

Holiday Tree Lighting

Event: Holiday Tree Lighting

Location: 2325 E. 12th Street

Date/Time: Wednesday, December 14, 2022 @ 3:00 PM to 5:00 PM

Number of people reached: 62

- 62 people from sign-up sheet and flyers distributed



Image: Holiday Tree Lighting event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the Holiday Tree Lighting event organized by Lao Family Community Development. The event had a dance performance, hot chocolate, holiday giveaway, and tree lighting. 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

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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 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. The following are demographic highlights based on the 62 sign-ups and in-person interactions:

- **Race/Ethnicity:** Majority of the people we spoke to are Asian (37%).
- **Age:** Spoke to older adults.

