The East Oakland Futures Festival is about celebrating the community as it exists today and envisioning a thriving future for the black community.

EOFF will be divided into eight zones (East Oakland Mobility Action Plan 2050, Afrofutures, Building Prosperity, Arts & Culture, Healthy East Oakland, Education, Food Sovereignty, Power in Place).

We’ve seen your commitment and recognize you as a champion for the East Oakland Mobility Action Plan 2050. Interested in our vision? Flip through to learn more!
Tentative Zone Layout

Key

- East Oakland Mobility Action Plan 2050
- Afrofutures
- Building Prosperity
- Arts & Culture
- Healthy East Oakland
- Education
- Power in Place
- Food
- Seated eating area
- Stage
- Audience area
- Entrance
- Emergency services staging/operations
- Bike valet
We envision a future where East Oaklanders have access to, and choices within, a local and regional transportation system that is **safe, efficient, affordable, and connects** them to the places they **need to thrive**.

**Values:** Equity, access, safety, options, shared decision-making, accountability, resiliency

**Anticipated Vendors/Exhibitors:** City of Oakland, BART, AC Transit, MTC, Scraper Bike Team, Cycles for Change, Spin, Lime, Lyft, Bird, Revel, Gig Car Share, Paratransit, Boonation Custom Cycles

**Anticipated Activities:** Participatory planning workshops, information sessions for City projects, Shared Mobility onboarding

#EastOaklandFuturesFest
We envision an East Oakland where Black and brown youth are learning in safe, supportive environments -- by educators who look like them and employ teaching methods that are culturally relevant.

Values: High quality learning environments, promoting local talent, investing in the youth, skill building, civic engagement and networking

Anticipated Vendors: Ile Omode, OUSD, various public/private universities and colleges, OPL, various Educational Opportunity Programs

Activities: College and technical trade program enrollment counseling, scholarship search, tutoring and mentorship information and, computer, backpack + school supplies giveaways
We envision a future where Black people are not only living in Oakland but flourishing and influencing the culture. We invite participants to imagine the future of East Oakland from an Afrofuturist lens.

**Values:** Equity, justice, imagination, technology, style, innovation, resiliency

**Anticipated Vendors/Exhibitors:** Betti Ono, Black Cultural Zone, David Glover Institute, Hack the Hood, Acta Non Verba, Alena Museum, Tech Equity, Black Futures Lab, Kapor Center, Google

**Anticipated Activities:** Fashion shows, creativity workshops, 3D printing and virtual reality demos
Zone IV: Building Prosperity

We envision an East Oakland with bustling business corridors that support good jobs for residents and a strong East Oakland economy.

**Values:** Financial planning, start up capital investment, legal protection, emergency and disaster preparedness/resilience

**Anticipated Vendors/Exhibitors:** Square/Cashapp, Kiva Zip loans, Better Black, East Bay Community Law Center, Bay Legal Aid, BAOBOB, The Hood Incubator, Sustainable Economies Law Center, Uptima Business Bootcamp, Credit unions, cannabis retailers and educators

**Activities:** Job fair, financial literacy resources, legal assistance, opening a savings account, networking, cannabis business acceleration resources and other programs for entrepreneurs

#EastOaklandFuturesFest
We envision a future where the East Oakland environment is healthy. It’s a future where residents have access to high quality infrastructure and public facilities that support healthy lifestyles.

**Values:** Mental, physical, and social wellbeing, affordable and accessible services, environmental justice

**Anticipated Vendors/Exhibitors:** Urban Releaf, East Oakland Building Healthy Communities (EOBHC), Eat Play Learn, Roots Community Health Center, Kaiser Permanente, Original Blackprint, People’s Medics, Black Nurses Association, Haircuts with Heart, La Clinica, Rainbow Recreation Center, Black2Yoga

**Anticipated Activities:** “Mini-clinic” with free services such as eye exams, haircuts, and check-ups, acupuncture, massage, yoga demos

#EastOaklandFuturesFest
We envision a movement of cultural equity and belonging in which there are equitable racial and socioeconomic conditions for self-expression, mutual respect, empathy, and acceptance. It’s a future where East Oakland residents are able to express themselves artistically, artistic venues are affordable, supported, and growing.

Values: Creativity, placekeeping, belonging, cultural equity

Anticipated Vendors/Exhibitors: Ile Omode, Youth Speaks, Eastside Cultural Center, KBLX, KMEL, KQED, iHeart Radio, Bandcamp, VSCO, Youth Speaks, dNaga Dance Co, K Star Production, Turf Inc, Afro Urban Society, Community Rejuvenation Project, Oakland Youth Chorus, YouTube

Anticipated Activities: Performances, exhibitions and art sales, guided arts workshops, community arts projects such as mural painting or trash can/little free library design

#EastOaklandFuturesFest
We envision an East Oakland where residents can grow their own nutritious foods, support local food businesses, and have more options and shared decision-making when it comes to grocers and markets.

**Values:** Food justice, food sovereignty, culturally important dishes and ingredients, health consciousness

**Anticipated Vendors:** La Cocina/Forage Kitchen-supported Oakland businesses, MexiQ, Chef Smelly’s, Hot Dog Co, Ju’C Fruits, Melan-Aid, Red Truck from 90th, Taco truck from Food King, Taste of Africa, Chase the Smell, Planting Justice, Phat Beets

**Activities:** Food sales, plant sales, gardening demos and workshops, seed exchange and giveaways

#EastOaklandFuturesFest
We envision an East Oakland where all residents are safely housed and civically engaged.

Values: Housing affordability and stability, civic engagement, emergency and disaster preparedness, democracy, people power

Anticipated Vendors: Causa Justa, Oakland Community Land Trust, ACCE Action, Hella Black podcast/People's Breakfast Oakland, City of Oakland

Activities: Tenants rights information, support with evictions, voter registration, charity drives, affordable housing workshops, emergency preparedness planning, home improvement and rehabilitation resources

#EastOaklandFuturesFest
Why 90th Avenue?

In 2019, OakDOT and The Scraper Bike Team worked on the first-of-its-kind repaving and centerlane project that is ongoing up the 90th Avenue corridor to provide more safe, community-driven infrastructure for cyclists and everyone in the community.

OakDOT worked with the community, to build sustainable infrastructure that is reflective of the culture in Oakland's diverse neighborhoods.
<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Event Day Impressions</th>
<th>Traditional Print/Outdoor/Radio Media</th>
<th>Social/Digital Media</th>
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<td><strong>Legacy Sponsors</strong></td>
<td><strong>Premium Booth Space</strong></td>
<td><strong>Quote in Official Event Press Release</strong></td>
<td><strong>Logo Included on all Digital Collateral</strong></td>
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<td><strong>Large Logo on Stage Banners</strong></td>
<td><strong>Logo Included on any Bus Shelters/BART Ads/Billboards</strong></td>
<td><strong>Logo/Company Name Included in Festival Snapchat Filter</strong></td>
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If you have questions about the festival or the project, contact Brytanee Brown - Transportation Planner at: (510) 238-6965 or via email at BRBrown@OaklandCa.gov.

If you have inquiries about in-kind sponsorships, multi-year sponsorships etc., contact Brianna Horton - OakDOT Executive Assistant & Special Events Coordinator at: (510) 238-6939 or via email at BHorton@OaklandCa.gov.

Please direct all media inquiries to Sean Maher - OakDOT Public Information Officer at: (510) 238-6358 or via email at SMaher@oaklandCa.gov.

THANK YOU!