



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

**Meeting Minutes**

**Wednesday, May 26, 2021**  
Via Teleconference

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

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

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

Quorum was determined and the meeting started at 5:03 pm.

Commissioners present: Benjie Achtenberg, Amber Blackwell (arrived at 5:04 pm), Gloria Crowell, Lilibeth Gangas (arrived at 5:07 pm), Shirley Gee, Stephanie Goode, Masoud Hamidi, Tracy Richmond McKnight, Diana Miller, Tejal Shah (arrived at 5:59 pm), Jan Stevens, and Mary Velasco

Commissioners excused: None.

Commissioners absent: Paul Marshall.

Alternate Commissioners present: Daniel Chesmore and Bharat Singh.

Alternate Commissioners absent: None.

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

City Attorney staff present: Mitesh Bhakta.

**2. Open Forum**

There were no public comments on this item.

**3. Disclosure Requirements by Commissioners**

There were no disclosures by Commissioners.

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**4. Discussion on Outreach and Engagement Strategies**

Chair Stephanie Goode provided an overview of the upcoming Commission meetings, stated the Commission should adopt its summer outreach plans and activities no later than July 1, 2021, that the Commission should identify ways to transition from awareness to soliciting input on the redistricting work, and that the goals of the meeting are to develop strategies that are inclusive and relevant to the audiences the Commission is attempting to reach.

Commissioner Benjie Achtenberg, on behalf of the Outreach Ad Hoc Committee, recommended utilizing the August 11, 2021 Commission meeting to receive communities of interest input via a public hearing, and that the Commission can focus its summer efforts directing the community to the August 11, 2021 meeting date. Additionally, in the fall, the Commission could hold townhall meetings in each existing district to receive specific neighborhood input while engaging with the community on draft maps.

Commissioners discussed creating and publishing an outreach and engagement calendar to show all activities by the Commission.

Commissioner Lilibeth Gangas asked Commissioners to consider focusing outreach efforts by target groups and meeting the community where they are at, rather than focusing efforts by the existing district boundaries. Commissioner Gangas also recommended working with community-based organizations in identifying best engagement strategies for specific populations.

Commissioner Achtenberg stated the Commission needs to be aligned on what the ask will be during engagement work, and to make sure the ask is clear and understandable. It was recommended that all materials should contain a QR code that can direct people to the Commission's website or survey.

Alternate Commission Daniel Chesmore recommended asking a question to residents on how the current district boundaries might disenfranchise, divide, or undermine existing communities.

Commissioner Gloria Crowell recommended connecting with the existing City of Oakland and County of Alameda Boards and Commissions to discuss the importance of the redistricting process.

Co-Vice Chair Tracy Richmond McKnight stated that awareness and feedback will be happening simultaneously, where one group may be hearing about redistricting for the first time and another group is being asked about identifying their communities of interest and providing feedback on the existing district boundaries.

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Commissioner Amber Blackwell summarized past discussions and ideas on outreach work and stated the importance of asking the same questions as Commissioners are engaging with the public.

Commissioner Lilibeth Gangas recommended for the month of June to continue raising awareness of redistricting and driving residents to the website, to work on a video stressing the importance of redistricting, and to work on a postcard that can be distributed to community members. Additionally, for the month of July, to focus on the questions the Commission wants to ask residents and to spend time in August analyzing the results of those surveys and feedback.

Commissioner Shirley Gee recommended focusing efforts in engaging with coalitions to broaden the Commission's reach and to ensure the Commission is reaching specific target communities.

Chair Stephanie Goode stated the Commission's current outreach materials were intended for a broad audience and questioned how the Commission can create content for a specific target group.

Commissioner Masoud Hamidi recommended having open input at townhalls for residents to describe their communities.

Commissioner Gloria Crowell was excused from the meeting at 6:12 pm.

Commissioner Shirley Gee stated the Commission will need to work within its limitations on how the lines are drawn, given the legal requirements that must be followed, and to recognize the history of redistricting in Oakland and the obstacles groups had to overcome in gaining local representation.

Commissioner Amber Blackwell recommended the Commissioners themselves present their stories and share that information with the community.

City staff member Richard J. Luna recommended utilizing KTOP city staff in helping the Commissioners tell their stories through a shareable video.

Commissioner Lilibeth Gangas and Alternate Commissioner Bharat Singh volunteered to work on a video and other digital media engagement tools.

City staff member Richard J. Luna recommended staff work with a group of Commissioners on creating a more structured outreach plan that the Commission can adopt at an upcoming meeting.

Commissioner Jan Stevens was excused from the meeting at 6:38 pm.

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A motion was made by Lilibeth Gangas, seconded by Shirley Gee, for the Commissioners to share their personal stories to create a video with KTOP staff and to be used for a story bank for other outreach efforts. The motion passed with 10 ayes (Achtenberg, Blackwell, Gangas, Gee, Goode, Hamidi, McKnight, Miller, Shah, Velasco) two excused (Crowell, Stevens) and one absent (Marshall).

Public comments were provided by the following speakers:  
Cynthia O'Malley

**5. Adjournment**

The meeting adjourned at 6:48 pm.