



**CITY OF OAKLAND
REDISTRICTING COMMISSION
(REGULAR MEETING)**

Meeting Agenda

Wednesday, June 9, 2021

5:00 PM

Via Teleconference

Redistricting Commissioners: Benjie Achtenberg, Amber Blackwell, Daniel Chesmore (Alternate), Gloria Crowell, Lilibeth Gangas, Shirley Gee, Stephanie Goode, Masoud Hamidi, Paul Marshall, Tracy Richmond McKnight, Diana Miller, Tejal Shah, Bharat Singh (Alternate) Jan Stevens, and Mary Velasco.

Commission website: www.oaklandca.gov/redistricting

Pursuant to the Governor's Executive Order N-29-20, Redistricting Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

PUBLIC PARTICIPATION

The Oakland Redistricting Commission encourages public participation in the online board meetings. The public may observe and/or participate in this meeting in several ways.

OBSERVE:

- To observe the meeting by video conference, please click on this link: <https://us02web.zoom.us/j/83208757627> at the noticed meeting time.

Instructions on how to join a meeting by video conference are available at: <https://support.zoom.us/hc/en-us/articles/201362193>, which is a webpage entitled “Joining a Meeting”

- To listen to the meeting by phone, please call the numbers below at the noticed meeting time: Dial (for higher quality, dial a number based on your current location):

+1 669 900 9128 or +1 346 248 7799 or +1 253 215 8782 or +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799. For each number, please be patient and when requested, dial the following Webinar ID: 832 0875 7627.

After calling any of these phone numbers, if you are asked for a participant ID or code, press #. Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663>, which is a webpage entitled “Joining a Meeting By Phone.”

PROVIDE PUBLIC COMMENT: There are three ways to make public comment within the time allotted for public comment on an eligible Agenda item.

- Comment in advance. To send your comment directly to the Redistricting Commission and staff BEFORE the meeting starts, please send your comment, along with your full name and agenda item number you are commenting on, to Richard Luna at rluna@oaklandca.gov. Please

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note that eComment submissions close one (1) hour before posted meeting time. All submitted public comment will be provided to the Commissioners prior to the meeting.

- By Video Conference. To comment by Zoom video conference, click the “Raise Your Hand” button to request to speak when Public Comment is being taken on an eligible agenda item at the beginning of the meeting. You will then be unmuted, during your turn, and allowed to participate in public comment. After the allotted time, you will then be re-muted. Instructions on how to “Raise Your Hand” are available at: <https://support.zoom.us/hc/en-us/articles/205566129>, which is a webpage entitled “Raise Hand In Webinar.”

- By Phone. To comment by phone, please call on one of the above listed phone numbers. You will be prompted to “Raise Your Hand” by pressing STAR-NINE (“*9”) to request to speak when Public Comment is being taken on a eligible agenda item at the beginning of the meeting. Once it is your turn, you will be unmuted and allowed to make your comment. After the allotted time, you will be re-muted. Instructions of how to raise your hand by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663>, which is a webpage entitled “Joining a Meeting by Phone.”

If you have any questions about these protocols, please e-mail Richard Luna, at rluna@oaklandca.gov.

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Meeting Agenda (Continued)

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Via Teleconference

1. Roll Call and Determination of Quorum

2. Open Forum

Speakers will be called on by the facilitator as speakers “raise their hand” through video conference or by telephone. All speakers will be allotted a maximum of two minutes to address the Commission, unless amended by the Chair.

3. Disclosure Requirements by Commissioners

Pursuant to Rule 13 of the Redistricting Commission’s Rules of Procedures, Commissioners shall verbally report any contacts with the purpose of influencing the decision-making authority of the Commission. Contacts shall include, but is not limited to, verbal or written communications from a City Council Member, School Board Member, locally elected official, public entity, partisan lobbyist, or individual speaking on behalf of the aforementioned offices or entities.

4. Approval of Meeting Minutes

The Commission will vote to approve the meeting minutes for the following meeting:

- [May 12, 2021](#)

5. Redistricting Budget Update

The Commission will receive an oral update on its request to the City Council that an additional \$50,000 in funds be assigned to the redistricting work.

6. Consultant Update

City staff will provide an oral update on executing a professional services agreement with Redistricting Partners, the consultant the Commission approved to assist in their work.

7. Online Survey

The Commission will discuss and may make changes to the online survey that seeks contact information, input, feedback and identifying communities of interest from individuals. The Commission may also request additional surveys be created for specific target audiences.

- [Online Survey report](#)

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Via Teleconference

8. Ad Hoc Committee Reports

Commissioners will provide updates and progress working on the following Ad Hoc Committees: Bylaws and Rules of Procedure, Community Outreach, Communications, Community-Based Organizations, Faith-Based Organizations, Government Meetings/Townhalls, Digital Media. By majority vote, the Commission may delegate work or assignments to the Ad Hoc Committees; the Commission may also vote to amend and/or approve draft documents, scopes of work or other items included for consideration.

- [Draft Outreach Partners List – from Community-Based Organizations and Faith-Based Organizations Ad Hoc Committees](#)
- Online map of Faith-Based Organizations:
<https://oakgis.maps.arcgis.com/apps/instant/minimalist/index.html?appid=97a11ed8b4de4561950abf9d0d1c0a5e>
- [Draft Faith-Based Postcard – from Faith-Based Organizations Ad Hoc Committee](#)
- [Presentations and Engagement Calendar – from Government Meetings/Townhalls Ad Hoc Committee](#)
- [KTOP PSA video survey – from Digital Media Ad Hoc Committee](#)

9. Agenda Requests for Future Meetings

Commissioners may use this opportunity to address new issues for Commission business. New items will be referred to an Ad Hoc Committee for action, outreach, research and deliberation or scheduled to a subsequent Commission meeting.

10. Adjournment

The meeting will adjourn upon the completion of the Commission's business.

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Meeting Agenda (Continued)

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5:00 PM

Via Teleconference

Do you need an ASL, Cantonese, Mandarin or Spanish interpreter or other assistance to participate? Please email rluna@oaklandca.gov or call (510) 238-4756 or (510) 238-2007 for TDD/TTY five days in advance.

¿Necesita un intérprete en español, cantonés o mandarín, u otra ayuda para participar? Por favor envíe un correo electrónico a rluna@oaklandca.gov o llame al (510) 238-4756 o al (510) 238-2007 para TDD/TTY por lo menos cinco días antes de la reunión. Gracias.

你需要手語, 西班牙語, 粵語或國語翻譯服務嗎? 請在會議前五個工作天電郵 rluna@oaklandca.gov 或 致電 (510) 238-4756 或 (510) 238-2007 TDD/TTY.



**CITY OF OAKLAND
REDISTRICTING COMMISSION
(REGULAR MEETING)**

Meeting Minutes

Wednesday, May 12, 2021
Via Teleconference

Redistricting Commissioners: Benjie Achtenberg, Amber Blackwell, Daniel Chesmore (Alternate), Gloria Crowell, Lilibeth Gangas, Shirley Gee, Stephanie Goode, Masoud Hamidi, Paul Marshall, Tracy Richmond McKnight, Diana Miller, Tejal Shah, Bharat Singh (Alternate) Jan Stevens, and Mary Velasco.

Commission website: www.oaklandca.gov/redistricting

1. Roll Call and Determination of Quorum

Quorum was determined and the meeting started at 5:05 pm.

Commissioners present: Benjie Achtenberg, Amber Blackwell, Gloria Crowell, Lilibeth Gangas, Shirley Gee, Stephanie Goode, Masoud Hamidi (arrived at 5:25 pm), Paul Marshall, Tracy Richmond McKnight, Diana Miller, Tejal Shah, and Jan Stevens.

Commissioners excused: Mary Velasco.

Commissioners absent: None.

Alternate Commissioners present: Daniel Chesmore and Bharat Singh.

Alternate Commissioners absent: None.

City staff present: Richard J. Luna, Corey Alvin.

City Attorney staff present: Mitesh Bhakta.

2. Welcome new Alternate Commissioner Bharat Singh

Chair Stephanie Goode welcomed Alternate Commissioner Bharat Singh to the Redistricting Commission.

3. Open Forum

Comments were provided by the following speakers:

Helen Hutchison
Dean Ito Taylor
Michael Lok
Kendra Tran

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4. Disclosure Requirements by Commissioners

Commissioner Shirley Gee stated she contacted several Asian organizations to provide comments and participate in the redistricting process.

There were no public comments on this item.

5. Approval of Meeting Minutes

The Commission reviewed the draft meeting minutes. A motion was made by Lilibeth Gangas, seconded by Gloria Crowell, to approve the minutes for the meeting of April 14, 2021. The motion passed with 11 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Marshall, McKnight, Miller, Shah, Stevens), one not present (Hamidi) and one excused (Velasco).

There were no public comments for this item.

6. Anti-Asian Hate Educational Video and Discussion

Chair Stephanie Goode thanked Commissioner Shirley Gee for recommending the video and the timeliness of the discussion in relation to the Commission's work.

Commissioner Shirley Gee stated the goals of this item were to educate the Commissioners and community on Asian hate, bring awareness on how community organizations are responding to recent hate crimes, and encourage communities to work together in addressing these issues. Commissioner Gee stated Asians represent a community of interest and stressed the importance for them to have representation during the redistricting process.

Commissioners discussed the importance of identifying communities of interest and using other data sources, including the City's equity and disparity analyses, to assist the Commission in its work. Commissioners and City staff also recommended members of the public to utilize the Commission's website to submit input on communities of interest.

Public comments were provided by the following speakers:
Michael Lok

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7. Redistricting Budget

The Commission discussed the proposed redistricting budget in the Fiscal Year 2021-23 budget process. A letter on behalf of the Commission was presented in the Agenda packet that if approved, would authorize the Chair to request additional funds for the redistricting work. Commissioners discussed the additional amount they could request, the purpose of those funds, and the need to engage with a local firm to assist in outreach work.

A motion was made by Gloria Crowell, seconded by Tracy Richmond McKnight, to authorize the Chair and Co-Vice Chairs to request an additional \$50,000 that would go toward hiring an outreach consultant and authorization to send the appropriate letter and communications to the City Council. The motion passed with 12 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Shah, Stevens) and one excused (Velasco).

There were no public comments for this item.

8. Ad Hoc Committee Updates

On behalf of the Community-Based Organizations Ad Hoc Committee, Commissioner Lilibeth Gangas recommended reviewing the outreach goals at a future meeting, setting internal deadlines for completing the initial outreach work, and adding the list of outreach partners to the website. City staff stated the list of outreach partners can be added to the website with instructions for how organizations can get added to the list. Commissioners also requested a calendar of events be created and shared on the website. Commissioner Shirley Gee recommended Commissioners request the information be shared with the community-based organization's client and partner list for wider distribution.

On behalf of the Faith-Based Organizations Ad Hoc Committee, Alternate Commissioner Daniel Chesmore stated the committee is working with City staff to issue and mail an informational postcard to faith-based organizations. The postcard would also include a link to either the existing online survey or a new survey specific for faith-based groups. It was requested that the question around the online survey be added to the next agenda.

On behalf of the Government Meetings/Townhalls Ad Hoc Committee, Commissioner Jan Stevens recommended a five-to-ten minute presentation when presenting at the townhall meetings, stated that the committee is working with the Mayor's Office to identify a future townhall meeting date, that the committee is setting up townhall presentations with District 7 City Councilmember Treva Reid, and that the committee completed a presentation with School Board District 1 Director Sam Davis.

Commissioner Tejal Shah was excused from the meeting at 6:26 pm.

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Commissioner Shirley Gee recommended to schedule the presentations at the beginning of a townhall, if possible, and requested a newsletter message be created to share with the various government officials' offices.

On behalf of the Communications Ad Hoc Committee, Commissioner Masoud Hamidi presented the proposed social media toolkit which included the committee's recommendation for a social media handle: @OaklandRedistricts. Chair Stephanie Goode stated the handle was consistent with other City of Oakland social media accounts. The committee also recommended establishing accounts with Twitter, Facebook, Instagram and Nextdoor. City staff stated the accounts would be established and held for future use until a thorough social media policy was created.

Commissioner Gloria Crowell was excused from the meeting at 6:40 pm.

Alternate Commissioner Daniel Chesmore was excused from the meeting at 6:45 pm.

Commissioner Jan Stevens was excused from the meeting at 6:47 pm.

A motion was made by Tracy Richmond McKnight, seconded by Shirley Gee, to approve the proposed social media handle and toolkit, and to authorize the Communications Ad Hoc Committee to establish the social media accounts. The motion passed with nine ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller) and four excused (Crowell, Shah, Stevens, Velasco).

City staff member Richard J. Luna provided an overview of the proposed presentation slides for consideration and stated a talking points document would accompany the presentation for any Commissioner's use in presenting to the public. Commissioners also discussed translations and communicating with the public in non-English languages, and the need to record a presentation that can be shared for future use.

A second motion was made by Shirley Gee, seconded by Benjie Achtenberg, to approve the proposed Oakland Redistricting Commission presentation and for the Commission and staff to create an accompanying pre-recorded video presentation. The motion passed with nine ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller) and four excused (Crowell, Shah, Stevens, Velasco).

Public comments were provided by the following speakers:
Helen Hutchison

9. Agenda Requests for Future Meetings

Commissioner Lilibeth Gangas requested a brainstorming session to ensure accessible, inclusive and equitable outreach and engagement strategies.

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Commissioner Tracy Richmond McKnight requested to discuss the online survey and if any changes should be made for faith-based and community-based organizations.

Chair Stephanie Goode requested a budget update item be added to the next agenda.

There were no public comments provided on this item.

10. Adjournment

The meeting adjourned at 7:22 pm.

DRAFT



AGENDA REPORT

TO: Oakland Redistricting Commission

FROM: Richard J. Luna
Interim Deputy City Administrator

SUBJECT: Online Survey

DATE: June 3, 2021

ACTION REQUESTED

For the Redistricting Commission to:

1. Discuss and potentially make changes to the current online survey.
2. Discuss, and if needed, request staff issue separate surveys for specific interest and target groups with the assistance of the appropriate Ad Hoc Committee.

SUMMARY

City staff created an online survey to capture email addresses of community members interested in receiving news and information from the Commission. After receiving input from both the Community Outreach and Communications Ad Hoc Committees, the survey now incorporates questions on a person's community of interest, feedback to the Commission, and a volunteer opportunity response.

With Commissioners increasing awareness and directly asking for the community to engage with the Commission, a broader assessment of the current survey is needed to determine if the Commission should have one standalone survey capturing all input it needs, or if staff should create separate surveys based on the specific interest group the Commission is engaging with.

The current survey is included in **Attachment A** and is available online:
<https://www.surveymonkey.com/r/oaklandredistricting>.

ANALYSIS

Staff recommends that only the email address question be a required field so the Commission has a way to contact someone for follow up questions, or to send the individual meeting information. The more required questions then the less likely someone will submit a response to simply stay informed on your work, especially for individuals from outside Oakland.

Staff also recommends that the survey be limited in the number of questions as to not deter someone from participating.

Question 4 regarding communities of interest (COI) should clarify that a member of the public can submit more than one COI in the existing form as there is no character limit. The question could be revised as follows:

4. How do you define your community of interest (COI)? [You may belong to multiple COIs and can use this field to detail each one.](#) Learn more about communities of interest [here.](#)

Defining Communities of Interest

If the Commission is interested in creating a standalone survey specific to defining communities of interest, then the Commission can follow the guide already issued by the State's Redistricting Commission. The text below was taken from an email staff received from the State Commission. It's being provided for review and consideration.

DURING THE REDISTRICTING EFFORT, YOU WILL BE ASKED TO DESCRIBE YOUR COMMUNITY.

While there are no clear rules on how to define a community of interest, we've identified ways for you to describe your community.

1. Begin with your county or city.
2. Mention the street names and significant locations in your neighborhood to help us identify the parameters of your community.
3. What are your shared interests?
4. What brings you together?
5. Are there distinct characteristics that your group shares? What are these characteristics?
6. What is important to your community?
7. Are there nearby areas you want to be in a district with?
8. Nearby areas you don't want to be in a district with? Why or why not?
9. Does your community come together regularly to advocate for important services, better schools, roads, or health centers in your neighborhood? How frequent?

For questions regarding this report, contact Richard J. Luna at (510) 238-4756 or rluna@oaklandca.gov.

Attachments (1):

- A. Online Survey



Provide Input to the Redistricting Commission

The Redistricting Commission invites you to complete this survey to submit input and feedback on the redistricting process. All participants will be registered to receive meeting notifications from the Commission.

* 1. Email address

2. Name

3. In which City Council/School district do you reside? You can look up your current City Council/School district [here](#).

- District 1
- District 2
- District 3

District 4

District 5

District 6

District 7

4. How do you define your community of interest?

Learn more about communities of interest [here](#).

◀▶

5. What questions, comments or feedback do you have for the Oakland Redistricting Commission?

◀▶

6. Are you able to assist the Commission in their engagement work? If yes, City staff will contact you to discuss various volunteer opportunities. *(optional)*

Yes

No



Powered by



See how easy it is to [create a survey](#).

[Privacy & Cookie Policy](#)

DRAFT Outreach Partners

The Oakland Redistricting Commission is interested in engaging with the following groups as they conduct outreach and awareness on the City's redistricting process. If your organization is listed or you would like to be listed, please submit your information through the following survey. Thank you.

<https://www.surveymonkey.com/r/oaklandredistricting>

Non-Profits & Community Based Organizations
ACCE
100 Black Men
Addiction Research and Treatment, Inc.
Adolescent Treatment Centers, Inc., dba Thunder Road
Agbara Life
Alameda County Homeless Action Center
Alameda County Mental Health Association, dba Mental Health Association of Alameda County
Alameda Health System (dba Alameda County Medical Center)
Alta Bates Summit
Alternative Family Services
Asian Chamber
Asian Health Services
BAART Behavioral Health Services
Bay Area Community Services, Inc.
Bay Area Legal Aid
Beats Rhymes and Life, Inc.
Black Joy Parade
Bonita House, Inc.
Brighter Beginnings
Catholic Charities of the East Bay
Causa Justa::Just Cause
Center for Empowering Refugees and Immigrants (CERI)
City Slicker Farms
Common Cause
Community Democracy Project
Community Initiatives
Crisis Support Services of Alameda County
David E Glover
Diversity in Health Training Institute
East Bay Agency for Children
East Bay Alliance for a Sustainable Economy
East Bay Asian Local Development Corporation
East Bay Community Law Center
East Bay Housing Organizations
East Bay Young Democrats
East Oakland Collective
East Oakland Community Project
East Oakland Youth Development Center
Ella Baker Center for Human Rights
Endeavors Oakland

DRAFT Outreach Partners

Family Paths, Inc.
Family Support Services
Filipino Advocates for Justice
Fred Finch Youth Center
Friends of Hoover Durant Public Library
Gameheads
Girls Incorporated of Alameda County
Hack the Hood
Health & Human Resource Education Center
Homies Empowerment
Hood Incubator
International Rescue Committee, Inc.
Just Cities
KMEL
KPFA / Activists
La Clinica de la Raza, Inc.
Latino Chamber
League of Women Voters of Oakland
Lincoln
Magnolia Women's Recovery Programs, Inc.
Medical Hill Rehabilitation Center, LLC
Multi-Lingual Counseling, Inc.
Native American Health Center, Inc.
Oakland African American Chamber
Oakland Museum (OMCA)
Oakland Public Ed Fund
Oakland Rising
Oakland Unified School District
Oaklandside
Peers Envisioning and Engaging in Recovery Services
Peoples Breakfast
Phat Beets Produce
Propera Coops
Red Bay Coffee
Roots Community Health Center
S.T.A.R.S., Inc.
Satellite Affordable Housing Associates
Seneca Family of Agencies
Sogoreate Land Trust
SoOakland
SPUR
St. Mary's Center
TechExchange
The Crucible
The Peoples Conservatory
The R.E.F.U.G.E., Inc.
The Town Experience

DRAFT Outreach Partners

The Village
The West Oakland Health Council
UCSF Benioff Children's Hospital Oakland
Unity Council
Urban Strategies Council
Vietnamese American Community Center of the East Bay
Visit Oakland
Wellstone Democratic Renewal Club / Block by Block Organizing Committee
West Oakland Health Council
WestCoast Children's Clinic
Women Sound Off
Youth Radio
Youth UpRising
Faith-Based Organizations
23rd Avenue Church of God
Abyssinian Missionary Baptist Church
Acts Full Gospel Church
Acts Full Gospel Church of God In Christ
Agnes Memorial Church of God in Christ
All Nations Pentecostal Church
Allen Temple Baptist Church
American Indian Baptist Church
Amos Temple CME Church
Antioch Missionary Baptist Church
Apostolic Bible Way Church
Ascension Cathedral
Auckland Korean United Methodist Church
Bay Apostolic Church
Bay Apostolic Church
BeeBee
Beth Eden Baptist Church
Beth Jacob Congregation
Bethany Baptist Church
Bible Fellowship Missionary Baptist Church
Bible Way Church
Bible's Way Church of God in Christ
Buddhist Church of Oakland
Center Street Missionary Baptist Church
Central Church of Christ
Chinese Community Methodist Church
Chinese Independent Baptist Church
Chinese Presbyterian Church of Oakland
Christ Holy Sanctified Pentecostal Church
Christ Sanctified Holiness Church
Christian Cathedral Church
Church of All Faiths
Church of Christ- Oakland

DRAFT Outreach Partners

Church of Perfect Liberty
Church of Saint Leo the Great
Church of the Good Shephard
Church of the Living God
Church of the Living God Faith Tabernacle
Community Baptist Church
Corinthian Baptist Church
Del Iglesia Pacto Evangelico
Deliverance Missionary Baptist Church
Downs Memorial United Methodist Church
East Bay Korean Baptist Church
Elmhurst Presbyterian Church
Emmanuel ICC
Evangelistic Outreach Ministries
Everett Chapel AME Church
Evergreen Baptist Church
Fairfax Lighthouse Community Church
Faith Baptist Church
Faith Presbyterian Church USA
Family Life Christian Fellowship
First African Methodist Episcopal Church
First Baptist Church
First Christian Church of Oakland
First Christian Science
First Church of Christ, Scientist
First Congregational Church of Oakland
First Corinthian Missionary Baptist Church
First Korean Christian Church of Oakland
First Mt. Sinai Baptist Church
First Presbyterian Church of Oakland
First Unitarian Church of Oakland
Food of God - Plymouth Church
Foothill Missionary Baptist Church
Friendship Missionary Baptist Church
Fruitvale Christian Church
Glorious Kingdom Primitive Baptist Church
Good Samaritan Cathedral Church of God in Christ
Grace Chapel Foursquare Church
Grace Temple Missionary Baptist Church
Grand Ave Seventh-Day Adventist Church
Greater Cooper AME Zion Church
Greater Galilee Church of God in Christ
Greater Gospel Center Church of God in Christ
Greater Israelite Church of God in Christ
Greater Life Missionary Baptist Church
Greater Mingleton Temple Church of God in Christ
Greater Miracle Temple Church of God in Christ

DRAFT Outreach Partners

Greater Mt Carmel Baptist
Greater New Jerusalem Baptist Church
Greater St. James Missionary Baptist Church
Greater St. Paul Church
Greek Assembly of God Church
Harbor House Ministries
Harmony Missionary Baptist Church
Harvest Fellowship Church
Holy Temple Church of God in Christ
Hosana Church of God
Iglesia De Dios
Iglesia De Dios Pentecontes
Iglesia El Buen Pastor (Church of the Good Shepherd)
Immanuel Baptist Church
Independent Community Church
Islamic Cultural Center of Northern California
Israelite Baptist Church
King Solomon Baptist Church
Kingdom Hall of Jehovah's Witnesses
Korean Agape Mission Church
Korean Community Christian Church
Lake Merritt United Methodist Church
Lake Park United Methodist Church
Lakeshore Avenue Baptist Church
Lakeside Temple of Practical Christianity
Last Days Deliverance Ministries
Living Word Ministries
Love Center Ministries
Maranatha Iglesia Cristiana
Market Street 7th Day Adventist Church
Marshall Memorial Church of God in Christ
Martin Luther King Church
Masjid Al-Iman Mosque
Masjidul Waritheen Temple
Memorial Tabernacle
Minh Yueh Jiu Shyh Buddhist
Miraculous Foundation Christian Center Church
Miraculous Word Christian Center
Montclair Presbyterian Church
Morning Star Baptist Church
Morning Star Church of God in Christ
Mt. Calvary Missionary Baptist Church
Mt. Pleasant Missionary Baptist Church
Mt. Zion Missionary Baptist Church

DRAFT Outreach Partners

New Bethel Missionary Baptist Church
New Direction Community Church
New Growth Community Church
New Hope Baptist Church
New Jerusalem Baptist Church
New Life Community Church
New St. Paul Missionary Church
Oakland Bible Church
Oakland Yu-Mienh Baptist Church
Olive Branch Baptist Church
Olivet Missionary Baptist Church
Our Lady of Lourdes Church
Park Boulevard Presbyterian Church
Pentacostal Way of Truth
Perry Temple Church of God in Christ
Pleasant Grove Baptist Church
Plymouth United Church of Christ
Prince of Peace Church of God in Christ
Resurrection Lutheran Church
Revelation Church of God in Christ
Rice Temple Church of God in Christ
Sacred Heart Catholic Church
Saint Augustine's Catholic Church
Saint Columba Catholic Church
Saint Matthew Missionary Baptist Church
Shiloh Church
Shiloh Mercy Ministries (Residential Counseling)
Solid Rock Baptist Church
St Louis Bertrand Parish
St. Andrew Missionary Baptist Church
St. Andrew-St. Joseph Parish
St. Anthony's Catholic Church
St. Augustine's Episcopal Church
St. Elizabeth Parish
St. James Church of God in Christ
St. James Episcopal Church
St. Jarlath Catholic Church
St. John's Episcopal Church
St. Luke Missionary Baptist Church
St. Margaret Mary Catholic Church
St. Patrick Parish Catholic Church
St. Patrick's Episcopal Church
St. Paul Lutheran Church
St. Paul's Church of God in Christ
St. Paul's Episcopal Church
St. Peter's Parish Episcopal Church
St. Theresa Catholic Church

DRAFT Outreach Partners

St. Vartan Armenian Apostolic
Star Bethel Missionary Baptist Church
Starlight Spiritual Temple
Sunlight Church of God in Christ
Sweet Home Missionary Baptist Church
Taylor Memorial United Methodist Church
Temple Beth Abraham
Temple Sinai
The Church of Jesus Christ of Latter-day Saints
The Community Church
Thirty-Seventh Street Baptist Church
Trinity Evangelical Lutheran Church
Triumph Church Center Street
Triumph the Church & Kingdom of God in Christ
True Faith Missionary Baptist Church
True Light Church of God
True Vine Ministries
Truelight Baptist Church
Way of Holiness Deliverance Temple
West Oakland Church of Christ
West Side Missionary Baptist Church
West Street Missionary Baptist Church
Wings of Love Maranatha Ministries
Yahweh House of God
Zion First Church of God in Christ
Zion's Tabernacle Church of God in Christ

NEWS FROM THE CITY OF OAKLAND REDISTRICTING COMMISSION

THE OAKLAND REDISTRICTING COMMISSION IS TASKED WITH SETTING NEW DISTRICT BOUNDARIES FOR THE CITY COUNCIL AND SCHOOL BOARD.

THE COMMISSION MEETS REGULARLY AT 5:00 PM ON THE SECOND WEDNESDAY OF THE MONTH.

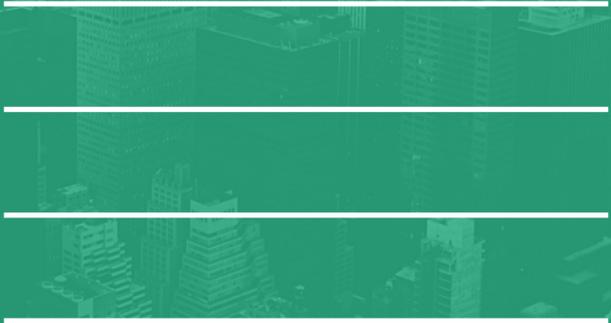
THE COMMISSION SEEKS YOUR FAITH-BASED ORGANIZATION'S INPUT.

Visit: <https://www.oaklandca.gov/boards-commissions/redistricting-commission>
for more information

Agenda Page #23

STAY CONNECTED

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DRAFT - Presentations and Engagement Calendar

Date	Events/TownHalls/Newsletters/Media/Press Releases/Mailers/Handouts	Number of Participants	Target Audience	Commissioner	Contact Person	Email	SOURCE OF OUTREACH					
							Public Officials/ Public Entities	CBO/Non-Profits/ Public Interest Groups	Churches	Citizen Groups	Individuals/ Community Activists	Media Outlets
5/6/2021	OUSD Districts 1 & 2 joint townhall	15	North Oakland, Lake Merritt residents, parents, educators	Jan Stevens	Council Members Dan Kalb and Nikki Bas	mchen@oaklandca.gov	X					
5/26/2021	City Council District 7 townhall	20	East Oakland residents, public safety	Shirley Gee	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	HHester@oaklandca.gov	X					
6/2/2021	City Council Districts 6 & 7 joint townhall		East Oakland residents, housing, homelessness	Mary Velasco	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	RValezquez@oaklandca.gov	X					
6/23/2021	City Council District 7 townhall		East Oakland residents, transportation	Jan Stevens	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	RValezquez@oaklandca.gov	X					
7/14/2021	City Council Districts 6 & 7 joint townhall		East Oakland residents, animal services	Mary Velasco	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	BBaranco@oaklandca.gov	X					
TBD	Newsletter Article - School Board Member Sam Davis, District 1		North Oakland, West MacArthur to Grizzly Peak residents, students, parents, educators	TBD	School Board Member Sam Davis	Sam.Davis@ousd.org	X					
TBD	Newsletter Article - School Board Member Aimee Eng, District 2		Lakeshore Ave to 23rd Ave, Piedmont to Estuary residents, parents, students, educators	TBD	School Board Member Aimee Eng	aimee.eng@ousd.org	X					
TBD	Newsletter Article - School Board Member VanDedric Williams, District 3		West Oakland Estuary to West MacArthur Blvd residents, parents, students, educators	TBD	School Board Member VanCedric Williams	vanCedric.Williams@ousd.org	X					
TBD	Newsletter Article - School Board Member Gary Yee, District 4		Skyline Blvd to Foothill Blvd residents, parents, students, educators	TBD	School Board Member Gary Yee	gary.yee@ousd.org	X					
TBD	Newsletter Article - School Board Member Mike Hutchinson, District 5		23rd Ave. to 50th Ave residents, parents, students, educators	TBD	School Board Member Mike Hutchinson	mike.hutchinson@ousd.org	X					
TBD	Newsletter Article - School Board Member Shanthi Gonzales, District 6		Skyline Blvd to International Blvd, Keller to 50th Ave. residents, parents, students, educators	TBD	School Board Member Shanthi Gonzales	shanthi.gonzales@ousd.org	X					
TBD	Newsletter Article - School Board Member Clifford Thompson, District 7		Oakland Airport to Skyline Blvd, Keller Ave to 50th Ave. residents, parents, students, educators	TBD	School Board Member Clifford Thompson	Clifford.Thompson@ousd.org	X					
TBD	Newsletter Article - Jessica Ramos, Student Director		Oakland Students	TBD	OUSD Student Director Jessica Ramos	jessica.ramos@ousd.org	X					
TBD	Newsletter Article - Council Member Dan Kalb, District 1		North Oakland, West MacArthur to Grizzly Peak District 1 residents	TBD	Council Member Dan Kalb	dkalb@oaklandnet.com	X					
TBD	Newsletter Article - Council Member Nikki Fortunato Bas District 2		Lakeshore Ave to 23rd Ave, Piedmont to Estuary District 2 residents	TBD	Council Member Nikki Fortunato Bas	NFortunatoBas@oaklandca.gov	X					
TBD	Newsletter Article - Council Member Carroll Fife, District 3		West Oakland Estuary to West MacArthur Blvd District 3 residents	TBD	Council Member Carroll Fife	Cfife@oaklandnet.com	X					
TBD	Newsletter Article - Council Member Sheng Thao, District 4		Skyline Blvd to Foothill Blvd District 4 residents	TBD	Council Member Sheng Thao	sthao@oaklandca.gov	X					
TBD	Newsletter Article - Council Member Noel Gallo, District 5		23rd Ave. to 50th Ave District 5 residents	TBD	Council Member Noel Gallo	ngallo@oaklandnet.com	X					

DRAFT - Presentations and Engagement Calendar

Date	Events/TownHalls/Newsletters/Media/Press Releases/Mailers/Handouts	Number of Participants	Target Audience	Commissioner	Contact Person	Email	SOURCE OF OUTREACH					
							Public Officials/ Public Entities	CBO/Non-Profits/ Public Interest Groups	Churches	Citizen Groups	Individuals/ Community Activists	Media Outlets
TBD	Newsletter Article - Council Member Loren Taylor, District 6		Skyline Blvd to International Blvd, Keller to 50th Ave. District 6 residents	TBD	Council Member Loren Taylor	ltaylor@oaklandca.gov	X					
TBD	Newsletter Article - Council Member Verna Reid		Oakland Airport to Skyline Blvd, Keller Ave to	TBD	Council Member Verna Reid	vreid@oaklandnet.com	X					
TBD	Newsletter Article - Council Member At Large Rebecca Kaplan		City of Oakland residents	TBD	At Large Rebecca Kaplan	rkaplan@oaklandca.gov	X					
TBD	Newsletter Article - Mayor Libby Schaff		City of Oakland residents	TBD	Mayor Libby Schaff	lschaaf@oaklandnet.com	X					
6/9/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum		X					
6/23/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/14/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/28/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
6/15/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
6/29/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/6/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/20/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
6/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
7/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
8/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
9/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
10/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
11/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
12/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
6/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
7/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
8/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
9/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
10/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
11/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
12/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
6/30/21	Vietnamese American Community Center of	3,500	Refugees/Immigrants (Translated Flyers)/Low	Commissioner Shirley	Commissioner Shirley Gee	sgee@vacceb.org		X				
7/30/21	Vietnamese American Community Center of	3,500	Refugees/Immigrants (Translated Flyers)/Low	Commissioner Shirley	Commissioner Shirley Gee	sgee@vacceb.org		X				
8/30/21	Vietnamese American Community Center of	3,500	Refugees/Immigrants (Translated Flyers)/Low	Commissioner Shirley	Commissioner Shirley Gee	sgee@vacceb.org		X				
6/30/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50) -	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
7/30/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50) -	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/30/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50) -	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
6/30/21	Public Health CBO Coalition	102,000	Community Based Health Organizations	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
7/30/21	Public Health CBO Coalition	102,000	Community Based Health Organizations	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/30/21	Public Health CBO Coalition	102,000	Community Based Health Organizations	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
6/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
7/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner Shirley	Commissioner Shirley Gee	sgeecom@gmail.com		X				

Project: Redistricting Commission PSA
Client: CAO
Client contact: Richard Luna
Client stakeholders: Staff, board members, program participants
Date: 5/27/21

Challenge

Describe the business problem this project is solving in 3-4 sentences. Imagine we know nothing about your organization, brand, or product.

What does success for this project look like to you?

What is the objective of this project?

Audience

Who are we talking to? Is there any important information we should know about them?

What do they currently think or do?

About the organization, product, industry, or their own situation. This is the consumer behavior insight that we'll use to develop our creative approach.

What is the most important thing we want them to think or do after engaging with this project?

What is the one takeaway message or call to action?

Why is this important?

Tell us why this message is important and should be heard. Short, concise reasons are most helpful.

Distribution

Where will this content live? How will it be viewed? Is there an existing media plan or strategy?

Considerations

Things that have worked in the past, things we should avoid mentioning, current brand assets, industry trends, the competitive landscape, campaign history.

Tone

Is there an emotion you want this project to convey? Light-hearted, funny, thoughtful, emotional, etc.

Inspiration

Anything that might be inspiring as we develop the creative—things you've seen that you love (movie clips, images, articles, etc.).

Delivery date

When do you need, the final project delivered?