

Pop-up Event #10

Event: Pop Event #10: Black Joy Parade

Location: Downtown

Date/Time: 2/27/2022 at 12:30PM to 7PM

Number of people reached: 200

- 200 English flyers
- 57 in-person interviews

Event Description: The Malonga Arts Residents Association of the Malonga Casquelord Center for the Arts and East Side Arts Alliance staff conducted English outreach in Downtown Oakland for the Black Joy Parade along the parade route. This was the 5th annual Black Joy Parade celebrating the Black experience in downtown Oakland including Black-owned businesses, local artists, and others. The outdoor street festival was free and family-friendly.

The team informed people what the General Plan is; conducted 57 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 and 2) a 2-pager on housing and environmental justice on the table in English.

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, LGBTQ+ persons, persons with disabilities, formerly incarcerated persons, unhoused folks, tenants/renters, homeowners, low-income persons, and people experiencing environmental injustices. The following are demographic highlights based on the 57 in-person interviews we conducted:

- **Race/Ethnicity:** Majority are Black (61%), White (23%), and Asian American (14%). *See Table 1 below for more information.*
- **Age:** Most of the people we spoke with are between the ages of 25-34 (19%). *See Table 2 below for more information.*
- **Gender:** Most of the people we spoke with are female (12%). *See Table 3 below for more information.*

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- **Housing:** Most are renters (53%) and homeowners (25%). *See Table 4 below for more information.*
- **Disability:** People shared having a mobility impairment (5%), mental health (5%) disorder, sensory impairment (5%), and a learning disability (4%). *See Table 5 below for more information.*
- **Annual Personal Income:** Most make more than \$50,000 (47%). *See Table 6 below for more information.*
- **Sexual Orientation:** Most are heterosexual (53%) and queer (16%). *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 26% of people we spoke to had some experience with mass incarceration. *See Table 8 below for more information.*

The 57 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 Justice:** 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

- A majority of individuals that we spoke to shared that their families arrived recently between 2011-2020 (28%) and 1950-1979 (16%). *See Table 8 below for more information.*
- People had previously been living in the Bay Area (13%) and West Coast (10%). Bay Area locations included: San Francisco, Berkeley, Alameda, Fremont, Dublin, and Hayward.

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A FAVORITE MEMORY OF OAKLAND

"Being at Lake Merritt, [where] Oakland culture without limitations [is shared among] young people, and music."

- **People and Community:** People, community and culture. Many mentioned appreciating long-time communities and members and organizations of the Black community like Angela Davis, Gospel Grannies, Black Panthers and the Black Cultural Zone. Neighborhoods like Castlemont and San Antonio were also brought up.
- **Culture:** Food spots mentioned were Doggie Diner, Central Park Restaurant, Farmers Market. Appreciate community events like sideshows, Women's March, A's Games, First Fridays, Juneteenth, Black Joy Parade, Carijama Festival, Lake Merritt Black Solidarity Market, and Lake Merritt Festival. Visiting places like the Malonga Casquelord Center for the Arts, Bandung Books and the Oakland Museum.
- **Parks:** Lake Merritt

HOUSING

"Can't live where [I] used to live [because of] raising rents. [I was] displaced without recourse."

"Brother is homeless, no one [I] grew up with in Oakland still lives here."

HOUSING AFFORDABILITY

Issues:

- **Renters** shared that it's hard to find truly affordable housing, rents keep increasing, evictions, people have been homeless when they can't pay rent, housing discrimination, housing has mold, and overcrowding with multiple people (family and international visitors) living in one bedroom.
- **Seniors** can't have pets in certain housing developments.
- **Owners** struggle to make repairs and their children can't afford to move out.
- **Overall**, people shared that it's hard to find affordable housing and some have taken in friends' kids for weeks at a time due to unaffordability. People have left for Sacramento, San Jose, and Richmond.

Solutions:

- **Affordable Housing**
 - **For** homeowners (especially Black and Brown residents), for renters (making less than \$20 per hour), for disabled seniors, for displaced Oakland residents (return program)

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- **Build** local ownership developments (developers, cooperatives), on vacant buildings/properties and school buses (like tiny homes), throughout the City and not just the flatlands, and 20% of high rises.
- **Preserve** existing and new affordable housing with rent control, cooperatives and local ownership, and limit the number of allowed vacant units
- **Shift funds for low-income housing development and preservation** from taxing higher income companies for more funds
- **Treating housing as a human right**
- **Protect** people from mold and asbestos with city funding
- **Market rate:** Build medium density

HOMELESSNESS

- **Issue:** Unhoused people don't have shelter and live in public spaces.
- **Solutions:**
 - **Short-term:** higher quality tents, improved homeless services, healthcare, supportive services, job training, and spend \$100 million going to A's stadium on the homeless people of Oakland
 - **Long-term:** Permanent affordable housing (supportive, tiny home, renovated school buses), healthcare and job training

ENVIRONMENTAL JUSTICE

"Wildfires and pollution [makes my] breathing hurt".

CARS

- **Issues:** Interviewees and their family members have been hit by cars; Family members have respiratory issues (like asthma) from proximity to freeway, BART; potholes; and majority of kids in West Oakland have asthma due to the port and trucks
- **Solutions:** City should provide air purifiers and low cost air filters, improved public transit with less cars on the road, more bike lanes and stations, safer roads for pedestrians, fix potholes, more car charging stations, free public transit, and more street bumps in residential areas.

WILDFIRE

- **Issues:** Asthma and other respiratory issues get worse during this season
- **Solutions:** City should provide air purifiers and low cost air filters

PARKS AND GREEN SPACES

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- **Issues:** Lack of parks and green space in Jingtletown and lack of lighting in existing parks
- **Solutions:** Green spaces in Jingtletown, lighting in parks, bring trees and flowers, clear water and habitat restoration and getting people involved in farming

INDUSTRIAL

- **Issues:** Family members have respiratory issues (like asthma) from proximity to port, and industrial areas
- **Solutions:** City should provide air purifiers and low cost air filters, electric trucks, reduce cargo trucks in East and West Oakland, analyze groundwater for lead paint, no coal in Oakland, and army base clean-up

HOMELESSNESS

- **Issues:** Unhoused folks who live in encampments are exposed to harsh chemicals and fires
- **Solutions:** Porta Potties on the street and safe and sanitary housing

TRASH AND FLOODING

- **Issue:** Basement floods from Arroyo creek when trash builds up, illegal dumping on the streets, and lots of glass on the streets
- **Solutions:** Compost and recycling programs, and environmental regulations to stop dumping

PUBLIC SAFETY, ENGAGEMENT, TRANSPORTATION, ECONOMIC, AND EQUITY

“[For Oakland to] continue to be multicultural, [with people of] many socioeconomic [backgrounds]”

CITY INVESTMENT

- **Issue:** Hard for people to access services because of multiple hoops (paperwork, phone calls, etc.), more people of color working as decision makers in government and closing schools
- **Solution:** Defund the police and invest in public health and social services

EQUITY

- **Issue:** Small businesses are being replaced with real estate companies all over Oakland
- **Solution:** Universal basic income, free health care for all, and mental health services

VIOLENCE

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- **Issues:** Used to be able to keep doors unlocked
- **Solutions:** Better training for police officers

COMMUNITY ENGAGEMENT

- **Solutions:** More access to information, talk to people who are experiencing these issues, politicians get more hands on in solving these issues, and more community events

ECONOMIC

- **Solution:** Jobs training programs

Table 1. Engagement by Race/Ethnicity

Race/Ethnicity	Count	Percent
Black	35	61.4%
White	13	22.8%
Asian American	8	14.0%
Latinx	4	7.0%
Native Hawaiian/Pacific Islander	2	3.5%
Multiracial	1	1.8%
Caribbean Islander	1	1.8%
Native American/Indigenous or Alaska Native	1	1.8%
South Asian	1	1.8%
Middle Eastern	0	1.8%

Table 2. Engagement by Age

Age	Count	Percent
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12-17	1	1.8%
18-24	3	5.3%
25-34	11	19.3%
35-44	6	10.5%
45-54	6	10.5%
55-64	4	7.0%
65+	4	7.0%
Decline to state	22	38.6%
Total	57	

Table 3. Engagement by Gender

Gender	Count	Percent
Female	38	66.7%
Male	10	17.5%
Non-binary	1	1.8%
Transgender	1	1.8%
Intersex	0	0.0%
Decline to state	7	12.3%
Total	57	

Table 4. Engagement by Housing

Housing	Count	Percent
Rent	30	52.6%

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Own	14	24.6%
Temporary with friends/family	3	5.3%
Shared housing with family/roommates/partner	2	3.5%
Mobile housing/unhoused	1	1.8%
Temporary (in shelter, hotel)	0	0.0%
Decline to state	7	12.3%
Total	57	

Table 5. Engagement by Disability

Disability	Count	Percent
A mobility impairment	3	5.3%
A mental health disorder	3	5.3%
A sensory impairment (vision or hearing)	3	5.3%
A learning disability (e.g., ADHD, dyslexia)	2	3.5%
Decline to state	46	80.7%
Total	57	

Table 6. Engagement by Annual Personal Income

Annual Personal Income	Count	Percent
\$0-\$10,000	3	5.3%
\$10,001-\$20,000	2	3.5%
\$20,001-\$30,000	3	5.3%
\$30,001-\$40,000	0	0.0%
\$40,001-\$50,000	6	10.5%
\$50,001+	27	47.4%
Decline to state	16	28.1%
Total	57	

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Table 7. Engagement by Sexual Orientation

Sexual Orientation	Count	Percent
Decline to state	12	21.1%
Heterosexual	30	52.6%
Queer	9	15.8%
Bisexual	4	7.0%
Lesbian	1	1.8%
Gay	1	1.8%
Total	57	

Table 8. Engagement by Experience with Mass Incarceration

Mass Incarceration	Count	Percent
Decline to state	42	73.7%
I am a family member of someone who is formerly incarcerated	10	17.5%
I am formerly incarcerated	3	5.3%
I am a family member of someone who is currently incarcerated	2	3.5%
Total	57	

Table 9. Family Arrived in Oakland

Arrive in Oakland	Count	Percent
Before 1900	1	1.8%
1900-1950	2	3.5%
1950-1979	9	15.8%
1980-1999	6	10.5%
2000-2010	7	12.3%
2011-2020	16	28.1%
2021+	5	8.8%

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Visiting	1	1.8%
Working	1	1.8%
Decline to state	34	59.6%
Total	57	