



Attachment “2” - Questionnaire
Solicitation No. ADSPO11-00000704

STATE OF ARIZONA

Agency: **Arizona Department of Administration**

Description: **State Redistricting Mapping Services**

Customer: **Arizona Independent Redistricting Commission**

In accordance with this Solicitation, the Offeror shall complete this Offer Form, indicating the Offeror’s responses in the spaces provided. Additional pages may be added, as long as they are clearly referenced to this Offer Form in the spaces provided.

If such additional pages are added, the Offeror shall include the following Solicitation information (as indicated above) at the top of all additional pages: (1) this “Offer Form” number, (2) the Solicitation’s number, and (3) the Solicitation’s title.

Any Offeror that does not include this completed Offer Form, or that does include an incomplete Offer Form, or that includes a completed Offer Form with unacceptable responses may cause its entire Offer to be deemed unacceptable and, therefore, non-responsive and not available for award.

- 1 Provide a detailed explanation of Offeror’s method of approach to perform the Work set forth in the Statement of Work Sections 2.1 through 2.4.

Offeror’s Response: Method of Approach: It is presumed that the US Census 2010 population data at minimum Census Tract level will be available. Preferably it will be available at Block Group or Block level by the time the project gets awarded or initiated. Our approach will include using GIS software (ArcGIS v10). The reason for preference at the Block/Block Group level is that that approach would provide “finer geographic grain” of the data which in turn would allow closer equalization of population numbers between the proposed districts.

A GIS software also permits the use of other geographic data as layers that may aid in determining district boundaries. Such data would include but are not limited to; railroad lines, freeways, canals and other physical obstructions that can divide a community in terms of being a homogeneous and integrated community. We will be using this data as “officially” provided by the Census Bureau.

We propose to use either Census Tracts or Census Blocks/Block Groups as the basic population/geographic unit as opposed to the “grid-like” pattern as suggested in section 2.1 The reason for this suggestion is that Census Tracts or Blocks/Block Group have specific population numbers associated with them and they ALWAYS “fit together” with respect to each other in a contiguous fashion whereas a regular grid would cross or intersect with natural barriers and other geographic features and would also not permit exact count of population since the analyst have to resort to population density as opposed actual population and thereby yielding less precise summation of population within a proposed district. This would leave room for interpretation and argument.

At the beginning of the project, we will identify the “issues of interest” to AIRC. These may be ethnicity, gender, etc but NOT party registration and voting history or the locations of incumbents and candidates’ residences. These issues will be used to balance the proposed districts’ population totals and for comparison between the districts and the proposed plans.

Each such plan will be prepared separately in map as well as tabulation form and will be maintained as a GIS computer file as well as a PDF map of such file for retrospective comparison.

This way it will be possible to have the running comparison (positive or negative totals) between any/all district populations. In addition it will also be possible to compare how the districts have changed over past decade and when emphasized with a given “issue of Interest”

We will also be preparing “templates” of the printed maps so that various drafts with different outlines of the districts can be regenerate quickly and the cartography would be consistent between the draft maps.

- 2 Provide a detailed explanation of Offeror’s experience in previous contracts of similar scope to this Solicitation’s scope.



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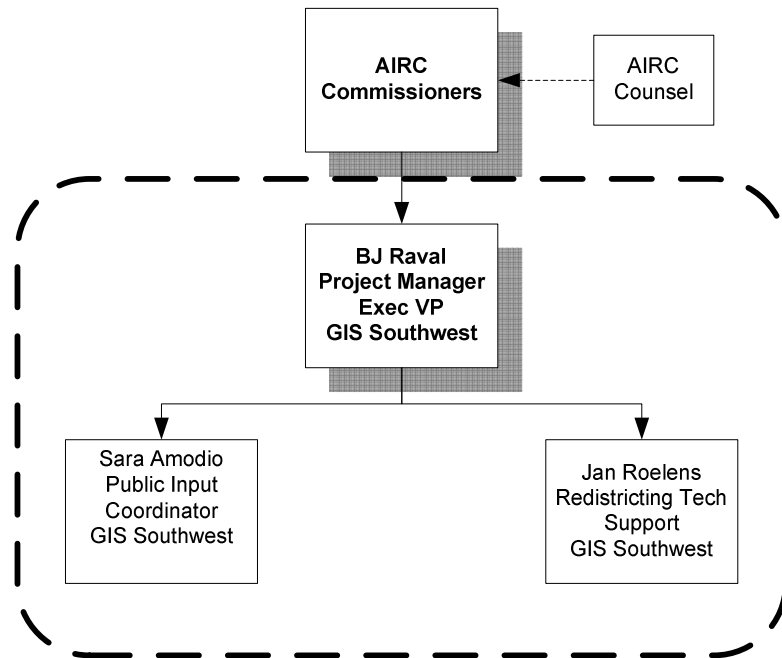
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Offeror’s Response: Experience: We have in-depth experience in geographically determining “market areas” which are highly analogous to the voting districts in which one tries to balance as well as maximizes the potential return from the underlying population. This expertise allows not only to tabulate the potential dollar amount from the population in a given market but also determine the location of a store (read: voting booth such as school or a library) for the maximum convenience of the voting public. Technically speaking from a GIS perspective, we are most accomplished in the State as the company itself was formed in 1989 to respond to and make use of the data produced by the Census Bureau in Census 1990. Our firm has been in continuous operation under same management since then and incomparable experience in GIS discipline and in working with State of Arizona agencies since then.

- 3 Provide Offeror’s Organization Chart with names and titles clearly noted, all personnel who will provide services and the services each will provide clearly identified as required in Statement of Work Section 2.15, and the relationship of the project leader to management and to support personnel clearly illustrated.

Offeror’s Response: Organization Chart:



- 4 Provide a proposed time line detailing a suggested schedule for delivery of maps and a suggested schedule for the Arizona Independent Redistricting Commission (IRC) to follow as required in Statement of Work Sections 2.5.4 and 2.6:

Offeror’s Response: Proposed Schedule

Following is the timeline schedule showing various activities of GIS Southwest as they relate to professional work as well as public input and assistance to the AIRC



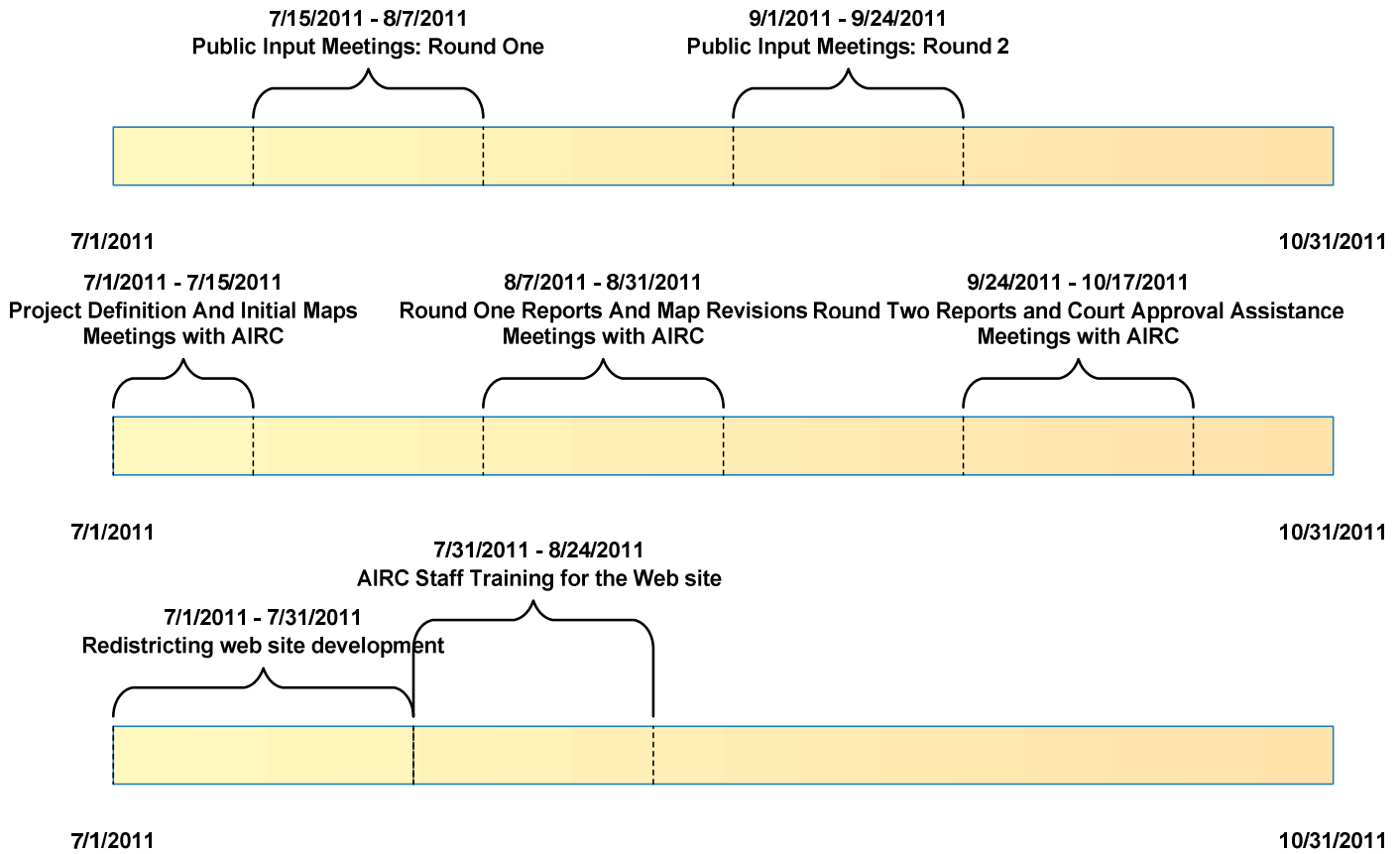
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5 Provide a detailed explanation of how Offeror will satisfy each of the individual requirements set forth in Statement of Work Sections 2.5.1 through 2.5.17:

Offeror's Response: Please see our response to each of items by number below:

2.5.1 We will be acquiring "shapefiles" of Census Tract and/or Census Block/Block Group population data for Census 2010 either from a) The Census Bureau b) Arizona Secretary of State or c) AIRC staff. In addition we currently have the same data in-house for 1990 and 2000 census as well as for the year 2007

2.5.2 We currently have high speed computers with storage capacity to hold large databases, network connectivity and ArcGIS® software on several workstations as well as a 50" wide photo quality inkjet plotter to make large maps in-house

2.5.3 We already have several licenses of ArcGIS® v10 Software with extensions. We have had this since 1989

2.5.4 We will be preparing draft maps at 3'x4' size for both, Congressional Districts as well as State Legislative Assembly in relation to the federally mandated requirements on a bi-weekly basis (or more frequent if requested by AIRC) with one week of review time allocated for AIRC for each cycle

2.5.5 We will be assisting AIRC in preparing proper and appropriate documentation to get the maps certified by the Secretary of State. These maps will be prepared in paper form as well as PDF form and supporting GIS datasets will be archived for later referral. Both, the paper maps as well as PDF will show tabulation and the totals for each district on the map itself.



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2.5.6 With each cycle of draft map, we will budget a training and interactive informational session with the commission and staff of AIRC for 4 hours (either morning or afternoon session) at AIRC offices.

2.5.7 We will be also preparing a template narrative in form of PowerPoint® For each set of draft map in each cycle of preparation, we will be using this template to describe the uniqueness of that particular version of the map and highlight for the benefit of people's understanding. This PowerPoint® will also accompany these draft maps. At the end of the project these presentations along with maps and PDF will be archived and handed over to AIRC.

2.5.8 All necessary project work will be carried out at GIS Southwest offices in Phoenix. At the end of the project a computer, ArcGIS software, Census population database and optionally a plotter will be turned over to AIRC. The cost of these will be charged as a part of the project.

2.5.9 We will assist AIRC in holding the public meeting throughout the State at one meeting per month for a total of twelve (12) meetings. In these meeting we will use PowerPoint® and printed maps and GIS Southwest staff person will keep track of public input which will also be entered in a database and will be summarized by date and place and at the end of the project, submitted to AIRC. This will be an automated process that captures public input in a database.

2.5.10 Please see 2.5.9

2.5.11 These comments and concerns will be coded geographically as well and will be used to refine the next cycle of draft maps in numeric terms

2.5.12 Please see 2.5.11

2.5.13 These redistricting plan will be submitted to US DoJ and US District Court in paper and (PDF on) CD form and in a form required by Voting Rights Act of 1965 as amended and as advised by AIRC legal counsel.

2.5.14 Please see 2.5.13 above

2.5.15 All thorough the project, the Project Manager of GIS Southwest (Mr. BJ Raval) will coordinate between the AIRC and AIRC staff

2.5.16 Please see 2.5.8 above

2.5.17 All output from the efforts above will be archived in either CD or DVD format as well as paper maps and will be handed over to AIRC for archival purposes.

6 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.7.

Offeror's Response: All efforts by the offeror outlined in section 2.7 lacks specificity and has wide range of cost implications. If the project is awarded, the offeror with develop a detailed plan for such activity and associated fees to develop a web site for AIRC for such effort in conjunction with AIRC staff. GIS Southwest has a significant experience in developing such web sites for City of Phoenix and other clients.

7 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.8.

Offeror's Response: All the functionality outlined in section 2.8 and more is possible and accommodated by the GIS software used by GIS Southwest – ArcGIS. This software will be used to develop a highly customized solution for AIRC. All scenarios generated as a result of either AIRC request or due to the public input can be instantly re-generated by the system either on screen or on paper and also saved. That's where the expertise of GIS Southwest in GIS software shines.

8 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.9.



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Offeror's Response: As a part of developing scenarios and draft versions of maps with public input, a log is kept automatically and via secretarial notes. These will be appended to the draft plans digitally so they are inherently connected to the plans. These are also digitally indexed for easy retrieval and are made part of the paper and PDF maps.

- 9 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.10.

Offeror's Response: All project related work will be conducted (except for public input meetings and periodic meeting with AIRC and/or its staff) and access to our offices in Phoenix, Arizona and material will be available during normal business hours and sufficient advance notice.

- 10 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.11.

Offeror's Response: Accompanied schedules and timelines and quantities are GIS Southwest's best estimates. After the award of the project but prior to Notice-To-Proceed, GIS Southwest will review with the AIRC staff and all work items and adjust the timeline, schedule and the project fee as necessary

- 11 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.12.

Offeror's Response: GIS southwest is planning to submit periodic report on a monthly basis by the activity that may have taken place during the preceding month. If more is requested, GIS SW will provide on ad hoc basis.

- 12 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.13.

Offeror's Response: GIS Southwest Project Manager and its staff will work in-effect as staff of AIRC during the public input hearing. If requested, they will also conduct the meeting on behalf of AIRC or work closely with AIRC staff

- 13 Provide a detailed explanation of how Offeror will satisfy the requirements set forth in Statement of Work Section 2.14.

Offeror's Response: We already have information security measures in place consistent with industry standards with respect to its confidentiality, dissemination storage transmission and archival

- 14 For the ten-year period preceding this offer, provide a detailed explanation of Offeror's political activity and services performed, whether voluntary or for a fee, for a political candidate, as an officer of a political committee, or as a campaign worker or fundraiser.

Offeror's Response: None. Never performed any such activity. Please see the answer to #16 below.

- 15 For the ten-year period preceding this offer, provide a detailed explanation of services performed by Offeror, whether voluntary or for a fee, as a lobbyist or consultant for any political party, interest group or other entity that has supported, donated money to, or raised money for, or provided in-kind support for a candidate for public office or taken a position on a ballot initiative or sought to influence the redistricting process.

Offeror's Response: Not applicable. Never performed anything for any political candidate anywhere.

- 16 For the ten-year period preceding this offer, provide the date, nature and amount of political contributions by Offeror:

Offeror's Response: Offeror and his wife in his personal capacity have contributed \$125 each in August 2005 gubernatorial campaign of candidate Don Goldwater. Mr. Goldwater happens to be a personal friend and the offeror



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does not have any political affiliation with any political party. The Offeror and his wife also contributed \$100 each the Mayoral Re-election campaign of Phoenix mayor Mr. Phil Gordon in May 2007. And in May 2008 contributed \$10 to Mr. Barry Wong, again in Sept 2009 contributed \$5 to Mr. Wong and contributed \$25 to Ms. Felicia Rotellini in October 2010

- 17 For the ten-year period preceding this offer, describe the date, source, nature and amount of any donations or other funding from any source whether in cash or in kind used to support the operations of Offeror:

Offeror's Response: GIS Southwest has been in GIS (Geographic Information Systems) consulting business since 1989 whose principal clients have been various state and local government agencies in the State of Arizona. As a part of those contracts with such agencies. The company has been paid over time. However no donations have been made to the company for its operations.

- 18 Has Offeror filed bankruptcy within the last five (5) years?

Offeror's Response: No

- 19 Has Offeror had a contract within the last five (5) years that was terminated for cause due to breach or similar failure to comply with that contract? If "yes," please identify and summarize applicable details. Otherwise, if "no," state "No."

Offeror's Response: No

- 20 Offeror must list any lawsuits against the Offeror that have occurred within the last five (5) years, including any that may be currently pending.

Offeror's Response: None

- 21 Describe and explain any personal, family, or financial relationships or commitments that Offeror has that a reasonable person would consider likely to improperly influence someone making a redistricting decision.

Offeror's Response: None. Not applicable