

FAIR LINES PRODUCE GOOD GOVERNMENT

About Us

At the heart of Redistricting Insights is our belief that fair lines produce good government. Motivated by that belief, we work on client projects ranging from direct demography services for municipalities and state legislatures to advocacy services on behalf of parties with specific redistricting goals. Our staff has drawn legislative, supervisorial, city council, school board and special district seats across California. Redistricting Insights combines a data-driven approach that utilizes cutting-edge technology with an extensive knowledge base spanning the past two decades of redistricting cycles. The team at Redistricting Insights has worked in every county in the state of California, and in many states around the country, making us uniquely positioned to identify and communicate with stakeholders in a variety of communities.

Our Team



Matt Rexroad
CHIEF LEGAL COUNSEL

Since 2001, Matt has been an integral part of California's redistricting process. He understands firsthand the importance of the process and works to ensure every Californian has an equal stake in our election process.



Fabian Valdez, Jr.
CHIEF DEMOGRAPHER

Fabian is responsible for onboarding the 2020 Census data and ensuring that future models and redistricting projects accurately reflect the changing nature of California demographics.



Ryan Gardiner
DIR. OF COMMUNICATIONS

A seasoned communications professional, Ryan's work centers on developing messaging strategies to communicate with stakeholders and the public throughout the redistricting process.



Eddy Harrity
DATA SCIENTIST

Eddy received both his Bachelor's and Master's degree from Pepperdine University where he did research in incentivizing candidates to represent the median voter and the effects of the top two primary on the partisanship of California Legislators.

Our Services



Drawing Lines/Mapping – Our staff is equipped to draw district lines in any type of jurisdiction in any part of the country. Map drawing is about more than simple geography—it can be key to ensuring a jurisdiction is well governed and functioning in the decade to come. Redistricting Insights provides unparalleled mapping services that combine our expertise in state election law compliance with cutting edge technology to produce maps that work for everyone involved.



Demographics – Our data-driven approach and extensive knowledge in redistricting allows our team to draw lines that will more accurately and fairly represent all members of your community. We utilize a rich library of data that ranges from environmental considerations, to health statistics, to economic conditions, to political boundaries. Redistricting Insights doesn't just produce the minimum standard, our team will ensure that your jurisdiction has the best representation possible.



Racially Polarized Voting Analysis – We recognize the critical role the California Voting Rights Act and US Voting Rights Act play in the district mapping process. Our team works with your legal counsel to ensure you have the information and data necessary to draw compliant and fair boundaries that elevate the engagement of all segments of your community. Poorly drawn maps can result in costly and time consuming litigation. Redistricting Insights has a track record of upholding the law and ensuring our clients meet all legal standards in how their districts are drawn.



Coalition Building – We have worked in every county in California, and in many states around the country, making us uniquely positioned to identify and communicate with stakeholders in a variety of communities. Our team has proven history of working with diverse coalitions and mobilizing stakeholders in the redistricting process. Participation is key to positive redistricting outcomes and our team is primed to work with community members and achieve consensus.



Political Analysis – All politics is local and Redistricting Insights is able to identify political attitudes and trends at the very smallest units of geography. Doing so allows us to fully analyze how proposed district maps will affect policy outcomes. By understanding past trends and forecasting future trends, you will know the options available in preparing your district for the future.



Community Relations – Our team of highly qualified bi-lingual facilitators can help create a more equitable environment, drawing out more engagement from minority communities in the redistricting process.