

## Fam Bam 14th Annual Oakland Juneteenth Festival

**Event:** Fam Bam 14th Annual Oakland Juneteenth Festival

**Location:** Lake Merritt Blvd, Oakland, CA 94612

**Date/Time:** Saturday, June 17, 2023 @ 12:00pm to 8:00pm

**Number of people reached: 11 people through flyers and signups**

- 11 people through the interactive Tree Activity



Image: 14th Annual FamBam event flyer

### **Event Description:**

The Deeply Rooted in Oakland Partnership conducted English outreach at the Fam Bam 14th Annual Oakland Juneteenth Festival. Fam Bam 14th Annual Oakland Juneteenth Festival is a celebration of Black/African culture that has become a family-friendly tradition of thousands of Bay Area residents. The festival created a safe space, serving as a day of reflection and education, promoting wellness, unity, and pride. Oakland's Juneteenth Festival is a platform to preserve the community's rich cultural heritage and contributions to the larger society, fostering a strong sense of belonging. The festival had a variety of music, food, merchandise vendors, wellness workshops, art installations, youth activities, and Father's Day tribute ensuring a good time for the whole family.

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.

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The team displayed a tree that community members could engage with by responding to prompts related to topics in the Environmental Justice and Safety element. Community members filled the tree up with their answers. Deeply Rooted Collaborative outreach team members referred community members to direct service organizations or City Department to 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 Environmental Justice and Safety Element, 3) Engage people to share their experiences and solutions through an interactive tree activity, 4) Share and connect residents to City of Oakland resources.

## ENVIRONMENTAL JUSTICE THEMES

### **MINIMIZE LAND, AIR WATER, POLLUTION**

- **Issues**

- The soil has been polluted for years.
- Residents experience respiratory health issues, like asthma, due to poor air quality.
- Living in close proximity to factories, freeways, and bus lines worsens residents' health.
- Residents are experiencing water shortages due to contamination.
- Materials and locations for some housing include toxins that have contributed to negative health impacts in residents, like cancer.

### **DEVELOP AREAS FOR EXERCISE SUCH AS PARKS**

- **Issues**

- Residents don't have places where they can be physically active.
- Residents don't feel safe walking in the city.

### **PROVIDE ACCESS TO HEALTHY FOOD**

- **Issues**

- Residents struggle accessing affordable foods.
- Residents are unable to find culturally relevant foods.

**INCREASE ACCESS TO CULTURAL CENTERS, LIBRARIES, CHILD CARE CENTERS, FACILITIES, AND OTHER BASIC AMENITIES**

- **Issues**
  - Residents don't have access to cultural centers and facilities at walking distances from their homes.
- **Solution**
  - Increase funding for services that fulfill social needs.
  - Keep neighborhoods clean.
  - Organize more free community fairs that gather people in the streets.

SAFETY THEMES

**BUILD INFRASTRUCTURE FOR EMERGENCY, EVACUATION, AND ALERTS.**

- **Issues**
  - Residents don't feel adequately informed or prepared to deal with an emergency.

**PROTECT PEOPLE FROM POLLUTED AREAS SUCH AS INDUSTRIAL ZONES, FREEWAYS, LANDFILLS, AND TOXIC CLEANUP SITES**

- **Issues**
  - The industrial work done at the Port of Oakland threatens the health of nearby residents.

**PUBLIC SAFETY**

- **Issues**
  - Residents are afraid to walk around their neighborhood with their children.
- **Solutions**
  - Create alternatives to calling the police.
  - Eliminating drug deals on the street.