

Cinco De Mayo Career Fair

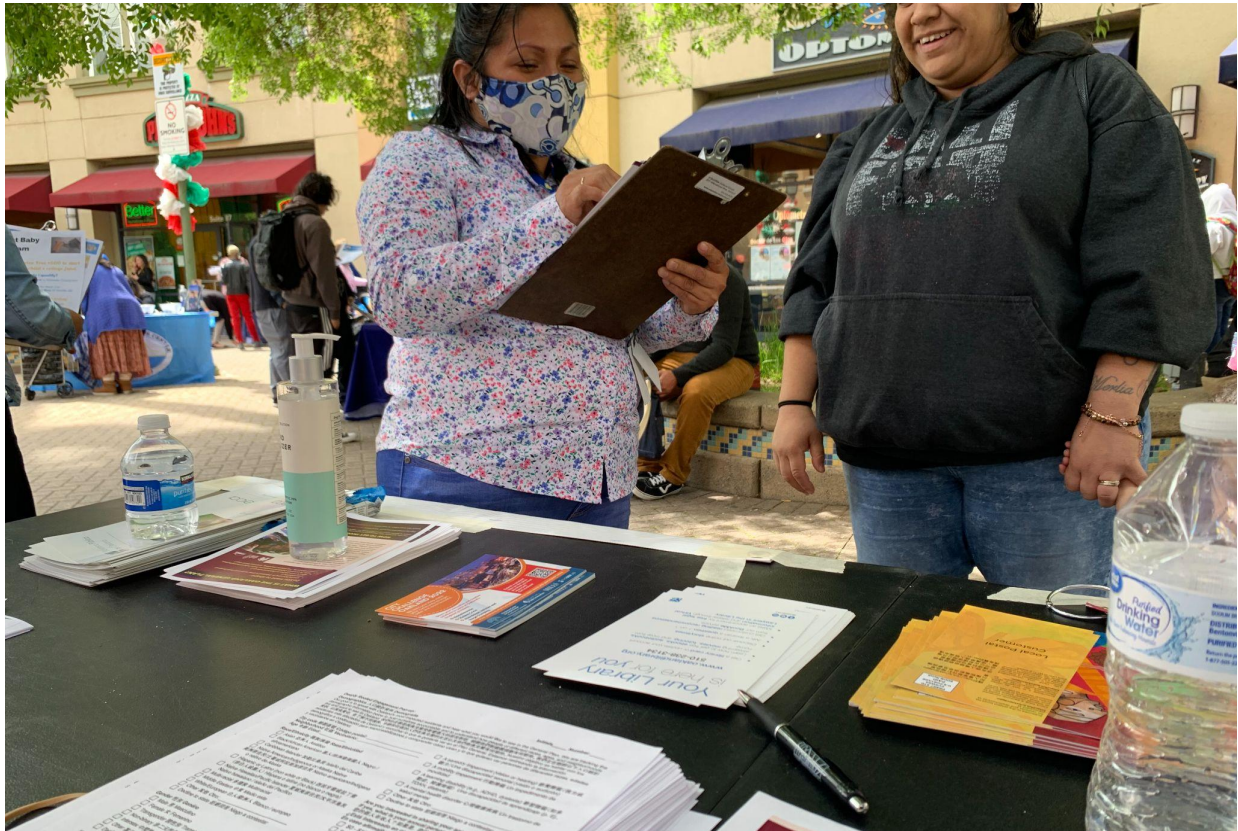
Event: Cinco De Mayo Career Fair

Location: Fruitvale

Date/Time: May 5, 2022 1PM-4PM

Number of people reached: 41

- 31 in-person interviews
- 10 sign-ups



Source: The Unity Council

Event Description:

The Unity Council of the Deeply Rooted in Oakland Partnership conducted Spanish and English outreach at the Cinco de Mayo Spring Career Fair & Celebration. This event took place at The Fruitvale Transit Village and was hosted by The Unity Council, Oakland Private Industry Council, and Alameda County Social Services.

The team informed people what the General Plan is; conducted 31 in-person interviews; shared a 2-pager on housing and environmental justice conditions that people in Oakland are experiencing; handed out flyers for resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance; referred community members to direct service

organizations or City Department to address current needs; and gathered questions regarding the General Plan and City services. 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.

Engagement Approaches:

1) Approach people to have a conversation rather than extracting information from them 2) A 2-pager on housing and environmental justice on the table in English 3) Table with candy, art, and community 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, undocumented persons, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice. The following are demographic highlights based on the 31 in-person interviews we conducted:

- **Race/Ethnicity:** Majority of the people we spoke to are Hispanic or Latino (94%). *See Table 1 for more information.*
- **Age:** Majority of the people we spoke to are between the ages of 45-54 (23%) and 55-64 (23%). *See Table 2 for more information.*
- **Gender:** 61% are female and 32% are male. *See Table 3 below for more information.*
- **Housing:** Majority of the people we spoke with are renters (84%). *See Table 4 for more information.*
- **Disability:** 19% of people shared having a disability; having a sensory impairment (10%), mental health disorder (3%), learning disability (3%), and mobility impairment (3%). *See Table 5 below for more information.*
- **Annual Personal Income:** Most have an annual personal income of \$0-\$10,000 (26%) or \$10,001-\$20,000 (32%). *See Table 6 below for more information.*
- **Sexual Orientation:** 10% are heterosexual and 7% are LGBTQ+. *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 10% of people shared that they had some experience with mass incarceration; being a family member of someone who is formerly incarcerated (3%), a family member of someone who is currently incarcerated (3%), and being formerly incarcerated themselves (3%). *See Table 8 below for more information.*

The 31 interviews included the following 8 questions and demographic information:

- **General:** 1) When did you/your family arrive in Oakland? Where were you living before?; 2) What neighborhoods have you lived in?; and 3) What's your favorite memory of Oakland?
- **Housing:** 1) Have your family members struggled with housing problems? If so, what have been your major problems?; and 2) What are your ideas for solutions? What would you like to see as solutions?
- **Environmental Health:** 1) Do any of your Oakland family members have trouble breathing, been involved in a car collision, been affected by wildfires (proximity or smoke), or flooding?; and 2) What are your ideas for solutions? What would you like to see as solutions?
- **Anything else you would like to share?**
- **Demographic Information:** Zip code, neighborhoods, age, race/ethnicity, gender, sexual orientation, housing, disability, annual income, and formerly incarcerated

Engagement Summary

The following is a summary of the main points that community members brought up during the event. Points under each topic are ordered by most to least mentioned.

FAMILY ARRIVED IN OAKLAND

- Many of the individuals that we spoke with shared that their families arrived between 1950-1979 (19%), 1980-1999 (19%), 2000-2010 (23%), and 2011-2020 (23%). *See Table 9 below for more information.*
- People had previously been living in the Bay Area (63%), internationally (30%), and other West Coast locations (7%). Bay Area locations included: San Francisco, Richmond, Hayward, and Union City.

A FAVORITE MEMORY OF OAKLAND

"My favorite memories are just about all the time I've spent with friends/family/community and feeling like Oakland is 'home.'

- **Oakland Locals and Community:** Many enjoy spending time with friends and families enjoying daily activities such as picnics and meeting people at school. In speaking about Oakland locals, there was an emphasis on keeping Oaklanders in Oakland, cultivating peace, and focusing on various equity issues. Many mentioned

Cinco De Mayo Career Fair

loving Oakland when there was less violence and homelessness, raising concerns about high taxes and displacement.

- **Culture and Cultural Arts:** Many enjoy community gatherings, festivals and events such as Cinco de Mayo, international markets, Dia de los Muertos. Some mention the culture of sports and watching A's and Warriors Games.
- **None:** Some mention not having favorite memories.
- **Nature and Parks:** Water features, Marinas, Oakland Zoo
- **Education:** Community college, specifically Mills College
- **Local Businesses:** Guadalajara Restaurant, Fruitvale Ave

HOUSING

"He tenido problemas para aplicar a la Sección 8 y las rentas son muy altas y el salario es bajo en Covid. Me desalojaron." (Translation: I have had problems applying to Section 8 and the rents are very high, the salary is low in the COVID pandemic. I was evicted.)

HOUSING AFFORDABILITY

- **Issues:**
 - **Renters** face high rents and increasing rents. There are minimal housing protections for residents that lead to evictions and displacement. These result in homelessness or displacement out of Oakland.
 - **Homeowners** lose their homes due to rising prices. Prospective homeowners lack resources and pathways to buy or keep a home.
 - **Overall**, people cannot afford housing because of high costs, increasing rates, and lack of renter protections. Since wages in the city are not increasing to meet the living wage.
- **Solutions**
 - **Renters**
 - Lower and stabilize rent prices through rent control
 - Increase supply of Below Market Rate (BMR) housing
 - Build affordable and low-income housing
 - Prioritize housing for people at risk of evictions, displacement, and homelessness
 - **Homeowners**
 - Increase and implement homeownership programs (e.g., assistance for down payments with realistic requirements, proactive outreach)
 - Increase affordable housing for seniors who can live alone

HOUSING HABITABILITY

- **Issues:**
 - Fear due to neighborhood violence, robbery, and crime
 - Trash-filled streets and illegal dumping
 - Aggressive and negligent landlords and building owners
 - Lack of housing suitable for children and families
- **Solutions:**
 - Prioritize neighborhood security measures with community consultation
 - Enforce regulations and maintenance of buildings
 - Promote shared housing with support for proper living conditions – ensuring no overcrowding, well-maintained infrastructure and utilities

HOMELESSNESS

- **Issues:**
 - Homelessness is a visibly large issue in neighborhoods
 - Unhoused individuals live on unclean and trash-filled streets
- **Solutions:**
 - Fund service programs and priority housing for unhoused people
 - Lead clean-up efforts on streets surrounding unhoused encampments

RESOURCES AND EDUCATION

- **Issues:**
 - Inaccessible Section 8 Choice Housing vouchers
- **Solutions:**
 - Dedicate resources and pathways to housing for immigrants
 - Uplift neighborhood housing justice organizing and community mobilization

ENVIRONMENTAL HEALTH

“Si mi madre fue víctima de la velocidad de los carros. Oakland necesita ser firme con el tópico, y no poner excusas. Los servicios de Oakland, de la ciudad son muy malos-deficiente. ¡Mucha burocracia! (Translation: Yes my mother was a victim of speeding cars. Oakland needs to be firm with this topic, and not make excuses. The City services are very deficient. A lot of bureacracy!)”

TRASH & WASTE MANAGEMENT

- **Issues:**
 - Dirty and trash-filled streets
 - Infrequent clean-up, particularly in low-income and underserved areas
 - Perception that there will be no consequences encourages littering and dumping
- **Solutions:**
 - Invest in street cleaning efforts, particularly in low-income neighborhoods
 - Clear trash on highways
 - Enforce regulations on illegal dumping, including furniture on the street

NATURE & PARKS

- **Issues:**
 - Neglected trash-filled parks
 - New developments do not include parks for kids
- **Solutions:**
 - Invest in cleaning, preserving, and maintaining parks
 - Build more parks, dedicate green spaces, and plant more trees – prioritizing the disinvested areas
 - Ensure with each new housing/building development there should be adequate green spaces, parks, and playgrounds in the neighborhood
 - Support wildlife conservation and landscape preservation

INDUSTRIAL

- **Issues:**
 - Chemical pollution is exacerbating and causing respiratory conditions
- **Solutions:**
 - Regulate chemical pollution and trash production from industries

CARS & TRANSPORTATION

- **Issues:**
 - Car collisions and elder adults at risk
 - Lack of parking and parking lots
 - Pothole-filled streets
- **Solutions:**
 - Build affordable housing that comes with parking
 - Invest and maintain the streets and roads, starting with potholes

Cinco De Mayo Career Fair

- Increase traffic surveillance
- Ensure wide and well-paved sidewalks

ECONOMIC, VIOLENCE, ACCOUNTABILITY, HEALTHCARE, AND EQUITY

“Oakland es bonito pero hay mucha delincuencia y homeless[ness]. Tiene miedo de salir en la noche (Translation: Oakland is nice but there is a lot of crime and homelessness. You are afraid to go out at night)”

ECONOMIC

- **Issues:**
 - Wages have not increased over the past decade and there are few jobs that pay livable wages
 - High taxes
 - High utility prices and fees bared by renters rather than property owners
 - Retired Oaklanders can't afford housing with social security
 - Limited access to City jobs
- **Solutions:**
 - Prioritize living wages and accurate calculations of living wages
 - Lower utility prices and fees so property owners do not raise rent

VIOLENCE & CRIME

- **Issues:**
 - High crime and violence in neighborhoods
- **Solutions:**
 - Support community gatherings, cultural events, and festivals as opportunities to socialize without drug use
 - Monitor and prevent car break-ins and theft

ACCOUNTABILITY

- **Issues:**
 - Distrust with City for regulation enforcement and tangible change
 - Bureaucracy difficult to navigate

HEALTHCARE & WELLNESS

- **Solutions:**
 - Invest in mental health, consider providing mental health care with insurance

YOUTH

- **Issues:**
 - Limited access to affordable youth activities
- **Solutions:**
 - Fund affordable and free community art centers and youth activities
 - Prioritize drug abuse prevention for youth
 - Invest in public schools
 - Build out career development programs for youth, with direct support for getting a job

EQUITY

- **Solutions:**
 - Expand accessibility to services for underserved Latino residents
 - Prioritize anti-discrimination efforts in all realms, including housing and jobs

DEMOGRAPHIC DATA ANALYSIS

Note: The tables listed below do not include a total count because respondents can select more than one response for subsections – Race/Ethnicity, Housing, Disability, Sexual Orientation and Experience with Mass Incarceration.

Table 1. Engagement by Race/Ethnicity

Race/Ethnicity	Number of People	Distribution (%)
Black/African American	1	3.2%
Hispanic or Latino (non white or Black)	29	93.6%
White/European	1	3.2%
Native American/Indigenous or Alaska Native	0	0.0%
Asian	0	0.0%
Multi-racial	0	0.0%
Native Hawaiian/Pacific Islander	0	0.0%
Caribbean Islander	0	0.0%
Middle Eastern	0	0.0%
Other	0	0.0%
Decline to state	0	0.0%

Table 2. Engagement by Age

Age Group	Number of People	Distribution (%)
12-17 Years	0	0.0%
18-24 Years	3	9.7%
25-34 Years	3	9.7%
35-44 Years	4	12.9%
45-54 Years	7	22.6%
55-64 Years	7	22.6%
65+	3	9.7%
Decline to state	4	12.9%
Total	31	

Table 3. Engagement by Gender

Gender	Number of People	Distribution (%)
Female	19	61.3%
Male	10	32.3%
Non-binary	0	0.0%
Transgender	0	0.0%
Intersex	0	0.0%
Decline to state	2	6.5%
Total	31	

Table 4. Engagement by Housing

Housing	Number of People	Distribution (%)
Rent	26	83.9%
Own	3	9.7%
Shared housing with family/roommates/partner	1	3.2%
Temporary with friends/family	1	3.2%
Mobile housing/unhoused	0	0.0%
Temporary (in shelter, hotel)	0	0.0%
Decline to state	0	0.0%

Table 5. Engagement by Disability

Disability	Number of People	Distribution (%)
A mobility impairment	1	3.2%
A mental health disorder	1	3.2%
A sensory impairment (vision or hearing)	3	9.7%
A learning disability (e.g., ADHD, dyslexia)	1	3.2%
Other	0	0.0%
Decline to state	26	83.9%
None	0	0.0%

Table 6. Engagement by Annual Personal Income

Annual Personal Income	Number of People	Distribution (%)
\$0-\$10,000	8	25.8%
\$10,001-\$20,000	10	32.3%
\$20,001-\$30,000	2	6.5%
\$30,001-\$40,000	0	0.0%
\$40,001-\$50,000	3	9.7%
\$50,001+	3	9.7%
Decline to state	5	16.1%
Total	31	

Table 7. Engagement by Sexual Orientation

Sexual Orientation	Number of People	Distribution (%)
Heterosexual	3	9.7%
Queer	0	0.0%
Bisexual	0	0.0%
Lesbian	0	0.0%
Gay	2	6.5%
Decline to state	26	83.9%

Table 8. Engagement by Experience with Mass Incarceration

Mass Incarceration	Number of People	Distribution (%)
I am a family member of someone who is formerly incarcerated	1	3.2%
I am formerly incarcerated	1	3.2%
I am a family member of someone who is currently incarcerated	1	3.2%
None	0	0.0%
Decline to state	29	93.6%

Table 9. Family Arrived in Oakland

Arrive in Oakland	Number of People	Distribution (%)
Before 1900	0	0.0%
1900-1950	2	6.5%
1950-1979	6	19.4%
1980-1999	6	19.4%
2000-2010	7	22.6%
2011-2020	7	22.6%
2021+	0	0.0%
Visiting	0	0.0%
Working	0	0.0%
Other	0	0.0%
Decline to state	3	9.7%
Total	31	