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City of Oakland
250 Frank H. Ogawa Plaza
Oakland, CA 94612-2033



Re: Project No. Oakland Redistricting Commission Public Engagement & Outreach

EastSide Arts Alliance (ESAA) is pleased to submit our proposal for the Oakland Redistricting Commission Public Engagement & Outreach.

ESAA as an NPSLBE serving as Prime Contractor, is a respected and impactful convener of community collaborations, with 20 years serving Oakland's diverse residents and neighborhoods, and with experience managing and coordinating community-wide initiatives (focused on residents who have been historically excluded from citywide planning efforts). Subcontractor Outreach by Design LLC brings leadership and expertise in program management, equitable community outreach and engagement, environmental planning, and initiatives that advance equity, diversity, and inclusion. We are committed ensuring the community engagement process is developed in coordination with deeply rooted Oakland community-based organization (CBOs) to achieve outreach to all City of Oakland residents.

With our women of color-led full-service team's decades of experience providing highly successful, creative, and culturally vibrant engagement projects with Oakland's multiracial residents, and strong expertise and leadership in developing community engagement tools, youth outreach, leading efforts to advance diversity, equity and inclusion and belonging, collaborative leadership, research and analysis, and experience in cultural arts, research design, and environmental planning sectors, we are well positioned to aid you in this important effort to support Oakland's redistricting efforts.

ESAA and Outreach by Design LLC intends to build on our network of relationships with CBOs such as Just Cities Institute (JCI) that are deeply rooted in the racial, ethnolinguistic, and cultural diversity of Oakland to ensure outreach to all of Oakland's multiracial residents, including West Oakland, Chinatown, Fruitvale, East Oakland, and Downtown, to ensure meaningful representation among Oakland's many communities of interest.

Our understanding of redistricting and its importance comes from our experience empowering communities traditionally excluded from planning and policymaking, from our experience developing innovative social equity analyses to address environmental justice, affordability, and

equitable access to basic infrastructure and services, backed by formal training in public policy and urban planning. Additionally, our deep knowledge of anti-racism and diversity, equity, and inclusion comes from decades of work partnering with communities to successfully develop and implementing socially just public policies, award-winning work in outreach and engagement, and leadership in advancing diversity, equity and inclusion in public agencies, private companies, academic institutions and associations in California, Ohio and at the national level in the United States.

We understand the dynamics of public awareness and participation for inclusive governance, relationship-building, and continuous internal and external engagement necessary for organizational and social transformation. Our public outreach approach uses a transparent, equitable process that centers the voices and experiences of underserved populations served by public agencies. We propose to work with longstanding community and cultural hubs, as well as other CBOs who have been working on housing, environmental justice, racial justice, transportation, safety, parks, land use, and open space and with the collaborative of organizations doing public outreach and engagement for the Oakland General Plan update to prepare an outreach plan and manage a creative, coordinated outreach effort to ensure all districts are covered over the period of four (4) months for the City's redistricting process.

We acknowledge receipt of all proposal materials. All information submitted with the proposal is true and correct.

Thank you for your consideration of our proposal for this important project.

With respect,



Elena Serrano
Executive Director
EastSide Arts Alliance



Charisma Acey, M.P.P., Ph.D.
Managing Director/Principal
Outreach by Design LLC

EXECUTIVE SUMMARY

Below we summarize our approach to the topics identified in the Request for Proposal, the strengths of the proposed project team, and why our organization should be selected.

Our approach

Through decades of intentional design and practice, we will employ an approach to community outreach that centers community and cultural arts, and integrates the principles of restorative justice, recognition justice, social and environmental justice in planning and public policy making. This model upends the prevailing model of community engagement that extracts, exploits, and tokenizes residents, especially low-income communities of color.

Team strengths

Our women of color-led full-service team provides expertise in decades of experience providing highly successful, creative, and culturally vibrant engagement projects with Oakland's multiracial residents, and strong expertise and leadership in developing community engagement tools, youth outreach, leading efforts to advance diversity, equity and inclusion and belonging, collaborative leadership, research and analysis, and experience in cultural arts, research design, and environmental planning sectors. ESAA's Executive Director, Elena Serrano, and Project Director, Charisma Acey, have extensive experience managing city-wide and other large-scale community outreach and engagement, managing government-funded projects, operations and budgets, community research partnerships and engaging in public outreach through the arts for activism and actionable public policy research and analysis, while producing clear and accessible public reports and implementation plans under aggressive timelines. Our team has strong expertise and leadership in project management, public outreach, strategic plan development, building partnerships with Community-based Organizations (CBOs) and non-profits, and multi-media advertising and creative marketing.

Our work is defined by a dedication to quality, a collaborative approach, creativity and inclusiveness in planning and design and a commitment to completing projects on time and within budget.

QUALIFICATIONS, EXPERTISE AND EXPERIENCE

Project Management

The EastSide Arts Alliance team has extensive project management experience delivering high quality deliverables and results for clients and partners. Dr. Charisma Acey will be the Project Director and the day-to-day contact plus oversee all planning, outreach, partnership, marketing, and advertising services. She has experience helping clients identify and meet their goals. She is also an associate professor in the UC Berkeley Department of City and Regional Planning. Dr. Acey is an internationally recognized, award-winning community-engaged scholar and thought leader in urban planning and international development, access to water and sanitation infrastructure, poverty alleviation, human rights, and environmental justice. Her 23-year career has included managing multi-million-dollar humanitarian relief and development projects funded by USAID during the Angolan civil war, working with ethnic minorities facing discrimination in Zimbabwe, and partnering with communities in the US on food security, public participation in urban design and redevelopment, and environmental justice projects. This work has motivated her prioritization of human rights, equitable governance, and into her research career on basic services.

Additionally, with over 40 years' experience working with youth, arts, and education, ESAA Founding Member and Executive Director Elena Serrano has a strong arts administrative and development background, directing and managing programs and events and fundraising campaigns for nonprofit, cultural and arts organizations, including the annual Malcolm X Jazz Arts Festival, which brings thousands of ethnically diverse people together annually in Oakland.

Public Outreach

ESAA is a NPSLBE collective of cultural workers who live and work in East Oakland. ESAA's mission is to unite art with activism to work for community empowerment and cultural development and to build bridges between the disenfranchised, racially divided communities we serve. With over 20 years serving Oakland's diverse residents and neighborhoods through the cultural arts, ESAA is a trusted Oakland organization with networks across creative entities in Oakland (and impactful convener of community collaborations and has experience managing and coordinating community-wide initiatives (focused on residents who have been historically excluded from citywide planning efforts). Each year, EastSide reaches over 30,000 Oakland residents through programming at the EastSide Cultural Center, the annual Malcolm X Jazz Arts festival and through other offsite venues. Through the arts, Oakland residents are engaged and participate in the building and imagining of Oakland neighborhoods.

Other community cultural events productions facilitated by EastSide include: Xicana Moratorium; Dia de los Muertos (International Blvd procession); Xicana Power Block Party; Oakland is Proud "pop-up" cultural plazas (various sites in East Oakland).

ESAA ED Elena Serano has also worked with the City of Oakland under contract for the Department of Transportation as a cultural strategist to bring together community development with transportation projects. ESAA will coordinate the Partnership's community outreach, engagement, and event implementation activities.

In addition, Dr. Acey brings background and training in community-based participatory research, decades of work partnering with local nonprofits, community-development associations, and other

community stakeholders in the US, Africa, and Latin America, to advance the needs of underserved communities.

Partnerships with Nonprofits and CBOs

EastSide Arts Alliance led the effort to develop a thriving Black Cultural Zone in East Oakland. Throughout a collaborative process which grew from the Oakland Sustainable Neighborhoods Initiative (OSNI) led by the City of Oakland, EastSide has brought to the table City and County departments and elected officials, affordable housing developers, Black entrepreneurs, faith leaders, cultural workers, and East Oakland residents to implement the anti-displacement and cultural preservation strategies as prioritized through the City of Oakland's OSNI process. This process included EastSide's facilitation of over 300 East Oakland residents in visioning sessions to create a community plan for the BCZ.

In partnership with Oakland-based nonprofits and CBOs, ESAA has also developed and implemented cultural strategies with re-entry populations: In collaboration with Just Cities Institute, Building Opportunities for Self-Sufficiency (BOSS), and restorative justice practitioners, EastSide co-led the Social Justice Collective, a program model for reentry engagement and empowerment that integrated a restorative justice framework with leadership development and cultural arts strategies to help justice-involved individuals examine systemic inequality and become agents of change within their communities. EastSide staff designed and facilitated Cultural Organizing and Arts Strategies workshop sessions where fellows learned about the connection between art and activism and how art can be used as a tool for movement and community building.

EastSide Arts Alliance (ESAA) currently serves as the program backbone and lead grantee for The Deeply Rooted in Oakland Partnership (Deeply Rotted), a unique and innovative collaborative of community-based organizations (CBOs) committed to creating an equitable, sustainable, and culturally thriving Oakland that is organizing community outreach and engagement activities that will inform the development of Oakland's General Plan Update. The ESAA team will also build upon the expertise and networks of Deeply Rooted and its other partner organizations to ensure city-wide outreach.

Additionally, Dr. Acey has partnered with Just Cities Institute Margaretta Lin co-design and teach the Transformative Justice Studio course UC Berkeley City and Regional Planning Department that is training the next generation of planning leaders to advance racial equity in planning and policy through strong community partnerships.

Marketing and Advertising

ESAA's experience demonstrates how community cultural events are an effective way to reach a broader base - promoting information and knowledge sharing between residents, other community organizing efforts, and government policies, platforms, and legislation. Furthermore, events such as the Malcolm X Jazz Arts festival are a way to build community support for the EastSide Cultural Center and the development of the Black Cultural Zone.

ESAA has experience with developing creative tools for sharing and receiving information from Oakland's diverse communities: ESAA utilized an online survey tool after a music show for people to answer questions about the Black Cultural Zone and announce on-the-spot aggregated group

responses. EastSide also uses poster and printmaking, murals, and performance art (music, dance, theatre, poetry) as powerful pathways to share information. EastSide has facilitated the creation of many community exhibitions and murals throughout Oakland, including permanent gallery space in Chinatown at the Asian Resource Center. Resources from EastSide's Community Archives & Resource Project (CARP) - a collection of posters, prints, books, music, and videos from cultural and political movements- are made accessible to broader communities through exhibitions, murals, and performance art.

The resumes of the key personnel can be found on the following pages.