



**INDEPENDENT REDISTRICTING COMMISSION
SPECIAL MEETING**

**Thursday, April 15, 2021
6:00 PM**

Commission Members:

DISTRICT 1 – JOSE LOPEZ
DISTRICT 2 – JESSE SUSSELL
DISTRICT 3 – LISA M. TRAN
DISTRICT 4 – CURTIS W. HANSON
AT-LARGE – DELORES COOPER
AT-LARGE – CARLY MICHELE ALEJOS
AT-LARGE – SHERRY SMITH

DISTRICT 5 – WINSTON RHODES
DISTRICT 6 – ELISABETH WATSON
DISTRICT 7 – SAMUEL C. TAPLIN
DISTRICT 8 – ANDREW FOX
AT-LARGE – SIMELIA ROGERS
AT-LARGE – RONALD K. CHOY

PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED EXCLUSIVELY THROUGH VIDEOCONFERENCE AND TELECONFERENCE

Pursuant to Section 3 of Executive Order N-29-20, issued by Governor Newsom on March 17, 2020, this meeting of the Independent Redistricting Commission will be conducted exclusively through teleconference and Zoom videoconference. Please be advised that pursuant to the Executive Order, and to ensure the health and safety of the public by limiting human contact that could spread the COVID-19 virus, there will not be a physical meeting location available.

To access the meeting remotely using the internet: Join from a PC, Mac, iPad, iPhone, or Android device: Use URL <https://us02web.zoom.us/j/81495024968> If you do not wish for your name to appear on the screen, then use the drop down menu and click on "rename" to rename yourself to be anonymous. To request to speak, use the "raise hand" icon on the screen.

To join by phone: Dial **1-669-900-9128 or 1-877-853-5257 (Toll Free)** and Enter Meeting ID: **814 9502 4968**. If you wish to comment during the public comment portion of the agenda, press *9 and wait to be recognized by the Chair.

Written communications submitted by mail or e-mail to the Independent Redistricting Commission by 5:00 p.m. the Friday before the Commission meeting will be distributed to the members of the Commission in advance of the meeting and retained as part of the official record. City offices are currently closed and cannot accept written communications in person.

AGENDA

Roll Call

Public Comment on Non-Agenda Matters

Minutes for Approval

Draft minutes for the Commission's consideration and approval.

1. Minutes - April 1, 2021

Commission Action Items

The public may comment on each item listed on the agenda for action as the item is taken up.

2. Training – Communities of Interest and Public Engagement From: Independent Redistricting Commission

Contact: Mark Numainville, Commission Secretary, (510) 981-6900

Items for Future Agendas

- Discussion of items to be added to future agendas

Adjournment

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*This meeting will be conducted in accordance with the Brown Act, Government Code Section 54953. Any member of the public may attend this meeting. Questions regarding this matter may be addressed to Mark Numainville, City Clerk, (510) 981-6900.*

*Any writings or documents provided to a majority of the Independent Redistricting Commission regarding any item on this agenda are on file in the City Clerk Department at 2180 Milvia Street, 1st Floor, Berkeley, CA and are available upon request by contacting the City Clerk Department at (510) 981-6908 or [redistricting@cityofberkeley.info](mailto:redistricting@cityofberkeley.info).*

*Written communications addressed to the Independent Redistricting Commission and submitted to the City Clerk Department will be distributed to the Commission prior to the meeting.*

*Communications to the Independent Redistricting Commission are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to the Independent Redistricting Commission, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service to the City Clerk Department at 2180 Milvia Street. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the City Clerk Department for further information.*

### COMMUNICATION ACCESS INFORMATION:

If you need ASL or Spanish translation services, please contact the City Clerk's Office at (510) 981-6908 or [redistricting@cityofberkeley.info](mailto:redistricting@cityofberkeley.info) at least three business days in advance of the meeting.



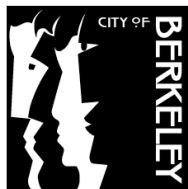
To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at (510) 981-6418 (V) or (510) 981-6347 (TDD) at least three business days before the meeting date.

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I hereby certify that the agenda for this meeting of the Independent Redistricting Commission was posted at the display case located near the walkway in front of the Maudelle Shirek Building, 2134 Martin Luther King Jr. Way, as well as on the City's website, on April 8, 2021.

Mark Numainville, City Clerk

Communications

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**INDEPENDENT REDISTRICTING COMMISSION
SPECIAL MEETING MINUTES**

**Thursday, April 1, 2021
6:00 PM**

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Roll Call: 6:03 p.m. All present.

Election of Vice-Chair

Action: M/S/C (Rogers/Cooper) to elect Commissioner Tran as Vice-Chair.

Vote: All Ayes.

Public Comment on Non-Agenda Matters – 0 speakers

Minutes for Approval

Draft minutes for the Commission's consideration and approval.

1. Minutes - March 17, 2021

Action: M/S/C (Hanson/Rhodes) to approve the minutes of 3/17/21.

Vote: All Ayes.

Commission Action Items

The public may comment on each item listed on the agenda for action as the item is taken up.

2. Training - The Commissioner Role & Best Practices (Presentation by Redistricting Partners, City Redistricting Consultant)

From: Independent Redistricting Commission

Contact: Mark Numainville, Commission Secretary, (510) 981-6900

Action: 1 speaker. Presentation made and discussion held.

Items for Future Agendas

- None

Adjournment

Action: M/S/C (Rogers/Rhodes) to adjourn the meeting.

Vote: All Ayes.

Adjourned at 8:19 p.m.

I hereby certify that the foregoing is a true and correct record of the Independent Redistricting Commission meeting held on April 1, 2021.

Mark Numainville
City Clerk

Communications

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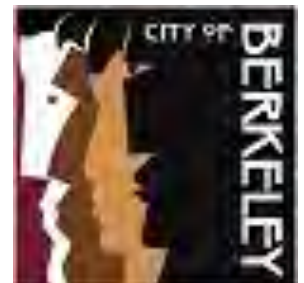
City of Berkeley
Independent Redistricting Commission
Guest Trainer: Astrid Ochoa
April 15, 2021

Astrid Ochoa is owner of Ochoa Consulting, a boutique firm supporting government and nonprofit organizations develop strategies to connect with their constituents and advance their missions. She is an experienced professional in the areas of democracy, redistricting, civic engagement, and network building. Currently, Astrid serves as lecturer in the area of governance and policy at the Humphrey School of Public Affairs for the University of Minnesota. She is the former Executive Director of Future of California Elections; a nonpartisan network of government and nonprofits working to modernize elections and expand voter participation. Previously, Astrid served as Director of State Election Policy and Redistricting at NALEO Educational Fund, where she led the organization's national redistricting strategy, including civic engagement and advocacy.

Astrid sits on the California Secretary of State's Voter's Choice Act Taskforce and was past Co-Chair of the state Language Accessibility Advisory Committee. In 2020, Astrid served on the California Secretary of State November 2020 Taskforce and the California Association of Clerks and Election Officials Taskforce, both focused on planning election administration during the pandemic.

Astrid's leadership in democracy building work was recognized in December 2020 through a resolution presented by then California Secretary of State Alex Padilla. She was also named one of 76 Influencers in the 2018 election cycle by The Sacramento Bee's 2018 Influencer Series.

Astrid holds master's degrees in public affairs and urban and regional planning from the Princeton School of Public and International Affairs at Princeton University and a bachelor's degree in international relations from Pomona College.



COMMUNITIES OF INTEREST AND PUBLIC ENGAGEMENT

PREPARED FOR CITY OF BERKELEY
INDEPENDENT REDISTRICTING COMMISSION

ASTRID M. OCHOA

APRIL 2021

COMMUNITIES OF INTEREST RANKS HIGH IN LIST OF CRITERIA

CHARTER ARTICLE V, SECTION 9.5

(f) Criteria for redistricting. **Page 3 of 20**

(1) The Commission shall adjust the boundaries of City Council districts in a manner that complies with the Constitution and statutes of the United States and the State of California, in order that the eight City Council districts shall be as nearly equal in population as may be according to the most recent decennial federal census, except where deviation is required to comply with the federal Voting Rights Act.

(2) In establishing and modifying district boundaries, the Citizens Redistricting Commission shall take into consideration topography, geography, cohesiveness, contiguity, integrity and compactness of territory of the districts, as well as existing **communities of interest** as defined below, and shall utilize easily understood district boundaries such as major traffic arteries and geographic boundaries to the extent they are consistent with communities of interest. The geographic integrity of a neighborhood or community of interest shall be respected to the extent possible without violating State or Federal law or the requirements of this Section. For purposes of this subsection "communities of interest" shall mean the following: A community of interest is a contiguous population which shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation. Such shared interests include but are not limited to those common to areas in which the people share similar living standards, use the same transportation facilities, have similar work opportunities, or have access to the same media of communication relevant to the election process, as well as neighborhoods, students, organized student housing, shared age, and racial demographics. Communities of interest shall not include relationships with political parties, incumbents, or political candidates.

(3) Districts shall not be drawn for the purpose of favoring or discriminating against an incumbent, political candidate, or political party.

(4) The Citizens Redistricting Commission may consider existing district boundaries as a basis for developing new district boundaries. Should the Commission deviate substantially in its redistricting plan from the previous district boundaries in order to reflect population growth, protect communities of interest or better comply with the redistricting criteria in the Charter, it shall issue a report explaining its reasons for doing so.

(5) The Citizens Redistricting Commission shall not consider the residence of sitting Councilmembers.

(6) If the Citizens Redistricting Commission adopts a redistricting plan that removes the residence of a sitting Councilmember from his or her then-current district, that Councilmember shall continue to serve on the City Council until the expiration of his or her term.

DEFINITION OF A COMMUNITY OF INTEREST CHARTER ARTICLE V, SECTION 9.5

A community of interest is a contiguous population which shares common social and economic interests **that should be included within a single district for purposes of its effective and fair representation.** Such shared interests include but are not limited to those common to areas in which the people share similar living standards, use the same transportation facilities, have similar work opportunities, or have access to the same media of communication relevant to the election process, as well as neighborhoods, students, organized student housing, shared age, and racial demographics. Communities of interest shall not include relationships with political parties, incumbents, or political candidates.

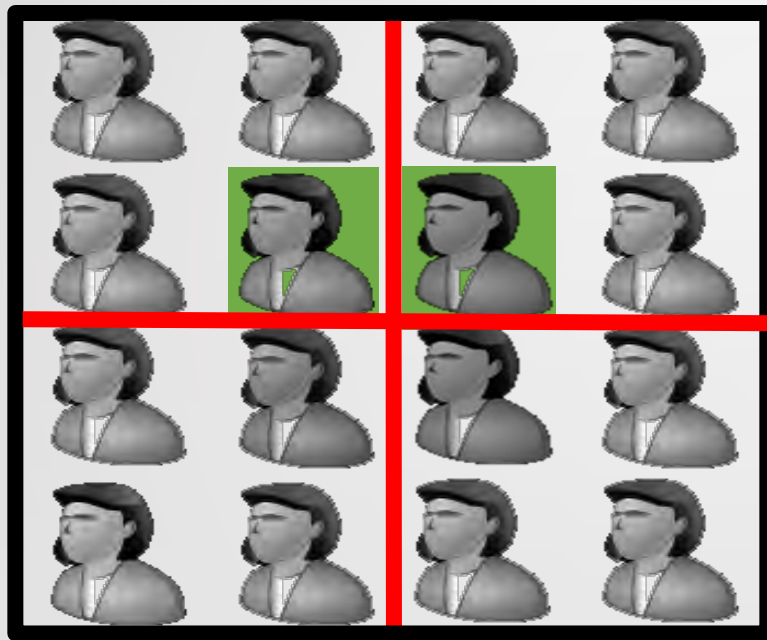
COMMUNITIES OF INTEREST HAVE SHARED CHARACTERISTICS AND A SHARED GEOGRAPHY

- History
- Resources
- Identity
- Economic interests
- Business districts
- Cultural centers
- Language
- Common neighborhood activities
- Education
- Ancestry, not race or ethnicity

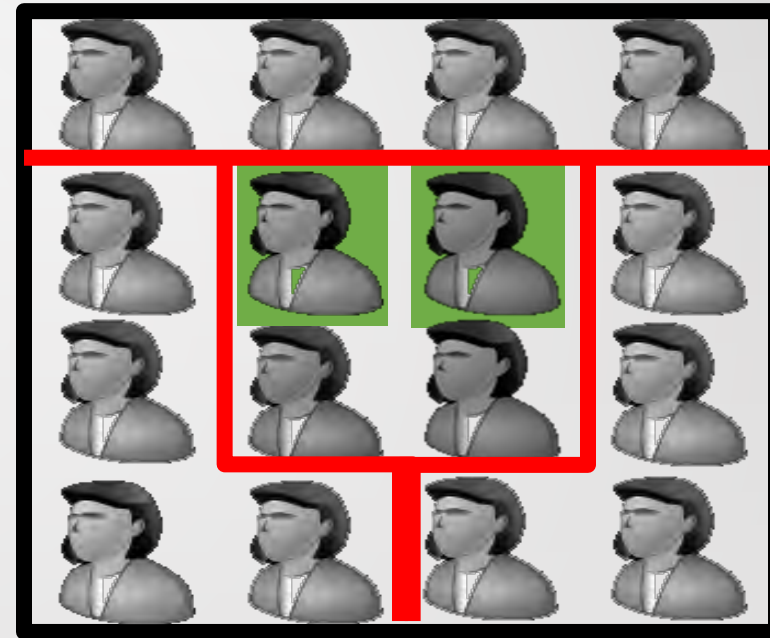


PRESERVING COI'S ALLOWS THEM TO GET THE RESOURCES THEY NEED TO THRIVE

A.



B.



COMMUNITY OF INTEREST EXERCISE

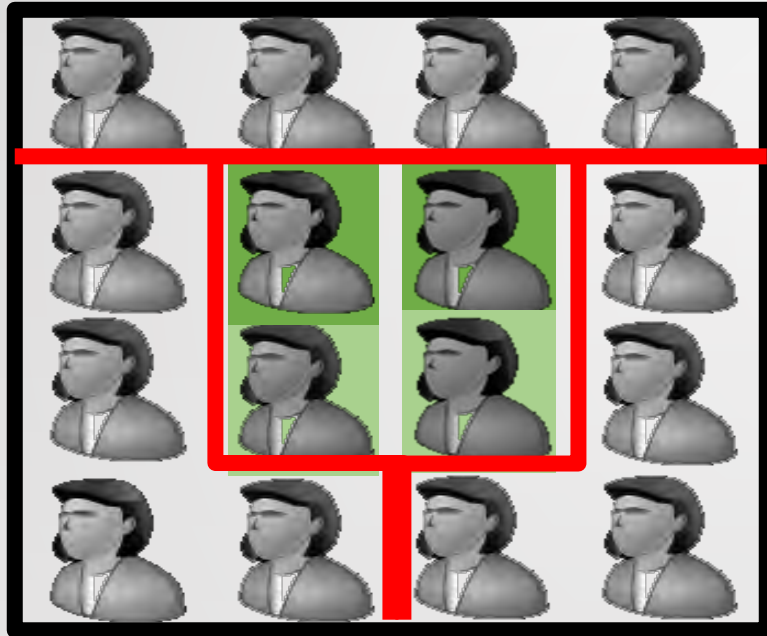
Instructions: Share video feed so that we can all see each other.

Turn Slides off.

EXERCISE: COMMUNITIES OF INTEREST (10 MIN)

1. By a show of hands, how many here are dog people?
2. If you are a dog person, what are important amenities in your community for your dog?
3. Do you have a favorite park?
4. Is an off-leash park important to you?
5. Would you like to have park areas designated for big dogs and for little dogs?
6. Would you like more pet-friendly shops, restaurants as part of your business districts?
7. What other resources would you like to see in our dog-lovers world?
8. How many are cat people?
9. Are the amenities mentioned by the dog lovers important to you? Which ones?

A COMMUNITY OF INTEREST REQUIRES THE COMMUNITY TO DEFINE ITSELF AND ITS NEIGHBORS



- History
- Resources
- Identity
- Economic interests
- Business districts
- Cultural centers
- Language
- Common neighborhood activities
- Education
- Ancestry, not race or ethnicity

KEY TAKEAWAYS ABOUT COMMUNITIES OF INTEREST

- Community of interest ranks high in list of criteria.
- Preserving communities of interest ensures representation for that community so they can elect their candidates of choice and get the resources they need to thrive.
- Community members are the experts of their communities of interest.

PUBLIC ENGAGEMENT

CHARTER REQUIRES ROBUST PUBLIC ENGAGEMENT

(1) The Citizens Redistricting Commission shall establish and implement an open process for public input and Commission deliberation that shall be promoted through a thorough outreach program to solicit broad public participation in the redistricting process. All Citizens Redistricting Commission meetings shall be open to the public unless necessary to convene in closed session under California Government Code sections [54950](#) et seq. Members of the public shall have the opportunity to provide written and oral comments to the Citizens Redistricting Commission. **The Commission's process must be designed to provide the widest public access reasonably possible to draft redistricting maps and to provide ample opportunity for the public to observe and participate in the redistricting process.**

PRACTICES FOR PUBLIC ENGAGEMENT AND OUTREACH

- Build an understanding of your audience
- Meet people where they are
- Communicate and connect with the public on the importance of redistricting
- Provide several ways for the public to engage in redistricting
- Develop partnerships to amplify your message
- Evaluate and repeat

BUILD AND UNDERSTAND YOUR AUDIENCE

- Understand your constituents. Certain communities may face unique barriers to participation.
 - What languages are spoke in various communities?
 - What formats do people need for accessibility?
 - Which communities are connected digitally? Which are not?
- Understand the needs of your audience
 - When are people available for public meetings?
 - What platforms are most user friendly for public meetings?
 - Zoom, telephone conference line



Image from City of Berkeley Redistricting Commission

MEET PEOPLE WHERE THEY ARE

- Bring messages to where people are already receiving information
 - Existing public events, meetings, festivals (online or in-person as pandemic allows)
 - Social service agencies
 - Government communications, i.e. utility bills, notices
 - Social media
 - Traditional media
 - Phone messages, texting

COMMUNICATE AND CONNECT WITH
THE PUBLIC ON THE IMPORTANCE OF
REDISTRICTING

- Develop plain language education messages that communicate the importance of drawing districting lines and the importance of having residents define their own communities
- Communicate what factors are needed to develop testimony to inform district lines



Image from City of Berkeley Redistricting Commission

PROVIDE SEVERAL WAYS FOR THE PUBLIC TO ENGAGE IN REDISTRICTING



Public meetings hosted by the commission

**Accessible
Translation
Zoom and In-person
(as allowed)**



Participating in community meetings with partner organizations



Providing a dedicated accessible website

**Translated materials
Key dates and information
Informational videos, etc.**



Providing multiples ways to submit testimony

**By phone
In writing via email, fax, letter**



Creating guides to provide testimony that includes anchoring a community to a geography



Mapping tools

Lead the designing of events and resources with accessibility and language access.

DEVELOP PARTNERSHIPS TO AMPLIFY KEY MESSAGES

- Trusted community messengers are key partners to reach traditionally underrepresented communities
 - Community organizations and leaders
 - Religious leaders
 - Schools
 - Elected leaders
 - Ethnic media
 - Social service agencies
 - Libraries

EVALUATE AND REPEAT



Image from City of Berkeley Redistricting Commission

- Evaluate who you are hearing from. Are you reaching all your constituents?
 - Identify the communities you are not hearing from and develop strategies to reach specific communities
- Evaluate the testimony you are receiving. Does it have the right information?
 - Fine tune outreach materials to solicit geography
- Repeat this process throughout the redistricting cycle to ensure you hear from all communities

THANK YOU!

ASTRID M. OCHOA

ASTRID@OCHOACONSULTING.COM