

## Art & Soul Festival

**Event:** Art & Soul Festival

**Location:** Downtown Oakland (Frank Ogawa Plaza)

**Date/Time:** 7/23/22 12:00 PM - 6:00 PM

**Number of people reached: 14**

- 14 people from sign-up sheet and flyers distributed



Image: Art & Soul Festival Event Flyer

### **Event Description:**

Black Arts Movement Business District CDC (BAMBD CDC) conducted community engagement on behalf of the Deeply Rooted in Oakland Partnership at the Art + Soul celebration on July 23, 2022. The 20th annual community celebration took place in Frank Ogawa Plaza and featured live concerts by renowned and emerging artists, food and booths by local vendors, and family-friendly activities such as a Community Dance Party and UMOJA Roller Skating Rink.

The team informed people what the General Plan is; conducted 14 in-person 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) A 2-pager on housing and environmental justice on the table in English 3) Raffle tickets given to interview participants

**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, tenants/renters, homeowners, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice. The following are demographic highlights are based on 14 sign-ups and in-person interactions:

- **Race/Ethnicity:** 42% of the people we spoke to are Black/African American, 14% are multiracial, and 7% are Hispanic/Latino