

To : Christine
Fruitman

From : Joa M. Herrero

Pages 9 (includes cover
letter)

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: *Research Advisory Services*

1. **Methodology for Performance of Work;** (400 points) 300 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Thorough and detailed proposal, answers are very responsive
2. Every RAS redistricting plan has been pre-cleared by DOJ on the first submittal
3. Provides mapping software to access database and includes detailed training for IRC
4. Ready to hit the ground running with a verified election canvass database, addresses precinct inconsistencies
5. Proposed timeline is realistic

Weaknesses

- 1.
- 2.
- 3.
- 4.

Offeror: *Research Advisory Services*

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

Strengths

1. Extensive redistricting experience
2. Proposal includes experienced public input professional and tribal language consultant
3. Detailed disclosure on political activity
- 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) 800

**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: *National Demographics*

1. **Methodology for Performance of Work;** (400 points) 100 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Prior experience with Arizona redistricting
2.
3.
4.

Weaknesses

1. Answers are not responsive or detailed, insufficient detail throughout proposal
2. Unrealistic timeline, collaboration with IRC not addressed
3. Collaboration with IRC's legal counsel not addressed
4. Few specifics regarding methodology, strong emphasis on generic statements about experience

Offeror: *National Demographics*

2. **Capacity of Offeror; Breadth of Services,** (300 points) 50 Points
Firm's Experience/Political and Financial Backgrounds,

Key Personnel Experience

Strengths

1.
2.
3.
4.

Weaknesses

1. Insufficient disclosure regarding political dealings, financial background or donors
2. During last Arizona redistricting, maps drawn failed pre-clearance
3. Reputation for partisanship
4. Proposal does not provide adequate training for IRC

- 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) 362

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) 400 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Provides mapping software to access database, detailed training for IRC, addresses methodology for integrating constitutional requirements as maps are being drawn
2. Detailed proposal, answers are to the point
3. Strong emphasis toward providing IRC needed information for IRC to be able to make informed decisions
4. Excellent information on compiling and categorizing public input
5. Proposed timeline realistic

Weaknesses

- 1.
- 2.
- 3.
- 4.

Offeror: Strategic Telemetry

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

Key Personnel Experience

Strengths

- 1. Issues of perceived bias properly addressed and answered, detailed financial and political disclosures
- 2. Team compiled has extensive redistricting experience
- 3. Excellent method for collecting public comments and input
- 4. Would provide more than adequate documentation of entire process

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)

902

**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: *Terra Systems Southwest*

- 1. **Methodology for Performance of Work;** (400 points) 75 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

- | |
|--|
| <ul style="list-style-type: none"> 1. Detailed proposal 2. 3. 4. |
|--|

Weaknesses

- | |
|--|
| <ul style="list-style-type: none"> 1. Lack of experience dealing with constitutional requirements 2. Proposed timeline does not address building database 3. Strong emphasis on GIS component 4. Less familiarity and experience with Arizona redistricting data |
|--|

Offeror: *Terra Systems Southwest*

- 2. **Capacity of Offeror; Breadth of Services,** (300 points) 25 Points
Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

- 1. Proposal includes experienced public input professional
- 2.
- 3.
- 4.

Weaknesses

- 1. Almost no redistricting experience
- 2. No pre-clearance experience
- 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) 340

Mathis - 1

Mapping Consultant Evaluation
June 24, 2011

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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. Their written response starts out strong and provides a mostly solid understanding of the task and a thoughtful approach. However, this begins to taper and starting at 2.5.3 (see #1 weakness below).
2. They are sensitive to time and offer time saver ideas—but not all sound.
3. Demonstrate knowledge of the criteria we need to take into account and balance including competitiveness and how the AZ Supreme Court ruled.

Weaknesses

1. His proposal contains a lot less detail starting at 2.5.3. For example, their answers to computer security, training and social media were not strong at all. They provide a lot less detail to each question and this continues through 2.5.8 and then again in 2.5.11 - 2.5.16.
2. "Each map is potentially adoption ready" is a highly problematic statement that raises flags for many as it seems to indicate that he has already drawn the maps.
3. Mentioned in interview, without any justification, that we are lagging behind in our work...a notion popularized in the press but that is not factually accurate.
4. Demeanor in interview indicated to me a potential bias in his methodology—for example his attitude towards communities of interest.

Offeror: Research Advisory Services

- 2. **Capacity of Offeror; Breadth of Services, (300 points)** _100 Points
 Firm's Experience/Political and Financial Backgrounds,
 Key Personnel Experience

Strengths

- 1. They demonstrate redistricting experience—Sissons has prepared 18 redistricting plans that have become law. He makes good point that while the jurisdictions were smaller, they had the same potential for denial of preclearance but were not—and did it without more information needed later.
- 2. They offer four team members plus three subcontractors. Comprehensive team. Like the use of a tribal expert. Seems to be a good mix of political stripes.

Weaknesses

- 1. Their activity with in-state politics is deep and wide and there is very strong perceived public perception bias against them because they were extensively involved in litigation against the last commission. It came out in the questioning that even the mere mention of his name is polarizing to many.
- 2. Although he states his wife will not be involved, she is part of the firm and she has very deep ties to D party—again an issue for public perception bias.
- 3. Mr. Sissons seems to have a deep knowledge of this area but he consequently talks too much—his answers are very long winded and he does not seem able to communicate in an efficient manner which does pose a problem when one thinks of how long these meetings will be as they are.
- 4. He didn't involve his other team much in the presentation; it was almost exclusively just him even though there were four others present.
- 5. The subcontractor for public affairs has a lot of political contribution activity.
- 6. Hired by legal counsel for Az Minority Coalition for Fair Redistricting—as well as by others challenging competitiveness of last AIRC.

- 7. Cost – completed by SPO (200 points) 200 Points
Note: Cost of mapping software and equipment was not included in their proposal.
- 8. Conformance with T's and C's – completed by SPO (100 points) 100 Points

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TOTAL POINTS (1000 points) 550
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: *National Demographics*

1. **Methodology for Performance of Work;** (400 points) 100 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. They performed this work for the last IRC and so this could be considered both a strength and a weakness as they know what is at hand but they also have a lot of baggage.
2. They are sensitive to other languages.

Weaknesses

1. There is an overblown, ad nauseum approach to their response which is filled with formulaic responses using hyperbolic language about them being the "best" and the "only" throughout the entire offer. They also exhibit a pre-emptively defensive stance that in a weird way that proves the opposite. Example: "No one can accuse NDC of a hidden agenda in Arizona or of favoritism or bias toward particular Arizona groups or interests." Why say that?
2. Their overall approach to the process is not articulated clearly or well.
3. Serious concerns with sloppiness and a persistent and pervasive lack of attention to detail throughout. Use of "Lisa Hauser" instead of Lisa Handley as well as language tied to California submittal.
4. Some "flip" answers such as "This is standard" with regard to us asking for unfettered access. It is not standard and there should have been more of a response.
5. They have way weaker answers to key parts of SOW such as in training package that is offered.

Offeror: *National Demographics*

2. **Capacity of Offeror; Breadth of Services,** (300 points) 100 Points
Firm's Experience/Political and Financial Backgrounds,

Key Personnel Experience

Strengths

- 1. They offer two very good subject matter experts with whom they can contract for this job.

Weaknesses

- 1. Their written proposal did not instill confidence in me and their presentation made it even worse. It was very apparent that not much time was spent preparing it—it was cobbled together from previous work without the necessary attention to detail that one expects from any offeror, let alone one who is applying to provide technical services.
- 2. Their proposed team is not very strong in terms of experience or depth (4 total).
- 3. They have preclearance experience but their track record is not successful in getting it right the first time. They did not achieve preclearance on their first try with the last AIRC and their maps resulted in extensive litigation.
- 4. They claim to have no corporate or personal ties to any political or business interest in the state but they do in CA to a conservative group—the Rose Institute and they do not explain this connection in their written proposal at all.
- 5. They have political taint in a way that no one else does because they did it last time.
- 6. The persistent lack of attention to detail throughout the proposal indicates a severe deficit and makes me question their commitment. These are important and relevant factors when choosing a technical services contractor of this magnitude. This is not janitorial services where attention to detail is perhaps arguably a less critical item.
- 7. NDC, as an entity, gave money to individuals. I did not see this in others' offers—they are the only ones where the firm actually donated as opposed to just the principal.
- 8. Their pricing sheet was submitted late, one week after all other firms submitted theirs. This was not due to a technical glitch or problem on SPOs end but was on NDC's end. There is no way to guarantee that they were not aware of pricing information of other firms when they submitted theirs. It is not fair to other firms.

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

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TOTAL POINTS

(1000 points)

412

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) 400 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. They were very methodical in their approach—with procedural steps clearly outlined and understandable.
2. They also explicitly and accurately state how they interpret their role as being one of technical service to the Commission that is based upon public input. That said, they are also realistic that it's not purely a technical exercise because there are multiple interpretations of the criteria and cite examples of this (communities of interest) and that in those cases public hearings and input will be key to answering questions about what should be prioritized.
3. Their approach is thoughtful with the necessary flexibility built in. They know one size doesn't fit all.
4. They indicate they are used to working long hours and understand the short timeline in which to complete the task. They exhibit a sensitivity to the need for speed but they also won't sacrifice quality.
5. They demonstrate their understanding of the work by providing a clear and direct response to each section of the request. They provide the most comprehensive answers of anyone (examples include description of their information processing facility power security and redundancy as well as of their social media ideas and expertise as well as in training.)
6. Excellent response to the grid map and exhibiting how trade-offs occur.
7. They show a commitment to transparency with making maps available in open source formats to public.
8. They truly understand the power of social media and provide tangible, concrete examples of how to harness it for our purposes.
9. They have dealt with preclearance before—understand what is required for those submissions—"DOJ format". They know results cannot have retrogressive effects on minority voting rights—and that demonstrating this is done by detailed analysis of the race and origins of voters—and non-voting pops—and past voting statistics—and they wrote the book on this type of detailed analysis—micro targeting.
10. They demonstrate a knowledge of what "archival" means—both paper and

electronic and any other medium deemed applicable—and are committed to creating the record for the future to benefit the next commission.

Weaknesses

1.

Offeror: *Strategic Telemetry*

- 2. **Capacity of Offeror; Breadth of Services, (300 points)** _300_ Points
 Firm's Experience/Political and Financial Backgrounds,
 Key Personnel Experience

Strengths

1. They had the best written proposal of all, by far, and their interview backed it up as theirs was the best interview, by far.
2. There is an overall tone to this response that exudes a positive, "can-do" attitude which instills confidence that the offeror totally gets it. They are the only ones who said they will be available "seven days a week" and they would provide contact information for all staff to be reached outside of normal business hours.
3. They offer the full gamut of services we need and then some.
4. They were completely transparent in their interview and written response about their previous work for partisan candidates as well as their contributions as individuals. Their lack of involvement with in state political candidates and issues is a positive in terms of perceived public bias.
5. They committed to opening an office in Arizona for the duration of this project.
6. The project lead has been involved in the redistricting process of "dozens of states in 1990 and 2000". They have experience working with Census data, GIS mapping, population projections, voter file data and election results in all 50 states. They are a national expert on analyzing voter data.
7. They provided a comprehensive list of past and present clients—clearly outlined. One of their clients is a well known Republican turned Independent, Mike Bloomberg, who has the resources to choose whomever he'd like.
8. ST worked with R, D and Independent campaign staff all in the same organization. They understand that with a skilled technical consultant and an open, transparent and fully documented process, dissatisfaction can be minimized.

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- 9. They mention specifically that they as an entity do not lobby or make political contributions.
- 10. They have experience on national campaigns as well as state level, including the most successful, technically proficient presidential campaigns in our nation's history.. While their clients have been mostly Democratic, they do not have direct ties to Arizona candidates or politics which I view as a plus. Same for Lead's political contributions—they have been to D candidates but I do not discount him for this because they are not to any in AZ.
- 11. They know how to plan and implement an aggressive timeline because they have done it on much bigger projects than ours.
- 12. Their team is comprised of six FT individuals and no subcontractors...and they all appear well qualified for their stated proposed roles in this project. Lead Strasma has 25 years of professional experience in redistricting and other data analysis. Their day to day, primary point of contact is an Eagle Scout. While they are Ds, their main outreach person, Belock, served as the primary political contact for President George W. Bush to members of Congress, state and local elected officials and grassroots activists in the South East. She also served as Deputy Mayor for Government Affairs at New York City Hall. Their computer science major, Rusch, would do "web scraping" and other new media data collection for analysis of what is being said online about redistricting.

Weaknesses

- I.

- 3. Cost – completed by SPO (200 points) 102 Points
Note: I do not understand this ranking given their pricing was not far from Terra's and Terra received a 160 and NDC a 162.
- 4. Conformance with T's and C's – completed by SPO (100 points) 100 Points

TOTAL POINTS (1000 points) 902

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) 50 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Their proposal was thoughtful with some good detail in some areas despite the fact that this project is clearly far bigger than anything they've done before.

Weaknesses

- 1. They are GIS experts who are offering to do redistricting work. There are some fundamental flaws in their proposal that show their lack of understanding of the job at hand. For example, I do not think their linear approach to map creation and review is practical or possible and it may not even be correct.
- 2. They also have their own definition of community of interest which really is something that should be left to Commission to decide. This shows they do not understand their role or that of the commission.

Offeror: *TerraSystems Southwest*

- 2. **Capacity of Offeror; Breadth of Services,** (300 points) 50 Points
Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

1. They get an "A" for effort.

Weaknesses

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1. They are simply not qualified to do this job despite their enthusiasm in saying their lack of experience is a positive. Their only redistricting experience is in one County—Santa Cruz and Zimmerman served on City of Tucson redistricting committee. This is not the time to learn redistricting—we need someone who can hit the ground sprinting.
2. They have one team member who has done redistricting in one county and he could not make the interview...for a job that comes around once every ten years.
3. They have never done preclearance submission work for DOJ.
4. Their team is comprised of two direct workers of TSW (Ward and Thurman) and then heavy reliance on 3 different subcontractors.
5. Their proposed team has direct ties to AZ political activity that is extensive with regard to propositions and direct ties to making political contributions to AZ candidates.
6. They are the firm with the least experience by a country mile.

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

Note: I do not understand why this is not lower given their long list of exceptions/assumptions.

TOTAL POINTS (1000 points) 340

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Rick Stertz
204 North Sawtelle Avenue
Tucson, Arizona 85716
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Fax – 520.325.2883

facsimile

To: Jean Clarke	Fax: 602.542.5508
From: Rick Stertz	Date: 6.29.211
Re: Scoring	Pages: 13

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Jean:

Thanks for your patience and hard work.

See you at noon.



Rick Stertz

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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: *Research Advisory Services*

This analysis is a compilation of both thorough review of the proposal as submitted as well as the vendor's responses to questions during the formal interview process.

During the review process, outside research of the applicant's qualifications was performed. This research included but was not limited to the following: review of public documents that were authored by the applicant, interviews with prior employers or their representatives, verification of their submitted materials as they may pertain to current law as well as a review of the applicant's subcontractor's qualifications and prior relationship with the applicant and/or other firms performance of similar work, their history and/or knowledge of the process.

Due to the inherent political nature of this process, a public search of the applicant, his family members was made as well as that of each of the applicant's relevant employees and subcontractors that were submitted as a part of this submittal.

The scoring also includes a reflection of the original scoring of the applicants written submittal scoring that created the record for the short list. This reviewer believes that these documents must be a part of the record and have included the original scoring sheets and comments as a part of this scoring.

1. **Methodology for Performance of Work;** (400 points) 108 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

The applicant's principal has been involved in the designing municipal districts in various capacities for over 20 years. This work has included both city and county consultation services as they apply to the drawing of district maps.

The applicant's public outreach consultant (subcontractor) has significant experience in developing public outreach data and focus group management.

The applicant's mapping software was given above average recommendations from user's that this reviewer contacted.

Weaknesses

The applicant by his own application and confirmation during the interview process, has already crafted a grid map for submission as well as other contemplative competitive districting maps for submission. While some may consider this an attribute, the purpose of this Commission is to collect public data and provide the guidance to its consultants as to the methodology as to how the maps are to be created. By making this immediate assumption, this reviewer believes there is a pre-determination by the applicant

that will attempt to circumvent the process that this Commission is Constitutionally bound. This position eliminates this applicant from consideration on this point alone.

The applicant's principal (Tony Sissons) has been very public in his belief that competitiveness takes precedence over the other five Constitutional provisions regarding district design. This was made evident by his submittal, his interview as well as public writings. This is a significant weakness.

The applicant has never performed a state wide submission for pre-clearance with the Department of Justice. This is a significant weakness.

The applicant has never worked with its primary data research consultant before. This is a significant weakness.

2. Capacity of Offeror; Breadth of Services, (300 points) 95 Points

**Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience**

Strengths

The applicant has been involved in the political arena as it pertains to municipal mapping for the majority of Mr. Sissons career. His commitment to our State is admirable and should be considered a significant strength.

Weaknesses

The applicant has by his own submission and by his answers to questions of partisanship displayed an amazing inconsistency as he stated that he had a balanced team of republicans, democrats and independents, however he has consistently ONLY contributed to democratic candidates and party organizations. Where your treasure goes your heart. This appearance of partisanship is a significant weakness.

The schedule that the applicant developed puts the submittal to the Department of Justice in late January/early February 2012. This schedule reflects the applicants lack of capacity and understanding of the requirements.

- 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) 503

Evaluation for ADSP011-00000704, State Redistricting Mapping Services

Offeror: Research Advisory Services

Scoring Instructions: For each of the following, determine how well the proposal satisfies the stated requirements and use the following rating definitions as a basis for determining the score assigned to each evaluation factor.

Comment Instructions: Enter notes about locations within the proposal that address the requirements. Enter comments about strengths and weakness of the

% of Max Points	(Example if Max Points = 100)	(Example if Max Points = 40)	(Example if Max Points = 30)
71-100%	71-100	29-40	22-30
70%	70	28	21
0-69%	0-69	0-27	0-20

Rating Definitions

Exceeds = Meets all requirement(s) but provides innovative or exceptional responses.
 Meets = Meets the requirement(s).
 Doesn't meet (unacceptable) = Does not meet or does not address the requirement(s)

Criteria

Criteria	Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.16)	Max Points	Score	Comments
1	<p>Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.16)</p> <p>SOW 2.1 to 2.4 (response to Attachment 2, question 1)</p> <p>SOW 2.5 (response to Attachment 2, question 4 and 5)</p> <p>SOW 2.6 (response to Attachment 2, question 4)</p> <p>SOW 2.7 (response to Attachment 2, question 6)</p> <p>SOW 2.8 (response to Attachment 2, question 7)</p> <p>SOW 2.9 (response to Attachment 2, question 8)</p> <p>SOW 2.10 (response to Attachment 2, question 9)</p> <p>SOW 2.11 (response to Attachment 2, question 10)</p> <p>SOW 2.12 (response to Attachment 2, question 11)</p> <p>SOW 2.13 (response to Attachment 2, question 12)</p> <p>SOW 2.14 (response to Attachment 2, question 13)</p> <p>SOW 2.15 (response to Attachment 5 and 7)</p> <p>SOW 2.16 (no response directly tied to this requirement)</p> <p>Capacity of Offeror</p> <p>Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)</p>	400	108	<p>Appears to have already completed the work product w/o input</p> <p>Timeline does not meet AIRC requirements by MONTHS</p> <p>Lacks Understanding of Scope and Schedule</p> <p>Did not respond to question. Insufficient Information.</p> <p>Vendor requires Outsourcing to comply</p> <p>Lack of tracking mechanisms suggested</p> <p>Appears to coordinate well with access to data</p> <p>Meets minimum requirements of understanding</p> <p>Nothing innovative or exceptional</p> <p>Vendor requires SIGNIFICANT LEVELS of outsourcing to comply</p> <p>Lack of detail in response indicates a lack of understanding of scope</p> <p>Politically Biased and highly partisan</p> <p>Denies Bias but family member is a lobbyist</p>
2	<p>Capacity of Offeror</p> <p>Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)</p>	100	50	Does not have sufficient personnel to meet breadth of RFP
3	<p>Firm's Experience/Political and Financial Backgrounds (Response to Attachment 2, questions 14-20, Attachment B)</p> <p>Key Personnel Experience (Response to Attachment B)</p> <p>Cost (Response to Attachment 3)</p>	100	20	Regional and Statewide Experience is lacking
4	<p>Conformance to Terms and Conditions and Instructions (Response to Attachment 4)</p>	100	25	Consultants AND Sub-Consultants have experience but are uncoordinated
		200		evaluated by SPO
		100		evaluated by SPO

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Offeror: *National Demographics*

This analysis is a compilation of both thorough review of the proposal as submitted as well as the vendor's responses to questions during the formal interview process.

During the review process, outside research of the applicant's qualifications was performed. This research included but was not limited to the following: review of public documents that were authored by the applicant, interviews with prior employers or their representatives, verification of their submitted materials as they may pertain to current law as well as a review of the applicant's subcontractor's qualifications and prior relationship with the applicant and/or other firms performance of similar work, their history and/or knowledge of the process.

Due to the inherent political nature of this process, a public search of the applicant, his family members was made as well as that of each of the applicant's relevant employees and subcontractors that were submitted as a part of this submittal.

The scoring also includes a reflection of the original scoring of the applicants written submittal scoring that created the record for the short list. This reviewer believes that these documents must be a part of the record and have included the original scoring sheets and comments as a part of this scoring.

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

Strengths

The applicant has been involved in the designing state, county and municipal districts across the county in various capacities for over 32 years. This work has included both city and county consultation services as they apply to the drawing of district maps.

The applicant's has significant experience in developing public outreach data and focus group management.

The applicant's mapping software was given above average recommendations from user's that this reviewer contacted.

The applicant is the ONLY applicant that has performed and prevailed successfully multiple statewide redistricting applications with the Department of Justice pre-clearance process.

The applicant performed successfully for the prior AIRC and assembled mapping submissions that, upon review of the public hearing documents either received a 5-0 or a 4-1 approval from its Commissioners during the course of the data assembly and map design

The schedule that the applicant developed puts the submittal to the Department of Justice in late October/early November of 2011. This schedule reflects the applicants complete and thorough understanding of the requirements of this Commission.

Weaknesses

The applicant made several editing mistakes in his submittal. Although this appears to be an appearance of sloppiness in the presentation, this reviewer accepts this as a minor weakness and has discounted his score accordingly

Offeror: National Demographics

2. Capacity of Offeror; Breadth of Services, (300 points) 275 Points

Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

The applicant has been involved in the political arena as it pertains to municipal mapping for the majority of the applicants career. He as well as his firm are considered to be the national authority as it pertain to redistricting on the municipal, county and state level and has a complete and thorough understanding of the process.

Although the applicant is a Fellow of the Roe Institute at Claremont College, this reviewer has researched this relationship and finds that this is neither a conflict of interest nor a detriment to the applicants ability to perform under this contract. Neither the Rose Institute nor Claremont College is a party to this application.

The applicant does not make politically biased contributions.

Weaknesses

The applicant hires support staff on a need only basis and may not have a strong relationship with these new team members. This reviewer discounted the applicants score accordingly

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) 872Points

Evaluation for ADSP011-00000704, State Redistricting Mapping Services

Offeror: National Demographics Corporation

Scoring Instructions: For each of the following, determine how well the proposal satisfies the stated requirements and use the following rating definitions as a basis for determining the score assigned to each evaluation factor.

Comment Instructions: Enter notes about locations within the proposal that address the requirements. Enter comments about strengths and weakness of the

Rating Definitions	(Example if Max Points = 40)	(Example if Max Points = 30)
Exceeds = Meets all requirement(s) but provides innovative or exceptional responses.	71-100	29-40
Meets = Meets the requirement(s).	70	28
Doesn't meet (unacceptable) = Does not meet or does not address the requirement(s).	0-69%	0-27

Exceeds = Meets all requirement(s) but provides innovative or exceptional responses.
 Meets = Meets the requirement(s).
 Doesn't meet (unacceptable) = Does not meet or does not address the requirement(s).

Criteria	Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.16)	Max Points	Score	Comments
1	Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.16) SOW 2.1 to 2.4 (response to Attachment 2, question 1) SOW 2.5 (response to Attachment 2, question 4 and 5) SOW 2.6 (response to Attachment 2, question 4) SOW 2.7 (response to Attachment 2, question 6) SOW 2.8 (response to Attachment 2, question 7) SOW 2.9 (response to Attachment 2, question 8) SOW 2.10 (response to Attachment 2, question 9) SOW 2.11 (response to Attachment 2, question 10) SOW 2.12 (response to Attachment 2, question 11) SOW 2.13 (response to Attachment 2, question 12) SOW 2.14 (response to Attachment 2, question 13) SOW 2.15 (response to Attachment 5 and 7) SOW 2.16 (no response directly tied to this requirement) Capacity of Offeror Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)	400	389	Complete, concise, thorough and exceptional approach Although starting later, the time/schedule organization is complete Public Accessible and Innovative response Complete, concise, thorough and exceptional approach Interactive and Comprehensive outreach for public and AIRC Meets minimum requirements of understanding Complete, concise, thorough and exceptional approach Exceptional approach/solution Complete, concise, thorough and exceptional approach Exceptional approach/solution Non Partisan/Politically Balanced No Family ties Indicated
2	Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)	100	100	Full and Complete response to the RFP
3	Firm's Experience/Political and Financial Backgrounds (Response to Attachment 8) Key Personnel Experience (Response to Attachment 6) Cost (Response to Attachment 3)	100 100 200	100 100 100	Broad Breadth of Experience/Specific to Arizona and the AIRC Great Team, Fully committed and fully staffed to exceed AIRC mission
4	Conformance to Terms and Conditions and Instructions (Response to Attachment 4)	100	100	evaluated by SPO evaluated by SPO

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*

This analysis is a compilation of both thorough review of the proposal as submitted as well as the vendor's responses to questions during the formal interview process.

During the review process, outside research of the applicant's qualifications was performed. This research included but was not limited to the following: review of public documents that were authored by the applicant, interviews with prior employers or their representatives, verification of their submitted materials as they may pertain to current law as well as a review of the applicant's subcontractor's qualifications and prior relationship with the applicant and/or other firms performance of similar work, their history and/or knowledge of the process.

Due to the inherent political nature of this process, a public search of the applicant, his family members was made as well as that of each of the applicant's relevant employees and subcontractors that were submitted as a part of this submittal.

The scoring also includes a reflection of the original scoring of the applicants written submittal scoring that created the record for the short list. This reviewer believes that these documents must be a part of the record and have included the original scoring sheets and comments as a part of this scoring.

1. Methodology for Performance of Work; (400 points) 290 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

The applicant's public outreach consultant (subcontractor) has significant experience in developing public outreach data and focus group management.

The applicant's mapping software was given above average recommendations from user's that this reviewer contacted.

Weaknesses

The applicant has been involved in the designing municipal districts in various capacities for just over 7years. The applicant stated in his interview that "they have performed dozens and dozens" of maps on the county and municipal level for pre-clearance. However, this reviewer could not clearly understand WHO this work was performed by since redistricting ONLY occurs every 10 years and the applicant has not been in business long enough to actually be involved AS A FIRM in a redistricting. This reviewer checked and found that it is an associate of the firm that performed this work which included both city and county consultation services as they apply to the drawing of district maps independent of the applicant and discounted the applicant score accordingly.

The applicant has never performed a state wide submission for pre-clearance with the Department of Justice. This is a significant weakness.

2. Capacity of Offeror; Breadth of Services, (300 points) 150 Points

Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

The applicant prepared a thorough and complete application as well as a well considered team and interview. This reviewer was very impressed with both the applicant willingness to defer the decision making process to the Commission as well as to accommodate the needs of local office and mapping representation.

Weaknesses

The applicant is a highly political operative for the democratic party and this reviewer does not believe that the applicant will be able to maintain a non partisan approach to this process.

By the applicant own admission both in their application as well as in their interview that they work for democrats and democrat causes across the country including the Obama 08 campaign. Although I commend this firm for their capacity to perform this level of work, this reviewer feels that the public perception will be one of partisanship and the reduction in scoring reflects that consideration.

The schedule that the applicant developed puts the submittal to the Department of Justice in late January/early February 2012. This schedule reflects the applicants lack of capacity and understanding of the requirements.

Offeror: Strategic Telemetry

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) 642 Points

Evaluation for ADSFO11-00000704, State Redistricting Mapping Services

Offeror: Strategic Telemetry

Scoring Instructions:

For each of the following, determine how well the proposal satisfies the stated requirements and use the following rating definitions as a basis for determining the score assigned to each evaluation factor.

Comment Instructions: Enter notes about locations within the proposal that address the requirements. Enter comments about strengths and weakness of the

Rating Definitions

Exceeds = Meets all requirement(s) but provides innovative or exceptional responses.	(Example if Max Points = 40)	(Example if Max Points = 30)
Meets = Meets the requirement(s).	71-100%	22-30
Doesn't meet (unacceptable) = Does not meet or does not address the requirement(s).	0-69%	0-20

Criteria	Max Points	Score	Comments
1 Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.18)	400	238	
SOW 2.1 to 2.4 (response to Attachment 2, question 1)	40	15	Vendor appears to question the process itself in its response
SOW 2.5 (response to Attachment 2, question 4 and 6)	30	15	Timeframe is not within the boundaries of the AIRC goals but is close
SOW 2.6 (response to Attachment 2, question 4)	30	15	Timeframe is not within the boundaries of the AIRC goals but is close
SOW 2.7 (response to Attachment 2, question 6)	30	25	Vendor is proposing a highly integrated process
SOW 2.8 (response to Attachment 2, question 7)	30	21	Meets minimum requirements of understanding
SOW 2.9 (response to Attachment 2, question 8)	30	21	Meets minimum requirements of understanding
SOW 2.10 (response to Attachment 2, question 9)	30	21	Meets minimum requirements of understanding
SOW 2.11 (response to Attachment 2, question 10)	30	21	Meets minimum requirements of understanding
SOW 2.12 (response to Attachment 2, question 11)	30	21	Vendor suggests multiple methods of saving the AIRC staffing needs
SOW 2.13 (response to Attachment 2, question 12)	30	21	Meets minimum requirements of understanding
SOW 2.14 (response to Attachment 2, question 13)	30	21	Meets minimum requirements of understanding
SOW 2.15 (response to Attachment 5 and 7)	30	0	Politically Biased and highly partisan
SOW 2.18 (no response directly tied to this requirement)	30	21	Danias Bias
2 Capacity of Offeror	360	140	
Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)	100	70	Appears to fully respond to the minimum requirements
Firm's Experience/Political and Financial Backgrounds (Response to Attachment 2, questions 14-20, Attachment 6)	100	20	Firm is experienced in HIGHLY PARTISAN mapping
Key Personnel Experience (Response to Attachment 6)	100	50	Appears to have worked in multiple jurisdictions
3 Cost (response to Attachment 3)	200		evaluated by SPO
4 Conformance to Terms and Conditions and Instructions (Response to Attachment 4)	400		evaluated by SPO

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

This analysis is a compilation of both thorough review of the proposal as submitted as well as the vendor's responses to questions during the formal interview process.

During the review process, outside research of the applicant's qualifications was performed. This research included but was not limited to the following: review of public documents that were authored by the applicant, interviews with prior employers or their representatives, verification of their submitted materials as they may pertain to current law as well as a review of the applicant's subcontractor's qualifications and prior relationship with the applicant and/or other firms performance of similar work, their history and/or knowledge of the process.

Due to the inherent political nature of this process, a public search of the applicant, his family members was made as well as that of each of the applicant's relevant employees and subcontractors that were submitted as a part of this submittal.

The scoring also includes a reflection of the original scoring of the applicants written submittal scoring that created the record for the short list. This reviewer believes that these documents must be a part of the record and have included the original scoring sheets and comments as a part of this scoring.

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

Strengths

The applicant's public outreach consultant (subcontractor) has significant experience in developing public outreach data and focus group management.

The applicant's mapping software was given above average recommendations from user's that this reviewer contacted.

The approach to data assembly was superior and the public accessibility to data and data exchange was superior to all others that this reviewer researched.

The applicant's GIS mapping skills are superior. This reviewer contacted several of their clients who each gave them EXTREMELY high marks regarding this skill set.

Weaknesses

The applicant has never performed a state wide submission for pre-clearance with the Department of Justice. Nor does this applicant have any real PRACTICAL experience with this process. This is a significant weakness.

Offeror: TerraSystems Southwest**2. Capacity of Offeror; Breadth of Services, (300 points) 150 Points**

Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

The applicant prepared a thorough and complete application as well as a well considered team and interview. This reviewer was very impressed with both the applicant willingness to defer the decision making process to the Commission.

The applicant has NO POLITICAL bias by its own admission and by this reviewers public research of the firm and its principals.

Weaknesses

The applicant is over their heads in this process. They have never performed such an expansive and extensive project such as this before and would be inappropriate to utilize them for this project due to their lack of experience.

- | | | |
|--|--------------|----------------|
| 1. Cost – completed by SPO | (200 points) | __160__ Points |
| 2. Conformance with T's and C's – completed by SPO
Several assumptions listed | (100 points) | __80__ Points |

TOTAL POINTS	(1000 points)	590 Points
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Evaluation for ADSP011-00000704, State Redistricting Mapping Services

Offeror: TERRASYSYSTEMS SOUTHWEST INC

For each of the following, determine how well the proposal satisfies the stated requirements and use the following rating definitions as a basis for determining the score assigned to each evaluation factor.

Enter notes about locations within the proposal that address the requirements. Enter comments about strengths and weakness of the

Rating Definitions

Exceeds = Meets all requirement(s) but provides innovative or exceptional responses.
 Meets = Meets the requirement(s).
 Doesn't meet (unacceptable) = Does not meet or does not address the requirement(s).

(Example if Max Points = 100)	(Example if Max Points = 40)	(Example if Max Points = 30)
71-100%	20-40	22-30
70%	28	21
0-69%	0-27	0-20

Criteria	Methodology for Performance of Work (Statement of Work Requirements 2.1 through 2.16)	Max Points	Score
1	SOW 2.1 to 2.4 (response to Attachment 2, question 1) SOW 2.5 (response to Attachment 2, question 4 and 5) SOW 2.6 (response to Attachment 2, question 4) SOW 2.7 (response to Attachment 2, question 6) SOW 2.8 (response to Attachment 2, question 7) SOW 2.8 (response to Attachment 2, question 8) SOW 2.10 (response to Attachment 2, question 9) SOW 2.11 (response to Attachment 2, question 10) SOW 2.12 (response to Attachment 2, question 11) SOW 2.13 (response to Attachment 2, question 12) SOW 2.14 (response to Attachment 2, question 13) SOW 2.15 (response to Attachment 5 and 7) SOW 2.16 (no response directly tied to this requirement) Capacity of Offeror Breadth of Services (No response directly tied to this requirement, ability of offeror to provide services outlined in Statement of Work)	400	264
2	Firm's Experience/Political and Financial Backgrounds (Response to Attachment 2, questions 14-20, Attachment 8) Key Personnel Experience (Response to Attachment 8) Cost (Response to Attachment 3)	100	70
3	Conformance to Terms and Conditions and Instructions (Response to Attachment 4)	100	25
4	Vendor does not appear to have any statewide redistricting experience Personnel and Outsourced Personnel have limited/no state rd experience	100	25
		300	evaluated by SPO
		100	evaluated by SPO

Complete, concise and thorough approach
 Timeframe is not within the boundaries of the AIRC goals but is close
 Vendor is proposing a highly integrated process
 Meets minimum requirements of understanding
 Meets minimum requirements of understanding
 Meets minimum requirements of understanding but lacks detail
 Meets minimum requirements of understanding but lacks detail
 High level of Approach to Security of Information
 Vendor states political balance but reads as partisan
 Denies political bias



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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. ADSP011-00000704.

Offeror: *Research Advisory Services*

1. **Methodology for Performance of Work;** (400 points) 300 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Responsive and detailed answers.
2. Proposed timeline responsive and realistic.
3. Offers "time savers" based on Arizona experience which would expedite process.
4. Detail re building database, addressing precinct discrepancies, grid map, integrating constitutional requirements, ongoing statistical testing for voting rights.
5. Excellent discussion of communities of interest and competitiveness.
6. Good discussion of categorizing public input and scoring submittals based on constitutional criteria.
7. Would collaborate with IRC and counsel.

Weaknesses

1. Does not address social media.
2. Methodology for compiling and categorizing public input less well developed than Strategic Telemetry.
3. Less precise methodology for tracking mapping decisions than Strategic Telemetry.
4. Less detail re security.

Offeror: Research Advisory Services

2. **Capacity of Offeror; Breadth of Services, (300 points)** 250 Points
Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

1. Offer includes experienced public facilitator and tribal consultant.
2. Includes proposal for addressing precinct inconsistencies.
3. Extensive Arizona redistricting experience.
4. Thorough disclosure.

Weaknesses

1. Capability somewhat less comprehensive than Strategic Telemetry.
- 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)

850 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. ADSPO11-00000704.

Offeror: *National Demographics*

1. **Methodology for Performance of Work;** (400 points) 100 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Understands importance of engaging public.

2. Proposes report from VRA expert.

- 3.

Weaknesses

1. Heavy emphasis on self-praise about experience rather than providing detailed methodology for performing Statement of Work 2.1 - 2.16, in sharp contrast to other proposals with considerable detail in response to each question.

2. Training for IRC in using redistricting database unresponsive and inadequate. Makes judgment call that is within purview of IRC.

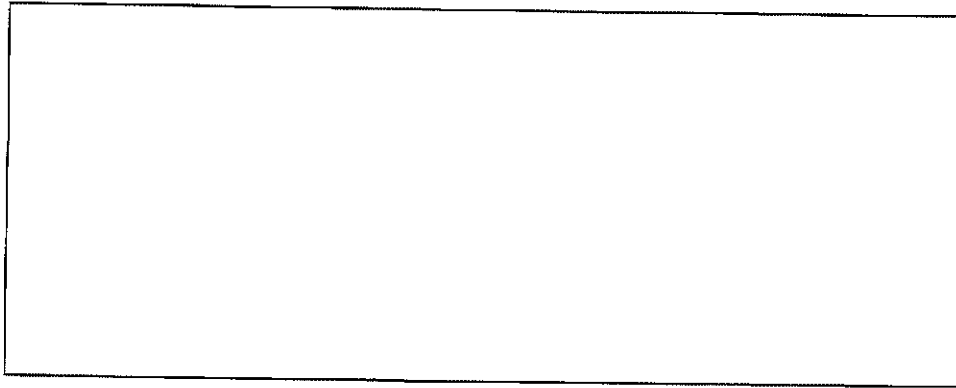
3. Inadequate focus on collaboration with IRC and IRC legal counsel.

4. Little detail re method for compiling and categorizing public input, dealing with competing Constitutional factors, addressing precinct inconsistencies, or using and analyzing social media.

5. Timeline inadequate and unrealistic.

6. Proposal poorly organized. Carelessness evident throughout.

7. Methodology to be followed lacks clarity offered by others.



Offeror: *National Demographics*

2. **Capacity of Offeror; Breadth of Services, (300 points)** 25 Points
Firm's Experience/Political and Financial Backgrounds,
Key Personnel Experience

Strengths

1. Redistricting experience
2.
3.
4.

Weaknesses

1. Proposed mapping software services inadequate.
2. Inadequate experienced manpower for project of this magnitude - only 4 "hands on" team members, including paralegal and student graduating 6/11. Same two principals working on multiple other projects and appear to be spread too thin.
3. Conflicting responses concerning relationship to affiliate Rose Institute. No contribution disclosure re Rose Institute.
4. Arizona legislative maps failed preclearance due to DOJ inability to determine did not have purpose and effect of retrogression resulting in substantial additional payments to offeror.

- | | | |
|---|----------------------|-------------------|
| 3. Cost – completed by SPO | (200 points) | <u>162</u> Points |
| 4. Conformance with T's and C's – completed by SPO | (100 points) | <u>50</u> Points |
| Failed to provide documents referenced in proposal response | | |
| Provided no information in original pricing proposal document | | |
| TOTAL POINTS | (1000 points) | 337 points |

**Mapping Consultant Evaluation
June 24, 2011**

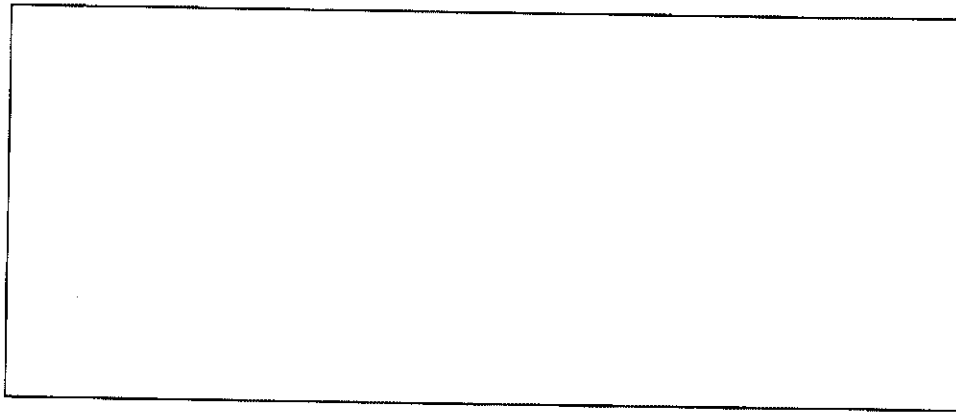
The Offeror's evaluation shall be based on the proposal responses and interview/clarifications in accordance with the criteria identified in the Request for Proposal (RFP) Solicitation No. ADSPO11-00000704.

Offeror: *Strategic Telemetry*

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

Strengths

1. Responsive, to the point, meticulous, thorough.
2. "Step-by-step" description of methodology for each question.
3. Emphasizes giving IRC information and know-how to make decisions.
4. Acknowledges interpretation is IRC's job. Would not advocate for any position.
5. Building database an ongoing process.
6. Encourages "what if" modifications as maps are developed.
7. Will prepare "how to guide" re database specifically for IRC.
8. Excellent methodology for collecting, compiling and categorizing public input. Only offeror to address responding to public comments.
9. Stresses tone of public hearings important - ensuring public feels concerns are being heard.
10. Would collaborate with IRC, staff and legal counsel. 7-day per week availability.
11. Precise documentation of map development and pros and cons of all decisions. Hourly snapshots.
12. Time line addresses collaboration and flexibility.
13. Detailed methodology for analyzing and using social media input.
14. Very specific explanation of security.



Weaknesses

- 1.
- 2.
- 3.
- 4.

Offeror: Strategic Telemetry

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

Strengths

- 1. Most comprehensive and sophisticated capabilities.
- 2. Team includes 6 experienced hands-on team members.
- 3. Most extensive experience with state redistricting, preclearance, and relevant data sets.
- 4. Complete menu of technology options.
- 5. Includes proposal for addressing precinct inconsistencies.
- 6. Full contribution disclosure.

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) 902 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. ADSPO11-00000704.

Offeror: *TerraSystems Southwest*

1. **Methodology for Performance of Work;** (400 points) 75 Points
Statement of Work Requirements 2.1 through 2.16

Strengths

1. Thoughtful proposal.
2. Substantial detail re GIS components.
- 3.
- 4.

Weaknesses

1. Focus on GIS and technology rather than redistricting.
2. Inadequate understanding of interplay between GIS and redistricting requirements and role of consultant.
3. Time line inadequate. Unacceptable approach to sequentially addressing factors.
4. Database would need to be built from scratch.
5. Does not address preclearance.
6. Insufficient attention to collaboration with IRC, staff and counsel.

Offeror: *TerraSystems Southwest*

- 2. **Capacity of Offeror; Breadth of Services, (300 points)** 25 Points
 Firm's Experience/Political and Financial Backgrounds,
 Key Personnel Experience

Strengths

1. GIS experience. 2. 3. 4.
--

Weaknesses

1. No comparable redistricting experience. 2. No preclearance experience. 3. Includes mapping software but unclear what would be provided. 4.
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- 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)** **340 Points**