



FOUNDER
Hon. Edward R. Roybal (Ret.) †

Board of Directors

Hon. Juan C. Zapata, **Chairman**
Member, Intergovernmental Policy Committee on Trade

Hon. Hector Balderas, **Treasurer**
New Mexico State Auditor

Ms. Ivelisse R. Estrada, **Secretary**
Univision Communications Inc.

Mr. Andrew Baldonado
Anheuser-Busch Companies, Inc.

Hon. José (Pepe) Estrada
Walmart Stores, Inc.

Hon. Anitere Flores
Florida State Representative

Hon. Mike Fernandez
Cargill

Hon. Ron Garcia
Councilmember, City of Brea, CA

Hon. Stephanie Garcia
Pueblo City Schools Board President

Hon. Sylvia R. Garcia, **NALEO President**
Former Commissioner, Harris County, TX

Hon. Uvaldo Herrera
State Farm Insurance Companies

Hon. Pauline Medrano
Deputy Mayor Pro-Tem, City of Dallas, TX

Hon. Lucille Roybal-Allard
Member of Congress

Hon. Susan Santana, Esq.
AT&T

Board of Advisors

Hon. Karen Avilla
First Vice-President, Hispanic Elected Local Officials, National League of Cities

Hon. Kevin Carbo
Chair, National Hispanic Caucus of School Board Members

Hon. Pedro Colón
Milwaukee County Circuit Court Judge

Hon. Rey Colón
Alderman, City of Chicago, IL

Hon. Lorraine Cortés-Vázquez
AARP

Hon. Mike DeLaO
Chair Elect, National Hispanic Caucus of School Board Members Ex-Officio Member

Hon. John J. Duran
Mayor Pro-Tem, City of West Hollywood, CA

Hon. Luis Fortuño
Governor, Commonwealth of Puerto Rico

Hon. Charles Gonzalez
Member of Congress, Chair, Congressional Hispanic Caucus

Hon. Ana Sol Gutierrez
Maryland State Delegate

Hon. Gerri Guzman
School Board Member, Montebello Unified School District, CA

Hon. Paul D. López
Councilmember, City of Denver, CO

Hon. Iris Y. Martinez
Illinois State Senator, President, National Hispanic Caucus of State Legislators

Hon. Michele Martinez
Councilmember, City of Santa Ana, CA

Hon. Alex Padilla
California State Senator

Hon. Ana Rivas Logan
School Board Member, Miami-Dade County, Public Schools, FL

Hon. Justin Rodriguez
Councilmember, City of San Antonio, TX

Hon. Sergio Rodriguez
President, Hispanic Elected Local Officials, National League of Cities

Hon. Ross Romero
Utah State Senator

Hon. John Sapient
New Mexico State Senator

Hon. Fernando Shipley
Mayor, City of Globe, AZ

Hon. Fernando M. Treviño
School Board President, East Chicago, IN

Hon. Don Francisco Trujillo II
Former Deputy Secretary of State, NM

Hon. Luz Urbáez Weinberg
Commissioner, City of Aventura, FL

Executive Director
Arturo Vargas

† Deceased

02/11

1122 W. Washington Blvd., Third Floor
Los Angeles, CA 90015

600 Pennsylvania Ave., SE Suite 230
Washington, DC 20003

1314 Texas Avenue, Suite 410
Houston, TX 77002

110 Wall Street, 16th Floor
New York, NY 10005

5950 Lakehurst Drive, Suite 169
Orlando, FL 32819

Partnership Council Members

Chairman's Council Member
State Farm Insurance Companies

Advance America
AT&T
Southwest Airlines
Univision Communications Inc.
Walmart Stores, Inc.
The Walt Disney Company

March 18, 2011

Via Electronic Mail
Citizens Redistricting Commission
1130 K Street, Suite 101
Sacramento, CA 95814

Dear Members of the Citizens Redistricting Commission:

I am writing on behalf of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund to express our support for the selection of Q2 Data and Research, LLC as the Commission's technical expert who will provide line drawing services during California's redistricting process (hereinafter the "line drawer"). The NALEO Educational Fund is the leading nonprofit, nonpartisan organization that facilitates full Latino participation in the American political process from citizenship to public service. Our Board and constituency include Republicans, Democrats, and persons who are not affiliated with either of those parties.

The Commission's line drawer has the important responsibility of helping to ensure that the Commission's maps comply with the criteria set forth in the Voters First Act. The line drawer must have exceptional technical skills, with extensive experience in using technology and managing data for redistricting. The line drawer must also be able to effectively communicate complex technical concepts to the Commission when providing reports and guidance on its work. Finally, the line drawer must have demonstrated its impartiality through its past professional experiences and relationships. This is critical to ensure that the lines drawn are not influenced by factors unrelated to the Voters First Act criteria, and that the public has confidence in the line-drawing process.

In light of the foregoing considerations, we believe that Q2 Data is exceptionally qualified to carry out the responsibilities of the Commission's line drawer. First, members of the firm have done redistrictings for two of the largest and most diverse cities in California, San Diego and San Francisco. The San Diego redistricting received a national award from Public Technology Solutions in the large city category for enhancing public service. Karin Mac Donald, who heads the firm, has also conducted complex redistricting research projects involving the development of multiple statewide scenarios, and the analysis of the interaction between different redistricting criteria.

Ms. Mac Donald also serves as director of California's statewide database, and has extensive expertise in analyzing the wide variety of data that is relevant to the redistricting process.

She has conducted several racially polarized voting analyses, and has published several scholarly articles on redistricting, voting rights and election administration.

The members of Q2 Data have impressive academic credentials and professional experience. All members have bachelors' degrees, and most have advanced degrees or are in the process of pursuing them. The members of the team have authored peer-reviewed papers for government entities such as the State of California and the U.S. Election Assistance Commission. Ms. Ana Henderson previously worked at the U.S. Department of Justice's (DOJ) Civil Rights Division where she investigated and prosecuted violations of the Voting Rights Act of 1965, the Help America Vote Act of 2002, and the Fair Housing Act provisions of the Civil Rights Act of 1968.

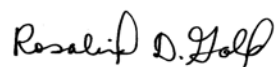
Q2 Data also has extensive experience in conducting training and professional development activities on the redistricting process. Members of the team have made numerous presentations to both professional and lay audiences about mapping and redistricting data, including presentations to community groups and civic leaders at NALEO Educational Fund convenings. They have created peer reviewed educational materials and are organizing training centers which will enhance the ability of community members to participate meaningfully in the state's redistricting process. Thus, Q2 Data has demonstrated the ability to communicate effectively with the Commission about its use of data and mapping activities. This will in turn enhance the Commission's ability to educate the public about its mapping and the rationale for the lines it draws.

Finally, the members of Q2 Data have demonstrated their ability to conduct their redistricting work in an impartial manner through their professional relationships and activities. The Statewide Database managed by Ms. Mac Donald provides nonpartisan support and assistance to the general public, civic leaders, and researchers, irrespective of their political affiliation. Through their work on academic peer reviewed research, the members of Q2 Data have developed a thorough understanding of the need to conduct unbiased research that is scrutinized for scientific reliability and accuracy. Ms. Henderson served at the DOJ and vigorously pursued enforcement actions under both Democratic and Republican Administrations. Ms. Mac Donald is registered as decline-to-state, and has provided nonpartisan services to the Bureau of State Audits during the Commission selection and appointment process.

We believe that Q2 Data has demonstrated that it possesses exceptional redistricting expertise, the ability to communicate effectively with the Commission about the mapping process, and the impartiality to develop maps that comply strictly with the requirements of the Voters First Act. Thus, we urge the Commission to award the line drawer contract to this firm.

Thank you for your attention to our comments, and we look forward to continuing our work together.

Sincerely,



Rosalind Gold
Senior Director, Policy, Research and Advocacy