

MINUTES
FOR THE 2010 REDISTRICTING COMMISSION
OF THE CITY OF SAN DIEGO
THURSDAY, APRIL 7, 2011
IN THE COMMITTEE ROOM – 12TH FLOOR

CHRONOLOGY OF THE MEETING:

The meeting was called to order by Chair Dalal at 4:03 p.m. 19 persons were observed to be in attendance. The meeting was adjourned by Chair Dalal at 4:45 p.m. to the next scheduled meeting of the Redistricting Commission on Thursday, April 21, 2011, at 4:00 p.m. in Council Chambers.

ATTENDANCE DURING THE MEETING:

(C) Chair Anisha Dalal
(VC) Vice Chair Carlos Marquez
(M) Ani Mdivani-Morrow
(M) Frederick Kosmo
(M) Arthur Nishioka
(M) David Potter
(M) Theresa Quiroz

ROLL CALL:

Chair Anisha Dalal called the roll:

(C) Chair Anisha Dalal - present
(VC) Vice Chair Carlos Marquez - present
(M) Ani Mdivani-Morrow - present
(M) Frederick Kosmo - present
(M) Arthur Nishioka - present
(M) David Potter - present
(M) Theresa Quiroz - present

NON-AGENDA PUBLIC COMMENT:

This portion of the agenda provides an opportunity for members of the public to address the Redistricting Commission on items of interest within the jurisdiction of the Commission.

Comments are limited to no more than two minutes per speaker. Submit requests to speak to the Midori Wong, Redistricting Commission Chief of Staff, before the item is called. Pursuant to the Ralph M. Brown Act, no discussion or action, other than a referral, shall be taken by the Redistricting Commission on any issue brought forth under Non-Agenda Comment.

Comment 1 – Jim Varnadore, a resident of City Heights, expressed his gratitude and admiration to the Commissioners and spoke about maps being developed, some of which are unacceptable to his community. He spoke about the refugee community in Mid City and stated that they should have some recognition in this process. He mentioned that the San Diego Refugee Forum would be preparing a presentation for a future Commission meeting.

Comment 2 – Rick Newman, Carmel Valley Community Planning Board, commented that Carmel Valley and Pacific Highlands Ranch wish to remain within District 1. He also voiced opposition to the Asian and Pacific American Coalition’s (APAC) desire to combine portions of District 1 and District 5. He stated that Carmel Valley is connected to and shares similarities with the western portions of District 1 and other coastal and coastal influenced communities, and commented that common features such as coastal bluffs, views, wetlands, and climate make these neighborhoods communities of interest.

Comment 3 – Brian Pollard, representing the Coalition of Neighborhood Councils and the Valenica Park Town Council thanked the Commission for their time and effort that they have taken for this process so far. He commented on the level of activity and conversations increasing in the community. He stressed that the outreach efforts the Commission is making are especially needed. He commented on conversations he had had with other groups in Districts 8 and 3, and also wished to express how proud he was of residents in District 4.

CITY ATTORNEY AND CITY STAFF ASSIGNED TO REDISTRICTING COMMISSION COMMENT:

None.

COMMISSION COMMENT:

Commissioner Comment 1 – Chair Anisha Dalal thanked the community for coming out to the meetings offsite, one at the City of San Diego Operations Metro Center and the other at Jacobs Center for Neighborhood Innovation. She noted that both meetings were well attended and encouraged members of the community to continue to attend meetings. She also emphasized that this is a wide open process and as a Commission no decisions have been made; the focus is to get out into the community to hear the input before drafting a preliminary plan. She encouraged everybody to contact Ms. Wong, Chief of Staff to attend their own community meetings and to provide feedback and input, which will be forwarded to the Commissioners. She commented that this is a transparent, open process and that the Commission is here to serve you and hear what you have to say about redistricting.

ACTION ITEMS

ITEM - 1: APPROVAL OF MINUTES

Commissioner Nishioka indicated that on March 17th he did not attend, but watched the meeting on TiVo, and will not vote on those particular minutes. Also wanted to note that his name is missing on the “Attendance During the Meeting”, but that it does show on “Roll Call.”

Commissioner Potter recommended approval of the minutes.

Vice Chair Marquez recommended a change on page 11 for Monday, March 21st, under Vice Chair Marquez, he said “very passionately” not compassionately.

Commissioner Quiroz thanked Ms. Wong for doing the actual transcription and indicated that she would like the minutes to be short and sweet, but the transcription was a wonderful idea.

Chief of Staff Ms. Wong noted that Ms. Janet Comer, Executive Secretary, completed the transcriptions and thanked her.

Motion by Commissioner Potter: To approve the Minutes for March 17th. Second by Commissioner Quiroz. Motion passed 6-0. Commissioner Nishioka abstains.

Motion by Commissioner Potter: To approve the Minutes for March 21st and March 22nd. Second by Commissioner Nishioka. Motion passed unanimously 7-0.

Ms. Wong noted that while a word-for-word transcript was provided, the Commission could also choose to provide further direction on future summary of public hearings.

Chair Dalal indicated that the Commission would like to keep the transcription and that the Commission may choose to discuss the matter further later.

ITEM – 2: APPROVAL OF COMMUNITY OUTREACH CONTRACT WITH HUMANABILITY FOR PUBLIC PARTICIPATION PLAN AND RELATED SERVICES (H115437)

Commissioner Potter indicated that the subcommittee interviewed 4 firms for the Public Participation Plan and Related Services scope of work. Before each interview, the subcommittee emphasized that this is not a PR job and that consultants should not be “selling” anything; rather, they should assist in maximizing public participation. He commented that the firm selected understood immediately and embraced that concept. He noted that the three key members of the Humanability team were present: Paula Roberts, Clint Carney, and Genevieve Fong. He thanked the subcommittee for their work.

Commissioner Nishioka asked how many were in the final running.

Commissioner Potter responded that there were 7 firms and 4 that were interviewed. This one firm was selected out of the firm because they demonstrated great local experience.

Commissioner Nishioka asked if these 4 firms were on the approved list.

Commissioner Potter responded that there were on the City of San Diego Purchasing Department list. He invited Ms. Roberts, Mr. Carney, and Ms. Fong to provide any comments.

Ms. Roberts gave an overview of services to be provided to the Commission. She noted that their focus would be to remove barriers to participation, such as providing information on transportation and making materials easy to understand for people who speak another language. She commented the role of her team is to work behind the scenes to support the Commission and staff.

Commissioner Nishioka asked when was the last time that any Humanability staff were employed by the City of San Diego.

Ms. Roberts responded 2004 for Mr. Carney and 2010 for Ms. Fong. She also indicated that they are a Small Business Enterprise with that certification from the City.

Commissioner Morrow asked if the total number of hours in the contract was 184 and asked for a confirmation.

Ms. Wong commented that the intent of was to provide a “ballpark” amount of hours and that the bottom line of the contract is that it will not go over \$20,000, with additional services of \$5,000 to be provided only at the request of the Commission.

Commissioner Kosmo asked if the other three firms had the same level of local outreach experience as Humanability.

Commissioner Potter responded two of the other firms had local experience, and one was from out of town and had no local knowledge.

Commissioner Kosmo asked why if two others had local experience, what made Humanability the best choice?

Commissioner Potter responded that they really grasp the concept and it became more of a dialogue than a presentation. Some of the others were more focused on selling their services as oppose to a dialogue, and that knowing Humanability staff backgrounds they do have a tremendous knowledge of the community.

Commissioner Quiroz commented that Humanability was not trying to sell their services, and that their foremost wish was to help people take part in the process. For her that was the most important part of what it was in deciding.

Commissioner Morrow commented that she could not support the hiring of the outside firm to provide public participation for the outreach program. She strongly believes that it would be much better to hire a contract staff member for four months to create and manage the plan with direct supervision from the Chief of Staff. After reviewing the contract for services and the hours she feels that a full-time staff member would be a much better value, provide better service, and be available for extensive interaction with the community. She also expressed concern as to whether staff members live in the City.

Commissioner Kosmo commented that it would be much better for the Commission to get an outreach group like Humanability with experience in lots of different areas in the City. He stated that they are ready to hit the ground running, and that they would be very valuable to the Commission.

Commissioner Potter added that contract management will be under Ms. Wong's leadership and that this scope of work will be an assist to her.

Ms. Wong agreed with Commissioner Potter's comments.

Commissioner Nishioka commented that he supports the selection and being an under an extreme time crunch, and that outreach is something they need to engage upon more aggressively and more quickly.

Chair Dalal thanked the Subcommittee for doing a fantastic job for moving forward with the Community Outreach efforts in a very timely manner.

Motion by Commissioner Potter: To approve the Community Outreach Contract for Humanability For Public Participation Plan and Related Services not to exceed \$25,000. Second by Commissioner Nishioka. Motion passed unanimously 6-1. Commissioner Morrow is not in favor.

INFORMATION ITEMS

ITEM - 3: MAPPING SUBCOMMITTEE REPORT

Commissioner Morrow reported that the RFP has closed. The City Purchasing Department evaluated each proposal for completeness and provided the documents to the mapping subcommittee. The subcommittee will evaluate the proposals and conduct interviews as soon as possible. Commissioner Morrow noted that the City Purchasing Department provided some legal guidelines for the RFP evaluation process.

STAFF REPORTS

ITEM - 4: MIDORI WONG, CHIEF OF STAFF

Ms. Wong provided the monthly budget report. She noted that she had found an inaccurate figure on the accounting for parking stamps that is due to a backlog of requisitions being processed by City staff. She has asked City staff to alert her when the figures are made current.

Ms. Wong stated that the U.S. Census Bureau has issued a correction for the City of San Diego's total population. The Census incorrectly allocated about 5,785 military personnel aboard a Navy vessel to San Diego instead of Coronado. As a result, the total population for the City has been revised to 1,301,617. Based on this number, the population goal for each of the nine districts is 144,624. This notice was provided to the Commission's interested parties email list. She stressed that verification from the U.S. Census Bureau and SANDAG is needed and that updated materials would be posted to the web site next week.

Ms. Wong noted that the Chair had asked for a report on one component of the Commission's ongoing outreach effort: to attend community, town council, and other stakeholder group meetings. She estimated that between March and the end of April about 22 presentations have been scheduled. She noted that she is very grateful for the opportunity to meet with residents and to have a dialogue about the work of the Commission. She asked that anyone interested please contact her office anytime if community members have meetings where neighbors and colleagues would like to hear about redistricting.

Ms. Wong also noted that she has received questions about whether you have to go to the hearing in your district. She emphasized that the format for all hearings will be the same and you are not required to attend the one in the district in which you live – you can come to any and as many as you like. If you cannot attend any of the hearings, please contact her office so that input can be provided to the Commission in another format.

ADJOURNMENT:

Chairperson Dalal adjourned the meeting at 4:45 p.m.

Janet Comer, Executive Secretary
2010 Redistricting Commission