PARTICIPANTS

Mark Baldassare is president and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC’s Speaker Series, a public forum featuring in-depth interviews with state and national leaders. Previously, he served as PPIC’s director of research. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance. He has conducted surveys for the Los Angeles Times, the San Francisco Chronicle, and the California Business Roundtable. He holds a PhD in sociology from the University of California, Berkeley.

Kathay Feng is executive director of California Common Cause. She helped spearhead a successful effort to pass initiatives to create an independent citizens redistricting commission, which has become a model for other states. She also led efforts to pass laws that have brought online voter registration and same-day registration to the state. Before she joined Common Cause in 2005, she headed the Voting Rights and Anti-Discrimination Unit at the Asian Pacific American Legal Center. She serves or has served on numerous boards, including the California secretary of state’s Advisory Committee on Voter Participation and Outreach, the L.A. County Human Relations Commission, and the Asian Pacific Policy and Planning Council. She holds a law degree from UCLA School of Law and is a graduate of Cornell University.

Donna Lucas is founder and CEO of Lucas Public Affairs, a California-based strategic consulting, public affairs, and communications firm. She joined PPIC’s Board of Directors in 2007 and became board chair in 2013. She has advised a wide range of clients, including large corporations, labor unions, nonprofits, and political candidates. She has also worked on statewide initiative campaigns focused on gaming, housing, education, local government, campaign finance, and energy. Prior to forming Lucas Public Affairs in 2006, she was deputy chief of staff for strategic planning and initiatives for Governor Schwarzenegger and chief of staff to Maria Shriver. Previously, she was the global and public affairs practice leader for Porter Novelli and CEO of the Nelson Communications Group, a California public affairs agency acquired by Porter Novelli in 2000. She was also deputy press secretary for Governor Deukmejian, deputy treasurer for Tom Hayes, and California press secretary for President George H.W. Bush. She serves on the PPIC Statewide Survey Advisory Committee and on the boards of the California Chamber of Commerce, the College Futures Foundation, Maria Shriver’s A Woman’s Nation Foundation, and the Scripps Institute of Oceanography. She is a graduate of the University of California, Irvine, where she held the Johnson Chair in Civic Governance. He has conducted surveys for the Los Angeles Times, the San Francisco Chronicle, and the California Business Roundtable. He holds a PhD in sociology from the University of California, Berkeley.

Mike Madrid is a principal at GrassrootsLab, a public affairs firm that works with private, public, and nonprofit agencies, as well as local governments. Over the past two decades he has developed a keen insight into the characteristics of winning campaigns. He served as the press secretary for the California Assembly Republican leader and as the political director for the California Republican Party. He was also public affairs director for the League of California Cities. In 2013, he was appointed to the National Board of Directors of the American Association of Political Consultants. He is a nationally recognized expert on Latino voting trends. The thesis on Latino voters that he completed at Georgetown University laid the groundwork for his pioneering work on Latino outreach strategies in California, Texas, Florida, and nationwide.