

LFCD Thanksgiving Food Basket Giveaway

Event: LFCD Thanksgiving Food Basket Giveaway

Location: 2325 E 12th St

Date/Time: Monday, November 21, 2022

Number of people reached: 105

- 105 people from sign-up sheet and flyers distributed



Image: LFCD Thanksgiving Food Basket Giveaway event flyer

Event Description:

The Deeply Rooted in Oakland Partnership conducted English outreach at the Lao Family Headquarters for their Thanksgiving Food Basket Giveaway. The event provided food for needy families and individuals in the community. The event welcomed residents of all ages. 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

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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)
A 2-pager on housing on the table in English

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 sign-in sheet and flyer distribution:

- **Race/Ethnicity:** Majority of the people we spoke to are Asian (30%).
- **Age:** Spoke to older adults.