

Soooo Chocolate Festival

Event: Soooo Chocolate Festival

Location: Uptown Station: 1955 Broadway, Oakland, CA 94612, USA

Date/Time: Sunday, February 5, 2023 @ 11:00am – 3:00pm

Number of people reached: 30 through sign ups and flyers



Image: Sooooo chocolate festival event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the Soooo Chocolate Festival event organized by Black Cultural Zone. The event had a chocolate tasting, wine pairing, vendors, and more. The event welcomed residents of all ages.

The team shared an informational flyer on the Oakland General Plan; a 2-pager on housing and environmental justice conditions impacting Oakland residents; and resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance. 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. Deeply Rooted Collaborative outreach team members referred community members to direct service organizations or City Department to

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address their current needs and gathered questions regarding the General Plan and City services.

Engagement Approaches:

1) Approach people to have a conversation rather than extracting information from them 2) Inform people about the Housing Element and how to get involved through a 1- page informational flyer in English, 3) Share and connect residents to City of Oakland resources.