

Deeply Rooted in Oakland Partnership

Deeply Rooted in Oakland Partnership is a collaboration of Oakland's multiracial community organizations. The mission of the collaborative is to ensure that community residents are engaged in defining the future of an equitable and culturally-thriving Oakland for the next 20-30 years. The collaborative partners are listed below. Deeply Rooted focuses on engagement with the following key communities and geographic areas:

- **Communities:** Unhoused; formerly incarcerated; low-income Asian, Pacific Islander, Black, Latinx, multiracial communities including those experiencing environmental injustices
- **Outreach Geographies:** Fruitvale, West Oakland, East Oakland, Chinatown, Eastlake, San Antonio

Roles

- **Central Support:** These organizations design and coordinate the overall structure for community engagement, provide technical assistance and community education in planning, and administrative support.
 - **EastSide Arts Alliance | Cultural Programming Partner**
 - **Just Cities | Technical Assistance/Community Education Partner**
 - **Urban Strategies Council | Administrative Partner**
- **Partners:** These organizations host and conduct community engagement with their networks at their large outdoor or virtual events, pop-ups at their smaller events, conduct General Plan outreach via social media, and share resources with the community to address immediate needs. All Oakland residents are welcome at these events but the following organizations have a particular affiliation/investment/connection with the communities listed following their name.
 - **The Black Cultural Zone Community Development Corporation |** East Oakland and Black community
 - **CURYJ |** Fruitvale, Formerly incarcerated, Black and Latinx
 - **House/Full of Black Women/ Deep Waters Dance Theater |** West Oakland
 - **Lao Family Community Development, Inc |** Southeast Asian American community
 - **Malonga Arts Residents Association (MARA) |** Black and Brown communities, and partnership with members in Chinatown
 - **Oakland Asian Cultural Center (OACC)/ API Cultural Center |** Chinatown and Asian American community
 - **Unity Council |** Fruitvale and Latinx community
 - **The Village in Oakland |** Unhoused curbside communities in North Oakland, West Oakland, Downtown, and East Oakland

- **West Oakland Environmental Indicators Project** | West Oakland and environmental justice
- **Black Arts Movement Business District, CDC (BAMBD, CDC)** | West Oakland (Lower Bottoms), Artists, flatland communities of color, those invested in the animation of BAMBD, CDC and its stakeholders.

