



April 27, 2011

Mr. Daniel Claypool, Executive Director
CA Citizens Redistricting Commission
Daniel.Claypool@crc.ca.gov
VotersFirst Act@crc.ca.gov

RE: Assembly and Senate District Boundaries; San Fernando Valley

Dear Mr. Claypool and Honorable Commissioners:

On behalf of the Valley Industry and Commerce Association (VICA), we respectfully call upon the Commission to recognize the unique communities of interest of the San Fernando Valley when crafting the state legislative and federal Congressional district lines.

We specifically request that the Commission:

1. Maximize the number of districts that are either wholly within the San Fernando Valley or in which the majority of voters are within the Valley.
2. Number all districts sequentially from the north to south.
3. Design two Assembly district seats within each state Senate district (nesting).

The priorities of the Voters First Act fall well within these modest recommendations.

The San Fernando Valley is a geographically-contiguous region bounded by the Santa Susana Mountains to the north and west, Mulholland Drive to the south and the San Gabriel Mountains to the east. It lies wholly within Los Angeles County and includes the cities of Burbank, Calabasas, Glendale, Hidden Hills, San Fernando and the Valley portion of the City of Los Angeles. The communities and the cities of the Valley should be kept together as compact and contiguous districts which recognize geographic features and natural boundaries.

Unique communities of interest within the Valley include high density populations of Latino minority voters in the Cities of San Fernando (96.5%) and North Hollywood (56.6%), as well as the communities of Pacoima (90.3%), Arleta (80%), and Reseda (57.7%). Large Anglo populations in the communities of Woodland Hills, West Hills, Encino, Tarzana, Sherman Oaks, Studio City, Toluca Lake and the cities of Calabasas, Hidden Hills and Burbank maintain ties and concerns inconsistent with those of the West City of Los Angeles communities and cities of Beverly Hills, West Hollywood and Santa Monica. We simply ask that the distinct social, economic and environmental interests of the San Fernando Valley communities no longer be massed into districts prevalently consisting of the east and south County and City of Los Angeles with their distinct interests.

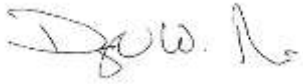
Representative residency also presents a vast concern among Valley residents, as only three of the twelve state Senate and Assemblymembers who represent portions of the Valley are current Valley residents. While we have been generally lucky to have lawmakers who understand the Valley's unique needs, legislators simply cannot fully represent an area, or truly understand the needs of a community,

in which they are not residents. We humbly ask that the new districts keep Valley communities together and either ensure or increase the likelihood of Valley residents representing Valley areas.

The desire to see the San Fernando Valley treated as its own community of interest is not new. The Los Angeles United School District and Los Angeles Department of Water and Power divide the Valley into its own bloc. Many nonprofit groups, such as Habitat for Humanity, also recognize the Valley's regional individuality and distinguish our communities and cities from the southern City of Los Angeles.

Our recommendations represent the nonpartisan concerns of Valley businesses and residents that share a common interest in rightful representation. Thank you for your consideration and we look forward to the culmination of your work in designing accurate districts that ensure the best and most effective representation for California's communities of interest.

Sincerely,



Daymond Rice
2011 Chairman, VICA



Stuart Waldman
President, VICA