



**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.

**2.1 “The Commencement of the mapping process for the congressional and State legislative districts shall be the creation of districts of equal population in a grid-like pattern across the state.”**

Offeror’s Response:

Research Advisory Services (RAS) will present and demonstrate to the AIRC alternative ways of creating legislative and congressional grid patterns. Nine congressional districts suggest a three-by-three grid, and 30 legislative districts and the shape of Arizona suggest a grid five units east-west and six units north-south. Beyond that, there are a number of details for the Commission to consider, including the scale of the delineation (at the level of Census Blocks, Census Tracts, or Voting Precincts) and the degree of population equality to achieve. RAS will also discuss the mechanics and philosophy behind the grid-plan start, and share with the Commission grid-plan map alternatives RAS has already drawn for legislative and congressional districts. *Each map is potentially adoption-ready. (TIME-SAVER #1 – watch for eight more, coming up)*

**2.2 “Adjustments to the grid shall then be made as necessary to accommodate the goals as set forth below:”**

Offeror’s Response:

RAS proposes to facilitate a Commission work-study session to discuss the six goals, the extent to which they interact and sometimes conflict, and possible approaches to resolving such potential conflicts. RAS will also suggest ways for the Commission to establish, in the public record, its collective view of “decision rules” that it wants the consultant to apply when conflicts between goals occur during the mapping process.

**2.2.1 “Districts shall comply with the United States Constitution and the United States Voting Rights Act of 1965, as amended.”**

Offeror’s Response:

These two federal requirements bind all jurisdictions conducting redistricting, and are of overriding importance. The main U. S. Constitutional issue relates to population equality, and is discussed more completely in 2.2.2, below.

The Voting Rights Act has special significance in this state. Arizona is one of sixteen states wholly or partially subject to Section 5 of the Voting Rights Act, which requires the state to get preclearance from the U. S. Department of Justice (DOJ) before an adopted plan can be used for an election. The thrust of DOJ’s preclearance examination is to verify that Arizona has met its obligation to prove that the new districts have neither the purpose, nor the effect, of diminishing the ability of minority race, origin or language populations to elect candidates of their choice.

RAS, working with the Commission’s attorneys, will conduct statistical tests of the voting behavior of minority residents, including measuring the extent, magnitude and location of racially polarized voting, statistically confirming the identity of the candidate chosen by minority voters in relevant election contests, and, throughout the process, ensuring that proposed districts do not diminish minority voting strength.



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An additional test Research Advisory Services uses and proposes, subject to concurrence from the AIRC and its legal counsel, is a Spanish Surname dictionary to determine the percentage of Latino voters in each voting precinct. The result of this procedure, when compared with Census data on Hispanic voting-age populations, can reveal neighborhoods where Latino residents are under-registered – an important consideration when examining racially polarized voting and retrogression. RAS has performed this test to useful effect in three counties since 2009.

**2.2.2 “Congressional districts shall have equal population to the extent practicable, and State legislative districts shall have equal population to the extent practicable.”**

Offeror’s Response:

Population equality standards differ between the two types of maps the Commission will draw. The developed standard for congressional mapping is very strict – districts should not differ by more than one person. In previous decades, a legislative plan could have districts with population variances up to ten percent; more, if the jurisdiction could demonstrate that a rational state purpose necessitated such variance.

However, the ten-percent variance standard for legislative mapping may no longer apply. A decision in a 2004 Georgia legislative districts case, affirmed by the U.S. Supreme Court, may have tightened up the allowable margin of variance. Most commentaries about the case point out that ten percent may no longer be considered a ‘safe harbor’. It is still early in the redistricting season, so courts have not weighed in yet on this issue. Regardless, achieving small variance is not difficult and is not likely to conflict with other redistricting goals.

**2.2.3 “Districts shall be geographically compact and contiguous to the extent practicable.”**

Offeror’s Response:

The redistricting software that Research Advisory Services uses has several ‘district analysis’ and ‘plan integrity’ functions that perform assessments and reporting of compactness measurements and contiguity. These tools are always available and will be used frequently throughout the process.

**2.2.4 “District boundaries shall respect communities of interest to the extent practicable”**

Offeror’s Response:

Determining the existence and geographic extent of a community of interest is done for the purpose of not disturbing its voting strength. Two common ways of ‘disrespecting’ a community of interest are: 1) dividing it with a new district boundary; or 2) placing it in a new district with many dissimilar-minded voters.

It is a good idea to identify communities of interest early in the process to avoid their inadvertent division or isolation. Early identification is also a defense against the charge that a community of interest was later ‘discovered’ to justify a districting decision. The U.S. Supreme Court has said that simply declaring the existence of a community of interest is not sufficient – objective demographic data or evidence of commonality of viewpoints should be documented.

Research Advisory Services will present recommendations for methods of determining the locations, geographic extents and identifiable reasons for considering an area to be a community of interest. (This is one of the most amorphous factors the AIRC will be asked to consider; and one that will give rise to many partisan assertions.)

The Commission is under no obligation to place similar communities of interest in the same district. That is not why they are identified. If there is too much assembling of like-with-like neighborhoods in a plan, it looks as if districts are being created to benefit particular incumbents or political parties.

The redistricting software that RAS uses has a function that locks together the Census Blocks that make up a particular community of interest, assuring that the community will not get split between new districts.

**2.2.5 “To the extent practicable, district lines shall use visible geographic features, city, town and county boundaries, and undivided census tracts.”**

Offeror’s Response:

Most Census Blocks, by virtue of Census enumeration rules, have visible geographic features as their boundaries. Since districts are made up of whole Census Blocks, the visible feature requirement is largely automatically met. The exception is a jurisdictional boundary. City and town limits change through annexation, and a new city limit line may lie along the edge of a property ownership, and not be identified by a physical feature. RAS sub-consultant



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Engineering Mapping Solutions, Inc. will use its aerial photography resources and site visits as necessary to minimize the creation of non-visible district lines.

The “undivided census tracts” clause may not be very helpful. The framers of Proposition 106 on the 2000 General Election ballot would have been more on-point to use “undivided voting precincts”. Census Tracts are statistical units of geography for reporting socio-economic characteristics of housing and population. Political data necessary for redistricting (voter registration, election results) is not collected by Census Tract; rather by voting precinct. Many more people know their voting precinct than know in which Census Tract they live. Research Advisory Services will keep the AIRC informed whenever a proposed district line would divide a Census Tract.

**2.2.6 “To the extent practicable, competitive districts should be favored where to do so would create no significant detriment to the other goals.”**

Offeror’s Response:

While Democrats and Republicans spend much of every legislative session in sustained, hearty disagreement, there is one issue that unites them: having politically safe districts to campaign in. Last decade, with no direction other than the wording of the Arizona Constitution available, political parties prevailed in blocking much realization of the competitiveness goal.

However, there is now direction from the Arizona Supreme Court as to how the competitiveness goal should be viewed in relation to other goals, and when in the process the goal should be considered. In a nutshell: the competitiveness goal is no less important than all other non-federal goals, and the competitiveness goal should be considered from the first moment that the complete set of goals is first considered. That moment occurs during creation of the Draft Maps.

Notwithstanding the possible effect of its ruling on outcomes, the Arizona Supreme Court has made it clear that the Commission has singular authority to decide how many competitive districts to draw.

**2.3 “Party registration and voting history data shall be excluded from the initial phase of the mapping process but may be used to test maps for compliance with the above goals. The places of residence of incumbents or candidates shall not be identified or considered.”**

Offeror’s Response:

As we read the Arizona Constitution, it appears that only the AIRC has the prerogative to decide when the “initial phase of mapping” is over. It clearly cannot be the Grid Map phase because the Grid Map must be drawn with only the goals of population equality and contiguity in mind, and neither of those goals requires testing with registration or voting history data.

The next mapping phase is creation of the Draft Map, which will ultimately be displayed to the public during the 30-day comment period. The Draft Map phase begins with the AIRC adjusting the grid shapes to comply with the six Constitutional goals. Excluding registration and voting history data for very long would mean making adjustments “blind” to compliance with the Voting Rights Act and in conflict with the Arizona Supreme Court’s admonition that competition must be considered from the first moment that the full set of goals is considered.

Party registration and voting history data are vital parts of analysis of compliance with the Voting Rights Act and the measurement of district competitiveness.

Research Advisory Services will address its response to the provision of voter registration and voting history data in the discussion under Statement of Work Item 2.5.1.

Research Advisory Services will not allow incumbent or candidate addresses to be known to its staff or sub-consultants, and will not have such information on any staff or sub-consultant computers.

**2.4 “The AIRC shall advertise a draft map of congressional districts and a draft map of legislative districts to the public for comment for a period of at least thirty days. Either or both bodies of the State legislature may act within that period to make recommendations to the AIRC by memorial or by minority report, which recommendations shall be considered by the AIRC.”**



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Offeror’s Response:

Research Advisory Services will receive mapped and mappable recommendations, forwarded through the AIRC staff, on a flow basis during the thirty-day review period. RAS staff is adept at quickly digitizing map proposals into the redistricting GIS for analysis. *Each submittal will be scored on the six constitutional goals, and the analysis reports will be returned quickly to the AIRC staff. (TIME-SAVER #2 –this does not shorten the review period, but very little analysis time will be needed after the 30 days.)*

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

Offeror’s Response:

Since 1991, Research Advisory Services’ president Tony Sissons has prepared eighteen redistricting plans that have become law. The first plan, in 1991, was for Arizona’s new six congressional districts prepared under the direction of the U. S. District Court Three-Judge Panel that was asked to step in when the legislature did not produce a timely plan. Sissons shared the mapping responsibility with redistricting consultant Alan Maguire. Because the plan was created by the federal judiciary, it did not require preclearance from the Department of Justice.

Shortly thereafter, Sissons was contacted by three Arizona counties that had been denied preclearance of their supervisorial or community college district plans. Those engagements began a seventeen-plan run of successful redistricting processes resulting in plans that were all precleared by DOJ on first submittal, and all without court challenges. The plans, the jurisdiction size, and the year precleared are as follows:

- West-MEC Technical Education District Governing Board Districts (1,178K pop.), 2006
- Gila County Provisional Community College Election Districts (53K pop.), 2003
- City of Phoenix Council Districts (1,365K pop.), 2002
- Merced County CA Supervisorial Districts (210K pop.), 2001
- Yuma County Supervisorial Districts (165K pop.), 2001
- Arizona Western College Election Districts (165K pop.), 2001
- Eastern Arizona College Election Districts (34K pop.), 2001
- Gila County Supervisorial Districts (53K pop.), 2001
- Graham County Supervisorial Districts (34K pop.), 2001
- Yuma County Supervisorial Districts (122K pop.), 1995
- Phoenix Union High School District Governing Board Districts (491K pop.), 1995
- Arizona Western College Election Districts (122K pop.), 1995
- Graham County Supervisorial Districts (27K pop.), 1993
- Eastern Arizona College Election Districts (27K pop.), 1993
- Yuma County Supervisorial Districts (108K pop.), 1992
- Arizona Western College Election Districts (108K pop.), 1992
- Coconino County Supervisorial Districts (97K pop.), 1992

Although the above redistricting engagements were for smaller jurisdictions than the State of Arizona, they all shared a very similar process and the same potential for denial of preclearance. Research Advisory Services is proud to report that it has never received the dreaded “more-information-needed” letter from the Department of Justice, nor, for that matter, an “objection” letter.

In addition to the firm’s work guiding jurisdictions through redistricting, RAS President Tony Sissons has served as an expert witness, testifying in a number of election-related court cases:

- U. S. District Court litigation on the constitutionality of Proposition 200 – testified as plaintiff’s expert on the demography of the populations affected, 2006
- State Court litigation on the Congressional Districts plan drawn by the Arizona Independent Redistricting Commission – testified as plaintiff’s expert on the application of competitiveness measures, 2003
- State Court litigation on the Legislative Districts plan drawn by the Arizona Independent Redistricting Commission – testified as plaintiff’s expert on redistricting principles and competitiveness, 2003



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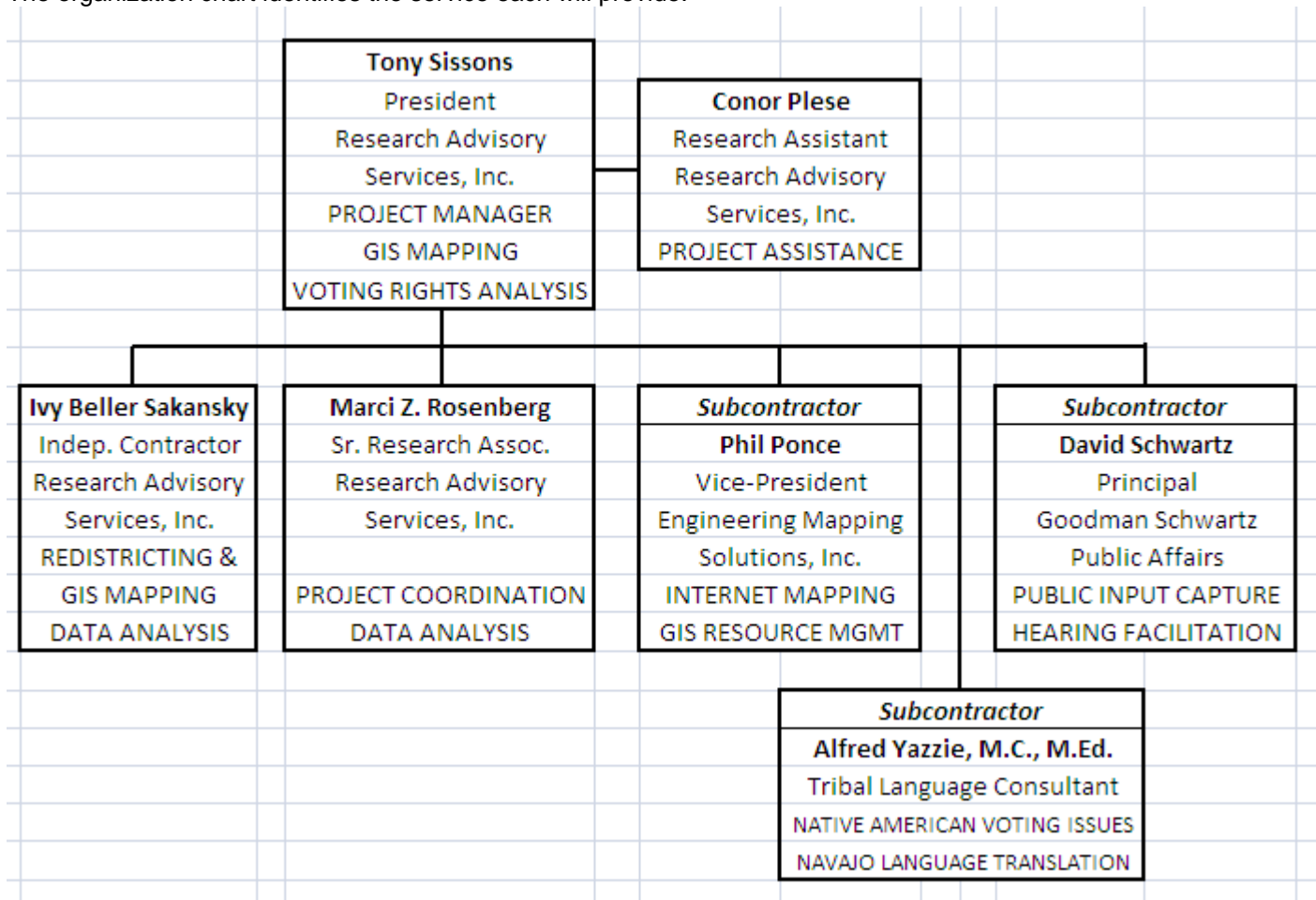
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- U. S. District Court consideration of Interim Legislative Districts plan drawn by the Arizona Independent Redistricting Commission – testified as an expert on the City of Phoenix redistricting process, 2002
- U. S. District Court litigation on Salt River Project Board Election Districts – prepared defense legal team on demographics and principles of statistical measurement, 1995
- U. S. District Court litigation on Congressional Districts – retained to help the Three-Judge Panel draw the Court’s plan, 1991

**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:

Research Advisory Services Team is composed of the firm’s four staff members and three specialty consultants. The organization chart identifies the service each will provide.



**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:

The consultant’s proposed time line as attached as a PDF file named “Exhibit A – Time Line”.



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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:

**2.5.1 “Assemble a redistricting database utilizing certified population data from the 2010 U. S. Census for the State of Arizona and voter registration information from the Arizona Secretary of State or as directed by the AIRC.”**

Offeror’s Response:

*Research Advisory Services has, ready for immediate use, the complete 2010 Census Redistricting Data File (PL94-171) for Arizona. (TIME-SAVER #3)* The file was assembled and formatted by Caliper Corporation, publisher of the redistricting GIS software RAS uses. That product has many GIS ‘layers’ – blocks, block groups, census tracts, voter tabulation districts (voting precincts), municipalities, places, Indian reservations, counties, legislative districts and congressional districts. Every geographic feature on each GIS layer contains the full complement of population data (total and voting-age counts, and counts of persons by race and Hispanic Origin).

*RAS has, also ready for immediate use, a comprehensive statewide GIS database of precinct-level registration and vote canvass data. (TIME-SAVER #4)* The database covers Primary and General Elections in 2004, 2006, 2008 and 2010, including registration, ballots cast, and all election results for all statewide contests, congressional and legislative races, and propositions. Its source is the precinct-level electronic canvass text files that counties submit to the Office of the Secretary of State after each election, for placement on the Secretary of State website.

As used by Research Advisory Services for prior clients, the precinct canvass database is an essential component of: (1) the examination of racially polarized voting; (2) the determination of which candidates were the candidates of choice of minority voters; (3) the assessment of whether a proposed district is retrogressive under the Voting Rights Act, and (4) the measurement of competitiveness.

**2.5.1.1 “The consultant will be responsible for any verification that is necessary to ensure the accuracy of the census data, as well as, verifying that the election data is complete and advising the Commission if it is not.”**

Offeror’s Response:

RAS has used the 2010 U.S. Census data extensively in creating “benchmark reports” on election district populations throughout the state, and in doing those analyses, confirmed that detailed levels of geography (i.e., blocks, precincts) sum properly to the higher reporting levels (i.e., cities, towns, legislative districts).

Although the population counts are correct and accurate at every level, there is a problem with one aspect of the Arizona precinct-level data. Some precinct names that counties use have been renamed in the federal mapping database that the U.S. Census Bureau uses. In some cases, precinct names have been retained but assigned to the wrong precinct, and in some cases, the precinct name has been completely replaced. That federal database, called TIGER, has incorrect precinct names for over 300 precincts in five counties. Research Advisory Services reported the errors to the State of Arizona and to the Bureau of the Census in early April 2011.

*Because Research Advisory Services has identified and catalogued the errors, the AIRC can “work around” the problem for its own use of the data. (TIME-SAVER #5)* However, a larger problem exists in terms of the use of the data by others, including the preclearance reviewers in the U.S. Department of Justice. Independent of Arizona’s submissions, DOJ reviewers have their own mapping system loaded with Census data and the mislabeled TIGER file geographic features. Also, minority advocacy groups, such as MALDEF and NAACP also monitor redistricting processes and conduct their own analyses of retrogression of minority voting strength. The scrambled precinct names will prevent accurate analysis.

RAS will ask the AIRC to examine and resolve this issue as it relates to others’ use of Arizona precinct data early; delayed, it may jeopardize preclearance.

Research Advisory Services has developed its GIS resource of registration and election canvass data gradually during the decade in anticipation of this round of city, county and state redistricting. The RAS database is complete, verified against official printed state canvass documents and ready for use. Its source is the precinct-level electronic canvass text files that counties submit to the Office of the Secretary of State after each election.



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**3.1 "At its discretion, the AIRC may require additional census, voting and/or elections information to be integrated into the redistricting database for analysis as necessary to accomplish the mission of the AIRC. Such sources of information may include the Department of Justice's tabulation of American Community Survey's data regarding citizen voting-age population by race and ethnicity, as well as, precinct-level election data from the past decade that is available from the Arizona Secretary of State.**

Offeror's Response:

(This Statement of Work Item was added by Solicitation Amendment 3 and later modified by Amendment 4. This related-sequence location in Attachment "2" is a good a place as any for the consultant's response.)

Research Advisory Services is familiar with the data on citizen voting-age population (CVAP) prepared as a special tabulation of the American Community Survey, and described in a four-page documentation from the Census Bureau's Redistricting Data Office. *RAS has already prepared a companion database of CVAP data to be incorporated into Arizona's redistricting database if so instructed by the Commission. (TIME-SAVER #6)*

The second data source mentioned in this Statement of Work, that of precinct-level election data (precinct canvass), is already in Research Advisory Service's GIS database. As mentioned in Item 2.5.1.1, above, RAS has been assembling the canvass database during the decade as each election's data became available. The data exists on the Secretary of State website as text files (.TXT), which are not immediately linkable to the precinct geographic features in the GIS. RAS has imported the text files into Excel spreadsheets, standardized data reporting from county to county, and verified that each vote-count column sums perfectly, through all fifteen counties, to the total vote count shown on the official printed canvass report signed by the Governor and Secretary of State. RAS's election results database is ready to go. (This was already mentioned as TIME-SAVER #4 in Item 2.5.1, above, but we want to underscore its significance: At this point on the calendar, anyone contemplating downloading the TXT files from the Secretary of State website has weeks of data gymnastics ahead of them.)

**2.5.2 "Provide all necessary computerized equipment to house and utilize the redistricting database."**

Offeror's Response:

Research Advisory Services uses Maptitude for Redistricting®, published by Caliper Corporation. RAS has used this software on a weekly basis since 1998, maintaining two licenses, and installing each new version as it becomes available. As a "legacy user" of Maptitude, RAS President Tony Sissons is well known to the Caliper staff, which has accorded the firm a rapid response to user issues.

*Maptitude for Redistricting is running on two RAS computers, ready to go to work for the AIRC in the first minute of the contract. (TIME-SAVER #7).*

Just to be clear, Research Advisory Services does not have any relationship with Caliper Corporation, or with any software publisher. The firm has been approached to become a distributor by a number of vendors in the past, but has declined to participate. RAS's independence plays too great a role in its business success.

And to be even clearer in our response, RAS does not read this particular Statement of Work item to mean that the consultant will supply computers and software for the members of the Commission. While RAS staff will participate in any training sessions referenced in item 2.5.6, RAS assumes that the acquisition of computers and software for the Commission is outside the scope of this Mapping Services RFP.

**2.5.3 "Use GIS software and the redistricting database to display mapping configurations of census units and proposed election districts in relation to federal and State-mandated requirements."**

Offeror's Response:

This Statement of Work item is central to the whole redistricting effort. Many of the consultant's hours and billings will center on this item. Research Advisory Services has been performing this task for over 20 years. All learning-on-the-job was completed long ago.

**2.5.4 "Provide drafts of maps for the congressional and State legislative districts in a timely fashion as directed by the AIRC. Time is of the essence in the preparation of these maps, and a schedule of delivery**



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***shall be included in any response to this Solicitation. The AIRC shall review the draft maps and direct changes as necessary.”***

Offeror’s Response:

The schedule of delivery is addressed in the consultant’s proposed time line, show attached as a PDF file named “Exhibit A – Time Line”.

Research Advisory Services has provided decision-support services to Arizona public and non-profit agencies since 1987. We know how quickly clients need results in time to present at a city council meeting or to a legislative committee on a fast-moving topic. Every member of the RAS team has that “show-must-go-on” ethic. This factory doesn’t manufacture excuses!

***2.5.5 “Assist the AIRC in certifying to the Secretary of State the establishment of congressional and State legislative districts.”***

Offeror’s Response:

Well before the AIRC adopts final maps, Research Advisory Services will determine the Secretary of State’s requirements (media, format, extent of detail and documentation).

***2.5.6 “Provide training to the AIRC in utilizing the database and mapping software throughout the term of any resultant contract.”***

Offeror’s Response:

Research Advisory Services anticipates being on call to provide training to individual Commissioners (or duos of Commissioners, if allowed and convenient) as needed.

***2.5.7 “Develop a PowerPoint® presentation to be used by the AIRC’s Commissioners, staff or designees to provide public information to community groups. The presentation shall include background information on the initiative and an overview of the project scope as well as how to provide input to the AIRC on the redistricting plans.”***

Offeror’s Response:

Research Advisory Services will develop and keep updated a public education presentation. RAS will edit the presentation weekly, in consultation with AIRC staff, to reflect the changing status of the process.

***2.5.8 “Provide all equipment necessary to draw maps reflecting the stated concerns and interests of the public participants.”***

Offeror’s Response:

To any extent that the public can express its concerns in map or mappable form, no matter how rudimentary the media, Research Advisory Services staff will replicate those ideas within the Maptitude for Redistricting software and perform such level of analysis as is warranted by the submission.

For those people who use Research Advisory Services’ free Internet public redistricting mapping application (described more fully in Item 2.5.10) to submit a map, the review process is very straightforward. When the user pushes the ‘submit’ button, the program creates an export plan-file that is automatically emailed to the consultant. That file can be imported directly into Maptitude for Redistricting for detailed analysis.

***2.5.9 “Support the AIRC in holding a number of public meetings, as directed by the AIRC, throughout the State to discuss proposed redistricting plans. The contractor shall be responsible for compiling and soliciting public input as well as providing the public with information as directed by the AIRC, including such items as draft maps and other relevant information.”***

Offeror’s Response:

In twenty years of redistricting process consulting, Research Advisory Services President Tony Sissons has staffed, managed or conducted more than 160 public redistricting meetings at all stages in the redistricting process. For this engagement, Phoenix-based sub-consultant firm Goodman Schwartz Public Affairs will assist RAS. Goodman Schwartz has an extensive background in facilitating public decision processes and is well versed in methods for capturing, cataloging and analyzing public input.

***2.5.10 “Provide a process to enable the public to provide input to the mapping process.”***





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Offeror’s Response:

The most basic means by which the public can provide input should be through the multiplicity of communications channels the AIRC staff will manage. Any item of public input that is mapped or mappable should be logged in by AIRC staff, with a copy forwarded to Research Advisory Services.

Research Advisory Services has developed a public Internet redistricting mapping application with its Phoenix-based sub-consultant Engineering Mapping Solutions, Inc. Built initially for local government redistricting processes, the core program was designed to accommodate any jurisdictional geography simply by changing the underlying jurisdiction-specific database. The RAS team will provide a statewide map and database for legislative and congressional district mapping, and make the online application easily available to the residents of Arizona, at no cost to use. The entire program is also written in Spanish. A single mouse-click changes the language.

The online mapping system allows instant examination of precinct demographics (total population, voting-age population, voting-age percentages of minority groups, total voter registration, and percentages of that registration in the categories of Democrat, Republican and Independent/Other). The RAS online mapping system is extremely user-friendly. By hovering the mouse pointer over a precinct, a small window pops up which displays demographics specific to that precinct. The program keeps track and displays the aggregate statistics of a batch of precincts being considered for movement into a district, and then provides a very rapid recalculation of the statistics of the affected districts once the move is made.

While the program was initially designed as an analysis tool, the RAS team has recently added a “Submit” function that allows the public user to automatically send a precinct-to-district equivalency file to the consultant. That plan file can be imported into Maptitude for Redistricting so that the public user’s plan can receive a full analysis on all of the redistricting goals.

RAS is aware of the online program being supported by the Arizona Competitive Districts Coalition (ACDC). The RAS program may be easier for general public use because it does not include the public competition features of ACDC’s program.

The RAS team’s mapping program, as implemented for Mohave County redistricting, can be examined at [http://www.emsol.com/webmap3/webmap3.aspx?XML=redist\\_mohave.xml](http://www.emsol.com/webmap3/webmap3.aspx?XML=redist_mohave.xml)

**2.5.11 “Develop coding of maps submitted by the public or developed during public hearings to describe stated concerns and interests of the public participants.”**

Offeror’s Response:

Based upon its experience with the kinds of issues the public raises about redistricting, RAS will work with Goodman Schwartz Public Affairs, its public meetings subcontractor, to create a coding system that captures the nature of comments, as well as their geographic locations and extent of geographical coverage.

**2.5.12 “Provide coding of public testimony such that it can be indexed, aggregated and collated to corresponding maps.”**

Offeror’s Response:

Building upon the coding system used in public hearings, RAS will create “reaction” categories as well as codes for the particular maps being displayed and commented on.

**2.5.13 “Assist the State in submitting the redistricting plan to the United States Department of Justice or the United States District Court.”**

Offeror’s Response:

As it has done in previous redistricting engagements, Research Advisory Services will be developing its final consultant report throughout the process. *Elements of that report, especially exhibits to be used in the application for preclearance, will be made available to the AIRC’s legal counsel on a flow basis. (TIME-SAVER #8)*

DOJ will want to look at plans submitted by the public, the AIRC’s assessment of those plans, and the extent to which the Commission accommodated or incorporated ideas contained in those plans. The more Arizona can make



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the reviewer’s life easier by including statistical tables and narrative about alternate plans, submitted digitally in common GIS export formats, the faster the review will be accomplished.

**2.5.14 “Assist the AIRC and the AIRC’s legal counsel in complying with the Voting Rights Act of 1965, as amended.”**

Offeror’s Response:

This task will consist mainly of RAS performing various statistical procedures to determine the extent to which minority populations have been able to elect candidates of their choice in particular parts of the state, and the effect on those minority neighborhoods when they are placed in new districts.

*RAS will work with the AIRC’s legal counsel to identify the neighborhoods and populations likely to be of concern to the Justice Department, so that, in the interest of time, the statistical work can be approached strategically. (TIME-SAVER #9)*

**2.5.15 “Ensure an ongoing interaction between the Contractor, the AIRC and the AIRC staff.”**

Offeror’s Response:

To the extent possible, RAS staff will be continuously available to the Commission and its staff. Unless we are directed otherwise, we will take our communications direction from the AIRC’s Executive Director.

**2.5.16 “Provide all equipment required to produce, digitally store, project on screen (for audience viewing), and print all maps desired by the AIRC.”**

Offeror’s Response:

Research Advisory Services and its sub-consultants have equipment on-hand, or access to trade service providers to accomplish the needed activities.

**2.5.17 “Develop archival level research materials as directed by the AIRC and deliver these to the AIRC at scheduled times to allow for the archive of this process to be timely and orderly. The term “archival” shall refer to both electronic and paper documents and other such medium as may be deemed applicable. It is the intent of the AIRC that all of the public data that is collected shall be available electronically for the benefit of both the current and future Independent Redistricting Commissions as well as the general public.”**

Offeror’s Response:

Our interpretation of this Statement of Work item is that RAS is expected to provide a frequent flow of process documents to the AIRC’s office staff for inclusion in public-inspection files and, for some documents, posting on the Commission’s website.

Decision rules about what materials to save and where, will most likely emerge as a result of the consultant’s interaction with the Commission’s Executive Director and staff.

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

**2.7 “The AIRC’s staff and the Contractor will work as directed by the AIRC to expeditiously develop and make accessible and interlinked, websites, social media and other such open and accessible internet communications data as may be deemed appropriate to maximize the opportunity for public input and access to the activities and actions of the AIRC. These sites may include audio, video, podcast, Skype and other such links as to not limit the AIRC’s goal for data and input collection.”**

Offeror’s Response:

In contributing to the fulfillment of this Statement of Work item, Research Advisory Services will respond to direction from the AIRC Executive Director. RAS and its sub-consultants have collective experience sufficient to accommodate the needs suggested above. At this point, a detailed explanation of RAS’s methods to satisfy the requirement is premature.

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



**Attachment “2” - Questionnaire**  
**Solicitation No. ADSP011-00000704**

**STATE OF ARIZONA**

Agency: **Arizona Department of Administration**

Description: **State Redistricting Mapping Services**

Customer: **Arizona Independent Redistricting Commission**

**2.8 “The software employed by the Contractor must automatically display the results of any proposed change in a district by retabulating and presenting on-screen the resulting map and the corresponding changes in total population and population subgroups associated with the proposed change to a district.”**

Offeror’s Response:

The software used by Research Advisory Services is Caliper Corporation’s Maptitude for Redistricting®. It is capable of all of the activities mentioned in this Statement of Work item. Additionally, it displays the aggregate before-and-after statistics of any proposed change before the change is made so that the user can evaluate whether to make the change.

The on-line mapping tool for public use created by RAS and its sub-consultant Engineering Mapping Solutions, Inc., also performs all of the activities mentioned in this Statement of Work Item. Users in the two counties where it is currently operational report no difficulties using the software, and are submitting maps for review.

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

**2.9 “Contractor shall be required to maintain an ongoing log for each map documenting the basis on which decisions were made and how the AIRC complied with the applicable requirements of the Arizona Constitution and the Voting Rights Act. The log will be subject to regular review and approval by the AIRC and shall include documentation and indexing of all key decisions.”**

Offeror’s Response:

Since later maps generally evolve from earlier maps, RAS is investigating whether commercial ancestor-tracking software can be adapted to trace and document the “family trees” of plans. If not, the RAS staff’s capabilities with spreadsheet software will easily meet the expressed need. In either case, reports will be generated as frequently as desired.

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

**2.10 “The AIRC must be provided unfettered access to draft maps, logs, reports and the supporting documentation and data and may, in its sole discretion, obtain independent evaluations of such materials.”**

Offeror’s Response:

The open access expressed by this Statement of Work item will be respectfully accommodated. As a full member of the Forensic Expert Witness Association, RAS President Tony Sissons has received training and reviewed manuals on record-keeping for possible litigation, and has responded to at least six document discovery requests and depositions.

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

**2.11 “Contractor shall be required to develop work plans in collaboration with AIRC with deliverables and timelines as specified by the AIRC.”**

Offeror’s Response:

Research Advisory Services recognizes that the timelines and proposed methods of approach required to be stated in a response to a Solicitation are for the purpose of evaluating the reasonableness of the responder, especially in relation to responses from competing consultants. RAS fully expects to work with the Commission and staff in negotiating, developing and implementing a process work plan.

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

**2.12 “Contractor shall provide progress reports on an “as needed” basis as determined by the AIRC and/or its Executive Director. Any request for a written or verbal report must be addressed within 24 hours.”**

Offeror’s Response:



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In keeping with the document maintenance training mentioned in the response to Item 2.10, above, RAS files will be kept up to date on a daily basis. RAS does not like to have to scramble to find things to respond to status requests.

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

**2.13 “Contractor shall work in collaboration with and at the direction of the AIRC during all public input hearings. AIRC staff and Contractor will jointly facilitate interaction with the public.”**

Offeror’s Response:

Research Advisory Services has conducted or participated in over 160 redistricting public meetings. RAS is both experienced and prepared to undertake any role the AIRC directs. In addition, sub-consultant Goodman Schwartz Public Affairs has facilitated, conducted or managed a great number of public input hearings throughout Arizona.

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

**2.14 “Contractor must provide information security measures consistent with industry standards in project critical areas including but not limited to data transmission, monitoring, verification, storage, back-up and confidentiality.”**

Offeror’s Response:

Upon contract award, Research Advisory Services will obtain an assessment of its electronic and physical security profile from Tucson-based computer forensics expert Scott Greene, and take any recommended steps to achieve the expected standard.

- 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:

Research Advisory Services president Tony Sissons donated \$500 to Democrat Jim Pederson’s Senate campaign, and \$100 in one of Republican John Shadegg’s Congressional campaigns. Both of those donations were prompted by personal friendships.

As a volunteer, he also helped create petition signature walking lists for Republican House candidate Tara Plese in 2002; worked a four-hour shift making Democratic Party Get Out The Vote phone calls in 2004; gathered nominating petition signatures for Lela Alston for non-partisan Phoenix Union High School District Governing Board in 2008, and verified residency of petition signers for Democrat Lela Alston for District 15 House campaign in 2010. Both candidates are 20-year family friends.

- 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:

RAS president Tony Sissons has never worked as a lobbyist.

In 2002, Research Advisory Services was hired by legal counsel for Arizona Minority Coalition for Fair Redistricting, plaintiff, to assist and report findings of an analysis of IRC data made available in the legal discovery period of the competitiveness challenge to the legislative map.

In 2002, Research Advisory Services was hired by legal counsel for plaintiffs Joseph Ricarte, *et al.*, challenging the competitiveness of the IRC’s congressional map.

In 2004, Research Advisory Services was hired by the City of Flagstaff to prepare a legislative map for the City to submit to the IRC.



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In 2010, Research Advisory Services underwrote the screening cost (about \$400) of the Tempe screening of "Gerrymandering: The Movie", presented as a fundraising event for the Arizona Competitive Districts Coalition.

In 2010, Research Advisory Services responded to a short series of email questions about redistricting technical matters from Lee Miller, Esq., who had become the new legal counsel for the Arizona Republican Party. RAS had worked for and with attorney Miller on three earlier projects, and did not charge for the responses given.

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

Offeror's Response:

Research Advisory Services, the firm, has never contributed to a candidate for public office. Firm owners Tony (registered No Party Preference) and Eddie Sissons (registered Democrat) have made the following political contributions from personal funds:

- John Shadegg for Congress, \$100 early in the decade
- Debbie McCune Davis for House, \$50 on 1/6/04 and \$25 on 10/28/09.
- Chad Campbell for House, \$50 on 1/14/05 and \$25 on 10/28/09,
- Jim Pedersen for U. S. Senate, \$500 on 12/20/05
- Terry Goddard for AG, \$120 on 1/24/06
- Krista Pacion, \$100 on 6/27/06 and \$100 on 6/14/08
- Pete Hershberger for Senate, \$100 on 7/17/08
- Tom O'Halleran for Senate, \$100 on 8/1/08
- Tim Nelson for County Attorney, \$50 on 8/27/08
- Rob Stamp for Madison School Board, \$100 on 10/6/08
- Katie Hobbs for House, \$100 on 5/27/09; \$50 on 1/8/10 and \$50 on 6/16/10
- Dana Kennedy for Phoenix City Council, \$100 on 7/11/09; \$100 on 7/19/09 and \$50 on 10/15/09
- Krysten Sinema for Senate, \$50 on 9/24/09 and \$50 on 1/5/10
- Lela Alston for House, \$100 on 10/14/09
- Robert Meza, \$25 on 10/28/09
- Matt Heinz, \$50 on 1/5/10
- Sam Warzinski for Secretary of State, \$50 on 1/16/10
- Angela Cotera, \$50 on 2/11/10
- Vince Rabago for AG, \$5 on 2/26/10
- Ken Clark for House, \$50 on 3/2/10
- Harry Mitchell for Congress, \$50 on 3/31/10
- Parraz for Change, \$50 on 7/2/10
- Nancy Young Wright, \$25 on 8/17/10
- Fleming 2010, \$25 on 8/17/10
- Eric Meyer for House, \$25 on 8/17/10

**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:

Research Advisory Services was founded as a family business in 1987, and incorporated as a Sub-chapter S Corporation in 1993, with R. Anthony Sissons (Tony) as president and wife Eddie Louise Sissons as secretary-treasurer. The firm has never, in its history, received any kind or amount of funding, or volunteer assistance, or donations of any nature. One hundred percent of the firm's revenue comes from client payments on invoices for research services performed by the firm. RAS invites inspection of its files that document 25 years of client invoices, amounts and dates of payment.

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

Offeror's Response: No



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**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:

The question is worded to seek current or past activities “likely to improperly influence”. We don’t think any of the following are anywhere near that threshold, but in the interest of full disclosure, we state:

As an independent research consultant, RAS president Tony Sissons has always been careful about donations to political candidates. His philosophy is to keep all donations local (within Arizona), and limit contributions to \$50 per candidate per election, and only when approached by the campaign. An occasional exception to the amount limit is made when the candidate is a personal friend.

In the past two years, Tony Sissons has responded, at no cost, to email and phone questions from representatives of both political parties, mainly about redistricting legal and technical issues, and largely stemming from articles on redistricting he had written for the Arizona Capitol Times and The Arizona Guardian.

Tony’s wife, Eddie Sissons, has been more active in political contributions. Most of her campaign donations have been to progressive candidates, but some have been to moderate Republican candidates. Eddie is on the advisory board of EMERGE Arizona, an organization that trains progressive women in running for political office, including for school board and city council seats. She was also a signer on the publicity pamphlet on the Arizona Minimum Wage ballot proposition.

At times in the past ten years, and currently, Eddie Sissons has been a lobbyist registered with the State of Arizona. Those lobbying stints have been employment related: as Executive Director of the William E. Morris Institute for Justice, and currently as Executive Director of the Arizona Foundation for Behavioral Health.

Eddie Sissons will not be participating in this contract.