

Pop-up Event #11

Event: Pop Event #11: Black History Month Celebration at Hoover Elementary

Location: Hoover Elementary School

Date/Time: 3/5/2022 at 11:00AM to 2:00PM

Number of people reached: 70 people (50 kids and 20 adults)

- 25 postcards
- 6 in-person interviews

Event Description: The City of Oakland Urban Planning staff conducted English outreach in West Oakland with Deeply Rooted materials for a Black History Month garden workday and celebration, hosted by the Black Liberation Walking Tour.

The team informed people what the General Plan is; conducted 6 in-person interviews; and shared a 2-pager on housing and environmental justice conditions that people in Oakland are experiencing and asked youth and adults to share what they loved about Oakland in a handprint cutout. 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) Conducted brief interviews, 2) Handed out informational postcards on the General Plan, 3) Conducted a What you love about Oakland exercise, and 3) Handed out candy.

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 older adults, LGBTQ+ persons, persons with disabilities, tenants/renters, homeowners, low-income persons, and people experiencing environmental injustices. The following are demographic highlights based on the 6 in-person interviews we conducted:

- **Race/Ethnicity:** Majority are Black (33%) and Latinx (11%). *See Table 1 below for more information.*
- **Age:** Most of the people we spoke with are between the ages of 18-24 (17%), 35-44 (17%), and 65+ (17%). *See Table 2 below for more information.*
- **Gender:** Most of the people we spoke with are female (83%). *See Table 3 below for more information.*
- **Housing:** Most are homeowners (50%) and renters (33%). *See Table 4 below for more information.*
- **Disability:** One person shared having a mobility impairment. *See Table 5 below for more information.*
- **Annual Personal Income:** Most make more than \$50,000 (33%). *See Table 6 below for more information.*

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- **Sexual Orientation:** Most are heterosexual (17%) and Gay (17%). *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 50% of people we spoke to had some experience with mass incarceration. *See Table 8 below for more information.*

The 6 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 between 1980-1999 (67%). *See Table 8 below for more information.*

A FAVORITE MEMORY OF OAKLAND

"Independent spirit. People of Oakland feel ownership of the city".

- **People and Community:** People, community and culture. People appreciated the Black community, being a kid in Oakland and attending Camp Mosaic
- **Commuting:** People recalled that it is usually easy to travel around and remember riding the bus to Dimond Park
- **Outdoors:** People appreciated Dimond Park, Camp Mosaic, and spending warm summers outside and watching the fireflies

HOUSING

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“Rent is too high. I pay \$3,000 per month for a small 3-bedroom house. My husband 's job reduced his hours and our CalFresh support was also reduced. All my money goes to rent”.

HOUSING AFFORDABILITY

- **Renter Issues:** High cost of rent (ex. \$3,000 for per month for a 3 bedroom house), lack of access and resources for rental assistance
- **Overall Issues:** Most income going towards housing, and concern that the West Oakland EcoInnovation District Plan is bringing gentrification
- **Solutions:** Build Affordable Housing throughout the City but particularly neighborhoods like Rockridge, rent control, support people in accessing rental assistance, and no more new luxury housing,

HOUSING HABITABILITY

- **Issues:** Overcrowding during pandemic after people lost their jobs and got displaced; quality of housing including mold that leads to breathing issues, lead, and stoves that don't work

HOMELESSNESS

- **Issue:** City continuously taking unhoused folks' tents and forcing them to leave, and some shared experiencing homelessness more than once
- **Solutions:** Build transitional housing, and provide homeless services

ENVIRONMENTAL JUSTICE

“I volunteer in Prescott School and I track impacts of freeways (880 and 980). I see kids missing school because of asthma attacks”.

CARS

- **Issues:** Interviewees and their family members have been hit by cars while walking or biking, and students who live near 880 and 980 freeway experience asthma attacks and miss school
- **Solutions:** Stop lights, stop signs, and speed bumps to reduce speed

WILDFIRE

- **Issues:** Everyone has trouble breathing during fire season, particularly those with asthma and other respiratory issues get worse during this season

TRASH AND FLOODING

- **Issue:** trash on the streets

CITY INVESTMENT, EQUITY, SAFETY, COMMUNITY ENGAGEMENT, AND ECONOMIC

“Engage community, particularly young Black people [with] more events that bring community together in safety. I don't want my son to be afraid but there are issues”.

CITY INVESTMENT

- **Issue:** Closing schools, and old school facilities
- **Solution:** Bigger partnership between the City and OUSD to protect schools from closures, and invest in upgraded school facilities

EQUITY

- **Issue:** School closures connected to gentrification

SAFETY

- **Issues:** I don't want my son to be afraid anymore
- **Solutions:** Bring together neighbors

COMMUNITY ENGAGEMENT

- **Solutions:** Engage young black people in community events

ECONOMIC

- **Issues:** CalFresh support has been reduced during pandemic

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Table 1. Engagement by Race/Ethnicity

Race/Ethnicity	Count	Percent
Black	3	33.3%
Latinx	1	11.1%
Native American/Indigenous or Alaska Native	0	0.0%
Asian American	0	0.0%
White	0	0.0%
Multiracial	0	0.0%
Middle Eastern	0	0.0%
Native Hawaiian/Pacific Islander	0	0.0%
Caribbean Islander	0	0.0%
Decline to Comment	2	22.2%
Total	6	

Table 2. Engagement by Age

Age	Count	Percent
12-17	0	0.0%
18-24	1	16.7%
25-34	0	0.0%
35-44	1	16.7%
45-54	0	0.0%
55-64	0	0.0%
65+	1	16.7%
Decline to state	3	50.0%
Total	6	

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Table 3. Engagement by Gender

Gender	Count	Percent
Female	5	83.3%
Male	1	16.7%
Non-binary	0	0.0%
Transgender	0	0.0%
Intersex	0	0.0%
Decline to state	0	0.0%
Total	6	

Table 4. Engagement by Housing

Housing	Count	Percent
Shared housing with family/roommates/partner	0	0.0%
Rent	2	33.3%
Own	3	50.0%
Temporary with friends/family	0	0.0%
Mobile housing/unhoused	0	0.0%
Temporary (in shelter, hotel)	0	0.0%
Decline to state	1	16.7%
Total	6	

Table 5. Engagement by Disability

Disability	Count	Percent
A learning disability (e.g., ADHD, dyslexia)	0	0.0%
A mental health disorder	0	0.0%
A mobility impairment	1	16.7%
A sensory impairment (vision or hearing)	0	0.0%
Decline to state	5	83.3%

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Total	6	
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Table 6. Engagement by Annual Personal Income

Annual Personal Income	Count	Percent
\$0-\$10,000	0	0.0%
\$10,001-\$20,000	0	0.0%
\$20,001-\$30,000	0	0.0%
\$30,001-\$40,000	0	0.0%
\$40,001-\$50,000	0	0.0%
\$50,001+	2	33.3%
Decline to state	4	66.7%
Total	6	

Table 7. Engagement by Sexual Orientation

Sexual Orientation	Count	Percent
Heterosexual	1	16.7%
Bisexual	0	0.0%
Queer	0	0.0%
Lesbian	0	0.0%
Gay	1	16.7%
Decline to state	4	66.7%
Total	6	

Table 8. Engagement by Experience with Mass Incarceration

Mass Incarceration	Count	Percent
I am a family member of someone who is formerly incarcerated	2	33.3%
I am a family member of someone who is currently incarcerated	1	16.7%
I am formerly incarcerated	0	0.0%

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Decline to state	3	50.0%
Total	6	

Table 9. Family Arrived in Oakland

Arrive in Oakland	Count	Percent
Before 1900	0	0.0%
1900-1950	0	0.0%
1950-1979	0	0.0%
1980-1999	4	66.7%
2000-2010	0	0.0%
2011-2020	0	0.0%
2021+	0	0.0%
Visiting	0	0.0%
Working	0	0.0%
Decline to state	2	33.3%
Total	6	