

06/23/23 Town Nights

Event: Town Nights

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

Date/Time: Friday, June 23 @ 5:00 – 9:00 pm

Number of people reached: 78 people through flyers and signups

- Engaged with 77 people through the interactive Tree Activity



Image: Town Nights event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English and Spanish outreach at the CURYJ Town Nights event. This event featured free food, live entertainment, prizes, a kids' zone, and more! Town Nights occur every Friday throughout the summer.

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 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

MINIMIZE LAND, AIR WATER, POLLUTION

- **Issues**
 - Residents are experiencing a water shortage due to rising costs.
 - Residents regularly experience smoke inhalation.
- **Solutions**
 - Guarantee all residents access to water.
 - Better maintain parks.
 - Create more plans dedicated to eliminating pollution.

DEVELOP AREAS FOR EXERCISE SUCH AS PARKS

- **Solutions**
 - Create more gardens and parks in every neighborhood.
 - Ensure that parks and open spaces are kept clean.
 - Include spaces for sports activities in all parks.

PROVIDE ACCESS TO HEALTHY FOOD

- **Issues**
 - Neighborhoods don't provide nearby access to healthy foods.
 - Healthy foods are not affordable.
 - Neighborhoods are saturated with fast food businesses.
 - Grocery stores sell junk food that targets youth.
- **Solutions**
 - Add more community gardens and farms for residents to grow their own produce.
 - Provide healthy and free food options, including more food banks.
 - Ensure grocery stores sell products at affordable prices.
 - Create more cultural food providers.

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- Create more public transportation options to increase access across distances.
- Distribute more education around healthy foods, especially directed at youth.

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

- **Solutions**

- Create more mental health and substance use treatment centers.
- Facilitate more town halls between the police department and the community.
- Create a Cultural Center dedicated to specific cultures, including for Indigenous Guatemalan residents.
- Fund more youth programming.
- Ensure more diversity at public facilities, like schools.

SAFETY THEMES

BUILD INFRASTRUCTURE FOR EMERGENCY, EVACUATION, AND ALERTS.

- **Issues**

- Residents don't feel adequately informed about natural disasters.

- **Solutions**

- Provide families with natural disaster plans.
- Provide families with free emergency kits.

PUBLIC SAFETY

- **Issues**

- There is poor response time and a lack of accountability by the police department.
- Neighborhoods experience violence, including crime and shootings.

- **Solutions**

- Provide more combat resources to the police department.
- Provide more security presence at parks.
- Make sure neighborhoods are kept well-lit through the night.