



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

Meeting Agenda

Wednesday, September 8, 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/87422387286> 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: 874 2238 7286.

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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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:

- [August 11, 2021](#)

5. Online Map Drawing and Outreach Training

The Commission will receive a training from Redistricting Partners on DistrictR, the online mapping tool that will be used by the public to submit proposals on the new district boundary maps, and additional outreach best practices.

6. Outreach Consultant Selection

The Commission will consider staff’s recommendation in approving East Side Arts Alliance and subcontractor Outreach by Design LLC as the Commission’s outreach consultants. A majority vote by the Commissioners present is required to approve East Side Arts Alliance and Outreach by Design LLC as the Commission’s consultants.

- [Public Engagement & Outreach Proposal](#)

7. Budget Update

The Commission will receive an oral update on the budget assigned to the City’s redistricting work.

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8. 2020 U.S. Census Report and Consultant Direction on Draft Maps

The Commission will receive a preliminary data report following the publication of the 2020 U.S. Census data. The Commission may also provide direction to Redistricting Partners, the Commission's technical consultants, on the draft maps Redistricting Partners will develop once the final Census data is received.

- [2020 U.S. Census Report](#)

Commencing at 6:00 p.m., or as reasonably practical thereafter, the Commission will conduct the following Public Hearing:

9. Redistricting Testimony

The Commission will conduct a public hearing to receive and file testimony from members of the public pursuant to Elections Code 21627.1. The Commission will conduct additional public hearings after this hearing.

- [Staff report & instructions on receiving testimony](#)
- [Online Survey Responses](#)

10. Ad Hoc Committee Reports

Commissioners may 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.

- [Presentation Calendar and Outreach Tracker](#)

11. 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.

12. Adjournment

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

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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
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Meeting Minutes

Wednesday, August 11, 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 5:07 pm.

Commissioners present: Benjie Achtenberg, Amber Blackwell, Gloria Crowell (arrived at 5:20 pm), Lilibeth Gangas, Shirley Gee, Stephanie Goode, Paul Marshall, Diana Miller, Tejal Shah, and Jan Stevens.

Commissioners excused: Masoud Hamidi, Tracy Richmond McKnight, Mary Velasco.

Commissioners absent: none

Alternate Commissioners present: Daniel Chesmore, Bharat Singh

Alternate Commissioners absent: none

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

City Attorney staff present: Mitesh Bhakta.

2. Open Forum

Public comments were provided by the following speakers:
Cathy Leonard

3. Disclosure Requirements by Commissioners

Co-Vice Chair Tejal Shah stated the organization she works for, EBALDC, received the Commission's outreach consultant request for proposal and decided against submitting a response due to a conflict of interest.

Commissioner Shirley Gee stated she sent emails to members of the School Board, City Council and multiple community groups encouraging them to share redistricting information.

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Commissioner Jan Stevens had a conversation about redistricting with a staff member from City Councilmember Dan Kalb's Office.

Commissioner Lilibeth Gangas stated a City Councilmember is in a regular working group she attends, and that the working group is non-redistricting related.

Alternate Commissioner Daniel Chesmore stated he communicated with Councilmember Loren Taylor about a non-redistricting related matter.

Commissioner Gloria Crowell stated she presented redistricting information to the Allen Temple Public Ministry Group.

There were no public comments on this item.

4. Approval of Meeting Minutes

The Commissioners reviewed the draft meeting minutes. A motion was made by Jan Stevens, seconded by Stephanie Goode, to approve the minutes for the meeting of July 28, 2021. The motion passed with 10 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Marshall, Miller, Shah, Stevens) and three excused (Hamidi, McKnight, Velasco).

There were no public comments on this item.

5. Outreach Consultant Update

Co-Vice Chair Tejal Shah stated the Commission received additional funding to engage with an outreach consultant and City staff issued the Commission's request for proposal (RFP) to existing on-call contractors. The RFP was issued on August 5, 2021, and is due on August 24, 2021. City staff stated evaluations on received submissions would take place at the end of the month with the hopes of recommending a consultant for approval at the September 8, 2021 meeting.

There was no action on this item.

Public comments were provided by the following speakers:
Jennifer Seibert

A motion was made by Shirley Gee, seconded by Gloria Crowell, to take item 7, Ad Hoc Committee Updates, out of order. The motion passed with 10 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Marshall, Miller, Shah, Stevens) and three excused (Hamidi, McKnight, Velasco).

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7. Ad Hoc Committee Updates

City staff member Richard J. Luna recommended Commissioners continue to volunteer for items listed on the Presentation Calendar and Outreach Tracker and encouraged Commissioners to add new activities to the document to track all efforts.

Commissioner Shirley Gee requested that the future outreach consultants work with the Commissioners to track past activities that have not been captured.

Commissioner Stephanie Goode requested Commissioners also add any informal outreach that they have conducted to the tracking document.

There were no public comments on this item.

A motion was made by Tejal Shah, seconded by Shirley Gee, to take item 8, Agenda Requests for Future Meetings, out of order. The motion passed with 10 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Marshall, Miller, Shah, Stevens) and three excused (Hamidi, McKnight, Velasco).

8. Agenda Requests for Future Meetings

City staff member Richard J. Luna stated the next meeting would have another training from Redistricting Partners, and that a consultant update or consultant approval would be added to the agenda.

Co-Vice Chair Lilibeth Gangas inquired about receiving preliminary Census reports, and Chris Chaffee from Redistricting Partners stated the consultant team would prepare a report based on the Census legacy file.

Commissioner Stephanie Goode requested an update on District-R, the public online mapping tool, and requested a budget update at the next meeting.

There were no public comments provided on this item.

The Commission recessed at 5:54 pm.

The Commissioner resumed meeting at 6:00 pm.

6. Communities of Interest & Redistricting Testimony

City staff member Richard J. Luna provided a brief overview of the redistricting process leading up to the Commission's first public hearing.

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Co-Vice Chair Lilibeth Gangas stated the Commission's commitment to engaging with the entire public in adopting the new district maps.

A motion was made by Lilibeth Gangas, seconded by Gloria Crowell, to open the public hearing. The motion passed with 10 ayes (Achtenberg, Blackwell, Crowell, Gangas, Gee, Goode, Marshall, Miller, Shah, Stevens) and three excused (Hamidi, McKnight, Velasco).

The following speakers provided public testimony:

Sylvia Arredondo
Larry Russ
Cynthia O'Malley
Jennifer Seibert
Ani Gupta
Reisa Jaffee
Michael Coleman

Written comments were submitted by the following individuals:
Michael Gabriel

Alternate Commissioner Bharat Singh was excused at 6:07 pm.

Commissioner Gloria Crowell was excused at 6:30 pm.

A second motion was made by Lilibeth Gangas, seconded by Shirley Gee, to close the public hearing. The motion passed with 9 ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Marshall, Miller, Shah, Stevens) and four excused (Crowell, Hamidi, McKnight, Velasco).

There was no action on this item.

9. Adjournment

The meeting adjourned at 6:43 pm.

August 24, 2021

Richard J. Luna
Deputy City Administrator/Project Manager
City of Oakland

Tamala Barnes
Oakland Public Works Department
Bureau of Design & Construction
Capital Contracts Division

City of Oakland
250 Frank H. Ogawa Plaza
Oakland, CA 94612-2033



Re: Project No. Oakland Redistricting Commission Public Engagement & Outreach

EastSide Arts Alliance (ESAA) is pleased to submit our proposal for the Oakland Redistricting Commission Public Engagement & Outreach.

ESAA as an NPSLBE serving as Prime Contractor, is a respected and impactful convener of community collaborations, with 20 years serving Oakland's diverse residents and neighborhoods, and with experience managing and coordinating community-wide initiatives (focused on residents who have been historically excluded from citywide planning efforts). Subcontractor Outreach by Design LLC brings leadership and expertise in program management, equitable community outreach and engagement, environmental planning, and initiatives that advance equity, diversity, and inclusion. We are committed ensuring the community engagement process is developed in coordination with deeply rooted Oakland community-based organization (CBOs) to achieve outreach to all City of Oakland residents.

With our women of color-led full-service team's decades of experience providing highly successful, creative, and culturally vibrant engagement projects with Oakland's multiracial residents, and strong expertise and leadership in developing community engagement tools, youth outreach, leading efforts to advance diversity, equity and inclusion and belonging, collaborative leadership, research and analysis, and experience in cultural arts, research design, and environmental planning sectors, we are well positioned to aid you in this important effort to support Oakland's redistricting efforts.

ESAA and Outreach by Design LLC intends to build on our network of relationships with CBOs such as Just Cities Institute (JCI) that are deeply rooted in the racial, ethnolinguistic, and cultural diversity of Oakland to ensure outreach to all of Oakland's multiracial residents, including West Oakland, Chinatown, Fruitvale, East Oakland, and Downtown, to ensure meaningful representation among Oakland's many communities of interest.

Our understanding of redistricting and its importance comes from our experience empowering communities traditionally excluded from planning and policymaking, from our experience developing innovative social equity analyses to address environmental justice, affordability, and

equitable access to basic infrastructure and services, backed by formal training in public policy and urban planning. Additionally, our deep knowledge of anti-racism and diversity, equity, and inclusion comes from decades of work partnering with communities to successfully develop and implementing socially just public policies, award-winning work in outreach and engagement, and leadership in advancing diversity, equity and inclusion in public agencies, private companies, academic institutions and associations in California, Ohio and at the national level in the United States.

We understand the dynamics of public awareness and participation for inclusive governance, relationship-building, and continuous internal and external engagement necessary for organizational and social transformation. Our public outreach approach uses a transparent, equitable process that centers the voices and experiences of underserved populations served by public agencies. We propose to work with longstanding community and cultural hubs, as well as other CBOs who have been working on housing, environmental justice, racial justice, transportation, safety, parks, land use, and open space and with the collaborative of organizations doing public outreach and engagement for the Oakland General Plan update to prepare an outreach plan and manage a creative, coordinated outreach effort to ensure all districts are covered over the period of four (4) months for the City's redistricting process.

We acknowledge receipt of all proposal materials. All information submitted with the proposal is true and correct.

Thank you for your consideration of our proposal for this important project.

With respect,



Elena Serrano
Executive Director
EastSide Arts Alliance



Charisma Acey, M.P.P., Ph.D.
Managing Director/Principal
Outreach by Design LLC

EXECUTIVE SUMMARY

Below we summarize our approach to the topics identified in the Request for Proposal, the strengths of the proposed project team, and why our organization should be selected.

Our approach

Through decades of intentional design and practice, we will employ an approach to community outreach that centers community and cultural arts, and integrates the principles of restorative justice, recognition justice, social and environmental justice in planning and public policy making. This model upends the prevailing model of community engagement that extracts, exploits, and tokenizes residents, especially low-income communities of color.

Team strengths

Our women of color-led full-service team provides expertise in decades of experience providing highly successful, creative, and culturally vibrant engagement projects with Oakland's multiracial residents, and strong expertise and leadership in developing community engagement tools, youth outreach, leading efforts to advance diversity, equity and inclusion and belonging, collaborative leadership, research and analysis, and experience in cultural arts, research design, and environmental planning sectors. ESAA's Executive Director, Elena Serrano, and Project Director, Charisma Acey, have extensive experience managing city-wide and other large-scale community outreach and engagement, managing government-funded projects, operations and budgets, community research partnerships and engaging in public outreach through the arts for activism and actionable public policy research and analysis, while producing clear and accessible public reports and implementation plans under aggressive timelines. Our team has strong expertise and leadership in project management, public outreach, strategic plan development, building partnerships with Community-based Organizations (CBOs) and non-profits, and multi-media advertising and creative marketing.

Our work is defined by a dedication to quality, a collaborative approach, creativity and inclusiveness in planning and design and a commitment to completing projects on time and within budget.

QUALIFICATIONS, EXPERTISE AND EXPERIENCE

Project Management

The EastSide Arts Alliance team has extensive project management experience delivering high quality deliverables and results for clients and partners. Dr. Charisma Acey will be the Project Director and the day-to-day contact plus oversee all planning, outreach, partnership, marketing, and advertising services. She has experience helping clients identify and meet their goals. She is also an associate professor in the UC Berkeley Department of City and Regional Planning. Dr. Acey is an internationally recognized, award-winning community-engaged scholar and thought leader in urban planning and international development, access to water and sanitation infrastructure, poverty alleviation, human rights, and environmental justice. Her 23-year career has included managing multi-million-dollar humanitarian relief and development projects funded by USAID during the Angolan civil war, working with ethnic minorities facing discrimination in Zimbabwe, and partnering with communities in the US on food security, public participation in urban design and redevelopment, and environmental justice projects. This work has motivated her prioritization of human rights, equitable governance, and into her research career on basic services.

Additionally, with over 40 years' experience working with youth, arts, and education, ESAA Founding Member and Executive Director Elena Serrano has a strong arts administrative and development background, directing and managing programs and events and fundraising campaigns for nonprofit, cultural and arts organizations, including the annual Malcolm X Jazz Arts Festival, which brings thousands of ethnically diverse people together annually in Oakland.

Public Outreach

ESAA is a NPSLBE collective of cultural workers who live and work in East Oakland. ESAA's mission is to unite art with activism to work for community empowerment and cultural development and to build bridges between the disenfranchised, racially divided communities we serve. With over 20 years serving Oakland's diverse residents and neighborhoods through the cultural arts, ESAA is a trusted Oakland organization with networks across creative entities in Oakland (and impactful convener of community collaborations and has experience managing and coordinating community-wide initiatives (focused on residents who have been historically excluded from citywide planning efforts). Each year, EastSide reaches over 30,000 Oakland residents through programming at the EastSide Cultural Center, the annual Malcolm X Jazz Arts festival and through other offsite venues. Through the arts, Oakland residents are engaged and participate in the building and imagining of Oakland neighborhoods.

Other community cultural events productions facilitated by EastSide include: Xicana Moratorium; Dia de los Muertos (International Blvd procession); Xicana Power Block Party; Oakland is Proud "pop-up" cultural plazas (various sites in East Oakland).

ESAA ED Elena Serano has also worked with the City of Oakland under contract for the Department of Transportation as a cultural strategist to bring together community development with transportation projects. ESAA will coordinate the Partnership's community outreach, engagement, and event implementation activities.

In addition, Dr. Acey brings background and training in community-based participatory research, decades of work partnering with local nonprofits, community-development associations, and other

community stakeholders in the US, Africa, and Latin America, to advance the needs of underserved communities.

Partnerships with Nonprofits and CBOs

EastSide Arts Alliance led the effort to develop a thriving Black Cultural Zone in East Oakland. Throughout a collaborative process which grew from the Oakland Sustainable Neighborhoods Initiative (OSNI) led by the City of Oakland, EastSide has brought to the table City and County departments and elected officials, affordable housing developers, Black entrepreneurs, faith leaders, cultural workers, and East Oakland residents to implement the anti-displacement and cultural preservation strategies as prioritized through the City of Oakland's OSNI process. This process included EastSide's facilitation of over 300 East Oakland residents in visioning sessions to create a community plan for the BCZ.

In partnership with Oakland-based nonprofits and CBOs, ESAA has also developed and implemented cultural strategies with re-entry populations: In collaboration with Just Cities Institute, Building Opportunities for Self-Sufficiency (BOSS), and restorative justice practitioners, EastSide co-led the Social Justice Collective, a program model for reentry engagement and empowerment that integrated a restorative justice framework with leadership development and cultural arts strategies to help justice-involved individuals examine systemic inequality and become agents of change within their communities. EastSide staff designed and facilitated Cultural Organizing and Arts Strategies workshop sessions where fellows learned about the connection between art and activism and how art can be used as a tool for movement and community building.

EastSide Arts Alliance (ESAA) currently serves as the program backbone and lead grantee for The Deeply Rooted in Oakland Partnership (Deeply Rotted), a unique and innovative collaborative of community-based organizations (CBOs) committed to creating an equitable, sustainable, and culturally thriving Oakland that is organizing community outreach and engagement activities that will inform the development of Oakland's General Plan Update. The ESAA team will also build upon the expertise and networks of Deeply Rooted and its other partner organizations to ensure city-wide outreach.

Additionally, Dr. Acey has partnered with Just Cities Institute Margaretta Lin co-design and teach the Transformative Justice Studio course UC Berkeley City and Regional Planning Department that is training the next generation of planning leaders to advance racial equity in planning and policy through strong community partnerships.

Marketing and Advertising

ESAA's experience demonstrates how community cultural events are an effective way to reach a broader base - promoting information and knowledge sharing between residents, other community organizing efforts, and government policies, platforms, and legislation. Furthermore, events such as the Malcolm X Jazz Arts festival are a way to build community support for the EastSide Cultural Center and the development of the Black Cultural Zone.

ESAA has experience with developing creative tools for sharing and receiving information from Oakland's diverse communities: ESAA utilized an online survey tool after a music show for people to answer questions about the Black Cultural Zone and announce on-the-spot aggregated group

responses. EastSide also uses poster and printmaking, murals, and performance art (music, dance, theatre, poetry) as powerful pathways to share information. EastSide has facilitated the creation of many community exhibitions and murals throughout Oakland, including permanent gallery space in Chinatown at the Asian Resource Center. Resources from EastSide's Community Archives & Resource Project (CARP) - a collection of posters, prints, books, music, and videos from cultural and political movements- are made accessible to broader communities through exhibitions, murals, and performance art.

The resumes of the key personnel can be found on the following pages.

Elena Serrano
Cultural Worker

[REDACTED]
Oakland, CA 94606

Phone: [REDACTED]

e-mail: [REDACTED]

- Over 40 years' experience working with youth, arts, and education
- Strong arts administrative and development background
- Committed to issues of empowerment and cultural activism
- Documentary film and video maker; background in still photography
- Mother of two daughters, ages 34 and 37

EDUCATION: Bachelor of Arts, Cultural Anthropology, UCLA, 1981

POSITIONS HELD (*abbreviated version*):

- **EastSide Arts Alliance (1998- present) – Program Director** – Founding Member - Coordinate and manage consortium of community arts organizations based in the San Antonio community of East Oakland. ESAA promotes truth and transformation by creating and sustaining socially conscious culture for a more just and equal society.
- **Malcolm X Jazz Arts Festival – (May 2000 – present) – Co-Director** – A free community arts festival bringing together Asian, Latin, and straight-ahead jazz in a neighborhood park in the ethnically diverse San Antonio district of Oakland, CA. The festival, now entering its 19th year, brings together the communities of this neighborhood in a celebration of culture and activism. Over 3500 people attend this annual community event.
- **CitiCenter Dance Theatre** (at Malonga Casquelourd Center for the Arts) – **(March 1999 – October 2000) - Interim Director** – Managed the operations of a community-based dance instruction organization dedicated to advancing dance from Africa and the African Diaspora.
- **La Peña Cultural Center - (April 1994 – February 2000) - Development Associate** - develop and implement strategies to raise money from individual donors, coordinate fundraising responsibilities of the Board of Directors; Managed a successful retrofit/capital campaign. **Program Coordinator for Poetry for the People Project**, a collaboration with UC Berkeley Professor June Jordan and students from UC and Berkeley High Schools; **Volunteer Coordinator** - recruit and train volunteers to work during La Peña programs.
- **Institute for Humanistic Education and Parenting (IHEP) - (August 1986 - June 1991) Teacher, Administrator, Director of Development, Vice President Board of Directors** - IHEP is a non-profit organization that houses a school for children ages 2-

14, a parenting program for the entire community, and a teacher education program for Los Angeles Unified School District. Launched a successful major donor campaign raising over \$65,000 in its first year.

- **Columbia Pictures, Carsey Warner, Paramount Pictures, HBO (1982-1990) Production Staff/2nd Assistant Director** - During this time period I worked in production on feature films and television programs.

CONTRACTED POSITIONS

- **Cultural Strategist – City of Oakland Department of Transportation (February – November 2019) and Community Arts Stabilization Trust (October 2019 – Present)** – participated in strategy building to introduce cultural strategies to transportation and community development work.

Charisma Acey



Education

Ph.D. in Urban Planning,
University of California,
Los Angeles, Luskin School of
Public Affairs (2009)

Masters in Public Policy,
University of California,
Los Angeles, Luskin School of
Public Affairs (1998)

B.A. in English and Afro-
American Studies, California State
University, Northridge,
(1995) Cum Laude

African Literature, Philosophy,
Shona Language and Culture, University of
Zimbabwe

Certificates

Management of Urban Infrastructures
- École Polytechnique Fédérale de
Lausanne (2016)

Diversity, Equity and Inclusion Leadership,
National Coalition Building Institute (2021)

Selected Affiliations

American Planning Association
Association of Collegiate Schools of Planning
Association of American Geographers
Development Engineering, UC Berkeley
Center for Race and Gender, UC Berkeley
Berkeley Water Center, UC Berkeley

Selected Work Experience

Founder & Principal / Outreach by Design LLC

2019-PRESENT | ALBANY, CA

Associate Professor, Faculty Equity Advisor, Chair of Urban Studies Program
Department of City and Regional Planning University of California Berkeley

2013- PRESENT | BERKELEY, CA

**Consultant & Principal Investigator / Aquaya Institute/Water and
Sanitation for the Urban Poor**

2018- 2019 | KENYA

Assistant Professor of City and Regional Planning w. joint appt. at the

Kirwan Institute for the Study of Race and Ethnicity / The Ohio State University
2009-2013 | COLUMBUS, OH

Visiting Assistant Professor, Environmental Studies / Pitzer College

2008 | CLAREMONT, CA

Assistant Director / UCLA Globalization Research Center-Africa

2003 - 2004 | LOS ANGELES, CA

Associate Director / Program Operations, Global Health Ministry

2001 - 2002 | NEWTON SQUARE, PA

**Program Manager; Senior Analyst for Program Quality and Growth, Latin America
Catholic Relief Services**

1998-2001 | ZIMBABWE | ANGOLA | BALTIMORE, MD

Research Assistant / Draper Consulting Group

1996 - 1998 | CULVER CITY, CA

Planning Associate / Recreation and Community Services,

1995 - 1996 | INGLEWOOD, CA

Selected Awards & Research Grants

Addressing California Communities Doubly Vulnerable to Catastrophic Wildfire. (2021)

Fostering Innovative, Sustainable Urban Farming Methods to Meet Food Needs (2017)

Achieving Human Right to Water and Sanitation in Marginalized Communities (2017)

Excellence in Faculty Advising (2016)

Award for Excellence in Community-Based Scholarship (2011)

Health Equity Leadership Institute (HELI) Scholar (2010)

Julie Roque Environmental Justice Award (2007)

Selected Professional Service

Faculty Director, Berkeley Food Institute (2021 - Present)

Research Director, Institute of Urban and Regional Development (2021-Present)

Anti-Racism Presidential Task Force, Assoc. of Collegiate Schools of Planning (2021-Pr.)

**Member, Scientific Advisory Committee for the National Socio-Environmental Synthesis
Center, Annapolis, MD (2017 - Present)**

**Elected Co-Chair, Planners of Color Interest Group, Association of Collegiate Schools of
Planning. (2014-2016)**

Selected Publications

PEER-REVIEWED JOURNAL ARTICLES

Das, P., Acey, C., and Fuente, D. co-editors, Special Issue: Urban Planning and Water
Insecurity in the 21st Century. "Sustainability (ISSN 2071-1050).

Acey, C. [Forthcoming]. The Scholarship of Engagement: Food Security as a Catalyst for
Neighborhood Transformation in Columbus, Ohio. *Journal of Architecture and Planning
Research*.

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2017 - 2020 Fostering Innovative, Sustainable Urban Farming Methods to Meet Food Needs.Foundation for Food and Agricultural Research (\$295,000) and matching from Berkeley Food Institute (\$295,000). Role: Co-Principal Investigator (with Jennifer Sowerwine, Lead PI, Celine Pallud, Co-PI, Tim Bowles, Co-PI).

2017 Achieving the Human Right to Water and Sanitation in Marginalized Communities: A Framework for Understanding Co-Production and Informality Regents Junior Faculty Fellowship, UC Berkley (\$5,000). Role: Principal Investigator.

2016-2017 Mapping the Human Right to Water. Institute of International Studies (IIS), (\$25,000) Role: Co-Investigator (with Isha Ray, Helene Silverberg), PI: Charlotte Smith

2015-2017 Urban Food Systems Asset Mapping Project. UC Global Food Initiative, UC Office of the President. (\$56,000). Role: Co-Investigator (with Jason Corburn) PI: Keith Pezzoli (UCSD).

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2011-2013 Project: Sustainable Futures for Linden Village: A Model for Increasing the Social Capital and the Quality of Life in an Urban Neighborhood. Office of Outreach and Engagement (OSU). (\$53,949.00) Role: Co-Principal Investigator (with Jesus Lara/Co-PI, Victoria Chen/Co-PI).

Invited Lectures & Keynote Speeches

Acey, C. 2021. Countering Infrastructural Violence: Grassroots Innovations in African Cities. Invited Talk, Lecture Series, Department of Urban Planning. Weitzman School of Design, University of Pennsylvania, April 8.

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TECHNICAL APPROACH AND WORKPLAN

Approach and Understanding

Our approach to public engagement and outreach for the Oakland Redistricting Commission centers equity. The EastSide Arts Alliance team defines equity as the just and fair inclusion into a society in which all can participate, flourish, and achieve their highest potential. Equity focuses on addressing barriers to full equality—the historic and systemic differences in opportunity and access to the resources and benefits offered by society. Full justice is achieved when those barriers are dismantled and eliminated.

Meaningful community engagement is a complex process, which will entail the analysis of difficult questions, as well as recognition that every community holds highly diverse views. Within communities, individuals have different lived experiences and intersectional identities that inform their unique experiences and opinions on diversity, equity, inclusion, and social and environmental justice. Engaging diverse communities, as well as recognizing the limitations of traditional forms of public outreach and utilizing different tools and models of outreach and engagement will be necessary to ensure broad and inclusive community awareness reaching at least 20% of Oaklanders and participation spanning all of the city's districts.

The ESAA team will identify and engage with diverse communities in Oakland through its network of nonprofit and CBO relationships to gain a representative understanding of the different views held across multiple communities of interest. This includes Asian American Residents; Latinx residents, African American residents, including older adults; LGBTQ+ residents; Native American and Indigenous residents; undocumented residents; unhoused residents, including people with mental health and substance abuse challenges; formerly incarcerated residents, youth; college/university students; and other historically marginalized and underserved people.

Equitable and Inclusive Outreach

The ESAA team has fully adapted to a COVID world and will reach Oaklanders, especially low-income residents of color, by integrating with existing community communication and social networks including social and civic association listservs and other social media, community safe gatherings such as food drives, faith gatherings, and general social media outreach. We also have the capacity to conduct webinars for the public (carried out during the pandemic) and provide resource information and carry out online surveys through online portals we manage and through partner platforms. We integrate program evaluation to ensure continuous improvement is occurring real-time.

We anticipate working with a variety of multicultural community-based service organizations, faith-based, and environmental, including but not limited to: Just Cities Institute, Black Cultural Zone, Urban Strategies council, CURYJ, Oakland Asian Cultural Center Association, Malong Arts Residents, The Village, The Unity council, and others.

While the ongoing COVID-19 pandemic may produce limitations around the methods and extent to which the team can engage with different communities, the team is committed to meaningfully engaging and centering the lived experiences and voices of those most marginalized, through all the physical and virtual means possible. Our team will perform all tasks outlined in the RFP unless

otherwise noted (e.g., as an optional task). We have limited task descriptions to team value-adds and details on approach and deliverables. The RFP

Outlines extensive and robust outreach, nonprofit/CBO partnering, advertising, and marketing components. Our scope and fee reflect what we believe will deliver the highest quality planning process and product to the city of Oakland and its diverse constituents and communities. We are open to refining the scope and fee as a team with additional information about Oakland priorities.

Our approach promotes an informed decision-making process that is directly linked to the goals identified during project initiation. We carry out our assignments rigorously and collaboratively, recognizing that a strategic, innovative, well-documented, and inclusive process leads to the best planning and implementation possible. The ESAA team will work collaboratively with the City of Oakland Project Manager to create a clear roadmap for Oakland's redistricting future that links aspirations to outcomes.

WORK PLAN & PROJECT SCHEDULE

The following section outlines our proposed 4-month project from September 2021 through December 2021. While this scope provides a framework, there is flexibility built-in to accommodate emerging needs and opportunities. This scope assumes that City of Oakland Project Manager leadership, management, key stakeholders, and staff are close collaborators with the ESAA Team, providing input, needed data and documents, and feedback on key documents.

The following is a summary of the ESAA Workplan organized by the Project Tasks.

PROJECT NAME

Oakland Redistricting Commission Public Engagement & Outreach Project

PROJECT Director

Charisma Acey

Task Title	Timeline	
	EST START DATE	EST END DATE
Task 1: Outreach Strategy		
Prepare Outreach Strategy for Redistricting Commission Approval, including schedule, strategy to reach 20% of Oaklanders, all districts, and list of possible collaborating CBOs, engagement with disenfranchised and/or underrepresented residents and groups, and success evaluation plan.	Sep 1, 2021	Sep 8, 2021
Kickoff meeting with City of Oakland Project Manager and ESAA Team	Sep 1, 2021	Sep 3, 2021
Refine/Develop Timeline & Schedule of Events	Sep 1, 2021	Sep 8 2021
Attend two pre-draft hearings at the regular redistricting commission meeting	Sep 8, 2021	Sep 30, 2021

Attend two post-draft hearings at the regular redistricting commission meeting	Oct 1, 2021	Nov 10, 2021
Plan, management, and execute 2 in-person and 2 virtual community engagement events	Oct 1, 2021	Nov 20, 201
Task 2: Secure non-profit and CBO partnerships		
Map and identify partner organizations and roles	Sep 1, 2021	Sep 8, 2021
Securing venues to host in-person meetings	Sep 1, 2021,	Sep 8, 2021
Developing a schedule of events	Sep 1, 2021	Sep 8, 201
Utilize NP/CBO partnerships to message constituent lists of planned meetings	Sep 1, 2021	Sep 30, 2021
Assist commission event marketing for 3 public hearings and 3 workshop meetings in September	Sep 1, 2021	Sep 30, 2021
Task 3: Multi-media Advertising/Marketing Campaign		
3.1 TV/Radio Ads assistance	Sep 1, 2021	Nov 30, 2021
3.2 Print media assistance	Sep 1, 2021	Nov 30, 2021
3.3 Social media assistance	Sep 1, 2021	Nov 30, 2021
3.4 Text and/or phone banking campaign	Sep 1, 2021	Nov 30, 2021
3.5. Final Engagement report detailing metrics on target goal of 20% of Oaklanders	Dec 1, 2021	Dec 31, 2021

Project Deliverables

The City of Oakland will receive clear and defensible information for decision making and to track and measure outcomes. Our planning is driven by data, which ultimately supports performance measurements and plan progress.

The following list outlines specific deliverables as described in the Work Plan section

TASK 1 DELIVERABLES

1. Develop Outreach Strategy, including:
 - a. Refine/Develop Timeline & Schedule of Events
 - b. List of CBOs to be engaged/collaborated with
 - c. Outreach action plan
 - d. Summarize success based on quantifiable metrics –
 - % of Residents Reached
 - Race/Ethnicity (Language)
 - Income, Education, and Employment
 - Age
 - Housing type/status
 - Unhoused residents
 - LGBTQ communities
 - OUSD Families that receive free school lunch
 - CalEnviroScreen Disadvantaged Communities

- Internet accessibility
 - Neighborhood and District
 - Political affiliation
2. Plan, manage logistics, and execute community engagement events:
 - a. 2 in person community engagement events, both pre-organized and pop-up
 - b. 2 virtual events with partner organizations.

TASK 2 DELIVERABLES

The Commission will be conducting three (3) public hearings and three (3) workshop meetings beginning in September and is seeking assistance from non-profits, CBOs and other groups/organizations that can host the Commission.

3. Landscape map of partner NP/CBO organizations that will host, schedule, and do outreach for 3 public hearings and 3 workshop meetings with the Redistricting Commission in September
4. Outline of CBO/NP Roles in partnership
5. Develop messaging Toolkit for CBOs for Task 3

TASK 3 DELIVERABLES

Create messaging (written, visual, audio) for the Commission that explains redistricting to a general audience or to specific target groups working with Commissioners, staff and/or consultants, in developing content, identifying other available low or no-cost platforms to advertise, other duties as needed.

- 3.1 TV/Radio Ads assistance
 - a. 1 KTOP-TV segment
 - b. 1 Mainstream channel (partner with local journalists at channel station)
 - c. 1 weekly radio segment with wide reach (i.e., KMEL or other East Bay stations)
- 3.2 Print media assistance
 - a. Develop and disseminate Print/Online materials
- 3.3 Social media assistance
 - a. manage social media messaging and engagement (posts, inquiry response, live "Tweets", and other related duties, as needed) through existing Commission social media outlets.
- 3.4 Text and/or phone banking campaign
 - a. Segmentation by interest where possible
 - b. 1 weekly post on all social media accounts (includes graphic design, content creation, scheduling of posts)
 - c. Weekly Community Engagement support (monitor accounts and engage with audience)
 - d. Collaborate with CBOs outreach to grow audience and deliver info
 - e. 3 texts (text with survey links, text for commission mtg links, text to review map link)
 - f. Track engagement metrics developed under Task 1 with a target goal of 20% reach of Oaklanders

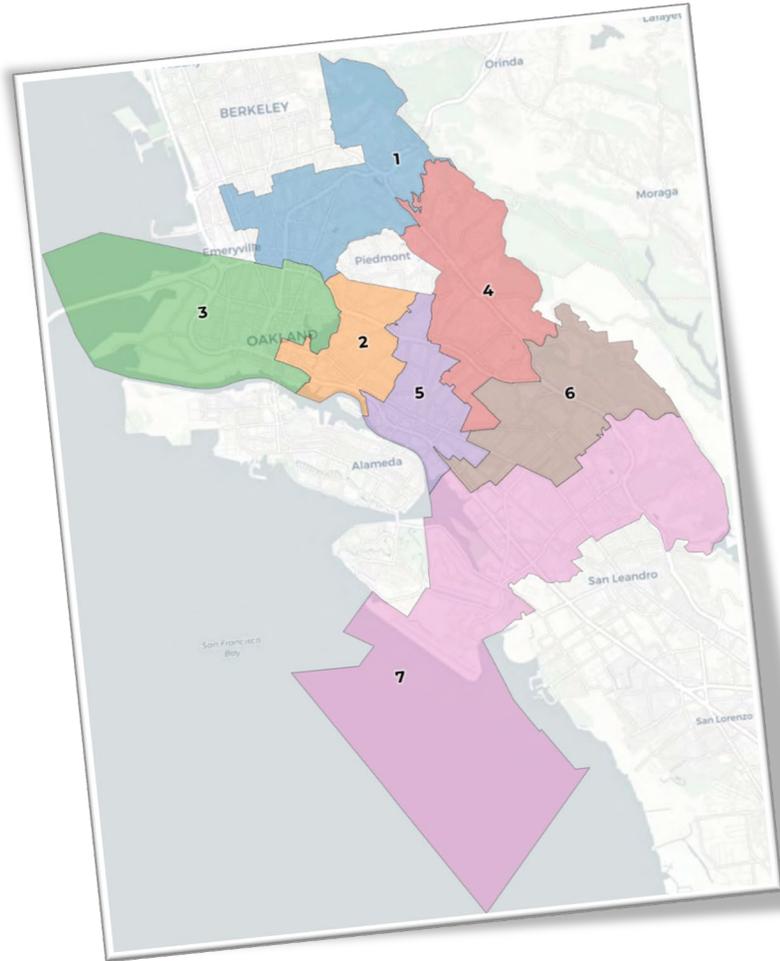
BUDGET

Our anticipated budget is \$40,000.

\$20,000 – EastSide Arts Alliance. Elena Serrano will serve as the Director of Outreach, Marketing, and Partnerships providing strategic guidance, facilitating nonprofit and CBO partnerships for outreach and engagement activities.

\$20,000 – Outreach by Design LLC – Charisma Acey will serve as Project Director, providing overall project management, technical assistance with public outreach and community engagement planning, communications, project implementation and evaluation.

We will achieve 50% L/SLBE on each task order submitted to ensure compliance with the L/SLBE program local business requirement.



City of Oakland

Current Districts | 2020 Census (Legacy File)

2010 District Populations

The City of Oakland last redistricted in 2013 with a council-based process. The populations of each district at that time were based on the 2010 Decennial Census.

	Population	Deviation	
1	57,518	1,685	3%
2	57,100	1,267	2.3%
3	57,185	1,352	2.4%
4	54,515	-1,318	-2.4%
5	54,595	-1,238	-2.2%
6	54,547	-1,286	-2.3%
7	55,374	-459	-0.8%
<i>Total Deviation</i>		4.8%	

As the following table shows, utilizing the American Community Survey (ACS) data vintage which would be used in that redistricting, Districts 6 and 7 both had more than 50% African American Citizen Voting Age Population (CVAP).

	Total CVAP	CVAP Asian		CVAP Black		CVAP Latino	
1	41,625	3,571	8.6%	9,436	22.7%	2,996	7.2%
2	37,574	12,057	32.1%	7,845	20.9%	3,185	8.5%
3	35,716	5,628	15.8%	14,732	41.2%	2,451	6.9%
4	37,618	6,970	18.5%	7,838	20.8%	2,848	7.6%
5	25,732	5,436	21.1%	7,219	28.1%	5,757	22.4%
6	32,103	2,311	7.2%	18,160	56.6%	4,304	13.4%
7	28,393	1,513	5.3%	17,179	60.5%	5,238	18.4%

Population Growth and Estimated Deviations

The US Census has released in a “legacy format” the data from the decennial census, identifying the whole count of persons and where they resided as of April 1, 2020. Redistricting Partners has concluded the work of placing this data into the census blocks, block groups, and tracts.¹

This data represents the whole population data prior to a state required reallocation of prison population that will be conducted by the Statewide Database at UC Berkeley. This adjusted data will be completed in the coming weeks and updated counts will be provided at that time.

¹ These counts are based on the 2020 Census geography. There may be slight differences as many census blocks were consolidated.

Based on this data, the city has increased by 49,916 residents or 12.8% since the last decennial census. This is significantly higher than the state population change of 6.1%.

This population change has included a growth of 14,656 residents in District 3, and 10,192 residents in District 7.

2020 Census Populations and Growth
(2010 Census to 2020 Census)

	2020	2010	Change	
1	62,766	57,518	5,248	9.1%
2	62,645	57,100	5,545	9.7%
3	71,841	57,185	14,656	25.6%
4	57,754	54,515	3,239	5.9%
5	59,180	54,595	4,585	8.4%
6	60,997	54,547	6,450	11.8%
7	65,566	55,374	10,192	18.4%
<i>Total</i>	<i>440,749</i>	<i>390,833</i>	<i>49,916</i>	<i>12.8%</i>

With a total population of 440,749 the ideal population for any district would be 62,964. The seat with the greatest population is District 3 with a deviation of +14.1% and the district with the lowest population is District 4 with a deviation of -8.3%, placing the city at a total of 22.4% deviation, outside of the 10% required deviation range.

2020 Total Census Population and Deviations

	Population	Deviation	
1	62,766	-198	-0.3%
2	62,645	-319	-0.5%
3	71,841	8,877	14.1%
4	57,754	-5,210	-8.3%
5	59,180	-3,784	-6%
6	60,997	-1,967	-3.1%
7	65,566	2,602	4.1%
<i>Total Deviation</i>			<i>22.4%</i>

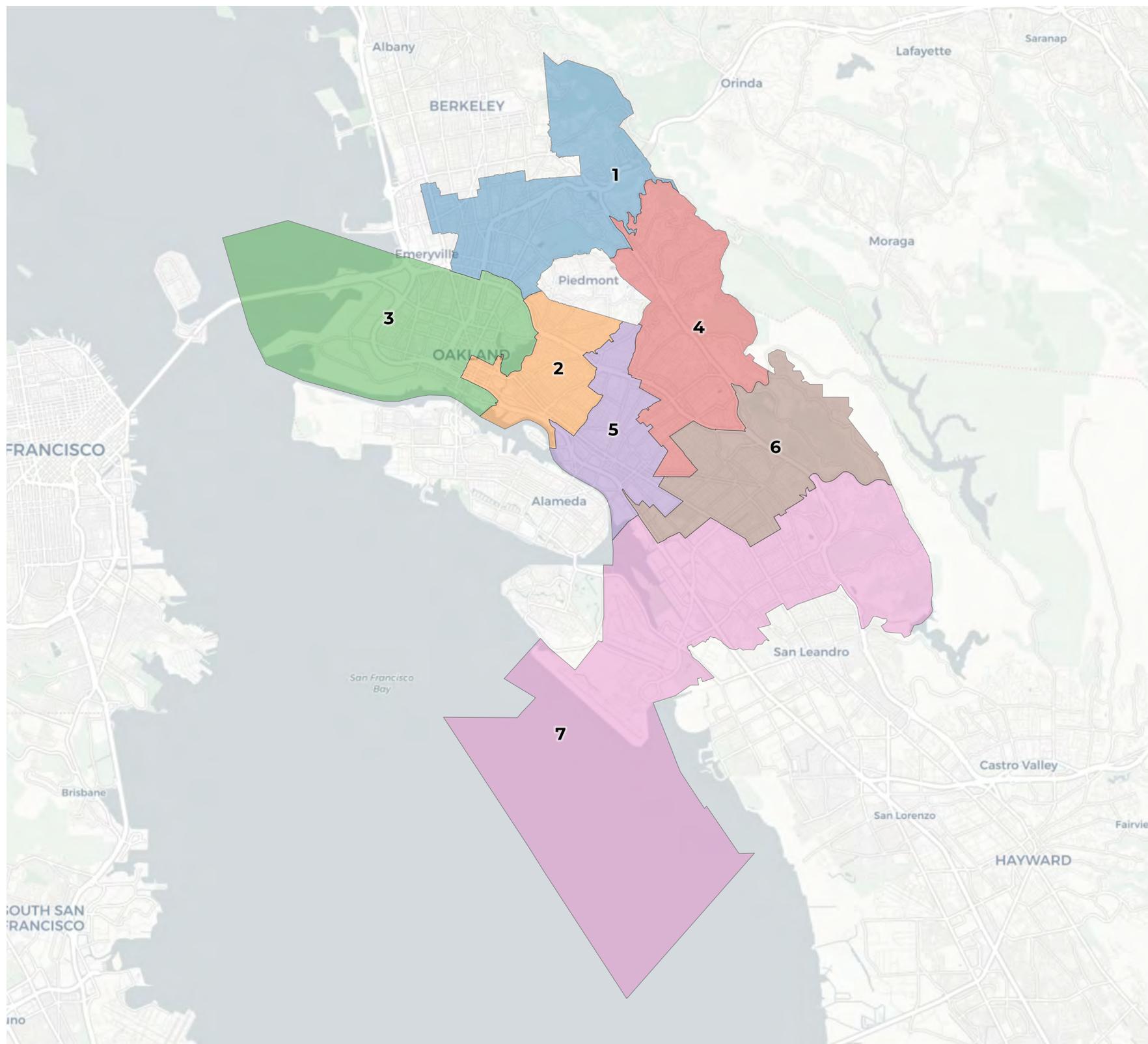
The data used to determine the size of ethnic and racial subgroups utilized for Voting Rights Act calculations have been finalized for the current redistricting cycle. Both the Latino and Asian CVAP grew, while the African American CVAP shrunk. Addressing these changes will likely be an important part of the coming redistricting process.

Current Citizen Voting Age Population

	Total CVAP	CVAP Asian		CVAP Black		CVAP Latino	
1	48,278	5,216	10.8%	7,393	15.3%	3,935	8.1%
2	42,586	13,744	32.3%	7,108	16.7%	4,583	10.8%
3	48,198	6,998	14.5%	15,161	31.5%	4,960	10.3%
4	40,503	7,852	19.4%	6,196	15.3%	4,780	11.8%
5	31,319	7,014	22.4%	6,514	20.8%	8,536	27.3%
6	36,315	3,304	9.1%	16,878	46.5%	7,495	20.6%
7	33,597	2,051	6.1%	16,408	48.8%	8,876	26.4%

Attached is a full packet with a map of each district and their population details based on the total population count of the 2020 Census. This data is expected to be finalized with the State Prison Population Reallocation by September 23rd.

This memorandum will be updated as more data become available.



2020 Census

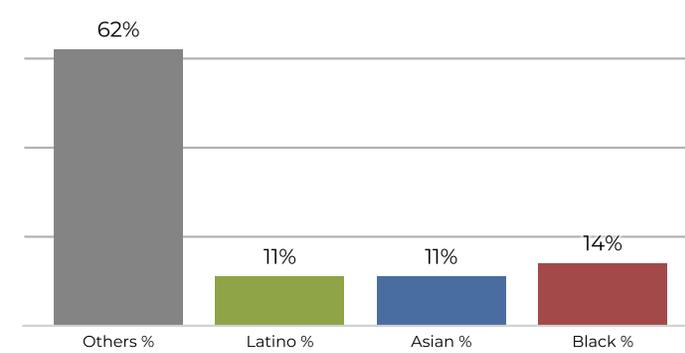
	1	2	3	4	5	6	7
Population	62,766	62,645	71,841	57,754	59,180	60,997	65,566
Deviation	-198	-319	8,877	-5,210	-3,784	-1,967	2,602
Deviation %	-0.3%	-0.5%	14.1%	-8.3%	-6.0%	-3.1%	4.1%
Other	39,269	21,976	29,155	28,129	12,905	12,466	8,494
Other %	62.6%	35.1%	40.6%	48.7%	21.8%	20.4%	13.0%
Latino	7,121	10,939	11,761	11,200	27,624	24,293	33,919
Latino %	11.3%	17.5%	16.4%	19.4%	46.7%	39.8%	51.7%
Asian	7,460	21,296	12,014	10,089	10,529	4,742	3,794
Asian %	11.9%	34.0%	16.7%	17.5%	17.8%	7.8%	5.8%
Black	8,916	8,434	18,911	8,336	8,122	19,496	19,359
Black %	14.2%	13.5%	26.3%	14.4%	13.7%	32.0%	29.5%

Citizen Voting Age Population (CVAP)

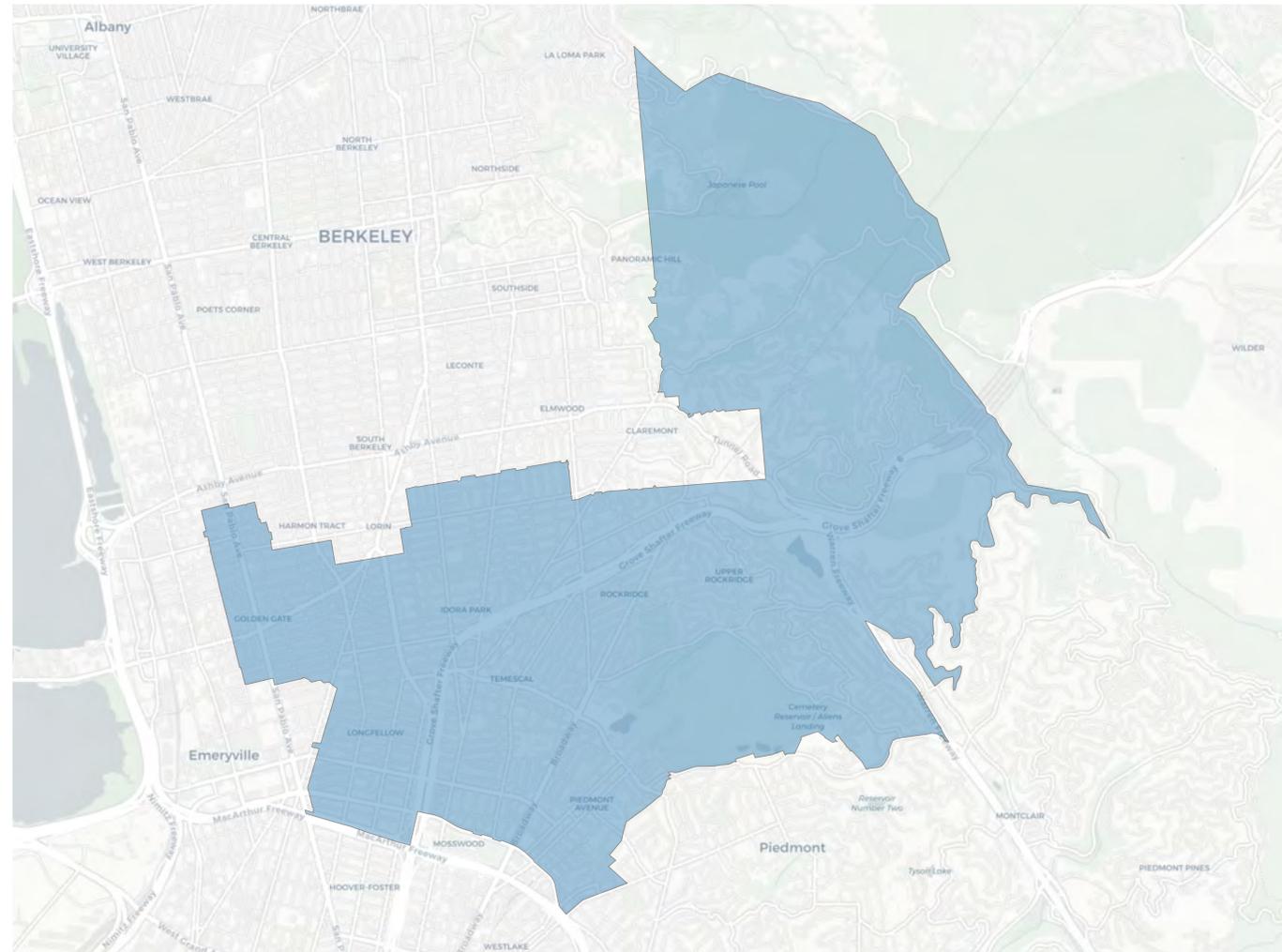
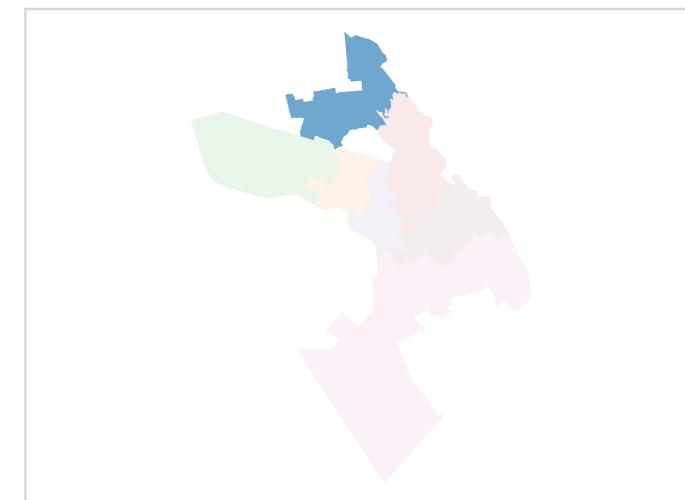
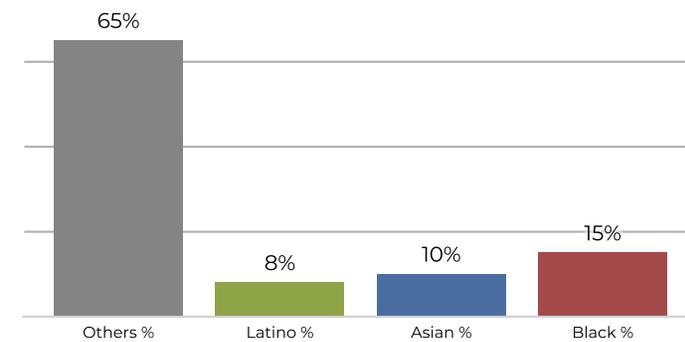
	1	2	3	4	5	6	7
Total CVAP	48,278	42,586	48,198	40,503	31,319	36,315	33,597
Other CVAP	31,734	17,151	21,079	21,675	9,256	8,638	6,262
Other CVAP %	65.7%	40.3%	43.7%	53.5%	29.6%	23.8%	18.6%
Latino CVAP	3,935	4,583	4,960	4,780	8,536	7,495	8,876
Latino CVAP %	8.1%	10.8%	10.3%	11.8%	27.3%	20.6%	26.4%
Asian CVAP	5,216	13,744	6,998	7,852	7,014	3,304	2,051
Asian CVAP %	10.8%	32.3%	14.5%	19.4%	22.4%	9.1%	6.1%
Black CVAP	7,393	7,108	15,161	6,196	6,514	16,878	16,408
Black CVAP %	15.3%	16.7%	31.5%	15.3%	20.8%	46.5%	48.8%

District 1

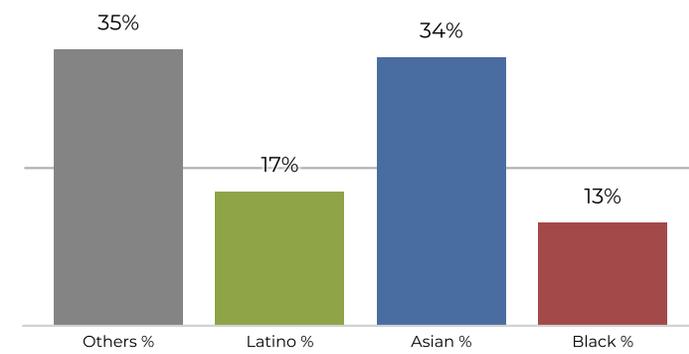
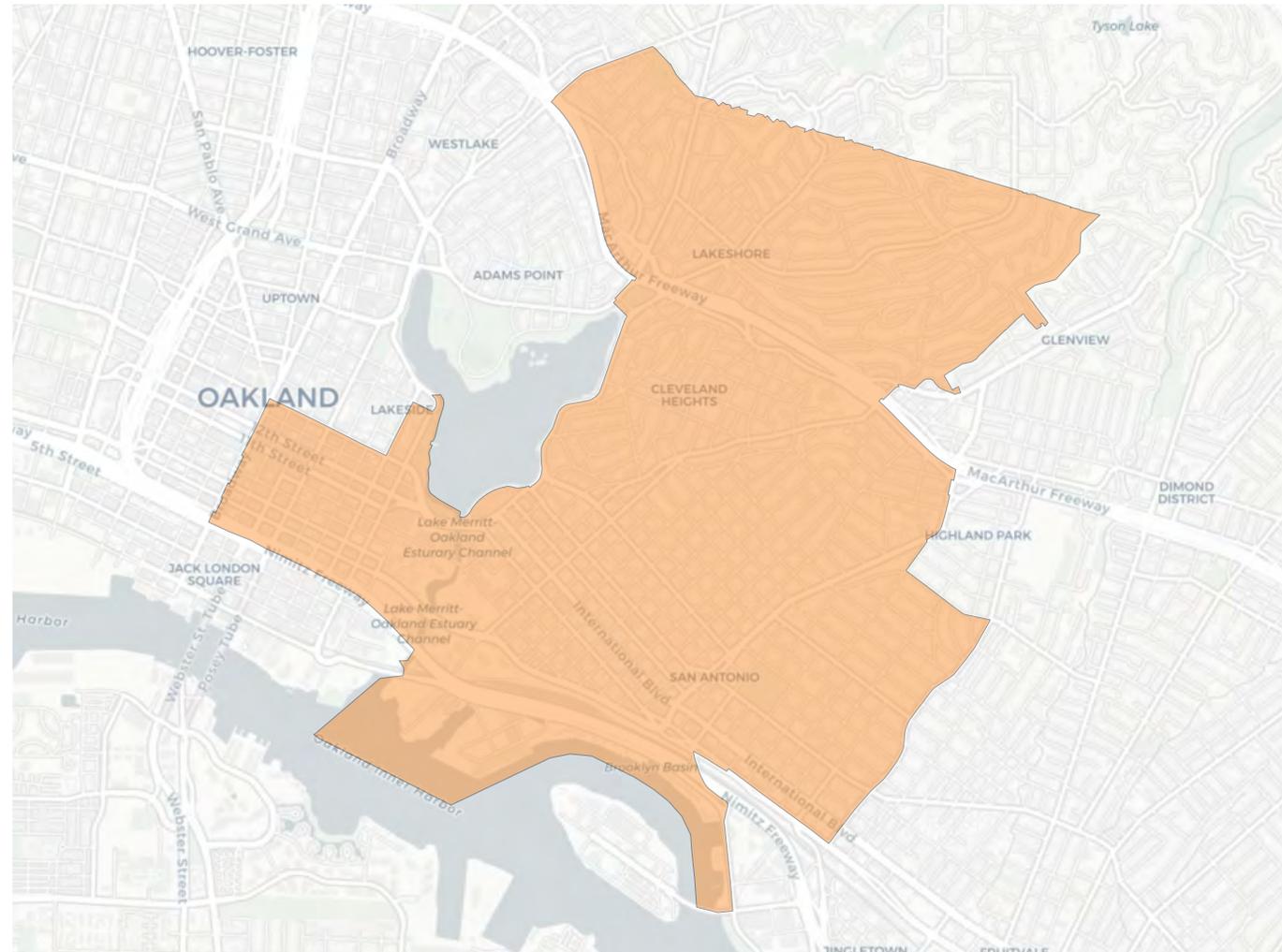
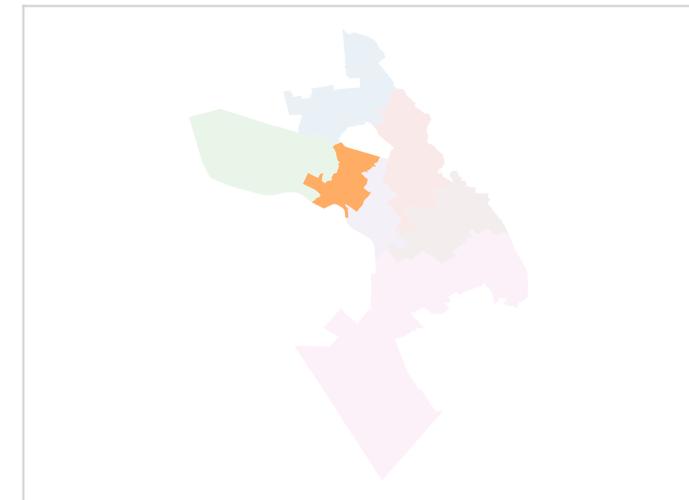
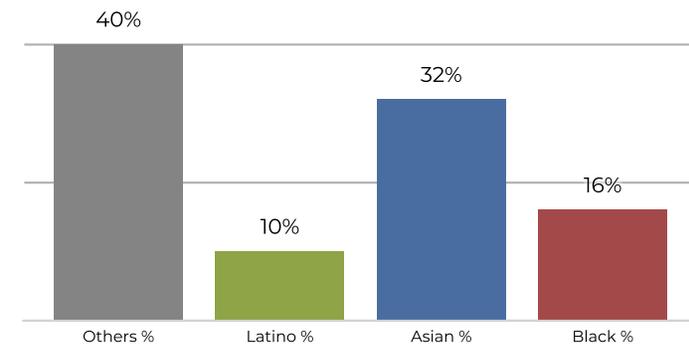
2020 Census



Citizen Voting Age Population



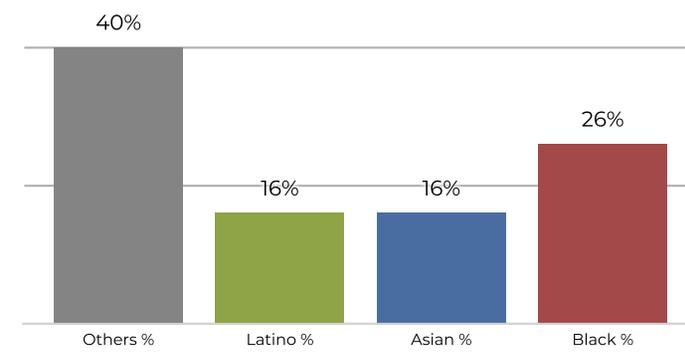
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
62,766	-198	-0.3%	39,269	62.6%	7,121	11.3%	7,460	11.9%	8,916	14.2%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
48,278	31,734	65.7%	3,935	8.1%	5,216	10.8%	7,393	15.3%		

District 2
2020 Census

Citizen Voting Age Population


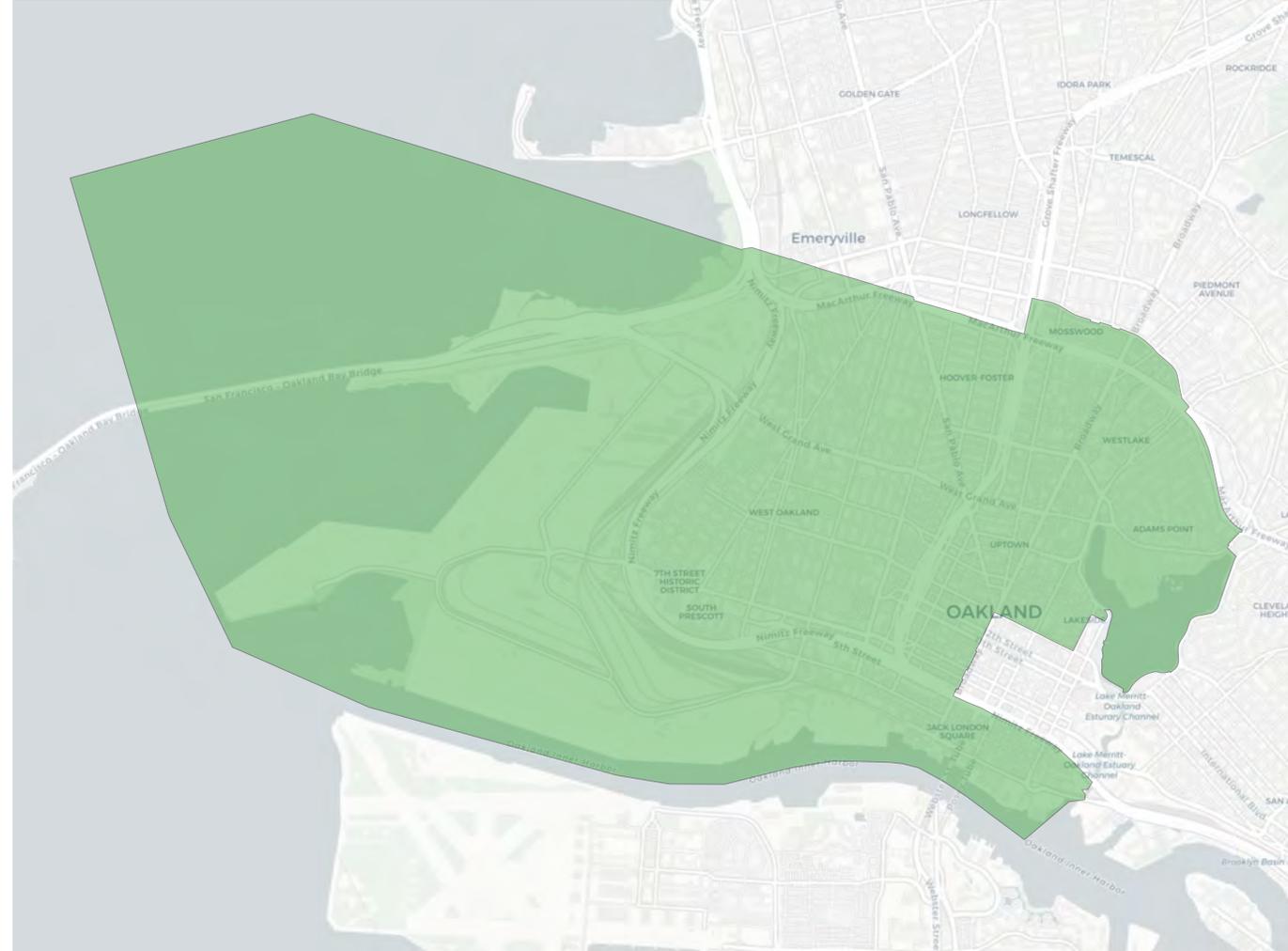
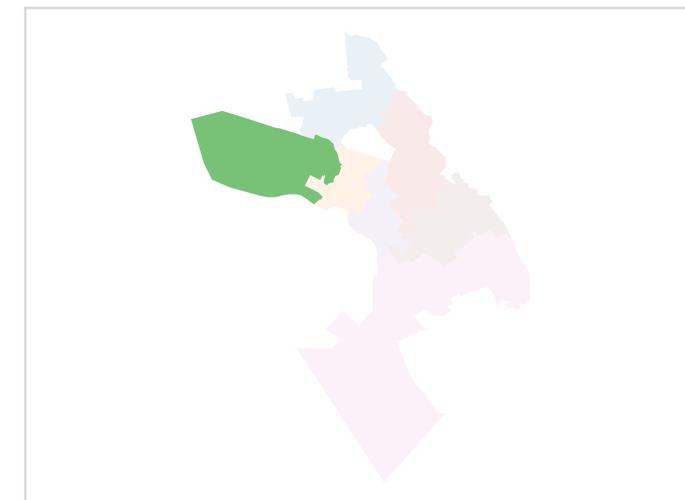
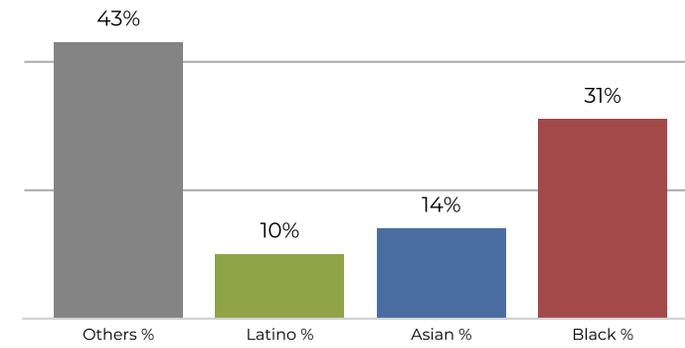
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
62,645	-319	-0.5%	21,976	35.1%	10,939	17.5%	21,296	34.0%	8,434	13.5%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
42,586	17,151	40.3%	4,583	10.8%	13,744	32.3%	7,108	16.7%		

District 3

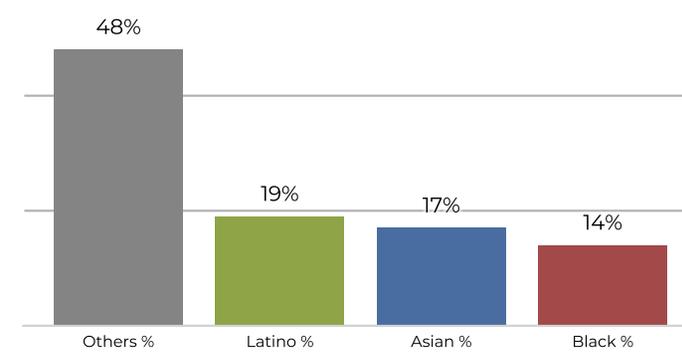
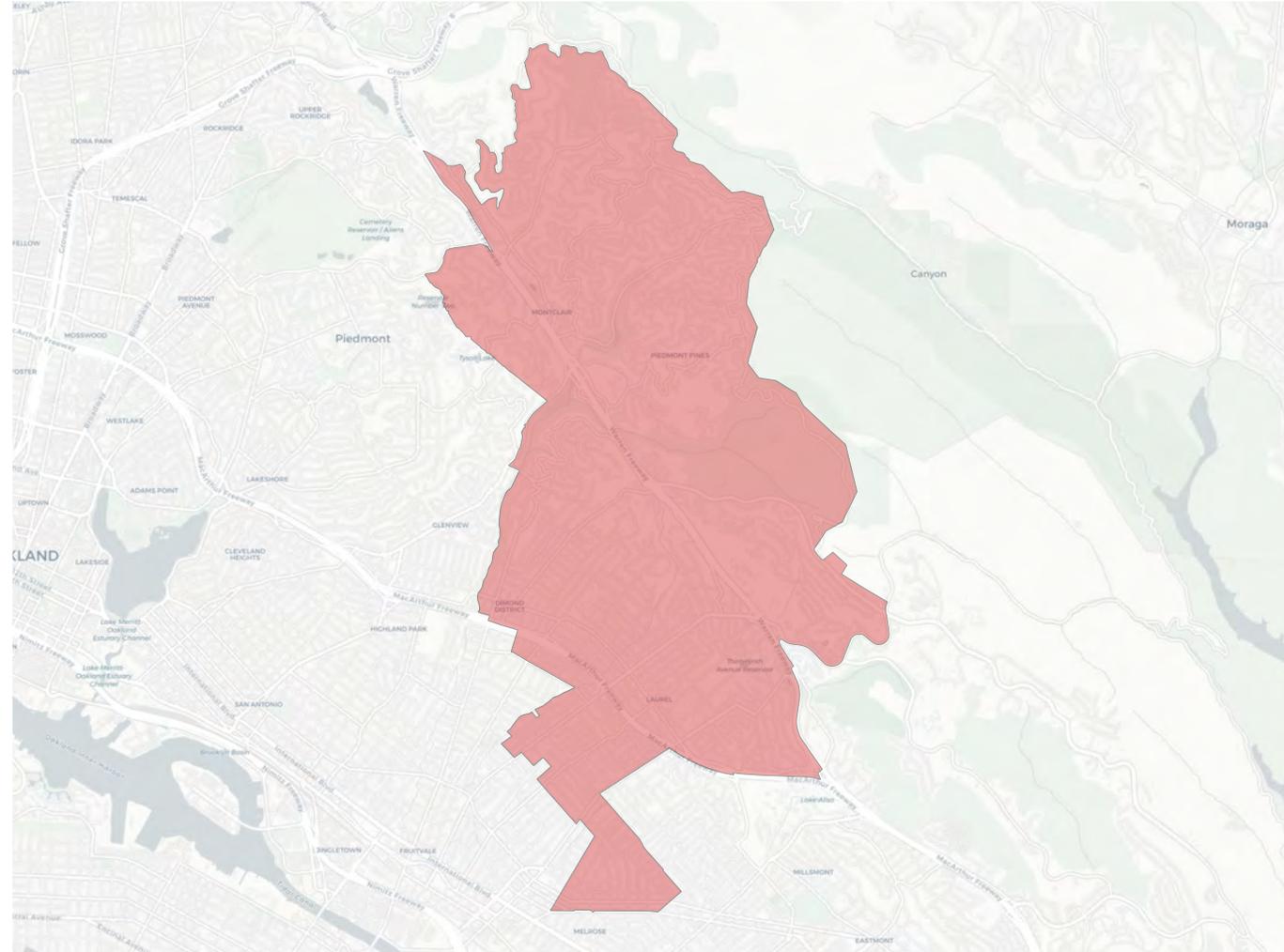
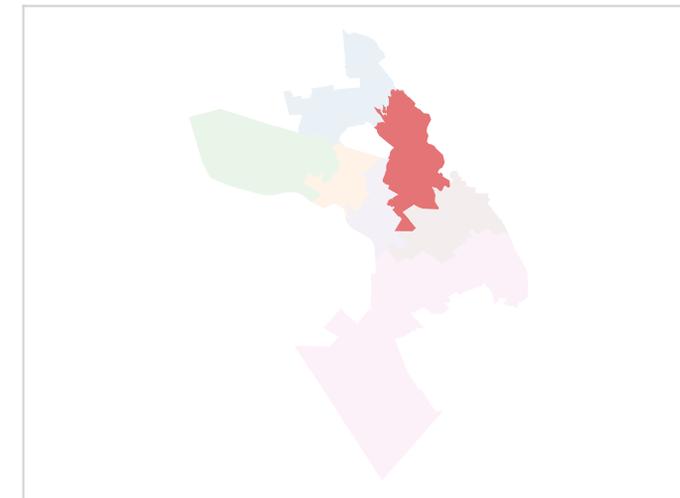
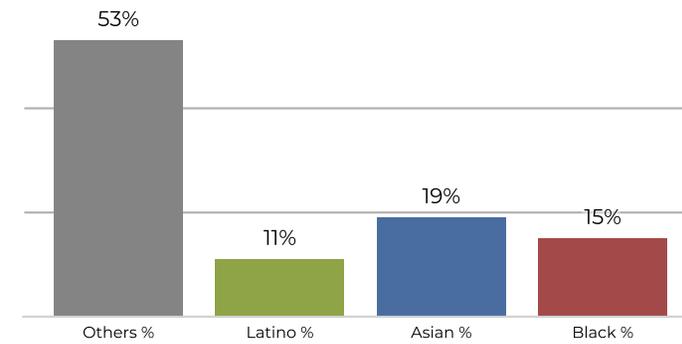
2020 Census



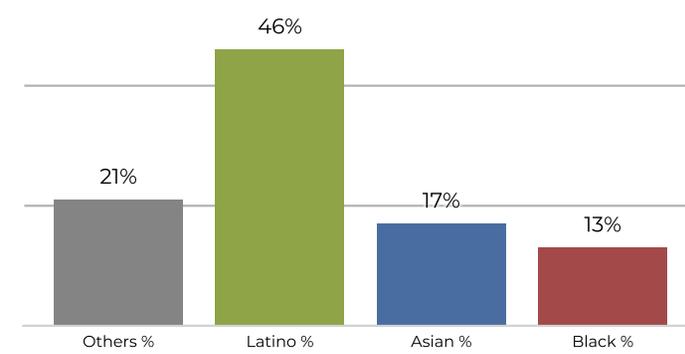
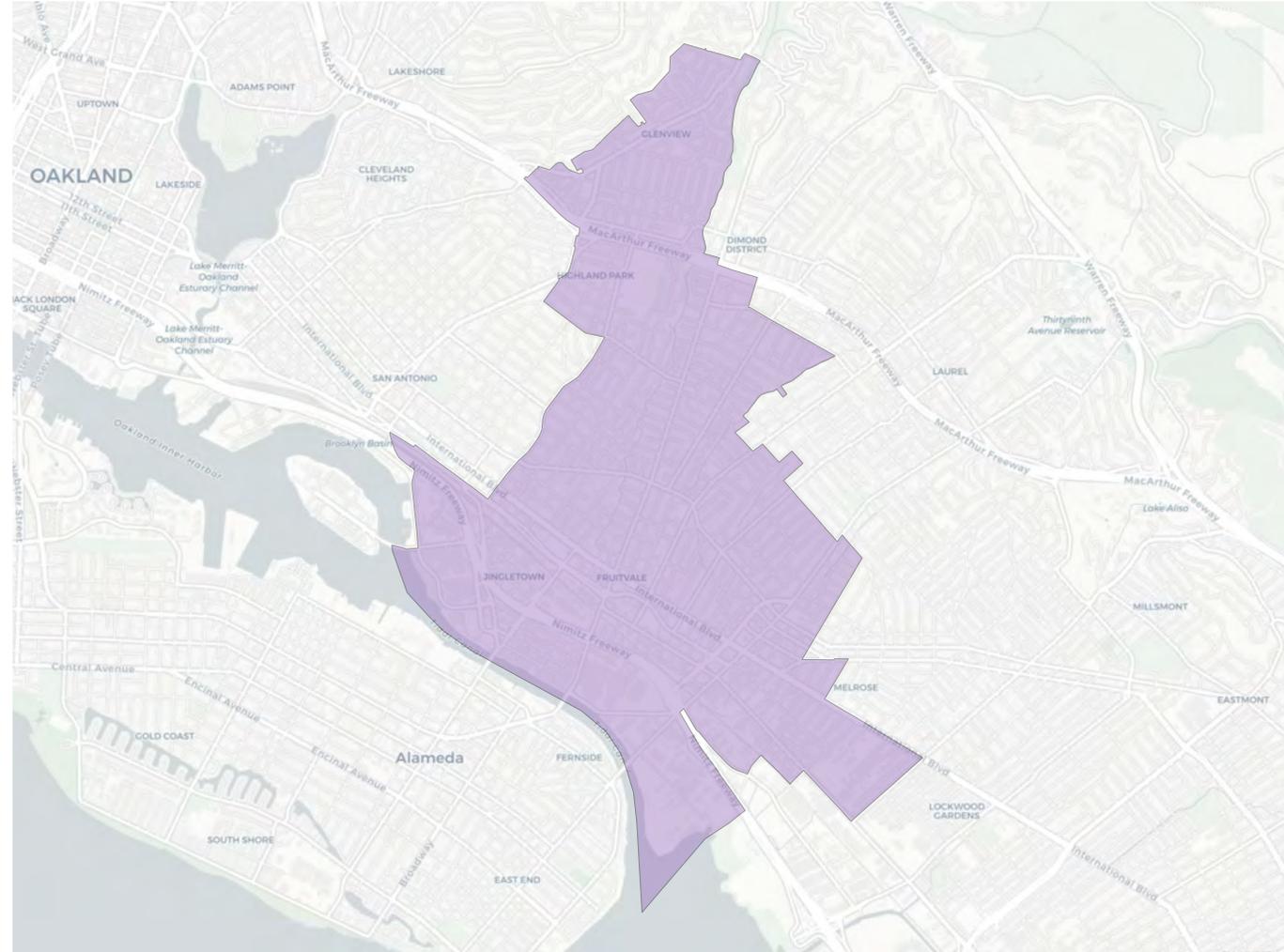
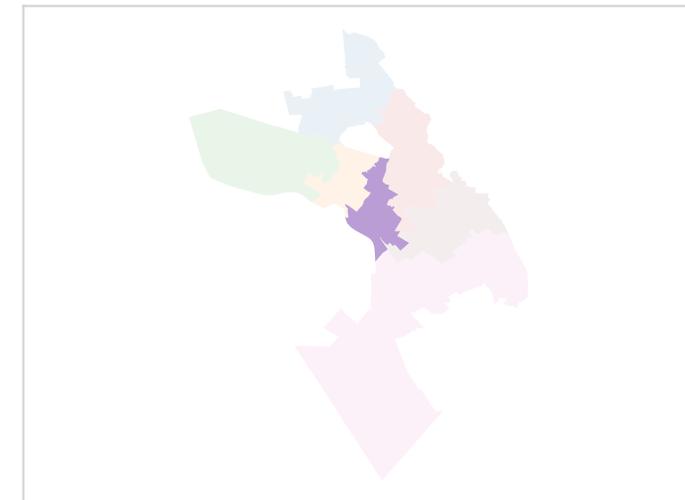
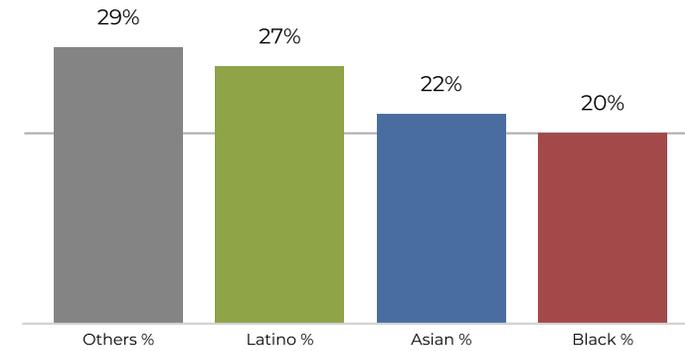
Citizen Voting Age Population



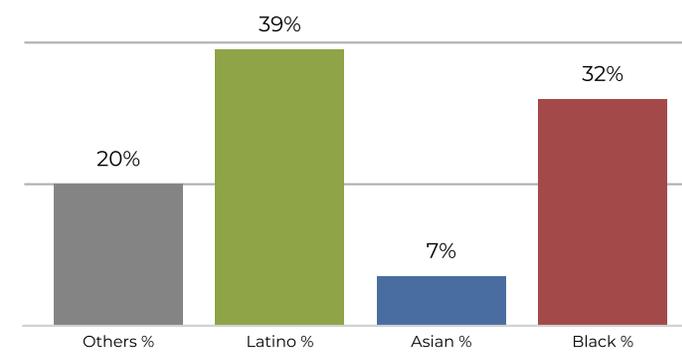
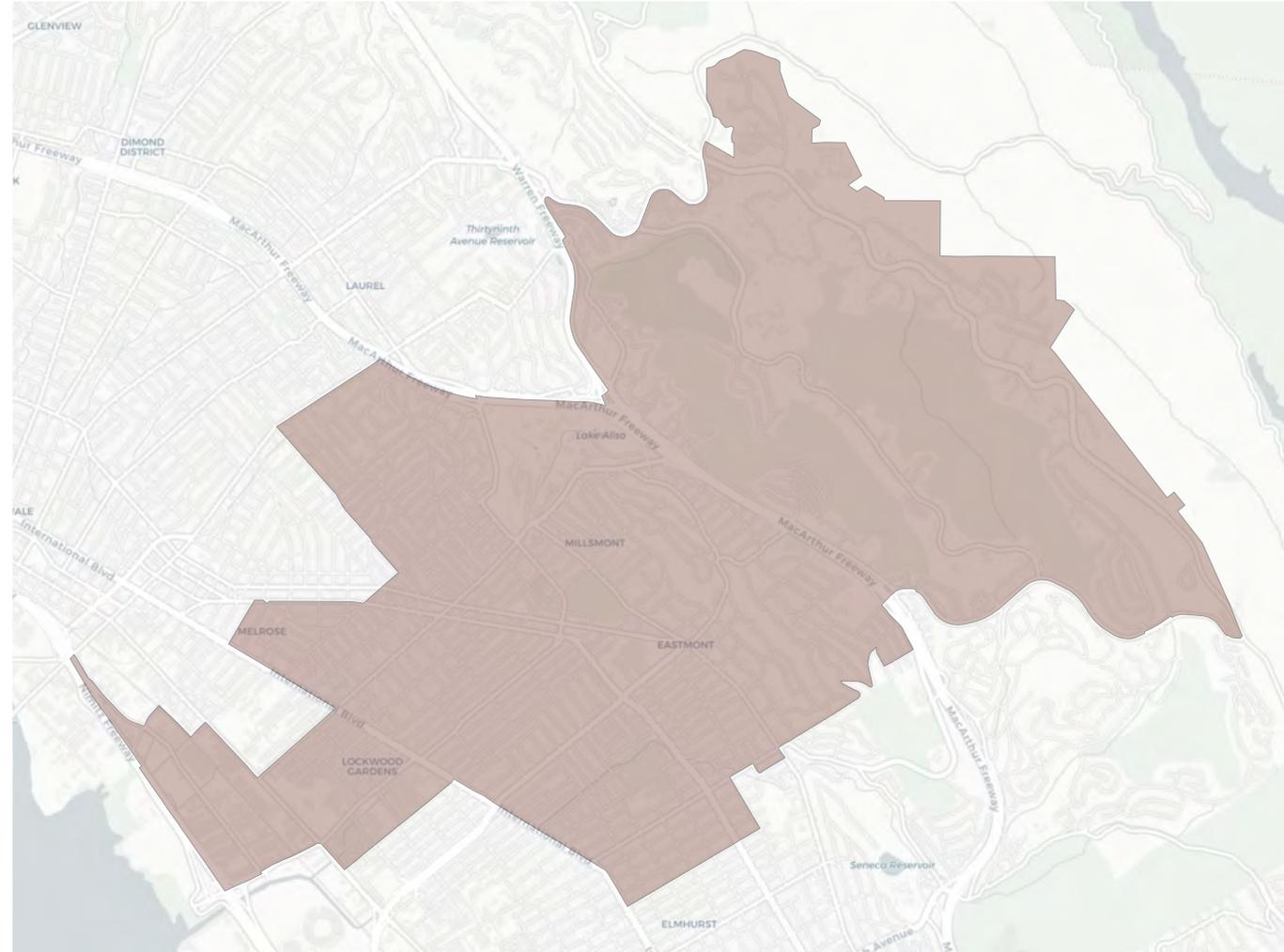
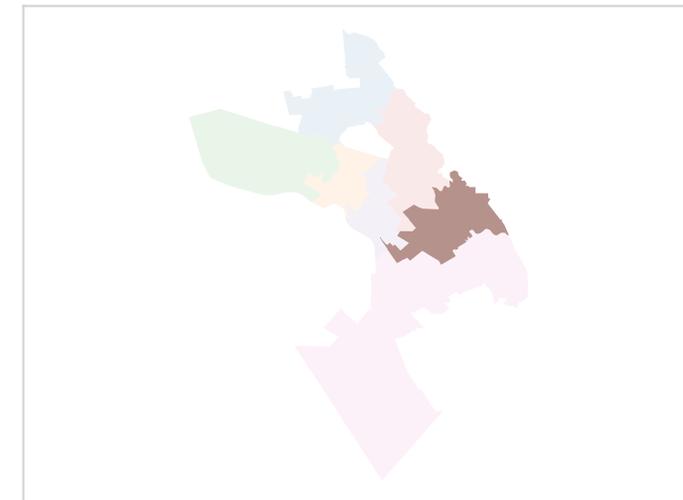
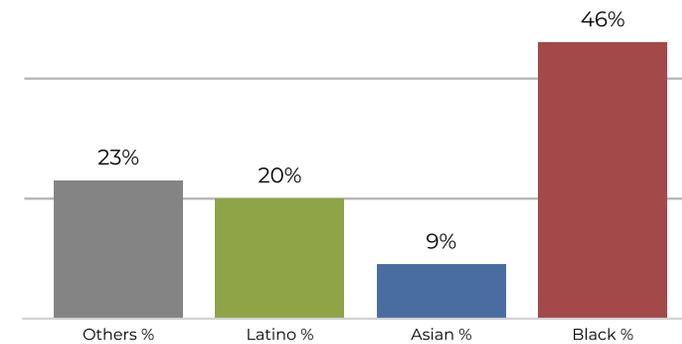
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
71,841	8,877	14.1%	29,155	40.6%	11,761	16.4%	12,014	16.7%	18,911	26.3%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
48,198	21,079	43.7%	4,960	10.3%	6,998	14.5%	15,161	31.5%		

District 4
2020 Census

Citizen Voting Age Population


Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
57,754	-5,210	-8.3%	28,129	48.7%	11,200	19.4%	10,089	17.5%	8,336	14.4%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
40,503	21,675	53.5%	4,780	11.8%	7,852	19.4%	6,196	15.3%		

District 5
2020 Census

Citizen Voting Age Population


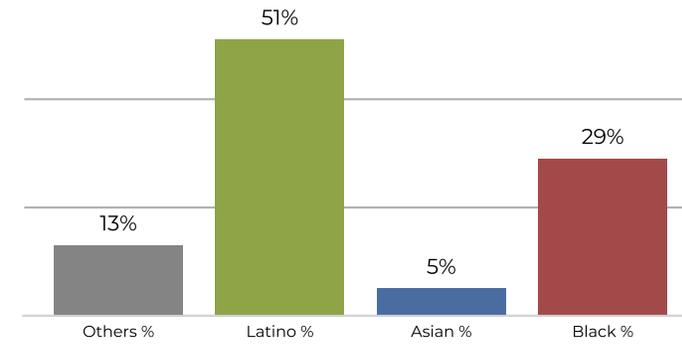
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
59,180	-3,784	-6.0%	12,905	21.8%	27,624	46.7%	10,529	17.8%	8,122	13.7%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
31,319	9,256	29.6%	8,536	27.3%	7,014	22.4%	6,514	20.8%		

District 6
2020 Census

Citizen Voting Age Population


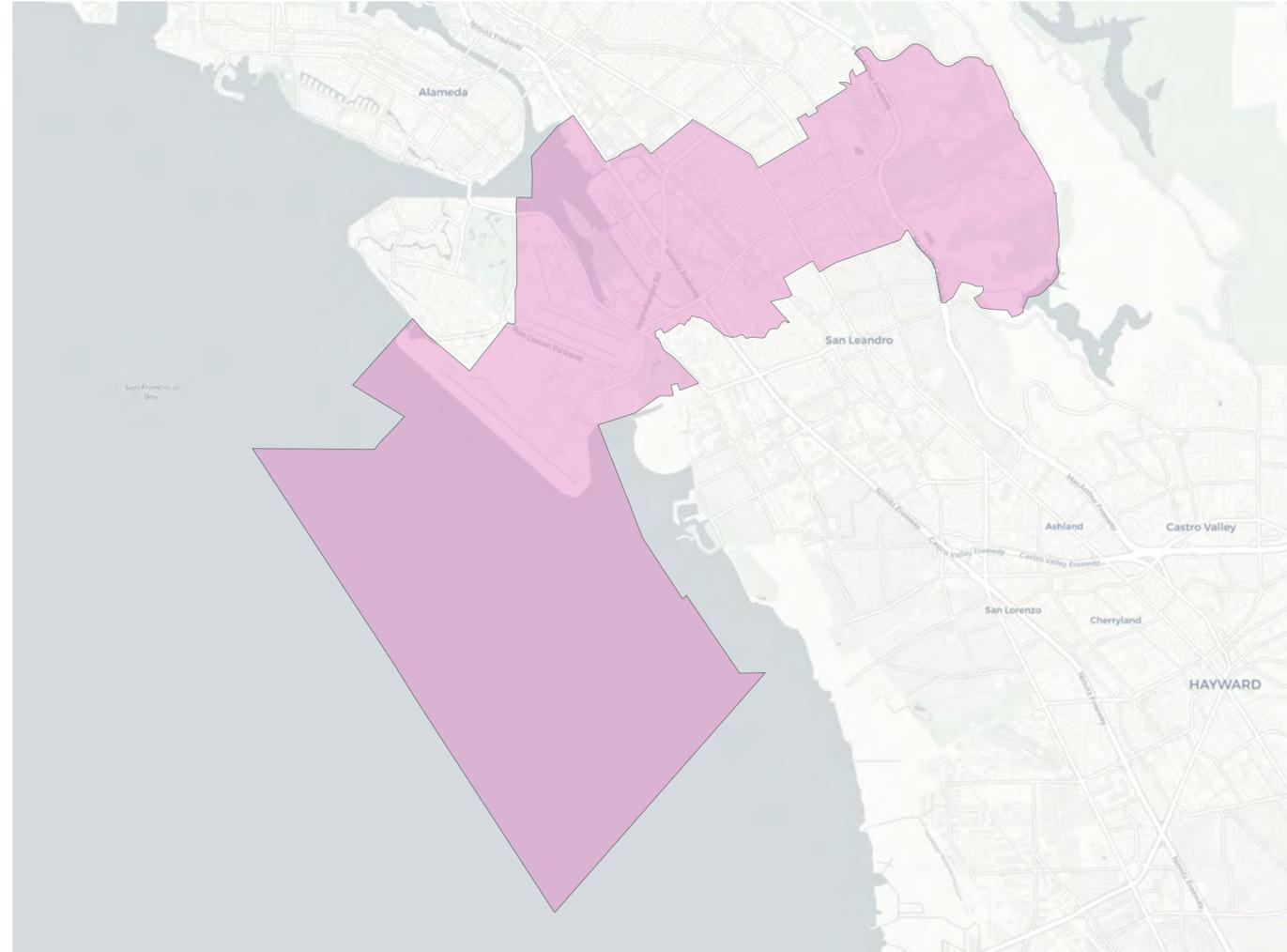
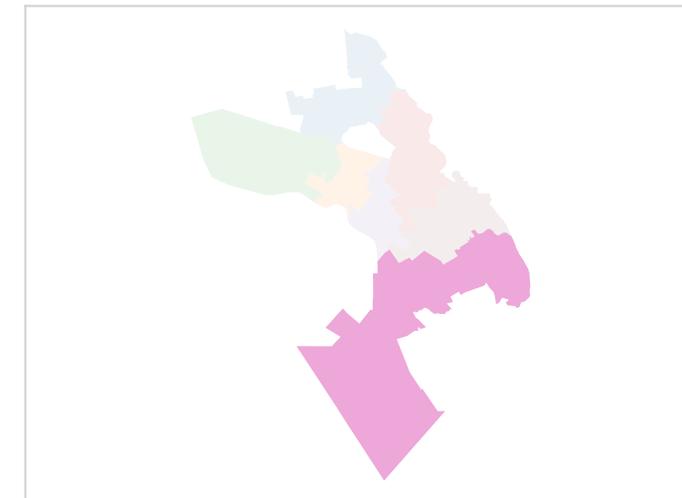
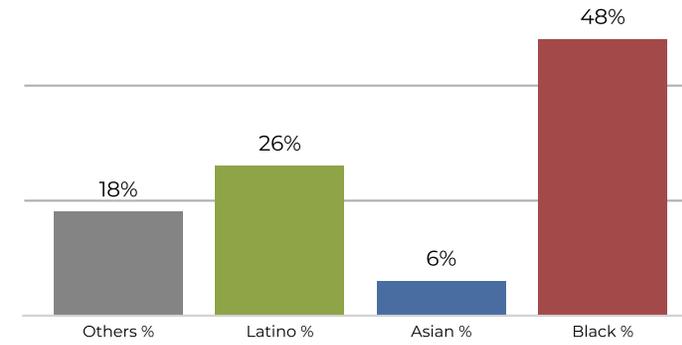
Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
60,997	-1,967	-3.1%	12,466	20.4%	24,293	39.8%	4,742	7.8%	19,496	32.0%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
36,315	8,638	23.8%	7,495	20.6%	3,304	9.1%	16,878	46.5%		

District 7

2020 Census



Citizen Voting Age Population



Population	Deviation	Deviation %	Other	Other %	Latino	Latino %	Asian	Asian %	Black	Black %
65,566	2,602	4.1%	8,494	13.0%	33,919	51.7%	3,794	5.8%	19,359	29.5%
Total CVAP	Other CVAP	Other CVAP %	Latino CVAP	Latino CVAP %	Asian CVAP	Asian CVAP %	Black CVAP	Black CVAP %		
33,597	6,262	18.6%	8,876	26.4%	2,051	6.1%	16,408	48.8%		



AGENDA REPORT

TO: Oakland Redistricting Commission

FROM: Richard J. Luna
Deputy City Administrator

SUBJECT: Redistricting Testimony

DATE: September 2, 2021

ACTION REQUESTED

For the Redistricting Commission to:

1. Receive public testimony on communities of interest and the redistricting process.

SUMMARY

This is the second of four (4) public hearings the Oakland Redistricting Commission has scheduled to receive testimony on communities of interest, the proposed draft maps and the redistricting process. The first public hearing was held on August 11, 2021, with additional hearings scheduled for October 13, 2021, and November 10, 2021. All Commission meetings begin at 5:00 pm; however, the public hearings will begin no earlier than 6:00 pm to allow additional time for the public to participate.

The August and September public hearings are intended to focus on communities of interest testimony, as the Commission is still awaiting the final 2020 U.S. Census data for local redistricting. Staff anticipates the data will be available in mid-September and the first draft maps could be produced by early-October. Therefore, the October and November public hearings would primarily focus on input on draft map proposals and information learned from the Census data release.

The Commission's deadline to adopt the final district maps is December 31, 2021. Additional public hearings or public workshops may be scheduled and residents are encouraged to register with the Commission on its website (www.oaklandca.gov/redistricting) to receive meeting notifications and updates.

This report is intended to provide guidance to the Redistricting Commission and public on receiving and offering testimony for the September 8, 2021 public hearing.

Communities of Interest

Under the FAIR MAPS Act, a Community of Interest is “a population that shares common social or economic interests that should be included within a single city council district for purposes of its effective and fair representation. Communities of interest do not include relationships with political parties, incumbents, or political candidates.”

Community of Interest testimony should be received in four (4) ways:

- Verbal input at a public hearing.
- Mapping on the city public mapping tool, or any another mapping tool that the resident is more comfortable with.¹
- Through a Community of Interest form (i.e. the Commission's online survey or a printed form for in-person engagements).
- An email to City staff supporting the work of the Commission (rluna@oaklandca.gov, calvin@oaklandca.gov).

Ideally, community of interest testimony should include three elements:

- The name of the community and it's shared culture or characteristics.
- The geographic footprint of the community – for example, where they live, work, worship or recreate in the city.
- The relationship with city government and answering the following question: Why they should be protected in a single district to enhance their representative and electoral power?

Community of interest testimony is subjective and as such, all testimony should be encouraged and received in an open and respectful manner. The testimony is not intended to be a back-and-forth, question-and-answer session with the community. Rather, it is an opportunity for Commissioners to listen to the public.

If a member of the community does not address all these key questions in their testimony, it would be appropriate for the Chair to ask the member "what would you call your community" or "what is your relationship with the city," provided that it is done with the intent of helping the member provide more effective testimony.

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

¹ Staff is working with Redistricting Partners, the Commission's technical consultants, to implement the online mapping tool. The public is encouraged to register with the Commission on its website (www.oaklandca.gov/redistricting) to be notified when the online tool becomes available.

DISTRICT 1 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest /Comments & Questions</u>	<u>Willing to Volunteer</u>
Judith Huarte	No comments	Yes
Debra Israel	Advocate for Tenant & homeless Rights and Racial Justice	No
C Leonard	Concerned with Gentrification/What are the goals of Redistricting?	Yes
Ahmed Ali Bob	Interested in Geography, Landmarks, Sense of Belonging/Wanrs Equitable Distribution of Resources	Yes
Jeremy Gormley	How do school boundries separate Students by Wealth and <i>Race</i> ?	Yes
Gracie Osborne	Definition: A community of Interest is a population with at least one commonality in their demographic. I think districts should include populations with different views, so splitting with no bias towards constitutes' political beliefs.	No
Owen	Bushels/Santa Fe, North/West Oakland/How will Oakland population growth modify the map?	Yes
Kevin	My community of interest is the community that wants to end the distribution of drugs to minors.	No
eren	The County of Alameda redistricting currently occurring is it should stay the same and should not change. Or it should change and be a bit more organized. Since I do not live in Oakland I still do think that it a necessity to redistrict the areas as it might affect a community in that area .	No
Kent Ly	My interest in my community is that I want all the districts to be equally represented and all the districts to be eveny populated.	No
River Tuason	My COI would be environmental issues.	Yes
Escher Pearce	I believe we should add a community of interest that is a equal mix of different ethnicity that share the same democratic interest.	No
Donovan	I think my Community of Interest is by location in the City of Oakland.	No
Barry Fong	I believe that my community of interest in the county would be location and the have an even population split.	No
Becky Scribner	Piedmont Ave / Rockridge / Temescal... the area bordered by 580/Telegraph/13/Piedmont. All share common characteristics of having thriving business districts that draw visitors from within and beyond the neighborhood. And these neighborhoods have high walkability, which drives a shared need for public transportation and safety. Within our district, there is huge variability in school quality. How can we ensure equity across the public schools in our district when it comes to programming, facilities, teachers, and outside (PTA) funding? Can we require all PTA funds go into a shared pool equally distributed across the district?	No
Mai Dinh	I believe my community, the city of Oakland should be equality divided by their location.	No
Matthew Kaplan	What is the commission looking to value/prioritize with redistricting?	No
Josh Shinoff	Claremont Hills/The district should be drawn to group the areas with common interests together, not arbitrary geographies	
Nigel Feng	I think my Community of Interest is by location in the City of Oakland.	No

DISTRICT 2 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest /Comments & Questions</u>	<u>Willing to Volunteer</u>
Tom Coleman	Admas Point, Asian American Community, LGBTQ	Yes
Anna	Rancho Antonio Neighborhood, Concerned with Homeless Ecampments and Crime	Yes
Angela Crone	Values Essential Needs Businesses	Yes
Jason La	My COI should be divided by the location and have a even population split	No
Rebecca Dean	Lake Merritt/How will you ensure equal access to representation for communities in Oakland when we are such a diverse city?	Yes
Hydeh Ghaffari	I live along Lake Merritt. We would like to be able to walk safely to and from these areas without fear of being mugged. Without passing blatant drug dealers. And we would like to be able to drive on Grand, Bellevue and Perkins Avenues without blowing tires on potholes. While we want to see the homeless fed and safely sheltered, and the violence citywide reduced, we would like our immediate community concerns represented fairly, as well.	No
Mason Sam	Community of interests are defined as communities that share the same historic values. The district lines in Oakland feel natural and are split well. However, I believe that the district lines should still be split by wealth and population. For example, I would have the Oakland hills be divided into two separate districts and mold the three other districts in Oakland based on population.	No
Hanna Bliss	I live in Chinatown. So my only community is the commercial center. I am a huge fan of safe bike lanes. I especially like the ones where there is a clear barrier between the car traffic and bikes.	No

DISTRICT 3 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest /Comments & Questions</u>	<u>Willing to Volunteer</u>
Karen Streichr	Advocate for Housing Rights. Living Wages, Public Safety	No
Daniel Tischler	Downtown Oakland/No Council District is Focused Downtown, Little Representation, Downtown is carved up between West Oakland and San Antonio Eastlake	Yes
MARIO PALESTINI	Lake Merritt/ Need More Policing Crime is Driving People Out Oakland	No
Penny Righthand	Lake Merritt/Public Safety is not being Addressed or Terepresented Fairly	Yes
Liz Brisson	Uptown Neighborhood/ no further comments or questions	No
Jay Toulouse	Community Volunteer, Scientist, Lesbian/ N Redistricting Comments	Yes
Mavin Carter Griffin	We want to be considered as neighbors and relivently a emerging cultural voice eminated from 15 years or more of homelessness. We are a voice and we are humans in interest without REAL INCLUSIVE NEWS OR ENTRY TO BE COUNTED AS THE HOUSED ARE.	Yes
Larry Platt, MD	Adams Morgan Lake Merritt/Please stop allowing the amplified music that is happening two or three times a week at the Boathouse. It is inappropriate and unhealthy and is enjoyed by only a few dozen people at the expense of hundreds of residents in my COI's.	Yes
Pedro Mendoza	I would define my community of interest as a public safety community	No
hussein omar	My community needs a lot of work but i would say we focus on drug abuse and speeding in my area	No
Adam	You can define them by their similar living qualities and their needs as a place of worship, groceries stores, liquor stores, schools, parks, and many others/Are there updates that can change the placement of the district we currently have today?	No
Susan Fox	Lake Merritt resident who values access to a city park for all Oakland residents/	No
Carol Wyatt	My community of interest is both economic and crime prevention oriented. Seeing more economic oppourtunities for our businesses and residents is imperative for poverty intervention. Seeing small incubator businesses in our corridors that allow us to hire locally and keep resources and dollars in our community is essential.	No
YaVette Holts	Black owned businesses/We are interested to keep our business members aware of the process of how and why redistricting happens and how district boundaries affect their bottom line	Yes
Ay'Anna Moody	I consider neighborhood and schools my COI. I want to make sure the next school bond measure passed goes to remodeling and supporting McClymonds HS. The school has needed these financial resources for quite some time	Yes
Steve Sims	Would you consider multi-member constituencies elected via proportional, ranked lists?	Yes
Cameron Robertson	My idea of a COI is a community where people share the same interests.	No
Tom Dapice	District 3 should be split into West Oakland and downtown / Lake Merritt so that West Oakland gets better representation.	Yes
Reisa Jaffe	My community of interest are people who are working to eliminate white supremacy and raise the quality of life of those most in need. Housing as a human right. Paying a living wage. People who understand public safety goes beyond policing. "As a new Commission, we want the community to know of the work we are doing and will strive to make the redistricting process as open and transparent as possible." - What specific things will you be doing to accomplish this goal?	No

DISTRICT 3 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest /Comments & Questions</u>	<u>Willing to Volunteer</u>
Mercedes S. Rodriguez	This is all new to me. I would need to do more research and get a better understanding of COI. I would like to know why the Commission is seeking redistricting. What made the City decide that it should be redistricted. How will redistricting change my neighborhood? What changes are going to be made in District 3 where I live. I would like to compare the current District 3 with the new proposed District 3.	No

DISTRICT 4 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Santiago Rascon	A community of intrest is a community who has similar ideals and morals, thus they lead themselves in a headstrong way inorder to maintain such ideals and morals.	No
Mason Sam	The district lines in Oakland feel natural and are split well. However, I believe that the district lines should still be split by wealth and population. For example, I would have the Oakland hills be divided into two separate districts and mold the three other districts in Oakland based on population.	No
Cameron Robertson	My idea of a COI is a community where people share the same interests	No
Cesar Ramirez	Economic Interest /try to have an even split of people.	No
Ed Gerber	Montclair & adjacent hill areas/I believe the Commission should have an in-depth presentation of the conceptual alternatives open to it. For example a continuation of the current system with a number of districts which go flats to hills vs a system which would focus more on community of interest. No attention should be given to the effect on incumbent CMs.	Yes
Rory Brown	Community defined neighborhoods make a community not marketing defined neighborhoods	Yes
Kimberly Hudson	How will Oakland's African-American homeless and under-housed be considered or counted in the redistricting efforts?	No
Tara	My communities are queer and trans people, BIPOC (I am Filipinx), artists, lower middle class, children of immigrants. I'm originally from the Sacramento area and moved to Oakland in 2014.	No
Joseph Karwat	My COIS are not related to any ethnic or economic grouping that would be district centric. Can you be a bit more transparent as to your priorities and methodology. Are we rebalacing the districts based on population, income,	Yes
James Wood	I live in a rich, diverse community near Dimond Park. I attend church in the Fruitvale, shop in the Fruitvale and go to many businesses in the Laurel. Giving voting patterns I believe that those living in the hills have a power beyond their numbers in determining outcome of elections. Representation should begin with a diversity of population	Yes
Christopher Gulli	Montclair, Oakland Hills/What is the timeline for producing the districts?	Yes
Susan Sache	How can our districts help bring our various neighborhoods and people together?	No
Lauren	How are you advertising these meetings? How are you getting feedback from people? How are you bundling outreach about them with other services people are already receiving? What are the goals, and are they the same as the last redistricting process?	Yes
Sandra More	Sing Thing Family Singing, Friends of Sausal Creek, Regional Parks, Friends ofDimond Park, Friends of the Dimond Library. Just a hope that you will be fair and you will take racial barriers into consideration	No
Philip La Barbera	Oakland hills, Very High Fire Hazard Severity Zone/The district lines seem to encompass communities/areas of the city which do not have common priorities. Indeed, there sometimes seems to be animosity between these communities which results in the council member having to 'choose sides' rather than represent constituents equitably.	Yes
Christine Rall	My neighbors are working class people from diverse cultures. The housing is mixed and we only have a few community meeting places; Melrose library and various churches. No banks or major grocery chains. What are your goals that will matter to the community?	No
Lisa Orta	My COI is racially and ethnically diverse, LGBTQ identified, and professional. How will redistricting foster equity and inclusion with respect to the distribution of city resources?	No

DISTRICT 5 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Mixtli	Our religious heritage, sexual orientation, and gender should not be used to divide us people	No
Luz	My community of interest in Oakland is that we should be equally split. This means that we should not be divided categories based on our skin color, gender, or sexual orientation.	No
Maria Longinos	I would define community of interest as poeple that share the same values. I think Oakland should be splitt according to which part of Oakland they live in. For example grouping Oakland hills together rather than grouping East Oakland with the hills.	No
Hellen Martin	In my community of interest of the City of Oakland, people that live in the same community should be grouped together.	No
Christopher Nguyen	I define my community of interest as ethnic, racial, and religious groups. I believe a few community of interest's that should be implemented into the City of Oakland is primarily location, racial groups, and religious belief groups.	No
Ximena Sanchez	For my community of interest I would think that districts should be divided by location and equally spacing districts.	No
Xavier Alonga-Piring	A community of interest should be grouped by the location and population of the area.	No
Edward McNichols	Dimond/Laurel . Walkable from the neighborhood. Nearly all commercial, community, and social activities in my neighborhood are conducted there but we are not in the district. Neighborhoods should be districted with the community of interest nearest to them	Yes
Kathleen Archambeau	Glenview Neighborhood; LGBTQ/Survey residents before making decisions — Bravo!	Yes
Catherine Barale	Glenview/A major concern for us is dealing with crime in Oakland overall and our area in particular. One thing we discuss is moving out of Oakland to a lower crime city. Recent City Council decisions have made this issue even more significant.	No
Joanna Alvarez	What does the Oakland Redirecting Commission? Might volunteer if I know what it is I would be doing	Yes
Bob Feinbaum	This poorly defined concept leads to balkanized representation rather than representation that benefits the entire community. That is why Oakland's current city council is perhaps the worst governing body in California. We need smart, fair, responsible leaders not politically correct hacks who are only concerned with "their people" and not anyone else. The districts are currently drawn to favor incumbents. Draw fair districts that encompass all types of voters	No
Harriet C Hutchinson	I am VERY concerned that no OUSD board member or administrative staff member knows that this committee is meeting! Also, ALL of the public meetings are the same day and time as the OUSD school board meetings!	Yes

DISTRICT 5 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Caleb Smith	I live in the Glenview. I consider myself to be part of the "foothills" community of interest. I define this community of interest as being all the neighborhoods below Highway 13 and above Highway 580. This would be Glenview, Diamond, Laurel, etc. This is a natural community of interest because we all go to the same neighborhood retail (Glenview or Diamond), all access the same public library (Diamond) and have a somewhat similar set of concerns (traffic safety and property crime, though more concern about violent crime than those above Highway 13 and less concern about illegal dumping than those below Highway 580). We have a distinct voice, vote distinctively, and our schools are some of the most integrated in Oakland. Please put Glenview in the same council district as the Diamond and Oakmore neighborhoods (and ideally the Laurel). Whether this means expanding District 5 or simply moving Glenview into District 4, this would give the foothills a strong voice instead of leaving them awkwardly split between two districts	No
Michael Gabriel	Glenview District/Glenview should be in one District. It is currently split between 2 districts.	Yes
Chris Harper	Dimond and Glenview/I am particularly interested in Districts 4 and 5. I have lived in what is currently District 5 for 27 years. My community service takes place in District 4 (Dimond). The last 4 District 4 council members know my face and name. Through no fault (as far as I know) no District 5 representative knows my name. The gerrymandered districts create inefficiencies and hamper the effectiveness of representative government. Please consider adding *all* of the Glenview neighborhood to District 4. This will benefit both District 5 and 4 residents.	Yes
Jody Silver	How many districts are being considered? How are people who are usually underrepresented going to be better considered in the redistricting process?	No
Josh frank	Not a concept I've ever considered. Maybe sharing socioeconomic disposition, geographic location? What criteria will you use to redistrict ?	Yes
Corinne DeLuca	Diversity, opportunities for diverse populations to own in our neighborhood, school excellence, community crime watch, school yard access during off school hours.	No
Lisa Zemelman	District 4 and 5 are ridiculous shapes—I do not believe the councilperson for either area addresses issues on the side of 580 that is separate from the bulk of their district. I used to be in district 4 (represented by Jean Quan) and was at some point moved into district 5, now represented by Noel Gallo. I notice all of Gallo's efforts are aimed at the area around International Blvd. and Sheng Thao's efforts are focused on the hills.	No

DISTRICT 5 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Mailisha Chesney	I spend the most time in the Dimond District. I also connect with Glenview, Montclair, Piedmont Ave., Temescal, and Rockridge. I like the Laurel District too, but it's kinda scuzzy these days. My concern is that Oakland is a very segregated city - there are little pockets of "like-kind people," but there isn't as much true integration as there should be in a city this diverse. And nowhere is it as evident as in our schools. For example, you will see that schools with a lot of black children will often NOT have hardly any white children. The kids at Chabot Elementary look very, very different from the kids at Manzanita, as an example. There are many complicated reasons for this - mostly outright racism and anti-black bias. True, meaningful integration should be our top priority. It is the only way we can move forward and truly educate everyone in a more equitable way. Plus, we ALL need that integration for our betterment.	No
Ilene Philipson	I think District 5 is divided up in such a way that our Council Member represents the majority of the district which lives below 580 rather than the smaller number of residents living above 580. The Glenview seems to be gerrymandered into District 5 whereas I think we should be in District 1 or 4.	No
Elisha Greenwell	Black Women Homeowners Artists Organizers Entrepreneurs Dancers/How can we ensure every district has access to similar level of resources including public transport, green space, retail, nightlife, etc.	No

DISTRICT 6 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Yarely	I would define my community of interest as being segregated by even numbers and communities we have self-segregated.	No
Mai Dinh	My interest in my community is have equality for all. I believe my community, the city of Oakland should be equality divided by their location.	No
mario gilberto monterroso	my community interest in low-income and there is a mix of Latin Americans and Americans. A strict should have opposite demographic so they can how completion between each other.	No
Alisson Herrera	I define my community as a good place where neighbors share same cultures and get along even if it is dangerous. I would say that the cops should always be checking the area to reduce crime	No
jeremiah	You can define them by similar living qualitys and the need of them like places or worship, lique stores, schools and many more.I feel like we could use ethnicity and should be taken into account because peidmont have a better education then west oakland.	No
Amy Tharpe Peterson	African-American, low-to moderate income renters and homeowners, local businesses, and the homeless. I would like to ensure that Oaklands districts represent the economic and social diversity that is unique to the City. We should not homogenous districts.	Yes
Ruben Briones	My community of interest includes the Seminary area. It is usually cut off at 57th but it's really 55th. We also belong to the International Blvd corridor since we are only 2 blocks away. Lastly, we are bounded by the NCPC 27Y. Splitting up the Bancroft or Foothill Blvd does not work. For example, we have a tremendous problem with speeding along that corridor. Having to coordinate with 2 council members is a challenge because they are not political allies.	No
Jasmine Gonzalez	The deep east Oakland community is a community plagued by inequitable and racist practices. We have been dealing with illegal dumping for over a decade. Lawlessness prevails. We are afraid of walking in our own communities. We are disproportionately affected by environmental toxins and pollution coming from racist city permitting processes. The relationship with city officials appears to be most present around election time. The mayor and Loren Taylor cross picket lines to make partner up with mass polluters such as AB&I Foundry plant. How can redistricting improve living conditions for the deep east Oakland community?	No

DISTRICT 7 - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Jose Isido	My interest in the community is a better way of dividing the districts in a more balanced way regardless of economic status.	No
Alexandra Sandoval	I think the City of Oakland is split well but should be split based on wealth and population.	No
Alvaro Esquivel	My definition of COI is people who have similar demographics like wealth and political views. Districts should be unbiased and evenly split in demographics to create competition and create motivation to vote.	No
Hugo Zelada	My community of interest is low income and majority African American. I think the community should be split by population and opposing demographics.	No
Taliyah Jones	A community of interest that I have is that ethnicities should be divided into certain locations.	No
Frank	My community of interest is one that values its neighborhood and wants to see changes in the streets and one that cares for its community. I think that the lines should be drawn by populations.	No
Natalie	The City of Oakland should be grouped by location.	No
Erika Quintero	I think Oakland should be divided by even numbers.	Yes
Alicia Herrera	I define communities of interest by the locations they are in, and the resources that are accessible to them. I believe the city should provide at least two resources, (if needed) for each community. These resources can be helpful for any necessities (ex. food, clothes).	Yes
Joselyn	In the City of Oakland, my community of interest would be dividing people by location.	No
Kidist	The name of the community and its shared culture or characteristics. how can I help the districts	Yes
Eve Delfin	What's the purpose of redistricting? What is the goal of redistricting?	No
Merika Reagan	Deep East Oakland	No
Dian J. Harrison	Resident of the City of Oakland (District 7), and involved in several community based organizations, Delta Sigma Theta Sorority, Black Women Organized for Political Action, where I live (Black community). There needs to be transparent communications with the community to ensure that citizens know when the meetings are and where they can get information.	Yes
Allie Whitehurst	I'll try to attend meetings to get a better understanding of how the commission will make decisions.	Yes
TJ Shah	East Oakland resident, Brookfield Village, person of color.	No
sylvia	I'd like to know about the public hearing dates. Have those been scheduled?	No
	My community is Cox (District 7) is very diverse and of various income levels. There very few successful business in the community and few that are not hispanic the stores seem to be for them only Lots of room for improvement. There needs to be	Yes
Michael McDaniel	efforts to improve the business community between 73rd and 98th	

NO DISTRICT ID - Comments from the Public Survey

<u>Name</u>	<u>Community of Interest/comments and questions</u>	<u>Willing to Volunteer</u>
Genesis	My definition of a community of interest is when a group of people share the same need or want among them. My specific COI is one that is concerned about housing and social injustice in Oakland.	No
Phillip Ta	I define my community of interest as morals	No
Christina Ferracane	City staff person [this question seems esoteric]	No
Jonathan Fong	Oakland Chinatown, Jack London neighborhood/Please keep in mind the racial equity disparities that are so acute still for Oakland, such that redistricting supports political power for those that need it the most to address their needs.	No
Doug		No
Olga Crowe	I work for the City of Oakland and am interested in all of it.	No

Redistricting Commission Presentation Calendar and Outreach Tracker

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
Completed & Scheduled												
5/6/2021	OUSD Districts 1 & 2 joint townhall	15	North Oakland, Lake Merritt residents, parents, educators	Commissioner 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	Commissioner 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	12	East Oakland residents, housing, homelessness	Commissioner 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	25	East Oakland residents, transportation	Commissioner 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	18	East Oakland residents, animal services	Commissioner Mary Velasco	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	BMBaranco@oaklandca.gov	X					
7/26/2021	Announcement at Special City Council	150	City of Oakland residents	Commissioner Diana Miller	Open Forum	None needed	X				X	
8/2/21	Redistricting Commission Press Release	350+ email	City of Oakland residents via Media News	N/A	Richard Luna	rluna@oaklandca.gov	X	X			X	X
8/2/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50)	Commissioner Shirley Gee	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/2/21	Oakland AAPI Unite	140,000	AAPI Coalition of CBO's (28 organizations) focused on San Antonio, Eastlake and Chinatown	Commissioner Shirley Gee	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/2/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-Profits Servicing Low Income Seniors (70 organizations) - Announcement Articles of Redistricting Commissions Work	Commissioner Shirley Gee	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member Sam Davis, District 1 - Has agreed to do an insert in Newsletter	Varies - Between 4,000-7,000 residents by email	North Oakland, West MacArthur to Grizzly Peak residents, students, parents, educators	Commissioner Shirley Gee	School Board Member Sam Davis	Sam.Davis@ousd.org	X					
8/3/21	Request to insert Redistricting Article in their Newsletter - School Board Member Aimee Eng, District 2	Varies - Between 4,000-7,000 residents by email	Lakeshore Ave to 23rd Ave, Piedmont to Estuary residents, parents, students, educators	Commissioner Shirley Gee	School Board Member Aimee Eng	aimee.eng@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member VanDedric Williams, District 3	Varies - Between 4,000-7,000 residents by email	West Oakland Estuary to West MacArthur Blvd residents, parents, students, educators	Commissioner Shirley Gee	School Board Member VanCedric Williams	vanCedric.Williams@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member Gary Yee, District 4	Varies - Between 4,000-7,000 residents by email	Skyline Blvd to Foothill Blvd residents, parents, students, educatorss	Commissioner Shirley Gee	School Board Member Gary Yee	gary.yee@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member Mike Hutchinson, District 5	Varies - Between 4,000-7,000 residents by email	23rd Ave. to 50th Ave residents, parents, students, educators	Commissioner Shirley Gee	School Board Member Mike Hutchinson	mike.hutchinson@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member Shanthi Gonzales, District 6	Varies - Between 4,000-7,000 residents by email	Skyline Blvd to International Blvd, Keller to 50th Ave. residents, parents, students, educators	Commissioner Shirley Gee	School Board Member Shanthi Gonzales	shanthi.gonzales@ousd.org	X					

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							Public Officials/Public Entities	CBO/Non-Profits/ Public Interest Groups	Churches	Citizen Groups	Individuals/Community Activists	Media Outlets
8/3/21	Request to insert a Redistricting Article in their Newsletter - School Board Member Clifford Thompson, District 7	Varies - Between 4,000-7,000 residents by email	Oakland Airport to Skyline Blvd, Keller Ave to 50th Ave. residents, parents, students, educators	Commissioner Shirley Gee	School Board Member Clifford Thompson	Clifford.Thompson@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Jessica Ramos, Student Director	Varies - Between 4,000-7,000 residents by email	Oakland Students	Commissioner Shirley Gee	OUSD Student Director Jessica Ramos	jessica.ramos@ousd.org	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Dan Kalb, District 1	Varies - Between 4,000-7,000 residents by email	North Oakland, West MacArthur to Grizzly Peak District 1 residents	Commissioner Shirley Gee	Council Member Dan Kalb	dkalb@oaklandnet.com	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Nikki Fortunato Bas District 2 - Will get out to her MailList	Varies - Between 4,000-7,000 residents by email	Lakeshore Ave to 23rd Ave, Piedmont to Estuary District 2 residents	Commissioner Shirley Gee	Council Member Nikki Fortunato Bas	NFortunatoBas@oaklandca.gov Miya Saika Chen Chief of Staff Council President Nikki Fortunato Bas City of Oakland, District 2 ncchen@oaklandca.gov	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Carroll Fife, District 3	Varies - Between 4,000-7,000 residents by email	West Oakland Estuary to West MacArthur Blvd District 3 residents	Commissioner Shirley Gee	Council Member Carroll Fife	Cfife@oaklandnet.com	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Sheng Thao, District 4 - Did an insert in Newsletter	Varies - Between 4,000-7,000 residents by email	Skyline Blvd to Foothill Blvd District 4 residents	Commissioner Shirley Gee	Council Member Sheng Thao	sthao@oaklandca.gov	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Noel Gallo, District 5	Varies - Between 4,000-7,000 residents by email	23rd Ave. to 50th Ave District 5 residents	Commissioner Shirley Gee	Council Member Noel Gallo	ngallo@oaklandnet.com	X					
8/3/21	Request to insert a Redistricting Article in their Newsletter - Council Member Loren Taylor, District 6	Varies - Between 4,000-7,000 residents by email	Skyline Blvd to International Blvd, Keller to 50th Ave. District 6 residents	Commissioner Shirley Gee	Council Member Loren Taylor	ltaylor@oaklandca.gov	X					
8/3/21	Request to insert a Redistricting Article in	Varies -	Oakland Airport to Skyline Blvd, Keller Ave to	Commissioner Shirley Gee	Council Member Verna Reid	vreid@oaklandnet.com	X					
8/3/21	Request to insert a Redistricting Article in	Varies -	City of Oakland residents	Commissioner Shirley Gee	At Large Rebecca Kaplan	rkaplan@oaklandca.gov	X					
8/3/21	Request to insert a Redistricting Article in	Varies -	City of Oakland residents	Commissioner Shirley Gee	Mayor Libby Schaff	lschaaf@oaklandnet.com	X					
8/3/21	County of Alameda Public Health CBO	102,000	Community Based Health Organizations	Commissioner Shirley Gee	Commissioner Shirley Gee	sgeecom@gmail.com		X				
8/3/21	Oakland Commission on Aging - Note:		Groups working on making Oakland more	Commissioner Shirley Gee	Dianna Garrett, Director of Marketing &	dgarrett@cei.elders.org 510-852-	X					
8/4/21	Women Organized to Respond to Life-	12	Health-related Group Dealing with Diseases	Commissioner Shirley Gee	Demisha Burns, Policy and Advocacy	demishaRJBurns@gmail.com 415-		X				
8/4/21	Direct emails to CBO listserv (assistance	55	CBOs, non-profits, East/West Oakland, arts,	N/A	Yvonna Cazares	YCazares@oaklandca.gov		X				
8/4/21	Exploratory discussion with Oakland Zoo		Oakland residents visiting the Zoo	Jan Stevens								
8/6/21	Email newsletter to City of Oakland	4,000	Oakland residents, local officials	N/A	Richard Luna	rluna@oaklandca.gov	X				X	
8/18/21	Asian Pacific Environmental Network	10	Asian Americans	Commissioner Shirley Gee	Alvina Wong	alvina@apen-4ej.org		X				

Redistricting Commission Presentation Calendar and Outreach Tracker

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							Public Officials/Public Entities	CBO/Non-Profits/ Public Interest Groups	Churches	Citizen Groups	Individuals/Community Activists	Media Outlets
8/20/21	Vietnamese American Community Center of	3,500	Refugees/Immigrants (Distribute Translated	Commissioner Shirley Gee	Commissioner Shirley Gee	sgееcom@gmail.com		X				
9/8/21	Meals on Wheels of Alameda County - To		Food Security	Commissioner Shirley Gee	Marisa Melo, Executive Director	777-9560						
Pending Commissioner Volunteer/Sign up												
9/21/21	Open Forum/Public Comment - City Council		City of Oakland residents	Commissioner Shirley Gee	Open Forum	None Needed	X					
10/5/21	Open Forum/Public Comment - City Council		City of Oakland residents	Tracy Richmond McKnight	Open Forum	None Needed	X					
10/19/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
11/2/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
11/16/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
12/7/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
8/11/21	Open Forum/Public Comment - School		City of Oakland residents	Diana Miller -didn't work out	Open Forum	None Needed	X					
8/25/21	Open Forum/Public Comment - School		City of Oakland residents	Diana Miller	Open Forum	None Needed	X					
9/8/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
9/22/21	Open Forum/Public Comment - School		City of Oakland residents	Benjie Achtenberg	Open Forum	None Needed	X					
10/13/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
10/27/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
11/3/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
11/17/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
12/1/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
8/6/21	Outreach to Oaklandside - Darwin		Those who read Oaklandside	Diana Miller	Darwin BondGraham and David DeBolt	darwin@oaklandside.org						x
9/20/21	OUSD Student Outreach		Youth	Diana Miller & Benjie								
11/1/21	OUSD Student Outreach		Youth	Diana Miller & Benjie			X				X	
Assigned to City Staff												
Oct 19 or Nov 2	City Council agenda item presentation	150	City of Oakland residents	Diana Miller	Richard Luna	rluna@oaklandca.gov	X				X	
10/4/21	Redistricting Commission Press Release		City of Oakland residents via Media News	N/A	Richard Luna	rluna@oaklandca.gov					X	X
11/1/21	Redistricting Commission Press Release		City of Oakland residents via Media News	N/A	Richard Luna	rluna@oaklandca.gov					X	X
12/1/21	Redistricting Commission Press Release		City of Oakland residents via Media News	N/A	Richard Luna	rluna@oaklandca.gov					X	X
	Redistricting Commission Press Release		City of Oakland residents via Media News	N/A	Richard Luna	rluna@oaklandca.gov					X	X
	Workshop #1		City of Oakland residents		Richard Luna & Corey Alvin	rluna@oaklandca.gov;				X	X	
	Workshop #2		City of Oakland residents		Richard Luna & Corey Alvin	rluna@oaklandca.gov;				X	X	
	Workshop #3		City of Oakland residents		Richard Luna & Corey Alvin	rluna@oaklandca.gov;				X	X	