

Event: Pop-up Event #1: Student Outreach in Fruitvale

Location: 3340 E 12th St #2 Oakland, CA 94601

Date/Time: 11/6/2021 from 10AM to 2PM

Number of people reached: 31 Spanish and 21 English flyers (52 total) distributed.

Description: UC Berkeley undergraduate students conducted English and Spanish outreach in the Fruitvale, handing out goodie bags with the OGP flyer and other resources to share. The students informed people what the General Plan is and that there will be lots of upcoming engagement events in the next four years. They also encouraged people to sign up for the listserv to get more information. Outreach included paper sign-up sheets in English and Spanish. The Deeply Rooted team added sign ups to the Oakland General Plan listserv.

