

Exhibit F
Powerpoint

FRESNO PARKS MASTER PLAN UPDATE

VISION PRESENTATION

DECEMBER 1, 2016



VISION PRESENTATION

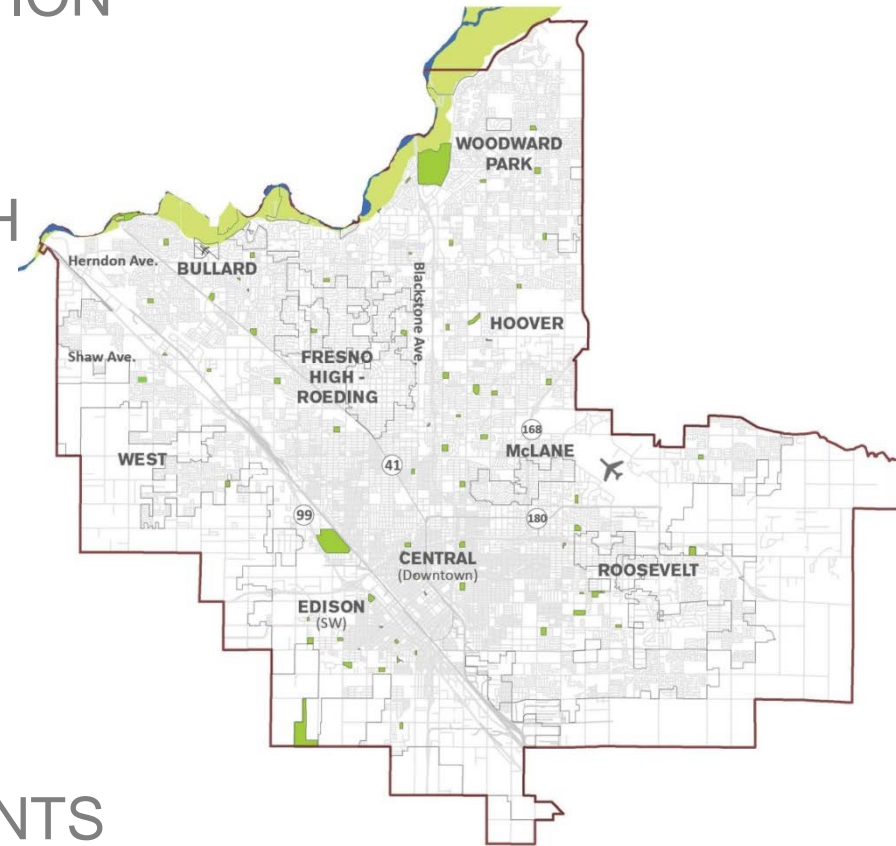
- PROJECT INTRODUCTION
- PROCESS
- FRESNO PARKS 2050 VISION
- NEXT STEPS

PARKS MASTER PLAN INTRODUCTION

A faded background image showing a group of children in a park. Some children are standing, while others are crouching or kneeling on the grass, possibly engaged in a group activity or game. The scene is outdoors with trees and a grassy area.

WHY A PARKS MASTER PLAN?

- ADJUST PARKS TO POPULATION AND DEMOGRAPHICS
- PLAN FOR FUTURE GROWTH
- LEVERAGE OTHER PLANS
- DEFINE FUNDING LEVELS
- UPDATE STANDARDS
- CHECK IN WITH RESIDENTS
- PRIORITIZE NEW INVESTMENTS



THE VALUE OF PARKS: SOCIAL BENEFITS



THE VALUE OF PARKS: SENSE OF COMMUNITY



THE VALUE OF PARKS: HEALTH AND SAFETY



THE VALUE OF PARKS: ECONOMICS



What \$1.8 Million in New Park
Acquisitions Says For the Fresno Job Market

THE VALUE OF PARKS: ECOLOGICAL



KEY COMPONENTS OF THE PARKS MASTER PLAN

- VISION
- EXISTING CONDITIONS + ASSESSMENT
- ANALYSIS
- CONCEPTUAL DESIGN
- GUIDELINES
- IMPLEMENTATION STRATEGY

PARKS MASTER PLAN PROCESS



OVERALL SCHEDULE



WRT // PROS // PRECISION // URBAN DIVERSITY DESIGN // VERNAL

OUTREACH: STAKEHOLDER MEETINGS

EQUITY

USABLE LAND
not toxic, AIR QUALITY

PARKS AS SERVICE TO EQUITY/COMMUNITY

PARKS AS VALUE: ie PROPERTY, EMPLOYMENT

PUBLIC HEALTH - FOOD, NUTRITION

CENTER OF COMMUNITY

NEIGHBORHOODS N/ PARK NEEDS

WHAISTIC NEEDS: ie PARK, GROCERY
FREQUENCY WORK

ORGANIZED

DODGEMAN - SMAN

LACK OF FIELD SPACE: PARKS, SCHOOLS, CHURCHES
COMPETITION FOR SPACE FIELD

SECURITY

LACK OF HOMELESS SERVICES

CAN'T JUST POLICE OUT OF SITUATION

REQUIRES CONSISTENCY OF CONTACT IN PARK

SAFE ROUTES TO PARKS

RELATIONSHIPS
KNOW STAFF KIDS + COMMUNITY

ANALYSIS

INTERCONNECTED ACCESS

HOW TO DEEP
5-10 MIN WALK

MEETING DATES:

- SEPTEMBER 8
- SEPTEMBER 9
- SEPTEMBER 15
- SEPTEMBER 16

MAKING P A P R I O R

BUSINESS ATTRACTION

FUNDING REDIRECTED ELSEWHERE

VALUE OF PARKS NOT UNDERSTOOD

PARKS CAN BENEFIT SAFETY

CRIME PREVENTION

CREATE GREAT PARKS

POSITIVE FORCES AGAINST NEGATIVES

ENJOY THE PARK

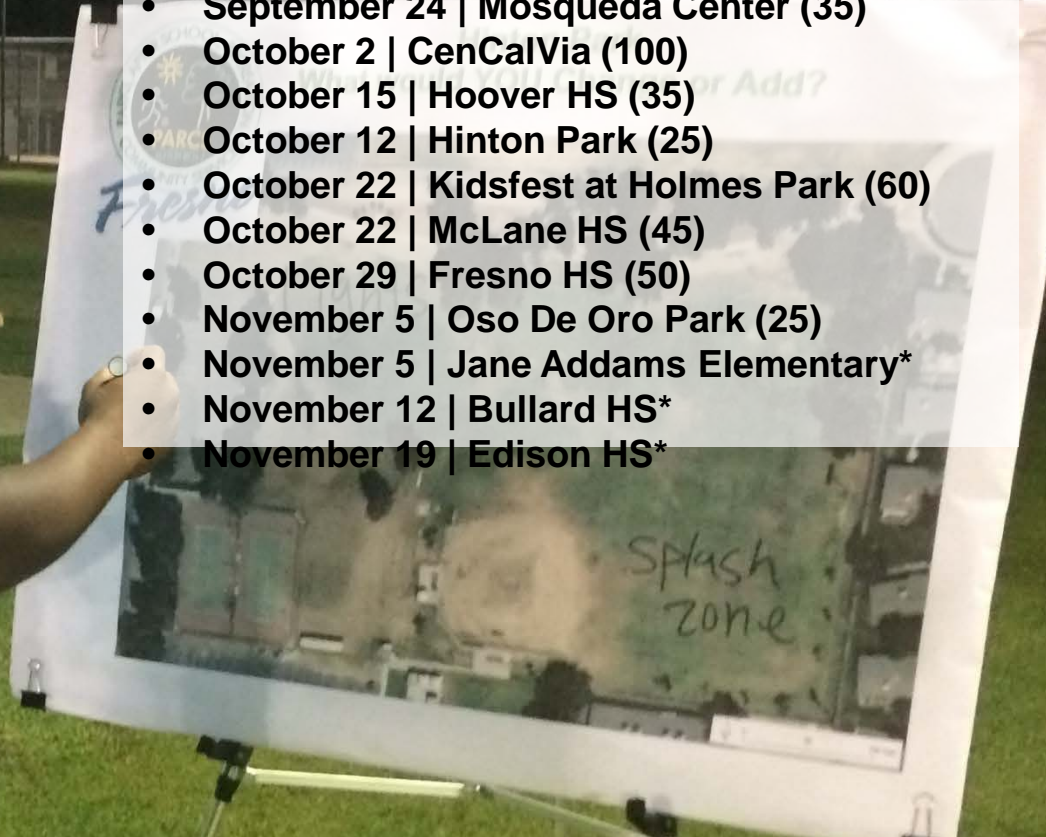
ATTENTION

OUTREACH: MOBILE WORKSHOPS



WORKSHOP DATES:

- September 16 | Romain Park (15)
- September 17 | Yokomi Elementary School (25)
- September 24 | Mosqueda Center (35)
- October 2 | CenCalVia (100)
- October 15 | Hoover HS (35)
- October 12 | Hinton Park (25)
- October 22 | Kidsfest at Holmes Park (60)
- October 22 | McLane HS (45)
- October 29 | Fresno HS (50)
- November 5 | Oso De Oro Park (25)
- November 5 | Jane Addams Elementary*
- November 12 | Bullard HS*
- November 19 | Edison HS*



OUTREACH: SURVEY

[Home](#) |
 [Contact Us](#) |
 [FAQ](#) |
 (559) 621-CITY (2489) |
 [Search Site](#)



FOR RESIDENTS FOR BUSINESSES FOR VISITORS

GOVERNMENT DISCOVER FRESNO NEWS

I WANT TO...
REPORT

Parks Master Plan

GENERAL PLAN &
DEVELOPMENT CODE
UPDATE

Contact Us

Development and Resource
Management Administration
2600 Fresno St
Room 3065
Fresno, CA 93721
559-621-8003
E-Mail Us
Department Home

Home
General Plan
Development Plans
Current Plans

Contact Us
Development Code Update
Downtown Plan
Development Services

Gen. Plan & Dev. Code
Cleanup
Get Involved/Public Meetings
Infill Committee
Subscribe to Email List

GREETINGS

The City of Fresno, community leaders, and residents are reimagining what our parks can be through a **Parks Master Plan Update**. Join us to learn about the plan, participate in community engagement, and share your vision for Fresno Parks. We look forward to your input!

Please Take Our Survey

<https://www.surveymonkey.com/r/FresnoParks>



12. Please indicate what OUTDOOR facilities you or members of your household use the most.

Type of Outdoor Facility	Have a need for this facility? (Circle)		Needs Met?			
			Fully Met	Mostly Met	Partly Met	Not Met
Soccer Fields	Yes	No	4	3	2	1
Football Fields	Yes	No	4	3	2	1
Baseball Fields	Yes	No	4	3	2	1
Softball Fields	Yes	No	4	3	2	1
Paved Multi-use Trails	Yes	No	4	3	2	1
Splashpads (Water Play)	Yes	No	4	3	2	1
Playground (Kids Play Structure)	Yes	No	4	3	2	1
Tennis Court	Yes	No	4	3	2	1
Basketball Court	Yes	No	4	3	2	1
Volleyball Court	Yes	No	4	3	2	1
Skate Park	Yes	No	4	3	2	1
BMX Facility	Yes	No	4	3	2	1
Outdoor Exercise Equipment	Yes	No	4	3	2	1
Lawn Bowling	Yes	No	4	3	2	1
Disc Golf	Yes	No	4	3	2	1
Dog Park	Yes	No	4	3	2	1
Wildlife Habitat	Yes	No	4	3	2	1
Picnic Area	Yes	No	4	3	2	1
Swimming Pool	Yes	No	4	3	2	1
Wading Pool	Yes	No	4	3	2	1
Learner Pool	Yes	No	4	3	2	1
Community Garden	Yes	No	4	3	2	1
Other:	Yes	No	4	3	2	1
Other:	Yes	No	4	3	2	1

13. Which 3 OUTDOOR facilities from question # 12 are the most important to you for the Parks + Recreation Department to focus on in the future?

1st: _____ 2nd: _____ 3rd: _____

OUTREACH: COMMUNITY MEETING

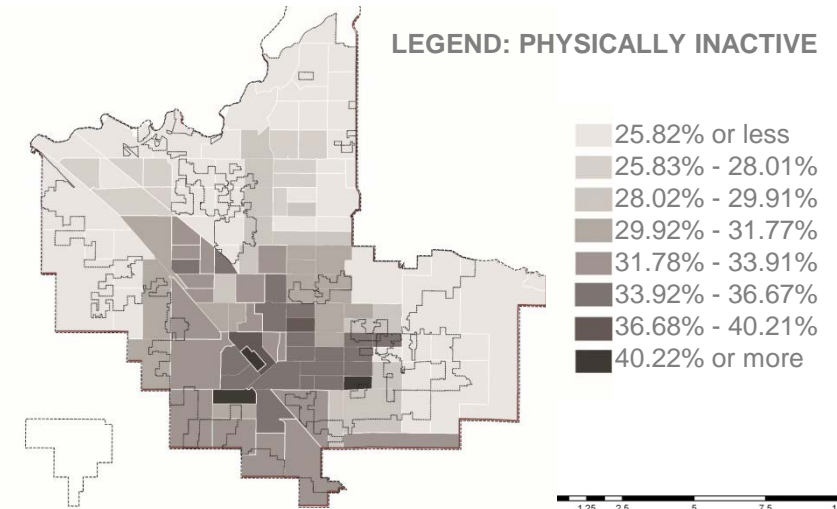
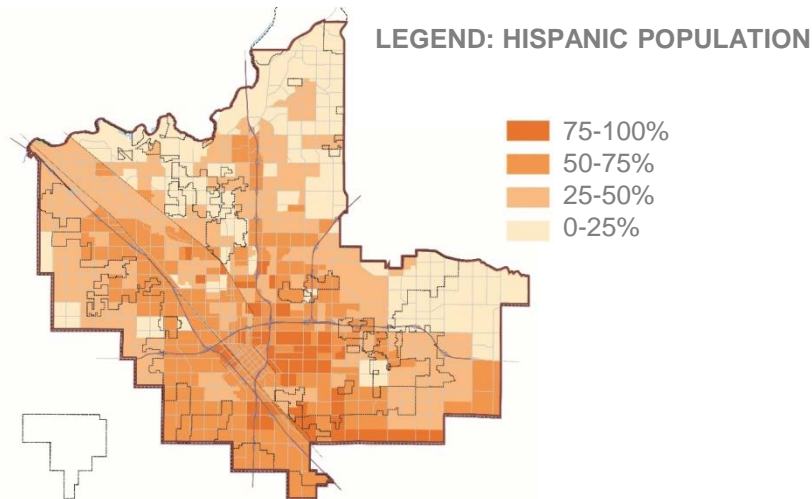
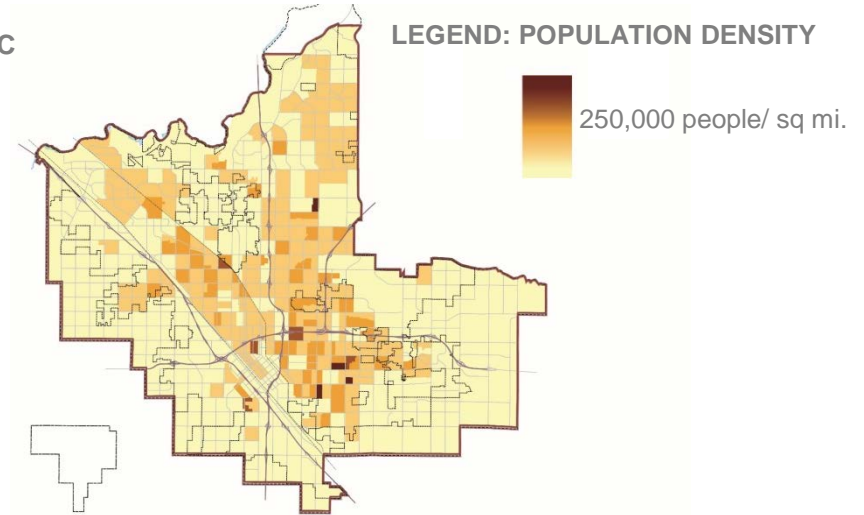
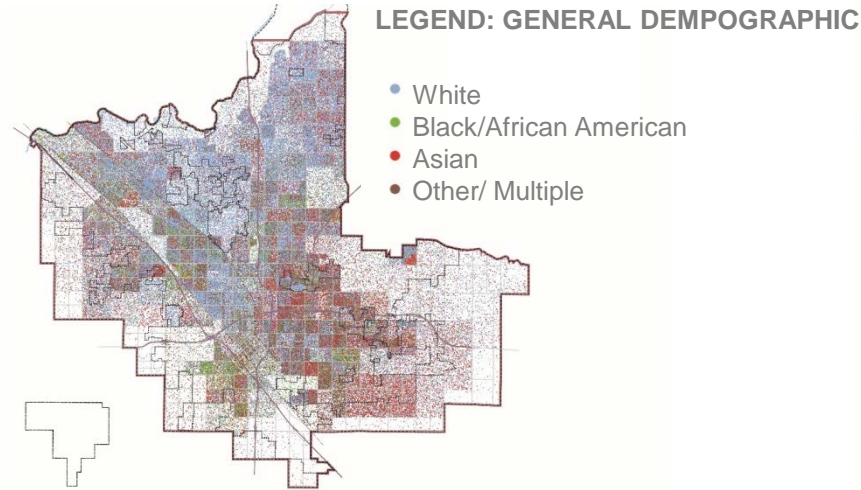


SITE ASSESSMENT

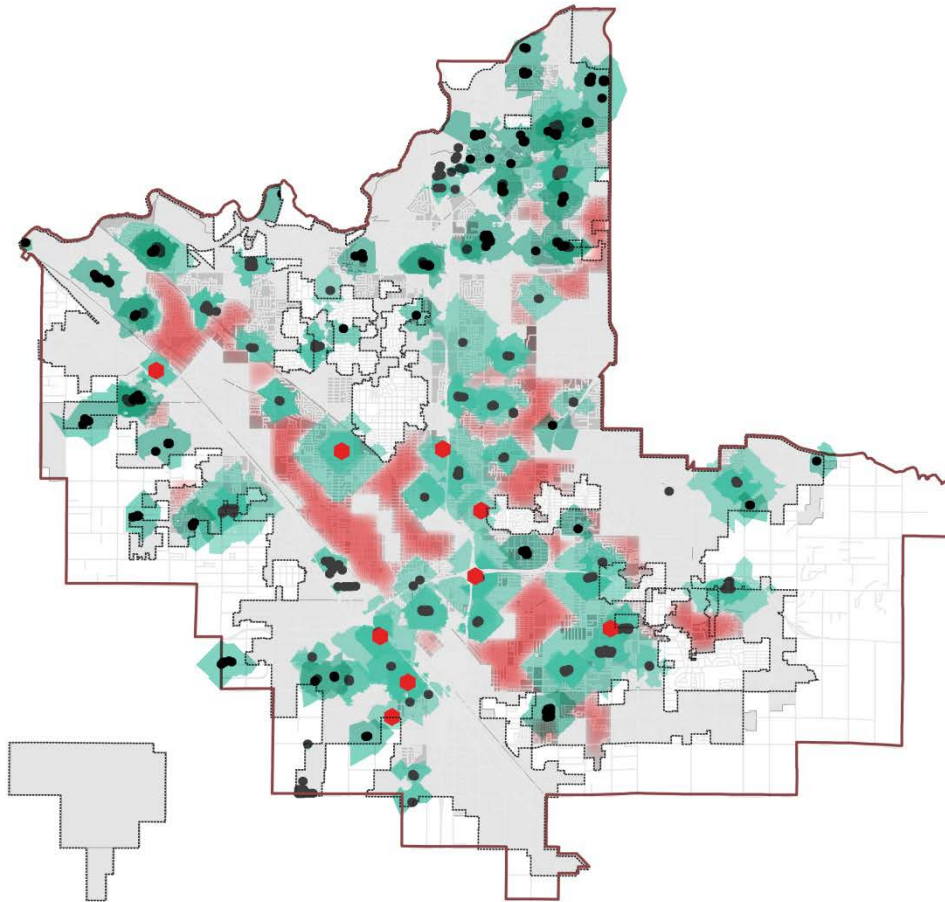


ANALYSIS:

RACIAL AND ETHNIC DEMOGRAPHIC DISTRIBUTION



ANALYSIS: SERVICE AREA DISTRIBUTION



LEGEND

- NEIGHBORHOOD PARK AMENITY
(PLAYGROUND, SHADE STRUCTURE,
PICNIC SHELTER, BASKETBALL COURT,
SOCCER/FOOTBALL FIELD)
- ⬠ NEIGHBORHOOD PARK AMENITY IN POOR
CONDITION
- CONTAINS OVER 50,000 PEOPLE, LACKS
NEIGHBORHOOD AMENITIES
- NEIGHBORHOOD AMENITY SERVICE AREA
- CONTAINS LESS THAN 50,000 PEOPLE, LACKS
NEIGHBORHOOD AMENITIES

0 1.25 2.5 5 7.5 10 Miles



VISION

A large outdoor movie screening is taking place at dusk. A massive crowd of people is seated on the grass, facing a large projection screen. The screen displays a word cloud with the word 'VISION' prominently in the center. Below the screen, the Comcast logo is visible. In the background, a tall, white lighthouse stands against a hazy, twilight sky. The scene is illuminated by streetlights and the ambient light of the setting sun.

VISION

WHAT PARK SYSTEM DO WE ASPIRE TO HAVE?

- VISION STATEMENT
- ASSESSMENT – WHERE ARE WE?
- THEMES – WHERE DO WE WANT TO GO?
- STRATEGIES - HOW TO GET THERE?

VISION STATEMENT

Fresno Parks 2050 Envisions A Robust Park System Made Up Of Innovative Recreational Opportunities, Preserved Natural Areas, Multi-modal Trails, And Educational Programs That Equitably Support A Diverse, Healthy Population Forming A Valuable Basis For Our Thriving Community.

VISION THEMES: ACCESS



VISION THEMES:

EQUITY



VISION THEMES:

HEALTH



VISION THEMES: SAFETY



VISION THEMES: DESIGN FOR BEAUTY



VISION THEMES: INNOVATION



VISION STRATEGIES

1 ADVOCACY

A group of friends of Fresno's parks should be organized to support parks and advocate for their funding and successful operation. The group should extend to foundations, organizations, and individual citizens who use and love the parks

2 MAINTAIN

Parks need to be maintained at industry standards with steady funding levels that include lifecycle replacement cost for anticipated items that wear out and require refurbishment.

3 RENOVATE

Most parks are in serious need of renovation in order to make them usable and maintainable. Buildings, irrigation systems, planting, grass fields, pools, and signage are some of the priorities to be discussed in the Parks Master Plan.

4 BUILD NEW PARKS

Neighborhoods without adequate parks are ideal candidates for new parks and trails. The Parks Master Plan will help identify areas of greatest need through a community based approach.

5 PARTNER

Fresno is not alone in its mission to provide excellent parks for recreation and open space conservation. Partnerships with allied agencies such as The San Joaquin River Parkway, Fresno Metropolitan Flood Control District, local unified school districts, Trust for Public Land, State Parks, FID, and the National Park Service should be accelerated.

6 SECURE

The parks should be made safe and secure for enjoyment by every resident. Park users, parks staff as well as police should be considered part of the solution. The social challenges of several disenfranchised populations in Fresno should not disproportionately burden other park users.

7 FUND

The continued operation and maintenance of the park system requires a steady funding source. The Parks Master Plan will help identify appropriate funding levels and efficient administration. Capital costs to renovate and expand the system will also be proposed. This will be explored in conjunction with potential funding sources.

8 PROMOTE

Activities led by staff strengthen the role of parks by directly supporting youth in recreation, education, job training, and building leadership skills.

9 CONNECT

A successful park system is connected to its community by well-defined safe routes that offer mobility choices from walking and biking to transit and private car. The Active Transportation Plan helps identify priorities.

10 CELEBRATE

Fresnans should be proud of their parks. A branding strategy to promote the benefits of parks should be conducted online, through social media, and through new physical signage in parks.

VISION STRATEGIES:

MAINTAIN

repaint and replace play equipment as needed

replace mulch with resilient surfacing

provide more seating under shade structure



FRANK H. BALL PARK

VISION STRATEGIES:

 **RENOVATE**



FINK WHITE PARK

VISION STRATEGIES:

 **RENOVATE**



FINK WHITE PARK

VISION STRATEGIES:



BASIN XX

VISION STRATEGIES:

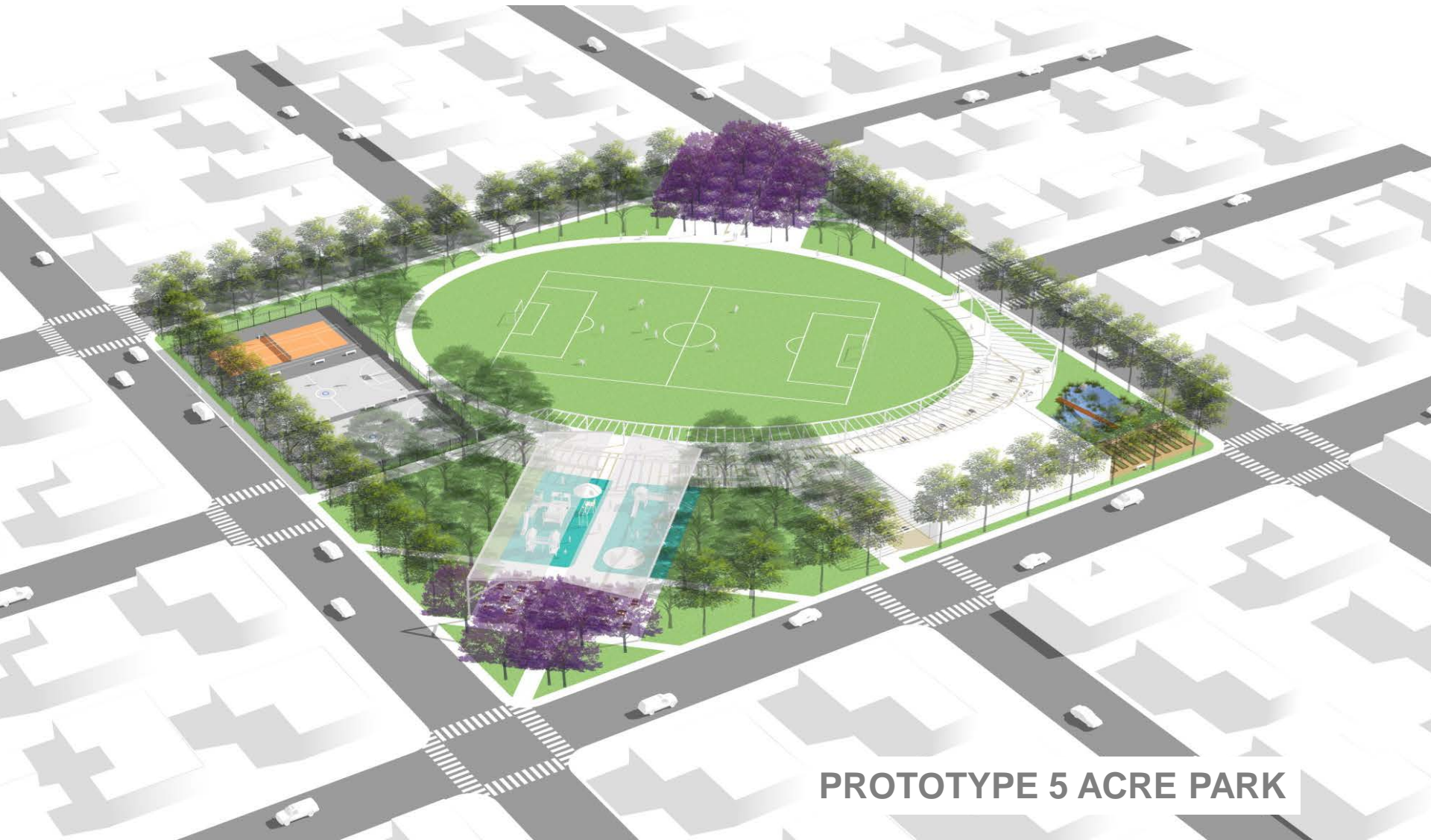
 PARTNER



BASIN XX

VISION STRATEGIES:

 BUILD NEW PARKS



PROTOTYPE 5 ACRE PARK

NEXT STEPS

CONTINUED OUTREACH

- Stakeholder Meetings
- Mobile Workshops
- Community Meeting
- Talking to 1000 Residents

ANALYSIS

- Focused Gap Analysis

PARKS MASTER PLAN

- Conceptual Design
- Guidelines
- Implementation Strategy

