

Dia de los Muertos

Event: Dia de los Muertos

Location: Fruitvale Transit Village

Date/Time: 10/30/22 10:00AM - 5:00PM

Number of people reached: 70

- 70 people from sign-up sheet and flyers distributed



Image: Oakland General Plan table and Alter

Source: Just Cities Institute

Event Description:

The Deeply Rooted in Oakland Partnership team led by The Unity Council & Communities United for Restorative Youth Justice (CURYJ) conducted community engagement at the annual Dia de los Muertos festival at the Fruitvale Transit Village. The 27th annual event featured altar exhibits, Aztec rituals and dances, several blocks of local vendors and community organizations, and family-oriented activities like crafts and soccer. This year,

Dia de los Muertos

Dia de los Muertos centered on honoring essential workers and planning for a more resilient Oakland for all.

The team informed people what the General Plan is; 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) Share a 2-pager on housing and environmental justice in English 3) Deeply Rooted youth fellows conducted outreach furthering multigenerational community engagement 4) Share community resources from other organizations 5) Live music, altar, and art next to engagement booth

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 based on sign- up sheets and interactions.

- **Race/Ethnicity:** The majority of Dia de los Muertos attendees are Hispanic/Latino.