

Equity Working Group Selection Summary, Approach and Tables

Summary

Deeply Rooted is a collaboration of Oakland's multiracial community organizations that is working to ensure that community residents are engaged in defining the future of Oakland for the next 20-30 years through the Oakland General Plan Update. This includes convening an Equity Working Group (EWG) made up of 20 diverse residents for the next three years to 1) **Identify** the major challenges and impacts of the General Plan (housing, safety, environmental justice, land use, transportation, and parks) and 2) **Advocate** for solutions that advance equitable and healthy communities for Oakland residents.

The 20 EWG members come from diverse backgrounds and neighborhoods across Oakland including the following:

- **Hard to reach communities:** People from communities that the City traditionally has trouble engaging with including
 - **Race/Ethnicity:** Black, Latinx, Asian American, and Multiracial
 - **Other identities:** people experiencing environmental injustices, low-income, renters, people with disabilities, formerly incarcerated, unhoused, and undocumented
 - **In target geographic areas of:** East Oakland, West Oakland, Chinatown, and Fruitvale
- **Age diversity:** People at different stages of their lives to ensure varied knowledge and experiences
- **Diversity of gender and sexual orientation:** To ensure women's and LGBTQ+ perspectives are included in this process
- **People who own small businesses in Oakland**

See detailed race/ethnicity, background and geography tables further below for a breakdown.

Approach

Application Outreach

The EWG application period was from December 22, 2021 - February 6, 2022. Digital and paper applications were available in English, Spanish, and Chinese. During this time, Deeply Rooted Partners shared EWG information in English, Spanish and Chinese on the General Plan website, with City Council members, and with their networks via email, social media and word of mouth. The Equity Working Group Selection Committee, comprised of representatives from Black Arts Movement Business District, CDC; EastSide Arts Alliance; Just Cities, Malonga Arts

OGP Deeply Rooted Equity Working Group

Residents Association; The Village In Oakland; Urban Strategies Council; Unity Council; and West Oakland Environmental Indicators Project convened from February - March 2022 to review applications, interview applicants and make final selections. Deeply Rooted received 66 applications, interviewed 24 applicants, and selected 20 members with the following criteria in mind.

Criteria

- **Hard to reach communities:** People from communities that the City traditionally has trouble engaging with including Indigenous, unhoused, formerly incarcerated, low-income, Asian, Black, Latinx, multiracial, people with disabilities, undocumented, and people experiencing environmental injustices.
- **In target geographic areas of:** West Oakland, East Oakland, Chinatown, and Fruitvale.
- **Age diversity:** People at different stages of their lives to ensure varied knowledge and experiences.
- **Diversity of gender and sexual orientation:** To ensure women's and LGBTQ+ perspectives are included in this process.
- **People who own small businesses in Oakland.**
- **Commitment to attend 12 EWG meetings, share information, and review draft summary documents during the General Plan process.**

Tables summarizing 20 selected applicants

The following three tables are breakdowns of the race/ethnicity of the selected EWG members, where they live and work in Oakland, and other ways they identify.

Race/Ethnicity	#	%
Black	8	40%
Latinx	5	25%
Asian American	4	20%
Latinx/ American Indian Alaska Native	1	5%
Native Hawaiian/ Pacific Islander	1	5%
White/Pacific Islander	1	5%

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Live/Work Neighborhoods*	#	%
East Oakland	8	40%
District 7 (may be in East Oakland)	2	10%
West Oakland	5	25%
Chinatown	3	15%
Downtown	2	10%
Fruitvale	2	10%
North Oakland	2	10%

**Some EWG members shared both where they lived and where they worked.*

Category**	#	%
Person experiencing environmental injustice	16	80%
Low-income person	13	65%
Tenant/Renter	8	40%
Homeowner	8	40%
LGBTQ+ person	5	25%
Person with disabilities	7	35%
Older Adult	6	30%
Business operator	4	20%
Formerly incarcerated person	3	15%
Youth (15-22)	2	10%
Unhoused person	1	5%

***The 20 EWG members meet 1 or more of the categories listed above.*