

Meeting Date: September 21, 2011

**Committees:**

Operations Committee   
External Affairs Committee   
Board of Directors

Planning Committee   
Finance and Audit Committee   
Financing Corporation

**SUBJECT:** Ward Redistricting Timeline and Outreach.

**RECOMMENDED ACTION:**  Briefing Item  Recommended Motion

**Approve the Revised Timeline and Public Outreach Plan for Ward Redistricting.**

**Budgetary/Fiscal Impact:**

Minimal. Public outreach will be carried out using existing resources such as the District's website, email, e-News, social media and the news media. In addition, community meetings will be held in key locations using facilities provided at no or low cost and a moderate print campaign would place information about the redistricting process and community meetings on buses.

**Background/Discussion:**

On July 13, 2011, the Board received a report on the Redistricting process and approved the timeline to complete the process and the creation of a Redistricting Committee.

Since the initial report, the District Secretary's Office and Long-Range Planning have worked successfully together to recreate the existing ward boundaries using Geographic Information Systems (GIS) redistricting software. This process took longer than expected and required a great deal of research on the District's boundaries as well as the actual GIS work to create the maps. In addition, staff recently developed two draft Redistricting Plans for the Redistricting Committee to review. The first meeting of the Redistricting Committee is scheduled to take place before the end of September.

Because some of the activities associated with the process took longer than expected, the timeline is a month behind schedule; however, it is still in line with the goal of completing the process before the end of the year.

***Redistricting Timeline (Revised)***

Outlined below is the revised timeline for the completion of the Redistricting Process:

Date	Activity
Late September	Redistricting Committee meets, draft Redistricting Plans placed on the AC Transit website, and begin distribution of outreach materials. Information placed on buses the first week of October.
October 17-31, 2011	Public outreach meetings.
Week of October 31, 2011	Redistricting Committee meets to review public comment and may make recommendations to modify one or more plan(s) prior to forwarding a final recommendation to the Board.

Week of November 7, 2011	If necessary, Redistricting Committee meets for the purpose of developing a final recommendation to the Board.
November 16, 2011	Board of Directors receives draft proposals and final recommendation(s) from the Redistricting Committee and sets public hearing regarding the adoption of a final plan.
December 14, 2011	Public hearing/decision on Redistricting Plan.

### ***Public Outreach***

In coordination with External Affairs and Communications, staff proposes the following Public Outreach Plan:

- Development of printed materials in English, Spanish and Chinese (take-one flyers and car cards) providing information about the redistricting process and the location of community meetings;
- Open letter from the Board President to elected officials and community groups about the process as well as e-News messages to riders;
- Placement of updated information on the District's website;
- Press releases to the media about the process and community meetings;
- Publications in major local newspapers, including Spanish, Chinese and Asian markets;
- Information available via social media (Facebook and Twitter); and
- Conduct four community meetings to receive public comment on draft Redistricting Plans as well as alternative proposals submitted by the public. Community meetings will focus on the cities of Berkeley, Oakland, San Leandro and Hayward—the cities that will be primarily impacted by redistricting.

In addition, once the Board sets a public hearing in November on the adoption of a plan, there will be a second round of notification provided to elected officials, community groups, riders, general public, and the media.

### **Prior Relevant Board Actions/Policies:**

DS Memo No. 11-161 - Redistricting of AC Transit Ward Boundaries as a Result of the 2010 Census.

### **Attachments:**

None

**Approved by:** Linda A. Nemeroff, District Secretary  
**Reviewed By:** Carol Babington, Interim General Counsel  
Tina Spencer, Director of Service Development and Planning  
Beverly Greene, Acting Assistant General Manager  
Victoria Wake, Marketing and Communications Manager  
**Prepared by:** Linda A, Nemeroff, District Secretary  
**Date Prepared:** September 14, 2011