

510 Day 2023

Event: 510 Day 2023

Location: Lake Merritt

Date/Time: Wednesday, May 10 @ 1:00 – 8:00pm

Number of people reached: 90 people flyers and sign-ups

- 90 people engaged through interactive tree activity



Image: 510 day Event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at 510 Day. Since 2015, residents across Oakland have come out to celebrate the annual “#510Day” at Lake Merritt - a free, public, intergenerational, grassroots community event dedicated to the celebration of Oakland’s history and culture in the face of the rapidly growing housing crisis and the pressures of gentrification that are pushing long-term residents out of the area. This event aimed to present the cultural resilience of Oakland's diverse communities; showcase creative wellness; and offer visions for our collective future in each neighborhood.

The engagement team shared a 1 page informational flyer on the Oakland General Plan Housing Element and Deeply Rooted in Oakland Partnership. The double-sided flyer defines the Housing Element’s impact on Oakland’s housing landscape and policy priorities, while highlighting the successful community engagement led by the Deeply Rooted in Oakland Partnership. It also includes specific housing priorities identified by Oakland

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residents such as stopping displacement, making housing more affordable, and ending homelessness. The flyer encouraged residents to take action and get involved through upcoming City Council meetings or by submitting feedback on the City of Oakland website. There was also a larger poster version of this flyer.

The team also shared a brochure on Fair Chance Housing. This brochure describes what the Fair Chance Housing Ordinance is, what rights exist for formerly incarcerated people in Berkeley and Oakland, and what legal/housing resources are available to assist formerly incarcerated people in accessing housing.

Engagement Approaches:

1) Approach people to have a conversation rather than extracting information from them 2) Inform people about the Environmental Justice and Safety Element, 3) Engage people to share their experiences and solutions through an interactive tree activity, 4) Share and connect residents to City of Oakland resources.

ENVIRONMENTAL JUSTICE THEMES

ENSURE SAFE AND SECURE HOUSING

- **Issues**
 - Many residents are experiencing homelessness.
- **Solutions**
 - Guarantee a safe home for everyone.
 - Create walkable and bikeable neighborhoods.

MINIMIZE LAND, AIR WATER, POLLUTION

- **Issues**
 - Water pollution and radiation/soil contamination is negatively impacting the health of residents.
 - Air pollution exacerbates asthma, skin allergies, and other negative health impacts, in residents.
 - Old paint and pipes in homes are hazardous for residents' health and makes it less safe to grow produce.
 - Freeways and illegal dumping exacerbate pollution.
- **Solutions**
 - Clean drinking water sources of contamination.
 - Give residents water filters.

- Create jobs for planting trees in neighborhoods.

PROVIDE ACCESS TO HEALTHY FOOD

- **Issues**

- Neighborhoods lack enough access to healthy and affordable food.
- Residents experience food insecurity and are compelled to ration every month.

- **Solutions**

- Improve neighborhood access to healthy and affordable food sources.
- Create more community gardens for growing free produce locally.
- Expand EBT services and availability.

INCREASE ACCESS TO CULTURAL CENTERS, LIBRARIES, CHILD CARE CENTERS, FACILITATES, AND OTHER BASIC AMENITIES

- **Issues**

- Residents struggle to locate and afford mental health services.
- Larger nature parks and hiking trails are not easily accessible for all residents.
- Cultural centers are closed down in neighborhoods.
- Public bathrooms often face maintenance and cleanliness issues.

- **Solutions**

- Create accessible, affordable, and comprehensive mental health centers and services in all neighborhoods.
- Increase cultural awareness in healthcare and expand services.
- Create more public transit routes between neighborhoods and nature sites.
- Increase access to health insurance.
- Invest in more recreational programs.
- Organize more community events around Lake Merritt.
- Create more safe spaces for youth to utilize.

SAFETY THEMES

MITIGATE THE IMPACTS OF EARTHQUAKES AND FIRES

- **Solutions**

- Allow formerly incarcerated people to work as firefighters.

BUILD INFRASTRUCTURE FOR EMERGENCY, EVACUATION, AND ALERTS.

- **Issues**
 - Residents are not equipped with supplies to deal with emergencies.
- **Solutions**
 - Provide residents with food, water, and other tools to prepare them for emergencies.
 - Bring back the Earthquake Projects.

PUBLIC SAFETY

- **Issues**
 - Police officers are an endangerment to residents.
 - Residents are afraid to walk alone at night.
- **Solutions**
 - Create police-free zones and strive towards police abolition.
 - Create more social workers.
 - Mandate bans on guns, or gun prevention laws.