

Fruitvale Posada

Event: Fruitvale Posada

Location: Fruitvale Transit Village

Date/Time: 12/17/22 1:00 PM - 5:00 PM

Number of people reached: 20

- 20 people from sign-up sheet and flyers distributed



Image: Deeply rooted youth fellows and Unity council members at the Oakland General Plan table, Source: Karla Guerra

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the Fruitvale Posada Community Event. The Fruitvale Holiday Las Posada aka Posada, is a collaborative effort between The Unity Council, the OakLuv Foundation, CM Noel Gallo, and the Fruitvale Public Market's very own Nieve Cinco de Mayo. Posada is an annual family-friendly community event that mixes the traditional Mexican Holiday with winter street festival fun. This year's Posada has a STEM theme and will feature educational activities by local STEM

Fruitvale Posada

nonprofits and public school programs, as well as caroling, pony rides, toys for kids, tamales, and pinatas. The festival will also feature a Holiday Market with local artisans and community resource booths.

The engagement team shared a 1 page informational flyer on the Oakland General Plan Housing Element and Deeply Rooted in Oakland Partnership. The double-sided flyer defines the Housing Element's impact on Oakland's housing landscape and policy priorities, while highlighting the successful community engagement led by the Deeply Rooted in Oakland Partnership. It also includes specific housing priorities identified by Oakland residents such as stopping displacement, making housing more affordable, and ending homelessness. The flyer encouraged residents to take action and get involved through upcoming City Council meetings or by submitting feedback on the City of Oakland website. The team also 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 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.

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 youth, older adults, formerly incarcerated persons, tenants/renters, homeowners, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice. The following are demographic highlights are based on 20 sign-ups and interactions:

- **Race/Ethnicity:** The majority of Fruitvale Posada attendees are Hispanic/Latino.