

A photograph of a park with a grassy field, trees, and a blue sky with wispy clouds. In the foreground, a person in a brown shirt and plaid shorts stands with their back to the camera, and another person with long red hair sits on the grass. In the background, several people are playing soccer on a field.

# FRESNO MEASURE P HIGHEST-NEED NEIGHBORHOODS DEFINITION 2025-2027

City Council  
November 21, 2024



# Agenda

1. Measure P and Highest-Need Neighborhoods
2. Updated Equity Factors
3. Survey Outreach and Results (Phase 1)
4. Highest-Need Percentile
5. Survey Outreach and Results (Phase 2)
6. PRAC Recommendation



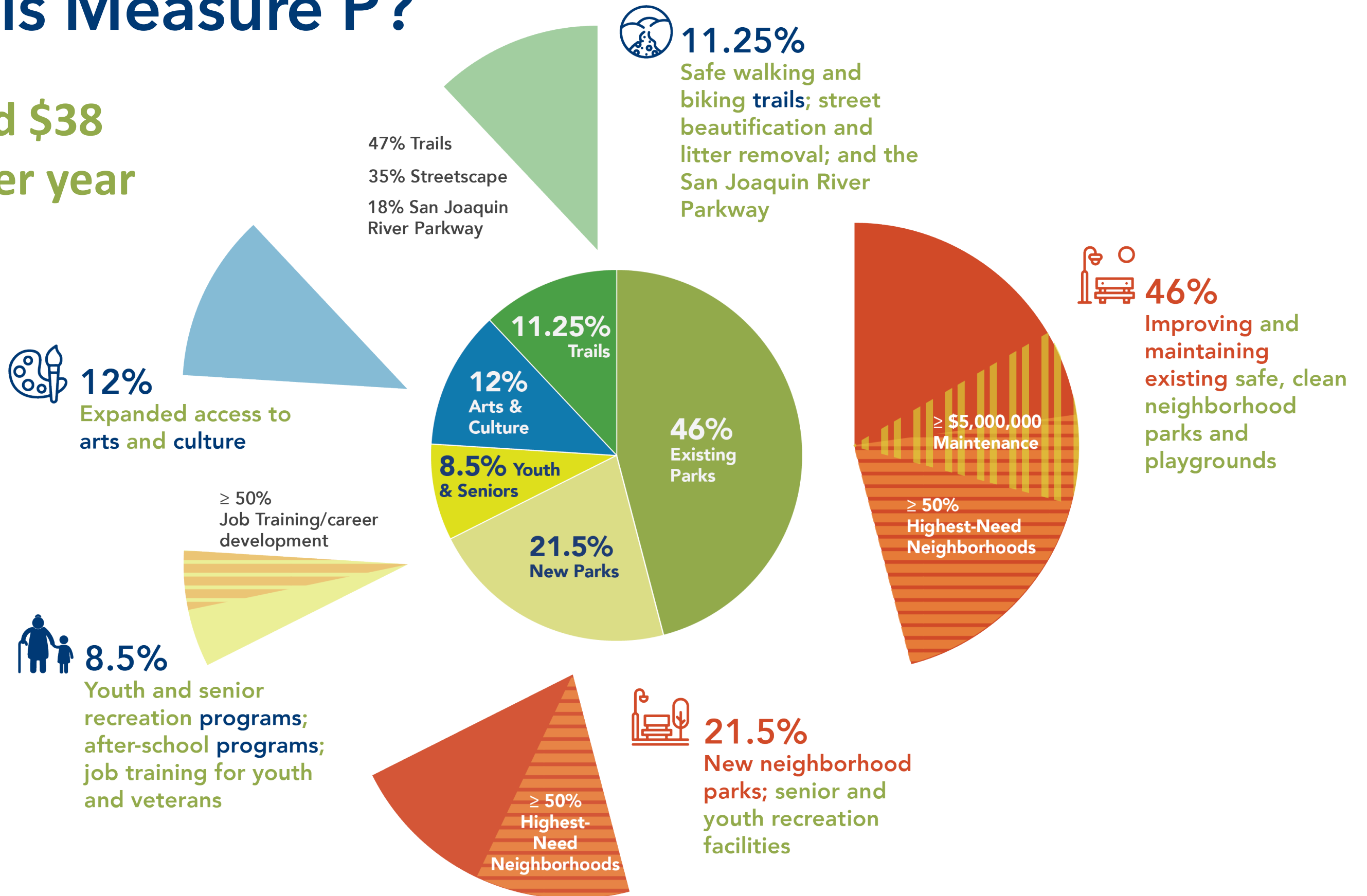


**MEASURE P AND HIGHEST-NEED NEIGHBORHOODS**



# What is Measure P?

Estimated \$38 million per year





# Defining Highest-Need Neighborhoods

## Measure P Requirements

### Sec. 7-1508 (e) Identification of Highest-needs neighborhoods

(2) The City, in conjunction with the Commission, shall adopt a new definition of highest-need neighborhoods no later than January 1, 2022, after conducting a public process, to be updated every three years and included in subsequent updates to the Plan. The City and Commission shall create **a weighted index** incorporating the following data in developing the definition:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (C) Park acreage per 1,000 residents;
- (D) Population density;
- (E) Neighborhood youth and senior population;
- (F) Neighborhood safety;
- (G) Neighborhoods of concentrated poverty;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (I) Pre-term birth rates;
- (J) Years of potential life lost;
- (K) Neighborhood composite mortality rate.



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**UPDATED EQUITY  
FACTOR MAPPING**



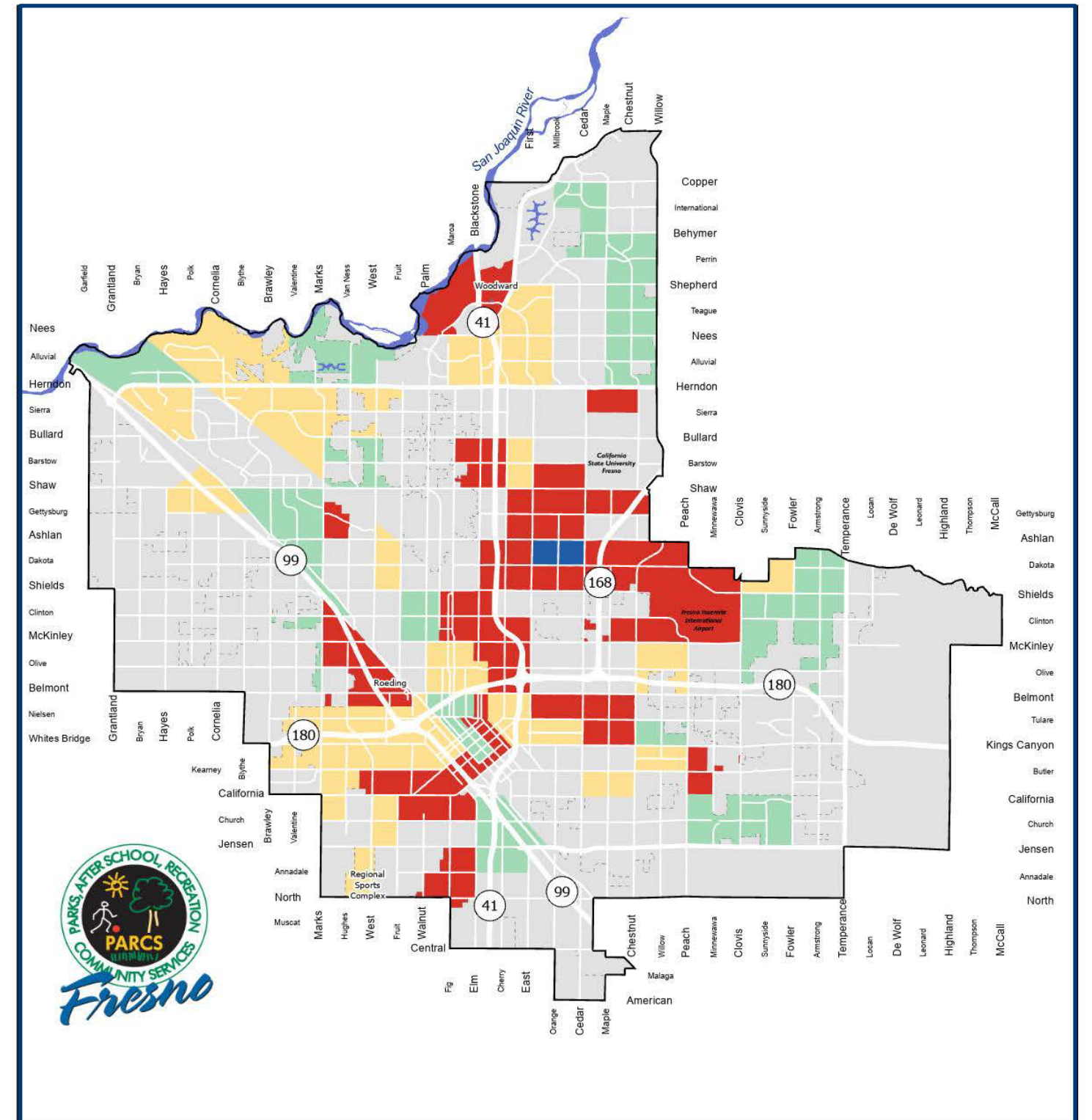
# Equity Factors

## (A) Existing Conditions of Parks and Facilities based on needs assessment data in the Master Plan

- Parks in Fresno are not all in the same condition.
- The red areas on this map highlight neighborhoods where one or more parks are in poor condition.

**SOURCE:**  
Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment), and 2024 Park Assessment

**DEFINITION:**  
Census Tracts containing at least one park identified as being in "Poor" condition



Condition of Lowest Scoring Park in Census Tract

- Blue: Excellent
- Green: Good
- Yellow: Fair
- Red: Poor

City Limits  
Sphere of Influence

Source: 2018 Parks Master Plan & 2024 Technical Amendment. 2024 Park Assessment





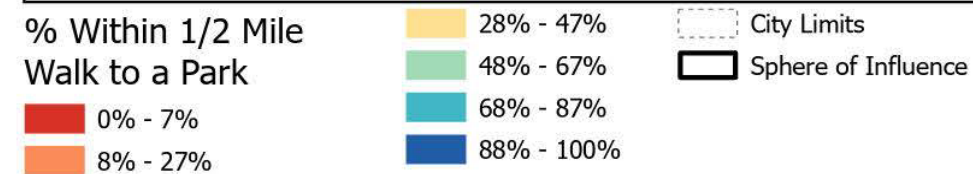
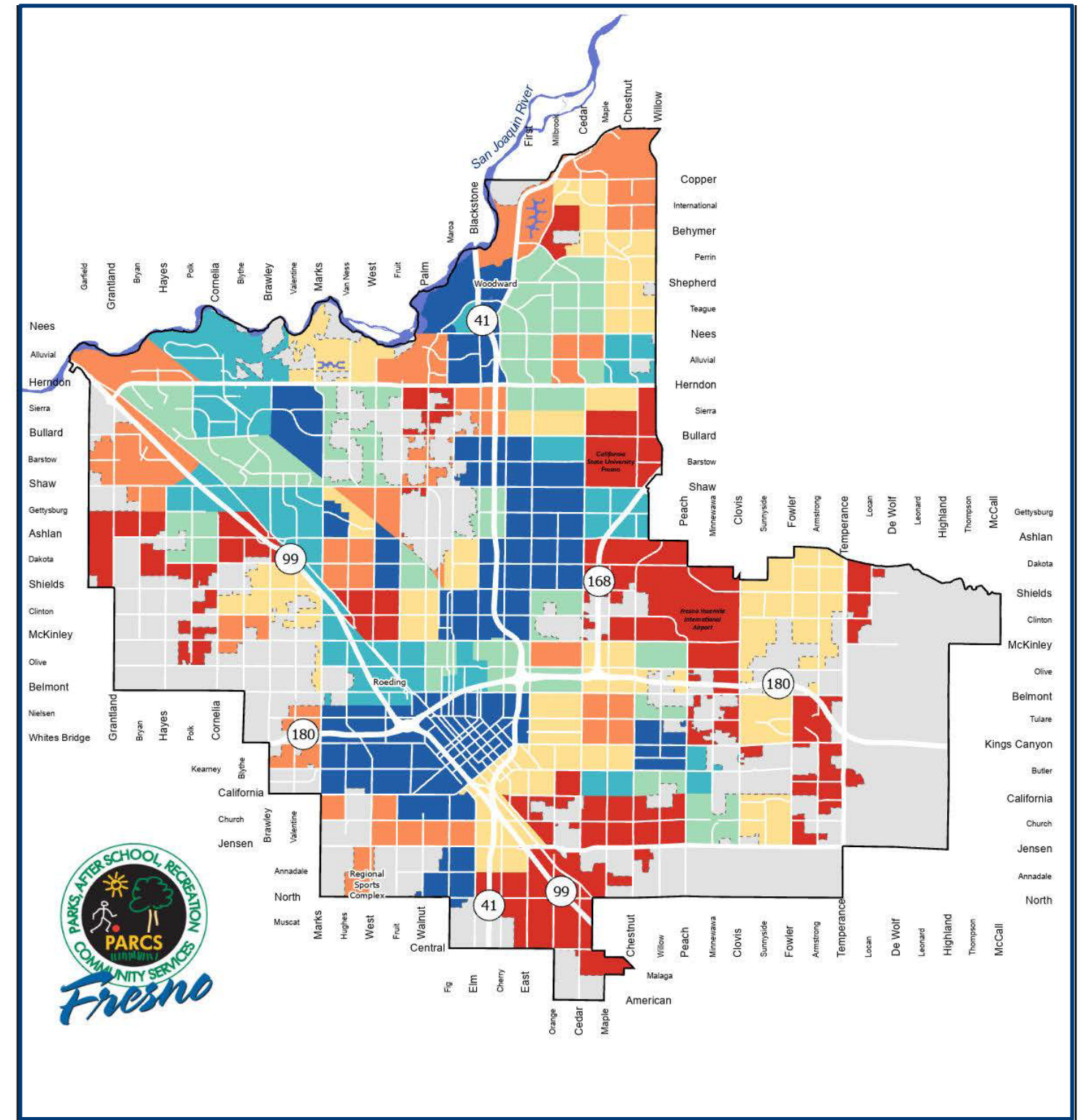
# Equity Factors

## (B) The Proportion of the Population That Lives within Walking Distance (1/2 Mile) to a Park

- Not all Fresno community members have easy access to nearby parks.
- Red, orange and yellow on this map highlight neighborhoods where less than 48% of people live within a 1/2 mile walk to a park.
- Analysis includes parks that are owned or maintained by the PARCS Department.

**SOURCE:**  
Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment)

**DEFINITION:**  
Census tracts where **less than 48%** of people live within a 1/2 mile walking distance to a park.



Source: 2018 Parks Master Plan & 2024 Technical Amendment. 2024 ERSI Updated Demographics

Note:  
Analysis includes only parks that are owned or maintained by the PARCS Department.





# Equity Factors

## (C) Park Acreage per 1,000 Residents

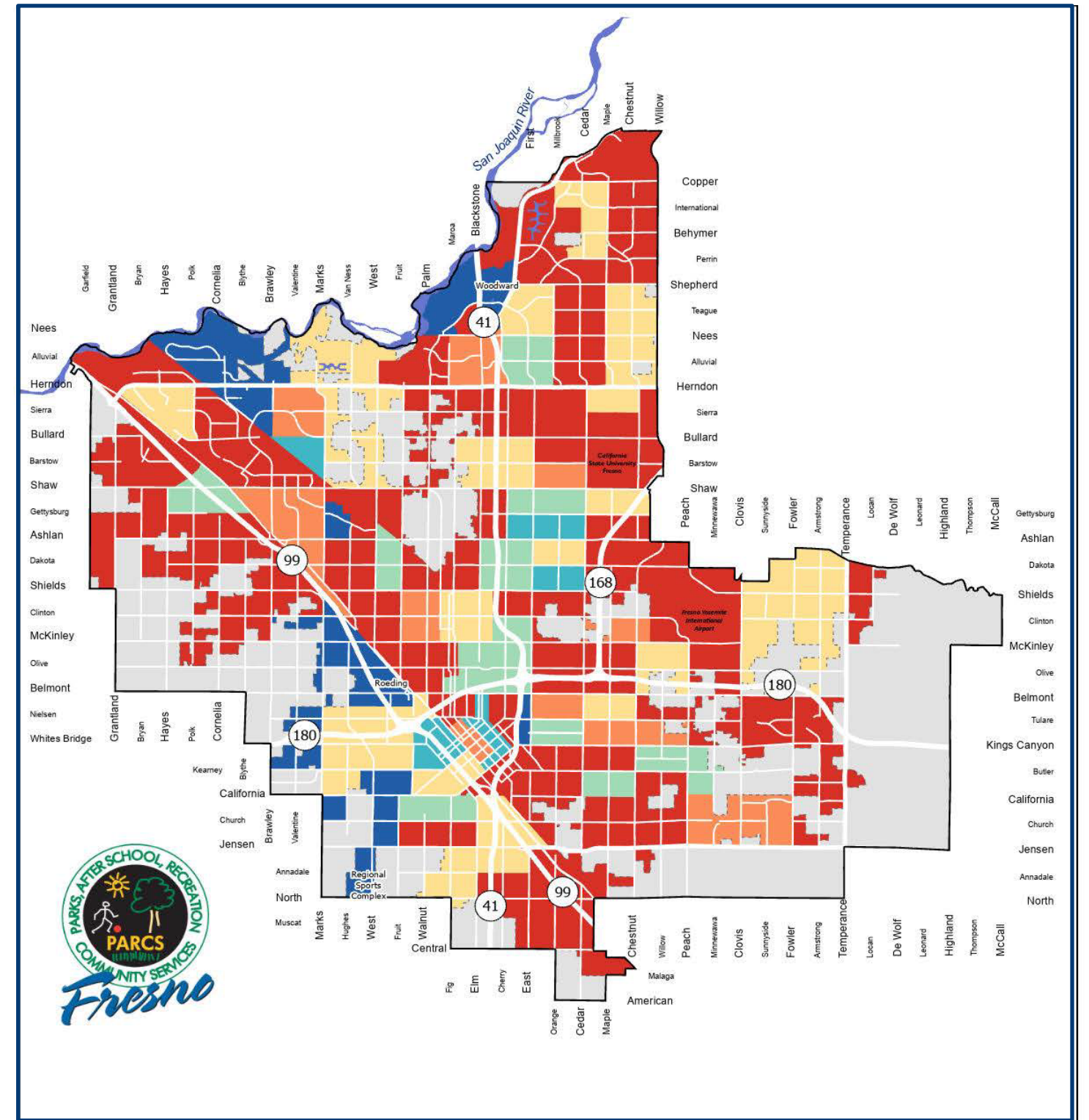
- Parks in Fresno are not evenly distributed throughout the city.
- Red, orange and yellow areas on this map show neighborhoods where there are less than 1.6 acres of parkland per 1,000 residents.
- Analysis includes parks that are owned or maintained by the PARCS Department.

**SOURCE:**

Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment)

**DEFINITION:**

Census tracts where there are **less than 1.6 acres per 1000 people.**



Source: 2018 Parks Master Plan & 2024 Technical Amendment. 2024 ERSI Updated Demographics

Note: Analysis includes only parks that are owned or maintained by the PARCS Department.





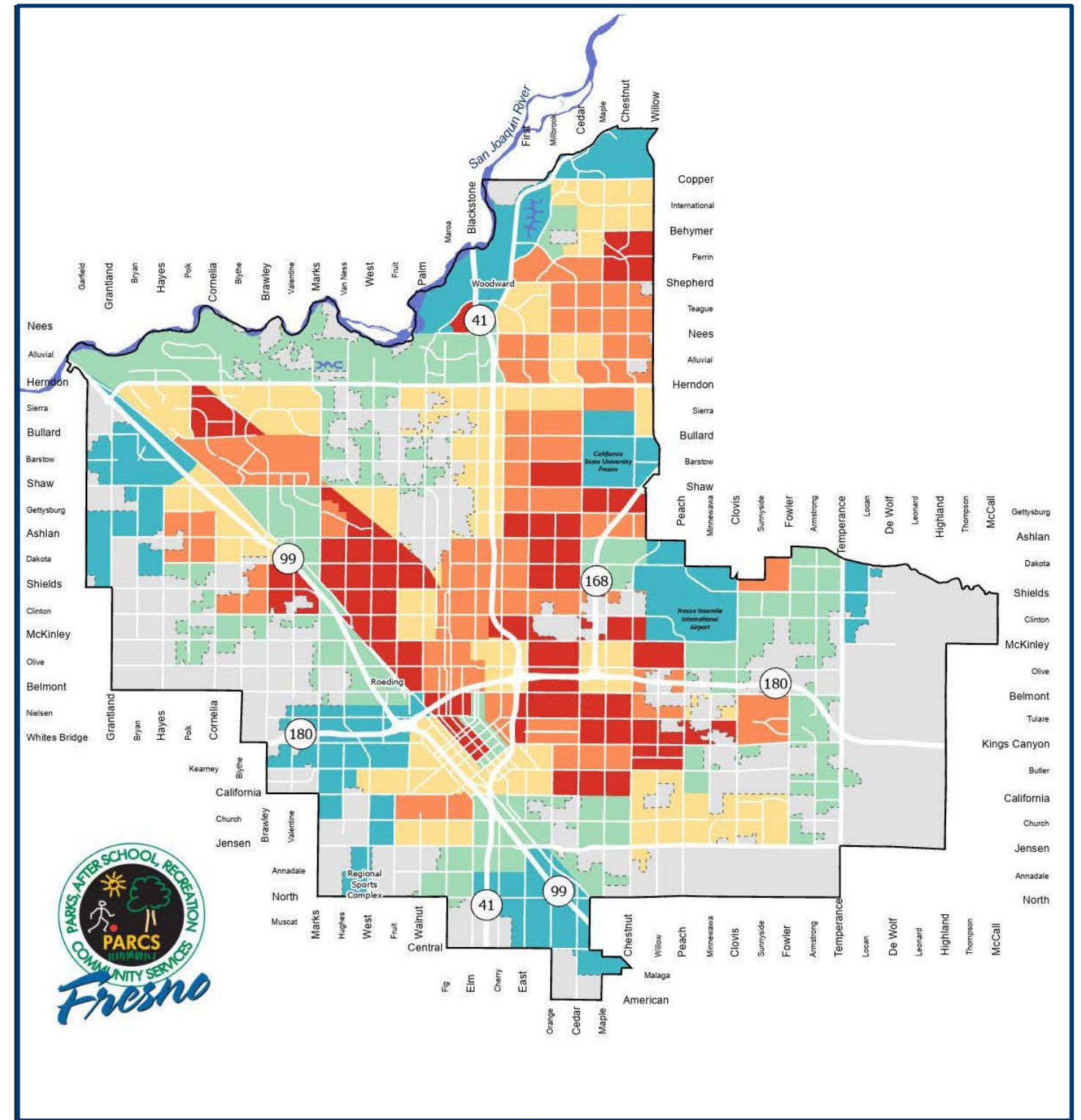
# Equity Factors

## (D) Population Density

- Denser residential areas of a city often have less access to private outdoor space. Public park access is even more critical here.
- The red and orange on this map show neighborhoods where the population density is greater than the average in the city.

SOURCE:  
2020 Census

DEFINITION:  
Census tracts with a population density of **more than 5,607 people** per square mile.



Source: 2023 ESRI Updated Demographics





# Equity Factors

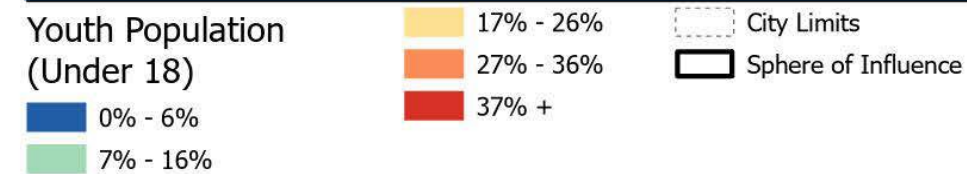
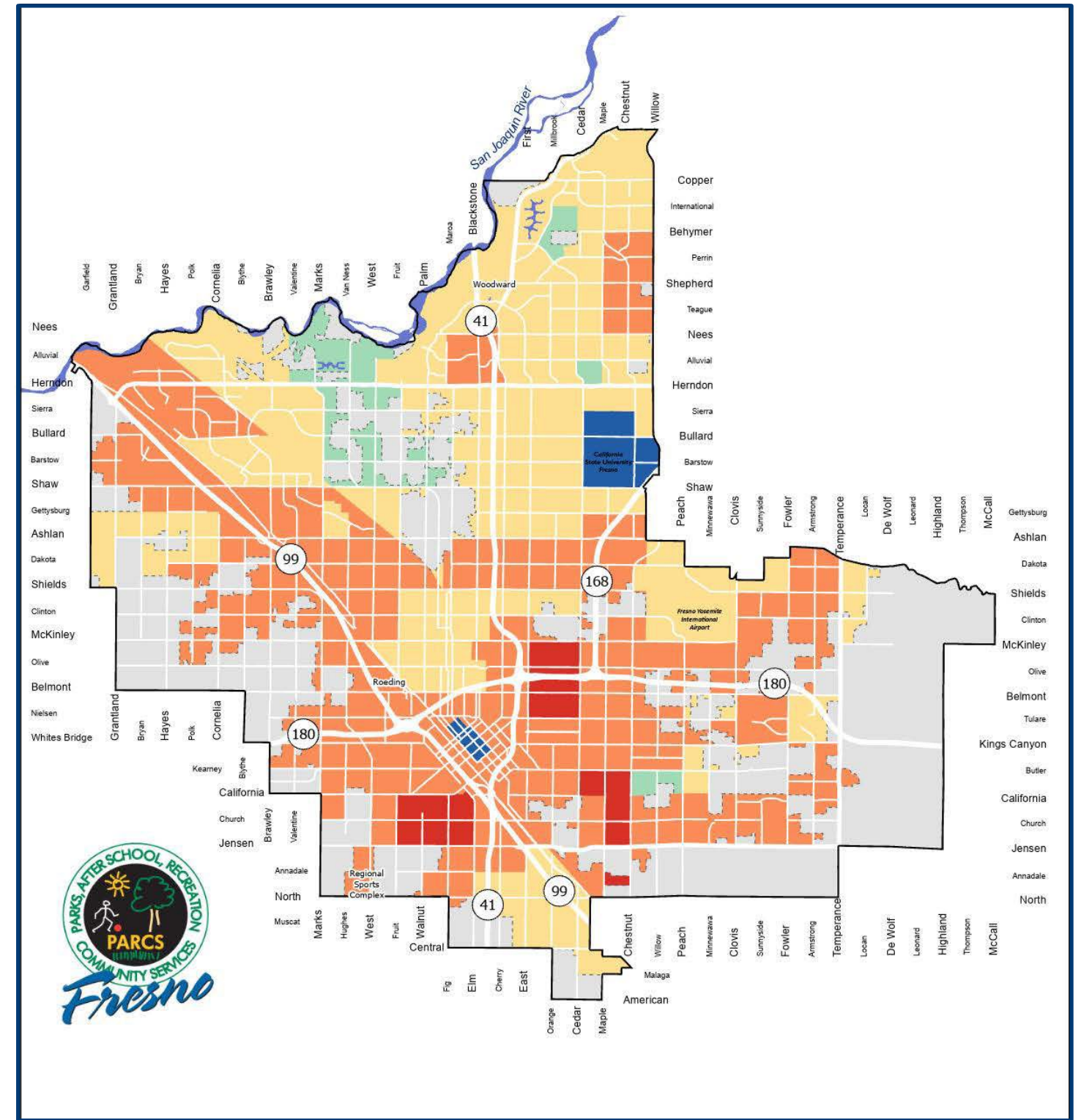
## (E1) Neighborhood Youth and Senior Population

### - YOUTH

- Access to green space is important to the mental well-being, overall health and cognitive development of children.
- Orange and red areas on this map show neighborhoods where there are more children under 18.

SOURCE:  
2020 Census

DEFINITION:  
Census Tracts where the percent of the population of residents under 18 years of age is **greater than 26%**.



Source: 2023 ESRI Updated Demographics





# Equity Factors

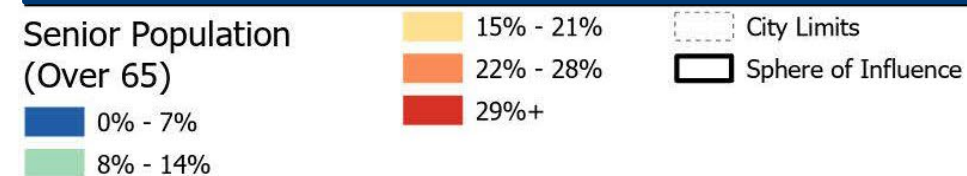
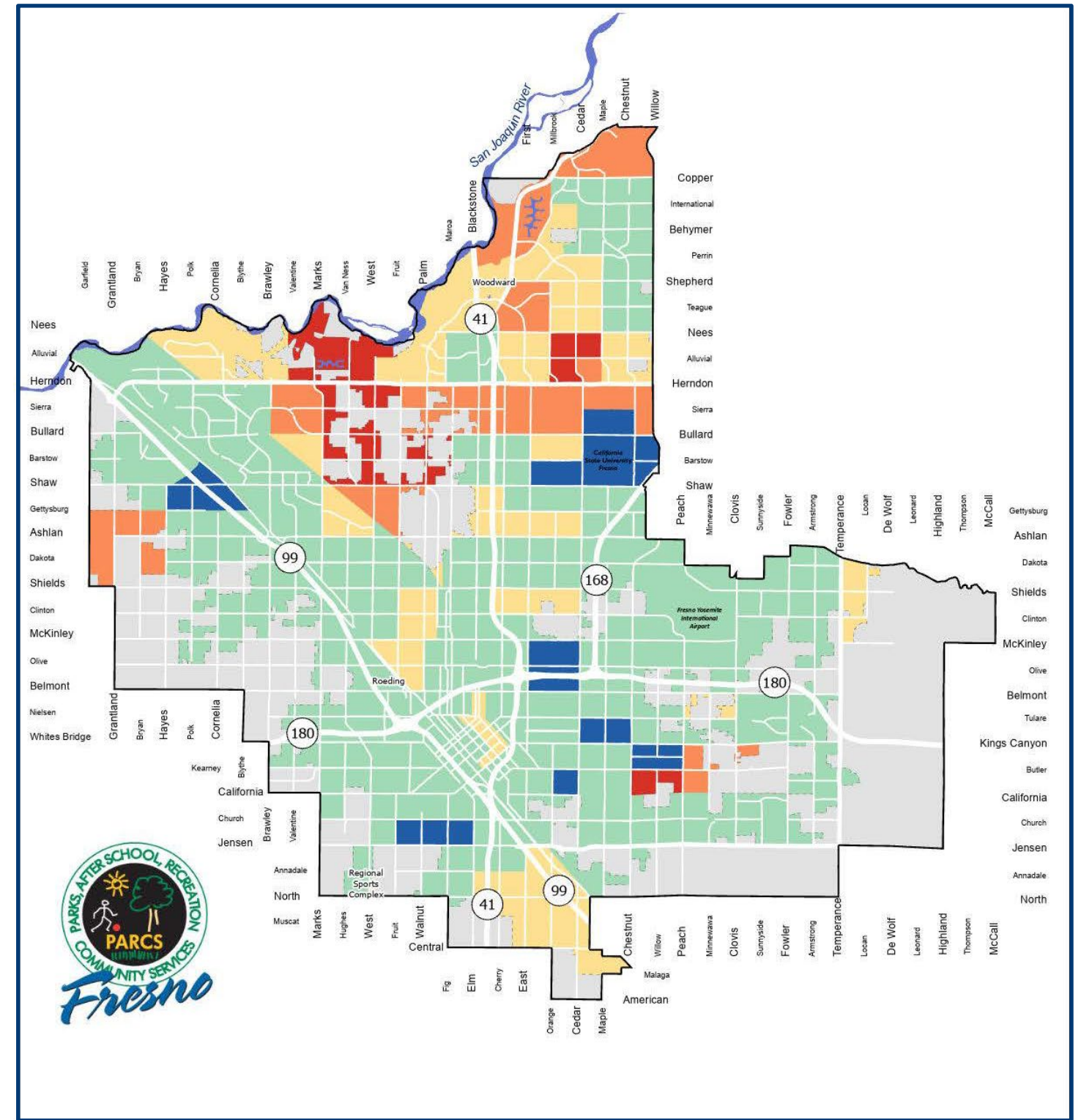
## (E2) Neighborhood Youth and Senior Population

### - SENIORS

- Access to green space is important to the mental well-being and overall health for seniors as they age in place.
- Yellow, orange and red areas on this map show neighborhoods where there are more adults age 65 or older.

SOURCE:  
2020 Census

DEFINITION:  
Census tracts where the percent of the population of residents over 65 is **greater than 14%**.



Source: 2023 ESRI Updated Demographics





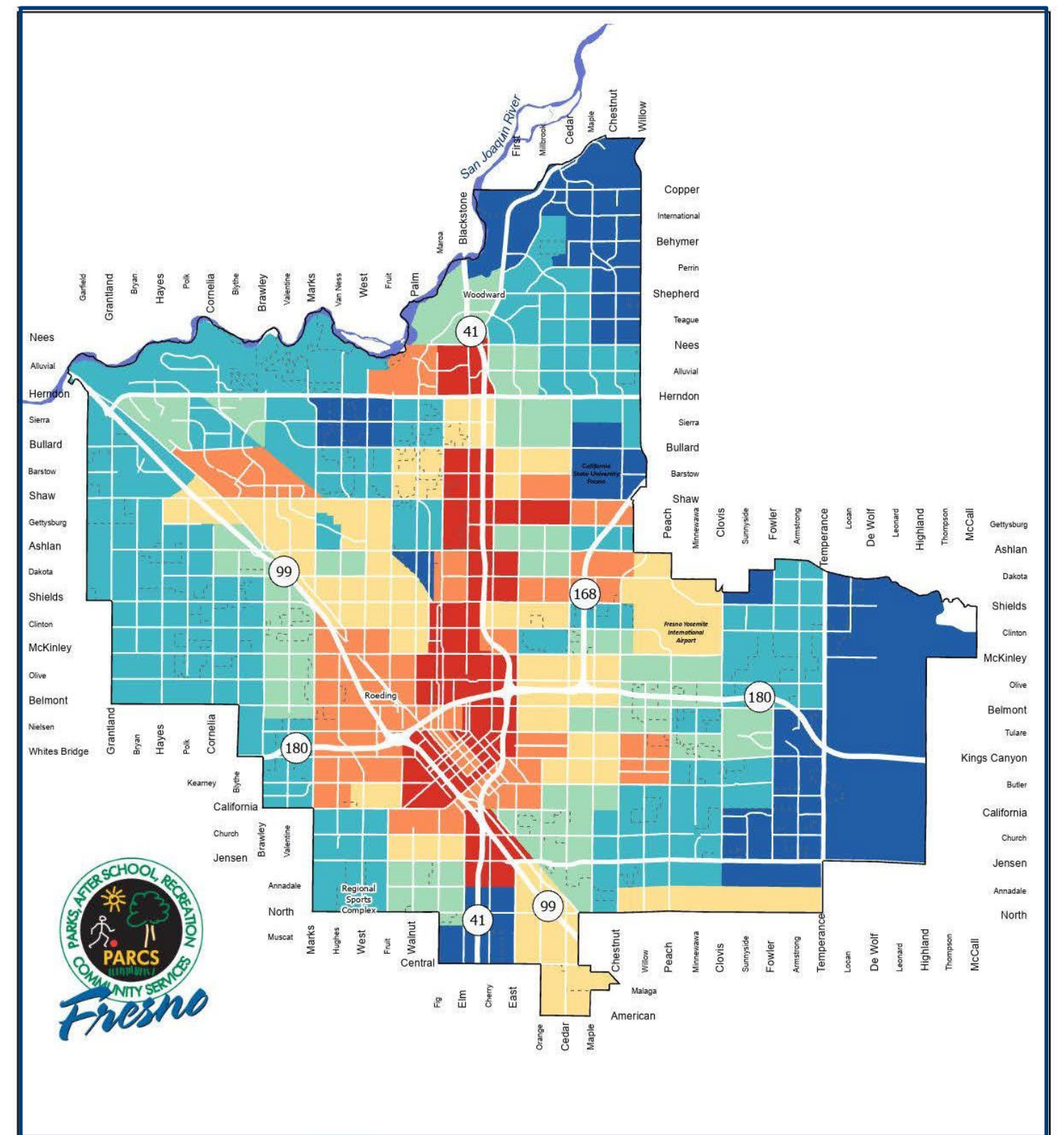
# Equity Factors

## (F) Neighborhood Safety

- Parks provide a place for people to get together and can make communities more cohesive.
- Red, orange and yellow on this map show areas in Fresno where there were a higher number of crimes per 1,000 people.

**SOURCE:**  
Fresno Police Department

**DEFINITION:**  
Census Tracts where the number of reported crimes is **greater than 79 per 1000 people**.





# Equity Factors

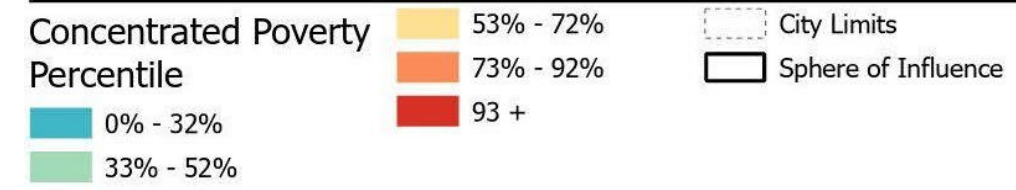
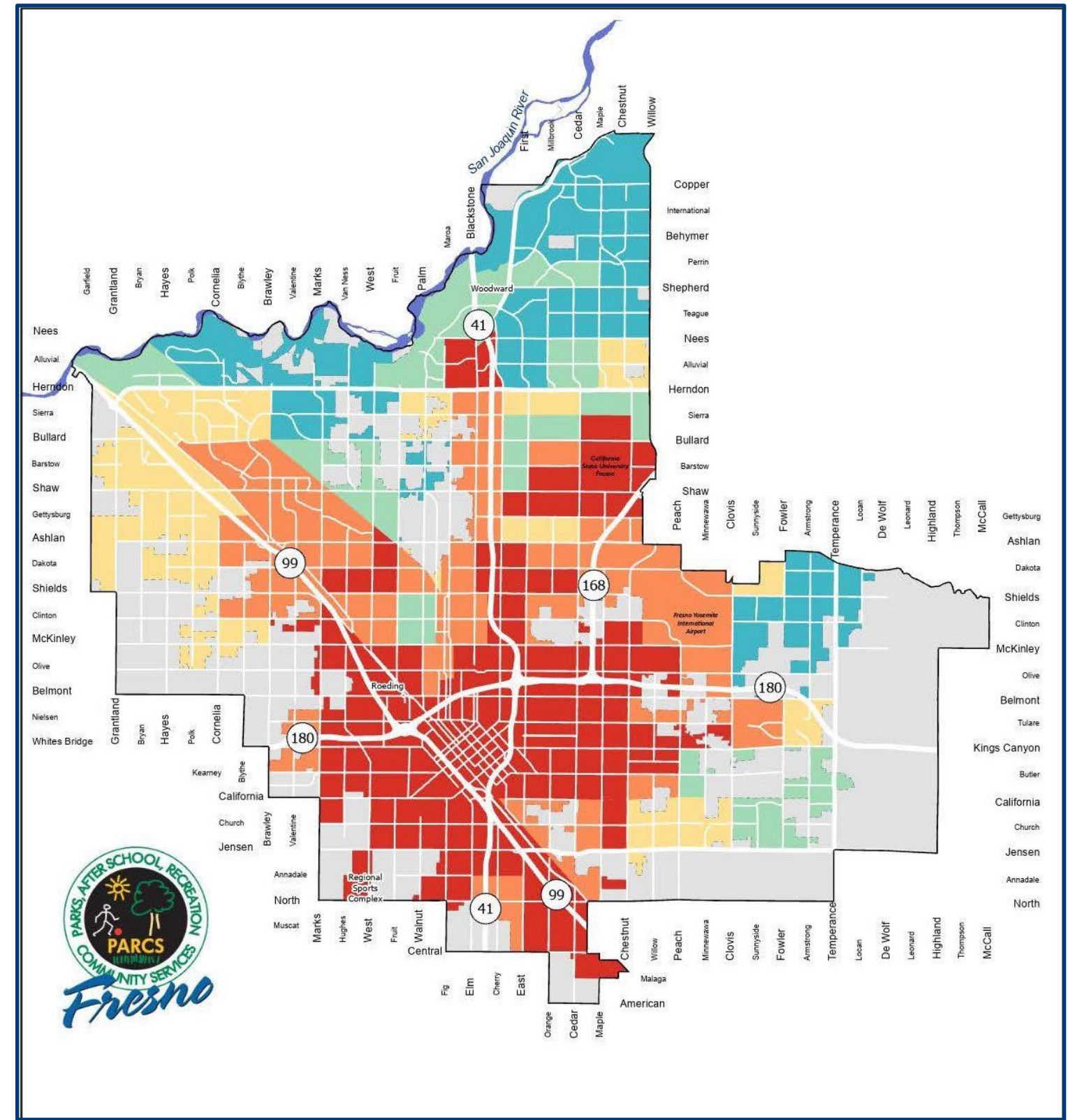
## (G) Neighborhoods of Concentrated Poverty

- People with lower economic independence rely on public parks to fulfill their public health needs.
- Red and orange on this map show neighborhoods with a higher percentage of concentrated poverty.

**SOURCE:**  
CalEnviroScreen 4.0

**DEFINITION:**  
Census Tracts with a poverty percentile **greater than 72%**.

*In the State of California tool used in this analysis (CalEnviroScreen 4.0) poverty is defined as percent of the population living below two times the federal poverty level.*



Source: CalEnviroScreen 4.0. California Office of Environmental Health Hazard Assessment





# Equity Factors

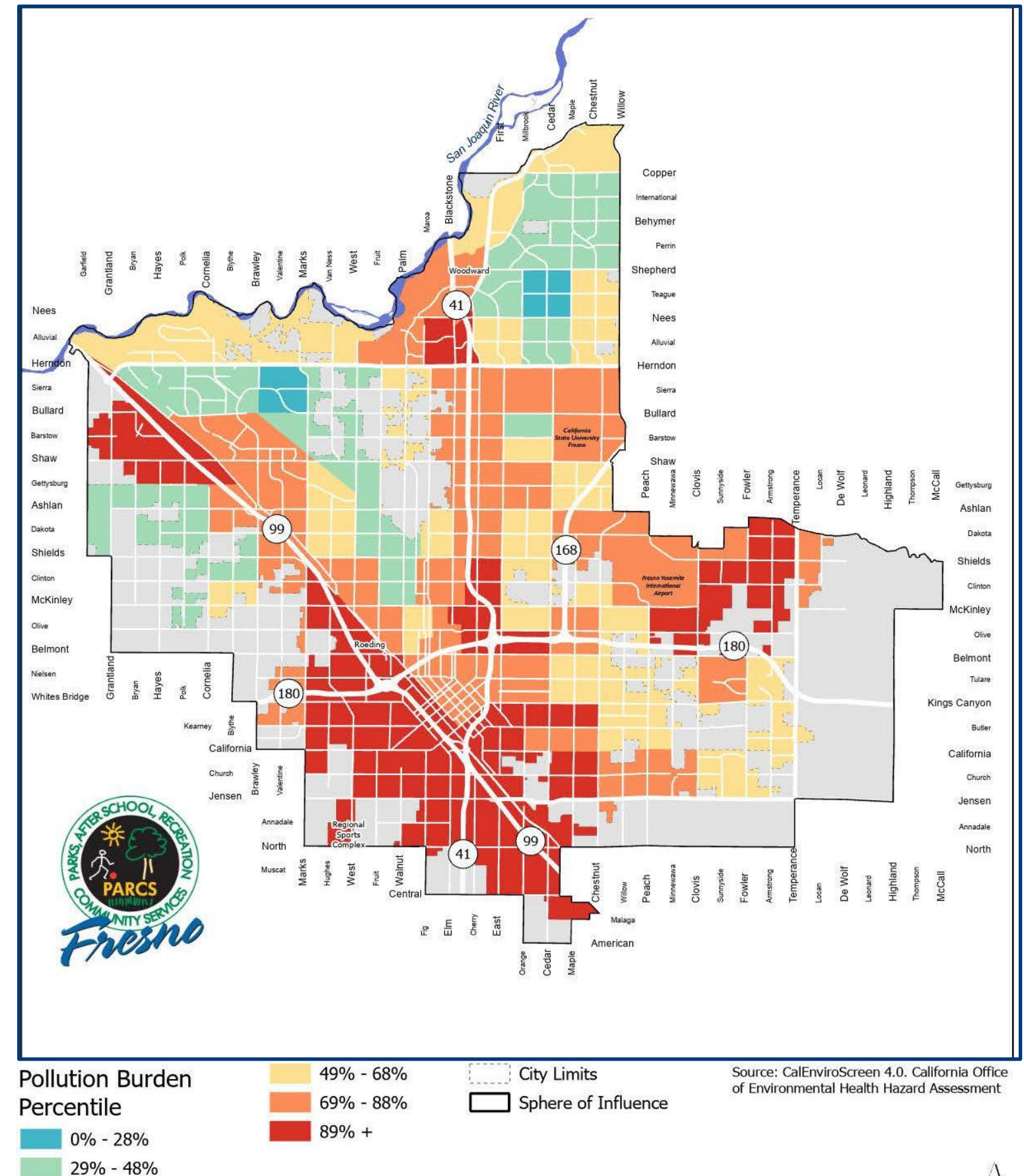
## (H) Pollution Burden

- Urban green spaces have a natural ability to filter pollution from the air and reduce local air and ground temperature.
- Red and orange on this map show areas of Fresno that have a higher Pollution Burden.

SOURCE:  
CalEnviroScreen 4.0

DEFINITION:  
Census Tracts where the Pollution Burden percentile is **greater than 68%**.

*In the State of California tool used in this analysis (CalEnviroScreen 4.0), pollution burden represents the potential exposures to pollutants and the adverse environmental conditions caused by pollution.*





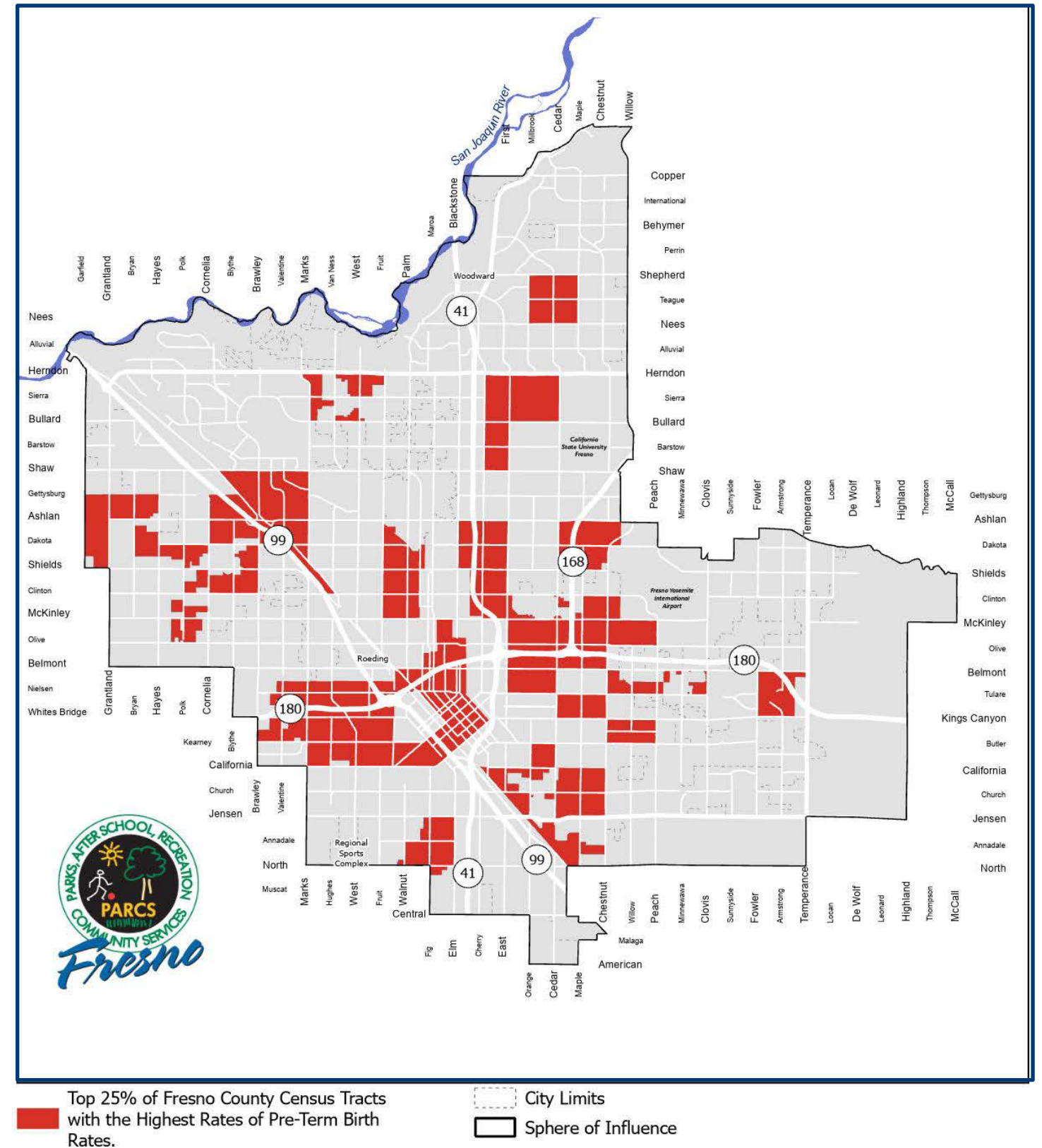
# Equity Factors

## (I) Pre-term Birth Rates

- Creating access to spaces where people can engage in physical activity and connect with the outdoors can help improve overall health.
- Red on this map shows areas of Fresno where there are higher rates of pre-term birth.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in the **highest percentile** for pre-term births.



Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.





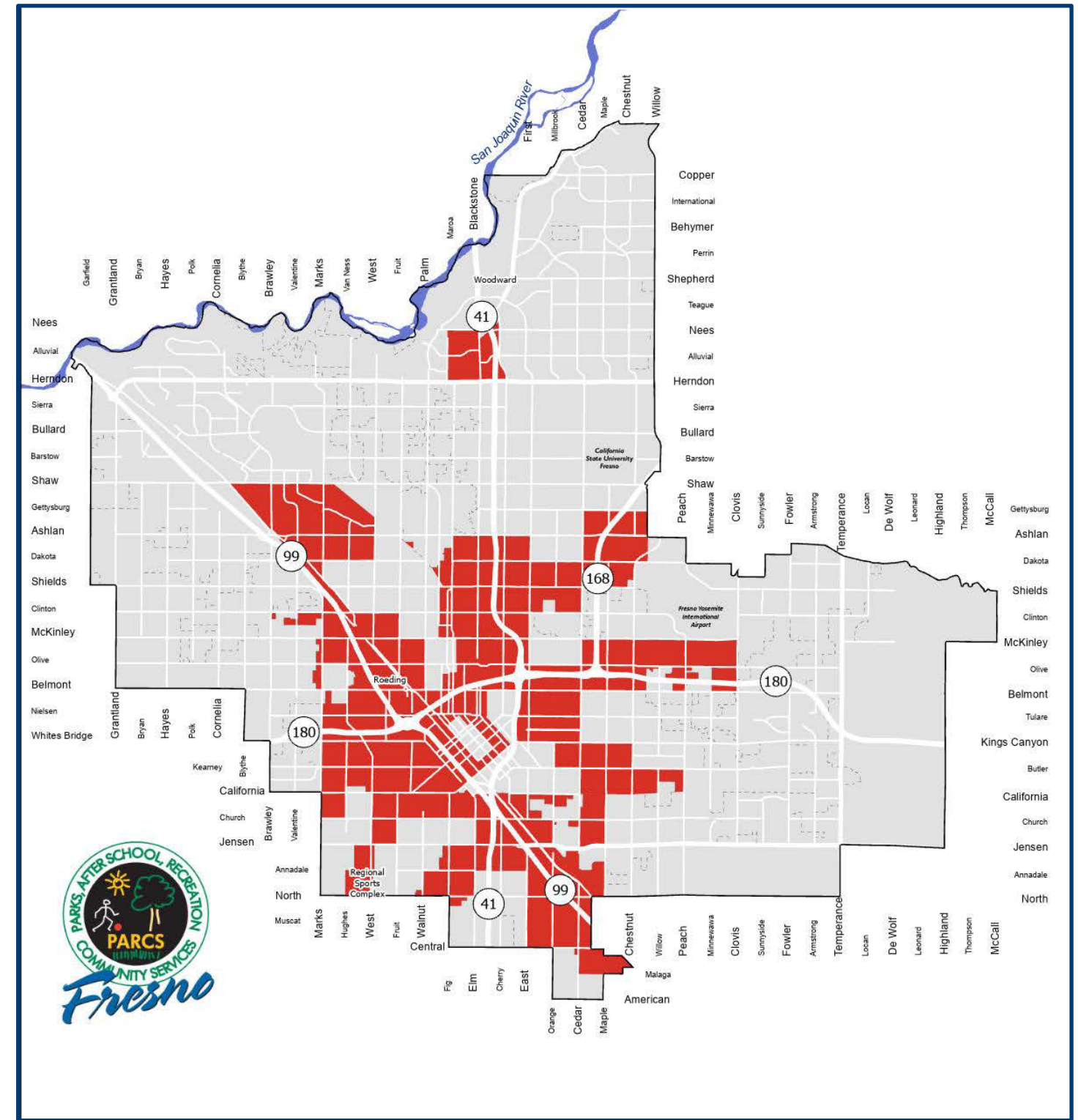
# Equity Factors

## (J) Years of Potential Life Lost

- Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.
- Red on this map shows areas of Fresno where there are higher rates of premature mortality, or people dying before the age of 65.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in the **highest percentile** for years of potential life lost.



■ Top 25% of Fresno County Census Tracts with the Highest Rates of Potential Life Lost.
   City Limits
   Sphere of Influence

Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.





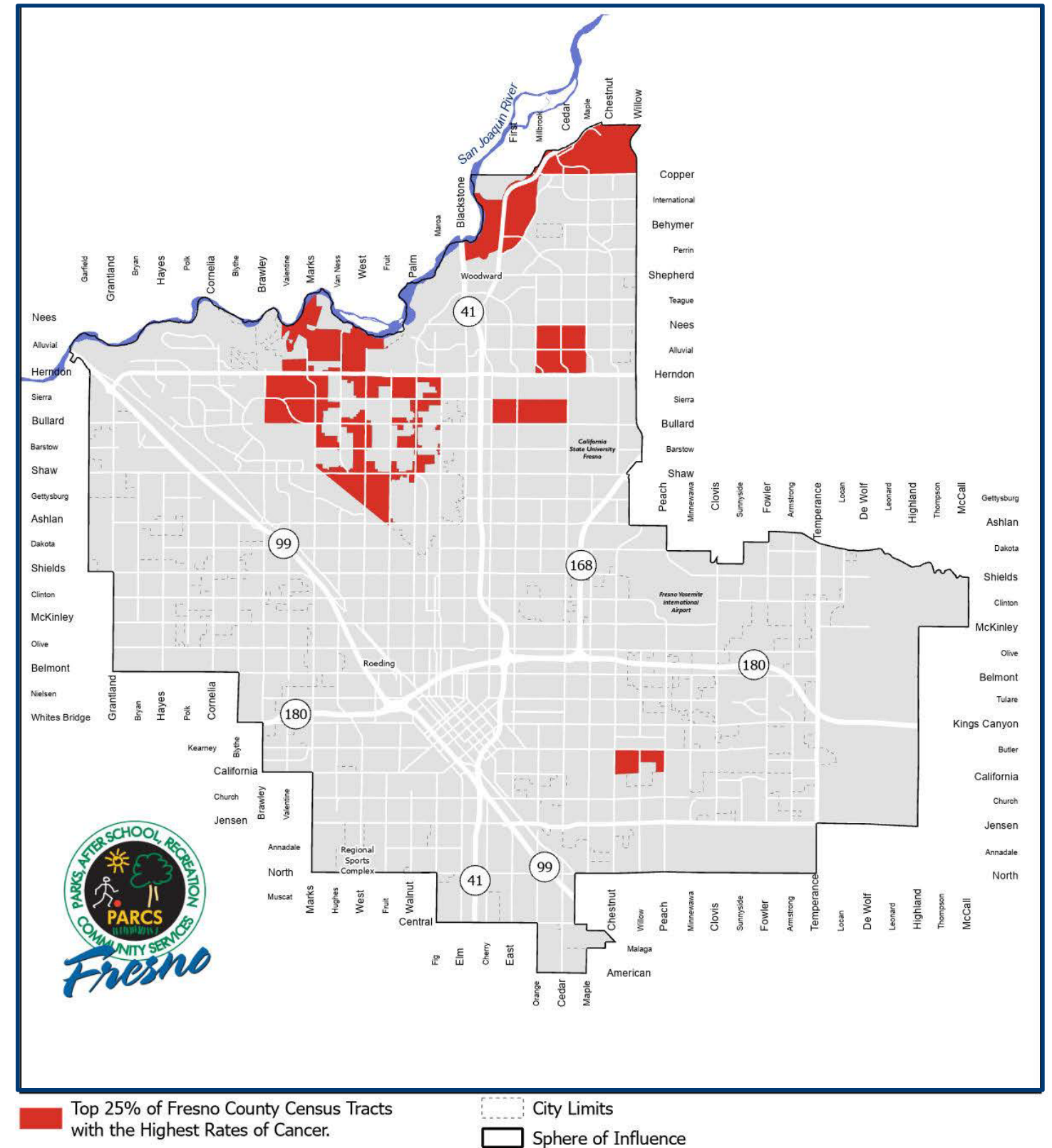
# Equity Factors

## (K1) Neighborhood Composite Mortality Rate - Cancer

- Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in **the highest percentile for cancer**, adult asthma, diabetes or coronary heart disease.



Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.



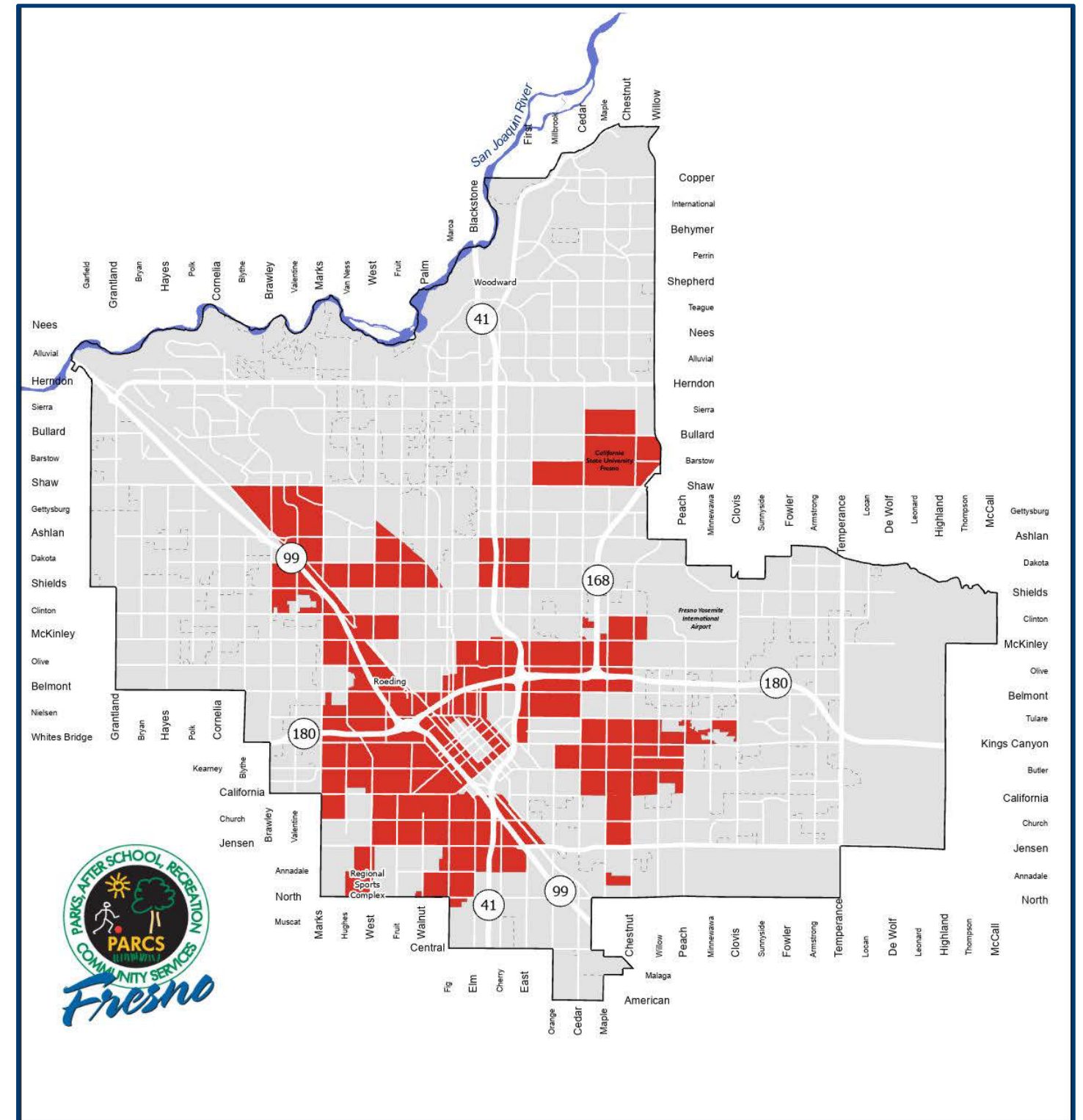
# Equity Factors

## (K2) Neighborhood Composite Mortality Rate - Asthma

- Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.
- Red on this map shows areas of Fresno with higher rates of adult asthma.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in the **highest percentile for** cancer, **adult asthma**, diabetes or coronary heart disease.



■ Top 25% of Fresno County Census Tracts with the Highest Rates of Asthma. □ City Limits □ Sphere of Influence

Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.





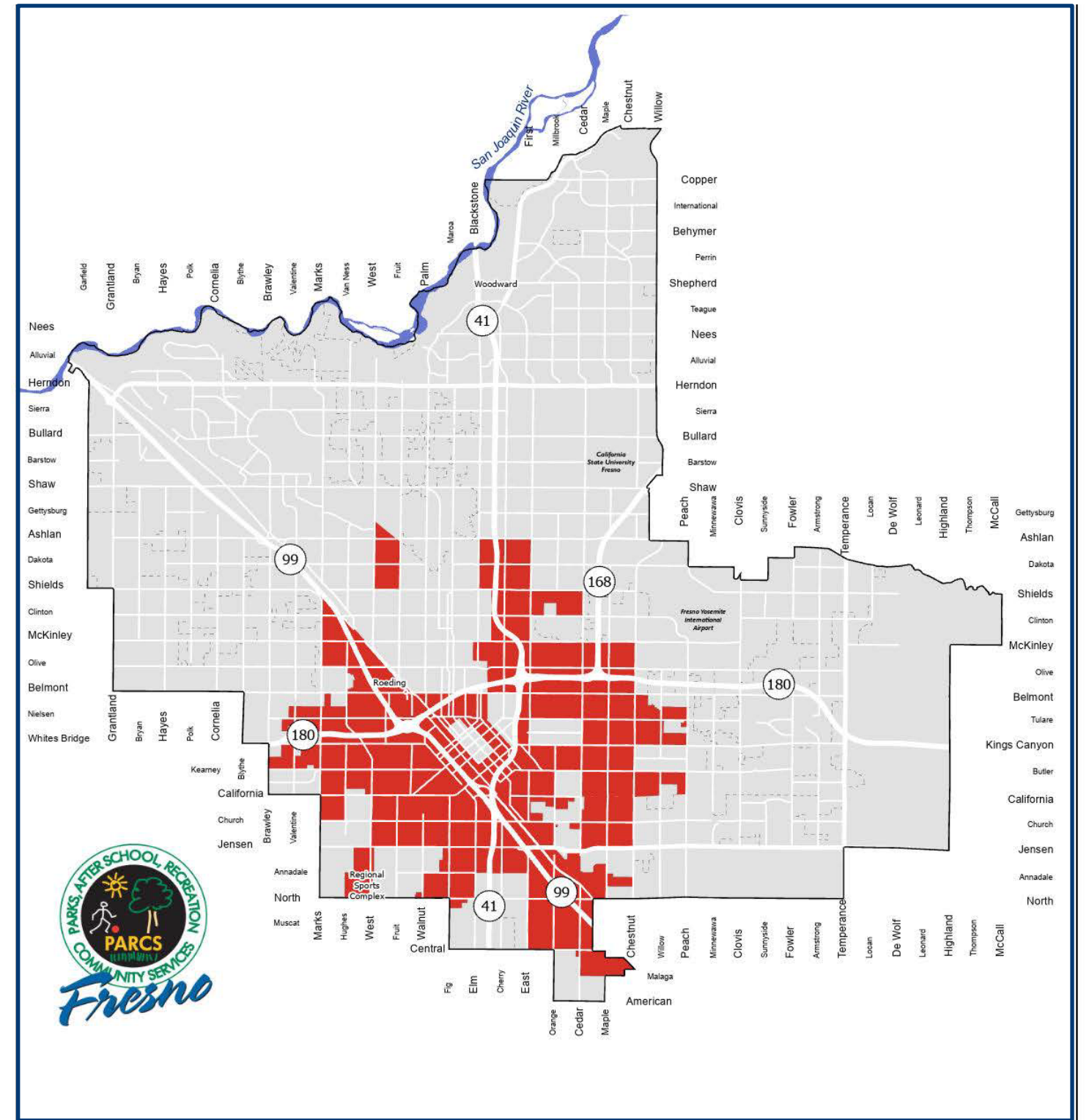
# Equity Factors

## (K3) Neighborhood Composite Mortality Rate - Diabetes

- Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.
- Red on this map shows areas of Fresno with higher rates of diabetes.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in the **highest percentile for** cancer, adult asthma, **diabetes** or coronary heart disease.



■ Top 25% of Fresno County Census Tracts with the Highest Rates of Diabetes.
    City Limits
    Sphere of Influence

Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.





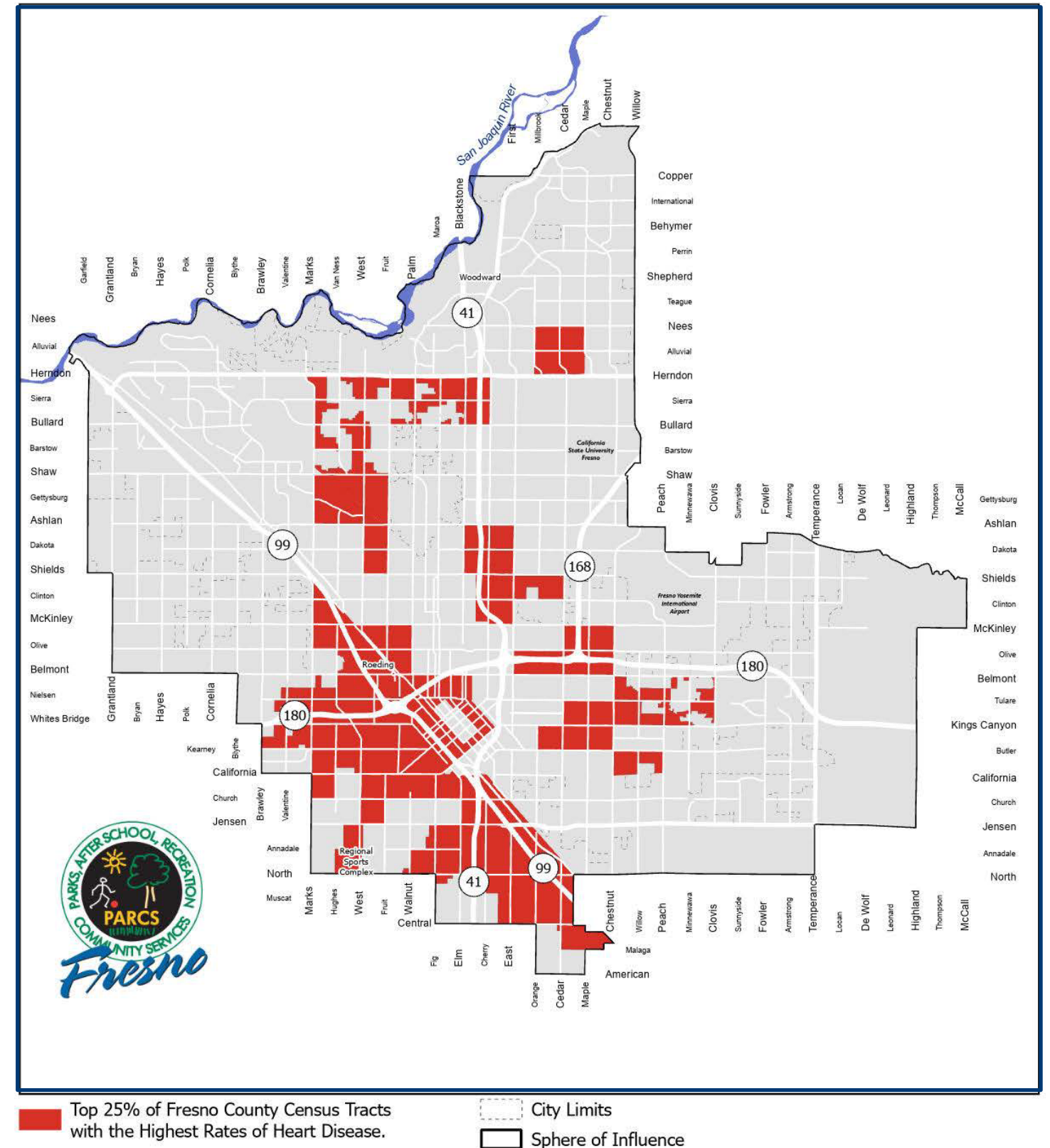
# Equity Factors

## (K4) Neighborhood Composite Mortality Rate - Coronary Heart Disease

- Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.
- Red on this map shows areas of Fresno with higher rates of coronary heart disease.

**SOURCE:**  
Fresno County Department of Public Health

**DEFINITION:**  
Census Tracts identified as being in the **highest percentile for** cancer, adult asthma, diabetes or **coronary heart disease**.



Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.



3

**SURVEY OUTREACH  
AND RESULTS PHASE 1**





# Survey Questions

(one question for each Equity Factor)

- Investing in parks in neighborhoods where parks are in the **poorest condition** is:
- Investing in parks in neighborhoods where parks are **not accessible within walking distance** is:
- Investing in parks in neighborhoods that have a higher population of **youth** age 0-17 and/or **seniors** age 65 and older is:
- Investing in parks in neighborhoods with the **least amount of park space** is:
- Investing in parks in neighborhoods where **safety** is of greatest concern is:
- Investing in parks in neighborhoods with **higher population** is:

## Ranking

Less Important

Somewhat Important

Important

More Important

Most Important



# Survey Question

(one question for each Equity Factor)

- Investing in parks in neighborhoods where people live in more **poverty** is:
- Investing in parks in neighborhoods that have more **exposure to pollution** is:
- Investing in parks in neighborhoods with increased negative health outcomes such as **potential life lost** is:
- Investing in parks in neighborhoods with increased negative health outcomes such as **pre-term birth rates** is:
- Investing in parks in neighborhoods with increased negative health outcomes such as **cancer, asthma, heart disease and diabetes** is:

## Ranking

Less Important

Somewhat Important

Important

More Important

Most Important



# Survey Outreach and Engagement

Engaged with community members in person and through electronic/digital channels:

- 13 community events
- Sent over 65,000 emails resulting in over 25,000 emails opened.
- 10 social media posts and 20 stories, reaching over 8,000 impressions.
- Promoted at all PARCS community centers.
- Collaborated with other City of Fresno Departments and PRAC partners.
- Featured in two local news reports.



# Survey Responses + Demographic Representation

1,427 survey responses

Age	Survey	Census
65+	18.03%	12.21%
55-64	11.42%	9.40%
45-54	17.46%	10.30%
35-44	25.50%	13.99%
25-34	20.04%	15.86%
18-24	6.82%	10.23%
Under 18	0.72%	28.01%

Gender	Survey	Census
Female	63.07%	49.66%
Male	34.34%	50.34%
Non-Binary/Other	0.58%	N/A
Declined to State	2.02%	N/A

Zip Code (Top 15)	Survey	Census
93727	11.14%	12.00%
93722	9.81%	11.89%
93704	7.99%	3.76%
93706	7.57%	4.49%
93702	7.43%	6.03%
93705	6.59%	5.13%
93726	6.52%	5.62%
93728	5.26%	2.17%
93720	5.12%	6.61%
93711	4.91%	4.92%
93710	4.48%	4.01%
93703	3.64%	4.47%
93725	3.22%	2.91%
93701	2.31%	1.53%
93721	2.31%	1.04%



# Demographic Representation

Race and Ethnicity	Survey	Census
American Indian or Alaska Native	3.66%	2.83%
Asian or Asian American	9.55%	17.33%
Black or African American	10.63%	8.91%
Hispanic, Latino/ a Spanish Origin	42.67%	59.56%
Middle Eastern or North African	1.8%	N/A
Native Hawaiian or other Pacific Islander	1.65%	0.22%
White	34.91%	39.10%
Other (please specify)	5.96%	N/A

Responses by Language	Survey
English	97.97%
Hmong	0.07%
Punjabi	0.00%
Spanish	2.02%

Response Type	Survey
Online	91.73%
Event Tabling	4.98%
Paper Copy	3.29%

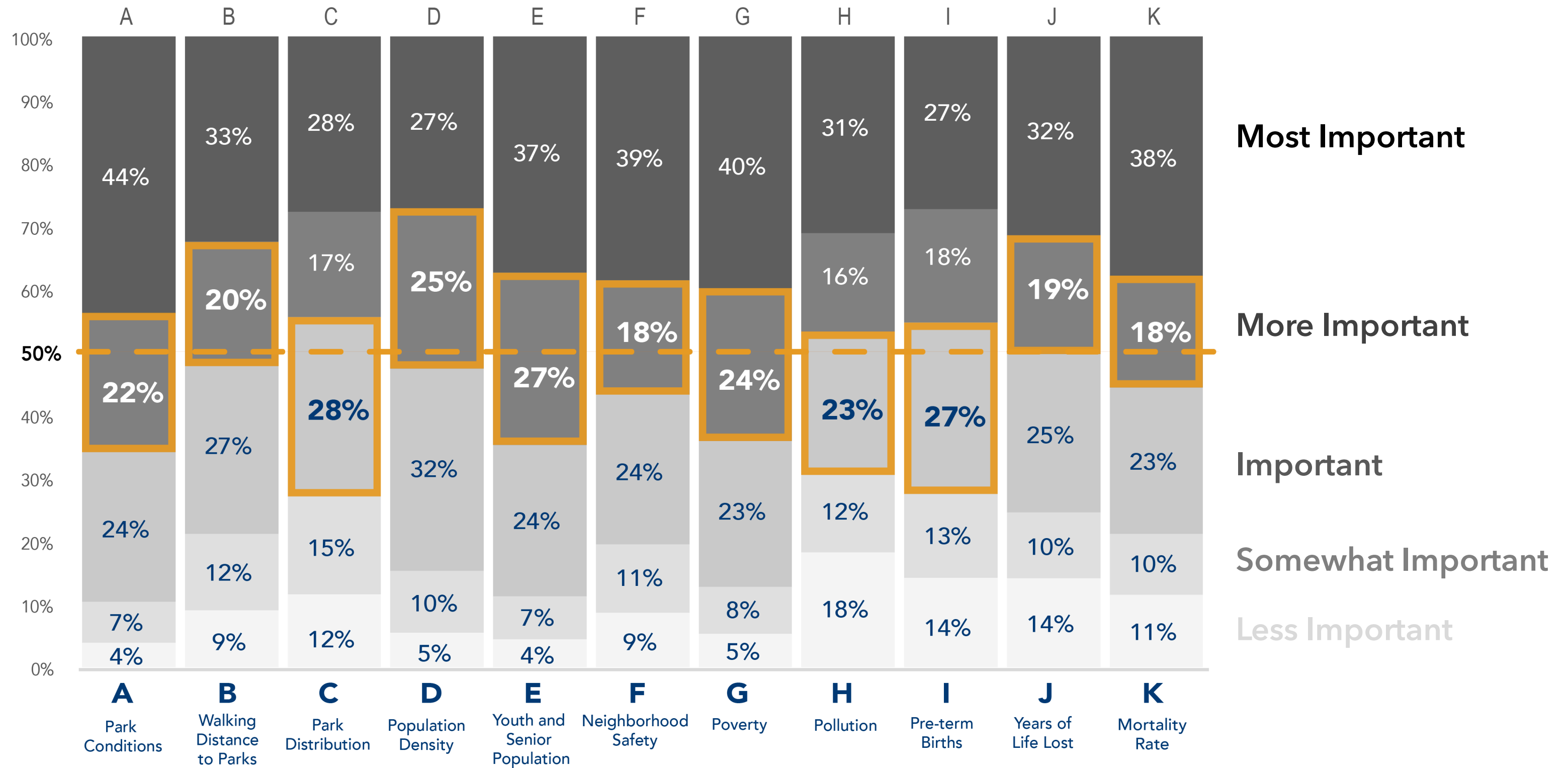
# Determining the Weighting

- The survey gave our community an opportunity to rate each Equity Factors with a level of importance.
- The **median** was used to determine the weighting that would be applied to each Equity Factor in the weighted index.
- **Median** is the midpoint of responses, with half of responses falling below and half falling above.





# Survey Results



Community Median    
 Percentage of Votes per Equity Factor    
 Less Important    
 Somewhat Important    
 Important    
 More Important    
 Most Important

# Weighted Equity Factor Scoring Results

Following the results of the community survey, the following factors would be weighted More Important (2x average):

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (E) Neighborhood youth and senior population;
- (F) Neighborhood safety;
- (G) Neighborhoods of concentrated poverty;
- (J) Years of potential life lost;
- (K) Neighborhood composite mortality rate;

The following factors would be weighted Important (average):

- (C) Park acreage per 1,000 residents;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (I) Pre-term birth rates;



4



**HIGHEST-NEED PERCENTILE**

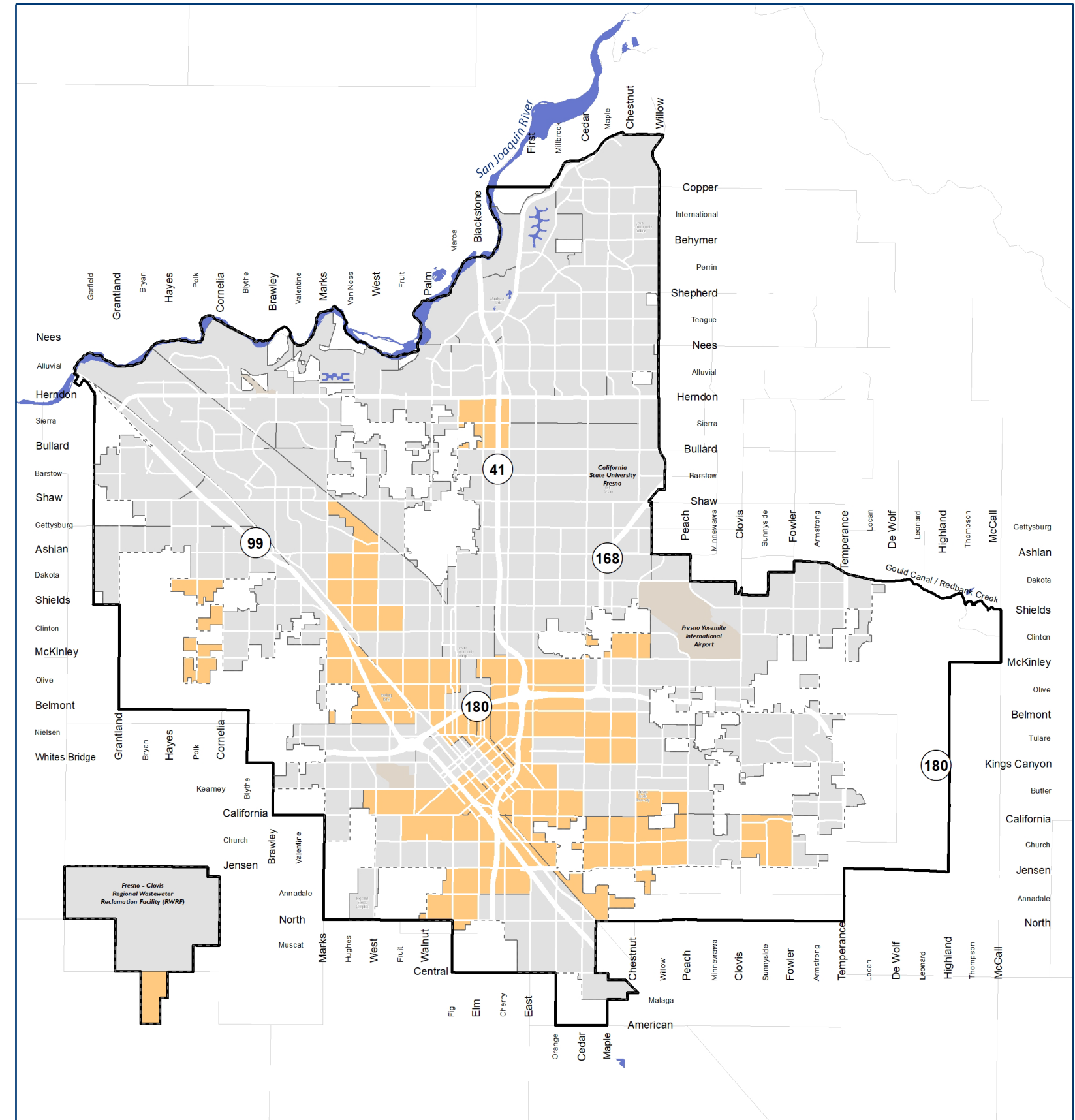


# Current Definition: Highest-Need Percentile - Top 33%

As adopted by City Council 2021

## 23 Parks and Facilities Included:

- Basin XX
- Roeding Regional
- Romain
- Ninth & Tulare
- First & Nevada
- Holmes
- Dickey Playground Park
- Hernandez (Alfonso) Youth Center
- Eaton Plaza
- Sunset
- Nielsen
- Kearny Park
- Frank H. Ball
- California/Tupman
- Maxie L. Parks Community Center & Gym
- Bigby-Villa
- Hinton
- Mary Ella Brown
- Almy Park
- Huntington & Maple
- McKinley & Maple
- Fresno Barrios
- The Link



**WEIGHTED EQUITY FACTORS: TOP 33%** Fresno, CA



# All Parks and Facilities

## 110 Parks and Facilities Included:

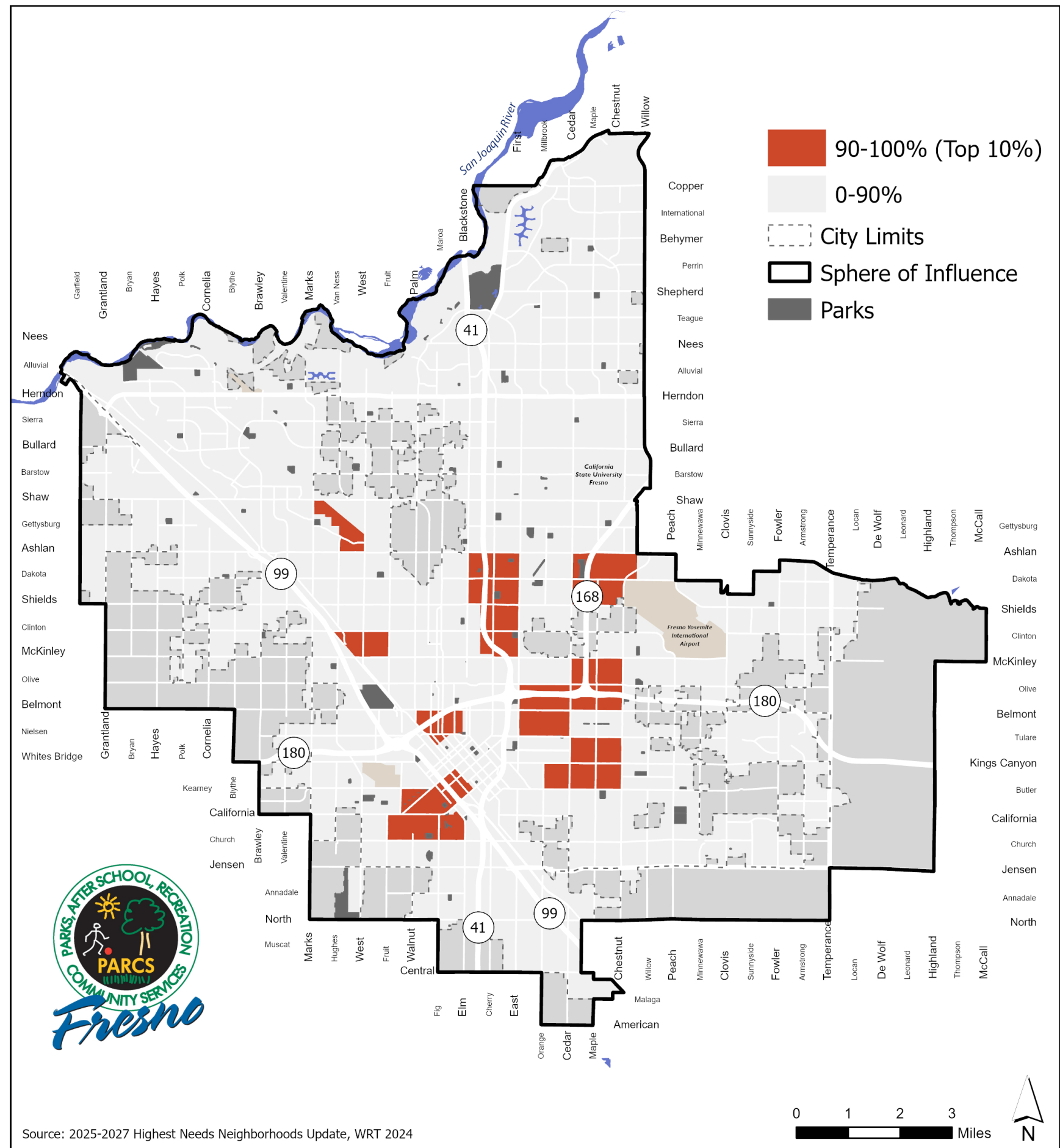
- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior Center
- Cultural Arts District (CAD)
- Dakota & Barton
- Dickey Playground
- Dickey Youth Development
- Dolores Huerta
- Eaton Plaza
- Einstein
- El Capitan Dog Park (Basin AH1)
- El Dorado
- Eleventh & Tulare
- Emerald
- Figarden Loop & Basin AC
- Fink White
- Frank H. Ball
- Fulton 665
- George R Marcus Jr. (Basin FF)
- Granite
- Granny's
- Highway City
- Hinton
- Holman
- Holmes Playground
- Huntington Boulevard Greenbelt
- Inspiration
- Jaswant Singh Khalra
- Kaiser Park & Basin CN
- Kearny Triangle
- Keats
- Keith Tice
- Koligian
- Lafayette
- Large
- Len Ross Center
- Les Kimber
- Lions Park
- Logan
- Manchester (Basin BB)
- Maple & Balch
- Maple & University
- Martin Ray Reilly
- Mary Ella Brown
- Maxie L. Parks
- Mckenzie Greenbelt
- Melody
- Merced and Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Meux Home Museum
- Milburn Overlook
- Mosqueda
- Neilson
- Ninth & Tulare
- Orchid
- Oso de Oro (Basin D)
- Paul "Cap" Caprioglio Center
- Pilibos
- Pinedale
- Polk Overlook
- Quigley
- Rabe
- Radio
- Reedy
- Regional Sports Complex
- Riverbottom
- Riverside Golf Course
- Robinson
- Roeding
- Romain Playground
- Rotary East
- Rotary West (Basin B/E)
- Safety
- San Pablo
- Selma Layne
- South Peach Ave Park
- Spano
- Stallion
- Sunnyside
- Sunset
- Ted C. Wills
- The Link @ Blackstone
- Todd Beamer
- Tollhouse
- Tower Theatre
- University
- Trolley Park
- Van Ness Boulevard Greenbelt
- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

# Percentile Threshold: Top 10% Highest-Need Neighborhoods

## 19 Parks and Facilities Included:

- Bigby Villa\*
- California Tupman\*
- Dakota & Barton
- Dickey Youth Development Center\*
- Frank H. Ball\*
- Granite
- Granny's
- Hinton\*
- Kearney\*
- Manchester (Basin BB)
- Maple & Balch\*
- Merced & Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Ninth & Tulare\*
- Radio
- University

\*included in 2021 Highest Needs Neighborhoods





# Parks Assets and Facilities Percentile Threshold: Top 10% Highest-Need Neighborhoods

- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior Center
- Cultural Arts District (CAD)
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- Inspiration
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- Maple & University
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- Mary Ella Brown
- Maxie L. Parks
- Mckenzie Greenbelt
- Melody
- Merced and Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Meux Home Museum
- Milburn Overlook
- Mosqueda
- Neilson
- Ninth & Tulare
- Orchid
- Oso de Oro (Basin D)
- Paul "Cap" Caprioglio Center
- Pilibos
- Pinedale
- Polk Overlook
- Quigley
- Rabe
- Radio
- Reedy
- Regional Sports Complex
- Riverbottom
- Riverside Golf Course
- Robinson
- Roeding
- Romain Playground
- Rotary East
- Rotary West (Basin B/E)
- Safety
- San Pablo
- Selma Layne
- South Peach Ave Park
- Spano
- Stallion
- Sunnyside
- Sunset
- Ted C. Wills
- The Link @ Blackstone
- Todd Beamer
- Tollhouse
- Tower Theatre
- University
- Trolley Park
- Van Ness Boulevard Greenbelt
- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

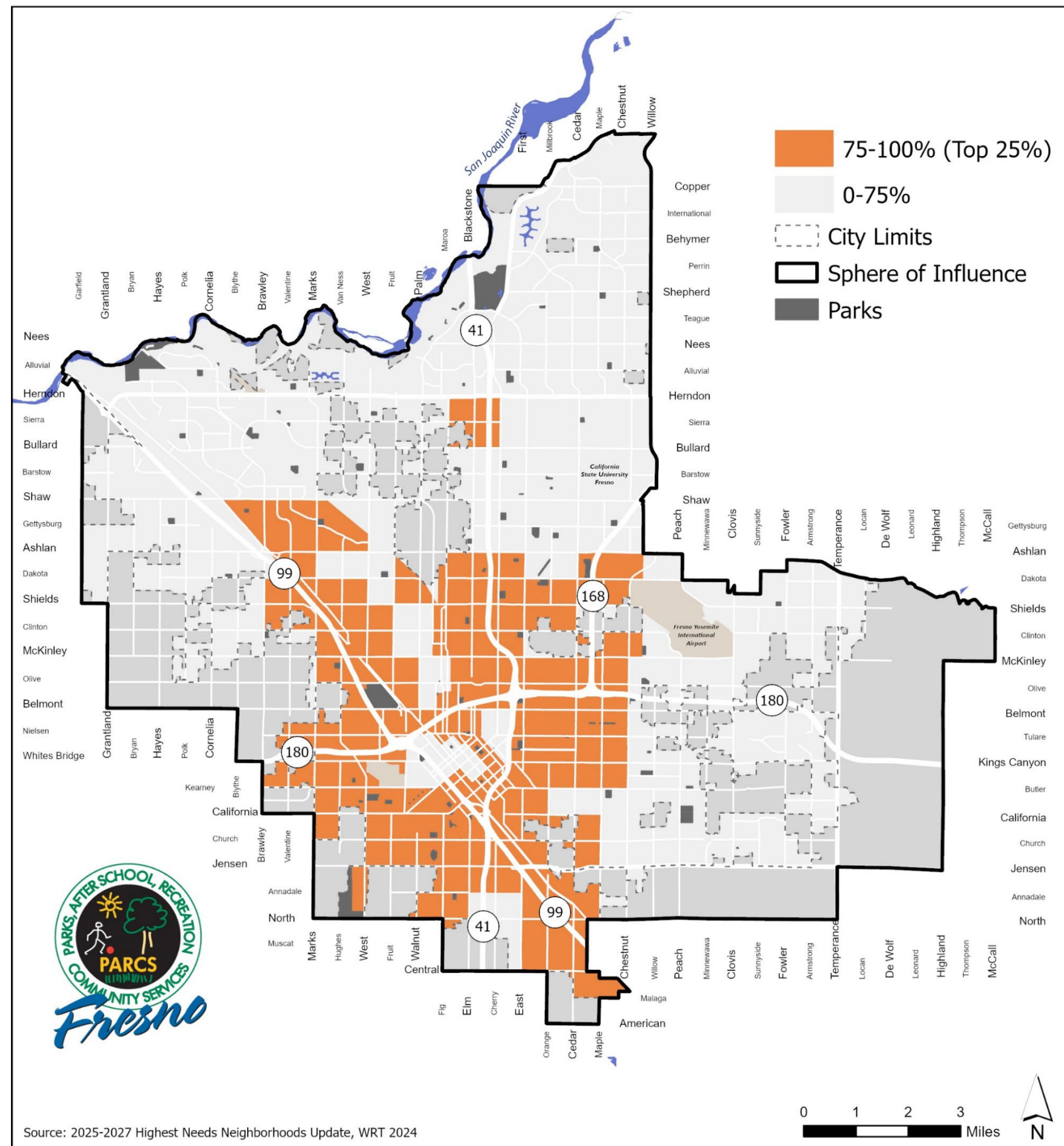
# Percentile Threshold: Top 25% Highest- Need Neighborhoods

## 51 Parks and Facilities Included:

- Bigby Villa\***
  - California Tupman\***
  - Dakota & Barton**
  - Dickey Youth Development Center\***
  - Frank H. Ball\***
  - Granite**
  - Granny's**
  - Hinton\***
  - Kearney\***
  - Manchester (Basin BB)**
  - Maple & Balch\***
  - Merced & Modoc**
  - Merced & Pickford**
  - Merced & Plumas**
  - Merced & Stephens**
  - Merced & Trinity**
  - Ninth & Tulare\***
  - Radio**
  - University**
- Almy\***
  - Basin XX (Hughes & Floradora)\***
  - Broadway Parque**
  - Chandler**
  - Dickey Playground\***
  - Eaton Plaza\***
  - Einstein**
  - El Capitan Dog Park (Basin AH1)**
  - Eleventh & Tulare**
  - Fulton 665**
  - George R. Marcus Jr. (Basin FF)**
  - Holmes\***
  - Huntington Blvd Greenbelt**
  - Lafayette**
  - Len Ross Center**
  - Lions Park**
  - Maple & University**
  - Mary Ella Brown\***
  - Maxie L. Parks\***
  - McKenzie Blvd Greenbelt**

- Les Kimber**
- Nielsen\***
- Regional Sports Complex**
- Roeding\***
- Romain\***
- San Pablo**
- Sunset\***
- Ted C. Wills**
- The Link @ Blackstone\***
- Trolley**
- Veteran's Memorial Auditorium**
- Water Tower**

\*included in 2021 Highest Needs Neighborhoods





# Parks Assets and Facilities Percentile Threshold: Top 25% Highest-Need Neighborhoods

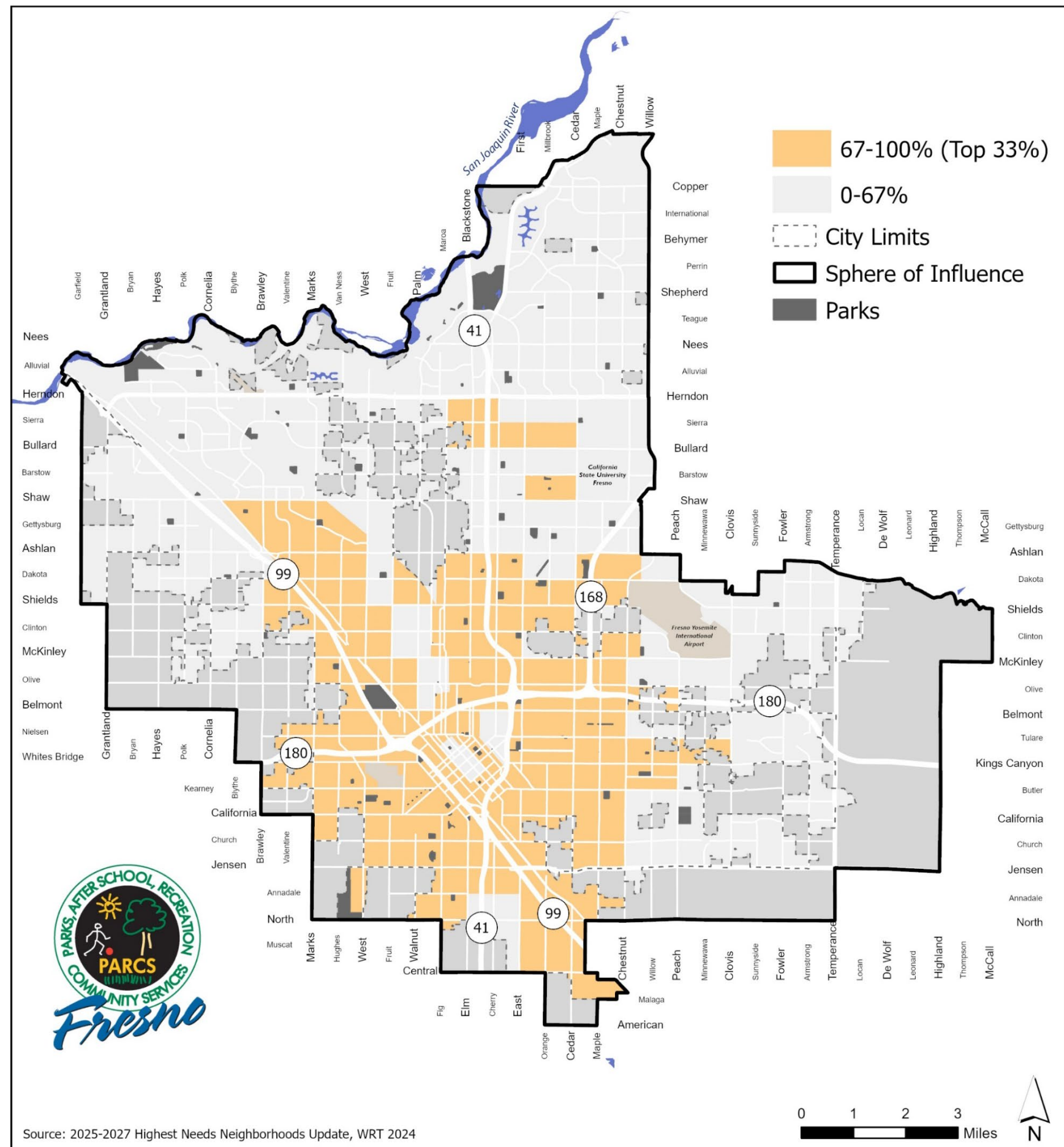
- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior Center
- Cultural Arts District (CAD)
- Dakota & Barton
- Dickey Playground
- Dickey Youth Development
- Dolores Huerta
- Eaton Plaza
- Einstein
- El Capitan Dog Park (Basin AH1)
- El Dorado
- Eleventh & Tulare
- Emerald
- Figarden Loop & Basin AC
- Fink White
- Frank H. Ball
- Fulton 665
- George R Marcus Jr. (Basin FF)
- Granite
- Granny's
- Highway City
- Hinton
- Holman
- Holmes Playground
- Huntington Boulevard Greenbelt
- Inspiration
- Jaswant Singh Khalra
- Kaiser Park & Basin CN
- Kearny Triangle
- Keats
- Keith Tice
- Koligian
- Lafayette
- Large
- Len Ross Center
- Les Kimber
- Lions Park
- Logan
- Manchester (Basin BB)
- Maple & Balch
- Maple & University
- Martin Ray Reilly
- Mary Ella Brown
- Maxie L. Parks
- Mckenzie Greenbelt
- Melody
- Merced and Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Meux Home Museum
- Milburn Overlook
- Mosqueda
- Neilson
- Ninth & Tulare
- Orchid
- Oso de Oro (Basin D)
- Paul "Cap" Caprioglio Center
- Pilibos
- Pinedale
- Polk Overlook
- Quigley
- Rabe
- Radio
- Reedy
- Regional Sports Complex
- Riverbottom
- Riverside Golf Course
- Robinson
- Roeding
- Romain Playground
- Rotary East
- Rotary West (Basin B/E)
- Safety
- San Pablo
- Selma Layne
- South Peach Ave Park
- Spano
- Stallion
- Sunnyside
- Sunset
- Ted C. Wills
- The Link @ Blackstone
- Todd Beamer
- Tollhouse
- Tower Theatre
- University
- Trolley Park
- Van Ness Boulevard Greenbelt
- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

# Percentile Threshold: Top 33% Highest- Need Neighborhoods

## 58 Parks and Facilities Included:

- |   |   |                                      |
|---|---|--------------------------------------|
| <b>Bigby Villa*</b>                     | <b>Almy*</b>                              | <b>Les Kimber</b>                    |
| <b>California Tupman*</b>               | <b>Basin XX (Hughes &amp; Floradora)*</b> | <b>Nielsen*</b>                      |
| <b>Dakota &amp; Barton</b>              | <b>Broadway Parque</b>                    | <b>Regional Sports Complex</b>       |
| <b>Dickey Youth Development Center*</b> | <b>Chandler</b>                           | <b>Roeding*</b>                      |
| <b>Frank H. Ball*</b>                   | <b>Dickey Playground*</b>                 | <b>Romain*</b>                       |
| <b>Granite</b>                          | <b>Eaton Plaza*</b>                       | <b>San Pablo</b>                     |
| <b>Granny's</b>                         | <b>Einstein</b>                           | <b>Sunset*</b>                       |
| <b>Hinton*</b>                          | <b>El Capitan Dog Park (Basin AH1)</b>    | <b>Ted C. Wills</b>                  |
| <b>Kearney*</b>                         | <b>Eleventh &amp; Tulare</b>              | <b>The Link @ Blackstone*</b>        |
| <b>Manchester (Basin BB)</b>            | <b>Fulton 665</b>                         | <b>Trolley</b>                       |
| <b>Maple &amp; Balch*</b>               | <b>George R. Marcus Jr. (Basin FF)</b>    | <b>Veteran's Memorial Auditorium</b> |
| <b>Merced &amp; Modoc</b>               | <b>Holmes*</b>                            | <b>Water Tower</b>                   |
| <b>Merced &amp; Pickford</b>            | <b>Huntington Blvd Greenbelt</b>          | <b>El Dorado</b>                     |
| <b>Merced &amp; Plumas</b>              | <b>Lafayette</b>                          | <b>Fink White</b>                    |
| <b>Merced &amp; Stephens</b>            | <b>Len Ross Center</b>                    | <b>Martin Ray Reilly</b>             |
| <b>Merced &amp; Trinity</b>             | <b>Lions Park</b>                         | <b>Mosqueda</b>                      |
| <b>Ninth &amp; Tulare*</b>              | <b>Maple &amp; University</b>             | <b>Paul "Cap" Caprioglio Center</b>  |
| <b>Radio</b>                            | <b>Mary Ella Brown*</b>                   | <b>Pilibos</b>                       |
| <b>University</b>                       | <b>Maxie L. Parks*</b>                    | <b>Willow &amp; Balch</b>            |
|   | <b>McKenzie Blvd Greenbelt</b>            |                                      |

\*included in 2021 Highest Needs Neighborhoods





# Parks Assets and Facilities Percentile Threshold: Top 33% Highest-Need Neighborhoods

- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior Center
- Cultural Arts District (CAD)
- Dakota & Barton
- Dickey Playground
- Dickey Youth Development
- Dolores Huerta
- Eaton Plaza
- Einstein
- El Capitan Dog Park (Basin AH1)
- El Dorado
- Eleventh & Tulare

- Emerald
- Figarden Loop & Basin AC
- Fink White
- Frank H. Ball
- Fulton 665
- George R Marcus Jr. (Basin FF)
- Granite
- Granny's
- Highway City
- Hinton
- Holman
- Holmes Playground
- Huntington Boulevard Greenbelt
- Inspiration
- Jaswant Singh Khalra
- Kaiser Park & Basin CN
- Kearny Triangle
- Keats
- Keith Tice
- Koligian
- Lafayette
- Large
- Len Ross Center
- Les Kimber
- Lions Park
- Logan
- Manchester (Basin BB)

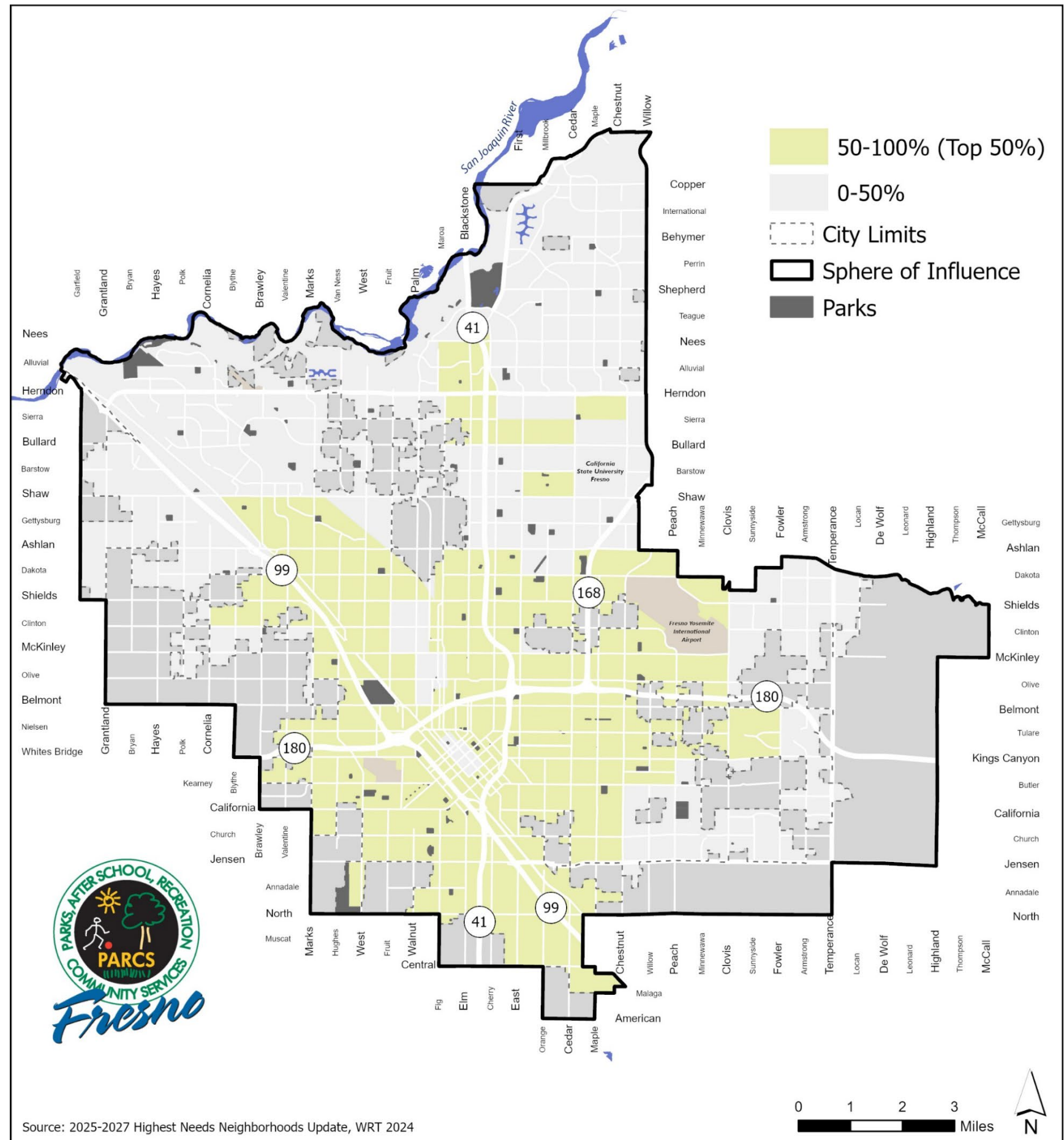
- Maple & Balch
- Maple & University
- Martin Ray Reilly
- Mary Ella Brown
- Maxie L. Parks
- Mckenzie Greenbelt
- Melody
- Merced and Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Meux Home Museum
- Milburn Overlook
- Mosqueda
- Neilson
- Ninth & Tulare
- Orchid
- Oso de Oro (Basin D)
- Paul "Cap" Caprioglio Center
- Pilibos
- Pinedale
- Polk Overlook
- Quigley
- Rabe
- Radio
- Reedy

- Regional Sports Complex
- Riverbottom
- Riverside Golf Course
- Robinson
- Roeding
- Romain Playground
- Rotary East
- Rotary West (Basin B/E)
- Safety
- San Pablo
- Selma Layne
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- Stallion
- Sunnyside
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- Ted C. Wills
- The Link @ Blackstone
- Todd Beamer
- Tollhouse
- Tower Theatre
- University
- Trolley Park
- Van Ness Boulevard Greenbelt
- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

# Percentile Threshold: Top 50% Highest- Need Neighborhoods 64 Parks and Facilities Included:

- |   |  |                                      |
|---|--|--------------------------------------|
| <b>Bigby Villa*</b>                       | <b>Chandler</b>                        | <b>San Pablo</b>                     |
| <b>California Tupman*</b>                 | <b>Dickey Playground*</b>              | <b>Sunset*</b>                       |
| <b>Dakota &amp; Barton</b>                | <b>Eaton Plaza*</b>                    | <b>Ted C. Wills</b>                  |
| <b>Dickey Youth Development Center*</b>   | <b>Einstein</b>                        | <b>The Link @ Blackstone*</b>        |
| <b>Frank H. Ball*</b>                     | <b>El Capitan Dog Park (Basin AH1)</b> | <b>Trolley</b>                       |
| <b>Granite</b>                            | <b>Eleventh &amp; Tulare</b>           | <b>Veteran's Memorial Auditorium</b> |
| <b>Granny's</b>                           | <b>Fulton 665</b>                      | <b>Water Tower</b>                   |
| <b>Hinton*</b>                            | <b>George R. Marcus Jr. (Basin FF)</b> | <b>El Dorado</b>                     |
| <b>Kearney*</b>                           | <b>Holmes*</b>                         | <b>Fink White</b>                    |
| <b>Manchester (Basin BB)</b>              | <b>Huntington Blvd Greenbelt</b>       | <b>Martin Ray Reilly</b>             |
| <b>Maple &amp; Balch*</b>                 | <b>Lafayette</b>                       | <b>Mosqueda</b>                      |
| <b>Merced &amp; Modoc</b>                 | <b>Len Ross Center</b>                 | <b>Paul "Cap" Caprioglio Center</b>  |
| <b>Merced &amp; Pickford</b>              | <b>Lions Park</b>                      | <b>Pilibos</b>                       |
| <b>Merced &amp; Plumas</b>                | <b>Maple &amp; University</b>          | <b>Willow &amp; Balch</b>            |
| <b>Merced &amp; Stephens</b>              | <b>Mary Ella Brown*</b>                | <b>Carozza (Basin G)</b>             |
| <b>Merced &amp; Trinity</b>               | <b>Maxie L. Parks*</b>                 | <b>Meux Home Museum</b>              |
| <b>Ninth &amp; Tulare*</b>                | <b>McKenzie Blvd Greenbelt</b>         | <b>Pinedale</b>                      |
| <b>Radio</b>                              | <b>Les Kimber</b>                      | <b>Quigley</b>                       |
| <b>University</b>                         | <b>Nielsen*</b>                        | <b>Reedy</b>                         |
| <b>Almy*</b>                              | <b>Regional Sports Complex</b>         | <b>Rotary East</b>                   |
| <b>Basin XX (Hughes &amp; Floradora)*</b> | <b>Roeding*</b>                        |                                      |
| <b>Broadway Parque</b>                    | <b>Romain*</b>                         |                                      |

\*included in 2021 Highest Needs Neighborhoods





# Parks Assets and Facilities Percentile Threshold: Top 50% Highest-Need Neighborhoods

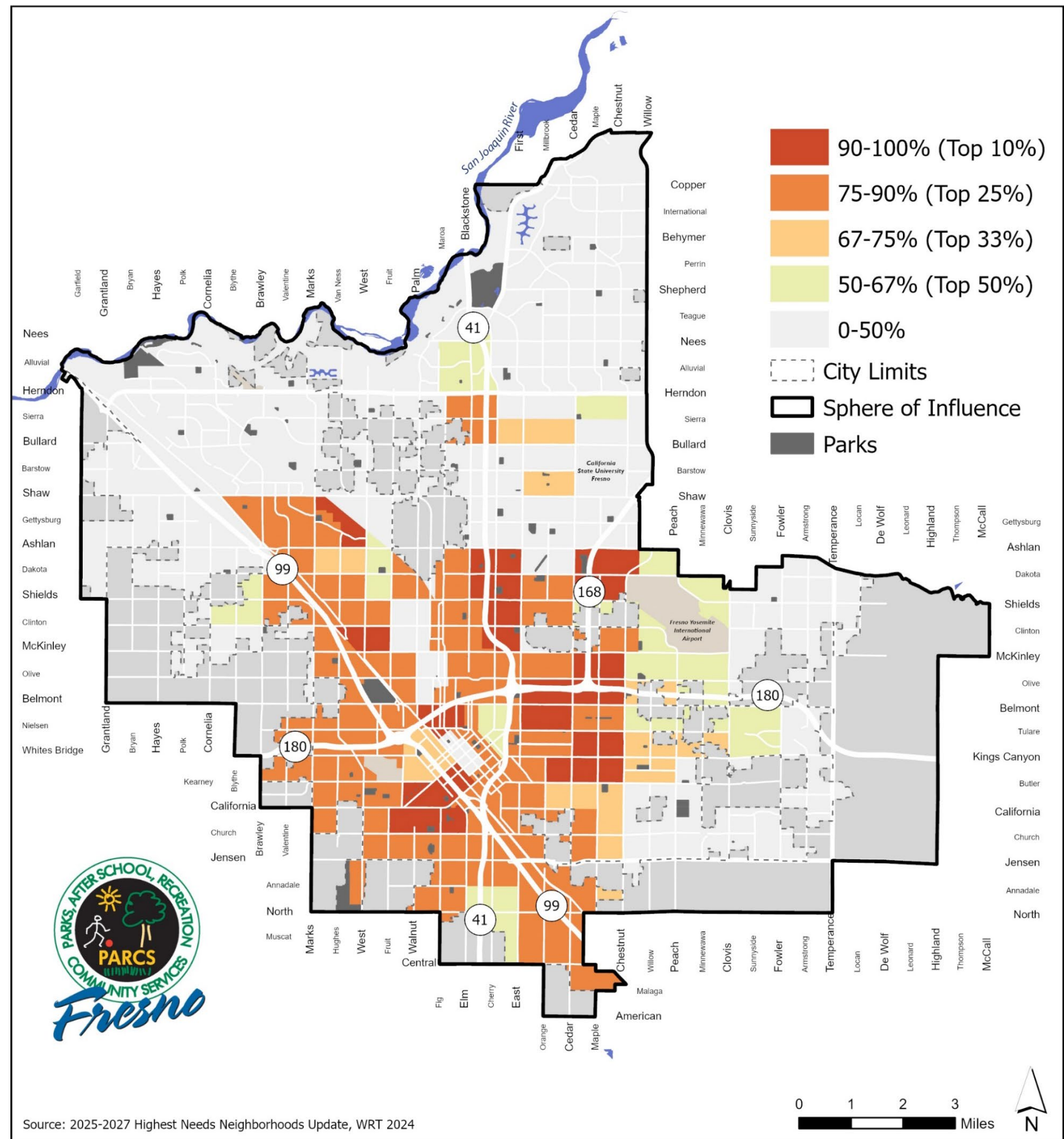
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- Trolley Park
- Van Ness Boulevard Greenbelt
- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

# Weighted Equity Factors 2025-2027 Combined Map

Bigby Villa\*  
 California Tupman\*  
 Dakota & Barton  
 Dickey Youth Development Center\*  
 Frank H. Ball\*  
 Granite  
 Granny's  
 Hinton\*  
 Kearney\*  
 Manchester (Basin BB)  
 Maple & Balch\*  
 Merced & Modoc  
 Merced & Pickford  
 Merced & Plumas  
 Merced & Stephens  
 Merced & Trinity  
 Ninth & Tulare\*  
 Radio  
 University  
 Almy\*  
 Basin XX (Hughes & Floradora)\*  
 Broadway Parque

Chandler  
 Dickey Playground\*  
 Eaton Plaza\*  
 Einstein  
 El Capitan Dog Park (Basin AH1)  
 Eleventh & Tulare  
 Fulton 665  
 George R. Marcus Jr. (Basin FF)  
 Holmes\*  
 Huntington Blvd Greenbelt  
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 Len Ross Center  
 Lions Park  
 Maple & University  
 Mary Ella Brown\*  
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 Willow & Balch  
 Carozza (Basin G)  
 Meux Home Museum  
 Pinedale  
 Quigley  
 Reedy  
 Rotary East







\*included in 2021 Highest Needs Neighborhoods



# QUESTION FOR THE PRAC AND PUBLIC

What percentage of census tracts should be considered highest-need neighborhoods?

-  (A) 51-100% - Top 50%
-  (B) 67-100% - Top 33%
-  (C) 76-100% - Top 25%
-  (D) 91-100% - Top 10%



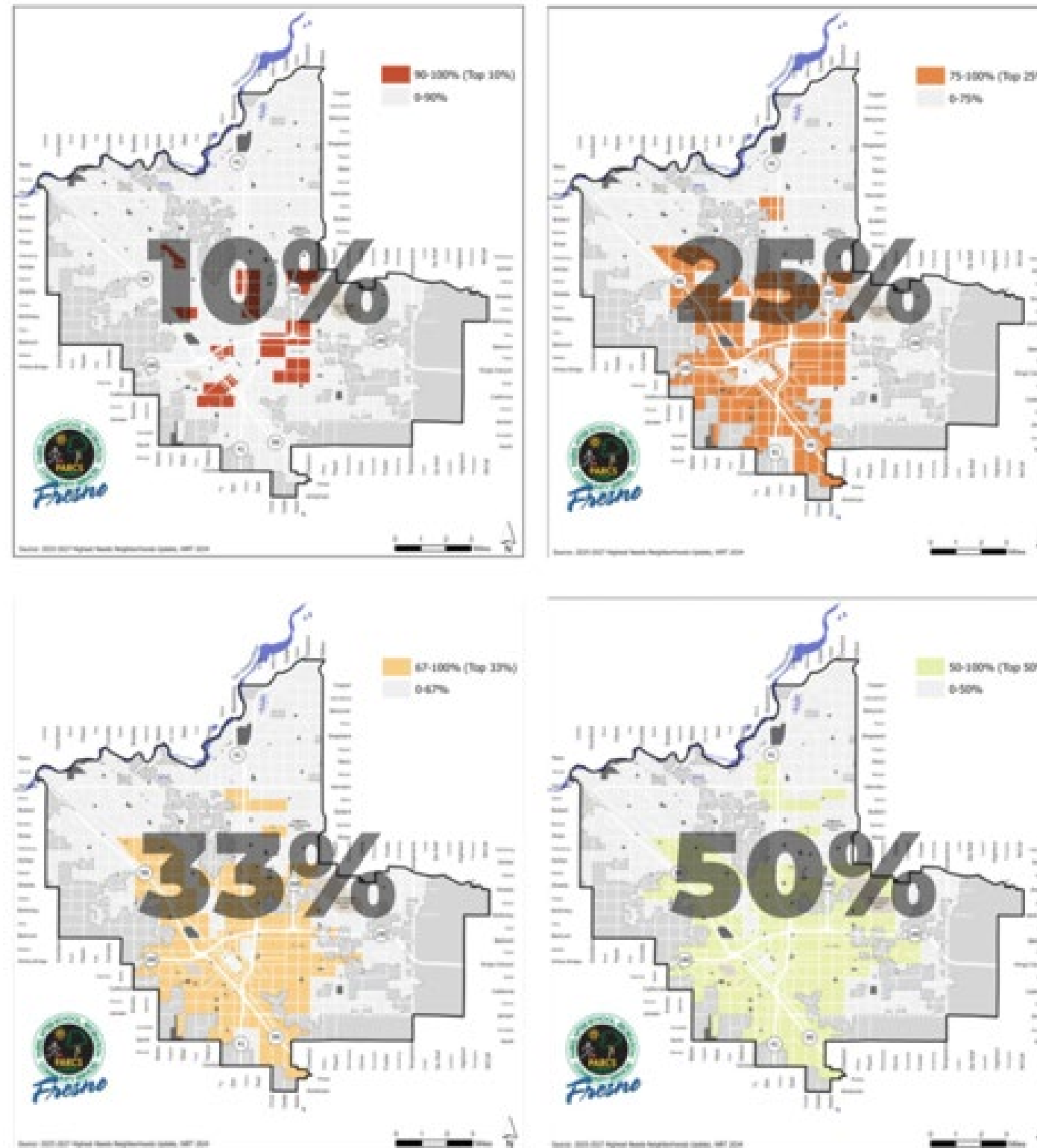
5



**SURVEY OUTREACH AND RESULTS PHASE 2**



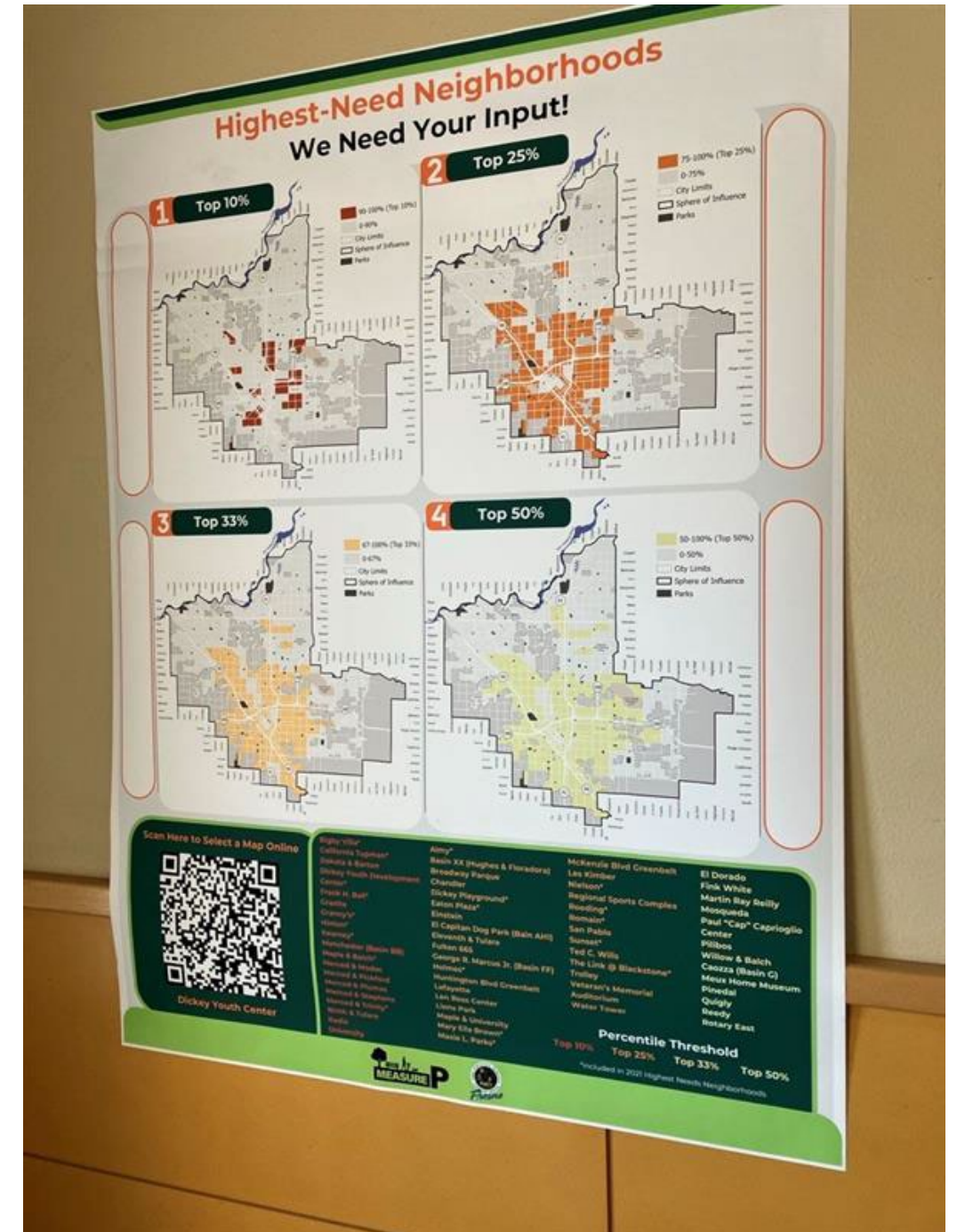
# Phase Two Survey (% Threshold Selection)



# Phase Two Outreach and Engagement

Engaged with community members in person and through electronic/digital channels:

- Website
- Staff Training
- Promoted at 20 PARCS community centers and community events, activities, and programs
  - Posters and Flyers
- Sent over 120,000 emails
- 5 social media posts and 16 stories, reaching over 7,000 impressions.
- Collaborated with PRAC







# Phase Two Outreach Results

## 1,063 survey responses

WHERE ARE MEASURE P FUNDS BEING ALLOCATED?

### We Need Your Input!





**What are the Highest-Need Neighborhoods?**

Measure P requires that no less than 50% of funds must be allocated to highest-need neighborhoods in the City of Fresno for:

- Improving and maintaining safe, clean, neighborhoods, parks and playgrounds.
- New neighborhood parks, senior and youth recreation facilities.

SCAN HERE



**Select a Map!**

Citywide maps were created based on previous survey responses during phase 1 of outreach. The maps reflect different percentile thresholds to consider for the 2025-2027 highest needs neighborhood definition.


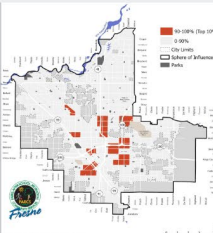
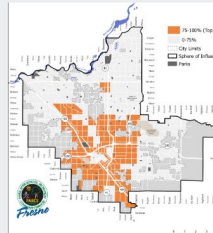
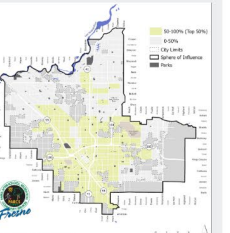
**Scan the QR Code to Select a Map!**

1 Top 10%

2 Top 25%

3 Top 33%

4 Top 50%

Visit our website for more information: [www.fresno.gov/parks/measure-p](http://www.fresno.gov/parks/measure-p)

Office Number : (559) 621-PLAY (7529)

E-Mail Address : PRAC@fresno.gov

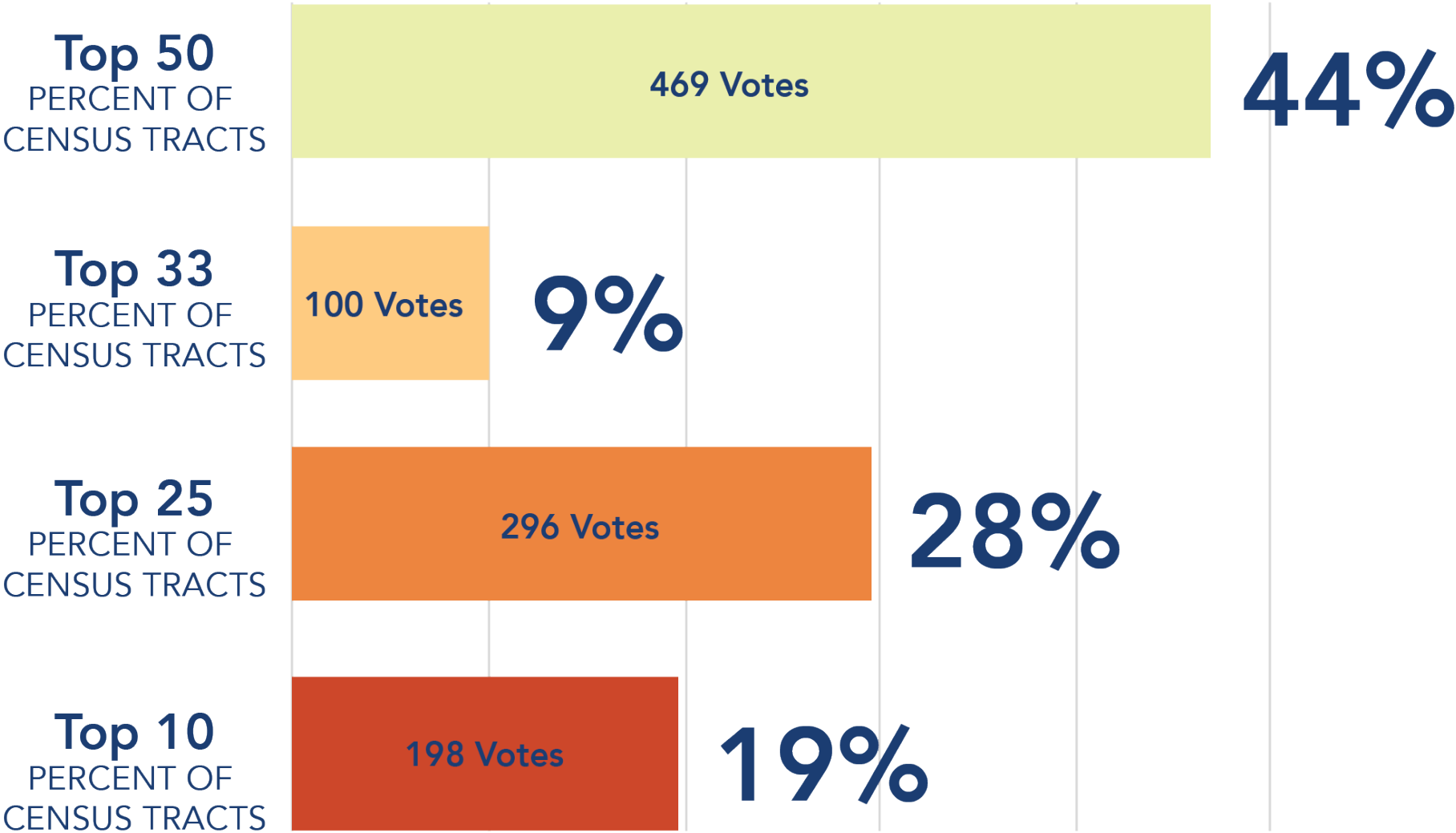
Office Address : 1515 E Divisadero St, Fresno, CA 93721

Zip Codes (Top 15)	Responses	Percentage
93722	149	14%
93705	123	11.5%
93706	91	8.5%
93727	83	7.8%
93702	79	7.4%
93710	64	6%
93704	63	5.9%
93720	53	4.9%
93726	49	4.6%
93650	44	4.1%
93728	38	3.5%
93711	34	3.1%
93703	34	3.1%
93725	30	2.8%
93721	20	1.8%

\*Selections made in person, in a community center, reflect the center's zip code.

# Phase Two Outreach Results

1,063 responses





6



**PRAC RECOMMENDATION**



# PRAC RECOMMENDATION: Top 50% Highest-Need Neighborhoods

## 64 Parks and Facilities Included:

- |   |  |                                      |
|---|--|--------------------------------------|
| <b>Bigby Villa*</b>                       | <b>Chandler</b>                        | <b>San Pablo</b>                     |
| <b>California Tupman*</b>                 | <b>Dickey Playground*</b>              | <b>Sunset*</b>                       |
| <b>Dakota &amp; Barton</b>                | <b>Eaton Plaza*</b>                    | <b>Ted C. Wills</b>                  |
| <b>Dickey Youth Development Center*</b>   | <b>Einstein</b>                        | <b>The Link @ Blackstone*</b>        |
| <b>Frank H. Ball*</b>                     | <b>El Capitan Dog Park (Basin AH1)</b> | <b>Trolley</b>                       |
| <b>Granite</b>                            | <b>Eleventh &amp; Tulare</b>           | <b>Veteran's Memorial Auditorium</b> |
| <b>Granny's</b>                           | <b>Fulton 665</b>                      | <b>Water Tower</b>                   |
| <b>Hinton*</b>                            | <b>George R. Marcus Jr. (Basin FF)</b> | <b>El Dorado</b>                     |
| <b>Kearney*</b>                           | <b>Holmes*</b>                         | <b>Fink White</b>                    |
| <b>Manchester (Basin BB)</b>              | <b>Huntington Blvd Greenbelt</b>       | <b>Martin Ray Reilly</b>             |
| <b>Maple &amp; Balch*</b>                 | <b>Lafayette</b>                       | <b>Mosqueda</b>                      |
| <b>Merced &amp; Modoc</b>                 | <b>Len Ross Center</b>                 | <b>Paul "Cap" Caprioglio Center</b>  |
| <b>Merced &amp; Pickford</b>              | <b>Lions Park</b>                      | <b>Pilibos</b>                       |
| <b>Merced &amp; Plumas</b>                | <b>Maple &amp; University</b>          | <b>Willow &amp; Balch</b>            |
| <b>Merced &amp; Stephens</b>              | <b>Mary Ella Brown*</b>                | <b>Carozza (Basin G)</b>             |
| <b>Merced &amp; Trinity</b>               | <b>Maxie L. Parks*</b>                 | <b>Meux Home Museum</b>              |
| <b>Ninth &amp; Tulare*</b>                | <b>McKenzie Blvd Greenbelt</b>         | <b>Pinedale</b>                      |
| <b>Radio</b>                              | <b>Les Kimber</b>                      | <b>Quigley</b>                       |
| <b>University</b>                         | <b>Nielsen*</b>                        | <b>Reedy</b>                         |
| <b>Almy*</b>                              | <b>Regional Sports Complex</b>         | <b>Rotary East</b>                   |
| <b>Basin XX (Hughes &amp; Floradora)*</b> | <b>Roeding*</b>                        |                                      |
| <b>Broadway Parque</b>                    | <b>Romain*</b>                         |                                      |

\*included in 2021 Highest Needs Neighborhoods

