



## News from: City of Oakland

### FOR IMMEDIATE RELEASE

December 13, 2013

## City Council Adoption of New Electoral District Boundaries Marks Completion of Redistricting

*Oakland, CA* — At its meeting on Tuesday, December 10, the Oakland City Council gave final approval to new district boundaries used for local elections. Ordinance No. 13206 C.M.S. was adopted on a vote of 7 to 0. A detailed map of the new district boundaries can be found at [oaklandnet.com/redistricting](http://oaklandnet.com/redistricting).

Every 10 years the City of Oakland reviews and revises City Council District boundaries, as mandated by the City Charter. The purpose of this Redistricting process is to equalize each district's population according to U.S. Census data. New City electoral district boundaries are drawn to address population changes over the past decade.

The Oakland City Council Districts also serve as the electoral districts for the Governing Board of the Oakland Unified School District (OUSD), commonly called the Board of Education. Any changes made to the Council Districts also change the boundaries for the areas represented by the elected members of the Board of Education. Electoral boundary changes do not impact school enrollment choices.

During the 2013 Redistricting process, the City of Oakland:

- Complied with the Federal Voting Rights Act;
- Balanced district populations;
- Preserved communities of interest;
- Followed visible natural and human-made geographical and topographical features; and
- Avoided displacing any incumbent City Councilmember or OUSD board member from the district he or she was elected to represent.

At its meeting on June 4, 2013, the Oakland City Council established the criteria used in reviewing the proposed Council District boundaries.

Three town hall meetings held in July allowed for extensive public engagement and education regarding Redistricting. Four additional public meetings were held in September. The City gathered further input from the public on draft maps generated by the public and the Redistricting consultant.

Scores of Oakland residents participated in the Redistricting process by attending one of the meetings, submitting a map online, sending a letter or email, joining the online conversation at [EngageOakland.com](http://EngageOakland.com) or leaving a voice message on the Redistricting hotline. The public submitted more than 50 maps with suggested boundary changes.

-more-

Media Contact:

Karen Boyd  
510-238-6365  
[kboyd@oaklandnet.com](mailto:kboyd@oaklandnet.com)

Beginning in October, the Oakland City Council began deliberating among the proposed maps. The initial reading of the ordinance establishing the 2013 City Council District boundaries was held on Tuesday, November 19.

For more information on Oakland's Redistricting process including the submitted maps, relevant legislation, a project timeline and more, visit [oaklandnet.com/redistricting](http://oaklandnet.com/redistricting).

### **General Summary of Boundary Changes**

Broadway Terrace is generally the new border between District 1 and District 4. The Forest Park neighborhood moves to District 4. Woodland Place, Pine Needle and Farralon Way move to District 1.

In the Glenview neighborhood, both sides of Trestle Glen Road are united in District 2. Both sides of Greenwood Avenue and Canon Avenue are united in District 5.

Two census blocks just west of the Fruitvale Elementary School – bordered by I-580, Boston Avenue, School Street and Champion Street – move to District 5. The school itself remains in District 4.

The boundary between Districts 4 & 5 between Humboldt Avenue and 35<sup>th</sup> Avenue moves one block to Davis Street.

The Maxwell Park neighborhood is united in District 6. The Melrose Leadership Academy Middle School, at 4730 Fleming Avenue, moves to District 6.

The boundary between Districts 4 & 6 is extended to 55<sup>th</sup> Avenue between Bancroft Avenue and Brookdale Avenue.

The Melrose neighborhood, between Seminary and 51<sup>st</sup> Avenue, from International Boulevard south to San Leandro Street and the railroad tracks, moves to District 5. Bridges at Melrose Elementary School, at 1325 53<sup>rd</sup> Avenue, moves to District 5.

East of Lake Merritt, Haddon Hill and Lakeshore Avenue move to District 2. The Gold Coast neighborhood blocks bounded by Madison Street, Lake Merritt, 14<sup>th</sup> and 17<sup>th</sup> streets move to District 2.

### **Why Redistricting is Important to Oakland Residents**

The 2013 Redistricting process resulted in about 12,000 residents being moved into a different electoral district. As a result, the elected representative of these Oakland residents on the Oakland City Council and the Oakland Unified School District Board has now changed. Beginning on December 20, any resident unsure about who represents them on the Oakland City Council may use the City's online Council District Locator Tool at <http://mapgis.oaklandnet.com/councildistricts/> or call (510) 444-CITY. To find out who represents you on the OUSD Board, please visit <http://mapgis.oaklandnet.com/ousd/>.

## **Outreach Campaign Begins in January**

City Councilmembers represent the interests of the residents of their respective districts when making City policy, giving general policy direction, voting on ordinances and resolutions and adopting the City's biennial budget. The primary responsibilities of OUSD Board members are to ensure that every student served by the District is well educated and demonstrates high academic achievement.

To educate those residents affected by changes to district boundaries, the City of Oakland will undertake an outreach campaign beginning in January. In addition to the use of Web and Social Media outlets, the campaign will include a direct mail piece to affected residents, presentations to Neighborhood Crime Prevention Councils in areas where the boundaries shifted, and informational slides on the City's cable television station, KTOP TV-10. Printed information will be available in English, Chinese, Spanish and Vietnamese.

# # #