

California Redistricting Commission
Written Testimony submitted by R. W. Ziegler Jr.

TO: The Honorable Redistricting Committee
Citizens Redistricting Commission
1130 K Street, Suite 101
Sacramento, CA 95814

FROM: R. W. Ziegler Jr.

DATE: 28 April 2011

RE: State Senate and Assembly Districts; Congressional Districts

First I thank you as a voter and resident of California for taking on this gargantuan task. The job you have is an awesome responsibility and requires so much concentration, reading, research, and reflection. I was not able to attend your public testimony hearing in San Luis Obispo so, to assist you in your collection of testimony, I now submit this written testimony for your consideration.

I am a recent arrival to Santa Barbara, both the County and the City. The move was completed during August, 2009. I lived in San Francisco for more than 30 years prior to moving here. I now live near Cottage Hospital within the City of Santa Barbara. I have a management consulting firm started in San Francisco in 1979 that has been a resource to clients throughout the United States and internationally.

Upon arriving in Santa Barbara, I had no client located in the Central Coast area. To increase my time at home and grow my consulting business in the Central Coast area, I started to make the connections necessary to generate active clients for my firm. None of my clients have been farm or general agriculture or viniculture enterprises, so my quest required me to concentrate on those geographic areas wherein the manufacture, professional services, and retail employers reside. I quickly discovered that Oxnard, Ventura, Santa Barbara, and Santa Maria were all connected economically. There was a connection to eastern Santa Barbara County, mainly through tourism tying the vintners to the tourism of the coastal areas. I did not find a strong connection to southern Ventura County including Thousand Oaks and Simi Valley; those areas having closer ties with the greater Los Angeles people and businesses.

Using my business quest to understand this area, I realized that both Santa Barbara and Ventura were closely connected through tourism, businesses, services, coast, agriculture, while the southern portion of Ventura was closely related to Los Angeles by being a bedroom community and an expanding business area for Los Angeles. The businesses that could use my services on the Central Coast were located in a stretch from Santa Maria, where there were a few businesses that cooperated with others farther south, through Lompoc/Buellton south and on to Goleta, Santa Barbara, Carpinteria, continuing out of Santa Barbara County south along the US101 corridor to Ventura, Oxnard, Ojai, and Camarillo. Businesses in northern Ventura did business with both Santa Barbara and reached into the Santa Clara River Valley, yet the view from these northern Ventura County businesses was not towards Los Angeles, rather the Central Coast centered in Santa Barbara/Ventura.

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The more I interact with the businesses and people of the area, the more I understand that both Ventura and Santa Barbara Counties are connected along the coast: the businesses are similar and interact; the environment is similar, mostly coastal development backing up to the mountains, some agriculture mixed in near the coast, becoming more ubiquitous as one moves inland; and culturally, with schools and universities surrounding vibrant urban areas.

I found within the Ventura/Santa Barbara areas that the law community, the accounting community, the real estate community, and even the medical community are one continuous semi-urban area functioning as a greater community with communities of interest included therein.

Being relatively new to the area, my observations are not burdened by personal or political biases. Rather, my observations are formed from actually seeking out the connections of businesses and people, and as I make these connections, the activities naturally lead to observing the symbiotic interpersonal connections. The coastal counties of Ventura and Santa Barbara share similar governmental duties, similar business problems, similar environmental concerns, similar housing issues, similar commuting issues (CalTrans says that 45,000+ people commute into Santa Barbara from Ventura every day), and share cultural institutions and activities. Looking at the redistricting priorities published by the Commission, my experience as stated above shows Ventura and Santa Barbara have

- 1) geographic connectivity;
- 2) social and economic connectivity;
- 3) similar lifestyles and interests;
- 4) shared affiliations and institutions within the area;
- 5) like urban and suburban agencies and services;
- 6) shared community parks, recreation, tourist destinations, ocean beaches, and wetlands; the coastal area also shares similar problems such as oil exploration and drilling, pumping and transmission, runoff into the ocean, potential tsunamis, and transportation;
- 7) a similar area to the current representation; and, importantly,
- 8) similar community/business interests—businesses interacting as an ongoing exchange of supply and demand, social interaction, sharing of events, both business and social/cultural, schools interacting (Santa Barbara City College and Ventura County), all create the kind of communities of interest important to the Commission.

Ventura County may be approximately the right population to be used as a state Senate District or Congressional District. However, because of the business, cultural, commuting, servicing, and tourism continuity, combining *northern* Ventura and Santa Barbara as a voting district works for the larger districts. Creating two Assembly Districts along the coast from the Santa Clara River Valley to Santa Maria satisfies the priorities enumerated above and allows for two Assembly Districts that would represent each county, northern Ventura and Santa Barbara, as separate, yet homogeneous areas. Since Ventura has too many people for just one Assembly District, the natural division of southern Ventura from northern Ventura fits the spheres of influence, businesses, and people of that county.

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The state Senate (population represented 900k+ people) and federal Congressional (population represented 800k+ people) Districts are twice/slightly less than twice as large as the Assembly (population represented 400k+ people) Districts. If the Commission combines the two counties, Santa Barbara and *northern* Ventura, one large district would be created for Senate and Congress. For the state Senate, there may need to be a small extension into the southern Ventura area to include the desired proportion of population.

In summary, an Assembly District would be drawn for Santa Barbara County, another for *northern* Ventura County; a Senate District would be drawn including all of Santa Barbara and *northern* Ventura; a Congressional District would shadow the Senate District, taking in somewhat fewer from Ventura County.

Please contact me if you would like further information as to my experiences:

R. W. Ziegler Jr.

