in all aspects of the Statement of Work. Ability to begin work immediately. Direct past experience in statewide redistricting in Arizona, unlike other respondents.

2. Technologically on the leading edge. Google maps component would be easily assessable to the Commission and the public. Thirty-two years of experience in the field of redistricting. Well connected in the redistricting community.

3. NDC offers nimbleness in terms of employing personnel. It can, as needed, apply numerous additional skilled employees to assist. NDC offers a deep bench, with a number of highly regarded-- recognized nationally and internationally -- authorities in the areas of redistricting and competitiveness. The professional and publication credentials of Bruce Cain, Douglas Johnson and Dr. Handley appear unmatched. In addition, although based in Glendale, California, NDC offers many advantages of a local company. Certain key personnel are locally based. NDC's prior work for the AIRC, and its work at the local level across Arizona, makes it uniquely experienced to assist the AIRC.

4. NDC has superior redistricting experience. NDC has performed statewide redistricting in Arizona (the only vendor to work with an independent redistricting commission and the only vendor with prior experience with the AIRC on statewide redistricting efforts), Washington, and Mississippi. NDC is the only vendor who provides this level of experience. NDC also has redistricting experience in numerous counties and other localities. These jurisdictions could be regarded as having different political perspectives. For example, Mississippi could perhaps be regarded as a Republican jurisdiction while Washington and Clark County, Nevada, Democratic jurisdictions. NDC is also regarded as a national authority in redistricting. Unique among the responses, NDC notes that it and its principal are sought after experts, having presented at the National Conference of State Legislatures as a non-partisan expert in redistricting. NDC has expensive Voting Rights Act experience, with all of its local maps receiving preclearance. The 2001 map in Arizona that received an objection was a product of decisions made by the first AIRC that essentially over ruled NDC's recommendations. NDC also offers a competitiveness expert, Dr. Cain, who is regarded as a national authority.

5. NDC provides evidence of its non-partisanship. Political contributions have been small and ambiguous as to party preference. NDC is used as the mapping

consultant in numerous jurisdictions, certain of which could be regarded as leaning to one party or the other. If anything, the team NDC has assembled raises questions as to whether the public might regard NDC as leaning toward Democrats. Questions about the “Rose Institute” are a red herring. No competent evidence is put forward that the Rose Institute is biased or influences the conduct of NDC and its team. Per the public interview, NDC receives no funding from the Rose Institute, and, if Rose Institute resources are used, NDC pays for them at arms length. Comments about posts by members of the public on a Rose Institute blog are not properly before the Commission and completely misrepresented. Upon review, only one comment from the public, of which there were very few, was “political” in nature and that comment concerned the 17<sup>th</sup> Amendment to the United States Constitution, which concerns the direct election of Senators to the United States Senate. The administrator of the blog made no response to this post. This concern about the alleged controversial nature of a “number posts” on this web site not only is irrelevant and exaggerated, if not misrepresented, but somewhat ironic in that the only political post concerns on this web site by a member of the public concerns the possibility of having U.S. Senators appointed by state legislatures again, which is, in essence, how this Commission is constituted.

Weaknesses

1.

- 3. Cost – completed by SPO (200 points) 162 Points
- 4. Conformance with T’s and C’s – completed by SPO (100 points) 50 Points  
 Failed to provide documents referenced in proposal response  
 Provided no information in original pricing proposal document

**TOTAL POINTS (1000 points) 882**

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Supplementing Evaluation Prepared for the June 15, 2011,  
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**Mapping Consultant Evaluation  
June 24, 2011**

The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSPO11-00000704.

**Offeror:**     *Strategic Telemetry*

1. **Methodology for Performance of Work;**                   (400 points)           350 Points  
Statement of Work Requirements 2.1 through 2.16

Strengths

- |   |
|---|
| <ol style="list-style-type: none"><li>1. Strategic states that it will help frame the issues, leaving the policy decisions to the Commission.</li><li>2. Strategic provides a process for obtaining and integrating public comment.</li><li>3. Strategic affirms its willingness to work long hours.</li><li>4. Strategic offered a concise and well ordered presentation during public interview, although certain questions were not answered satisfactorily.</li></ol> |
|---|

Weaknesses

- |  |
|--|
| <ol style="list-style-type: none"><li>1. Regarding paragraphs 2.15 and 2.16 of the Statement of Work, as well as Attachments 5 and 7, Strategic has a record of working for highly partisan candidates and organizations. Strategic is a Democratic firm used by Democrats and progressives. Retaining this firm would raise serious concerns regarding perceived fairness and political balance. This is a stark and glaring weakness. If retained, the issue will dog the Commission throughout the mapping process.</li><li>2. Strategic's perceived political bias affects the trust and confidence the Commission and public can have in the mapping consultant to truly deliver a fair range of mapping options to the Commission. Strategic states in its proposal that the criteria of the Arizona Constitution "are subject to multiple interpretations." Overly vague notions as to how criteria can and should be applied could open the door to political mischief. Because Strategic would be called upon to provide the Commission with options, and because a multitude of options would likely be possible to address most mapping issues, questions are likely to arise as to</li></ol> |
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whether Strategic is offering the Commission a fair and politically balanced set of options or simply an array of options that suit a particular political agenda.

3. Strategic's timeline, which it affirmed during the public interview, proposes that the final maps would be submitted in the 27th week of the process. Final maps might not be approved until the March-April 2012 timeframe, which is most concerning.

4. Strategic purports to be able to integrate social media and public outreach, although proposal is lacking in specifics.

5. Strategic's response regarding its experience with the Voting Rights Act, and specifically Section V of that act, is unclear, which is concerning. Strategic appears to have no direct experience involving compliance with the Voting Rights Act.

**Offeror: Strategic Telemetry**

2. **Capacity of Offeror; Breadth of Services, (300 points)** 175 Points  
Firm's Experience/Political and Financial Backgrounds,  
Key Personnel Experience

**Strengths**

1. Strategic Telemetry purports to have experience in other jurisdictions in "the redistricting process," but both its written response and public interview were unclear as to the nature and quality of this experience, despite questions directed to this issue.

2. Strategic appears to offer an integrated approach to full breadth of services with its subcontractor.

**Weaknesses**

1. Strategic offers no Arizona redistricting experience and no redistricting experience with an independent commission. Unclear as to nature and quality of redistricting experience in other jurisdictions, particularly statewide redistricting efforts.

2. Strategic has a record of working for highly partisan candidates and organizations. Strategic is essentially a Democratic firm used by Democrats. Retaining this firm would raise serious issues distracting from the perception of fairness and political balance. Strategic also states that maps will be drawn in New York City and Washington, D.C., which further fuels the perception of bias and is unacceptable.

3. Strategic's perceived political bias affects the trust and confidence the Commission and public can have in the mapping consultant to truly deliver a fair range of mapping options to the Commission. Strategic states in its proposal that

the criteria of the Arizona Constitution “are subject to multiple interpretations.” Overly vague notions as to how criteria can and should be applied could open the door to political mischief. Because Strategic would be called upon to provide the Commission with options, and because a multitude of options would likely be possible to address most mapping issues, questions are likely to arise as to whether Strategic is offering the Commission a fair and politically balanced set of options or simply an array of options that suit a particular political agenda.

4. The professional and academic backgrounds of key personnel are not focused on redistricting. Backgrounds instead are highlight experience in progress political activism.

5. Strategic and its key personnel do not appear to be looked to as authorities in the area of redistricting. Strategic did not participate in any national conferences related to redistricting.

3. Cost – completed by SPO (200 points) 102 Points

4. Conformance with T’s and C’s – completed by SPO (100 points) 100 Points

**TOTAL POINTS (1000 points) 727**

**Revised Evaluation  
Supplementing Evaluation Prepared for the June 15, 2011,  
Hearing in Oro Valley**

**Mapping Consultant Evaluation  
June 24, 2011**

The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSPO11-00000704.

**Offeror:**     *TerraSystems Southwest*

1. **Methodology for Performance of Work;**           (400 points)           200 Points  
Statement of Work Requirements 2.1 through 2.16

Strengths

1. TerraSystems provides a detailed manner of approach to mapping tasks. Proposal includes ways for public to provide comment and the integration and analysis of public comment. Displays and maps available to the public.
2. The proposal suggests that TerraSystems will actively seek information regarding communities of interest. Given its extensive experience in mapping in Arizona, TerraSystems appears uniquely qualified to assist in identify possible communities of interest.
3. The proposed schedule is on par or more advanced than other responses but not as detailed. Detailed approach provided as to the methodology to address paragraphs 2.5.1 through 2.5.17 of the Statement of Work. Response goes beyond those of certain other respondents in terms of detail.
4. Very detailed approach as to aggregation of public input.
5. Detailed approach as to the integration of social media.
6. Highly motivated and enthusiastic team.
7. Regarding paragraphs 2.15 and 2.16 of the Statement of Work, as well as Attachments 5 and 7, TerraSystems is politically ambiguous. Its strength in this area stems, at least in part, from its lack of experience in political and redistricting work.
8. Highly experience in data manipulation.



Weaknesses

- 1. TerraSystems has no redistricting experience.
- 2. Although, as rightly noted by TerraSystems, the Commission will make all policy decisions, the Commission will also likely look to the mapping consultant to suggest approaches and possible options in terms of mapping, while providing objective and fair pros and cons of those approaches. TerraSystems

**Offeror: TerraSystems Southwest**

- 2. **Capacity of Offeror; Breadth of Services, (300 points)** 200 Points  
 Firm's Experience/Political and Financial Backgrounds,  
 Key Personnel Experience

Strengths

- 1. Full breadth of mapping services offered, with public outreach accommodated through a separate public affairs firm.
- 2. TerraSystems' political and financial backgrounds appear to be completely neutral. No conceivable issue as to a perception of political bias.
- 3. Substantial experience with GIS services.
- 4. Substantial Arizona experience.

Weaknesses

- 1. Key personnel inexperienced as to redistricting issues.

- 3. Cost – completed by SPO (200 points) 160 Points
- 4. Conformance with T's and C's – completed by SPO (100 points) 80 Points  
 Several assumptions listed

**TOTAL POINTS** **(1000 points)** **640**