

AYPAL May Arts Fest Pop-up

Event: AYPAL May Arts Fest Pop-up

Location: Jack London

Date/Time: May 14, 2022 1PM-4PM

Number of people reached: 131

- 120 flyers distributed (100 English and 20 in Chinese)
- 11 English Online Surveys (10 during Festival and 1 in April)



Event Description:

The Malonga Arts Residents Association (MARA) staff conducted English and Chinese Outreach at the May Arts Festival at Jack London Square. This event was a family-friendly Art Festival on Restaurant Row between Farmhouse Kitchen and ThaiCuisine Restaurant. The afternoon event featured a DJ, Bay Area local artists, mural displays, live painting, and a kids chalk art zone. The Malonga Arts Residents Association (MARA) team attracted community engagement with a colorful display, and candy and shared information about the Oakland General Plan.

The team informed people what the General Plan is; conducted in-person interviews; shared a 2-pager on housing and environmental justice conditions that people in Oakland are experiencing; handed out flyers for resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance; referred community members to direct service organizations or City Department to address current needs; and gathered questions regarding the General Plan and City services. 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.

This was our first pop-up event that directed people to take our survey online via QR code to English, Spanish and Chinese surveys. Additionally, the Deeply Rooted team received 1

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English survey online (April 19, 2022) from a respondent who had not attended a community engagement event.

Engagement Approaches:

1) Visible QR Code to online survey for greater accessibility and willingness to participate, and 2) A 2-pager on housing and environmental justice on the table in English, and 3) Making an announcement/invitation on stage for people to stop by the Oakland General Plan table.

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, LGBTQ+ persons, persons with disabilities, unhoused folks, tenants/renters, homeowners, and low-income persons. The following are demographic highlights based on the **11** interviews we conducted:

- **Race/Ethnicity:** Majority are Asian American (30%) and Black/African American (20%). *See Table 1 below for more information.*
- **Age:** Most of the people we spoke with (72%) are under the age of 34, with many between the ages of 12-17 (36%). *Table 2 below for more information.*
- **Gender:** 55% are male and 36% are female. *See Table 3 below for more information.*
- **Housing:** Majority of the people we spoke with are renters (73%). *See Table 4 below for more information.*
- **Disability:** People shared having a mental health disorder (29%), learning disability (14%), and sensory impairment (7%). *See Table 5 below for more information.*
- **Annual Personal Income:** Most have an annual personal income of \$10,001-\$20,000 (18%), \$20,001-\$30,000 (18%), \$30,001-\$40,000 or over \$50,001 (27%). *See Table 6 below for more information.*
- **Sexual Orientation:** 55% are heterosexual and 36% are LGBTQ+. *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 9% is a family member of someone who is formerly incarcerated. *See Table 8 below for more information.*

The **11** interviews included the following 8 questions and demographic information:

- **General:** 1) When did you/your family arrive in Oakland? Where were you living before?; 2) What neighborhoods have you lived in?; and 3) What's your favorite memory of Oakland?
- **Housing:** 1) Have your family members struggled with housing problems? If so, what have been your major problems?; and 2) What are your ideas for solutions? What would you like to see as solutions?
- **Environmental Justice:** 1) Do any of your Oakland family members have trouble breathing, been involved in a car collision, been affected by wildfires (proximity or

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smoke), or flooding?; and 2) What are your ideas for solutions? What would you like to see as solutions?

- **Anything else you would like to share?**
- **Demographic Information:** Zip code, neighborhoods, age, race/ethnicity, gender, sexual orientation, housing, disability, annual income, and formerly incarcerated

Engagement Summary

The following is a summary of the main points that community members brought up during the event. Points under each topic are ordered by most to least mentioned.

FAMILY ARRIVED IN OAKLAND

- Majority of individuals that we spoke with shared that their families arrived between 1950-1979 (27%) and 1980-1999 (27%). *See Table 9 below for more information.*
- People had previously been living in the Bay Area (20%), other West Coast locations (50%), or internationally (30%). Bay Area locations included: Berkeley and Richmond.

A FAVORITE MEMORY OF OAKLAND

- **Culture:** Most people shared that Oakland Culture centers around the cultural diversity, variety of foods, and livelihood from events that center on the arts. Examples included:
- **Parks and nature:** People enjoy day-to-day activities at Lake Merritt like exploring and having picnics with family.
- **Community Engagement:** People discussed the strengths of community involvement and resiliency, seeing Oakland locals engaged in tabling events and service.

HOUSING

“There are not many [housing] options”

HOUSING AFFORDABILITY:

- **Issues:**
 - Lack of affordability is consistently identified as a top concern, leading to displacement to different neighborhoods and states
 - Overall, the availability of affordable places is low. It is difficult to find affordable places to live for 5 people as well as one-bedroom apartments.
- **Solutions:**
 - Build more affordable and low-income housing units

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- Utilize vacant buildings specifically for affordable housing

RESOURCES AND EQUITY

- **Issues:**

- Applicants are unsure on how to navigate housing resources

- **Solutions**

- Direct marketing towards underserved communities
- Hosting low-income housing education programs
- Priority housing for low-income families and unhoused
- Encourage community organizing and support tenants rights organizations
- City officials represent their communities and act with them in mind.

HOMELESSNESS:

- **Solutions:**

- More efficient and streamlined processes for homeless shelters

ENVIRONMENTAL JUSTICE

CARS AND COLLISIONS

- **Issues:**

- Pollution from freeways specifically 580 and neighboring communities are already vulnerable to respiratory issues
- Respondents or their family members have been affected by car collisions

- **Solutions:**

- Invest in accessible and affordable public transportation

INDUSTRIAL:

- **Solutions:**

- Regulate industrial lands and industries, specifically restrictions on refineries and truck traffic to the Port of Oakland

PARKS AND GREEN SPACES:

- **Issue:**

- Environmental racism correlated with inequity in green spaces

- **Solutions:**

- Create protected green spaces and nature, including an accessible water shore and parks

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- Consider tree equity and plant trees in the flatlands

WILDFIRES

- **Issues:**

- Breathing issues caused or amplified by wildfires, especially difficult when some do not have access to air purifiers
- Sense of community is lost when events are canceled or face uncertainty due to wildfire smoke

- **Solutions**

- Practice controlled fires to prevent wildfires

CITY INVESTMENT, HEALTHCARE, ECONOMIC, AND EQUITY

CITY INVESTMENT

- **Issues:**
 - Poor road quality
- **Solutions:**
 - Invest in repair and maintenance of city streets
 - Source funds from budget reallocation, including police budget

HEALTHCARE

- **Issues:**
 - Impacted mental health in neighborhoods that experience high violence
 - Untreated mental health and lack of healthcare in unhoused populations
- **Solutions:**
 - Rehabilitation programs, and intentional healthcare options for the unhoused
 - Address mental health as a major health topic
 - Address mental health access as a form of housing justice

ECONOMIC

- **Issue:**
 - Generational racial income disparities and discrimination
- **Solution:**
 - Remove policies that restrict local employment opportunities

EQUITY

- **Issues:**
 - Food insecurity in disinvested neighborhoods and the flatlands
 - Neighborhoods facing school closures
- **Solutions:**
 - Host free food programs
 - Invest in grocery stores and community gardens

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Table 1. Engagement by Race/Ethnicity

Race/Ethnicity	Count	Percent
Asian American	6	30.0%
Black/African American	4	20.0%
Hispanic or Latino (non white or Black)	3	15.0%
Multi-racial	3	15.0%
White/European	2	10.0%
Caribbean Islander	1	5.0%
Native American/Indigenous or Alaska Native	1	5.0%
Native Hawaiian/Pacific Islander	0	0.0%
Middle Eastern	0	0.0%
Other	0	0.0%
Decline to state	0	0.0%

Table 2. Engagement by Age

Age	Count	Percent
12-17	4	36.4%
18-24	2	18.2%
25-34	2	18.2%
35-44	1	9.1%
45-54	1	9.1%
55-64	0	0.0%
65+	1	9.1%

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Decline to state	0	0.0%
Total	11	

Table 3. Engagement by Gender

Gender	Count	Percent
Female	4	36.4%
Male	6	54.6%
Non-binary	0	0.0%
Transgender	0	0.0%
Intersex	0	0.0%
Decline to state	1	9.1%
Total	11	

Table 4. Engagement by Housing

Housing	Count	Percent
Rent	8	72.7%
Own	2	18.2%
Shared housing with family/roommates/partner	1	9.1%
Temporary with friends/family	0	0.0%
Mobile housing/unhoused	0	0.0%
Temporary (in shelter, hotel)	0	0.0%
Decline to state	0	0.0%

Table 5. Engagement by Disability

Disability	Count	Percent
A mobility impairment	0	0.0%
A mental health disorder	4	28.6%
A sensory impairment (vision or hearing)	1	7.1%

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A learning disability (e.g., ADHD, dyslexia)	2	14.3%
None	1	7.1%
Decline to state	6	42.9%

Table 6. Engagement by Annual Personal Income

Annual Personal Income	Count	Percent
\$0-\$10,000	0	0.0%
\$10,001-\$20,000	2	18.2%
\$20,001-\$30,000	2	18.2%
\$30,001-\$40,000	2	18.2%
\$40,001-\$50,000	1	9.1%
\$50,001+	3	27.3%
Decline to state	0	0.0%
Total	11	

Table 7. Engagement by Sexual Orientation

Sexual Orientation	Count	Percent
Heterosexual	6	54.6%
Queer	1	9.1%
Bisexual	1	9.1%
Lesbian	1	9.1%
Gay	1	9.1%
Decline to state	1	9.1%
Total	11	

Table 8. Engagement by Experience with Mass Incarceration

Mass Incarceration	Count	Percent
Decline to state	8	72.7%
I am a family member of someone who is formerly incarcerated	1	9.1%
I am formerly incarcerated	0	0.0%
I am a family member of someone who is currently incarcerated	0	0.0%
None	2	18.2%
Total	11	

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Table 9. Family Arrived in Oakland

Arrive in Oakland	Count	Percent
Before 1900	0	0.0%
1900-1950	0	0.0%
1950-1979	3	27.3%
1980-1999	3	27.3%
2000-2010	1	9.1%
2011-2020	2	18.2%
2021+	1	9.1%
Visiting	0	0.0%
Working	0	0.0%
Decline to state	0	0.0%
Other	1	9.1%
Total	11	