

Event: Akoma Market – Malcolm X Jazz Arts Festival Part 2

Location: East Oakland

Date/Time: July 3, 2022 2-4 PM

Number of people reached: 61

- 11 interviews (6 in-person, 5 online)
- 50 English flyers distributed



Source: EastSide Arts Alliance

Event Description:

EastSide Arts Alliance (ESAA) of the Deeply Rooted in Oakland Partnership conducted English outreach at the Akoma Market hosting the second Malcolm X Jazz Festival this year. The family-friendly event took place at the Akoma Market in Liberation Park in Eastmont featuring art, jazz performances, community organizations, food trucks, yoga, and a free roller skating rink.

The team informed people what the General Plan is; conducted 11 in-person and online 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.

Engagement Approaches:

1) Approach people to have a conversation rather than extracting information from them 2) Visible QR code to digital survey and Listserv for greater accessibility and willingness to participate 3) Designated quiet and shaded table for folks to sit and take their time with

in-person interviews 4) A 2-pager on housing and environmental justice on the table in English 5) Announcement about tabling from the stage 6) Colorful art, candy, and KN95 mask giveaways and 7) Kids' corner with arts and crafts

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, unhoused folks, formerly incarcerated persons, tenants/renters, homeowners, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice. The following are demographic highlights based on the 11 in-person and online interviews we conducted:

- **Race/Ethnicity:** Majority of the people we spoke to are Black/African American (47%). *See Table 1 for more information.*
- **Age:** Majority of the people we spoke to are between the ages of 35-44 (46%) and over 65 (27%). *See Table 2 for more information.*
- **Gender:** 46% are female and 55% are male. *See Table 3 below for more information.*
- **Housing:** 46% are renters and 55% are homeowners. *See Table 4 for more information.*
- **Disability:** 27% of people shared having a disability; having a sensory impairment (9%), mobility impairment (9%), or other disability (9%) *See Table 5 below for more information.*
- **Annual Personal Income:** Most have an annual personal income of over \$50,000 (36%). *See Table 6 below for more information.*
- **Sexual Orientation:** 91% are heterosexual. *See Table 7 below for more information.*
- **Experience with Mass Incarceration:** 36% of people shared that they had some experience with mass incarceration; being a family member of someone who is formerly incarcerated (27%) or being formerly incarcerated themselves (9%). *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 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

- A majority of individuals we spoke to shared that their families arrived between 1950-1979 (55%). *See Table 9 below for more information.*
- Most people had previously been living in the Bay Area (30%) or other places on the West Coast (30%). Bay Area locations included: San Francisco and Walnut Creek.

A FAVORITE MEMORY OF OAKLAND

“Riding bikes at Lake Merritt in the summer”

- **Culture and Cultural Arts:** Many people spoke about gatherings and memorable events such as Juneteenth, festivals at Lake Merritt, First Fridays, Black Joy Parade, Akoma Market, Caribbean Festival, Art & Soul, and when Nelson Mandela spoke at the Coliseum. It is important for events to be free and accessible to the public. People emphasized accessibility and free entry as the most important factors of the above mentioned events. **Oakland Locals and Community:** People have fond memories of their friends and families, riding bikes, playing around the neighborhood, or exercising with groups like Black Girls Run. Some spoke on the importance of investing in the community, and the people, by fixing roads and supporting a liveable environment. Many speak on the importance of diversity, inclusion, and community voice.
- **Nature and Parks:** Lake Merritt, Mosswood Park, Oakland Zoo, Liberation Park
- **Schools and Education:** The First Black Bookstore – Marcus Bookstore in Longfellow, Merritt College, Sequoia Elementary School haunted house
- **Food and Local Businesses:** Farmers Markets, Akoma Market

HOUSING

“Blue collar jobs cannot afford Oakland [and we] cannot afford to share a place [home].”

HOUSING AFFORDABILITY

- **Issues:**
 - **Renters** struggle with high rent and significant rent increases. There are also major problems with landlords ('slumlords') who exploit their residents and do not maintain buildings.
 - **Prospective homeowners** are unable to find affordable places.
 - **Overall**, people are being priced out of Oakland and displaced. Oakland locals are especially vulnerable to the impacts of gentrification and price increases. Some people with displaced family members mention them relocating to San Leandro or places in Contra Costa County.
- **Solutions:**
 - Increase and preserve affordable housing
 - Build on empty lots or fine owners of unused and ill-maintained empty lots
 - Support rent control
 - Increase subsidized housing
 - Support multiple types of affordable housing and townhouses
 - Address height restrictions and support 4-story units
 - Initiatives for income generation from existing buildings, such as financing to build out rental units

EQUITY

- **Issues:**
 - Difficulty finding housing suitable for families
 - Difficulty accessing loans
 - Young adults coming out of school and retirees on a fixed income cannot afford down payments or security deposits
 - New developments serve people outside the community and do not provide for the local communities.
- **Solutions:**
 - Hire Oakland locals to work on development projects
 - Prioritize equitable city investment to provide the same services to the flatlands compared to the hills

- Establish a system of community feedback with each new development, ensure benefit for the local residents instead of displacement
- Support renter and homeownership resources for young adults
- Address gentrification, displacement, and exacerbating disparities among Downtown Oakland communities
- Improve conditions of public housing
 - Require high-speed and quality Wi-Fi
 - Provide residents with free/reduced tuition for community college and job training programs
 - Provide residents with free financial counseling
- Encourage youth and young adults to participate in developing designs for housing and other neighborhood developments
- Prioritize Community Benefits Agreements to serve low-income residents

HOMELESSNESS

- **Issue:**
 - Unhoused residents living on the street, in RVs, and encampments
- **Solutions**
 - Establish housing as a human right and support Housing First policy
 - Fast-track housing projects and programs for the unhoused
 - Prioritize alleviating crime and trash in unhoused communities without over policing unhoused residents

ENVIRONMENTAL JUSTICE

"[Create a] green tree planting program. Replace concrete with trees, especially in the East/Deep East."

TRASH & WASTE MANAGEMENT

- **Issue:**
 - Visible trash in the streets impact health and life quality, particularly in underserved low-income and unhoused communities
- **Solutions:**
 - Create consistent trash pick-up programs and more frequent street cleaning
 - Enforce regulations on illegal dumping

INDUSTRIAL

- **Issues:**

- Respiratory issues created and/or exacerbated by industrial pollution from nearby industrial plants, trucks, and construction
- Residents live near industrial lands and pollution are unable to go outside, which especially impact children
- Industrial pollution impact West Oakland and North Oakland

- **Solutions:**

- Monitor and mitigate air pollution, especially along the Highway 880 corridor
- Perform comprehensive lead clean up in Fruitvale area
- Provide residents who live close to freeways and in other polluted conditions with free and/or reduced fee comprehensive health care services
- Close factories near schools and youth centers
- Shut down diesel generators in Cannabis Retail Green Zones
- Consider relocating truck routes, preferably along the Port

NATURE & PARKS

- **Solutions:**

- Increase maintenance of parks
- Construct more greenways and connected bike routes and walking paths
- Conduct a green tree planting program, especially in East/Deep East Oakland
- Plant more native plants and create conditions that attract and protect bees
- Design streets with purple pipe systems to utilize recycled water
- Support urban agriculture

ENERGY

- **Solutions:**

- Prioritize accessible electric vehicles and address financial barriers
- Prioritize clean energy integration throughout the city

WILDFIRES

- **Issue:**

- Respiratory issues created and/or exacerbated by wildfires

ECONOMIC, EDUCATION, AND VIOLENCE

"[We] need free space for kids to play and young adults. [Youth] need to be part of housing designs. [They are the] future generations."

ECONOMIC

- **Issue:**
 - Oaklanders are unable to pay rents and find living wage jobs
- **Solutions:**
 - Increase supply of living wage jobs
 - Prioritize jobs for Oakland residents
 - Provide job training for Oakland residents to support job mobility
 - Reallocate police budget funds to homeless services, mental health services, and substance abuse prevention and treatment programs
 - Create intentional programs, opportunities, and city services for indigenous Oaklanders
 - Incentivize businesses to come to Deep East Oakland with equitable investment in the local community

YOUTH & EDUCATION

- **Solutions:**
 - Invest in neighborhood public schools for better technology, higher teacher pay, campus renovations
 - Limit charter schools until public schools are in better condition
 - Require school courses that teach essential life skills, job development, housing search, and financial literacy to young people
 - Fund and build more recreation centers which offer financial accessibility programs
 - Introduce curriculum focused on environmental health and sustainability, including air quality and pollution
 - Increase programs for the arts

VIOLENCE

- **Issue:**
 - Violence in low-income neighborhoods discourages residents from walking in the neighborhood

- **Solutions:**

- Support street violence prevention community organizations and nonprofits
- Introduce and implement gun buy backs programs

DEMOGRAPHIC DATA ANALYSIS

Note: The tables listed below do not include a total count because respondents selected more than one response for subsections – Race/Ethnicity, Housing, Disability, Sexual Orientation and Experience with Mass Incarceration.

Table 1. Engagement by Race/Ethnicity

Race/Ethnicity	Number of People	Distribution (%)
Black/African American	7	46.7%
Hispanic or Latino (non white or Black)	2	13.3%
White/European	2	13.3%
Native American/Indigenous or Alaska Native	1	6.7%
Asian	1	6.7%
Multi-racial	0	0.0%
Native Hawaiian/Pacific Islander	0	0.0%
Caribbean Islander	1	6.7%
Middle Eastern	0	0.0%
Other	1	6.7%
Decline to state	0	0.0%

Table 2. Engagement by Age

Age Group	Number of People	Distribution (%)
12-17 Year	0	0.0%
18-24 Year	2	18.2%
25-34 Year	0	0.0%
35-44 Year	5	45.5%
45-54 Year	0	0.0%
55-64 Year	1	9.1%
65+ Year	3	27.3%
Decline to state	0	0.0%
Total	11	

Table 3. Engagement by Gender

Gender	Number of People	Distribution (%)
Female	5	45.5%
Male	6	54.5%
Non-binary	0	0.0%
Transgender	0	0.0%
Intersex	0	0.0%
Decline to state	0	0.0%
Total	11	

Table 4. Engagement by Housing

Housing	Number of People	Distribution (%)
Rent	5	45.5%
Own	6	54.5%
Shared housing with family/roommates/partner	0	0.0%
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	Number of People	Distribution (%)
A mobility impairment	1	9.1%
A mental health disorder	0	0.0%
A sensory impairment (vision or hearing)	1	9.1%
A learning disability (e.g., ADHD, dyslexia)	0	0.0%
Other	1	9.1%
Decline to state	0	0.0%
None	8	72.7%

Table 6. Engagement by Annual Personal Income

Annual Personal Income	Number of People	Distribution (%)
\$0-\$10,000	1	9.1%
\$10,001-\$20,000	1	9.1%
\$20,001-\$30,000	1	9.1%
\$30,001-\$40,000	1	9.1%
\$40,001-\$50,000	1	9.1%
\$50,001+	4	36.4%
Decline to state	2	18.2%
Total	11	

Table 7. Engagement by Sexual Orientation

Sexual Orientation	Number of People	Distribution (%)
Heterosexual	10	90.9%
Queer	0	0.0%
Bisexual	0	0.0%
Lesbian	0	0.0%
Gay	0	0.0%
Decline to state	1	9.1%

Table 8. Engagement by Experience with Mass Incarceration

Mass Incarceration	Number of People	Distribution (%)
I am a family member of someone who is formerly incarcerated	3	27.3%
I am formerly incarcerated	1	9.1%
I am a family member of someone who is currently incarcerated	0	0.0%
None	6	54.5%
Decline to state	1	9.1%

Table 9. Family Arrived in Oakland

Arrive in Oakland	Number of People	Distribution (%)
Before 1900	0	0.0%
1900-1950	0	0.0%
1950-1979	6	54.6%
1980-1999	0	0.0%
2000-2010	3	27.3%
2011-2020	0	0.0%
2021+	1	9.1%
Visiting	0	0.0%
Working	0	0.0%
Other	1	9.1%
Decline to state	0	0.0%
Total	11	