

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: July 21, 2011**

SUBJECT: Agreement with Flannery Promotional Consultants/Independent Redistricting Commission

SUBMITTING DEPARTMENT: Town Manager's Office

PREPARED BY: Ryan Judy, Deputy Town Manager

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: A) Draft Agreement, B) Estimated Costs

SUMMARY/BACKGROUND: In 2000, a "Citizens Independent Redistricting Commission" or "Proposition 106" initiative was placed on the ballot to eliminate "gerrymandering" and give citizens more input into the redistricting process for congressional and legislative districts. It was approved by the voters by a 56% to 44% margin. It is now part of the Arizona Constitution. Proposition 106 delineates the make-up and process of selection of the Commission members. It stipulates criteria by which legislative and congressional boundaries are to be drawn.

The 2011 IRC is mandated to follow guidelines established within Proposition 106. Those guidelines are: districts shall comply with the U.S. Constitution and the U.S. Voting Rights Act; districts shall have equal population, to the extent practicable; districts shall be geographically compact and contiguous, to the extent practicable; districts boundaries shall respect communities of interest, to the extent practicable; to the extent practicable, district lines shall use visible geographic features, city, town and county boundaries and undivided census tracts; and to the extent practicable, competitive districts should be favored where to do so would create no significant detriment to the other goals. It is this last goal of competitive districts with no significant detriment to the other goals that has created and will create a challenge. During the first redistricting process, considerable state and federal litigation ensued which the Town and the City of Prescott participated in. At the time, Council member Mike Flannery took the lead in participating not just for the Town but for Prescott and other communities in Central Yavapai County. Because Central Yavapai County took an active role early on, they were successful in protecting their interests throughout the process (unlike some other communities that had to play catch-up the entire time when they finally realized how important the process was).

During this next round, Central Yavapai County (the Quad-Cities) will once again be under scrutiny because of its political make-up (largely Republican). It is anticipated that there will be proposals from both the north and the south to break up Legislative District 1 and Congressional District 1. With the retirement of former Council member Flannery, it is proposed that he again take the lead in monitoring and participating in the lengthy public hearing process on behalf of the Central Yavapai County communities in order to stay on top of what will likely be a very fluid process. .

The attached proposed agreement with Flannery Promotional Consultants would provide the Town of Prescott Valley and the other communities in the area Mike's experience and expertise during the AIRC meetings, and help them have a unified voice in ensuring that they are not carved up and gerrymandered to an irrelevant status through this redistricting process.

OPTIONS ANALYSIS: For Discussion Only.

ACTION OPTION: For Discussion Only.

RECOMMENDATION: For Discussion Only.

FISCAL ANALYSIS: If all four local cities agree to participate, the costs to Prescott Valley would not exceed \$2,533.10.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____