

First AKOMA Grand Market and the 5th Annual Black Sunday Holiday Expo

Event: First AKOMA Grand Market and the 5th Annual Black Sunday Holiday Expo

Location: Uptown Station 1955 Broadway

Date/Time: Friday, December 16, 2022 @ 5:00 pm – 8:00 pm

Number of people reached: 80

- 80 people from sign-up sheet and flyers distributed



Image: Deeply Rooted Youth fellows at the Oakland General plan table at First Akoma Grand market event

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the First AKOMA Grand Market and the 5th Annual Black Sunday Holiday Expo event. The event had holiday gift vendors and food. The event welcomed residents of all ages.

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

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Oakland Partnership. It also includes specific housing priorities identified by Oakland 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. The team also 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. 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 Housing Element and how to get involved through a 1- page informational flyer in English, 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. At this event we spoke with youth, older adults, unhoused folks, formerly incarcerated persons, tenants/renters, homeowners, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice.