



February 8, 2021

Citizens Redistricting Commission  
721 Capitol Mall, Suite 260  
Sacramento, CA 95812

**SUBJECT: California Citizens Redistricting Commission Plans**

Dear Commissioners,

The Valley Industry and Commerce Association (VICA) looks forward to working with you regarding 2021 California Citizens Redistricting Commission. The San Fernando Valley is a unique economically vibrant and ethnically diverse community with distinct needs from the Westside to downtown Los Angeles. The 1.8 million residents of the Valley come from across the globe and work in a myriad of industries, but hold a common identity as part of the San Fernando Valley.

Bounded by the Santa Susana Mountains to the north and west, Mulholland Drive to the south, and the San Gabriel Mountains to the east, the Valley is a distinct geographic area that cannot simply be piecemealed into majority Westside and downtown Los Angeles districts. The cities of Burbank, Calabasas, Glendale, Hidden Hills, and San Fernando must be respected as unique municipalities that share these geographic boundaries.

Recognition of the Valley's individuality is far from new. The Los Angeles Unified School District and Los Angeles Police Department already divide the Valley into its own bloc. More than 400 nonprofit groups recognize the Valley's regional individuality and distinguish our communities and cities from the southern City of Los Angeles.

VICA supports the following principles for the California Citizens Redistricting Commission 2021 Redistricting Process:

1. The San Fernando Valley is a geographical area roughly bounded by the Santa Susana Mountains to the north and west, the Mulholland Drive to the south, and the San Gabriel Mountains to the east. It lies wholly within Los Angeles County;
2. The redistricting process of the California State districts is a public process, and VICA must engage in this process in order to advance our membership's goals and improve representation in the San Fernando Valley;
3. VICA supports the creation of districts that maximize the connection that legislators have with the San Fernando Valley;
4. Our community is best served by a redistricting that maximized the number of districts that are either wholly within the Valley or in which the Valley is the most influential voter bloc;
5. To ensure full and adequate representation for the San Fernando Valley, we support Valley-only districts;
6. If it is necessary to merge one Valley seat with areas outside of the Valley, the preference is to have a minimum of 50% of that district within the San Fernando Valley;
7. VICA's goals for redistricting are non-partisan and are only to be shaped by the interest of maximizing representation and advancing goals of Valley businesses and residents;



8. The City of Los Angeles is made up of geographically designated communities. These communities within the City are not always recognized and their interests are not always preserved. In the San Fernando Valley alone, there are 34 communities. We urge the commission to purchase those legally recognized boundaries for inclusion in the mapping software.
9. All recognized communities should be kept together as part of compact and contiguous districts which shall recognize geographic features and natural boundaries.

Thank you for your consideration. We look forward to your support for plans that respect the distinctive communities of the San Fernando Valley.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brad Rosenheim', written in a cursive style.

Brad Rosenheim  
VICA Chair

A handwritten signature in black ink, appearing to read 'Stuart Waldman', written in a cursive style.

Stuart Waldman  
VICA President