

06/16/23 Town Nights

Event: Town Nights

Location: Josie de la Cruz Park - 1637 Fruitvale Ave, Oakland

Date/Time: Friday, June 16 @ 5:00 – 9:00pm

Number of people reached: 58 people through flyers and signups

- 55 people engaged in interactive Tree Activity



Images: Town Nights Event Flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English and Spanish outreach at the CURYJ Town Nights event. Town nights is kicking off a series of events as a tribute to Juneteenth through a night of Liberation Hip Hop. There was also free food, live entertainment, prizes, a kids' zone, and more. The event welcomed residents of all ages.

The team shared an informational flyer on the Oakland General Plan; a 2-pager on housing and environmental justice conditions impacting Oakland residents; and resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance. The 2-pager on housing and environmental justice conditions presented racial displacement, housing affordability, pollution burden, past and future housing production in Oakland, and a call to action.

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. 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.

Engagement Approaches:

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

ENVIRONMENTAL JUSTICE THEMES

MINIMIZE LAND, AIR WATER, POLLUTION

- **Solutions**
 - Enhance efforts to clean up the air and water.

DEVELOP AREAS FOR EXERCISE SUCH AS PARKS

- **Issues**
 - Neighborhoods need more trees and green spaces.
- **Solutions**
 - Create parks for youth.
 - Provide more open spaces in neighborhoods.
 - Create recreational and sports spaces, such as basketball courts and soccer fields.

PROVIDE ACCESS TO HEALTHY FOOD

- **Issues**
 - Produce is expensive for many residents.
- **Solutions**
 - Increase the quality of food in schools. Provide more culturally relevant meals for students.
 - Provide more affordable food options for residents.

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

- **Issues**
 - Prioritize Oakland Schools, and don't allow schools to be expendable in political bargaining.
- **Solutions**
 - Fund youth programs and spaces, including for violence prevention.
 - Hold more community events.
 - Increase cooling vents at recreation centers.
 - Provide more mental health services.
 - Create more spaces and activities for creative learning.
 - Increase access to health care.

SAFETY THEMES

PUBLIC SAFETY

- **Issues**
 - There are sometimes inebriated (intoxicated) people in parks.
 - There is gun violence in neighborhoods.
- **Solutions**
 - Abolish the police.
 - The police need to do a better job.
 - Fix street potholes and improve cleanups.
 - Increase animal protection policies.
 - Keep Oakland Police department out of community events and spaces.