

## Summary of Pop-up Event #1

### **Event: Pop-up Event #1: Student Outreach in Fruitvale**

**Location:** 3340 E 12th St #2 Oakland, CA 94601

**Date/Time:** 11/6/2021 from 10AM to 2PM

**Number of people reached:** 31 Spanish and 21 English flyers (52 total) distributed.

**Sign-ups:** 14 (see Table 1 below)

**Description:** Organized by Just Cities, UC Berkeley Urban Studies students to conduct English and Spanish outreach in the Fruitvale, handing out goodie bags with the Oakland General Plan (OGP) flyer and other resources on Fair Chance Housing, Oakland Emergency Rapid Assistance Program (ERAP), and Oakland Anti-Displacement support (including Eviction Moratorium). The students informed people what the General Plan is, that there will be lots of upcoming engagement events in the next four years, shared housing resources, and referred community members to direct service organizations or City Departments to address current needs. They also encouraged people to sign up for the Oakland General Plan listserv to get more information. The students had paper sign-up sheets in English and Spanish. The Deeply Rooted team added email sign ups to the Oakland General Plan listserv. In future pop-ups (2022), we will ask community members to share issues and solutions and their future vision for Oakland.

Table 1. Total Number of Signups by Race/Ethnicity

Race/Ethnicity	Sign-ups
Black	1
Latinx	9
Decline to Comment	4
Total	14

*Note: Number of people in this table is based on the Number of paper sign-ups. These sign-ups will be added to the City of Oakland's General Plan Listserv.*

