



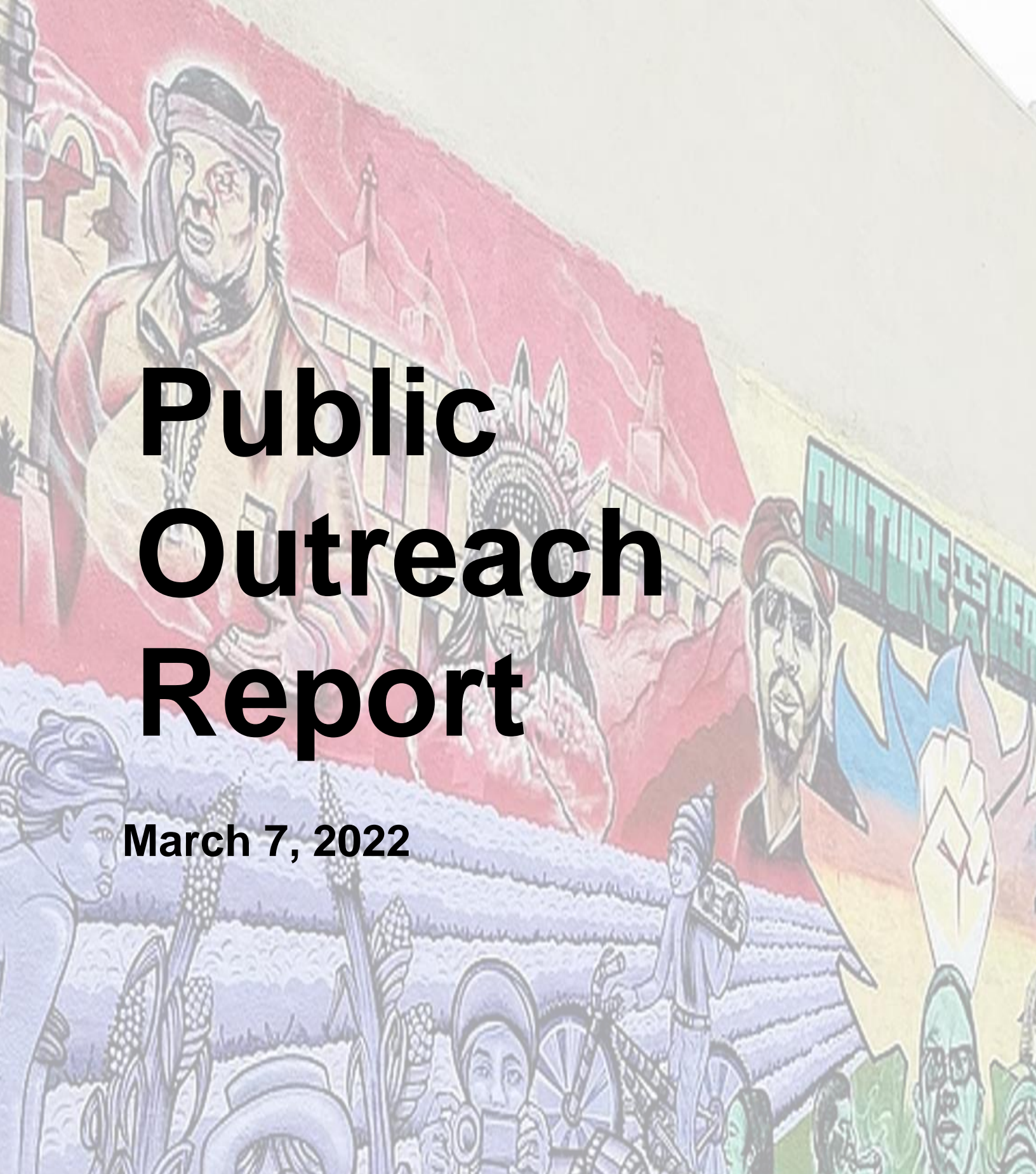
CITY OF  
**OAKLAND**

**Oakland Redistricting Commission**

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

# **Public Outreach Report**

**March 7, 2022**



## Introduction

The purpose of this public outreach report is to document the roles, responsibilities, tools, and timeline for public outreach and community engagement activities that informed the City of Oakland's independent Redistricting Commission. The goal of the outreach plan was to urge and promote the participation of all Oakland residents in the process of drawing new boundaries for congressional, state, and local districts in 2022.

In September 2021, the Independent Redistricting Commission authorized the City to enter into an agreement with a consultant team led by EastSide Arts Alliance, teaching with Outreach by Design LLC as subcontractor, to prepare an outreach plan and manage a coordinated outreach effort for the City's redistricting process, broken down into three primary tasks:

- Develop an Outreach Strategy
- Secure Nonprofit and CBO Partnerships
- Support a Multimedia Advertising/Marketing campaign

This outreach recaps the key activities and milestones in the City of Oakland Redistricting Commission's community engagement objectives and efforts from September to February 2022.

## Section 1: Outreach and Engagement Approach

The outreach strategy used an approach to community outreach that centers community and cultural arts, and is defined by core elements that encourage fostering a diversity of perspectives, true partnership vs. token engagement, deep listening, and actionable change. Three Core Principles guide this outreach strategy: racial equity, cultural humility, and human dignity and respect.

The Project Team – consisting of Redistricting Commissioners, City staff, Volunteers, and the Consultant Team – sought to reach out and engage a full range of communities and stakeholders across Oakland. The public outreach process accommodated engagement in a variety of settings, both online and in-person, for both individuals and different size groups. For example, the outreach included workshops targeted to reach specific groups, pop ups, and an enhanced public engagement toolkit that allows Commissioners, staff, and volunteers to attend community meetings and events that engage groups that have been historically marginalized and underserved.





The outreach plan sought to identify and engage with diverse communities in Oakland by engaging with a network of nonprofits and CBOs to gain a representative understanding of the different views held across multiple Communities of Interest. This includes Asian American residents; Latinx residents; African American residents; LGBTQ+ residents; Native American and Indigenous residents; undocumented residents; unhoused residents, including people with mental health and substance abuse challenges; formerly incarcerated residents; older adults; youth; college/university students; and other communities, prioritizing historically marginalized and underserved people.

It must be recognized and celebrated that many community organizations, such as Oakland Rising, the Unity Council, Vietnamese American Community Center, West Oakland Cultural Action Network, numerous neighborhood associations, other groups and individuals representing hundreds of thousands of Oaklanders spent countless hours undertaking their own efforts to spread awareness and encourage community input into the work of the Redistricting Commission. **While this report documents the direct outreach efforts of the Commission and its outreach consultant team, the diligent efforts of numerous Oakland-based organizations and individuals to raise awareness and encourage the public to participate are central to the amount of interest and input from the community that the Commission received.**

Oakland residents had multiple ways to participate in the City's redistricting process.

Formal public comments were received through:

- [Survey](#), accessible through the Redistricting Commission website or physically during in-person engagement opportunities
- Interactive map, using the [online DistrictR mapping tool](#) accessible through the Redistricting Commission website in October 2021
- Redistricting Commission [Public Hearing Meetings](#), accessible via Zoom or phone
- [Written comments](#) submitted to the Redistricting Commission via email at [rluna@oaklandca.gov](mailto:rluna@oaklandca.gov) and [calvin@oaklandca.gov](mailto:calvin@oaklandca.gov)

Informal public engagement was received at additional activities that included a subset of Commissioners and members of the outreach consulting team:

- In-person popup events
- Virtual workshop events
- Redistricting Commission workshops on using DistrictR





Figure 1. Commissioner with Oakland Resident at Grand Lake Farmers Market

## Section 2: Activities and Outcomes

The outreach approach reflected the overall goal of reaching at least 20% of Oaklanders overall and in each of the seven districts through the following objectives:

1. *Build Relationships with Nonprofits and CBOs.* Create opportunities for Oakland residents to meet and engage with District Commissioners and others interested in equitable representation.
2. *Create Opportunities for Equitable, Inclusive & Accessible Participation.* Generate broad awareness of the redistricting process through broad and targeted multimedia advertising and marketing and provide multiple and varied opportunities for a wide range of diverse community members to provide meaningful input on district boundaries and their Communities of Interest.
3. *Collaborate, Consult and Inform the Redistricting Process.* Collect direct public input that reflects the full geography and diversity of identities, neighborhoods, and lived experience across Oakland's Communities of Interest that informs the work of the Independent Redistricting Commission.





Figure 2. Examples of DistrictR maps submitted by the public





## Measures of Success

### **Objective 1.** *Build Relationships with Nonprofits and CBOs.*

#### **Outcomes:**

- The Consultant team connected the Commission and its work with multiple community groups and community leaders through online and in person meetings (detailed below), including a variety of multicultural community-based service organizations, faith-based, and environmental, including: Just Cities Institute, Black Cultural Zone, Oakland Rising, CuryJ, The Unity Council, Ella Baker Center for Human Rights and SPUR Oakland.
- Through the Eastside Arts Alliance, the Commission's work was share with The *Deeply Rooted in Oakland Partnership* (Deeply Rooted), a unique and innovative collaborative of community-based organizations (CBOs) committed to creating an equitable, sustainable, and culturally thriving Oakland and supporting community outreach for Oakland's General Plan update.

### **Objective 2.** *Create Opportunities for Equitable, Inclusive & Accessible Participation.*

Initially, based on the RFP for Redistricting Community Outreach, the following events were planned:

- At least 2 in-person community engagement events, both pre-organized and pop-up/intercept events.
- At least 2 virtual events with partner organizations.

Goals were to maintain a consistent level of participation throughout the process, receive a significant percentage of responses from demographically diverse residents, youth, and seniors, and receive data from a range of different demographics and Communities of Interest at outreach activities.

However, after hosting two in person events, the team realized that more direct engagement was vital to have opportunities for the public to engage, ask questions, and learn more about redistricting before people felt they could effectively provide public input, especially members of the public who are not part of organized associations or accustomed to participating in public decision-making.





## Provide Input to the Redistricting Commission

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

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. District boundaries define and consolidate shared communities of interest which translate to voting power and political influence. To learn more about Oakland's redistricting process visit: [www.oaklandca.gov/redistricting](http://www.oaklandca.gov/redistricting).

\* 1. Email address

\* 2. Name

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

- ☐ District 1
- ☐ District 2
- ☐ District 3
- ☐ District 4
- ☐ District 5
- ☐ District 6
- ☐ District 7
- ☐ Does not apply

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


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

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

- ☐ Yes
- ☐ No

\* 7. What is your phone number? (Phone number only to be used for follow inquiries. Type N/A if needed)

Done

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

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Figure 3. Communities of Interest Survey





Accordingly, the outreach consultant team began to find opportunities for direct engagement through community partners. We initially identified two opportunities to host targeted in-person engagement with Redistricting Commissioners at the AKOMA Market in October and November at the AKOMA Market, and Lincoln Summer Nights in Lincoln Park through October 21 in Oakland's Chinatown District.

Each in-person engagement offered opportunities to discuss why getting involved in Redistricting is important, learn about new Communities of Interest, and demonstrate the four ways that Oakland residents can provide input to the Commission. In addition to hosting a table with posters, flyers, and sign-up information, we offered demonstrations of the Redistricting Commission online mapping tool, and to hand out flyers and postcards to engage with residents. Although we sought to provide opportunities for residents to submit maps at the events using digital tablets, people needed more time to engage about the process and reflect on maps than the time afforded at popup outreach events. We did hold two online events with Allen Temple reviewing the DistrictR mapping tool and participated in DistrictR workshops with Oakland Rising. The team encouraged people to attend the Commission's DistrictR workshops, which provided more in depth opportunities for members of the public to learn about the tool and practice making maps.

We developed a list of additional potential nonprofit and CBO partners, faith organizations, city council staff and local and ethnic media, starting from the Commission's existing list of CBOs, and created a master list of events that could serve as engagement opportunities, building on the Commission's previous outreach and planned presentation schedule. Our goal in identifying events was to expand reach to include additional opportunities for Commissioners to engage with diverse communities at scheduled events, including: East Oakland Collective Resource Fair and General Body Meetings, AKOMA Market, First Fridays, Rockridge Rock N Stroll, Unity Council Día de Los Muertos, Grand Lake Farmers Market, Asian Health Services COVID-19 Vaccination and Testing Event, Grand Lake Farmers Market, Temescal Freedom Farmer's Market, Hoover Foster Resident Action Council Meeting, and other upcoming events as they were added to the calendar.

While the overall outreach goal was to engage all residents, the outreach consultants focused on building on the Commission's outreach activities with a targeted effort to reach hard-to-reach populations by working with partner nonprofits and CBOs.

## **Outcomes:**

- In addition to its scheduled monthly public hearings, the Redistricting Commission provided additional opportunities for community input through additional public hearings/special meetings (September 29, October 27, November 1, 15, December 1, 6, 8) and multiple public workshops on using DistrictR (held on







October 26, 30, November 6, 13, 16, 30, December 4 ) to submit redistricting proposals. The Commission also received a high response from nonprofit and CBO through the online survey, online mapping tool, in-person and virtual workshops, written comment submissions, and oral testimony given at public meetings of the Commission.

- Designed additional outreach materials and messaging for an enhanced communications and media toolkit using creative arts and cultural design elements. Design materials included a [video](#), poster, flyer, social media graphics and messaging, newsletter interest, presentation slides with artistic, creative, and clear messaging inspiring public engagement and clearly communicating the four ways Oakland residents can provide input.

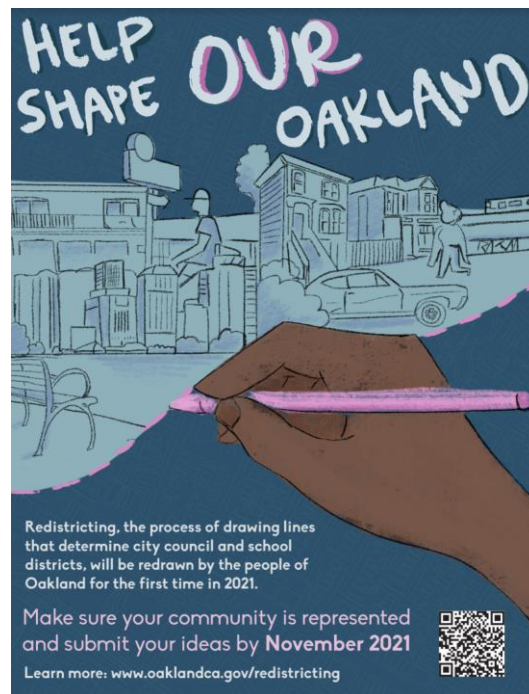


Figure 4. Redistricting Commission poster

- Starting from September 19, 2021, the consultant team organized and/or participated in 26 In person and virtual events at locations or times requested by partner nonprofits, CBOs, and members of the public. These were in addition to 42 outreach and engagement events organized directly by Commissioners that began in May, 2021. During public hearings, several Commissioners also noted efforts to undertake their own informal outreach activities. Below is a list of formal Commission outreach events:





## Outreach Events

- 5/6/2021 OUSD Districts 1 & 2 joint townhall, 15 North Oakland, Lake Merritt residents, parents, educators
- 5/26/2021 City Council District 7 town hall, 20 East Oakland residents, public safety
- 6/2/2021 City Council Districts 6 & 7 joint townhall, 12 East Oakland residents, housing, homelessness
- 6/23/2021 City Council District 7 townhall, 25 East Oakland residents, transportation
- 7/14/2021 City Council Districts 6 & 7 joint townhall, 18 East Oakland residents, animal services
- 7/26/2021 Announcement at Special City Council Meeting, 150 City of Oakland residents
- 8/2/21 Redistricting Commission Press Release, 350+ email accounts City of Oakland residents via Media News Outlets
- 8/2/21 County of Alameda Asian Collaborative, 50,000, Asian Network of Organizations (50 organizations) - Announcement Articles of Redistricting Commissions Work
- 8/2/21 Oakland AAPI Unite 140,000, AAPI Coalition of CBO's (28 organizations) focused on San Antonio, Eastlake and Chinatown
- 8/2/21 Senior Service Coalition, 35,000 Alameda County (including Oakland) Non-Profits Servicing Low Income Seniors (70 organizations) - Announcement Articles of Redistricting Commissions Work
- 8/3/21 Request to insert a Redistricting Article in their Newsletter - School Board Member Sam Davis, District 1 - Has agreed to do an insert in Newsletter Varies - Between 4,000-7,000 residents by email , North Oakland, West MacArthur to Grizzly Peak residents, students, parents, educators
- 8/3/21 Request to insert Redistricting Article in their Newsletter - School Board Member Aimee Eng, District 2 Varies - Between 4,000-7,000 residents by email Lakeshore Ave to 23rd Ave, Piedmont to Estuary residents, parents, students, educators
- 8/3/21 Request to insert a Redistricting Article in their Newsletter - School Board Member VanDedric Williams, District 3 Varies - Between 4,000-7,000 residents by email West Oakland Estuary to West MacArthur Blvd residents, parents, students, educators
- 8/3/21 Request to insert a Redistricting Article in their Newsletter - School Board Member Gary Yee, District 4 Varies - Between 4,000-7,000





- residents by email      Skyline Blvd to Foothill Blvd residents, parents, students, educators
- 8/3/21      Request to insert a Redistricting Article in their Newsletter - School Board Member Mike Hutchinson, District 5      Varies - Between 4,000-7,000 residents by email      23rd Ave. to 50th Ave residents, parents, students, educators
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - School Board Member Shanthi Gonzales, District 6      Varies - Between 4,000-7,000 residents by email      Skyline Blvd to International Blvd, Keller to 50th Ave. residents, parents, students, educators
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - School Board Member Clifford Thompson, District 7      Varies - Between 4,000-7,000 residents by email      Oakland Airport to Skyline Blvd, Keller Ave to 50th Ave. residents, parents, students, educators
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Jessica Ramos, Student Director , Varies - Between 4,000-7,000 residents by email Oakland Students
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Dan Kalb, District 1      Varies - Between 4,000-7,000 residents by email North Oakland, West MacArthur to Grizzly Peak District 1 residents
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Nikki Fortunato Bas District 2 - Will get out to her MailList      Varies - Between 4,000-7,000 residents by email      Lakeshore Ave to 23rd Ave, Piedmont to Estuary District 2 residents
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Carroll Fife, District 3      Varies - Between 4,000-7,000 residents by email West Oakland Estuary to West MacArthur Blvd District 3 residents
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Sheng Thao, District 4 - Did an insert in Newsletter      Varies - Between 4,000-7,000 residents by email      Skyline Blvd to Foothill Blvd District 4 residents
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Noel Gallo, District 5      Varies - Between 4,000-7,000 residents by email , 23rd Ave. to 50th Ave District 5 residents
  - 8/3/21      Request to insert a Redistricting Article in their Newsletter - Council Member Loren Taylor, District 6 Varies - Between 4,000-7,000 residents by email      Skyline Blvd to International Blvd, Keller to 50th Ave. District 6 residents







- 8/3/21 Request to insert a Redistricting Article in their Newsletter - Council Member Treva Reid, District 7 Varies - Between 4,000-7,000 residents by email Oakland Airport to Skyline Blvd, Keller Ave to 50th Ave. District 7 residents
- 8/3/21 Request to insert a Redistricting Article in their Newsletter - Council Member Rebecca Kaplan, At Large Varies - Between 4,000-7,000 residents by email City of Oakland residents
- 8/3/21 Request to insert a Redistricting Article in their Newsletter - Mayor Libby Schaff - Mayor's Office sent an email to her MailList regarding importance of Redistricting Varies - Between 7,000-10,000 residents by email City of Oakland residents
- 8/3/21 County of Alameda Public Health CBO Coalition, 102,000 Community Based Health Organizations serving low income residents (132 organizations) - Announcement Articles of Redistricting Commissions Work
- 8/3/21 Oakland Commission on Aging - Note: Commissioners Michael Coleman and Jennifer Seibert will be at their next meeting. Groups working on making Oakland more friendly to seniors - Redistricting on their agenda. Discussed the 8-2-21 Press Release and Flyer Provided - Commissioner
- 8/4/21 Women Organized to Respond to Life-Threatening Diseases (WORLD) Mtg. Q&A 12 Health-related Group Dealing with Diseases Affecting women - Redistricting Powerpoint Presentation - 8-2-21 Press Release and Flyer Provided
- 8/4/21 Direct emails to CBO listserv (assistance from intern in the Mayor's Office), 55 CBOs, non-profits, East/West Oakland, arts, health, good government, housing advocacy
- 8/4/21 Exploratory discussion with Oakland Zoo about having informational table at a zoo-wide event Oakland residents visiting the Zoo
- 8/6/21 Email newsletter to City of Oakland employees, 4,000 Oakland residents, local officials
- 8/18/21 Asian Pacific Environmental Network (APEN) - Powerpoint Presentation 10 Asian Americans
- 8/20/21 Vietnamese American Community Center of the East Bay - Community Outreach, 3,500 Refugees/Immigrants (Distribute Translated Flyers)/Low Income/East Asians/Southeast Asians/MENA/Latinos
- Sunday, 9/19: AKOMA Market, 30+ East Oakland Residents, primarily African American/Latino
- Sunday, 10/3: AKOMA Market, 30+ East Oakland residents, primarily African American/Latino
- Thursday, 10/7: Hoover Foster Resident Action Council, 20 Hoover Foster Residents, primarily African American/Latino





- Saturday, 10/9 East Oakland Collective Resource Fair, 50 East Oakland Residents, primarily African American



*Figure 5. Akoma Market Redistricting Outreach*

- Saturday, 10/9: Eastside Arts Alliance Arts + Healing Event, 30 District 2 & District 5 Residents, primarily African American/Latino
- Sunday, 10/17: AKOMA Market, 30+ East Oakland Residents, African American/Latino
- Monday, 10/21: All City Council meeting, at McClymonds High School, OUSD Youth Leaders
- Sunday, 10/24: Dr. Huey P. Newton Memorial Sculpture Unveiling and Dedication, 150 West Oakland Residents, primarily African American
- Sunday, 10/31: Unity Council Dia de los Muertos, 400 residents from Fruitvale, Oakland and surrounding cities, primarily Latino





- Sunday, 10/31: SPARC-It-Place Harvest Festival, 20 West Oakland Residents, Primarily African American
- Monday, 11/1: OUSD Youth Open Forum
- Thursday, 11/4: Hoover Foster Resident Action Council Meeting, 22 Hoover-Foster Residents, primarily African American
- Friday, 11/5: First Fridays, 20+ Oakland Residents
- Saturday, 11/6: Just Cities community engagement design meeting (Fruitvale), 62 Fruitvale residents, Primarily Latino
- Saturday, 11/6: Hoover Elementary Harvest Festival, 50 West Oakland and Hoover-Foster Residents, Primarily Latino and African American
- Sunday, 11/7: AKOMA Market, 60 East Oakland residents, Primarily African American and Latino
- Sunday, 11/7: Jack London Farmers' Market, 20+ Oakland Residents
- Monday, 11/8: Allen Temple/NAACP Redistricting Workshop, 65 East Oakland Residents, Primarily African American
- Tuesday, 11/9: Oakland Rising Redistricting Mapping Workshop (Virtual)
- Saturday, 11/13: Community Engagement Popup at Chinatown (Lincoln Square Park, 261 11th St, Oakland, CA 94607), 50 District 2 Residents, Primarily AAPI Residents
- Saturday 11/13 Grand Lake Farmers Market, 50+ Oakland Residents
- Friday, 11/19/21 Resilient Fruitvale Collaborative Meeting, 170,000 East Oakland residents, 21 participants (19 Organizations, representing more than 100,000 Oakland residents of Black, Indigenous, People of Color (BIPOC), low-income, essential workers and immigrant communities







*Figure 6. Fruitvale Redistricting Outreach*

- Sunday, 11/21: Oakland Rising Mutual Aid Event w/ Ella Baker Center (Restore Oakland, 1419 34th Ave, Oakland, CA 94601, 200+ Fruitvale Residents)
- Saturday, 11/27: Old Oakland Block Party (9th and Broadway), 80+ Oakland Residents
- Tuesday, 11/30: Oakland Rising Redistricting Town Hall
- Thursday, 12/2: Hoover Foster Resident Action Council Meeting, 14 Hoover-Foster Residents
- Thursday, 12/2: SPUR: Redrawing Oakland's Political Boundaries, 55 Oakland Residents
- Friday, 12/3: First Fridays, 50+ Oakland Residents
- Sunday 12/5: AKOMA Market (7101 Foothill Blvd, Oakland, CA 94605), 92 East Oakland residents
- Wednesday, 12/8 West Oakland Community Collaborative Monthly Meeting, 21,000 West Oakland residents, 20 participants representing community organizations and service providers serving West Oakland.
- Friday, 12/10, 5:00 - 9:00 pm: West Oakland Town Night (West Oakland Youth Center, 3233 Market St, Oakland), 34 West Oakland Residents





- Friday 12/10, Allen Temple Redistricting Workshop, 20 East Oakland Residents
- Monday, 12/13, Oakland Rising Monday Meals Instagram Live on Redistricting, 129 Oakland residents (flatlands)



*Figure 7. West Oakland Town Night Redistricting Outreach*

### **Objective 3. Collaborate, Consult and Inform the Redistricting Process.**

#### **Outcomes:**

- The Consultant team provided periodic updates on the Redistricting Commissioners at public hearings and through email correspondence with Commissioners and City staff throughout the process, and with Commissioners at outreach events.
- The public and nonprofit and CBO partners were informed throughout the process through public hearings, the Commission website, city of Oakland official press releases, and a weekly newsletter sent out by the Consultants.
- The Consultant team provided a progress report summarizing public input each month, outlining next steps that respond to specific ideas and opportunities raised in previous periods.

#### **Targeted Strategy Outcomes**





All public outreach and engagement strategies will aim to achieve the four targets outlined below: Accessibility, Reach, Diversity, and Impact.

**Accessibility** - *The process should serve multigenerational and diverse ability needs.*

- In-person workshops were held in ADA-accessible locations near public transit lines.
- In-person and online workshops and events will be scheduled at varying times to allow participation by people who have diverse work schedules.
- In-person events were held in a variety of locations and formats to accommodate hard-to-reach groups such as youth, seniors, immigrant communities, low-income families, and people with disabilities.
- Commissioners attended community sponsored meetings and events to engage the community. These meetings were held in a variety of locations and formats.
- Accessibility considerations included:
  - Language translations (see recommendations for improving future multilingual Commission outreach below.)
  - Multiple modes of engagement (survey, mapping tool, public comment, etc.)
  - Usage of non-technical language in redistricting outreach materials
  - Multiple sites of engagement
    - In-person events and meetings
    - Online events and meetings
    - Signage, flyers, and posters in public spaces
    - Multimedia (email and social media, see recommendations for improving future media Commission outreach below).

**Reach** - *The process should involve and inform as many residents of Oakland as possible.*

- The Redistricting Commission's engagement opportunities were publicized on the Commission website and via email.
- Total number of persons engaged and participants were tracked across all outreach and engagement activities:
  - 1,686 pages of written comments were submitted to the Commission through email, including 63 pages containing more than 625 signatures representing the AAPI community in District 2.
  - 500+ Oral public comments given at 15 commission hearings.
  - 2,012 members of the public were directly engaged at community events, presentations, and intercept activity by the Commissioners working with CBOs on their own and with the outreach consultant team.
  - 846 Online survey responses were submitted
  - 111 Online mapping responses were submitted via DistrictR
  - 100+ physical maps were submitted







- 5000+ flyers distributed (Publications, Posters),
- Social media (Messages, Images, Video) dissemination
- 150 video views (on YouTube), and additional views that are not counted through a direct link to the MP4 Video that was also posted on the Commission website.
- There was no Radio, TV, text, or phone banking (although members of the public could call or email city staff Richard Luna and Corey Alvin who provided support to the Redistricting Commission).

**Diversity** - *The process should engage a range of people that reflects the diversity of interests, ethnicities, incomes, and needs of Oakland's diverse residents.*

Priority populations include historically marginalized and underserved populations and communities, and populations that include Indigenous residents; undocumented residents; unhoused residents, including people with mental health and substance abuse challenges; formerly incarcerated residents; youth; and residents who speak a language other than English at home.

- Outreach activities collected demographic data where practical to help assess how well we reached the full racial, ethnic, and socioeconomically diverse population of Oakland (see above).
- We adjusted the engagement plan to focus on more opportunities for in-depth engagements (vs. broad, casual awareness) to ensure engagement activities resulted in diverse participation, including residents not affiliated with organizations who were new to public participation.

**Impact** - *The public outreach process should inform the Redistricting process for the City of Oakland.*

- Major themes, Communities of Interest, and preferences identified through the public engagement efforts will be reflected in the Commission's deliberations and throughout the Redistricting process.

The public identified communities of interest very expansively, some by neighborhood or area, others by certain landmarks (e.g. around schools, streets, or freeways), and others by issues. There were at least 100 COIs.





The consultant team provided summaries requested by Commissioners of input from underrepresented communities received through the survey tool, written testimony, and in person engagement. Key themes identified included:

**Representation.** Concerns about Latine representation in D6, maintaining Black/Latine citizen voting age population (CVAP) in new districts, the population of Black, Indigenous, and People of Color living in the hills (many of whom, but not all, identify with the flats), and specific neighborhoods that want to remain in tact in West Oakland, East Oakland, the Fruitvale, San Antonio, and other communities. Comments reflected preferences for maps that better captured BIPOC political representation and votes relative to population. Some felt that no district map should be approved with Latine CVAP under 20%. Most comments were concerned about ensuring Black, Indigenous, Latine, Asian/Pacific Islander and other people of color communities can elect representatives of their choosing.

**Neighborhood conditions and needs.** Comments reflected concerns about overall conditions and needs of residents. For example, District 6 is primarily residential and needs more business and economic development and job opportunities. There are no parks. More public services needed, transportation improvement, safety and beautification. Problems with sideshows, potholes, speeding buses in residential areas, illegal dumping of trash and cars have increased. The lack of businesses in the district 6 area outside of liquor stores, churches, check cashing and gas stations and the presence of food apartheid. Few small businesses are enticed to open shops in deep East Oakland. Playgrounds are run down, have no public bathrooms, and some even lack permanent trash cans. More and more young families are moving into homes elderly people leave but are bringing babies and kids who deserve to grow up in a healthy, safe part of Oakland too. So much neglect in far east oakland south of High st. reflecting the legacy of redlining, renewal, gentrification, and lessening of community voice in local politics. Some commented on the different needs of flats vs hills in the district: Safe streets; faster police response; clean neighborhoods; community shopping areas; entertainment and continued public transportation.

**Preserving Existing Neighborhood Boundaries.** There were comments on specific neighborhoods that should be kept in tact such as: Eastmont (one suggestion: add south side of International and area around Coliseum near 880 freeway; another suggestion: Eastmont below 580 should stay connected to Eastmont Mall and D6), Ridgemont, Parkridge estates near Skyline HS, Mills College and surrounding neighborhood should stay in current district or keep Mills College and Maxwell park in same district as Mills is a gateway to Maxwell park. Keep the NCPC bordered by Bancroft Avenue to Bancroft Way to International Blvd to 66th to Bancroft in a single district. Currently, there is only a small part of the area in D5.

**BIPOC Connections to Hills and Flats.** Other comments focused on the hills and flats connection to make sure that districts are not drawn to isolate East Oakland from neighborhoods on the Hills side of the 580 freeway. There are BIPOC households above 580,





multigenerational owners and renters who also have concerns about wildfire preparedness and vegetation hazard. People who live in hills of East Oakland shop and identify with communities along MacArthur Blvd. Some expressed the desire for a single hills district to give greater voice to the disenfranchised by putting people with more money and thus more influence in one district, noting that the need for representation in the hills of Deep East Oakland should be considered first.

Below are examples of specific comment that reflect the detailed concerns raised among underrepresented community members:

"Residents in the flatlands between Bancroft and San Leandro Blvd that rely heavily on bus transit, attend houses of worship nearby, and spend money in the area business districts (Fairfax, International, etc). Historically Black and Latinx neighborhoods with turnover of new residents due to gentrification. Long-term Black East Oakland residents should be kept in the same district. Residents and businesses in the area along International Blvd should be kept together, for transit, consumption and work opportunity reasons. Latinx families in deeper East Oakland should not be split from Fruitvale neighborhoods where they have a lot of power."

"In addition, the maps should be constructed to not split the Latino population. There are pockets of Latinos and we need to ensure that we inform the redistricting with their needs in mind and the history of lack of political power. In some cases the census numbers are high, but the voting population is low. We need to try to match these two things."

"There is a perception that the last redistricting process, specifically the move of a portion of Maxwell Park from District 4 to District 6, and the jagged borders of District 4, 5 and 6 within Melrose, were politically motivated to remove a council member from office--and that decision resulted in fragmented representation and attention from the city council for the Maxwell Park and Melrose communities over the past decade. For that reason, I'm excited that there is an independent commission to decide the district boundaries this decade--and I'd like to ensure that they consider the context of how the boundaries were set in 2010 against the interests of the Maxwell Park and Melrose communities."

"Support Hills-only district since other maps dilute the Black vote significantly - Having a Hills-only district allows for candidates and electeds to focus on flatland residents - Expand District 2 to 27th Ave to keep the San Antonio neighborhood whole - This neighborhood is one of the most diverse neighborhoods in Oakland and should stay together; splitting it down 23rd splits the voice of the community - Keep neighborhoods surrounding the Coliseum whole (neighborhood is defined as Seminary to 85th Ave and from the water to International) and suggest moving it to D6 - 1) D7 has the airport and - 2) Otherwise there are too many corporate polluters in one district - Keep Westlake community up Broadway to the 580 and over to the suggested South border to allow West Oakland students who attend Westlake Middle School to stay. - Keep Lake Area is two districts - 1) One whole Lake district would be too large for one







Councilmember to manage - 2) Different sides of the Lake has very different needs - 3) Everyone in the City enjoys the Lake and more representation assists with divergent needs - Neighborhood surrounding Mills College to above 580 and through lower portions off Keller Dr by 580 stays in D6 - Residents identify more with the flatlands and not the hills - Expand c3 on Map H to include Westlake up Broadway and 580 freeway south to the proposed border in order for West Oakland students to continue to be able to attend Westlake Middle School.”

## **Evaluation:**

The goal of reaching at least 20% of Oaklanders (88,000 people) through outreach activities was exceeded through a combination of direct and indirect outreach and engagement activities detailed below: An estimated more than 100,000 Oaklanders were reached through a combination of direct and indirect engagement activities that included the following:

## **Direct reach included:**

300 residents were engaged directly between May to October at town halls, presentations, and events convened by the Commissioners working with City Council, OUSD school board members, and community organizations and coalitions.

1,712 people were engaged directly during 25 in person and virtual activities between October and December), including paper maps filled out at in person events:

- Ella Baker Mutual Aid event: 70+
- Dia de los Muertos: 13
- East Oakland Collective: 11
- Additional maps were collected by Commissioners at outreach events such as Farmer’s Markets and First Fridays.

9,985 emails sent to 1042 subscribers across all seven districts. The following represents the number of emails sent to subscribers between October and February broken down by district:

- ❖ District 1 - 987
- ❖ District 2 - 572
- ❖ District 3 - 946
- ❖ District 4 - 964
- ❖ District 5 - 840
- ❖ District 6 - 503
- ❖ District 7 - 726
- ❖ Citywide or district unknown - 4447

59,694+ reached through social media posts and advertising on Facebook, Instagram, and LinkedIn, with 1000+ engagement between October and January.





24 local and regional media members were contacted between November and February.

**Indirect Reach included:**

- Indirectly more than 100,000 residents were reached through newsletter inserts, email communications, and press releases sent by the Commission working with City Council, city staff, community based organizations and coalitions
- Meetings, emails and multimedia toolkit shared with CBOs, including but not limited to:
  - Black Cultural Zone
  - County of Alameda Asian Collaborative (50 organizations),
  - County of Alameda Public Health CBO Coalition (132 organizations)
  - Deeply Rooted (11 organizations)
  - Oakland AAPI Unite (28 organizations)
  - Oakland Rising (9 organizations)
  - Resilient Fruitvale Collaborative (19 organizations)
  - Senior Service Coalition (70 organizations)
  - The Unity Council
  - Vietnamese American Community Center of the East Bay
  - West Oakland Community Collaborative (20 organizations)
  - West Oakland Cultural Action Network
- Redistricting Commission press releases
- Redistricting updates and information shared by the Mayor and Councilmembers through email communications and at district town halls from May to December.

**Limitations:** Outreach was impacted by the ongoing COVID-19 pandemic. The Commission's work continued into December 2021, during the holiday period, during which there was a resurgent outreach of a variant (Omicron) of the SARS-CoV-2 virus. The Consultant team pulled back from in person engagement at the end of the year and focused on direct outreach through email and social media outreach.

**Recommendations for future outreach and engagement:**

Beginning public outreach early on in the process is vital, even before initial maps are prepared for public comment.

To ensure key stakeholders are informed, and to enhance the Commission's effort to get the word out, gathering and updating a community contact list with community based organizations and nonprofits, faith-based organizations, neighborhood associations, community Crime Prevention Committees, BIDs, unions, and more would ensure that a broad range of Oaklanders are informed.





The use of multiple forms of formal and informal public input was successful and should be continued and expanded, e.g. formal: surveys, direct email, public testimony, virtual and paper maps, and informal: in/person and virtual workshops, seminars, event tabling, and popups.

Translation and accessibility: Although some materials in the Commission's outreach toolkit were available in Spanish, Chinese, and Vietnamese along with English, in the future, all materials should be made available in all languages (Flyers, Posters, PowerPoints, Surveys, Newsletters). Spanish language translation was provided at public hearings toward the end of the process in response to public comment. This should be provided, along with Chinese translation services, at future events.

Given the significance of redistricting, many members of the public requested a public mailing be sent to every Oakland resident informing the public about Redistricting. The current budget did not allow for such a mailing, but it would be useful for future Commissions to consider.

Funding for qualitative analysis of written and oral comments would be useful to provide the Commission with a detailed and in-depth, and accurate summary of the comments received and how representative the Comments are in relation to Oakland demographics and underrepresented communities

Some members of the public commented on Zoom accessibility. While Zoom does provide an opportunity for more members of the public to attend meetings, and meetings are available via telephone, additional effort can be put into ensuring everyone is able to connect via phone.

Although constrained by the COVID-19 pandemic, in-person engagement and partnering with Community Based Organizations to reach the public and especially underserved communities remains vital for broader public education about Redistricting, why it occurs, what it affects, and how the public can effectively engage in the process. The outreach consultant team encountered members of the public who did not know about Redistricting, misunderstood the purpose of Redistricting, or did not know that there was an independent commission. There are many members of the public who face the digital divide and do not have an email address or regular online access. Also related to accessibility and more effective engagement, the future Redistricting Commission should consider consulting/partnering with Deeply Rooted organizations to develop more culturally responsive outreach materials and language to discuss Redistricting.

Given that Oakland's redistricting affects City Council and School Board elections, greater engagement with Oakland Unified School District would benefit future commissions. The Commission did hold two workshops with OUSD high school students, and emails were sent to students and parents, but more sustained engagement through in person and virtual workshops with parents, students, teachers, principals, and other school stakeholders, is vital.







Mobilizing the Mayor, City council, and all communication channels available to the city, such as including Redistricting information and updates through the Oakland Public Library newsletter and bulletin boards, including strategic signage at public transit stops and stations, and coordinating communications through Oakland Unified School District and Oakland Parks and Recreation, will be vital to ensure that members of the public feel that there was adequate public notice.

While requiring a substantial increased budget, a robust media strategy that incorporates television, radio, and social media would support greater awareness of the work of future Commissions. Media outreach should also begin early in the process to prepare the public for the upcoming public comment period.

Ensuring that posters and materials are distributed to all public libraries would also reach many members of the public.

The Redistricting process is an opportunity for the City of Oakland to further build a network of an increasingly diverse engaged public audience to collectively contribute to the quality of life in Oakland. To this end, the following groups have been identified as target audiences for public outreach and engagement for future Redistricting Commission outreach in addition to the stakeholders identified above:

- Oakland residents
- Black, Latinx, Indigenous, Native American, and Asian communities
- Non-English speakers
- Low-income households
- Families with one parent as head of household
- Unhoused populations
- Immigrants
- Youth and students
- Residents with limited internet access
- LGBTQ+
- People with mental health and substance abuse challenges
- Formerly incarcerated residents
- Seniors and older residents
- People with disabilities and their advocates
- Residents living in rental units
- Nonprofit and Community-based organizations (CBOs)
- Neighborhood associations
- Arts and cultural organizations
- Arts advocates including local artists, musicians, and performers





## Timeline & Schedule of Events

Timing	Purpose
September 30 - October 13, 2021	<p>Outreach to partner CBOs in Deeply Rooted, organizations with upcoming activities, and the draft list of potential partner CBOs to engage in outreach process and promote written comments, online map submission (once the Redistricting online mapping tool goes live), and public comment at Redistricting Commission Public Hearings.</p> <p>Disseminate information on Oakland Redistricting.</p> <ul style="list-style-type: none"><li>- Target East Oakland Collective Resource Fair (October 9)</li></ul> <p>Plan Enhanced Communications Toolkit and Landing Page linking to Redistricting Commission website.</p>
October 1, 2021	Submit outreach progress report to City and Commission.
October 13, 2021	Redistricting Commission Public Hearing. (Additional special Commission hearing held October 27).
October 14 - November 10, 2021	<p>Review progress following each Commission meeting with Redistricting Commissioners and City staff</p> <p>Encourage the public to continue to participate through submitting public comment and maps on COIs and proposed Redistricting Plans for consideration:</p> <p>Kickoff meeting with Deeply Rooted CBOs to engage with outreach and engagement messaging and dissemination, and to discuss potential hosting of additional public engagement activities with the Commission.</p> <ul style="list-style-type: none"><li>- Outline of CBO/NP Roles in partnership.</li></ul> <p>Develop Enhanced Communications Toolkit and Landing Page linking to Redistricting Commission website.</p> <ul style="list-style-type: none"><li>- Develop new posters, flyers, digital assets</li><li>- Translate print and digital assets.</li></ul> <p>Disseminate information on Oakland Redistricting.</p> <ul style="list-style-type: none"><li>- Develop mailing list of partner organizations</li><li>- Share official Commission Communications Toolkit and enhanced toolkit with partner CBOs.</li></ul>





	<ul style="list-style-type: none"><li>- 1 weekly post on all social media accounts; encourage partners to share on social media weekly.</li><li>- Email/texting campaign (text with survey links, text for commission meeting links, text to review map link).</li><li>- Weekly disseminate print flyers, posters, postcards to partner organizations and agencies.</li><li>- Begin running radio ads.</li></ul> <p>Community information sessions and mapping with Project Team</p> <ul style="list-style-type: none"><li>- Planning at least 1 in-person outreach engagement event at AKOMA Market and Lincoln Summer Nights in Lincoln Park (through October 21).</li><li>- Plan to host at least 1 online outreach engagement event with partner CBOs.</li><li>- Begin targeting weekly events promoting online mapping tools, survey, written comments, and attendance at November Redistricting Commission Public Hearing.</li><li>-</li></ul> <p>Review progress following each official public outreach event.</p> <ul style="list-style-type: none"><li>- Track outreach and engagement in terms of reach, diversity, inclusion, and accessibility.</li></ul>
November 1, 2021	Submit outreach report to the City and Commission.
November 10, 2021	Redistricting Commission Public Hearing (Additional special Commission hearings held November 1 & 15).
November 11 - December 8, 2021	<p>Review progress following each Commission meeting with Redistricting Commissioners and City Staff.</p> <p>Disseminate information on Oakland Redistricting:</p> <ul style="list-style-type: none"><li>- 1 weekly post on all social media accounts; encourage partners to share on social media weekly.</li><li>- Disseminate press releases; target ethnic media print and online outlets.</li><li>- Email campaign (text with survey links, text for commission meeting links, text to review map link).</li><li>- Weekly disseminate print flyers, posters, postcards to partner organizations and agencies.</li></ul>







	<p>Community information sessions and mapping with Project Team</p> <ul style="list-style-type: none"><li>- Planning at least 1 in-person outreach engagement event at AKOMA Market.</li><li>- Plan to host at least 1 online outreach engagement event with partner CBOs.</li><li>- Develop a mailing list of partner organizations and share official Communications Toolkit and enhanced toolkit.</li><li>- Continue targeting weekly events promoting online mapping tool, survey, written comments, and attendance at November Commission Public Hearing.</li><li>- Partner with Deeply Rooted Community Engagement events between November 6-21:<ul style="list-style-type: none"><li>- Oakland Asian Cultural Center</li><li>- Fruitvale Village</li><li>- AKOMA Market</li></ul></li></ul> <p>Review progress following each official public outreach event.</p> <ul style="list-style-type: none"><li>- Track outreach and engagement in terms of reach, diversity, inclusion, and accessibility.</li></ul>
December 8, 2021	Redistricting Commission Public Hearing (Additional special Commission hearings held December 1, 6, 13, 30).
December 9 - 31	<p>Review progress following Commission meeting with Redistricting Commissioners and City staff.</p> <p>Continue to disseminate information on Oakland Redistricting</p>
January 1- 31, 2022	<p>Continue to disseminate information on Oakland Redistricting</p> <p>(Additional special Commission hearings held January 5, 19, 26).</p>
February 1 - 28	Continue to disseminate information on Oakland Redistricting





	(Additional special Commission hearings held February 8 & 23)
March 9, 2022	Redistricting Commission Public Hearing
March 1 - 31	Prepare and submit Final Engagement Report detailing metrics on target goal of 20% of Oaklanders

