Event: Pop-up Event #3: Student Outreach in Chinatown

Location: Lincoln Square Park - 261 11th St Oakland CA 94607
Date/Time: 11/13/2021 from 10AM to 3PM
Number of people reached: 40 Chinese and 10 English flyers (50 total) distributed.
Sign-ups: 5 (see Table 1 below)

Description: Just Cities organized UC Berkeley Urban Studies students to conduct English and Chinese outreach in Chinatown, handing out goodie bags with the Oakland General Plan (OGP) flyer and other resources on Fair Chance Housing, Oakland Emergency Rapid Assistance Program (ERAP), and Oakland Anti-Displacement support (including Eviction Moratorium). The students informed people what the General Plan is and that there will be lots of upcoming engagement events in the next four years, shared housing resources, and referred community members to direct service organizations or City Departments to address current needs. They also encouraged people to sign up for the OGP listserve to get more information. Outreach included paper sign-up sheets in English and Chinese. The Deeply Rooted team added sign ups to the Oakland General Plan listserv. Engagement activities also included inviting people to participate in contributing to a dreamboard, which posed, "Draw your favorite memory of Oakland Chinatown," and creative sidewalk chalk drawing (see pictures below). People wanted to know about anti-displacement resources, rental assistance, and sea level rise protection. In future pop-ups (2022), we will ask community members to share issues and solutions and their future vision for Oakland.

Favorite memories in Chinatown were:
- Eating with friends
- Playing with friends
- Shopping
- Going to kung fu
- Dim sum
- Playing on the play structure at Lincoln Park
- Lincoln Elementary School
- Lake Merritt

Table 1. Total Number of Signups by Race/Ethnicity

Race/Ethnicity	Sign-ups	
Chinese	3	*Note: Number of people in this table is based on the Number of paper sign-ups. These sign-ups will be added to the City of Oakland's General Plan Listserve.*
Decline to Comment	2	
Total	5	