

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 25, 2024

PREPARED BY: Anthony J. Mejia, City Clerk

REQUEST: PALM DESERT REDISTRICTING 2023: PUBLIC EDUCATION AND OUTREACH PLAN SUMMARY REPORT – REPORT ON THE BASIS ON WHICH THE CITY COUNCIL MADE ITS DECISIONS IN ACHIEVING COMPLIANCE WITH REDISTRICTING REQUIREMENTS AND CRITERIA [ELECTIONS CODE 21130(F)]

RECOMMENDATION:

1. Receive and file the Redistricting Public Education and Outreach Summary Report.
2. Pursuant to Elections Code 21130(f), approve the report which explains the basis on which the City Council made its decisions in achieving compliance with the redistricting requirements and criteria.

BACKGROUND/ANALYSIS:

On June 22, 2023, the City Council unanimously directed staff to take the necessary steps to transition to five single-member districts prior to the November 2024 Election and to eliminate use of Ranked Choice Voting (RCV) in future elections. On August 24, 2023, the City Council adopted the Redistricting Public Education and Outreach Plan. The Public Education and Outreach Summary Report (Attachment 1) details the efforts to inform the community about the redistricting process along with performance metrics.

Pursuant to Elections Code 21130(f), “the districting body shall issue a report that explains the basis on which the districting body made its decisions in achieving compliance with the [redistricting] requirements and criteria.” The City’s Demographer has prepared the draft report (Attachment 2) based on the comments offered by members of the City Council for selecting “Map 109 Renumbered B.”

Legal Review:

This report has been reviewed by William Priest and the City Attorney’s Office.

FINANCIAL IMPACT:

As noted in the Public Education and Outreach Plan, the City allocated \$155,000 in financial resources towards the redistricting effort as follows:

Provider	Service	Amount
National Demographics Corp.	Demographer Services	\$60,000
Tripepi Smith	Outreach & Engagement Services	\$60,000 (\$40,000 for consulting & \$20,000 advertising)
Professional Interpreting	On-Call Spanish Translation and Interpreter Services	\$5,000
CASL Interpreting	On-Call American Sign Language Interpreter Services	\$5,000
Printing & Mailing Company	Citywide Mailer	\$25,000
Total		\$155,000

Below are the actuals for the services noted above:

Provider	Service	Amount
National Demographics Corp.	Demographer Services	\$43,500
Tripepi Smith	Outreach & Engagement Services	\$28,662
Google Ads	Advertising	\$ 5,550
Facebook Ads	Advertising	\$ 4,374
Spotify Ads	Advertising	\$ 519
Pandora Ads	Advertising	\$ 858
Radio Ads	Advertising	\$ 7,863
Collateral Materials	Printed Map Posters	\$ 158
Best, Best, & Krieger	Legal Services	\$ 8,481
Professional Interpreting	On-Call Spanish Translation and Interpreter Services	\$ 3,320
CASL Interpreting	On-Call American Sign Language Interpreter Services	\$ 1,120
Xpress Graphics	Citywide Mailer/Advertising	\$13,840
Total		\$118,245

ATTACHMENTS:

1. Public Education & Outreach Summary Report
2. Elections Code 21130(f) Report