



February 9, 2011

Connie Galambos Malloy, Current Chair
Citizens Redistricting Commission

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Dear Commissioner Galambos Malloy,

Congratulations on your recent appointment to the Citizens Redistricting Commission. I attended the first meeting of the Commission in early January, but did not get a chance to meet you or the other commissioners. I look forward to following the Commission's progress over the next few months.

In reading Proposition 11, which outlines the objectives for drawing the district lines for State Senate, Assembly, State Board of Equalization, and Congress (added later via Prop 20 in California, I understand the Commission must provide the public with access to the redistricting process. This is important to ensure transparency in the process. In addition, I understand the Commission must develop a preliminary set of maps for each of the above-named districts, which will allow the commissioners to seek public input on their initial work product. At the same time, there are a number of clauses in the Constitution that require district lines to be drawn taking into account communities, cities, neighborhoods, etc.

While I understand the Commission may have already made a decision regarding the GIS software it will use to design and publish the final district lines, I believe there is a need to provide the public and the commissioners with an easy-to-use software tool, which is complementary to the GIS tool.

The company I represent, Moonshadow Mobile, has developed an Internet-based solution called Borderline, which is a fast and easy-to-use redistricting software tool deployed to edit and analyze redistricting lines. We would appreciate the opportunity to demonstrate the product to the commissioners with the objective of licensing the software for public and/or commissioner use. The Borderline tool combines updated 1) individual voter records, 2) US Census data, and 3) state-of-the-art data mapping and visualization technology to allow users to draw district lines street-by-street, in real time with instant analysis of compositional changes. Our solution displays millions of individual voter records and analyzes those records in milliseconds. The user is totally free to draw lines along any conceivable boundary rather than being limited by the boundaries for which "averages" are normally available.

Following are a few of the product specifications and highlights that would provide the public and commissioners with powerful and easy-to-use redistricting software:

- Borderline is web-based. No software to install.
 - A web-based hosted solution with no software to install. Users access the tool via a fast Internet connection using an Internet web browser such as IE8, Chrome, FireFox or Safari.
 - Borderline runs inside Google Maps or Bing Maps so users always have access to the latest mapping data and satellite imagery automatically.
 - Most users are very familiar with Google Maps and Bing Maps so they'll be up to speed with the user interface in minutes. While other redistricting solutions require GIS experts to do the work, Borderline is intuitive and can be used by the general public with relative ease.



- Borderline includes actual voter records data
 - Data presented in visual form includes actual individual voter records, not averages of voter data.
 - This allows for the redrawing of districts and analysis along lines for which those averages are not normally available.
 - With Borderline users can view a map and overlay new and existing district lines all at the same time. Users can edit the new lines at any zoom level. The result is that complete counts for any attribute are updated instantly while you make your edits!
- Borderline works in tandem with an existing GIS system
 - Moonshadow's software does not replace GIS-based redistricting software but rather, works in tandem with it to dramatically speed up the process of deciding on new district lines before users enter them into the GIS system.
 - This feature saves countless hours of work by redistricting staff and GIS personnel. Users can export the shape files for any redistricting scenario out of Borderline for use in a GIS system.

To learn more visit our website <http://www.moonshadowmobile.com/data-visualization/moonshadow-redistricting/>

To view the speed of Borderline visit <http://www.votermapping.com/mmmmap/index>

Please contact me to arrange a demonstration or to answer any questions.

Best regards,

Christopher Campana

