

Oakland Carnival

Event: Oakland Carnival

Location: Mosswood Park

Date/Time: 6/4/22 1PM to 8PM

Number of people reached: 127

- 100 English flyers distributed
- 27 interviews (10 in-person, 17 online)



Source: Malonga Art Residents Association

Event Description:

Malonga Arts Residents Association (MARA) of the Deeply Rooted in Oakland Partnership conducted English outreach at the Oakland Carnival at Mosswood Park. The annual Caribbean Carnival is a celebration of Caribbean, African, Brazilian, and African American cultural arts with music, food, dance, and community wellness. The event featured three staging areas – Carijama Vibes, Latin Zone, and Axé Wellness Dance & Drum – outdoor dance classes, a Youth Zone, international food vendors, a Wellness Pavilion, an African Marketplace, and various community organizations.

The team informed people what the General Plan is; conducted 10 in-person interviews and 17 online surveys; 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. The MARA team set up a resource table and created an intentional space for interviews, setting up chairs and a table for respondents. 2) Visible QR codes to digital survey and Listserv for greater accessibility and willingness to participate 3) Incentivize to participate with candy, displays of art, and a raffle for \$25 Doordash and Starbucks gift cards 4) Table and chairs for folks to sit and take their time with in-person interviews 5) A 2-pager on housing and environmental justice on the table in English 6) Announcement about tabling from the stage.

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 27 interviews we conducted:

- **Race/Ethnicity:** Majority of the people we spoke to are Black/African American (41%) and White/European (30%). *See Table 1 for more information.*
- **Age:** Majority of the people we spoke to are between the ages of 25-34 (26%) and 35-44 (26%). *See Table 2 for more information.*
- **Gender:** 48% are male, 37% are female, and 7% are non-binary. *See Table 3 below for more information.*
- **Housing:** Majority of the people we spoke with are renters (70%). *See Table 4 for more information.*
- **Disability:** 30% of people shared having a disability; having a mental health disorder (11%), learning disability (7%), mobility impairment (7%), and other disabilities (4%). *See Table 5 below for more information.*
- **Annual Personal Income:** Most have an annual personal income of over \$50,000 (44%). *See Table 6 below for more information.*
- **Sexual Orientation:** 59% are heterosexual and 26% are LGBTQ+. *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 33% of people shared that they had some experience with mass incarceration; being a family member of someone who is formerly incarcerated (19%), a family member of someone who is currently incarcerated (7%), and being formerly incarcerated themselves (7%). *See Table 8 below for more information.*

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The 27 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.

FAMILY ARRIVED IN OAKLAND

- A majority of individuals we spoke to shared that their families arrived between 1980-1999 (22%) and 2011-2020 (22%). *See Table 9 below for more information.*
- Most people had previously been living in the Bay Area (56%). Bay Area locations included: San Francisco, Pittsburg, Alameda, Vallejo, Berkeley, San Mateo, Vallejo, and Richmond.

A FAVORITE MEMORY OF OAKLAND

"Everything before gentrification"

"First time we were able to own a house"

- **Culture:** People appreciate community events that celebrate culture, like Dia de los Muertos and Juneteenth, that exhibit the multicultural diversity of the city. Many enjoy parades, music festivals, and other large gatherings with food and music, like the Victory Parade, Warriors Parade, and Hiero Day.
- **Oakland Locals:** People enjoy their neighbors, the people, and the "vibe" of the city.

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- **Parks:** People have fond memories of parks such as Lake Merritt, Mosswood Park, and Defremery Park; participating in activities, such as barbecuing and dancing at these parks. Many appreciate youth activities at parks like the Recreation Center at Mosswood Park, Fairyland at Lake Merritt, and the Mosswood Park Airplane that used to be part of the playground in the 60s.
- **Local Business and Food:** Jack London Square, Spaghetti Factory, Dwayne Wiggins Coffee Shop on Lakeshore, and Linden Street Brewery
- **Schools:** Laney College

HOUSING

"[Expensive high-rise apartments] stay empty while the homeless problems get worse and families have no option to buy in Oakland."

"Oakland needs affordable housing. I want my kids to be able to afford to live here."

HOUSING AFFORDABILITY

- **Issues:**
 - **Rent** is becoming increasingly expensive, and even people with decent salaries and doing essential work are struggling to attain housing with affordable rent.
 - **Overcrowding** is becoming more common as families attempt to offset expensive rent prices by moving in with each other and into units that cannot accommodate them.
 - **Homeownership** is not an affordable option for many residents.
- **Solutions:**
 - Establish rent control and stop the unmitigated increase of rent
 - Create truly affordable housing for different income levels instead of the luxury high-rises that the city keeps permitting
 - Create more community land trusts
 - Create more Section 8 and universal basic income programs

DISPLACEMENT

- **Issues:**
 - **Racial displacement:** Black people have been disproportionately subjected to displacing forces in Oakland. While parts of Oakland used to be mainly

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Black, over the years, many Black residents have been specifically affected by racism and pushed out of the city.

- **Moving:** Residents who could not afford to continue renting or buying a home in Oakland were forced to move out of the city. Some residents must consistently move around the city and cannot have stable housing in order to afford to stay in Oakland.
- **Solutions:**
 - Invest more in the homeless community and housing support services
 - Prioritize people from the community and most at threat of gentrification for affordable and quality housing

HOUSING HABITABILITY

- **Issues:**
 - **Affordability \neq Quality:** The only affordable housing in Oakland is often of poorer quality, such as a higher risk to lead paint exposure, leaving lower-income residents to typically live in substandard conditions
 - **Landlords** have acted like “slumlords” without accountability, not maintaining homes and leaving tenants to live in a hazardous and unhealthy environment
- **Solution:**
 - Create more affordable housing across the city

ENVIRONMENTAL HEALTH

“Breathing during fires is awful.”

“We need community-based environmental solutions that involve communities.”

WILDFIRES & RESPIRATORY ISSUES

- **Issues:**
 - **Wildfire smoke** creates poor air quality that makes it a struggle to breathe for many Oakland residents
 - **Asthma:** People with asthma or other respiratory issues have been particularly affected by air pollution created by wildfires and proximity to freeways
- **Solutions:**
 - Create more public transit and incorporate more safe bike lanes into streets
 - Invest in better and more accessible healthcare for the community

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- Include better air filtration systems in homes

POLLUTION & TRASH

- **Issues:**

- **Industrial polluters** are releasing toxic emissions and contaminating neighborhoods
- **Litter and illegal dumping** make parks, streets, and neighborhoods dirty and unsanitary
- **Drinking water** needs to be improved

- **Solutions:**

- Invest in city beautification and maintenance, including litter removal, better infrastructure, and robust trash management
- Regulate polluters, especially big industries, and increase patrols for illegal dumping
- Provide sanitation services for homeless encampments
- Create educational programs that teach the community about nature and the environment, and create community gardens

POLICING AND RESOURCES

“Reduce the police budget and help people get the education and jobs they need to care for themselves and their families.”

POLICING

- **Issues:**

- **Criminalization:** There is too much police presence, especially around parks like Lake Merritt and directed toward street vendors
- **Budget:** Too much money goes into funding the police and prisons

- **Solutions:**

- Reduce police presence in public spaces
- Defund the police budget and reallocate money into social services, such as education and housing
- Establish community health workers to replace police as a response team for people who require crisis support

RESOURCES & EDUCATION

- **Issues:**
 - **Undervalued schools:** Schools have been getting shut down in undervalued neighborhoods, and don't have enough programs for youth.
 - **Businesses closing:** Legacy businesses are closing down as a result of gentrification and a lack of investment in communities.
- **Solutions:**
 - Invest in the quality of education and schools, and end the prison system
 - Provide free college education and healthcare, and fund social services
 - Create more resources for youth, especially in arts and music
 - Create more anti-racist education
 - Establish more violence prevention programs
 - Create safer jobs with livable wages

DEMOGRAPHIC DATA ANALYSIS

Note: The tables listed below do not include a total count because respondents can selected 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	11	40.7%
Hispanic or Latino (non white or Black)	5	18.5%
White/European	8	29.6%
Native American/Indigenous or Alaska Native	2	7.4%
Asian	4	14.8%
Multi-racial	3	11.1%
Native Hawaiian/Pacific Islander	0	0.0%
Caribbean Islander	1	3.7%
Middle Eastern	1	3.7%
Other	2	7.4%
Decline to state	1	3.7%

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Table 2. Engagement by Age

Age group	Number of People	Distribution (%)
12-17 year	0	0.0%
18-24 year	1	3.7%
25-34 year	7	25.9%
35-44 year	7	25.9%
45-54 year	3	11.1%
55-64 year	2	7.4%
65+ year	4	14.8%
Decline to state	3	11.1%
Total	27	

Table 3. Engagement by Gender

Gender	Number of People	Distribution (%)
Female	10	37.0%
Male	13	48.2%
Non-binary	2	7.4%
Transgender	0	0.0%
Intersex	0	0.0%
Decline to state	2	7.4%
	27	

Table 4. Engagement by Housing

Housing	Number of People	Distribution (%)
Rent	19	70.4%
Own	3	11.1%
Shared housing with family/roommates/partner	2	7.4%
Temporary with friends/family	0	0.0%
Mobile housing/unhoused	0	0.0%
Temporary (in shelter, hotel)	0	0.0%
Decline to state	3	11.1%

Table 5. Engagement by Disability

Disability	Number of People	Distribution (%)
A mobility impairment	2	7.4%
A mental health disorder	3	11.1%
A sensory impairment (vision or hearing)	0	0.0%
A learning disability (e.g., ADHD, dyslexia)	2	7.4%
Other	1	3.7%
Decline to state	5	18.5%
None	15	55.6%

Table 6. Engagement by Annual Personal Income

Annual Personal Income	Number of People	Distribution (%)
\$0-\$10,000	0	0.0%
\$10,001-\$20,000	4	14.8%
\$20,001-\$30,000	1	3.7%
\$30,001-\$40,000	2	7.4%
\$40,001-\$50,000	2	7.4%
\$50,001+	12	44.4%
Decline to state	6	22.2%
Total	27	

Table 7. Engagement by Sexual Orientation

Sexual Orientation	Number of People	Distribution (%)
Heterosexual	16	59.3%
Queer	3	11.1%
Bisexual	3	11.1%
Lesbian	0	0.0%
Gay	1	3.7%
Decline to state	4	14.8%

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	5	18.5%
I am formerly incarcerated	2	7.4%
I am a family member of someone who is currently incarcerated	2	7.4%
None	11	40.7%
Decline to state	7	25.9%

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Table 9. Family Arrived in Oakland

Arrive in Oakland	Number of People	Distribution (%)
Before 1900	0	0.0%
1900-1950	1	3.7%
1950-1979	4	14.8%
1980-1999	6	22.2%
2000-2010	5	18.5%
2011-2020	6	22.2%
2021+	3	11.1%
Visiting	0	0.0%
Working	0	0.0%
Other	0	0.0%
Decline to state	2	7.41%
Total	27	