

**From:** [Paul Mitchell](#)  
**To:** [CEO Redistricting RES](#)  
**Cc:** [Kimi Shigetani](#)  
**Subject:** RFI - Demography Services  
**Date:** Tuesday, January 26, 2021 2:02:28 PM

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Nancy,

Thank you for reaching out.

Our firm has been conducting redistricting for over 10 years, and includes experienced professionals in municipal redistricting.

Our current clients include the redistricting commissions for Long Beach and Berkeley. Plus we are working for Napa County, cities of Carpinteria, Burlingame and Napa, Mesa AZ, multiple community college districts and special districts, including the Goleta Water District. We also work with outside organizations, having previously done work for the ACLU, Irvine Foundation, Equality California and others. The experience of working on both internal processes, and advising groups from the community, has given us a valuable perspective that we bring to the local redistricting process.

The contract we are currently undertaking that is most similar to your own is the Long Beach Independent Redistricting Commission. This is the first time Long Beach has used a commission and the staff dedication to an open/transparent process, and the diverse and really qualified commissioners, has put their process on the right track.

If you would like a sense of our team for the Long Beach Independent Redistricting Commission, you can see a public PowerPoint here: <http://longbeach.legistar.com/View.ashx?M=F&ID=9042808&GUID=3F934B08-E05B-45D4-9535-C4DB66C3BCC8> This identifies the RFP process that was used in selecting the team, and shows our staff members and consultants we brought to the project, including the former Chair of the California State Redistricting Commission, state Chair of the Board for California Common Cause, and our GIS/Outreach director who previously worked for the Dolores Huerta Foundation. Our process in Long Beach has already included presentations on the process of a commission with two other former redistricting commissioners, we have a presentation this week from the National Redistricting Director for Common Cause, and in the coming weeks we have a great list of speakers who will be training the commission. That list can be found here: <http://longbeach.legistar.com/View.ashx?M=F&ID=9081845&GUID=1756C284-6890-46A3-B030-60CA68BFFB6A>

We strongly believe in the use of independent redistricting commissions as a way forward – removing powers of incumbents from the process, and putting community members first. And to do it properly, you need a team that is likewise committed to these principles. If you are looking for demographic services, there are several options in California, but I believe we, and Q2, the firm run by Karin Mac Donald of the UC Berkeley Statewide Database, stand out. I hope that you

have also reached out to her firm as a part of this request for interest.

Sincerely

Paul Mitchell  
Owner/CEO  
Redistricting Partners

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**From:** CEO Redistricting RES <redistricting@countyofsb.org>

**Sent:** Monday, January 25, 2021 8:40 AM

**To:** Info Redistricting <info@redistrictingpartners.com>

**Subject:** CIRC RFI for Demography Services - January 2021

**From:** [Karin Mac Donald](#)  
**To:** [CEO Redistricting RES](#)  
**Subject:** RFI - Demography Services  
**Date:** Monday, February 1, 2021 1:02:25 PM  
**Attachments:** [Santa Barbara CRC- Letter of Interest.pdf](#)

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**Caution:** This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.

To whom it may concern;

Thank you for contacting Q2 Data & Research, LLC regarding the Request for Interest for Demography Services.

I am attaching our letter of interest to this email.

Please let me know if you have any questions. I look forward to hearing from you.

Best wishes

Karin Mac Donald

Q2 Data & Research, LLC  
1225 Peralta Street  
Oakland, CA 94607  
kmd@q2dataresearch.com

January 31, 2021

Nancy Anderson, ACEO  
County of Santa Barbara  
105 E. Anapamu, Ste 406  
Santa Barbara, CA 93101-2065

Via email to: [redistricting@countyofsb.org](mailto:redistricting@countyofsb.org)

RE: Request for Interest for Demography Services

Dear Nancy Anderson,

On behalf of Q2 Data & Research (Q2), I would like to thank you for this opportunity to respond to the Request for Interest to provide demography services to the Santa Barbara Citizens Independent Redistricting Commission (Commission).

Q2 Data & Research, LLC is a small, non-partisan, women-owned consulting firm, located in Oakland, CA. Q2's principal consultant has been working in the field of redistricting since 1995, and our team members bring many years of redistricting experience to this project. Q2 specializes in redistricting and voting rights, census and election data and research. We are affiliated with major research universities, including the University of California at Berkeley and Stanford University, at which we work, conduct research and teach. Due to this, the projects that Q2 engages in are few so that our clients have our full attention. We only engage in open and transparent redistricting projects, i.e., those in which public participation is desired. Q2 is able to provide the full range of redistricting services, tailored to the needs of our clients. We are able to provide all services outlined in the scope of work.

Q2 team members have taught, written on, and designed approaches to engaging the public in redistricting, including how to explain the process of defining Communities of Interest. We have designed and conducted redistricting seminars focusing on data, voting rights, criteria implementation and public participation throughout California, and have taught at national Voting Rights Act and redistricting seminars for entities such as the National Conference for State Legislatures. While we do not provide legal services, the Q2 team has significant expertise in the application of redistricting law and all relevant regulations.

For this project, Karin Mac Donald, Q2's principal consultant, would serve as the project manager. Jaime Clark, would serve as the GIS and public access/input manager. Brief bios for Mac Donald and Clark are

attached to this letter. Additional, highly experienced team members would be added, depending on the final scope, for tasks including database management, data security, and cloud computing set-up and administration, as applicable.

All Q2 team members have extensive experience working with the California and Federal Voting Rights Acts (CVRA and FVRA). Our team includes experts in the field of voting rights with both practical and academic experience in assessing vulnerability and conducting statistical studies to analyze racially polarized voting. We have conducted many racially polarized voting analyses for various clients and have assessed jurisdictions for vulnerability under the California Voting Rights Act.

The Q2 team also brings expert level experience with the Census and the use of Census data and geography in the redistricting process to this project. The team includes the State of California's liaison to the Census Bureau's Voting Rights and Redistricting Data Program, and the California lead of the two most critical Census geography projects: The Block Boundary Suggestion Program and the School District Boundary Review Program, both of which aim to improve the accuracy of California's blocks and tracts.

Q2 has been the leader in collaborative, transparent and inclusive redistrictings in the U.S. We have been instrumental in moving redistricting from the "smoke filled back rooms" into the light by designing and implementing processes that maximize public input and help to create environments in which residents feel comfortable and are able to participate fully. We have done this by collaborating with the commissions we work with to understand their approach and help to implement it. We have also done so by assisting commissions in creating the tools they need to communicate with the public, by being available to provide trainings and materials that explain this intricate process fully, and by drafting maps in public so anyone can observe how the districts are drawn.

Q2 has extensive experience with facilitating, capturing, summarizing and using public engagement and input in the redistricting setting. We have, for example, designed and implemented public education tools to equip members of the public with needed information for the California statewide redistricting in 2011 – the first ever commission drawn redistricting for the State. This including drafting user-friendly explanatory materials, making presentations and training good government, voting rights and advocacy groups as well as the general public. We also designed, implemented and oversaw regional redistricting centers where members of the public could access sophisticated mapping software to investigate and draw districts. We are in the process of implementing an even more elaborate public access plan for the upcoming statewide redistricting. On the local level, we have conducted workshops and input hearings for the jurisdictions we've worked with, either on our own or as part of a meeting of the redistricting body. All Q2 consultants assigned to this project have experience working with Counties and Cities in gathering public input about redistricting. Every team member also has extensive experience working with members of the public.

A comprehensive public input system includes various options to participate. Q2's principal consultant's involvement with the development of accessible, public online redistricting technology started over twenty years ago. Q2's team members have collaborated on the development of redistricting tools, and have implemented, utilized and supported them in various projects. More recently, Q2's consultants have been monitoring and evaluating newly available redistricting technologies, including online options for Community of Interest submissions and full feature redistricting tools. These options can vary not only in cost, but they also range from user friendly to complex. We are available to assist the Commission in selecting the technology that best fits its needs, and implement and support that

technology. While online participation options are an important option, for some members of the community, the availability of paper maps may be the preferred or only way to participate. We have experience designing pen-to-paper participation kits and would be happy to provide those for this project.

Q2 also has extensive experience and expertise in drawing electoral districts at the state, county and local levels. We have experience drawing those districts to comply with all legal criteria and incorporating public input. Most importantly, none of our local redistricting projects have been challenged in a court for any reason, and two of our projects (San Diego, 2001, and State of California, 2011) received national awards.

While we have worked with local legislative redistricting bodies, we specialize in assisting Independent Redistricting Commissions. Commission implemented redistrictings generally differ from those conducted by elected bodies in expecting significantly higher transparency, and often lead to increased community participation. Q2 has extensive experience working with citizens commissions in transparent public processes, including in highly visible and scrutinized redistrictings, such as the 2002 San Diego City Council redistricting, the 2011 California statewide redistricting, the City of Escondido (2013) and City of Chula Vista (2015) districtings, the City and County of San Francisco redistrictings (2002 and 2012), and the County of Stanislaus (2011).

Finally, we would like to reiterate that Q2 is qualified to provide all items outlined in the scope of work, and meets all vendor qualification criteria outlined in the Request for Interest. We confirm that our firm has run a conflicts check and does not have any potential conflicts of interest. We have also reviewed Review Elections Code Section 23003, as well as Santa Barbara County Code Sections 2-10.9A(5)(d) and (4)(d). We are confirming that none of the Q2 consultants would be disqualified under either Elections Code Section 23003 or Santa Barbara County Code Sections 2-10.9A(4)(d)(5) or (4)(d)(6).

Thank you again for the opportunity to provide you with information about Q2, and to communicate our interest to work with you. Please let me know if you have any questions or require additional information.

Best wishes,



Karin Mac Donald  
Principal Consultant

## Summary Biographies for Karin Mac Donald and Jaime Clark

Karin Mac Donald is the owner and Principal Consultant at Q2 Data & Research LLC, a small consulting firm specializing in re/districting, voting rights, census and election data projects. Karin is also the Director of the Statewide Database, the Redistricting Database for the State of California at Berkeley Law, UC Berkeley. Under her direction, the SWDB became the first transparent, publicly available, longitudinal redistricting database in the U.S. Karin has over 25 years of experience in the field of re/districting and voting rights compliance. She has served as the principal districting consultant to many jurisdictions, large and small, ranging from the State of California in its first Commission drawn statewide redistricting, to the City of San Juan Capistrano.

Karin has published widely on redistricting and census and serves as the State of California liaison to the Census Bureau's Redistricting and Voting Rights Data Program. She is a member of the National Conference of State Legislatures' Elections and Redistricting Standing Committee, and serves on the Committee's policy working group. Karin also serves on the advisory board for Redistricting Datahub, a non-profit project that aims to make redistricting more transparent by making data publicly available, free of charge, for every state. Karin's approach to redistricting focuses on transparency, inclusion and collaboration.

Jaime Clark is a Senior Consultant at Q2 Data & Research where she specializes in GIS, public access, and the collection of Community of Interest data. Over the past 11 years with Q2, she has worked with Commissions and Elected officials as the GIS consultant in districtings and redistrictings in jurisdictions throughout the State of California. In 2011, Jaime was responsible for drawing the northern California and Central Coast and Central Valley Assembly, Senate, Congressional and Board of Equalization Districts, working with the State's Citizens Redistricting Commission. On the local level, she has led public workshops to construct districts and has worked with numerous community groups and members of the public in developing their input and proposals in districting projects. Jaime also works as the Statewide Database's Redistricting Data & Access Coordinator, overseeing development of online tools designed to facilitate access to California's upcoming statewide redistricting process and is working in collaboration with the current Citizens Redistricting Commission on issues of language access, web accessibility, and bolstering public participation. Through her role at the Statewide Database, Jaime has co-lead a graduate level course on redistricting in California at Mills College and works closely with advocacy groups throughout the state to support public education and engagement in upcoming redistricting at the state and local levels.