

July 7, 2011

California Citizens Redistricting Commission



Sacramento, CA 95814

Dear Commission Members:

On behalf of Plantronics, the largest business employer in Santa Cruz, I am writing to recommend that the city of Santa Cruz not be split into two Congressional districts. We believe this would undermine the potential for common interests within Santa Cruz to gain the attention of any member of Congress. In previous years of redistricting, our home county of Santa Cruz has been split between two US House districts, two State Senate districts, and two State Assembly districts. Santa Cruz County is the smallest county in California, and continuing to draw new lines makes it more and more difficult to unite, which is the only way the voice of the city and county can be heard.

Santa Cruz provides the collective efforts of a unified, welcoming community that tourism is based on. The people of Santa Cruz are banded together by the economic dependability on tourism and visitor services, and by splitting a small city of 60,000 into different constituencies, the local economy would suffer. Santa Cruz also places a strong emphasis on the future through its furtherance of higher education and high tech markets. The economy and plans for the future are two of the strongest commonalities the eastern and western portions of Santa Cruz share; redistricting could severely impact the further progress of both by hindering the allied support of the city of Santa Cruz as a whole.

The bottom line is this: redistricting has its benefits when effectively implemented, but splitting something so small and slightly remote from other population centers has turned it into a community without a voice. Santa Cruz needs, more than anything, an opportunity to be represented on issues that are vital to its people, city, and county.

Thank You,

Ken Kannappan
CEO, Plantronics Inc.