

Moving 4 Peace Block Party

Event: Moving 4 Peace Block Party

Location: 7200 San Leandro St

Date/Time: Saturday, May 20, 2023 @ 10:00am to 3:00pm

Number of people reached: 25 people

- Engaged with 6 people through the interactive Tree Activity



Image: Moving 4 Peace Block Party event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the Moving 4 Peace Block Party, organized by Black Cultural Zone. The mission of the Moving 4 Peace Block Party was to celebrate art and creativity in East Oakland. The event featured performances from Destiny Arts youth and local artists, and showcased local art and businesses. There were fun activities like roller skating and games. Event partners included Better Neighborhoods, Same Neighbors, Destiny Arts, and East Bay Asian Local Development Corporation (EBALDC). The event welcomed residents of all ages.

The team shared an informational flyer on the Oakland General Plan; a trifold brochure to introduce the Environmental Justice and Safety elements, what we have heard at the events and how to get involved; we also handed out 2-pager on housing and Environmental Justice conditions impacting Oakland residents; and resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance.

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The team displayed a tree that community members could engage with by responding to prompts related to topics in the Environmental Justice and Safety element. Community members filled the tree up with their answers, and could take home locally sourced seed packets. Deeply Rooted Collaborative outreach team members referred community members to direct service organizations or City Department to address their current needs and gathered questions regarding the General Plan and City services.

People also engaged through an interactive activity and the opportunity to have artistic expression on our chalk floor. Most of the kids would stop by to request chalk and parents would then listen or talk to staff at the table.

Engagement Approaches:

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

Demographics: The Deeply Rooted in Oakland Partnership is committed to reaching people who have not traditionally been part of planning processes. The following are demographic highlights based on the sign-ups and in-person interactions:

- **Age:** Spoke to youth and older adults.

ENVIRONMENTAL JUSTICE THEMES

MINIMIZE LAND, AIR WATER, POLLUTION

- **Issues**
 - Poor air quality is negatively impacting residents' health.
- **Solutions**
 - Organize community events to promote health resources.

SAFETY THEMES

BUILD INFRASTRUCTURE FOR EMERGENCY, EVACUATION, AND ALERTS.

- **Issues**
 - Residents do not feel prepared to deal with climate change-related emergencies.
- **Solutions**

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- Organize emergency preparedness trainings in all neighborhoods.
- Provide equipment for emergencies to all residents.

PUBLIC SAFETY

- **Issues**

- Gun violence endangers the lives of residents.
- The police department enforces laws inappropriately.

- **Solutions**

- Create policies to reduce guns in neighborhoods.