



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

**Meeting Agenda**

**Wednesday, July 28, 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](http://www.oaklandca.gov/redistricting)

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**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/83802528684> 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: 838 0252 8684.

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](mailto:rluna@oaklandca.gov). Please

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**Meeting Agenda (Continued)**

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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](mailto:rluna@oaklandca.gov).

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**1. Roll Call and Determination of Quorum**

**2. Communities of Interest and a Legal Overview of Redistricting**

The Commission will receive a training from Angelo Ancheta on redistricting law and criteria, along with strategies in identifying communities of interest.

- [Presentation – Redistricting Law & Criteria, Communities of Interest Strategies](#)

**3. 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.

**4. 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.

**5. Approval of Meeting Minutes**

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

- [July 14, 2021](#)

**6. Public Hearing & Townhall Meeting Schedule**

The Commission will discuss and make possible changes to its adopted public hearing schedule and/or identify dates to conduct townhall meetings. The adopted public hearing schedule includes the following dates: August 11, 2021; September 8, 2021; October 13, 2021; and November 10, 2021

**7. Outreach Consultant Proposed Scope of Work**

The Commission will receive a report and recommendations form the Ad Hoc Committee tasked with developing a proposed scope of work for identifying an outreach consultant.

- [Proposed Scope of Work](#)

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**8. Ad Hoc Committee Reports**

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

- [Draft Outreach Partners List – from Community-Based Organizations and Faith-Based Organizations Ad Hoc Committees](#)
- Online map of Faith-Based Organizations:  
<https://oakgis.maps.arcgis.com/apps/instant/minimalist/index.html?appid=97a11ed8b4de4561950abf9d0d1c0a5e>
- [Outreach Plan – from Community Outreach Ad Hoc Committee](#)
- [Presentations and Engagement Calendar – from Government Meetings/Townhalls Ad Hoc Committee](#)
- [Board & Commission Meetings Calendar – from City staff](#)
- [Communications and Media Toolkit – from Communication Ad Hoc Committee](#)

**9. Agenda Requests for Future Meetings**

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

**10. Adjournment**

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

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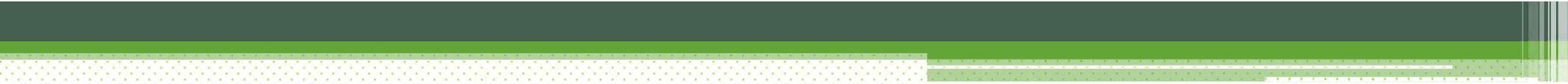
Via Teleconference

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Do you need an ASL, Cantonese, Mandarin or Spanish interpreter or other assistance to participate? Please email [rluna@oaklandca.gov](mailto: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](mailto: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](mailto:rluna@oaklandca.gov) 或 致電 (510) 238-4756 或 (510) 238-2007 TDD/TTY.



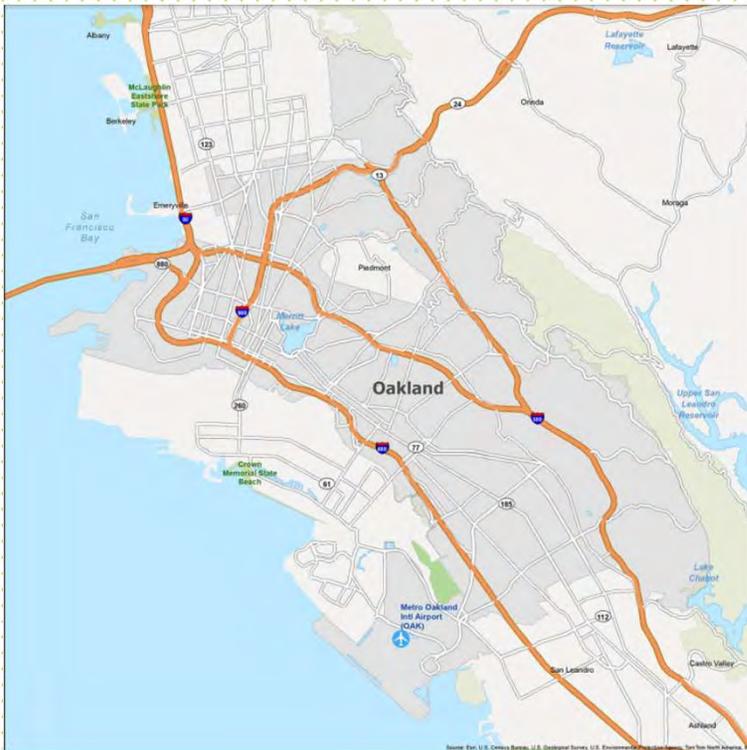
# **I. Redistricting Law & Criteria**

## **II. Communities of Interest Strategies**

Oakland Redistricting Commission  
July 28, 2021

Angelo Ancheta  
angelo@ancheta.law

# Overview



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Sources of Law

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Redistricting Criteria

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Strategies for Legal Compliance

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Communities of Interest and Public Input  
Strategies

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Q & A

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## Sources of Law

- Federal Constitution & Case Law
- Federal Voting Rights Act of 1965
- California FAIR MAPS Act and Election Code Amendments
  - Exemptions for Charter Cities from Some Traditional Criteria
  - Timelines (Cal. Elec. Code § 21622)
  - Public Hearings (Cal. Elec. Code § 21627.1)
  - Outreach & Accessibility (Cal. Elec. Code § 21628)
- California Education Code Applicable to School Board Districts
- Oakland City Charter

# Federal Requirements

- 14th Amendment – Equal Protection Clause
  - One Person-One Vote and Population Equality Requirements
  - Limitations on Race-Based Redistricting
- 15th Amendment
  - Prohibits Intentional Discrimination Based on Race
- Voting Rights Act of 1965
  - Section 2 and Minority Vote Dilution (Intentional and Non-Intentional)
  - Case Law: *Thornburg v. Gingles*

# Population Equality

- Federal Case Law: Districts should be “substantially equal” in population
  - State and local districts, unlike congressional districts, do not need to be near “absolute equality”
- Population Basis: Total Population (Cal. Elec. Code § 21621(a)(1))
  - All Residents, Not Just Citizens, Voting-Age Citizens, or Voters
- Census Data Will Be Adjusted to Reallocate Prisoners (Cal. Elec. Code § 21621(a)(2))
  - Statewide Database Will Adjust 2020 Census Data to Exclude Incarcerated Persons and Reassign to Last Known Address

# 14<sup>th</sup> Amendment: Population Equality

- Federal Case Law: Total Plan Deviation Should Be <10%
  - Consultant and Redistricting Software Will Keep Running Calculations
  - Calculation:
    - (1) Calculate Ideal District Size: Divide Total Population by Number of Seats
    - (2) Calculate Deviation Range: Subtract Smallest District From Largest District
    - (3) Total Plan Deviation = Divide Deviation Range by Ideal District Size
- Redistricting Body Can Go Below 10%, but Must Have Strong Justifications for Exceeding 10%
  - Not Necessary to Set Target %

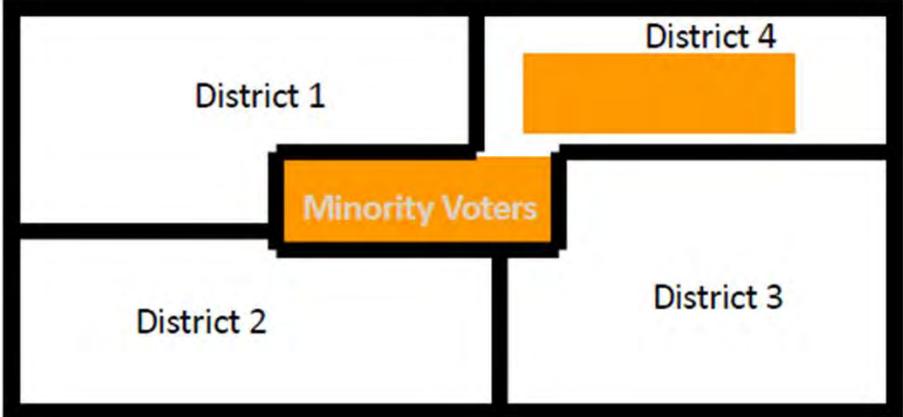
## 14th Amendment: Prohibitions on Racial Gerrymandering

- Race and Ethnicity Can Be Considered as Factors and Can Be Used to Comply with the Federal Voting Rights Act, But
- If Race is the Predominant Factor, or As a Result of Considering Race, the Districts Are Very Oddly Shaped, then the Lines may be Unconstitutional
  - Voting Rights Act Compliance Can Justify Districts
  - Considering Multiple Factors in Addition to Race (Race Doesn't Predominate) to Justify Districts

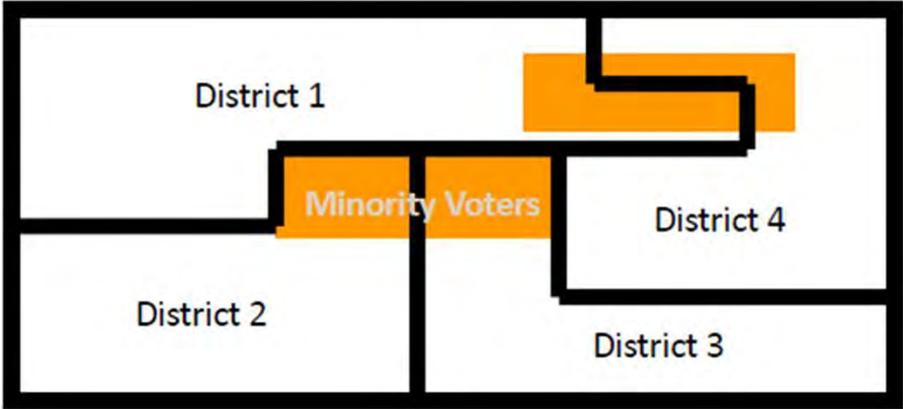
## 15th Amendment: Minority Vote Dilution and Intentional Discrimination Based on Race

- Typical Forms of Minority Vote Dilution in Redistricting:
  - **Packing:** Overconcentrating minority voters in one district to prevent them from influencing elections in other districts
  - **Cracking:** Dividing a minority population into several districts to prevent them from exercising electoral influence or control within one or more districts

# Packing



# Cracking



# Federal Voting Rights Act of 1965

- Section 2 Prohibits Minority Vote Dilution in Redistricting
  - Covers racial minorities and “language minorities” (Latinos, Asian Americans, Native Americans)
    - Populations not covered by VRA might still be kept together through neighborhoods or communities of interest
  - Typically Occurs Through Packing or Cracking Minority Populations That Could Be in Effective Majority-Minority Districts
  - Section 2 Compliance is Essentially Defensive
    - No Affirmative Requirements, but Anticipating Lawsuits and Preventing Violations
    - Redistricting Case Law Not Impacted By *Brnovich v. Democratic Nat’l Committee* (2021)

## Federal Voting Rights Act: *Thornburg v. Gingles*

- Three Preconditions (“Gingles Factors”):
  - (1) Minority Group is Sufficiently Large and Geographically Compact to Constitute a Majority in a Single-Member District
    - >50% of Citizen Voting Age Population (CVAP)
  - (2) Minority Group is Politically Cohesive
  - (3) Non-Minority Voters Vote as a Bloc To Enable It . . . Usually to Defeat Minority-Preferred Candidates
    - Factors (2) + (3) often considered together as “Racially Polarized Voting” (RPV)
- Additional “Totality of Circumstances” Inquiries (including past discrimination, electoral history)

# Federal Voting Rights Act: Compliance Issues

- Questions re Legal and Demographic/RPV Analyses
  - Analyses of U.S. Census American Community Survey (ACS) Data to Confirm Large Minority Concentrations
  - Assumptions About Racially Polarized Voting
- Creating Districts That Adjust >50% Upwards with Larger Immigrant Populations
  - E.g., 55-65% of CVAP
- Multiple Minority Coalition Districts Are Allowed in California, But Not Required -- Unsettled Law
- “Influence Districts” (Large minority populations < 50%) Are Not Available as Section 2 Claim, But Can Be Drawn by Redistricting Bodies Based on COIs or Neighborhoods
  - Challenges on whether to create a single majority-minority district or spread groups among two or more influence districts -- not necessarily cracking

# California Law

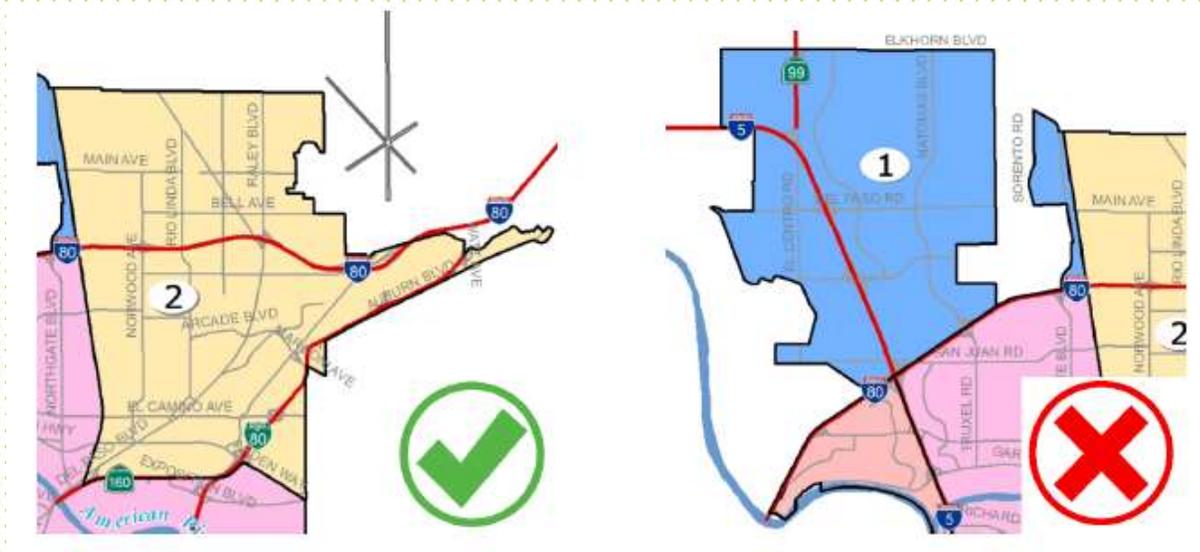
- FAIR MAPS Act and Recent Amendments
  - Exemptions: If City Charter “provides two or more traditional criteria for redistricting other than the requirement that districts be equal in population” (Cal. Elec. Code § 21621(e))
  - Charter Cities Not Exempt From:
    - Population Equality Requirements
    - Federal/State Constitutional and Federal Voting Rights Act Requirements
    - Cal. Elec. Code § 21621(d)
      - “The council shall not adopt council district boundaries for the purpose of favoring or discriminating against a political party.”
- Education Code § 5019.5

# Oakland City Charter – Ranked Criteria

- Federal Criteria:
  - Population Equality and Federal Constitution
  - Voting Rights Act of 1965
    - California VRA Not Applicable to Redistricting
- Ranked “Traditional Criteria”
  - Contiguity
  - Maintaining Integrity of Neighborhoods and Communities of Interest
  - Compactness
  - Prohibition on Favoring or Discriminating Against Incumbents or Candidates
  - Additional Criteria Established By Commission
    - Lowest Ranked and Must Be Consistent with Higher Ranked Criteria

## Ranked Criteria: Contiguity

- “Districts shall be geographically contiguous.”



## Ranked Criteria: Neighborhoods and COIs

- “The geographic integrity of any local neighborhood or local community of interest shall be respected in a manner that minimizes their division to the extent possible without violating the requirements of any of the preceding subsections. A community of interest is a contiguous population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation. Communities of interest shall not include relationships with political parties, incumbents, or political candidates.”

## Ranked Criteria: Local Neighborhoods

- Some Neighborhoods Defined by Well-Known Boundaries:
  - Official city neighborhoods/neighborhood councils
  - Historical or commonly known boundaries
  - Other Sources: Real Estate Designations, Nextdoor.com
- Neighborhood Boundaries Obtainable through Census Data and through Public Input

## Ranked Criteria: Local Communities of Interest (COIs)

- Charter Definition: “[A] contiguous population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.” (emphasis added)
- Common examples:
  - Urban vs. vs. suburban vs. rural communities
  - Populations with similar economic interests and income-levels
  - Populations with common interests around:
    - Natural geographies (e.g., lakes, mountains)
    - Transportation hubs (e.g., airports)
  - Racial or ethnic communities
- Prohibited: Relationships with political parties, incumbents, or political candidates

## Ranked Criteria: Compactness

- “To the extent practicable, district boundaries shall be drawn to encourage geographical compactness such that nearby areas of population are not bypassed for more distant populations.”
- “Eyeball” Testing vs. Mathematical or Algorithmic Testing

## Prohibited Criteria: Political Parties, Incumbents, Candidates

- “The council shall not adopt council district boundaries for the purpose of favoring or discriminating against a political party.” (Cal. Elec. Code § 21621(d) (applicable to all California charter cities)).
- “Districts may not be drawn for the purpose of favoring or discriminating against an incumbent or political candidate.” (Oakland City Charter)

# Ranked Criteria: Additional Commission-Set Criteria

- Example from FAIR MAPS Act:
  - “Council district boundaries should be easily identifiable and understandable by residents. To the extent practicable, council districts shall be bounded by natural and artificial barriers, by streets, or by the boundaries of the city.” (Cal. Elec. Code § 21601(c)(3))
    - Examples:
      - Natural Barriers: Rivers, canyons, mountains, hills
      - Artificial Barriers: Freeways/highways, railroad tracks, canals
- Lowest ranked criteria
  - Commission Can Rank Additional Criteria

# General Strategies for Legal Compliance

- Remain Attentive to Criteria Rankings and Articulate Them in Educational Materials and Documentation
  - Public May Try to Prioritize Criteria Differently, Particularly Around District Shape and Compactness
- Determine VRA Compliance Strategies Early in Process
- Develop Principles for Reconciling Potential Conflicts Among Criteria
  - Neighborhoods, COIs

# Why are Communities of Interest Important?

- Tied to Public Participation in Redistricting Process
- Consideration of Level of Government and Effective Representation
- Can Obtain Information Prior To 2020 Census Data Availability
- Can Serve as Building Blocks for Districts
- Can Provide a Basis for Distinctions and District Boundaries
- May Intersect with Other Criteria, such as Voting Rights Act Compliance

## Defining Communities of Interest

- “The geographic integrity of any local neighborhood or local community of interest shall be respected in a manner that minimizes their division to the extent possible without violating the requirements of any of the preceding subsections. **A community of interest is a contiguous population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.** Communities of interest shall not include relationships with political parties, incumbents, or political candidates.” (emphasis added)

## Elements of COIs: Locality and Contiguity

- Communities of Interest Must be Local
  - COI Should Not Be Too Expansive or Citywide
- Communities of Interest Must be Contiguous
- Can Recognize COI That Crosses City Boundaries, But Can Only Maintain COI Within Your Own Jurisdiction

## Elements: Sharing Common Social and Economic Interests

- Example of Enumerated Listings (Source: Colorado Law – State Level):

“(II) Such interests include but are not limited to matters reflecting:

(A) Shared public policy concerns of urban, rural, agricultural, industrial, or trade areas; and

(B) Shared public policy concerns such as education, employment, environment, public health, transportation, water needs and supplies, and issues of demonstrable regional significance.

(III) Groups that may comprise a community of interest include racial, ethnic, and language minority groups . . . .”

# Elements: Effective and Fair Representation

- Relationships Between Interests, Representation, and Level of Government
- City Government and City Council Responsibilities, including:
  - Administration of Justice/Law Enforcement
  - Fire and Safety
  - Business Regulation/Taxation
  - Infrastructure
  - Housing and Human Services
  - Zoning and Land Use
  - Environmental Health
- School Board and Educational Interests

## COI Example: Airport Proximity & City Council Districts

- Residential Areas Near a Local Airport
  - Geographic Proximity
  - Common Policy Issues:
    - Noise Abatement
    - Traffic
    - Zoning
  - Additional Commonalities:
    - Income Levels
    - Property Values; Renter vs. Homeowner
  - Representational Interests Because of City Council Oversight or Policy-Setting Powers

# Special Consideration: Racial or Ethnic COIs

- Special Consideration: Race or Ethnicity
  - Close Relationship to Federal Voting Rights Act and Population Size
  - Federal Constitutional Issues When Using Race as a “Predominant Factor”
    - Should Look at Multiple Factors That Overlap With Race
    - E.g., Neighborhood Proximity, Socioeconomic Status
  - Be Attentive to Geography and Population Concentrations, As Well As Dispersion
    - Be Careful With Non-Compact Populations

# Implementation Challenges

- Definitions and Expectations
  - Open-Ended vs. Enumerated Lists of COIs
  - Local COIs and Sizes of Districts
- Relative Rankings and Conflicts
  - Neighborhoods vs. COIs and COIs vs COIs
- Subjective vs. Objective Information
  - Public Comments, Testimony, Maps
  - Demographic Information, Including Census Data (ACS & 2020) and State/County/City Data
    - Statistical Analyses, such as Clustering and Factor Analysis
    - Electoral Data (e.g., Ballot Initiative Voting) But Be Careful About Prohibited COIs

# Common Problems

- Gaps in Information
  - No Public Testimony from Certain Areas
  - Missing or Imprecise Boundaries
- Inconsistent Information
- Overlapping COIs
- Potential Manipulation
  - Mass Mobilization
  - Partisan or Incumbent-Based Interests vs. Community Interests

# Public Input and Processing Strategies

- Education and Outreach (See Cal. Elec. Code § 21608)
  - Accessibility Issues: Disability, Language Groups
- Multiple Channels for Input – Recommend But Do Not Require Specific Formats
  - Public Hearings and Testimony
    - FAIR MAPS Act Minimums
    - Attention to Expanding Participation, Community Locations, Hours
  - Submissions
    - Commission-Generated Forms
    - Low-Tech Can Be Just as Effective
  - Online Tools: DistrictR and Other Apps

# Public Input and Processing Strategies

- Cataloguing
- Mapping Decisions
  - Reconciling Overlapping COIs
  - Weighting
    - Individual vs. Mobilized Testimony
    - Advocacy Group Submissions
  - Problem of Cherry Picking COI Information
- Iterative Mapping
  - Optional: Develop Pre-Draft COI and Neighborhood Maps
  - Drafts and Comments

# Questions & Answers

Angelo Ancheta  
angelo@ancheta.law



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Commission website: [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

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**1. Roll Call and Determination of Quorum**

Quorum was determined and the meeting started at 5:08 pm.

Commissioners present: Benjie Achtenberg, Amber Blackwell, Gloria Crowell, Lilibeth Gangas, Shirley Gee, Stephanie Goode, Masoud Hamidi (arrived at 5:19 pm), Paul Marshall, Tracy Richmond McKnight, Diana Miller, Jan Stevens, and Mary Velasco (arrived at 6:49 pm).

Commissioners excused: Tejal Shah

Commissioners absent: none

Alternate Commissioners present: Bharat Singh

Alternate Commissioners absent: Daniel Chesmore.

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

City Attorney staff present: Mitesh Bhakta.

**2. Chair and Co-Vice Chair Rotation Announcement**

The Commission welcomed the new leadership team of Chair Tracy Richmond McKnight and Co-Vice Chairs Lilibeth Gangas and Tejal Shah. Chair McKnight thanked former Chair Stephanie Goode for her previous service in leading the Commission.

**3. Open Forum**

Public comments were provided by the following speakers:  
Julia Marks

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**4. Disclosure Requirements by Commissioners**

There were no disclosures by Commissioners.

There were no public comments on this item.

**5. Redistricting Principles and Best Practices Training**

The Commission received a training from Kathay Feng, National Redistricting Director at Common Cause, on the best practices for conducting Oakland's redistricting process. The training included information on the history of redistricting and formation of independent redistricting commissions, the importance of public access and participation, and best practices for engaging with the public.

Commissioners engaged in a question-answer session with Kathay Feng, Connie Malloy and Chris Chaffee, consultants with Redistricting Partners.

There were no public comments on this item.

**6. Commission Deadline and Public Hearing Schedule**

The Commission received a presentation from Deputy City Attorney Mitesh Bhakta on the Commission's legislative requirements in completing the redistricting process by December 31, 2021. The Commission also received staff's recommendation in conducting four public hearings at the Commission's regular meeting dates in August, September, October and November.

Commissioners discussed the proposed schedule and staff's proposal to conduct townhall meetings beginning in October to receive additional input from residents.

Commissioner Gloria Crowell was excused from the meeting at 6:39 pm.

Commissioner Mary Velasco exited the meeting at 6:55 pm.

A motion was made by Stephanie Goode, seconded by Paul Marshall, to continue this item to the special meeting on July 28, 2021. A substitute motion was made by Shirley Gee, seconded by Jan Stevens, to adopt staff's proposed public hearing schedule with the understanding that the Commission could add more public hearing dates. The substitute motion passed with 10 ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Stevens) one not present (Velasco) and two excused (Crowell, Shah).

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The public hearing schedule was adopted as follows: August 11, 2021; September 8, 2021; October 13, 2021; and November 10, 2021

Public comments were provided by the following speakers:  
Helen Hutchison

**7. Approval of Meeting Minutes**

The Commission reviewed the draft meeting minutes. A motion was made by Benjie Achtenberg, seconded by Amber Blackwell, to approve the minutes for the meeting of May 26, 2021 and June 9, 2021. The motion passed with 10 ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Stevens) one not present (Velasco) and two excused (Crowell, Shah).

There were no public comments for this item.

**8. Redistricting Budget Update**

City staff member Richard J. Luna provided an update on the \$40,000 in additional funds the City Council approved to assist the Commission's outreach and engagement work. Staff recommended the Commission form an ad hoc committee to develop a proposed scope of work that would be distributed to the City's on-call outreach consultants for consideration.

Commissioners discussed if the work should be assigned to an existing ad hoc committee, or if a new one should be formed with members of the various existing committees. After discussion, Chair Tracy Richmond McKnight announced the formation of a new ad hoc committee comprised of Bharat Singh, Lilibeth Gangas, Amber Blackwell, Daniel Chesmore and Tracy Richmond McKnight. The Committee was tasked to develop a proposed scope of work and present it to the Commission at its next meeting.

There was no action on this item.

There were no public comments on this item.

**9. Online Survey**

City staff member Richard J. Luna provided an overview of the online survey and offered some additional questions that could be included around defining communities of interest. The question poised to the Commission was to consider if there should be one main survey or if the Commission wanted multiple surveys targeted at specific groups.

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Commissioners discussed the pros and cons of creating multiple surveys, including the difficulties in analyzing multiple survey results that asked different questions. The discussion also included developing a more thorough question on communities of interest and asking respondents to provide the boundaries for their community.

Commissioner Mary Velasco returned to the meeting at 7:45 pm.

A motion was made by Shirley Gee, seconded by Lilibeth Gangas, to extend the meeting by 15 minutes. The motion passed with 11 ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Stevens, Velasco) and two excused (Crowell, Shah).

There was no action on this item.

There were no public comments on this item.

**10. Ad Hoc Committee Updates**

Commissioners discussed the presentation and engagement calendar and the importance of adding new items or self-assigning tasks. City staff stated the calendar file would be distributed to the Commissioners.

Commissioners also discussed the proposed post card as submitted by the Communications Ad Hoc Committee and the process for finalizing, distributing and providing additional language translations on the post card. Commissioners also discussed if the QR code on the postcard should direct people to the Commission's website or the online survey.

Commissioners then engaged in an additional discussion of the online survey and discussed which questions should be required and which ones should be optional.

Commissioner Amber Blackwell was excused from the meeting at 8:16 pm.

A motion was made by Lilibeth Gangas, seconded by Shirley Gee, to extend the meeting until 8:30 pm. The motion passed with 10 ayes (Achtenberg, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Stevens, Velasco) and three excused (Blackwell, Crowell, Shah).

Commissioners continued discussion of the online survey and recommending which questions should be mandatory.

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

**Meeting Minutes (Continued)**

**Wednesday, July 14, 2021**  
Via Teleconference

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A motion was made by Shirley Gee, seconded by Diana Miller, to make all questions in the Commission's online survey a mandatory response, and to add an option under question 3 for a does not apply/unknown response option. The motion passed with 10 ayes (Achtenberg, Gangas, Gee, Goode, Hamidi, Marshall, McKnight, Miller, Stevens, Velasco) and three excused (Blackwell, Crowell, Shah).

There were no public comments on this item.

**11. Agenda Requests for Future Meetings**

Co-Vice Chair Lilibeth Gangas stated the outreach consultant scope of work would be presented at the next meeting.

Chair Tracy Richmond McKnight stated the Commission should consider adding additional public hearing and workshop dates at the next meeting.

City staff stated the Commission would receive a training on communities of interest at the next meeting.

There were no public comments provided on this item.

**12. Adjournment**

The meeting adjourned at 8:30 pm.

## Outreach Consultant Scope of Work

### Title: Redistricting Community Outreach Project Manager

#### Consultant Profile:

- Main Consultant to be the Project Manager with ability to subcontract to other parties as needed
- Trusted Oakland organizer/organization with networks across creatives in Oakland (multiple community organizations that ensures all districts are covered)
- Partner with local SBE/DBEs
- Be innovative and creative in outreach
- Preference for arts, culture approach
- Align to existing Commission committee workstreams

#### Consultant Deliverables:

#### Key Strategy

- Devise a community outreach strategy reaching at least 20% of Oaklanders (of 400K residents)
- Landscape of organizations by primary beneficiaries (historically underrepresented Oaklanders) include ensure all districts are covered) they serve
- Evaluation (quantitative & qualitative) for each key strategic activity

#### Key Activities

- 1) **Secure non-profit and CBO partnerships** – The Commission will be conducting townhall (number?) and workshop meetings (number?) beginning in October and is seeking assistance from non-profits, CBOs and other groups/organizations that can host the Commission. Examples of duties include, securing venues to host in-person meetings, developing a schedule of events, utilizing the partner groups to message constituent lists of planned meetings, assistance in marketing the events, other duties as needed.

#### **DELIVERABLES:**

- *Refine/Develop Timeline & Schedule of Events*
  - *Staff has created the following proposed hearing schedule in compliance with California. Elections Code Section 21627.1:*
    - *Hearing #1 (Pre-draft): August 11, 2021 during regular Comm. meeting*
    - *Hearing #2 (Pre-draft): September 8, 2021 during regular Comm. meeting*
    - *Hearing #3 (Post-draft): October 13, 2021 during regular Comm. meeting*

- *Hearing #4 (Post-draft): November 10, 2021 during regular Comm. Meeting*
- *Landscape of organizations by primary beneficiaries by zipcodes they serve*
- *Outline of CBO/NP Roles in partnership*
- *Outreach action plan ( how consultant will reach targets, Communities and Geography)*
- *Messaging Toolkit for CBOs*

- 2) **Engagement with historically underrepresented Oaklanders** – The Commission has prioritized engagement with residents and groups that have been historically disenfranchised and/or underrepresented in Citywide activities. Example groups include, but are not limited to: non-English speakers, low income households, families with one parent as head of household, unhoused population, immigrants, youth, residents with limited internet access, etc. Example of duties include, developing and implementing outreach plans targeted at key groups, advising the Commission on best practices to reach groups, engaging with coalitions serving certain populations, other duties as needed.

***DELIVERABLES:***

- *Landscape map of organizations*
  - ***Be creative in outreach - virtual and in person (pop ups)***
  - *Summarize success based on quantifiable metrics*
    - *Race/Ethnicity (Language)*
    - *Income*
    - *Age (under 15/over 70/ etc)*
    - *LGBTQ communities*
    - *School based free-lunch share?*
- 3) **Multi-media Advertising/Marketing campaign** – Create messaging (written, visual, audio) for the Commission that explains redistricting to a general audience or to specific target groups. Existing outreach channels include: the City’s website, social media accounts and newsletters, KTOP-TV (local government access), and digital billboards near the Bay Bridge Toll Plaza. Examples of duties include, working with the 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

- 1 *KTOP-TV segment*
- 1 *Mainstream channel (i.e. Partner with local journalists at channel station)*
- 1 *weekly radio segment with wide reach (i.e. KMEL other East Bay)*

### 3.2 Print media assistance

- *Print/Online materials*

**3.3 Social media assistance** – The Commission has created placeholder social media accounts and is seeking a firm to manage social media messaging and engagement. Examples of duties include, scheduling social media posts, monitoring the social media accounts and working with the Commission and/or City staff to respond to inquiries, live “Tweet” activities during Commission meetings, and other social media management duties as needed.

#### ***DELIVERABLES:***

- Engagement metrics week by week with a target goal of 20% reach of Oaklanders
  - Segmentation by interest for possible
- 1 weekly post on all social media accounts (includes graphic design, content creation, scheduling of posts)
- Weekly Community Engagement support (monitor accounts and engage with audience)
- Collaborate with CBOs outreach to grow audience and deliver info

**3.4 Text and/or phone banking campaign** – Implement a text and/or phone banking campaign that shares redistricting information with Oakland residents and encourages them to participate in the redistricting process. Items that need attention include: messaging that will be used, purchase a phone number list, purchase software to conduct text and/or phone banking, recruit volunteers, other duties as needed.

#### **DELIVERABLES:**

- 3 texts (text with survey links, text for commission mtg links, text to review map link)
- Engagement metrics with a target goal of 20% reach of Oaklanders

## DRAFT Outreach Partners

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

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

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

DRAFT Outreach Partners

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

**DRAFT Outreach Partners**

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

## DRAFT Outreach Partners

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

**DRAFT Outreach Partners**

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

## DRAFT Outreach Partners

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

**DRAFT Outreach Partners**

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

## DRAFT OUTREACH PLAN

- June: Raise awareness of redistricting
  - Website is the hub
    - Video (in progress with Communications Ad Hoc Committee) -- includes our storytelling
    - Calendar of events (included in your next Agenda packet)
  - Postcard with QR code (Faith-based postcard in Agenda packet; **Stephanie** working on a general card to distribute to public)
  - In-person (**Gloria** inquiring with Black Cultural Zone Collaborative) (**Gloria/Lili** to inquire with Councilmember Taylor for in-person outreach)
- July: Gather info (specific questions)
  - Text banking (**Lili** inquiring with Oakland Rising; Homies Empowerment; Unity Council; Resilient Fruitvale) (**Amber** inquiring with East Oakland Collective)
    - **Richard** to follow up with City staff.
    - Requires train-the-trainer sessions, providing a 1-pager to the group/organization.
    - Need a target date for everyone to push out the information at the same time.
  - Call banking
  - Online Survey (on your next Agenda)
  - In Summer 2021, **Diana** goes to OUSD grab and go meals for outreach.
  - **Three questions we should all be asking folks and which should be asked in our survey form and however we will receive/ gather testimony from the community**
    - **What is the common bond of your community?**
    - **Can it be mapped?** (can you describe the streets/ intersections that encompass the community?)
    - **What is your community's relationship to the city of Oakland?**
- August
  - August 11th meeting (public hearing) - first public hearing
    - drive people to this date to provide input on Communities Of Interest
  - Public online-map drawing available target date
- September
  - September 8th meeting (hearing) - second public hearing
  - OUSD shared outreach efforts (**Benjie/Diana** to inquire with school district)
- October
  - October 1st - first potential date to have the Census data in hand
  - October 6th - Town Hall ?
  - October 13th meeting (public hearing) - third public hearing
  - October 20th - Town Hall ?
  - October 27th - Town Hall ?
  - Census data on the website
  - District specific townhalls start

- November
  - November 3rd - Town Hall ?
  - November 10th -Town Hall ?
  - November 17th - Town Hall ?
  - District specific townhalls continue
  - November 10the meeting (public hearing) - fourth public hearing
- December
  - December 8th - final regular meeting
  - December 31st - deadline to adopt maps

**Draft - Presentations and Engagement Calendar**

Date	Events/TownHalls/Newsletters/Media/Press Releases/Mailers/Handouts	Number of Participants	Target Audience	Commissioner	Contact Person	Email	SOURCE OF OUTREACH					
							Public Officials/Public Entities	CBO/Non-Profits/Public Interest Groups	Churches	Citizen Groups	Individuals/Community Activists	Media Outlets
5/6/2021	OUSD Districts 1 & 2 joint townhall	15	North Oakland, Lake Merritt residents, parents, educators	Jan Stevens	Council Members Dan Kalb and Nikki Bas	mchen@oaklandca.gov	X					
5/26/2021	City Council District 7 townhall	20	East Oakland residents, public safety	Shirley Gee	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	HHester@oaklandca.gov	X					
6/2/2021	City Council Districts 6 & 7 joint townhall	12	East Oakland residents, housing, homelessness	Mary Velasco	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	RValezquez@oaklandca.gov	X					
6/23/2021	City Council District 7 townhall	25	East Oakland residents, transportation	Jan Stevens	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	RValezquez@oaklandca.gov	X					
7/14/2021	City Council Districts 6 & 7 joint townhall	18	East Oakland residents, animal services	Mary Velasco	Council Member Treva Reid and Loren Taylor c/o Brandon Baranco	BMBaranco@oaklandca.gov	X					
TBD	Newsletter Article - School Board Member Sam Davis, District 1		North Oakland, West MacArthur to Grizzly Peak residents, students, parents, educators	TBD	School Board Member Sam Davis	<a href="mailto:Sam.Davis@ousd.org">Sam.Davis@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member Aimee Eng, District 2		Lakeshore Ave to 23rd Ave, Piedmont to Estuary residents, parents, students, educators	TBD	School Board Member Aimee Eng	<a href="mailto:aimee.eng@ousd.org">aimee.eng@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member VanDedric Williams, District 3		West Oakland Estuary to West MacArthur Blvd residents, parents, students, educators	TBD	School Board Member VanCedric Williams	<a href="mailto:vanCedric.Williams@ousd.org">vanCedric.Williams@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member Gary Yee, District 4		Skyline Blvd to Foothill Blvd residents, parents, students, educators	TBD	School Board Member Gary Yee	<a href="mailto:gary.yee@ousd.org">gary.yee@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member Mike Hutchinson, District 5		23rd Ave. to 50th Ave residents, parents, students, educators	TBD	School Board Member Mike Hutchinson	<a href="mailto:mike.hutchinson@ousd.org">mike.hutchinson@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member Shanthi Gonzales, District 6		Skyline Blvd to International Blvd, Keller to 50th Ave. residents, parents, students, educators	TBD	School Board Member Shanthi Gonzales	<a href="mailto:shanthi.gonzales@ousd.org">shanthi.gonzales@ousd.org</a>	X					
TBD	Newsletter Article - School Board Member Clifford Thompson, District 7		Oakland Airport to Skyline Blvd, Keller Ave to 50th Ave. residents, parents, students, educators	TBD	School Board Member Clifford Thompson	<a href="mailto:Clifford.Thompson@ousd.org">Clifford.Thompson@ousd.org</a>	X					
TBD	Newsletter Article - Jessica Ramos, Student Director		Oakland Students	TBD	OUSD Student Director Jessica Ramos	<a href="mailto:jessica.amos@ousd.org">jessica.amos@ousd.org</a>	X					
TBD	Newsletter Article - Council Member Dan Kalb, District 1		North Oakland, West MacArthur to Grizzly Peak District 1 residents	TBD	Council Member Dan Kalb	<a href="mailto:dkalb@oaklandnet.com">dkalb@oaklandnet.com</a>	X					
TBD	Newsletter Article - Council Member Nikki Fortunato Bas District 2		Lakeshore Ave to 23rd Ave, Piedmont to Estuary District 2 residents	TBD	Council Member Nikki Fortunato Bas	<a href="mailto:NFortunatoBas@oaklandca.gov">NFortunatoBas@oaklandca.gov</a>	X					
TBD	Newsletter Article - Council Member Carroll Fife, District 3		West Oakland Estuary to West MacArthur Blvd District 3 residents	TBD	Council Member Carroll Fife	<a href="mailto:Cfife@oaklandnet.com">Cfife@oaklandnet.com</a>	X					
TBD	Newsletter Article - Council Member Sheng Thao, District 4		Skyline Blvd to Foothill Blvd District 4 residents	TBD	Council Member Sheng Thao	<a href="mailto:sthao@oaklandca.gov">sthao@oaklandca.gov</a>	X					
TBD	Newsletter Article - Council Member Noel Gallo, District 5		23rd Ave. to 50th Ave District 5 residents	TBD	Council Member Noel Gallo	<a href="mailto:ngallo@oaklandnet.com">ngallo@oaklandnet.com</a>	X					
TBD	Newsletter Article - Council Member Loren Taylor, District 6		Skyline Blvd to International Blvd, Keller to 50th Ave. District 6 residents	TBD	Council Member Loren Taylor	<a href="mailto:ltaylor@oaklandca.gov">ltaylor@oaklandca.gov</a>	X					
TBD	Newsletter Article - Council Member Verna		Oakland Airport to Skyline Blvd, Keller Ave to	TBD	Council Member Verna Reid	<a href="mailto:vreid@oaklandnet.com">vreid@oaklandnet.com</a>	X					
TBD	Newsletter Article - Council Member		City of Oakland residents	TBD	At Large Rebecca Kaplan	<a href="mailto:rkaplan@oaklandca.gov">rkaplan@oaklandca.gov</a>	X					

**Draft - Presentations and Engagement Calendar**

Date	Events/TownHalls/Newsletters/Media/Press Releases/Mailers/Handouts	Number of Participants	Target Audience	Commissioner	Contact Person	Email	SOURCE OF OUTREACH					
							Public Officials/Public Entities	CBO/Non-Profits/Public Interest Groups	Churches	Citizen Groups	Individuals/Community Activists	Media Outlets
TBD	Newsletter Article - Mayor Libby Schaff		City of Oakland residents	TBD	Mayor Libby Schaff	<a href="mailto:jschaaf@oaklandnet.com">jschaaf@oaklandnet.com</a>	X					
7/28/21	Open Forum/Public Comment - School		City of Oakland residents	TBD	Open Forum	None Needed	X					
6/15/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
6/29/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/6/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/20/21	Open Forum/Public Comment - City Council		City of Oakland residents	TBD	Open Forum	None Needed	X					
7/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
8/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
9/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
10/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
11/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
12/30/21	Redistricting Commission Press Release		City of Oakland residents via Media News	TBD	Redistricting Commission Communication	TBD					X	
7/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
8/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
9/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
10/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
11/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
12/15/21	Redistricting Commission Public Service		City of Oakland residents via Media Channel	TBD	Redistricting Commission Communication	TBD					X	
7/30/21	Vietnamese American Community Center	3,500	Refugees/Immigrants (Translated Flyers)/Low	Commissioner Shirley	Commissioner Shirley Gee	<a href="mailto:sgee@vacceb.org">sgee@vacceb.org</a>		X				
8/30/21	Vietnamese American Community Center	3,500	Refugees/Immigrants (Translated Flyers)/Low	Commissioner Shirley	Commissioner Shirley Gee	<a href="mailto:sgee@vacceb.org">sgee@vacceb.org</a>		X				
7/30/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50) -	Commissioner Shirley	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
8/30/21	County of Alameda Asian Collaborative	50,000	Asian Network of Organizations (50) -	Commissioner Shirley	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
7/30/21	Public Health CBO Coalition	102,000	Community Based Health Organizations	Commissioner	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
8/30/21	Public Health CBO Coalition	102,000	Community Based Health Organizations	Commissioner	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
6/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
7/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
8/30/21	Senior Service Coalition	35,000	Alameda County (including Oakland) Non-	Commissioner	Commissioner Shirley Gee	<a href="mailto:sgeecom@gmail.com">sgeecom@gmail.com</a>		X				
Oct 19 or Nov	City Council agenda item presentation		City of Oakland residents	Diana Miller	Richard Luna	<a href="mailto:rluna@oaklandca.gov">rluna@oaklandca.gov</a>						
7/26	Special Counsel Meeting before recess	200	City of Oakland residents	Diana Miller		<a href="mailto:dianabmiller@gmail.com">dianabmiller@gmail.com</a>						

**Board & Commission Meetings Calendar**

<b>Board/Commission</b>	<b>Meeting Days</b>	<b>Meeting Times</b>	<b>Agenda &amp; Website</b>
City Council	1st & 3rd Tuesday	1:30 PM	<a href="#">Link</a>
Oakland Unified School District	2nd & 4th Wednesdays	4:00 PM	<a href="#">Link</a>
Alameda County Board of Supervisors	Tuesdays	9:30 AM	<a href="#">Link</a>
Planning Commission	1st & 3rd Wednesdays	3:00 PM	<a href="#">Link</a>
Police Commission	2nd & 4th Thursdays	6:30 PM	<a href="#">Link</a>
Public Ethics Commission	1st Monday	6:30 PM	<a href="#">Link</a>
Parks and Recreation Advisory Commission (PRAC)	2nd Wednesday	4:30 PM	<a href="#">Link</a>
Library Advisory Commission	Last Monday	5:30 PM	<a href="#">Link</a>
Cultural Affairs Commission	4th Monday	4:00 PM	<a href="#">Link</a>
Mayor's Commission on Aging (MCOA)	1st Wednesday	10:00 AM	<a href="#">Link</a>
Mayor's Commission on Persons with Disabilities (MCPD)	3rd Monday	5:30 PM	<a href="#">Link</a>
Community Policing Advisory Board (CPAB)	1st Wednesday	6:00 PM	<a href="#">Link</a>
OFCY Planning and Oversight Committee	1st &/or 3rd Wednesdays	6:00 PM	<a href="#">Link</a>

**Oakland Redistricting Commission**  
**Communications and Media Toolkit**

**DRAFT – July 2021**

## **Contents**

- 1. Proposed Social Media Posts**
- 2. Proposed Newsletter Announcements**
- 3. Proposed Post Card Flyer/Handout**
- 4. Redistricting Commission Presentation**
- 5. Learn About Redistricting Flyer**

## Social Media

### HASHTAGS:

#oakredistricting

#oakdrawntogether

#oakdrawntogether2021

#oakredistrictcommission

#oakredistrictcommission2021

*Hashtags shown are a non-exhaustive list, and can include any unused social media handles.*

### TAG LINES:

- Drawn together. Our community. Our city.
- Equity is representation. Representation is equity.
- Representation. Equity. Power.
- A new map for Oakland.
- Together we shape Oakland's future.
- Fairly drawing Oakland's future.
- Independently drawing Oakland's future.

### SUGGESTED SOCIAL MEDIA POSTS:

**POST #1:** Oakland's first independent and non-political Redistricting Commission invites all Oaklanders to participate in the 2021 redistricting process. This is important for all of Oakland's communities and their interests. Let's draw our new map together! Visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

**POST #2:** Oakland's city council and school districts will be redrawn by the people of Oakland for the first time in 2021. The first non-political, community-member Redistricting Commission invites all Oaklanders to participate. Make sure your community is represented. Visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

**POST #3:** Oakland's seven districts will be redrawn this year based on 2020 census data. New district boundaries will be drawn by the people of Oakland. All communities representing the diversity of Oakland are encouraged to participate in the redistricting process. Visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

**POST #4:** Oakland's first, all community-member Redistricting Commission invites all Oaklanders to participate in the process of drawing new city council and school district boundary lines. Make sure your community is represented. Visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

**POST #5:** Oakland's city council and school districts are changing. Learn how you can participate in the city's first community-led redistricting process. This is important for all Oaklanders and the city's many diverse communities. Let's draw our new map together! Visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

## Newsletter Announcements

### ***Oakland Redistricts in 2021 (Brief)***

In 2014, Oakland voters overwhelmingly decided that citywide redistricting should be led by an independent commission rather than the City Council. The ballot measure proposed to have the process unbiased, apolitical, focused on keeping communities of interest together, and respecting neighborhoods and natural boundaries. The first Oakland Redistricting Commission was formed in 2020 and is required to have new district maps drawn by the end of 2021. Now is your chance to influence decisions and provide comments on the new district boundaries for the City of Oakland. To find out how you can get involved, visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting).

### ***Oakland Redistricts in 2021 (Brief v2)***

In 2014, Oakland voters overwhelmingly decided that citywide redistricting should be led by an independent commission rather than the City Council. In 2020, the Oakland Redistricting Commission was formed. In 2021, Oakland's city council and school board districts will be redrawn to reflect the changes in population, based on the latest U.S. census data. The Redistricting Commission is required to complete and approve the new Oakland District Map by the end of 2021.

The Oakland Redistricting Commission is leading the redistricting process with the goal to produce a new district map that values equity and fairness for all Oaklanders. The Commission must follow the California and federal Voting Rights Acts, which require keeping Communities of Interest (COI) together, and drawing districts that are equal in population and geographically contiguous. A Community of Interest (COI) is a community that shares common interests, such as social, cultural, and economic interests. Identifying your COI in Oakland is the key building block for drawing new district boundaries. The Oakland Redistricting Commission invites all Oaklanders to participate in the redistricting process.

Public hearings will be held on August 11, September 8, October 13, and November 10. Additional public hearings and workshops may be added by the Commission and will be announced on the City's website. The public hearings and workshops will provide the greatest opportunities for Oaklanders to participate in the redistricting process. Now is your chance to get directly involved in shaping the future for your community, your district and your city. To sign up for meeting updates and describe your Community of Interest, visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting).

## ***Oakland Redistricting Commission Newsletter Copy:***

### **Title: Oakland Redistricts in 2021**

In 2014, Oakland voters overwhelmingly decided that citywide redistricting should be led by an independent commission rather than the City Council. In 2020, Oakland's first independent Redistricting Commission was formed. In 2021, Oakland's city council and school board districts will be redrawn to reflect the changes in population, based on the latest U.S. census data. This process occurs once every 10 years. Prior to 2021, the city council members drew our district maps based on their interests and priorities. Oakland's inaugural, all volunteer, independent Redistricting Commission is leading a community-led process that focuses on the interests and priorities of Oaklanders.

The Oakland Redistricting Commission is championing an apolitical and transparent redistricting process with the goal to produce a city district map that values equity and fairness for all Oaklanders. The Commission must follow the California and federal Voting Rights Acts, which require keeping Communities of Interest (COI) together, and drawing districts that are equal in population and geographically contiguous. A fair and equitable district map respects communities and neighborhoods, geographic and natural boundaries, and makes sense to voters.

A Community of Interest (COI) is a community that shares common interests, such as social, cultural, and economic interests. For example, people who share similar living standards, go to the same school, use the same transportation, have similar work opportunities and/or have the same access to media all belong to a Community of Interest (COI). People can belong to multiple COI's, which are not the same as a district. Identifying your COI in Oakland is the key building block for drawing new district boundaries.

Redistricting is important because it will determine in which City Council and School Board District you will reside. Your candidates for city government and the school board are determined by the district you live in. Redistricting has direct consequences for a community's access to political power through elections, government policies and city laws. It can make the difference between empowering and maximizing voters' voices or minimizing and muting those voices.

The Redistricting Commission is required to complete and approve the new Oakland District Map by the end of 2021. Public hearings will be held on August 11, September 8, October 13, and November 10. Additional public hearings and workshops may be added by the Commission and will be announced on the City's website. The calendar for the Commission's public hearings and regular monthly meetings is available on the Commission's website. The public hearings and workshops will provide the greatest opportunities for Oaklanders to participate in the redistricting process.

Now is your chance to get directly involved in shaping the future for your community, your district and your city. To sign up for meeting updates and describe your Community of Interest, visit [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting).

# OAKLAND REDISTRICTS IN 2021



**REDISTRICTING  
OCCURS ONCE EVERY  
TEN YEARS.**

**ALL 7 DISTRICT MAPS  
WILL BE REDRAWN  
FOR THE FIRST TIME  
BY OAKLANDERS.**

**ALL OAKLANDERS  
CAN PARTICIPATE  
REGARDLESS OF AGE  
OR VOTING STATUS.**

**PUBLIC TOWN HALLS,  
COMMUNITY INPUT,  
AND MAP DRAWING  
OCCUR FALL 2021.**

**LA REDISTRIBUCIÓN  
DE DISTRITOS OCURRE  
UNA VEZ CADA DIEZ  
AÑOS.**

**LOS MAPAS DE LOS 7  
DISTRITOS SERÁN  
REDISEÑADOS POR  
PRIMERA VEZ POR LOS  
HABITANTES DE  
OAKLAND.**

**TODOS LOS HABITANTES  
DE OAKLAND PUEDEN  
PARTICIPAR  
INDEPENDIENTEMENTE  
DE SU EDAD O ESTADO  
DE VOTACIÓN.**

**LOS AYUNTAMIENTOS  
PÚBLICOS, LAS  
APORTACIONES DE LA  
COMUNIDAD Y EL DIBUJO  
DE MAPAS SE REALIZAN  
EN EL OTOÑO DE 2021.**

**重新划分每十年发生  
一次。**

**奥克兰人将首次重新  
绘制所有 7 个地区  
地图。**

**无论年龄或投票状  
态如何，所有奥克  
兰人都可以参加。**

**公共市政厅、社区输  
入和地图绘制将于  
2021 年秋季进行。**

**TÁI PHÂN CHIA KHU  
VỰC DIỄN RA MƯỜI  
NĂM MỘT LẦN.**

**TẤT CẢ CÁC BẢN ĐỒ  
CỦA 7 QUẬN SẼ ĐƯỢC  
VẼ LẠI LẦN ĐẦU TIÊN  
BỞI CÁC  
OAKLANDERS.**

**TẤT CẢ NGƯỜI DÂN  
OAKLAND ĐỀU CÓ THỂ  
THAM GIA BẤT KẾ TUỔI  
TÁC HOẶC TÌNH TRẠNG  
BỎ PHIẾU.**

**CÁC TÒA THỊ CHÍNH CÔNG  
CỘNG, ĐÓNG GÓP Ý KIẾN  
CỦA CỘNG ĐỒNG VÀ VẼ  
BẢN ĐỒ DIỄN RA VÀO  
MÙA THU NĂM 2021.**

MÁS INFORMACIÓN SOBRE LA REDISTRIBUCIÓN Y MÁS INFORMACIÓN SOBRE EL

了解更多关于重新分配和了解更多关于

LIÀOJIĚ GÈNG DUŌ GUĀNYÚ CHÓNGXĪN FĒNPÈI HÉ LIÀOJIĚ GÈNG DUŌ GUĀNYÚ

TÌM HIỂU THÊM VỀ REDISTRICTING & TÌM HIỂU THÊM VỀ

LEARN MORE ABOUT REDISTRICTING &  
FIND OUT MORE ABOUT THE

## OAKLAND REDISTRICTING COMMISSION

[WWW.OAKLANDCA.GOV/REDISTRICTING](http://WWW.OAKLANDCA.GOV/REDISTRICTING)

TAKE THE SURVEY ABOUT YOUR COMMUNITY OF INTEREST

HÃY THỰC HIỆN KHẢO SÁT VỀ CỘNG ĐỒNG QUAN TÂM CỦA BẠN

参加关于您感兴趣的社区的调查

REALIZA LA ENCUESTA SOBRE TU COMUNIDAD DE INTERÉS

SIGN UP FOR MEETING LINKS & NEWS

ĐĂNG KÝ ĐỂ HỌP CÁC LIÊN KẾT VÀ TIN TỨC

注册会议链接和新闻

REGÍSTRESE PARA ENLACES DE REUNIONES Y NOTICIAS



SCAN TO VISIT THE WEBSITE



@OakRedistricts



CITY OF  
OAKLAND



CITY OF  
**OAKLAND**

# Oakland Redistricting Commission

[www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)

# Commission Overview

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- Created by November 2014 ballot measure
- Inaugural Commission formed in August 2020
- 13-voting members, 2-alternate members
- All Commissioners vetted by independent panel, with strict eligibility requirements
- Meetings 2<sup>nd</sup> Wednesday of each month at 5:00 pm

# Redistricting Commissioners

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Tracy Richmond McKnight D1  
Jan Stevens D1

Shirley Gee D2

Amber Blackwell D3  
Lilibeth Gangas D3

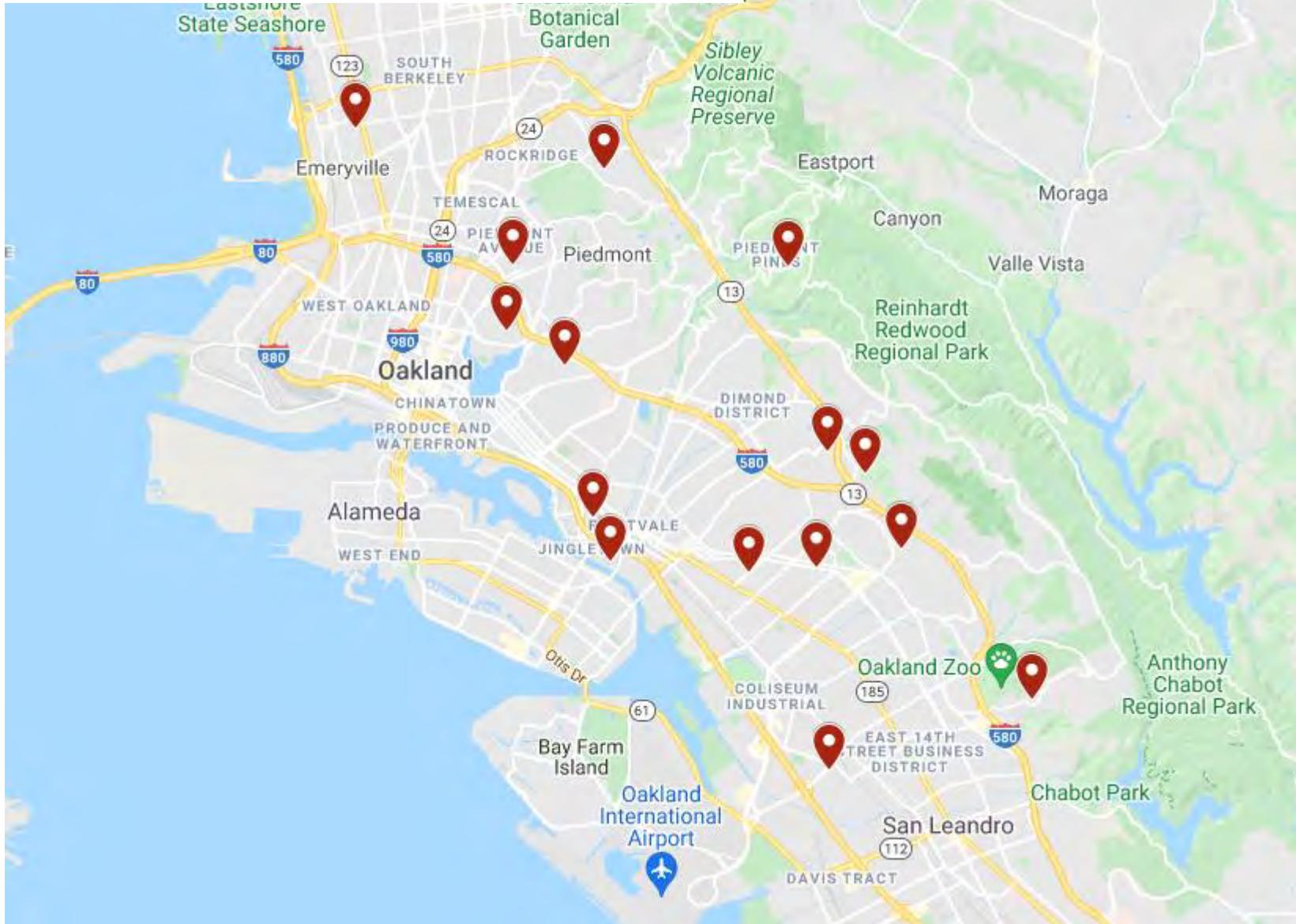
Paul Marshall D4  
Diana Miller D4

Stephanie Goode D5  
Masoud Hamidi D5  
Bharat Singh D5

Benjie Achtenberg D6  
Daniel Chesmore D6  
Mary Velasco D6

Gloria Crowell D7  
Tejal Shah D7

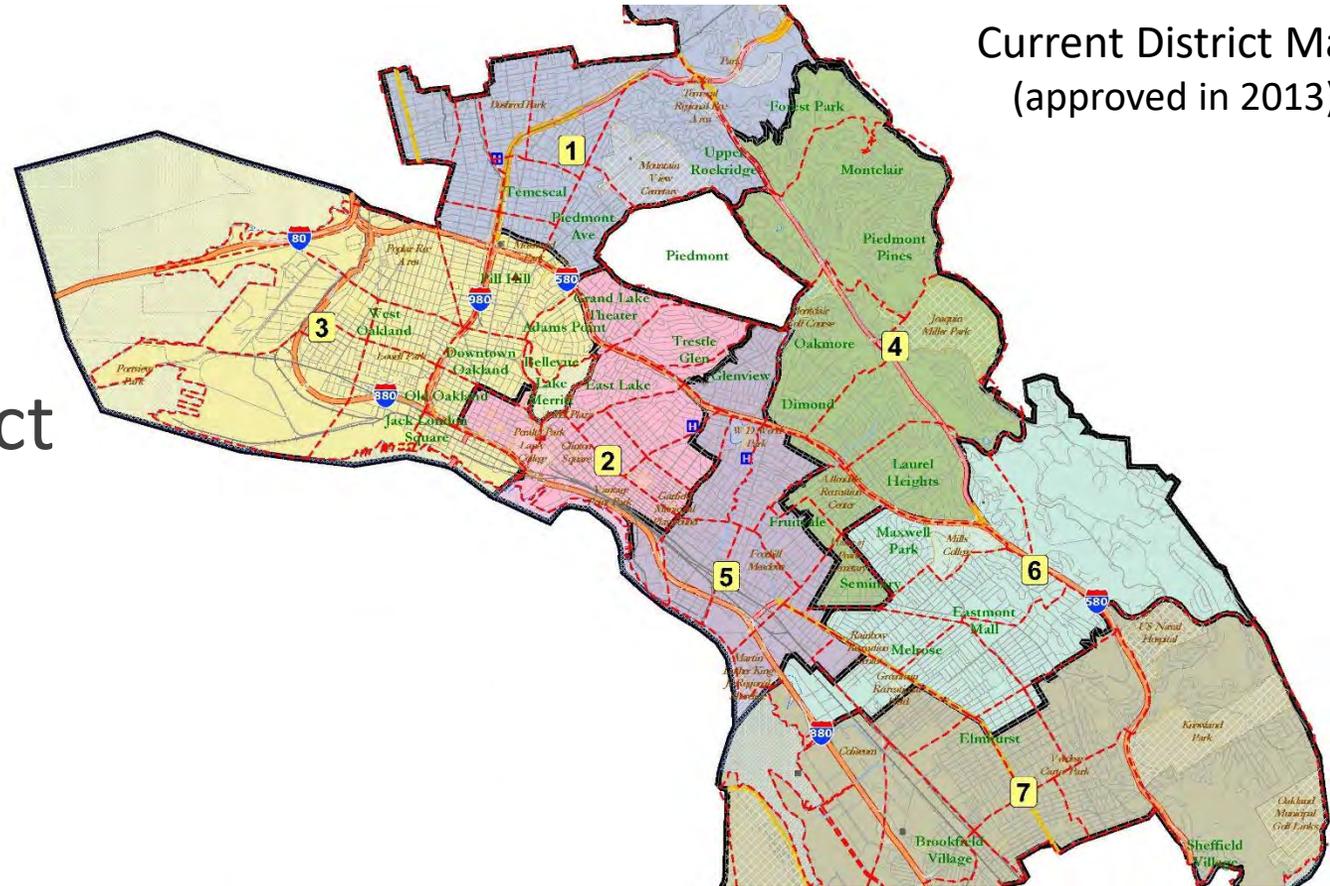
# Commission Diversity



Demographic statistics of Commissioners

# What is Redistricting?

- Drawing new boundaries that determine which City Council and School Board District you reside in



Current District Map  
(approved in 2013)

# Why is Redistricting Important?

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- The Commission will approve new boundaries without bias or discrimination
- Goal is to approve a map that represents equal and equitable representation for all Oaklanders
- Redistricting occurs once every 10 years
- Direct consequences for communities' access to political power through elections, government policies and city laws

# How is this Year Different?

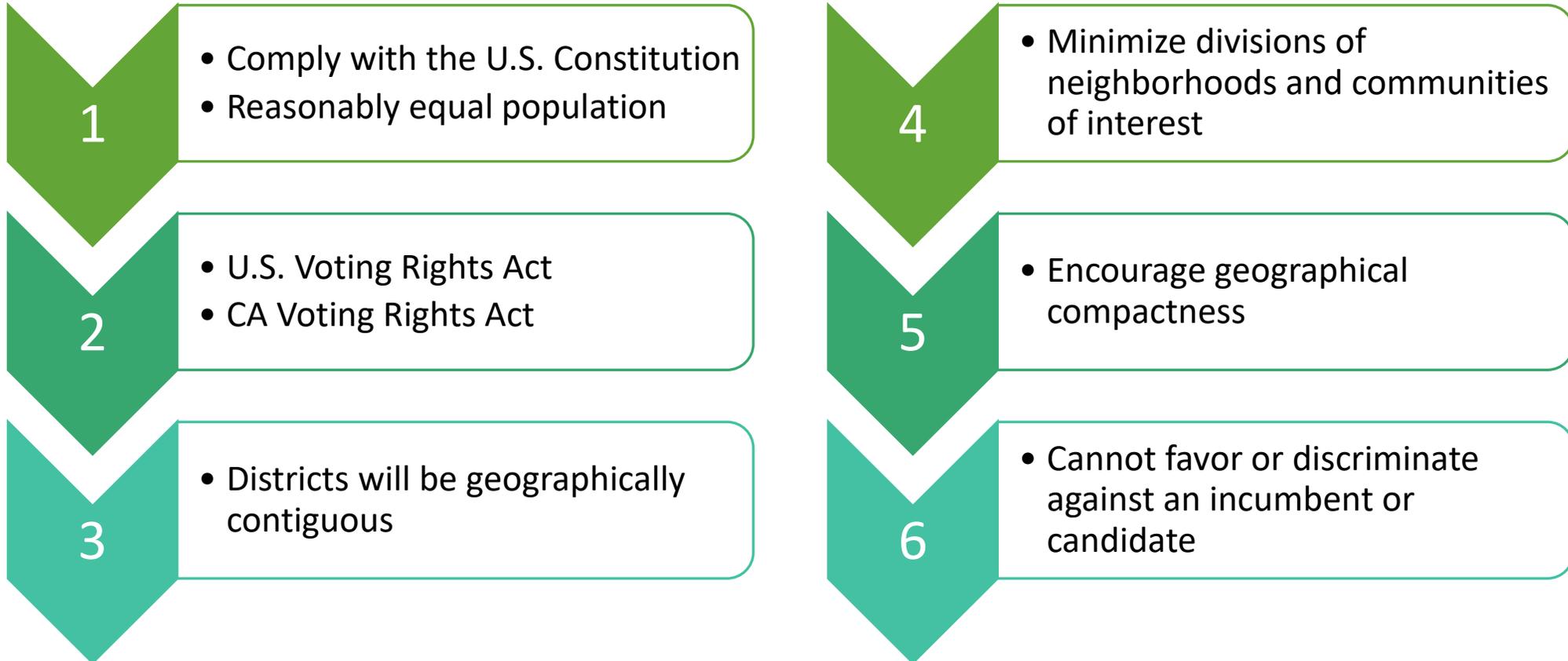
## 2013

- City Councilmembers decision makers
- New districts avoid displacing incumbents from their current districts
- City Council sets criteria and priorities for redistricting process
- Redistricting takes place every 10 years, in years ending in 3 (i.e., 1993, 2003, 2013)

## 2021

- Volunteer Commissioners decision makers
- Commission cannot consider incumbents or candidates for office
- Top priorities set by City Charter, with Commissioners adopting additional criteria
- Redistricting takes place every 10 years, in years ending in 1 (i.e., 2021, 2031, 2041)

# Commission's Mandated Priorities



Commission can also establish additional criteria that complies with the priorities listed above

# What are Communities of Interest (COI)?

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- A concentrated population which shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation
- Examples include areas where people share similar living standards, have similar cultures, use the same transportation facilities, have similar work opportunities, or have access to the same media

# COI continued

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- People can belong to multiple COI
- A COI is not the same as a district
- Identifying COI in Oakland are the key building blocks the Redistricting Commission will use in developing the new district boundaries

# Commission Deadline

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- City Charter dictates a December 31<sup>st</sup> deadline for approving the final boundary maps
- Should the Commission not meet the deadline, then a temporary map is issued with assistance from City staff
- Pending Commission approval, the final maps may be approved in early-2022

# Redistricting Timeline

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Dates subject to change

# How to Get Involved?

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- Visit our website, register with us, submit feedback
- Share this presentation and/or our [one-page flyer](#) with your friends, network and community
- Join our meetings – 2<sup>nd</sup> Wednesday of each month at 5:00 pm
- Volunteer to help engage yours and other COI

# Staff Contacts

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- Richard J. Luna [rluna@oaklandca.gov](mailto:rluna@oaklandca.gov) (510) 238-4756
- Corey Alvin [calvin@oaklandca.gov](mailto:calvin@oaklandca.gov) (510) 238-6316



# REDISTRICTING COMMISSION

Learn more about the redistricting process in Oakland.

## What is Redistricting?

Redistricting is the process of drawing new boundaries for congressional, state and local districts. Redistricting occurs every 10 years, after the completion of the U.S. Census. The Oakland Redistricting Commission will redraw the boundaries for the City Council and Oakland Unified School Board districts. The California Citizens Redistricting Commission is responsible for congressional and state districts.

## When was the Oakland Redistricting Commission formed?

In 2014, Oaklanders overwhelmingly voted for Measure DD, which created a new independent and non-politically affiliated Oakland Redistricting Commission. This measure removed and prevents elected officials from participating in the city's redistricting process.

The inaugural Oakland Redistricting Commission was formed in September 2020 and meets regularly on the **second Wednesday of the month at 5:00 pm.**

## Who serves on the Oakland Redistricting Commission?

Fifteen community members serve on the Oakland Redistricting Commission. The Commissioners represent each of the city's districts and have been Oakland residents for at least three years. All Commissioners applied and were screened by a panel through an open and transparent process.

Commissioner bios and application materials are available on the Commission's website:

[oaklandca.gov/redistricting](https://oaklandca.gov/redistricting)

## WHY DOES THIS MATTER TO OAKLANDERS?

This is the first community led redistricting process for Oakland. The purpose of the Commission is to redraw the districts' boundaries without bias or discrimination, whether for or against, any incumbent, candidate, political party or demographic in the city's population. The outcome of the redistricting process is a redrawn map of the city that represents equal and equitable representation for all Oaklanders.

The redrawn districts have direct consequences for communities' access to political power through elections, government policies and city laws. Elected officials propose and adopt policies and laws that may impact communities for the next 10 years, until the next census, or beyond.

## What are the legal requirements for redistricting in Oakland?

The new districts will comply with all federal, state and local laws, have reasonably equal populations across districts and be geographically contiguous. The Commission will respect neighborhoods and communities of interest, and will not consider home addresses of current elected officials or future candidates for office in the maps. The Commission may also establish additional criteria in how it prioritizes its work.

## How long will Redistricting take and what's involved?

The redistricting process officially started in October 2020, when the Commission met for the first time. The final redrawn district maps must be approved by December 31, 2021. This will ensure the new district boundaries are in place before the 2022 Oakland elections. The Commission will use 2020 U.S. Census data to determine the new maps.

The Commission will receive the final census numbers in mid-2021 indicating the current demographics and changes to Oakland's population. In early 2021, the Commission will select a consultant to assist their work.

The public will have full access to maps produced and under the Commission's review in a manner designed to achieve the widest public input and feedback as possible. Public comment will be offered in multiple formats and Commission meetings will include a variety of hours. All potential maps will be made available for public comment for a minimum of 14 days prior to the Commission voting on the proposal.

## How will the Redistricting Commission engage with the public?

The Commission will hold an open process for receiving public input and deliberation. It will be promoted through an extensive outreach program to solicit broad public participation. This includes engaging with the public prior to any maps are drawn, along with receiving critical feedback on draft maps as they are developed.

Data alone does not explain Oakland. Therefore, the redistricting process relies heavily on public engagement, which is essential for understanding and identifying Oakland's diverse communities. In preparation for their public service, the Commissioners are trained to complete this work in an open and transparent process as the voters intended.

## HOW TO GET INVOLVED

The Redistricting Commission invites you to attend the monthly meetings and any special meetings of the Commission. All meetings are open to the public with schedules, notices and agendas posted on the Commission's website.

[oaklandca.gov/redistricting](https://oaklandca.gov/redistricting)



## JOIN OUR MEETINGS

2nd Wednesdays of the month at 5pm

Except on City or federal holidays.



CITY OF  
**OAKLAND**

# REDISTRIBUCIÓN DE DISTRITOS

de la Ciudad de Oakland

## ¿Qué es la redistribución de distritos?

La redistribución de distritos es el proceso de establecer nuevos límites para los distritos electorales, estatales y locales. La redistribución de distritos se realiza cada 10 años, después de la finalización del censo de los EE. UU.). La Comisión de Redistribución de Distritos de Oakland volverá a restablecer los límites de los distritos del Concejo de la Ciudad y de la Junta Escolar Unificada de Oakland. La Comisión Ciudadana de Redistribución de Distritos de California es responsable de los distritos electorales y estatales.

## ¿Cuándo se formó la Comisión de Redistribución de Distritos de Oakland?

En 2014, los habitantes de Oakland votaron en su mayoría por la Medida DD, que creó una nueva Comisión de Redistribución de Distritos de Oakland independiente y sin intereses políticos. Esta medida eliminó e impidió que los funcionarios electos participaran en el proceso de redistribución de los distritos de la ciudad. La Comisión de Redistribución de Distritos de Oakland inicial se formó en septiembre de 2020 y se reúne con regularidad el segundo miércoles del mes a las 5:00 p. m.

## ¿Quiénes forman parte de la Comisión de Redistribución de Distritos de Oakland?

En la Comisión de Redistribución de Distritos de Oakland participan quince miembros de la comunidad. Los comisionados representan a cada uno de los distritos de la ciudad y han sido residentes de Oakland por al menos tres años. Todos los comisionados se postularon y fueron seleccionados por un panel a través de un proceso abierto y transparente. Las biografías de los comisionados y los materiales de postulación están disponibles en el sitio web de la Comisión:

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)

## ¿POR QUÉ ES IMPORTANTE PARA LOS HABITANTES DE OAKLAND?

Este es el primer proceso de redistribución de distritos de la comunidad para Oakland. El propósito de la Comisión es volver a establecer los límites de los distritos sin prejuicios ni discriminación, ya sea a favor o en contra de cualquier funcionario, candidato, partido político o demográfico de la población de la ciudad. El resultado del proceso de redistribución de distritos es un mapa restablecido de la ciudad que constituye una representación igualitaria y equitativa para todos los habitantes de Oakland.

La redistribución de distritos se realiza una vez cada 10 años. Los distritos restablecidos tienen consecuencias directas para el acceso de las comunidades al poder político a través de las elecciones, a las políticas gubernamentales y a las leyes de la ciudad. Los funcionarios electos proponen y adoptan políticas y leyes que pueden impactar a las comunidades durante los próximos 10 años, hasta el próximo censo, o incluso después.

## ¿Cuáles son los requisitos legales para la redistribución de distritos en Oakland?

Los nuevos distritos cumplirán con todas las leyes federales, estatales y locales, tendrán poblaciones razonablemente iguales en todos los distritos y se mantendrán contiguos en términos geográficos. La Comisión respetará los vecindarios y comunidades de interés, y no considerará en los mapas las direcciones de los actuales funcionarios electos o futuros candidatos a cargos públicos. La Comisión también podrá establecer criterios adicionales en la forma en que prioriza su trabajo.

## ¿Cuánto tiempo tomará la redistribución de distritos y qué implica?

Este proceso comenzó oficialmente en octubre de 2020, cuando la Comisión se reunió por primera vez. Los mapas finales de los distritos restablecidos deben aprobarse antes del 31 de diciembre de 2021. Esto asegurará que los nuevos límites de los distritos se establezcan antes de las elecciones de Oakland de 2022.

La Comisión usará los datos del censo de los EE. UU. de 2020 para determinar los nuevos mapas. La Comisión recibirá los números finales del censo a mediados del 2021, que indicarán la demografía actual y los cambios en la población de Oakland. A principios de 2021, la Comisión seleccionará un consultor que lo ayude en su trabajo.

El público tendrá acceso completo a los mapas producidos y bajo la revisión de la Comisión de forma tal que se obtenga el mayor aporte y retroalimentación del público como sea posible. Se ofrecerán comentarios del público en múltiples formatos y las reuniones de la Comisión incluirán una variedad de horarios. Todos los posibles mapas se pondrán a disposición del público para que este formule observaciones durante un mínimo de 14 días antes de que la Comisión proceda a la votación de la propuesta.

## ¿Cómo se relacionará la Comisión de Redistribución de Distritos con el público?

La Comisión llevará a cabo un proceso abierto para recibir las opiniones y deliberaciones del público. Se promoverá a través de un extenso programa de divulgación para solicitar una amplia participación del público. Esto incluye la participación del público antes de que se tracen los mapas, así como la recepción de comentarios críticos sobre los borradores de los mapas a medida que se vayan desarrollando.

Los datos por sí solos no explican lo que ocurre en Oakland. Por lo tanto, el proceso de redistribución de distritos depende en gran medida de la participación pública, que es fundamental para comprender e identificar las diversas comunidades de Oakland. Para prepararse para su servicio público, los comisionados están capacitados para completar este trabajo en un proceso abierto y transparente como los votantes lo quisieron.

# ¿CÓMO SE PUEDE PARTICIPAR?

La Comisión de Redistribución de Distritos lo invita a asistir a las reuniones mensuales y a cualquier reunión especial de la Comisión. Todas las reuniones están abiertas al público con horarios, avisos y agendas publicados en el sitio web de la Comisión: [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting). La Comisión se reúne el segundo miércoles de cada mes a las 5:00 p. m., con excepción de los días festivos locales y federales. También puede enviar comentarios y recomendaciones a la Comisión en línea:

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)

# 屋崙 (奧克蘭) 市選區重劃

## 什麼是選區重劃？

選區重劃是一項為國會、州和地方選區重新劃定分界的程序。選區重劃在每十年一次的美國人口普查 (U.S.Census) 完成後進行。屋崙 (奧克蘭) 市選區重劃委員會 (Oakland Redistricting Commission) 將重新劃定屋崙 (奧克蘭) 市議會選區和屋崙 (奧克蘭) 市聯合學區的分界。加州公民選區重劃委員會 (California Citizens Redistricting Commission) 將負責劃定國會和加州選區分界。

## 屋崙 (奧克蘭) 市選區重劃委員會在何時成立？

在 2014 年，屋崙 (奧克蘭) 市選民以壓倒性票數通過了「DD 議案」(Measure DD)，並據此成立了一個全新、獨立且與任何政治團體均無連帶關係的屋崙 (奧克蘭) 市選區重劃委員會。此議案已排除並預防民選官員參與本市選區重劃程序。

屋崙 (奧克蘭) 市選區重劃委員於 2020 年 9 月上任，並固定於每月第二個星期三下午 5:00 開會。

## 屋崙 (奧克蘭) 市選區重劃委員由誰擔任？

屋崙 (奧克蘭) 市選區重劃委員由十五名社區成員擔任。這些委員代表了本市每個選區，並且在屋崙 (奧克蘭) 市至少居住三年。所有委員均透過公開透明的程序提出申請，並由一個專責小組進行篩選。委員簡歷和申請資料均會公佈在委員會官網，網址：

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)

## 這件事對屋崙 (奧克蘭) 市民為什麼重要？

這是屋崙 (奧克蘭) 市第一次由社區主導選區重劃工作。委員會宗旨是在沒有偏見或歧視的情況下重劃區域邊界，也就是不計對現任官員、候選人、政黨或本市人口群體的支持或反對。選區重劃程序最終將為本市重新劃定一份能公平公正代表所有屋崙 (奧克蘭) 市民的地圖。

選區重劃每十年進行一次。重新劃定的選區將直接影響社區通過選舉、政府政策和市法律取得政治權力的結果。民選官員將提案和通過多項政策和法律，而這些政策和法律會影響社區在未來十年 (直至下次普查) 甚至更久的發展。

## 屋崙 (奧克蘭) 市的選區重劃有哪些法律要求？

新選區將符合所有聯邦、州和地方法律的規定；各地選區擁有合理均等的人口，且具備地理連續性。委員會將尊重鄰里和社區的共同利益，且不會考慮現任官員或未來候選人的住家地址在地圖上的位置。委員會還可能制訂更多標準，用來決定重劃工作的優先順序。

## 選區重劃要花多久時間？涉及哪些因素？

選區重劃程序已從 2020 年 10 月委員會第一次開會起正式啟動。最終的選區重劃地圖必須在 2021 年 12 月 31 日表決通過。如此才能確保新的選區分界在 2022 年屋崙 (奧克蘭) 市選舉前定案。

委員會將採用 2020 年美國人口普查的數據來決定新地圖的劃分。在 2021 年中，委員會將收到最終普查數據，其中將顯示屋崙 (奧克蘭) 市目前人口的群體分布和變化。在 2021 年初，委員會將選擇一名顧問來協助這項工作。

大眾將可完全存取已製作且委員會正在審查的地圖，目的是為了收集最廣泛的大眾意見和反饋。大眾將可通過多種形式提供意見，且委員會將安排不同時間長短的會議。在委員會對任何提議的地圖表決以前，至少會有 14 天時間供大眾查閱和提供意見。

## 選區重劃委員會將如何讓大眾參與？

委員會將採用一套公開程序來收集大眾意見和考慮事項。委員會將通過全面性外展計劃來宣傳，以徵求廣大群眾的參與。這項計劃包括在繪製任何地圖前先與大眾交流，以及在繪製草圖後收集重要的公眾反饋。

單憑數據並不能看見屋崙 (奧克蘭) 市全貌。因此，選區重劃程序大部份需仰賴大眾參與；這是瞭解和識別屋崙 (奧克蘭) 市多元化社區的基本要素。在準備擔任公職時，所有委員將接受培訓，以便能遵照選民意願，用公開透明的方式完成份內工作。

## 你可以如何參與？

選區重劃委員會邀請你參與委員會的每月會議和任何特別會議。所有會議都對大眾開放；委員會官網將公佈時間表、會議通知和議程，網址：[www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting)。

委員會目前在每月第二個星期三下午 5:00 開會，但市政府和聯邦假日除外。

你亦可上網提交意見和建議，網址：

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)

# TÁI PHÂN CHIA KHU VỰC Ở THÀNH PHỐ OAKLAND

## Tái phân chia Khu vực là gì?

Tái phân chia Khu vực là quá trình vẽ ranh giới mới cho các khu vực thuộc quốc hội, tiểu bang và địa phương. Việc tái phân chia này diễn ra 10 năm một lần, sau khi hoàn thành cuộc Điều tra Dân số Hoa Kỳ. Ủy ban Tái phân chia Khu vực Oakland sẽ vẽ lại ranh giới cho các học khu của Hội đồng Thành phố và Hội đồng Trường học Thống nhất Oakland. Ủy ban Tái phân chia Khu vực Công dân California sẽ chịu trách nhiệm về các khu vực thuộc quốc hội và tiểu bang.

## Ủy ban Tái phân chia Khu vực Oakland được thành lập khi nào?

Vào năm 2014, các cư dân Oakland đã bỏ phiếu áp đảo cho Dự luật DD, để thành lập ra một Ủy ban Tái phân chia Khu vực Oakland độc lập và không có liên kết về mặt chính trị. Dự luật này đã loại bỏ và ngăn các viên chức được bầu tham gia vào quá trình tái phân chia khu vực của thành phố.

Ủy ban Tái phân chia Khu vực Oakland ban đầu được thành lập vào Tháng Chín năm 2020 và họp định kỳ vào ngày Thứ Tư thứ hai mỗi tháng vào lúc 5:00 pm.

## Những ai phục vụ trong Ủy ban Tái phân chia Khu vực Oakland?

Mười lăm thành viên cộng đồng phục vụ trong Ủy ban Tái phân chia Khu vực Oakland. Các Ủy viên đại diện cho từng khu vực thuộc thành phố và họ phải là cư dân của Oakland trong ít nhất ba năm. Tất cả các Ủy viên phải nộp đơn ghi danh và được một ban hội thẩm sàng lọc thông qua một quy trình công khai và minh bạch. Tiểu sử của Ủy viên và các tài liệu đơn ghi danh đều có sẵn trên trang web của Ủy ban tại:

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)

## TẠI SAO ĐIỀU NÀY LẠI QUAN TRỌNG ĐỐI VỚI CÁC CƯ DÂN OAKLAND?

Đây là quy trình phân chia lại khu vực do cộng đồng lãnh đạo đầu tiên ở Oakland. Mục đích của Ủy ban là vẽ lại ranh giới của các khu vực nhưng phải đảm bảo sẽ không có thành kiến hay tình trạng phân biệt đối xử nào, dù là ủng hộ hay chống lại bất kỳ viên chức đương nhiệm, ứng cử viên, đảng phái chính trị hay khu vực nhân khẩu học cụ thể nào trong dân số của thành phố. Kết quả của quá trình phân chia lại khu vực sẽ là một bản đồ được vẽ lại của thành phố, thể hiện được sự đại diện bình đẳng và công bằng cho tất cả cư dân Oakland.

Việc tái phân chia khu vực diễn ra 10 năm một lần. Các khu vực được vẽ lại sẽ mang lại tác động trực tiếp đến việc tiếp cận với quyền lực chính trị của các cộng đồng thông qua các cuộc bầu cử, các chính sách của chính phủ và luật của thành phố. Các viên chức được bầu sẽ đề xuất và thông qua các chính sách và luật có thể tác động đến các cộng đồng trong 10 năm tới, cho đến cuộc điều tra dân số tiếp theo hoặc sau đó.

## Các yêu cầu pháp lý đối với việc tái phân chia khu vực ở Oakland là gì?

Các khu vực mới sẽ tuân theo tất cả các luật của liên bang, tiểu bang và địa phương, có dân số tương đối đồng đều so với các khu vực khác và sẽ tiếp giáp nhau về mặt địa lý. Ủy ban sẽ tôn trọng các khu dân cư và cộng đồng có chung mối quan tâm, và sẽ không để ý đến địa chỉ nhà của các viên chức được bầu hiện tại hoặc các ứng cử viên tương lai cho chức vụ trên bản đồ. Ủy ban cũng có thể thiết lập các tiêu chí bổ sung về cách ưu tiên công việc của mình.

## Việc Phân chia lại Khu vực sẽ diễn ra trong bao lâu và cần thực hiện những điều gì?

Quá trình phân chia lại khu vực chính thức bắt đầu vào Tháng Mười năm 2020, khi Ủy ban họp lần đầu tiên. Các bản đồ vẽ lại khu vực cuối cùng này phải được phê duyệt trước ngày 31 Tháng Mười Hai, 2021. Điều này để đảm bảo ranh giới của các khu vực mới sẽ được hoàn thành trước cuộc bầu cử năm 2022 ở Oakland.

Ủy ban sẽ sử dụng dữ liệu Điều tra Dân số Hoa Kỳ năm 2020 để xác định các bản đồ mới. Ủy ban sẽ nhận được dữ liệu điều tra dân số cuối cùng vào giữa năm 2021 cho biết số liệu về nhân khẩu học hiện tại và những thay đổi trong dân số của Oakland. Vào đầu năm 2021, Ủy ban sẽ chọn một nhà tư vấn để hỗ trợ công việc của mình.

Công chúng sẽ có toàn quyền tiếp cận các bản đồ mới dưới sự xem xét của Ủy ban theo cách thức tiến hành để đạt được những ý kiến đóng góp và phản hồi sâu rộng nhất có thể. Ý kiến Nhận xét của công chúng sẽ được cung cấp dưới nhiều hình thức và các cuộc họp của Ủy ban sẽ diễn ra trong nhiều khung giờ khác nhau. Tất cả các bản đồ tiềm năng sẽ được cung cấp để lấy ý kiến nhận xét công chúng trong ít nhất 14 ngày trước khi Ủy ban bỏ phiếu về đề xuất.

## Cách để Ủy ban Tái phân chia Khu vực tương tác với công chúng?

Ủy ban sẽ tổ chức một quy trình công khai để tiếp nhận ý kiến đóng góp và thảo luận của công chúng. Quy trình này sẽ được thúc đẩy thông qua một chương trình tiếp ngoại sâu rộng để thu hút sự tham gia trên diện rộng của công chúng. Điều này bao gồm việc tương tác với công chúng trước khi vẽ bất kỳ bản đồ nào, cùng với việc nhận các ý kiến phản hồi quan trọng về các bản đồ dự thảo khi chúng được xây dựng.

Chỉ sử dụng dữ liệu để phân chia lại khu vực cho Oakland là không đủ. Vì vậy, quy trình phân chia lại khu vực sẽ chủ yếu dựa vào sự tham gia của công chúng, vốn rất cần thiết để hiểu và xác định được các cộng đồng đa dạng của Oakland. Để chuẩn bị cho việc phục vụ cộng đồng của mình, các Ủy viên sẽ được huấn luyện để hoàn thành công việc này theo một quy trình công khai và minh bạch như theo mong muốn của cử tri.

## QUÝ VỊ CÓ THỂ THAM GIA BẰNG CÁCH NÀO?

Ủy ban Tái phân chia Khu vực mời quý vị tham dự các cuộc họp hàng tháng và mọi cuộc họp đặc biệt của Ủy ban. Tất cả các cuộc họp đều mở cửa cho công chúng với lịch trình, thông báo và chương trình nghị sự được đăng trên trang web của Ủy ban tại: [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting). Ủy ban hiện họp vào ngày Thứ Tư thứ hai của mỗi tháng vào lúc 5:00 PM, ngoại trừ các ngày lễ của thành phố và liên bang.

Quý vị cũng có thể gửi các ý kiến nhận xét và đề nghị trực tuyến tới Ủy ban tại:

[oaklandca.gov/redistricting](http://oaklandca.gov/redistricting)