

Summary of Pop-up Event #2

Event: Pop-up Event #2: Student Outreach at AKOMA Market

Location: Liberation Park - 7101 Foothill Blvd Oakland, CA 94605

Date/Time: 11/7/2021 from 10AM to 3PM

Number of people reached: 45 English and 3 Spanish flyers (48 total) distributed.

Sign-ups: 5 (see Table 1 below)

Description: Organized by Just Cities, UC Berkeley Urban Studies students to conduct English and Spanish outreach at AKOMA Market, 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 and 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 OGP listserve to get more information. Outreach included paper sign-up sheets in English and Spanish. The Deeply Rooted team added sign ups to the Oakland General Plan listserve. 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	2	<i>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 Listserve.</i>
Latinx	1	
Chinese	1	
White	1	
Total	5	

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