



# Key themes and data from Oakland 2025's November 2011 workshops

Oakland Planning and Development Corporation

## DEMOGRAPHICS

- Majority of attendees were older than 51 (70%), with the second largest demographic between 31-40 years old (20%).
- Attendance was split fairly evenly between male (55%) and female (45%).
- The majority of attendees were homeowners (28%) and residents (24%). The second largest group of attendees was retired, employees of a local organization, transit riders, and property owners (between 8-12%).

## ATTENDANCE

- Attendance varied widely between South Oakland (41% of all attendees) and West, North, and Center Oakland (between 14-18% of all attendees).
- The majority of attendees resided in the neighborhood of focus, though there were several individuals who were former residents and others who attended a different workshop than the one designated for their neighborhood.

## WORKSHOP DATA

- 100% of attendees would attend another OPDC event.
- The vast majority of attendees believe that Oakland 2025 addresses their communities' needs (95%) and is excited about the Oakland 2025 community plan (84%).
- The majority of attendees ranked the quality of workshop facilitators, the usefulness of break-out groups and leaders, the organization of the event, and the materials highly (between 91-100%)

## KEY THEMES

- Attendees are highly interested in seeing results, progress, and receiving interim feedback.
- Past residents who are no longer living in Oakland want to remain connected to Oakland.
- Community members seek engagement from the 'big institutional players' in these meetings (ie, universities, hospitals, etc.)
- Transportation is a hot topic with widespread interest across all sections of Oakland.
- 72% of attendees preferred e-mail as the primary mode of communication. Flyers were also a noteworthy source of information (19%).