


**LAPKOFF & GOBALET DEMOGRAPHIC RESEARCH, INC.**
*www.demographers.com*

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## **Proposal to Provide Demographic Redistricting Services to the Monterey Peninsula Water Management District**

**November 11, 2010**

### **1. Introduction**

Lapkoff & Gobalet Demographic Research, Inc. (LGDR) would be pleased to provide demographic consulting services to the Monterey Peninsula Water Management District (MPWMD). The result of these services will be a report that provides an objective demographic evaluation of existing Director Divisions (districts) using Census 2010 data. The current Director Divisions will be evaluated to determine if they continue to meet legal requirements.

In 1991, LGDR provided demographic services during the development of MPWMD's post-1990 Census Director Divisions map. In 2001, they assisted with development of MPWMD's current districting plan and supported the District in its preclearance submission. As a result, they already have on hand some of the information required for this round of redistricting.

Lapkoff & Gobalet Demographic Research, Inc., is an Equal Opportunity employer. They have certified small business status with the State of California (Supplier #1125021). The firm is 100 percent woman-owned. They are an Equal Opportunity employer. Drs. Gobalet and Lapkoff have many years of experience in demography. They are expert users of Census data, are skilled users of GIS (Geographic Information System) software and are proficient in computer use and quantitative analysis. They understand the technical, legal, and political aspects of redistricting. They are committed professionals who believe their role is to be objective, expert providers of necessary information. They have worked with most of the jurisdictions in Monterey County to provide (re)districting services and have contributed to numerous successful Voting Rights Act Section 5 preclearance submissions. They work with county and city planners and the Registrar of Voters during development and implementation of redistricting plans.

Lapkoff & Gobalet Demographic Research, Inc., will rely on data, maps, and other information supplied by various public agencies, including Public Law 94-171 redistricting data and electronic and paper maps provided by the United States Department of Commerce, Census Bureau. They cannot be responsible for any errors or omissions resulting from incorrect data or maps provided by public agencies.

## **2. Scope of Work, Schedule, and Costs**

### ***Phase I – Evaluation of Current Director Divisions***

The current Director Division boundaries will be analyzed and translated into Census 2010 geography, and the current population of the Divisions will be estimated using Census data. Criteria for compliance with one person, one vote and Voting Rights Act requirements (as interpreted by the courts) will be evaluated. A report will be produced that shows each of the current Division's total population and voting age population by ethnicity. The report will discuss the legal requirements of redistricting and whether the current plan meets these legal requirements.

### ***Timing and Costs***

LGDR will complete Phase I within eight weeks after release of the Census 2010 data (sometime during February or March 2011).

The cost of the Phase I analysis and report is \$25,000.

If desired, Dr. Lapkoff or Dr. Gobalet can attend a meeting and present the findings to the Board or staff for an additional cost of \$3,000.

## **Statement of Qualifications** **Lapkoff & Gobalet Demographic Research, Inc.**

Established in 1989, incorporated in 1992  
Owned and operated by Shelley Lapkoff, Ph.D., and Jeanne G. Gobalet, Ph.D.

Lapkoff & Gobalet Demographic Research, Inc., has served a variety of clients for more than 20 years. Most of its projects are for public entities, particularly school districts and other local agencies. The firm has extensive experience with cost control, estimating, scheduling, and management of project budgets and change orders.

LGDR is known for the excellence of its public presentations, maps, other visual aids, and handouts. Drs. Gobalet and Lapkoff enjoy working with members of the public, and are both seasoned public speakers.

### **Offices**

Jeanne G. Gobalet, Ph.D.  
Lapkoff & Gobalet Demographic Research, Inc.  
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### **Experience with Political Redistricting and Preclearance Submissions**

LGDR provided demographic support during many post-1990 U.S. Census political districting and redistricting projects. They provided demographic and geographic information for decision-making by boards and community groups. They contributed to preclearance documentation (when required) for the United States Justice Department. Each of these projects was politically sensitive and LGDR worked with incumbents, staff, and the public to achieve consensus. Their redistricting clients after the 1990 and/or 2000 Censuses included:

- Monterey Peninsula Water Management District
- Hartnell Community College District
- Monterey County Board of Education/County Committee on School District Organization
- Monterey County Board of Supervisors
- Monterey County Municipal Court
- Monterey Peninsula Unified School District
- Salinas City School District
- Salinas Union High School District
- San Jose Unified School District
- San Jose/Evergreen Community College District
- Stockton Unified School District
- Upper San Gabriel Valley Municipal Water District

Curriculum Vitae  
**Shelley Lapkoff, Ph.D.**  
**Demographer**

Lapkoff & Gobalet Demographic Research, Inc.  
2120 6<sup>th</sup> Street #9, Berkeley, CA 94710-2253  
(510) 540-6424 fax (510) 540-6425 Lapkoff@demographers.com

President and Principal, Lapkoff & Gobalet Demographic Research, Inc., since 1992, and founder and owner of Lapkoff Demographic Research before that.

Lecturer, *University of California, Berkeley*, Demography Department, 1995 and 2001

**Education and Honors**

Ph.D. Demography, *University of California, Berkeley*, 1988

M.A. Economics, *University of California, Berkeley*, 1984

A.B. Economics, With Honors, *University of Maryland*, 1976

Guest Lecturer, Business School, University of California, Berkeley, 1987

NICHHD Training Grant, University of California, Berkeley, 1984-86

University of California Graduate Fellowship, 1982-84

**Papers and Professional Presentations**

*School and Child Demography*

"Five Trends for Schools," Educational Leadership, March 2007, Volume 64, No. 6, Association for Supervision and Curriculum Development (with Rose Maria Li).

"Studies in Applied Demography," Session Organizer at the 2006 Population Association of America Annual Meeting.

"California's Changing Demographics: How New Population Trends Can Affect Your District," 2004 California School Boards Association Annual Meeting.

Panelist, "School Demography" session, 2004 Southern Demographic Association Annual Meeting.

"Where Have All the Children Gone?" Poster, 2004 Population Association of America Annual Meeting.

"Using Child-Adult Ratios for Estimating Census Tract Populations," 1996 Population Association of America Annual Meeting.

"How to Figure Kids," *American Demographics*, January 1994.

"Neighborhood Life Cycles," 1994 Population Association of America Annual Meeting.

"Enrollment Projections for School Districts," *Applied Demography*, Spring 1993.

"Projecting Births in a California School District," 1993 Population Association of America Annual Meeting.

"School District Demography," Session Organizer and Chair, 1994 Population Association of America Annual Meeting.

"School District Demography," Roundtable Luncheon Organizer, 1992 Population Association of America Annual Meeting.

"National Demographic Trends," presentation to the National Association of Business Economists, 1990.

"Demographic Trends and Long-range Enrollment Forecasting," presentation at the Redwood Leadership Institute, Sonoma County, California, 1990.

"Projections of Student Enrollment in the Pleasanton Unified School District," 1989 Population Association of America Annual Meeting.

### ***Political Districting***

"Voting Rights Act Issues in Political Redistricting," with Jeanne Gobalet, 1993 Population Association of America Annual Meeting.

Invited Speaker, "Demographers and the Legal System," International Conference on Applied Demography, Bowling Green University, 1992.

"Changing from At Large to District Election of Trustees in Two California Community College Districts: A Study of Contrasts," with Jeanne G. Gobalet, *Applied Demography*, August 1991.

### ***General Demography***

"Forecast of Emeritus Faculty/Staff Households on a University Campus," with Jeanne Gobalet, 2000 Population Association of America Annual Meeting.

"Communicating Results: Practical Approaches Suited to Decision-Oriented Audiences," Panelist. 2000 Population Association of America Annual Meeting.

"Fiscal Impacts of Demographic Change: Focus on California," Session Organizer and Chair. 1995 Population Association of America Annual Meeting.

Discussant for "Evaluating the Accuracy of Population Estimates and Projections," 1992 Population Association of America Annual Meeting.

"Intergenerational Flows of Time and Goods: Consequences of Slowing Population Growth," with Ronald Lee, *Journal of Political Economy*, March 1988.

"A Research Note on Keyfitz' 'The Demographics of Unfunded Pension'," *European Journal of Population*, July 1991.

"Pay-as-you-go Retirement Systems in Nonstable Populations," Working Paper, U.C. Berkeley Demography Group, 1985.

"Assessing Long-run Migration Policy as a Solution to the Old Age Dependency Problem," paper presented at the 1985 Population Association of America Annual Meeting.

Curriculum Vitae  
**Jeanne Gobalet, Ph.D.**  
**Demographer and GIS Specialist**  
Lapkoff & Gobalet Demographic Research, Inc.  
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(408) 725-8164 • fax (408) 725-1479 • Gobalet@demographers.com

Vice President and Principal, Lapkoff & Gobalet Demographic Research, Inc., since 1992

Guest Lecturer, Demography, University of California, Berkeley, 1996 and 2001

### **Education and Honors**

Ph.D. Sociology, *Stanford University*

Specialties: Demography and Social Stratification

M.A. Sociology, *Stanford University*

M.A. Education, *Stanford University*

A.B. Sociology and History (Majors) and Geography (Minor)

*Stanford University*. With Distinction and Phi Beta Kappa

Postdoctoral Fellow, Demography, *University of California, Berkeley*, 1982-83

### **Selected Publications**

“State and Local Government Demography,” in *Encyclopedia of Population*, Macmillan Reference USA, 2003.

“Lead Hot Zones and Childhood Lead Poisoning Cases, Santa Clara County, California, 1995,” with Su-Lin Wilkinson, Marcia Majoros, Bernie Zebrowski, and Guadalupe S. Olivas. *Journal of Public Health Management and Practice*, 1999.

“Demographic Data and Geographic Information Systems for Decision-Making: The Case of Public Health,” with Richard K. Thomas. *Population Research and Policy Review*, 1996.

“Using Sociological Tools in a Legal Context,” *Journal of Applied Sociology*, 1995.

“Changing from At Large to District Election of Trustees in Two California Community College Districts: A Study of Contrasts,” with Shelley Lapkoff. *Applied Demography*, Fall 1991.

*World Mortality Trends Since 1870*. New York, New York: Garland Publishing Inc., 1989.

### **Selected Presentations at Professional Meetings**

“Using Demographic Tools to Help Redesign a Student Assignment System,” 2010 Southern Demographic Association Annual Meeting.

“What U.S. Census Data Tell Us About The Number of Children Per Housing Unit,” 2009 Population Association of America Annual Meeting.

Organizer and Chair, School Demography Session, 2008 Population Association of America Annual Meeting.

Panel Member, “Order in the Court: Demographers as Expert Witnesses in Legal Proceedings,” 2008 Population Association of American Annual Meeting.

Organizer and Chair, School Demography Interest Group, 2007 Population Association of America Annual Meeting.

Organizer and Chair, “School Demography” session, 2007 Applied Demography Conference.

"Retiring Baby Boomers: Demographic Insights," 2005, 10th Annual Fisher Center Real Estate Conference (Fisher Center for Real Estate and Urban Economics, University of California at Berkeley).

"The School Closure Crisis: A Challenge for Demographers," 2005 Population Association of America Annual Meeting.

"GIS: The School Demographer's Tool," 2005 Population Association of America Annual Meeting.

Panelist, "Don't Gamble When Closing Schools," 2004 California School Boards Association Annual Meeting.

Panelist, "School Demography" session, 2004 Southern Demographic Association Annual Meeting.

"Did Changing the Election Method Make a Difference?" 2003 Southern Demographic Association Annual Meeting.

Panel Organizer, "Applications of GIS and Spatially-Referenced Data," 2000 Population Association of America Annual Meeting.

"Forecast of Emeritus Faculty/Staff Households on a University Campus," with Shelley Lapkoff, 2000 Population Association of America Annual Meeting.

Panel Organizer and Presenter, "Spatially Referenced Data," 1999 Population Association of America Annual Meeting.

Demographics & Public Health, GIS in Public Health 3rd National Conference, 1998.

"Targeting At-Risk Children and Adolescents for Decision Makers," 1996 Population Association of America Annual Meeting.

"GIS and Demography," Discussant, 1996 Population Association of American Annual Meeting.

"Small Area Demographic Analysis with GIS," 1994 International Conference on Applied Demography.

"What Demographers Need to Know about GIS," 1994 International Conference on Applied Demography.

"Spatial Analysis in Sociology Using Geographic Information System Software," 1994 American Sociological Association Annual Meeting.