



## MEMORANDUM

To: Parks, Recreation and Arts  
Commission

Date: November 3, 2021

From: WRT

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Project: Measure P Commission Support

Pages: 47

CC: City of Fresno

Measure P was approved by a majority of voters in 2018, and became effective in 2021, creating a new funding source to improve and maintain existing parks, create new parks and trails, invest in the San Joaquin River Parkway, beautify major streets, and fund programs for youth and seniors. As it applies to parks, Measure P establishes specific funding allocations for “highest-need neighborhoods.” In its first section, this memo introduces the Fresno Clean and Safe Neighborhood Parks Tax Ordinance adopted to enact Measure P (Measure P or the Ordinance). The second section outlines the Parks, Recreation and Arts Commission (PRAC) process for defining highest-need neighborhoods. *Summaries are found at the beginning of each section, and presented in English, Spanish, Hmong, and Punjabi.*

La Medida P fue aprobada por la mayoría de los votantes en el 2018 y entró en vigencia en el 2021, creando una nueva fuente de financiamiento para mejorar y mantener los parques existentes, crear nuevos parques y senderos, invertir en el San Joaquín River Parkway, embellecer las calles principales y financiar programas para jóvenes y personas de la tercera edad. En lo que concierne a los parques, la Medida P establece asignaciones de fondos específicos para los "vecindarios más necesitados". En su primera sección, este memorando presenta la Ordenanza de Impuestos sobre Parques Vecindarios Limpios y Seguros de Fresno adoptada para promulgar la Medida P (Medida P o la Ordenanza). La segunda sección describe el proceso de la Comisión de Parques, Recreación y Artes (PRAC, por sus siglas en inglés) para definir los vecindarios más necesitados. *Los resúmenes se encuentran al principio de cada sección y se presentan en inglés, español, hmong y punjabi.*

Measure P tau kev tawm suab ntau tshaj plaws thaum xyoo 2018, thiab yuav pib ua hauj lwm thaum xyoo 2021 no, tsim tawm kev nrhiav nyiaj ntxiag thiab txhim kho cov qub chaw dhia ua si (parks), tsim cov parks tshiab thiab tej chaw taug kev, txhim kho nyob rau ntawm San Joaquin River Parkway, tsim kho kom cov kev loj zoo nkauj, thiab muaj nyiaj los khiav cov kev pab rau cov neeg hluas thiab cov



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neeg laus. Hais txog chaw dhia ua si (parks), Measure P muab ib pob nyiaj los mus tsim kho cov parks uas neeg siv heev tshaj plaws nyob rau ntawm neeg tej tog vaj tog tsev- "highest-need neighborhood". Thawj seem, hais txog tu kom huv thiab nyob kom txhob muaj kev kub ntxhov rau ntawm yus cov neeg nyob ib ncig -(Fresno Clean and Safe Neighborhood Parks Tax Ordinance adopted to enact Measure P (Measure P or the Ordinance). Seem ob, yog Parks, Recreation and Art Commission (PRAC) qhia kom paub tseeb txog tias thaj tsam twg yog qhov neeg siv heev tshaj plaws. *Cov lus xaus qhov tseem ceeb yuav nrhiav pom rau ntawm qhov xub pib thawj seem, thiab yuav muaj ua lus AsKiv, Mev, Hmoob, thiab Punjabi.*

ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਨੂੰ 2018 ਵਿੱਚ ਬਹੁਗਿਣਤੀ ਵੋਟਰਾਂ ਦੁਆਰਾ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ ਸੀ, ਅਤੇ ਇਹ 2021 ਵਿੱਚ ਲਾਗੂ ਹੋ ਗਿਆ ਸੀ, ਜਿਸ ਨੂੰ ਮੌਜੂਦਾ ਪਾਰਕਾਂ ਨੂੰ ਸੁਧਾਰਨ ਅਤੇ ਬਰਕਰਾਰ ਰੱਖਣ, ਨਵੇਂ ਪਾਰਕ ਅਤੇ ਪੱਗ-ਡੰਡੀਆਂ ਬਣਾਉਣ, ਸੈਨ ਵਾਕੀਨ ਰਿਵਰ ਪਾਰਕਵੇ ਵਿੱਚ ਨਿਵੇਸ਼ ਕਰਨ, ਮੁੱਖ ਸੜਕਾਂ ਨੂੰ ਸੁੰਦਰ ਬਣਾਉਣ ਅਤੇ ਨੌਜਵਾਨਾਂ ਅਤੇ ਬਜ਼ੁਰਗਾਂ ਲਈ ਫੰਡ ਪ੍ਰੋਗਰਾਮਾਂ ਲਈ ਇੱਕ ਨਵਾਂ ਫੰਡਿੰਗ ਸਰੋਤ ਬਣਾਇਆ ਸੀ। ਜਿਵੇਂ ਕਿ ਇਹ ਪਾਰਕਾਂ 'ਤੇ ਲਾਗੂ ਹੁੰਦਾ ਹੈ, ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ "ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ" ਲਈ ਵਿਸ਼ੇਸ਼ ਫੰਡਿੰਗ ਦੀ ਹਿੱਸਾ-ਵੰਡ ਸਥਾਪਤ ਕਰਦਾ ਹੈ। ਆਪਣੇ ਪਹਿਲੇ ਭਾਗ ਵਿੱਚ, ਇਹ ਯਾਦ-ਪੱਤਰ ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ (ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਜਾਂ ਸਰਕਾਰੀ ਹੁਕਮ) ਨੂੰ ਲਾਗੂ ਕਰਨ ਲਈ ਅਪਣਾਏ ਗਏ ਫਰਿਜ਼ਨੇ ਕਲੀਨ ਐਂਡ ਸੇਫ ਨੇਬਰਹੁੱਡ ਪਾਰਕਸ ਟੈਕਸ ਆਰਡੀਨੈਂਸ ਨੂੰ ਪੇਸ਼ ਕਰਦਾ ਹੈ। ਦੂਜਾ ਭਾਗ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਨ ਲਈ ਪਾਰਕਾਂ, ਮਨੋਰੰਜਨ ਅਤੇ ਕਲਾ ਕਮਿਸ਼ਨ (ਪੀ ਆਰ ਏ ਸੀ) ਪ੍ਰਕਿਰਿਆ ਦੀ ਰੂਪ ਰੇਖਾ ਦਿੰਦਾ ਹੈ। ਸਾਰਾਂਸ਼ ਹਰੇਕ ਭਾਗ ਦੇ ਸ਼ੁਰੂ ਵਿੱਚ ਹਨ, ਅਤੇ ਅੰਗਰੇਜ਼ੀ, ਸਪੈਨਿਸ਼, ਮੰਗ ਅਤੇ ਪੰਜਾਬੀ ਵਿੱਚ ਪੇਸ਼ ਕੀਤੇ ਗਏ ਹਨ।

FRESNO MEASURE P IMPLEMENTATION

# HIGHEST-NEED NEIGHBORHOODS UNDER MEASURE P

NOVEMBER 2021

# ACKNOWLEDGMENTS

## **PARKS, RECREATION AND ARTS COMMISSION**

JOSE BARRAZA  
MONA CUMMINGS  
JON DOHLIN  
KIMBERLY MCCOY, CHAIR  
SCOTT MILLER  
DR. FRANCINE OPUTA  
SARAH PARKES  
HARMAN SINGH  
MAIYER VANG

## **CITY OF FRESNO STAFF**

## **CONSULTANT TEAM**

WRT  
URBAN DIVERSITY DESIGN

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Cov lus xaus qhov tseem ceeb yuav nrhiav pom rau ntawm qhov xub pib thawj seem, thiab yuav muaj ua lus AsKiv, Mev, Hmoob, thiab Punjabi.

Los resúmenes se encuentran al principio de cada sección y se presentan en inglés, español, hmong y punjabi.

ਸਾਰਾਂਸ਼ ਹਰੇਕ ਭਾਗ ਦੇ ਸ਼ੁਰੂ ਵਿੱਚ ਹਨ, ਅਤੇ ਅੰਗਰੇਜ਼ੀ, ਸਪੇਨੀ, ਹਮੋਂਗ ਅਤੇ ਪੰਜਾਬੀ ਵਿੱਚ ਪੇਸ਼ ਕੀਤੇ ਗਏ ਹਨ।

## CHAPTER 1

# MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

The Fresno Parks Master Plan recognizes the significant need for investment in existing parks while also serving a growing city. Measure P, approved by a majority of voters in 2018, was born out of this clear and urgent need and will be a great resource for helping to raise the quality of our park system in the years ahead. Measure P provides a guaranteed, local funding source for City parks for the next 30 years, through a three-eighths of a cent sales tax in the City of Fresno, with an estimated annual revenue of \$38 million. Measure P proceeds will be used to update and improve Fresno's current parks, trails and related facilities, make parks cleaner and safer, and create parks in neighborhoods that lack access to them. Measure P allocates funding in five categories:

1. Improving and Maintaining Safe, Clean Neighborhood Parks and Playgrounds (46% of Measure P funding)
2. New Neighborhood Parks; Senior and Youth Recreation Facilities (21.5%)
3. Youth and Senior Recreation Programs; Afterschool Programs; and Job Training for Youth and Veterans (8.5%)
4. Expanded Access to Arts and Culture (12%)
5. Safe Walking and Biking Trails; Street Beautification and Litter Removal; and the San Joaquin River Parkway (11.25%)

# MEDIDA P: PARQUES VECINDARIOS LIMPIOS Y SEGUROS

El Plan Maestro de Parques de Fresno reconoce la importante necesidad de inversión en parques existentes al mismo tiempo que sirve a una ciudad en crecimiento. La Medida P nació de esta clara y urgente necesidad y será un gran recurso para ayudar a mejorar la calidad de nuestro sistema de parques en los años futuros. La Medida P proporciona una fuente de financiamiento local garantizada para los parques de la Ciudad durante los próximos 30 años, a través de un impuesto a las ventas de tres octavos de centavo en la Ciudad de Fresno, con un ingreso anual estimado de \$38 millones. Las ganancias de la Medida P se utilizarán para actualizar y mejorar los parques, senderos e instalaciones actuales relacionadas de Fresno, hacer que los parques sean más limpios y seguros, y crear parques en vecindarios que no tienen acceso a ellos. La Medida P asigna fondos en cinco categorías:

1. Mejorar y Mantener Parques y Áreas de Juegos de Vecindarios Seguros y Limpios (46% de los fondos de la Medida P)
2. Nuevos Parques de Vecindario; Instalaciones Recreativas para Personas de la Tercera Edad y Jóvenes (21.5%)
3. Programas de Recreación para Jóvenes y Personas de la Tercera Edad; Programas Extracurriculares; y Capacitación Laboral para Jóvenes y Veteranos (8.5%)
4. Mayor Acceso a las Artes y la Cultura (12%)
5. Senderos Seguros para Caminar y Andar en Bicicleta; Embellecimiento de Calles y Eliminación de Basura; y el San Joaquín River Parkway (11.25%)

# MEASURE P: TU KOM HUV & NYOB KOM TSIS TXHOB MUAJ TEEB MEEM RAU TEJ CHAW DHIA UA SI (PARKS) NYOB IB NCIG NTAWM YUS HAUV FRESNO NO (CLEAN AND SAFE NEIGHBORHOOD PARKS)

Fresno Parks Master Plan tau paub zoo tias yog ib qhov tseem ceeb uas yuav tau muab nyiaj coj los mus tsim kho cov parks twb muaj nyob ntawd lawm vim lub zej zog tab tom yuav loj hlob. Measure P muaj lub zeem muag zoo thiab yuav tau ua kom ceev vim yuav yog ib qho pab ua rau tej parks no zoo thiab yuav muaj nuj nqi rau ntau xyoo tom ntej. Measure P lav loo tias yuav rnhia nyiaj hauv zej zog no los mus pab rau City Parks li 30 xyoo tom ntej no, yog los ntawm kev txiav se hauv Fresno no (peb feem yim ntawm ib cent twg) ces khwv yees tias ib xyoos twg nom tswv li nyiaj se yog \$38 million. Measure P qhov kev ua yog- yuav tsim kho cov parks twb muaj lawm kom zoo dua qhov qub, tsim kho tej kev taug thiab vaj tse nyob rau hauv lub park ntawd, tu kom lub park huv si thiab nyob tsis muaj teeb meem, tsim cov park tshiab rau tej chaw neeg nyob tiam sis tsis tau muaj tej chaw dhia ua si. Measure P muab nyiaj tawm mus ua 5 pawg li nram no:

1. Kho ntxiv kom zoo thiab kom txhob muaj teeb meem, tu kom lub parks thiab tej chaw dhia ua si huv du dais (46% Measure P tawm nyiaj)
2. Ua chaw dhia ua si (park) rau ntawm tej vaj tsev tshiab, tsim lub tsev rau tej hluas tej laus tuaj tauv pem us si ub no (21.5%)
3. Tsim kom muaj tej txheej txheem ua ub no rau cov hluas cov laus, muaj txheej txheem tom qab kawm ntawv tag, qhia hauj lwm rau cov hluas thiab cov qub tub rog (8.5%)
4. Qhob kom muaj chaw Kos Duab thiab Kawm Kab Lis Kev Cai (12%)
5. Tsim kho txoj kev taug/caij tsheb kauj vab kom zoo thiab txhob muaj teeb meem, kho tej kev tsheb kom zoo nkauj thiab tshem tej khoom seem txeej tawm ntawm kev, thiab ntawm San Joaquin River Parkway (11.25%)



# ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ - ਸਾਫ਼ ਅਤੇ ਸੁਰੱਖਿਅਤ ਇਲਾਕਾਈ ਪਾਰਕ

ਫਰਿਜ਼ਨੇ ਪਾਰਕਸ ਮਾਸਟਰ ਪਲਾਨ ਮੌਜੂਦਾ ਪਾਰਕਾਂ ਵਿੱਚ ਨਿਵੇਸ਼ ਦੀ ਮਹੱਤਵਪੂਰਣ ਲੋੜ ਨੂੰ ਮਾਨਤਾ ਦਿੰਦਾ ਹੈ ਅਤੇ ਇੱਕ ਵੱਧ ਰਹੇ ਸ਼ਹਿਰ ਦੀ ਸੇਵਾ ਵੀ ਕਰਦਾ ਹੈ। ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਸਪੱਸ਼ਟ ਅਤੇ ਜ਼ਰੂਰੀ ਲੋੜ ਤੋਂ ਪੈਦਾ ਹੋਇਆ ਸੀ ਅਤੇ ਆਉਣ ਵਾਲੇ ਸਾਲਾਂ ਵਿੱਚ ਸਾਡੀ ਪਾਰਕ ਪ੍ਰਣਾਲੀ ਦੀ ਗੁਣਵੱਤਾ ਨੂੰ ਵਧਾਉਣ ਵਿੱਚ ਮਦਦ ਕਰਨ ਲਈ ਇੱਕ ਵਧੀਆ ਸਰੋਤ ਹੋਵੇਗਾ। ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਅਗਲੇ 30 ਸਾਲਾਂ ਲਈ ਸਿਟੀ ਪਾਰਕਾਂ ਲਈ ਇੱਕ ਗਾਰੰਟੀਸ਼ੁਦਾ, ਸਥਾਨਕ ਫੰਡਿੰਗ ਸਰੋਤ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ, ਜੋ ਫਰਿਜ਼ਨੇ ਸ਼ਹਿਰ ਵਿੱਚ ਇੱਕ ਪ੍ਰਤੀਸ਼ਟ ਵਿਕਰੀ ਟੈਕਸ ਦੇ ਤਿੰਨ-ਅੱਠਵੇਂ ਹਿੱਸੇ ਰਾਹੀਂ ਹੈ, ਜਿਸ ਦੀ ਅੰਦਾਜ਼ਨ ਸਾਲਾਨਾ ਸਰਕਾਰੀ ਆਮਦਨ \$38 ਮਿਲੀਅਨ ਹੈ। ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਕਮਾਈ ਦੀ ਵਰਤੋਂ ਫਰਿਜ਼ਨੇ ਦੇ ਵਰਤਮਾਨ ਪਾਰਕਾਂ, ਪੱਗ-ਡੰਡੀਆਂ ਅਤੇ ਸਬੰਧਿਤ ਸੁਵਿਧਾਵਾਂ ਨੂੰ ਅੱਪਡੇਟ ਕਰਨ ਅਤੇ ਸੁਧਾਰਨ, ਪਾਰਕਾਂ ਨੂੰ ਸਾਫ਼ ਅਤੇ ਸੁਰੱਖਿਅਤ ਬਣਾਉਣ, ਅਤੇ ਉਹਨਾਂ ਮੁਹੱਲਿਆਂ ਵਿੱਚ ਪਾਰਕ ਬਣਾਉਣ ਲਈ ਕੀਤੀ ਜਾਵੇਗੀ ਜਿੰਨ੍ਹਾਂ ਤੱਕ ਇਨ੍ਹਾਂ ਦੀ ਪਹੁੰਚ ਦੀ ਘਾਟ ਹੈ। ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਪੰਜ ਸ਼੍ਰੇਣੀਆਂ ਵਿੱਚ ਫੰਡਾਂ ਦੀ ਵੰਡ ਕਰਦਾ ਹੈ।

1. ਸੁਰੱਖਿਅਤ, ਸਾਫ਼ ਇਲਾਕਾਈ ਪਾਰਕਾਂ ਅਤੇ ਖੇਡ ਮੈਦਾਨਾਂ ਵਿੱਚ ਸੁਧਾਰ ਅਤੇ ਸਾਂਭ-ਸੰਭਾਲ (ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਫੰਡਿੰਗ ਦਾ 46%)
2. ਨਵੇਂ ਇਲਾਕਾਈ ਪਾਰਕ; ਬਜ਼ੁਰਗ ਅਤੇ ਯੁਵਾ ਮਨੋਰੰਜਨ ਸੁਵਿਧਾਵਾਂ (21.5%)
3. ਨੌਜਵਾਨ ਅਤੇ ਬਜ਼ੁਰਗ ਮਨੋਰੰਜਨ ਪ੍ਰੋਗਰਾਮ; ਸਕੂਲ ਤੋਂ ਬਾਅਦ ਦੇ ਪ੍ਰੋਗਰਾਮ; ਅਤੇ ਨੌਜਵਾਨਾਂ ਅਤੇ ਸਾਬਕਾ ਫੌਜੀਆਂ ਵਾਸਤੇ ਨੈਕਰੀ ਸਿਖਲਾਈ (8.5%)
4. ਕਲਾਵਾਂ ਅਤੇ ਸੰਸਕ੍ਰਿਤੀ ਤੱਕ ਵਿਸਤ੍ਰਿਤ ਪਹੁੰਚ (12%)
5. ਸੁਰੱਖਿਅਤ ਪੈਦਲ ਚਲਣ ਅਤੇ ਸਾਇਕਲ ਚਲਾਉਣ ਲਈ ਪੱਗ-ਡੰਡੀਆਂ ; ਸੜਕਾਂ ਦੀ ਸਜਾਵਟ ਅਤੇ ਗੰਦਗੀ ਹਟਾਉਣੀ; ਅਤੇ ਸੈਨ ਵਾਕੀਨ ਰਿਵਰ ਪਾਰਕਵੇ (11.25%)

## MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

# WHAT IS MEASURE P?

Measure P (a.k.a. the Fresno Clean and Safe Neighborhood Parks Tax Ordinance) will invest in our local parks and benefit our entire community by improving safety at Fresno parks, making essential repairs to bring parks and recreation centers up to current health and safety standards, investing in new parks, improving trails and street beautification, and creating programs for children and at-risk youth.

The goals of Measure P are in response to findings in the Parks Master Plan that approximately 80 percent of Fresno's existing parks are in fair or poor condition. The Parks Master Plan also found that \$5 million more is needed annually for the maintenance of existing parks, \$112 million is currently needed for lifecycle replacements and an additional \$17 million is needed annually for new parks.

Measure P was developed by Fresno for Parks, a group of Fresno residents who believe that safer, cleaner parks will improve overall health and quality of life for Fresnans. Measure P was placed on the November 2018 ballot after receiving more than 35,000 signatures of support and was voted into law thereafter. The Ordinance provides a guaranteed, local funding source for parks through a 3/8-cent sales tax in the City of Fresno. It will raise an estimated \$38 million per year and takes special care to ensure the revenue can only be spent on exactly what's specified in the measure. The Ordinance also establishes the Parks, Recreation, and Arts Commission (PRAC), and defines the Commission's role to identify highest-need neighborhoods.

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

# FUNDING ALLOCATION

ESTIMATED \$38 MILLION PER YEAR



**11.25%**  
Safe walking and biking trails; street beautification and litter removal; and the San Joaquin River Parkway

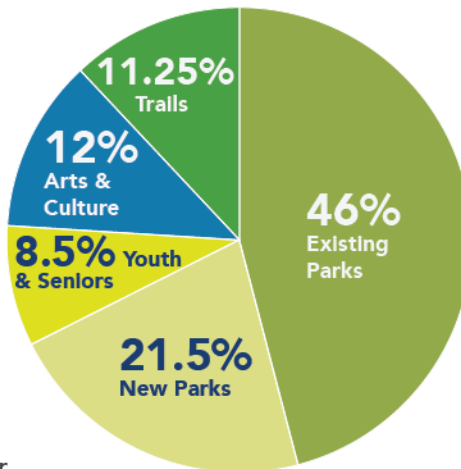
47% Trails  
35% Streetscape  
18% San Joaquin River Parkway



**46%**  
Improving and maintaining existing safe, clean neighborhood parks and playgrounds

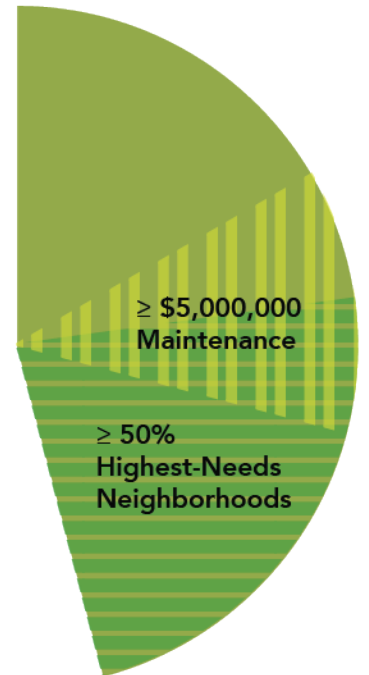


**12%**  
Expanded access to arts and culture

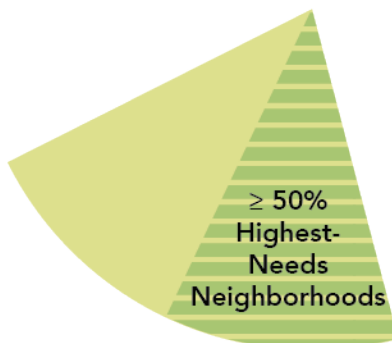


**8.5%**  
Youth and senior recreation programs; after-school programs; job training for youth and veterans

≥ 50% Job Training/career development



**21.5%**  
New neighborhood parks; senior and youth recreation facilities




\* Remaining .75% for planning and program costs


**MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS**

**FUNDING CATEGORIES**


Measure P funds are distributed into five categories: Existing parks, new parks, youth and senior programming, access to arts and culture and trails and street beautification.\*

**1**  **Forty-six percent** of the funds are allocated to **existing parks**. This includes park rehabilitation and other capital improvements, facility upgrades to improve efficiency and safety, playgrounds and picnic areas, new restrooms and restroom improvements, park access for individuals with disabilities, sports facilities and swimming pools, and city-owned arts, cultural, and recreational facilities. Of the funds available for existing parks, no less than \$5,000,000 must be used for maintenance and operations. Additionally, no less than half of the funds for existing parks must be made available for highest needs neighborhoods.




**2**  **Twenty-one-point five percent** of the funds are allocated to **new parks**. This includes new neighborhood parks, pocket parks, and community gardens, public restrooms in new parks, new senior and community centers associated with the park systems, new regional parks located in the City of Fresno, playgrounds and picnic areas in new parks, and new public sport facilities and swimming pools. No less than half of the funds for new parks must be made available for neighborhoods of highest needs.




**3**  **Eight-point five percent** of the funds are allocated to **programming for youth and seniors**. This includes projects and programming that promotes recreation and accessibility to recreational facilities, sports, arts and active programs, community and senior recreation center programs, swimming and water-oriented programs, and other youth-oriented activities. No less than half of these funds must go to programs that provide job training, career development, to youth, young adults and veterans.



## MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

**4**  **Twelve percent** of the funds are allocated for expanded **access to arts and culture**. These funds are allocated in partnership with the Fresno Arts Council and include organizational stability for arts and cultural organizations that reflect the cultural, geographic and demographic diversity of the City of Fresno. It prioritizes organizations and programs that support and expand diverse public or youth engagement and equity.



**5**  **Eleven point twenty-five percent** of the funds are allocated for **safe walking and biking trails, street beautification, and the San Joaquin River Parkway**. Of these funds, forty-seven percent are reserved for projects that include trail development, including bike, pedestrian and equestrian trails and urban greening and tree planting. Twenty percent are reserved for operations and maintenance of trails. Twenty five percent of the funds are prioritized for pedestrian and bicycle pathways. Eighteen percent are for operations and projects consistent with the San Joaquin River Parkway Master Plan. Lastly, thirty-five percent are for development, improvement, restoration, maintenance, or rehabilitation along major roads and streets in the City of Fresno.



\* An additional **zero point seventy-five percent** of the total funds are made available on an annual basis to invest in program implementation, planning and plan updates, program and project innovation, and audit and oversight support to ensure the investments made by the citizens of Fresno create a world class set of facilities and programs.

## CHAPTER 2

# DEFINING HIGHEST-NEED NEIGHBORHOODS

For both existing and new parks, Measure P requires that no less than 50 percent of funds in those categories must be allocated to “highest-need neighborhoods” in the City of Fresno. The Ordinance provides guidance on how these neighborhoods should be defined by the City, in conjunction with the Parks, Recreation and Arts Commission (PRAC). The Ordinance outlines a set of data that must be considered in defining highest-need neighborhoods, which includes park condition and access, health data, demographics, and neighborhood safety data. All of these factors, referred to as “Equity Factors” must be considered in the highest-need definition. The Ordinance directed the City, in conjunction with the Commission, to create a weighted index incorporating the Equity Factors.

The City and the PRAC have led two public workshops, giving people the opportunity to provide input on (1) which Equity Factors are most important when considering park investments in high-need neighborhoods and (2) what proportion of Fresno neighborhoods should be considered “highest-need.” Following an analysis of the available data, including PRAC and public input, PRAC recommends the following definition of the highest needs neighborhoods:

The following Equity Factors shall be prioritized by giving them two times the average weighting:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (C) Park acreage per 1,000 residents;
- (E) Neighborhood youth and senior population;
- (G) Neighborhoods of concentrated poverty;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (J) Years of potential life lost;

The following Equity Factors shall be given average weighting:

- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (F) Neighborhood safety;
- (K) Neighborhood composite mortality rate;

The following Equity Factor shall be de-emphasized by giving them half the average weighting:

- (I) Pre-term birth rates;

The top 25 percent of Fresno census tracts, based on this weighting, shall be considered highest-need for the purposes of allocating funds under Measure P.

# DEFINIENDO LOS VECINDARIOS MÁS NECESITADOS

Tanto para los parques nuevos como para los existentes, la Medida P requiere que no menos del 50 por ciento de los fondos en esas categorías se asignen a los “vecindarios más necesitados” en la Ciudad de Fresno. La Ordenanza brinda orientación sobre cómo es que la Ciudad debe definir estos vecindarios, en conjunto con la Comisión de Parques, Recreación y Arte (PRAC). La Ordenanza describe una serie de datos que deben tomarse en cuenta al definir los vecindarios de mayor necesidad, que incluyen la condición y el acceso al parque, datos de salud, demografía y datos de seguridad del vecindario. Todos estos factores, denominados “Factores de Equidad”, deben considerarse en la definición de mayor necesidad. La Ordenanza le ordenó a la Ciudad, junto con la Comisión, el crear un índice ponderado que incorpore los Factores de Equidad.

La Ciudad y la PRAC han llevado a cabo dos talleres públicos, brindando a las personas la oportunidad de proveer aporte sobre (1) qué Factores de Equidad son más importantes al considerar las inversiones en parques y (2) qué proporción de vecindarios de Fresno deben considerarse de “mayor necesidad”. Luego de un análisis de los datos disponibles, incluyendo la PRAC y las opiniones del público, la PRAC recomienda la siguiente definición para los vecindarios con más necesidad:



Los siguientes Factores de Equidad se priorizarán dándoles el doble de la ponderación media:

- (A) Condiciones existentes de parques e instalaciones basadas en datos de evaluación de necesidades en el Plan
- (C) Superficie del parque por cada 1,000 residentes;
- (E) Población juvenil y de tercera edad del vecindario;
- (G) Vecindarios de pobreza concentrada;
- (H) Abrumados por la contaminación, según lo define CalEnviroScreen 3.0, o actualizaciones posteriores;
- (J) Años de vida potencial perdidos;

A los siguientes Factores de Equidad se les dará una ponderación media:

- (B) La proporción de la población que vive a una distancia transitable a pie (entre 1/2 milla) de un parque;
- (D) Densidad de población;
- (F) Seguridad del vecindario;
- (K) Compilación de la tasa de mortalidad del vecindario;

Se substraerá importancia al siguiente Factor de Equidad dándoles la mitad de la ponderación promedio:

- (I) Tasas de parto prematura;

El 25 por ciento superior de las secciones censales de Fresno, según esta ponderación, se considerará de mayor necesidad para los propósitos de la asignación de fondos según la Medida P.

# QHIA TXOG TIAS THAJ CHAW ZEJ ZOG TWG YOG QHOV NEEG TIM TSUM TSHAJ

(DEFINING HIGHEST-NEED NEIGHBORHOODS)

Hais txog cov parks twb muaj lawm thiab cov tshiab, Measure P yuav tsum muab tsis tsawg tshaj 50% ntawm cov nyiaj ua park no los mus muab siv rau cov zej zog xav tau lub park tshaj plaws nyob rau hauv Fresno no. Tsoom coj tuav txoj cai mam qhia tias yuav xaiv thaj chaw ntawm cov zej zog li cas rau City thiab Parks, Recreation and Art Commission (PRAC). Tsoom coj tuav txoj cai mam sau ua ib qho zuj zus (data) seb qhov twg yog thaj chaw uas neeg yuav tim tsum coob tshaj plaws ua ntej, xws li lub parks seb zoo li cas thiab kev mus los puas yooj yim, yuav pab tau neeg lub cev li cas, neeg coob li cas, thiab zej zog ib ncig ho tsis muaj teeb meem npaum cas. Tag nrho cov nqe lus no yog ib qho yuav lim xyuas (Equity Factors) seb thaj chaw twg yog qhov tim tsum tshaj. Tsoom coj tuav txoj cai mam qhia rau City, nrog rau cov pab pawg neeg ua hauj lwm los mus xyuas qhov kev xaiv lim no.

City thiab PRAC yuav muaj ob lub rooj sib tham rau pej xeem, yog muab lub cib fim rau pej xeem sawv daws tawm tswv yim rau (1) qhov kev xaiv lim (Equity Factor) twg yog qhov tseem ceeb yog thaum hais txog kev nqis peev ua park thiab (2) sab twg hauv Fresno tej zej zog yog qhov xav tias neeg tim tsum heev (highest-need). Qhov kev ntsuam xyuas raws li cov data uas PRAC thiab pej xeem cov tswv yim, PRAC tau pom zoo tias cov sob lus hauv qab no yuav qhia tau tseeb tias thaj tsam zej zog twg yog qhov tim tsum heev tshaj:

Qhov kev xaiv lim (Equity Factors) hauv qab no yog qhov tseem ceeb ua ntej tshaj plaws kom muaj ob npaug ntawm qhov nruab nrab.

(A) Cov parks twb muaj lawm nyob zoo li cas thiab cov tsev nyob hauv yuav tsum raug ntsuam xyuas muab zwm tseg ua data;

(C) Lub park qhov av txaus li 1,000 leej;

(E) Zej zog neeg hluas thiab laus coob li cas

(G) Thaj chaw neeg txom nyem nyob coob zog;

(H) Cov huab cua tsis zoo uas hais los ntawm CalEnviroScreen 3.0, thiab seb huab cua hloov li cas;

(J) Hnub nyoog li cas xiam

Qhov kev xaiv lim hauv qab no yuav tsum muab xaiv kom nyob rau ntawm qhov nruab nrab

(B) Cov neeg nyob ze ntawm lub park taug tau kev mus tau li (1/2 mile) coob li cas;

(D) Thaj chaw neeg coob npau cas;

(F) Zej zog nyob tsis muaj teeb meem;

(K) Zej zog qhov neeg tuag feem ntau hnub nyoog li cas

Qhov kev xaiv lim hauv qab no yuav tsum txo kom txog ib nrab ntawm qhov nruab nrab

(I) Cov me nyuam yog ua ntej cuaj hli coob li cas;

Raws li qhov kev xaiv lim, saib rau ntawm Fresno census tracts, yog tau tag nrho 25%, yuav xam tau tias yog thaj chaw neeg tim tsum heev tshaj ces qhov ntawd yog lub hom phiaj ntawm cov nyiaj Measure P yuav pab rau.

# ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਇਲਾਕਿਆਂ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਨਾ

ਦੇਵੇਂ ਮੌਜੂਦਾ ਅਤੇ ਨਵੇਂ ਪਾਰਕਾਂ ਵਾਸਤੇ, ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਇਹ ਲੋੜਦਾ ਹੈ ਕਿ ਉਹਨਾਂ ਸ਼੍ਰੇਣੀਆਂ ਵਿੱਚ ਘੱਟੋ-ਘੱਟ 50 ਪ੍ਰਤੀਸ਼ਤ ਫੰਡ ਫਰਿਜ਼ਨੇ ਸ਼ਹਿਰ ਵਿੱਚ "ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ" ਨੂੰ ਵੰਡੇ ਜਾਣੇ ਚਾਹੀਦੇ ਹਨ। ਆਰਡੀਨੈਂਸ ਇਸ ਬਾਰੇ ਮਾਰਗਦਰਸ਼ਨ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ ਕਿ ਪਾਰਕਾਂ, ਮਨੋਰੰਜਨ ਅਤੇ ਕਲਾ ਕਮਿਸ਼ਨ (ਪੀ ਆਰ ਏ ਸੀ) ਦੇ ਨਾਲ ਮਿਲ ਕੇ ਸ਼ਹਿਰ ਦੁਆਰਾ ਇਨ੍ਹਾਂ ਮੁਹੱਲਿਆਂ ਨੂੰ ਕਿਵੇਂ ਪਰਿਭਾਸ਼ਿਤ ਕੀਤਾ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ। ਆਰਡੀਨੈਂਸ ਵਿੱਚ ਅੰਕੜਿਆਂ ਦੇ ਇੱਕ ਸਮੂਹ ਦੀ ਰੂਪ-ਰੇਖਾ ਦਿੱਤੀ ਗਈ ਹੈ, ਜੋ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਨ ਵਿੱਚ ਵਿਚਾਰੀ ਜਾਣੀ ਚਾਹੀਦੀ ਹੈ, ਜਿਸ ਵਿੱਚ ਪਾਰਕ ਦੀ ਸਥਿਤੀ ਅਤੇ ਪਹੁੰਚ, ਸਿਹਤ ਅੰਕੜੇ, ਜਨਸੰਖਿਆ, ਅਤੇ ਇਲਾਕਾਈ ਸੁਰੱਖਿਆ ਅੰਕੜੇ ਸ਼ਾਮਲ ਹਨ। ਇਹ ਸਾਰੇ ਕਾਰਕ, ਜਿਨ੍ਹਾਂ ਨੂੰ "ਐਕੁਇਟੀ ਫੈਕਟਰ" ਕਿਹਾ ਜਾਂਦਾ ਹੈ, ਨੂੰ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੀ ਪਰਿਭਾਸ਼ਾ ਵਿੱਚ ਵਿਚਾਰਿਆ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ। ਆਰਡੀਨੈਂਸ ਨੇ ਕਮਿਸ਼ਨ ਦੇ ਨਾਲ ਮਿਲ ਕੇ, ਸ਼ਹਿਰ ਨੂੰ ਐਕੁਇਟੀ ਫੈਕਟਰਾਂ ਨੂੰ ਸ਼ਾਮਲ ਕਰਨ ਵਾਲਾ ਭਾਰਾ ਸੂਚਕ ਅੰਕ ਬਣਾਉਣ ਦਾ ਨਿਰਦੇਸ਼ ਦਿੱਤਾ।

ਸਿਟੀ ਅਤੇ ਪੀ ਆਰ ਏ ਸੀ ਨੇ ਦੋ ਜਨਤਕ ਵਰਕਸ਼ਾਪਾਂ ਦੀ ਅਗਵਾਈ ਕੀਤੀ ਹੈ, ਜਿਸ ਨਾਲ ਲੋਕਾਂ ਨੂੰ ਇਨ੍ਹਾਂ ਤੇ ਨਿਵੇਸ਼ ਪ੍ਰਦਾਨ ਕਰਨ ਦਾ ਮੌਕਾ ਦਿੱਤਾ ਹੈ (1) ਪਾਰਕਾਂ ਵਿੱਚ ਪੂੰਜੀ ਨਿਵੇਸ਼ ਲਈ ਕਿਹੜੇ ਐਕੁਇਟੀ ਫੈਕਟਰ ਸਭ ਤੋਂ ਮਹੱਤਵਪੂਰਣ ਹਨ ਅਤੇ (2) ਫਰਿਜ਼ਨੇ ਦੇ ਮੁਹੱਲਿਆਂ ਦੇ ਕਿੰਨੇ ਅਨੁਪਾਤ ਨੂੰ "ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲਾ" ਮੰਨਿਆ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ। ਉਪਲੱਬਧ ਅੰਕੜਿਆਂ ਦੇ ਵਿਸ਼ਲੇਸ਼ਣ ਤੋਂ ਬਾਅਦ, ਜਿਸ ਵਿੱਚ ਪੀ ਆਰ ਏ ਸੀ ਅਤੇ ਜਨਤਕ ਨਿਵੇਸ਼ ਵੀ ਸ਼ਾਮਲ ਹਨ, ਪੀ ਆਰ ਏ ਸੀ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ ਵਾਸਤੇ ਨਿਮਨਲਿਖਤ ਪਰਿਭਾਸ਼ਾ ਦੀ ਸਿਫਾਰਸ਼ ਕਰਦਾ ਹੈ:

ਨਿਮਨਲਿਖਤ ਐਕੁਇਟੀ ਕਾਰਕਾਂ ਨੂੰ ਔਸਤ ਵਜ਼ਨ ਤੋਂ ਦੇ ਗੁਣਾ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇਗੀ।

- (ੳ) ਯੋਜਨਾ ਵਿੱਚ ਲੋੜਾਂ ਦੇ ਮੁਲਾਂਕਣ ਅੰਕੜਿਆਂ ਦੇ ਆਧਾਰ 'ਤੇ ਪਾਰਕਾਂ ਅਤੇ ਸੁਵਿਧਾਵਾਂ ਦੀਆਂ ਮੌਜੂਦਾ ਸ਼ਰਤਾਂ;
- (ਸੀ) ਪਾਰਕ ਦਾ ਰਕਬਾ 1,000 ਵਸਨੀਕਾਂ ਪ੍ਰਤੀ;
- (ਈ) ਇਲਾਕਾਈ ਨੌਜਵਾਨ ਅਤੇ ਬਜ਼ੁਰਗ ਆਬਾਦੀ;
- (ਜੀ) ਇਕਾਗਰ ਗਰੀਬੀ ਦੇ ਇਲਾਕੇ;
- (ਐਚ) ਪ੍ਰਦੂਸ਼ਣ ਦਾ ਬੋਝ, ਜਿਵੇਂ ਕਿ ਕੈਲਐਨਵੀਰੋਸਕ੍ਰੀਨ 3.0, ਜਾਂ ਬਾਅਦ ਦੇ ਅੱਪਡੇਟਾਂ ਦੁਆਰਾ ਪਰਿਭਾਸ਼ਿਤ ਕੀਤਾ ਗਿਆ ਹੈ;
- (ਜੇ) ਸੰਭਾਵਿਤ ਜੀਵਨ ਦੇ ਗੁਆਚੇ ਸਾਲ;

ਹੇਠ ਲਿਖੇ ਐਕੁਇਟੀ ਕਾਰਕਾਂ ਨੂੰ ਔਸਤ ਵਜ਼ਨ ਦਿੱਤਾ ਜਾਵੇਗਾ।

- (ਬੀ) ਪਾਰਕ ਦੇ ਪੈਦਲ ਚੱਲਣ ਦੀ ਦੂਰੀ (1/2 ਮੀਲ) ਦੇ ਅੰਦਰ ਰਹਿਣ ਵਾਲੀ ਆਬਾਦੀ ਦਾ ਅਨੁਪਾਤ;
- (ਡੀ) ਜਨਸੰਖਿਆ ਘਣਤਾ;
- (ਐਫ) ਇਲਾਕਾਈ ਸੁਰੱਖਿਆ;
- (ਕੇ) ਇਲਾਕਾਈ ਮਿਸ਼ਰਿਤ ਮੌਤ ਦਰ;

ਨਿਮਨਲਿਖਤ ਐਕੁਇਟੀ ਕਾਰਕ ਨੂੰ ਔਸਤ ਭਾਰ ਦਾ ਅੱਧਾ ਦੇ ਕੇ ਘੱਟ-ਮਹੱਤਤਾ ਦਿੱਤੀ ਜਾਵੇਗੀ।

- (ਐਲ) ਪੂਰਵ-ਮਿਆਦ ਦੀਆਂ ਜਨਮ ਦਰਾਂ;

ਇਸ ਵਜ਼ਨ ਦੇ ਆਧਾਰ 'ਤੇ, ਫਰਿਜ਼ਨੋ ਦੇ ਚੋਟੀ ਦੇ 25 ਪ੍ਰਤੀਸ਼ਤ ਜਨ ਗਣਨਾ ਟ੍ਰੈਕਟਾਂ ਨੂੰ, ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਦੇ ਤਹਿਤ ਫੰਡ ਵੰਡਣ ਦੇ ਉਦੇਸ਼ਾਂ ਲਈ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜਵੰਦ ਮੰਨਿਆ ਜਾਵੇਗਾ।

**DEFINING HIGHEST- NEED NEIGHBORHOODS**

# MEASURE P GUIDANCE ON HIGHEST-NEED NEIGHBORHOODS

Through the end of 2021, the Measure P Ordinance states that highest needs neighborhoods are defined as areas located within census tracts that rank within the top twenty-five percent of Fresno census tracts as identified in the State's CalEnviroScreen 3.0; and whose nearest park is identified as being in poor condition, according to the Parks Master Plan, or is located within a priority zone for new parks, as defined by the Parks Master Plan.

Starting on January 1, 2022 (and every three years after) the definition of highest needs neighborhoods will be updated after a comprehensive public process to identify which neighborhoods have the highest needs. The definition will be based on a set of 11 criteria, which we will call Equity Factors. In the following pages, each map shows how its factor relates to the City of Fresno at the scale of census tracts.

DEFINING HIGHEST-NEED NEIGHBORHOODS

# HIGHEST-NEED EQUITY FACTORS

- (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 CalEnviroScreens 3.0, or subsequent updates.
- (I) Pre-term birth rates.
- (J) Years of potential life lost.
- (K) Neighborhood composite mortality rate.

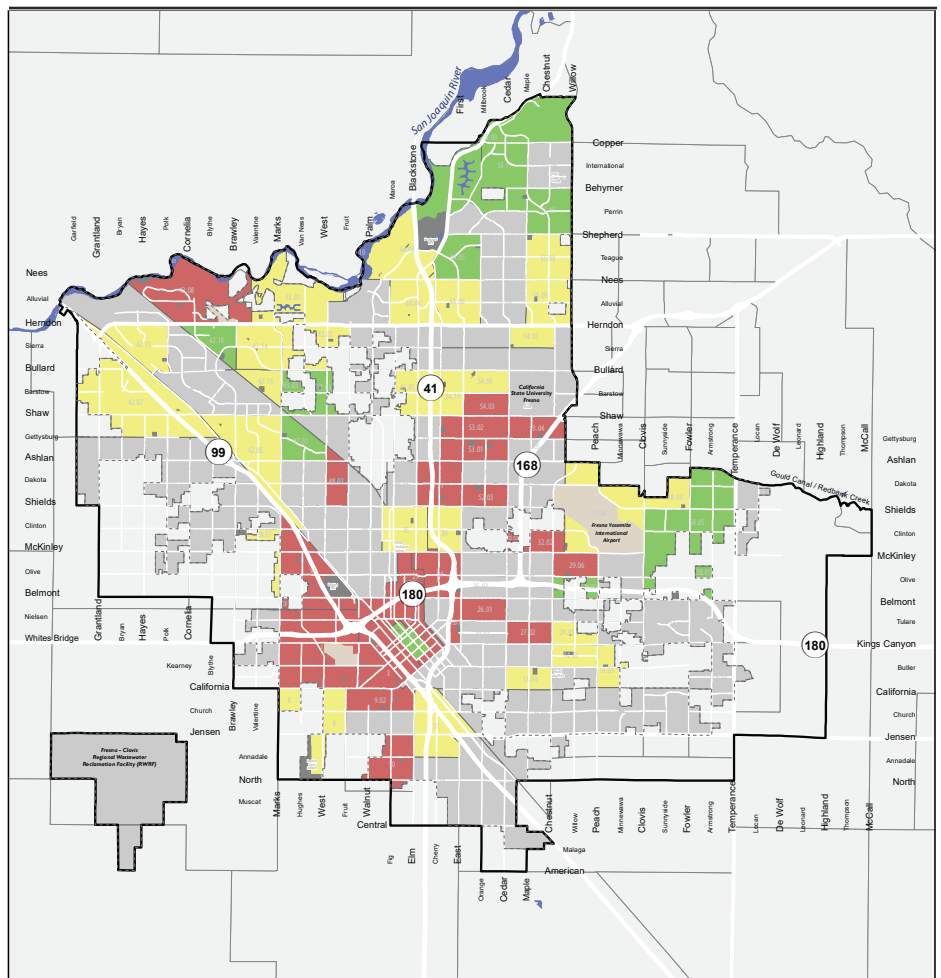
DEFINING HIGHEST- NEED NEIGHBORHOODS

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 Parks Master Plan assessed all the existing parks in Fresno and determined that 20 percent of the parks are in good condition, 50 percent are in fair condition and 30 percent of the parks are in poor condition. The red areas on this map highlight areas where parks exist but are in poor condition.

EXISTING CONDITION OF PARKS



SOURCE:  
Fresno Parks Master Plan

DEFINITION  
Census Tracts containing parks identified as being in "Poor" condition

**Park Condition**

- Good
- Poor
- Fair
- No Park within Tract
- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park

Sources: Fresno County, City of Fresno, population data: ESRI 2020, park condition data: Fresno PMP

Note: Data only shown for census tract area within Fresno City Limits. In tracts with more than one park; poorest condition park ranked the tract.





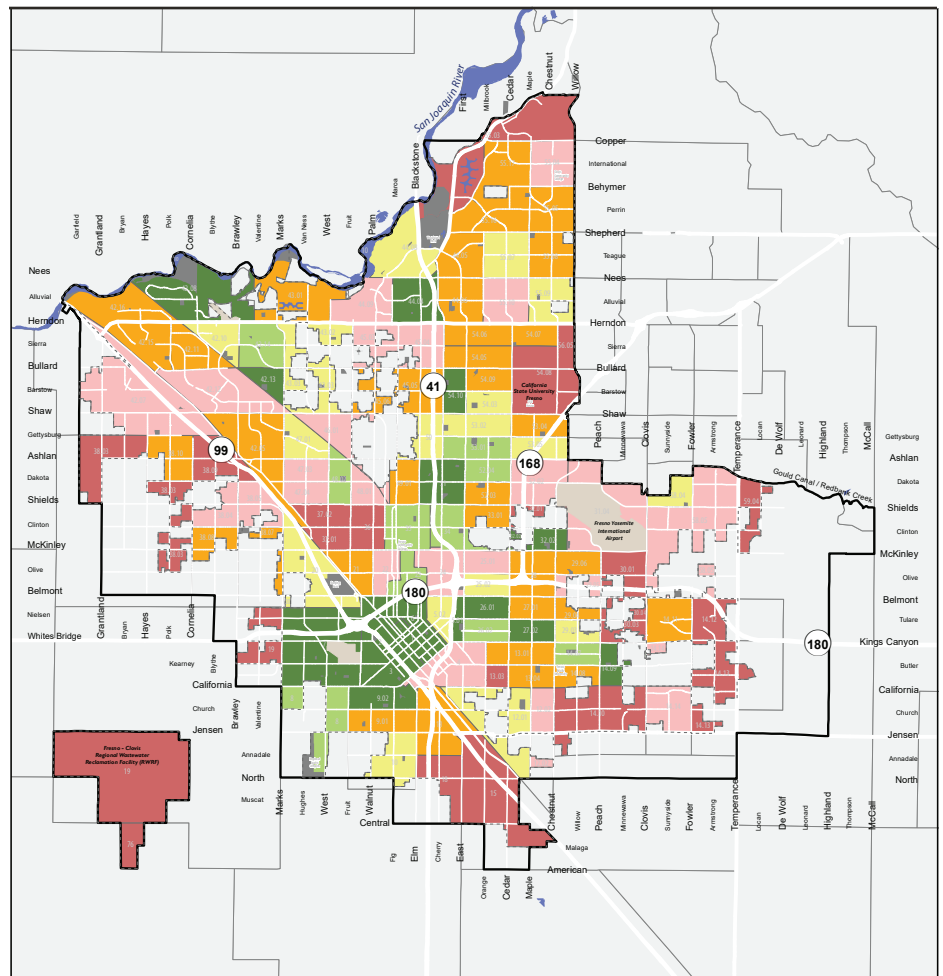
DEFINING HIGHEST-NEED NEIGHBORHOODS

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. The Parks Master Plan identified 1/2 mile walksheds around each existing park and highlighted the areas of the city that do not lie within a 1/2 mile walk to a park. Red on this map highlights areas where no one is within a 1/2-mile walk to a park. In pink and orange areas, most people are not within a 1/2-mile walk to a park.

PERCENT POPULATION THAT CAN WALK TO A PARK



Sources: Fresno County, City of Fresno, population data: ESRI 2020, park access/walksheds data: Fresno FMP

Note: Data only shown for census tract area within Fresno City Limits. Additional parks were added for walkshed calculations. These added parks are shown on the map. A full list is located in the documentation.

SOURCE:

Fresno Parks Master Plan

DEFINITION

Census Tracts where 20% or fewer people live within 1/2 mile walking distance of a park

% Within 1/2 Mile Walk to a Park

- 0%
- 1% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 81% - 100%

- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park



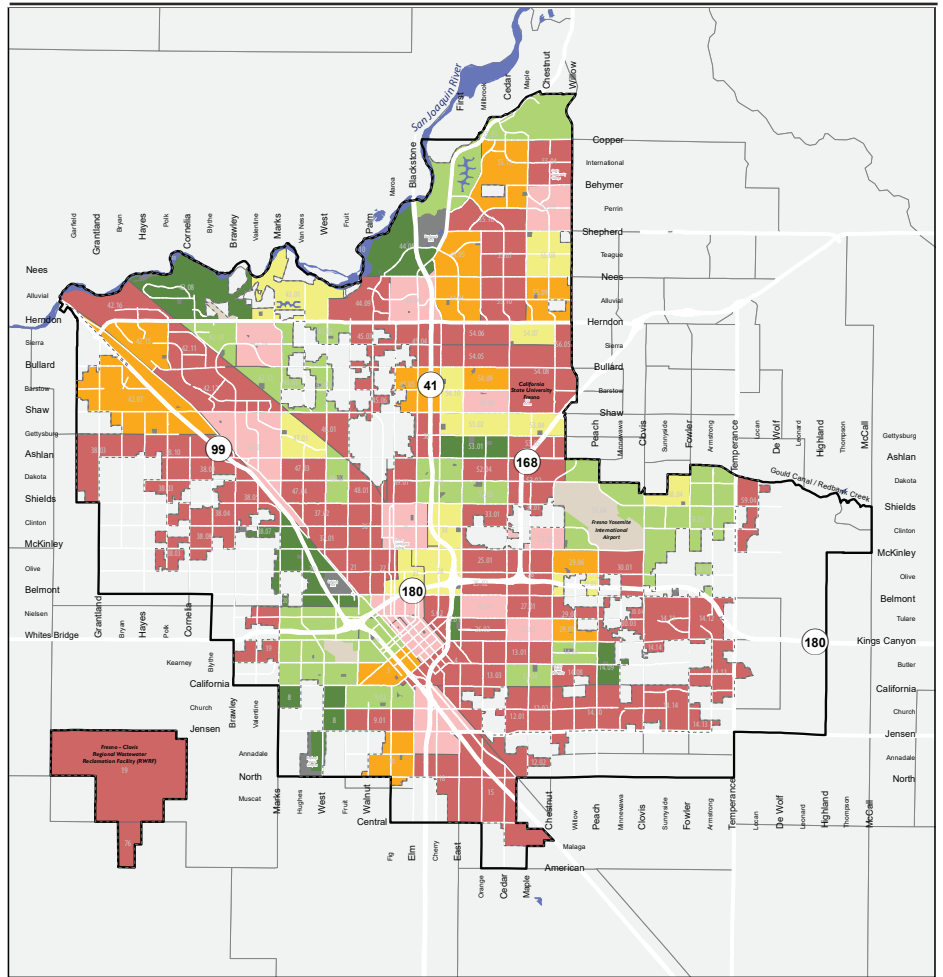
DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

**(C) PARK ACREAGE PER 1,000 RESIDENTS**

Parks in Fresno are not evenly distributed throughout the city. The Parks Master Plan calculated how many acres of park land there are in Fresno for every 1,000 residents. While there is no hard and fast rule for how much park land is the right amount, the California Department of Parks and Recreation sets its policies to support at least three acres of park land for every 1,000 residents. Much of Fresno has less than one acre of park land per 1,000 residents, as shown in this map. The red on this map shows areas where there are no parks at all. Dark green areas are the only parts of Fresno with over 3 acres of park land per 1,000 residents.

PARK ACRES PER 1000 PEOPLE



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

Note: Data only shown for census tract area within Fresno City Limits. Park acreage calculated within each Fresno city census tract.

Park Acreage per 1,000 Residents

- 0
- 0.1 - 0.8
- 0.9 - 1.2
- 1.3 - 1.7
- 1.8 - 2.9
- 3+

Not Included in Analysis

City Limits

Sphere of Influence

Airport

Park



SOURCE:

Fresno Parks Master Plan

DEFINITION

Census Tracts where the ratio of park acreage to 1,000 residents is **less than 0.8**.

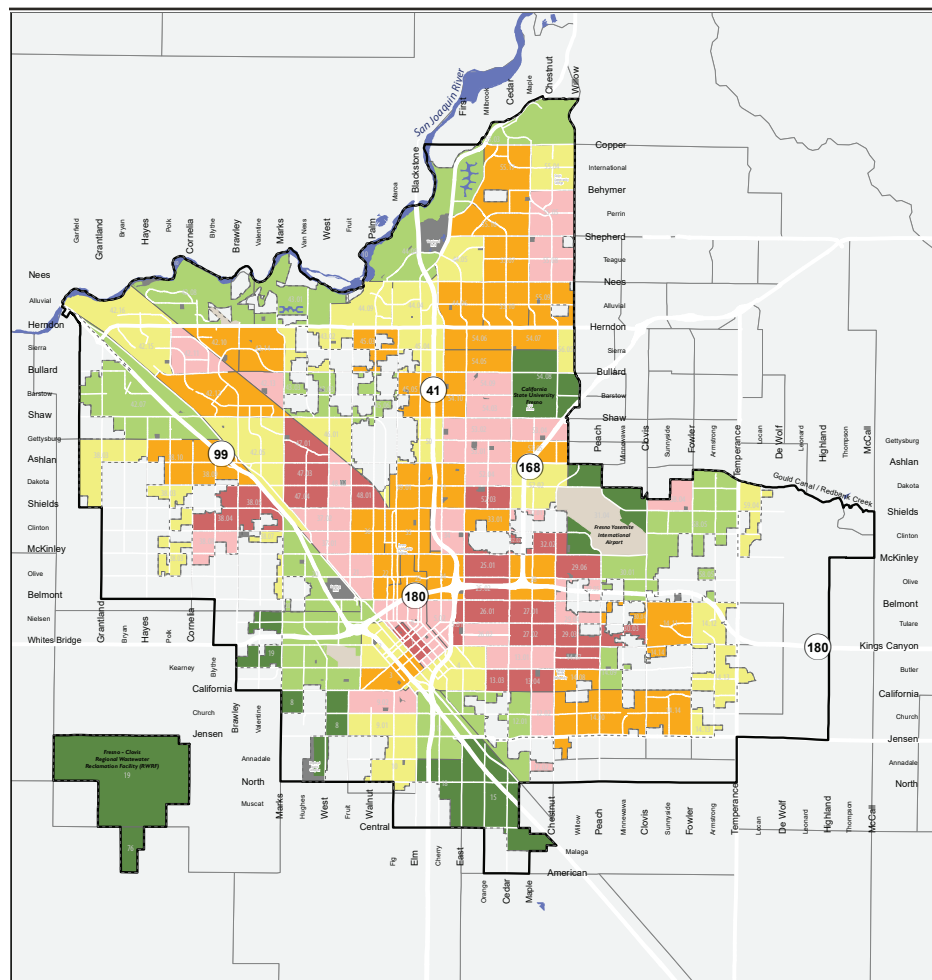
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(D) POPULATION DENSITY

People who live in denser residential areas of a city often have less access to private outdoor space. Public park access is even more critical in these neighborhoods. The red and pink on this map shows where more people live.

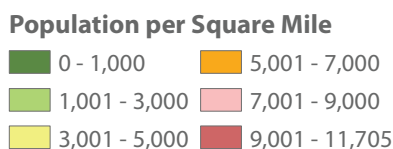
POPULATION DENSITY



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

SOURCE:  
City of Fresno

DEFINITION  
Census Tracts where the population density is **greater than 7000** residents per square mile.



Note: Data only shown for census tract area within Fresno City Limits. Population density area only includes land, water was excluded in square miles calculation.



- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park

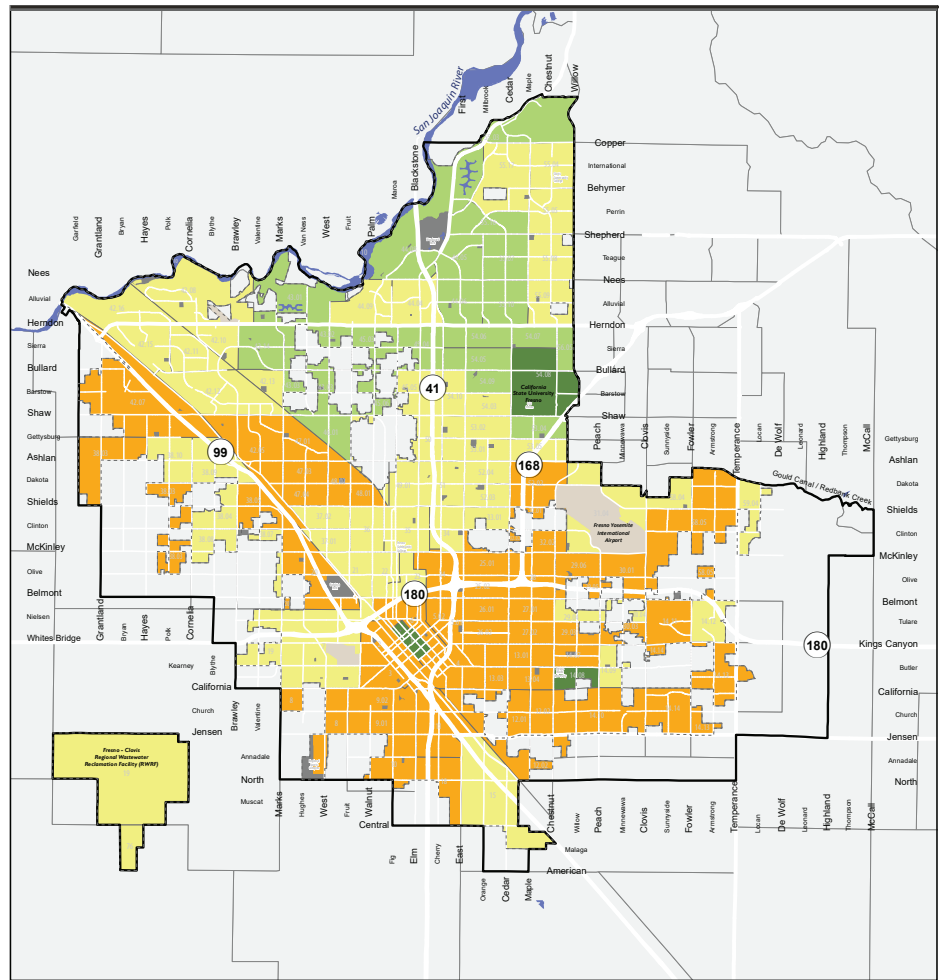
DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

**(E) 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 areas on this map show where there are more children under 18.

YOUTH POPULATION



SOURCE:

City of Fresno

DEFINITION

Census Tracts where the percent of the population of residents under 18 years of age is **greater than 30%**.

**% Children Population (under 18)**

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%

- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park

Sources: Fresno County, City of Fresno, population data: ESRI 2020.

Note: Data only shown for census tract area within Fresno City Limits. Youth population includes ages 0-17.



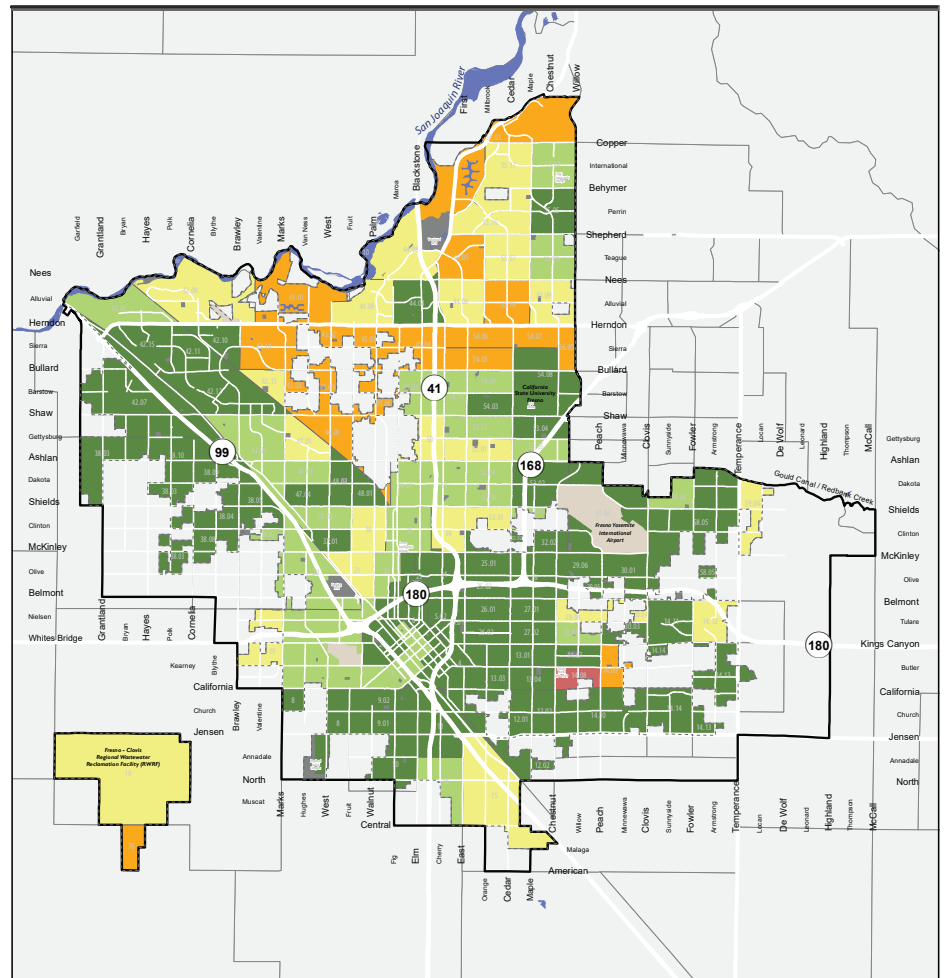
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

**(E) NEIGHBORHOOD YOUTH AND SENIOR POPULATION - SENIORS**

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

SENIOR POPULATION



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

Note: Data only shown for census tract area within Fresno City Limits. Senior population includes ages 65 and up.

SOURCE:

City of Fresno

DEFINITION

Census Tracts where the percent of population of residents over 65 years of age is **greater than 20%**.

**% Senior Population (65+)**

- 1% - 10%
- 11% - 12%
- 13% - 20%
- 21% - 40%
- 41% - 50%

- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park



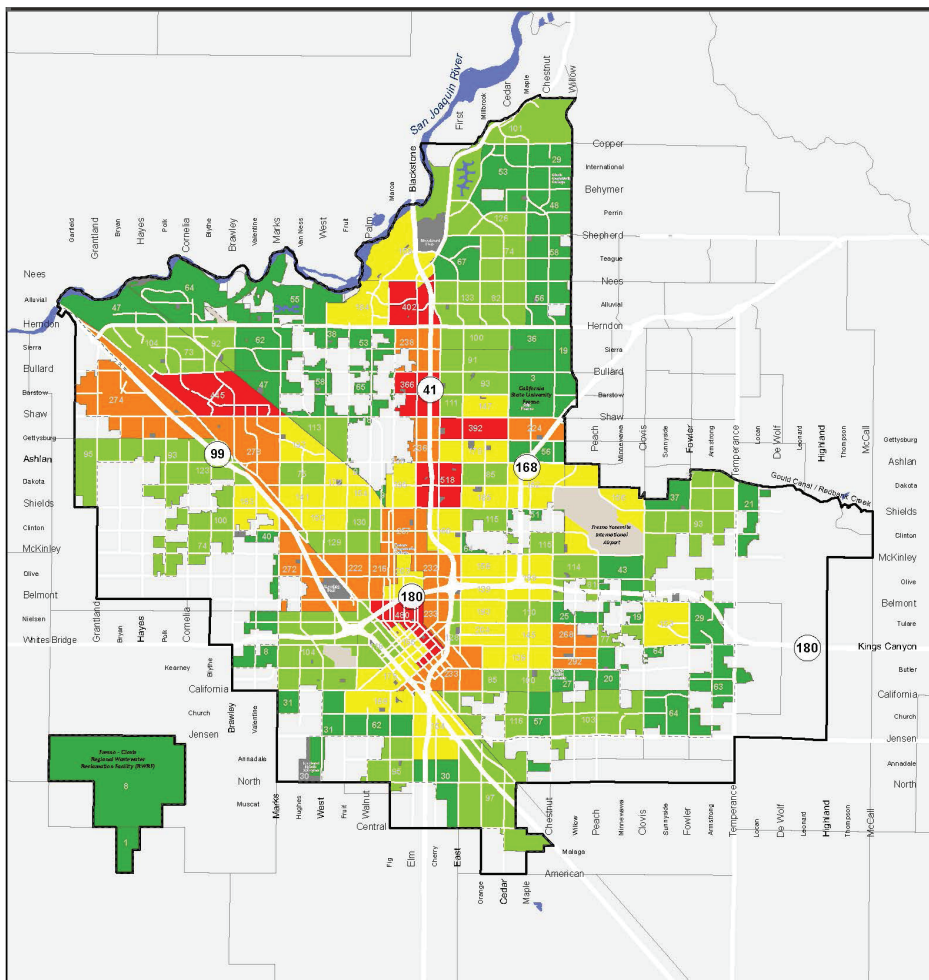
DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

**(F) NEIGHBORHOOD SAFETY**

Neighborhoods with a higher investment in public greenspace and activation tend to see more community cohesion. Red and orange on this map show areas in Fresno where there were a higher number of crimes reported in 2020.

2020 CRIME MAP



Sources: Fresno Police Department

Note: Data only shown for census tract area within Fresno City Limits.

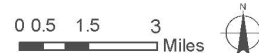
SOURCE:  
Fresno Police Department

DEFINITION  
Census Tracts where the number of crimes totals 205 and greater.

Number Of Crimes

- 1 - 67
- 68 - 133
- 134 - 204
- 205 - 292
- 293 - 518

- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park



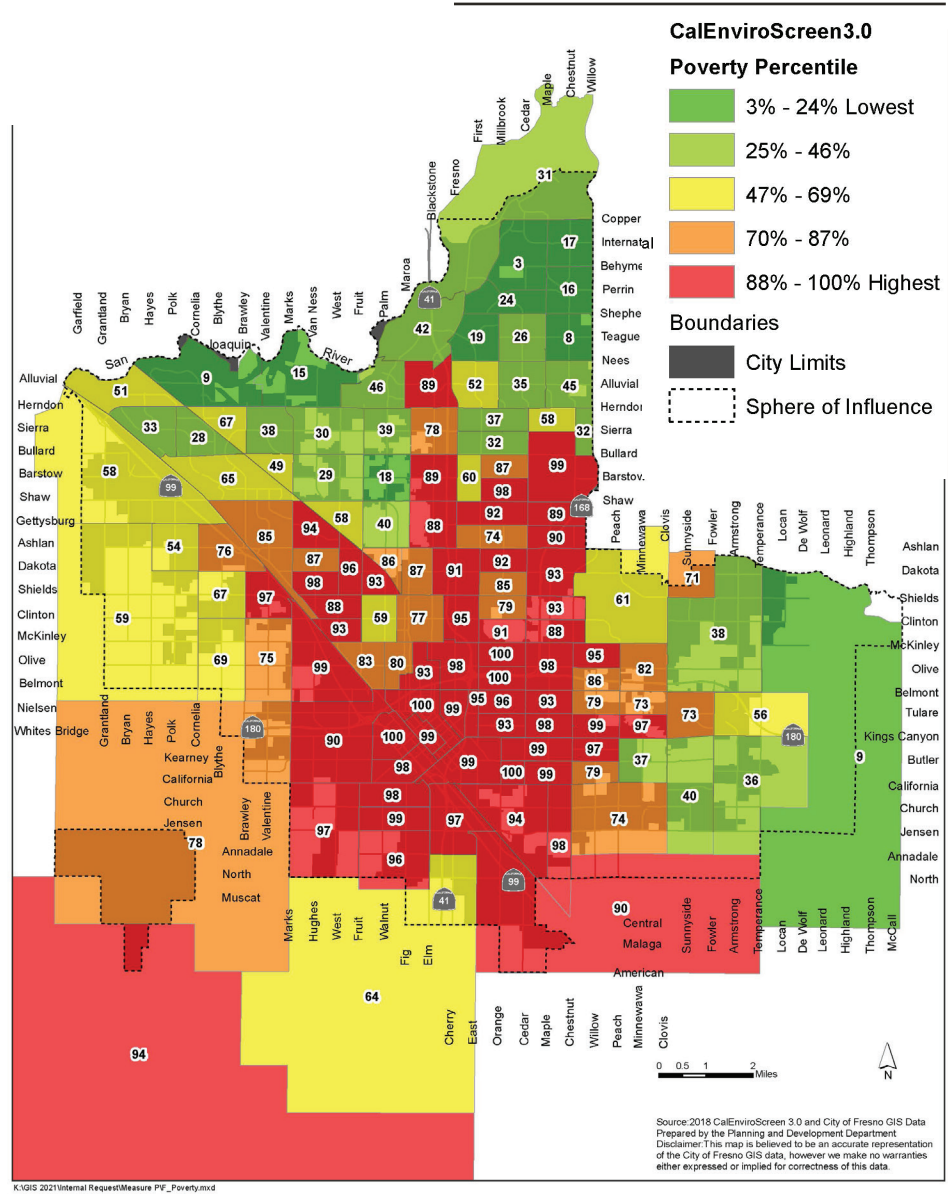
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

**(G) NEIGHBORHOODS OF CONCENTRATED POVERTY**

People with lower economic independence rely on public parks to fulfill their public health needs. Red on this map shows areas of concentrated poverty.

NEIGHBORHOODS OF CONCENTRATED POVERTY



SOURCE:  
CalEnviroScreen 3.0

DEFINITION  
 Census Tracts where the percent of the population in poverty is **greater than 70%**.  
 Poverty is defined as Percent of the population living below two times the federal poverty level (5-year estimate, 2011-2015).

DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

(H) POLLUTION BURDEN

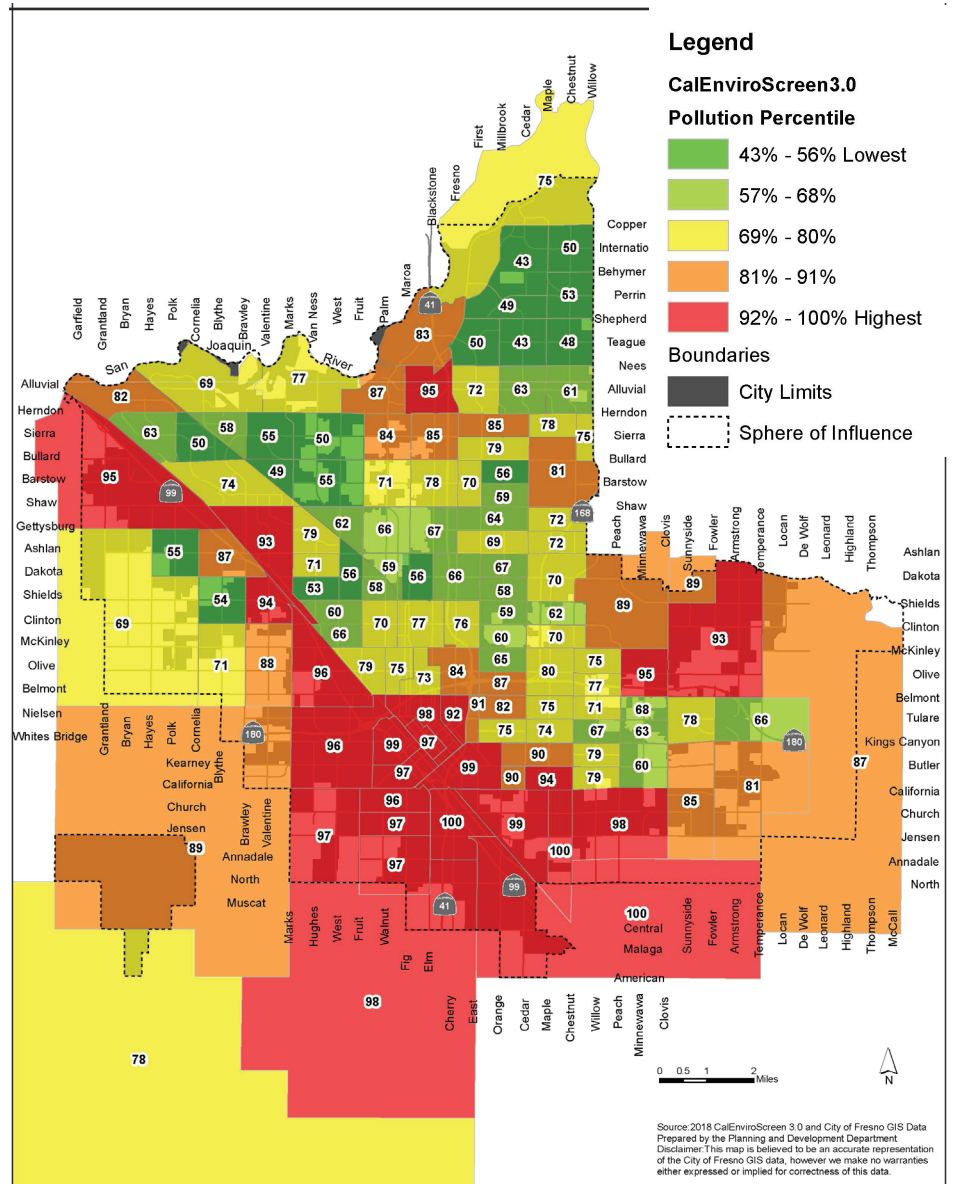
Urban green spaces have a natural ability to filter pollution from the air and reduce local air and ground temperature. Red on this map shows areas of Fresno that have a higher pollution burden.

SOURCE:  
CalEnviroScreen 3.0

DEFINITION  
Census Tracts where the pollution burden is **greater than 80%**.

POLLUTION BURDEN DEFINITION:  
Exposures (ozone concentrations, PM2.5 concentrations, diesel PM emissions, drinking water contaminants, pesticide use, toxic releases, traffic density) + Environmental Effects (cleanup sites, groundwater threats, hazardous waste, impaired water bodies, solid waste sites and facilities)

POLLUTION BURDEN





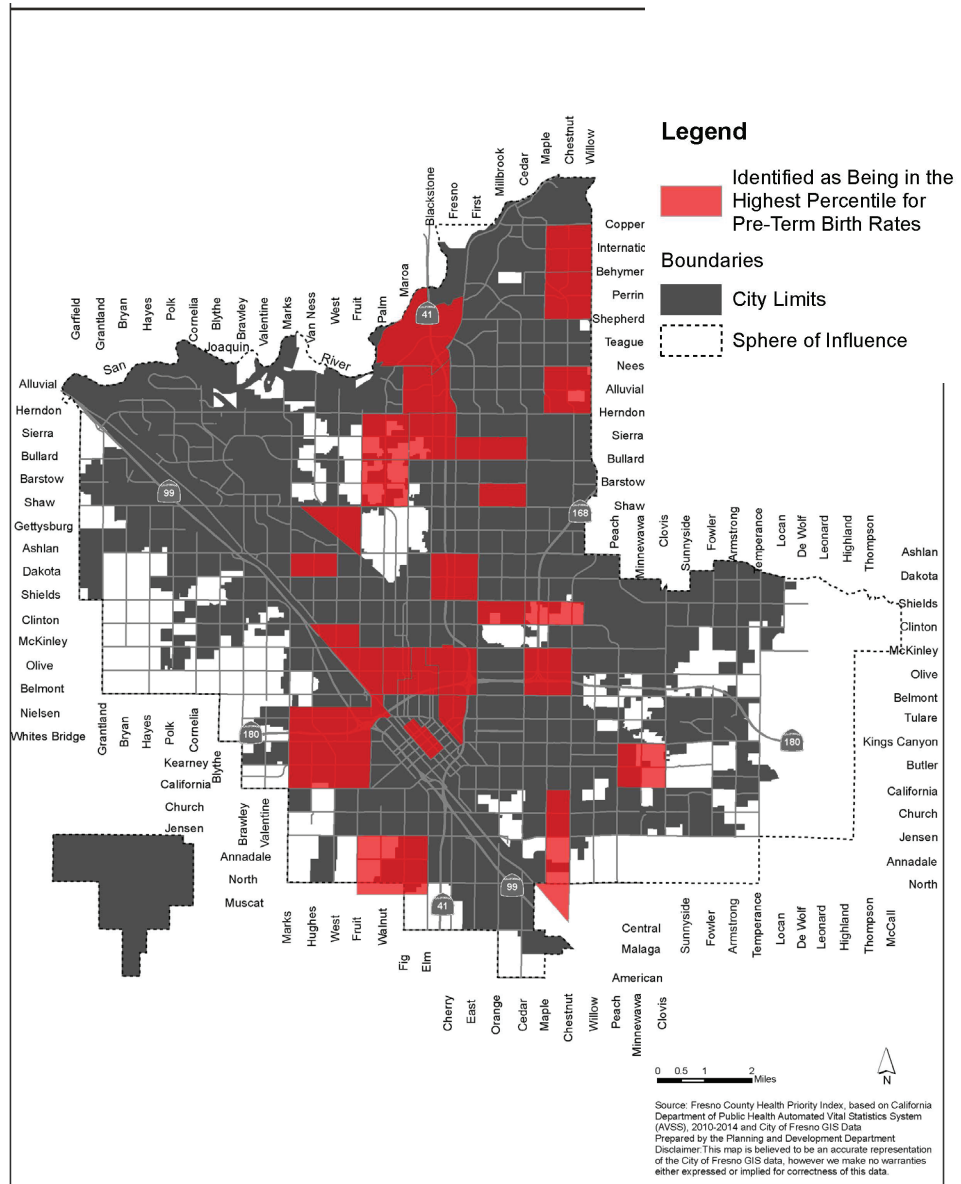
### DEFINING HIGHEST-NEED NEIGHBORHOODS

## 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.

### PRE TERM BIRTH RATES



SOURCE:  
Fresno Health Priority Index

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

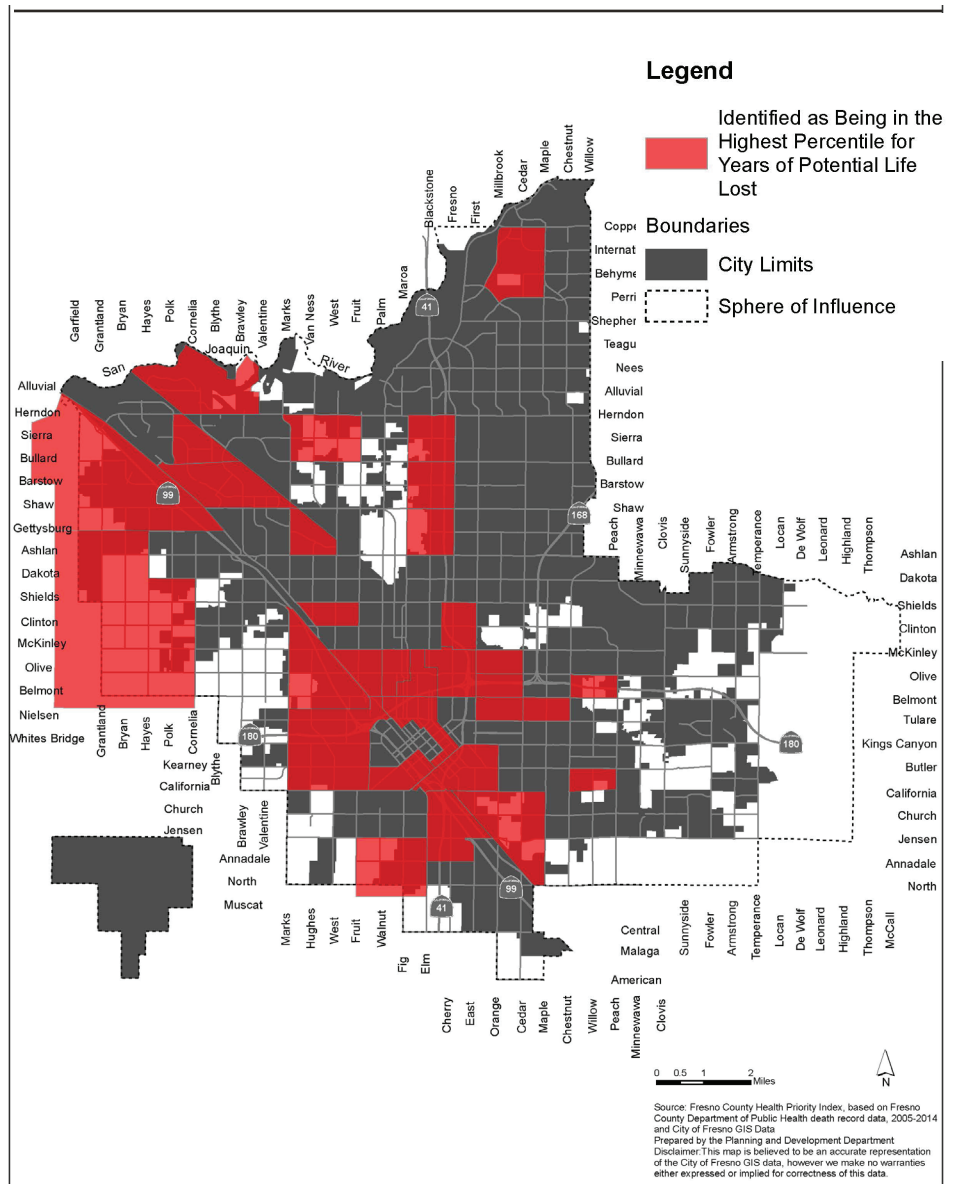
DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

**(J) YEARS OF POTENTIAL LIFE LOST**

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 premature mortality, or people dying before the age of 65.

YEARS OF POTENTIAL LIFE LOST



SOURCE:  
Fresno Health Priority Index

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

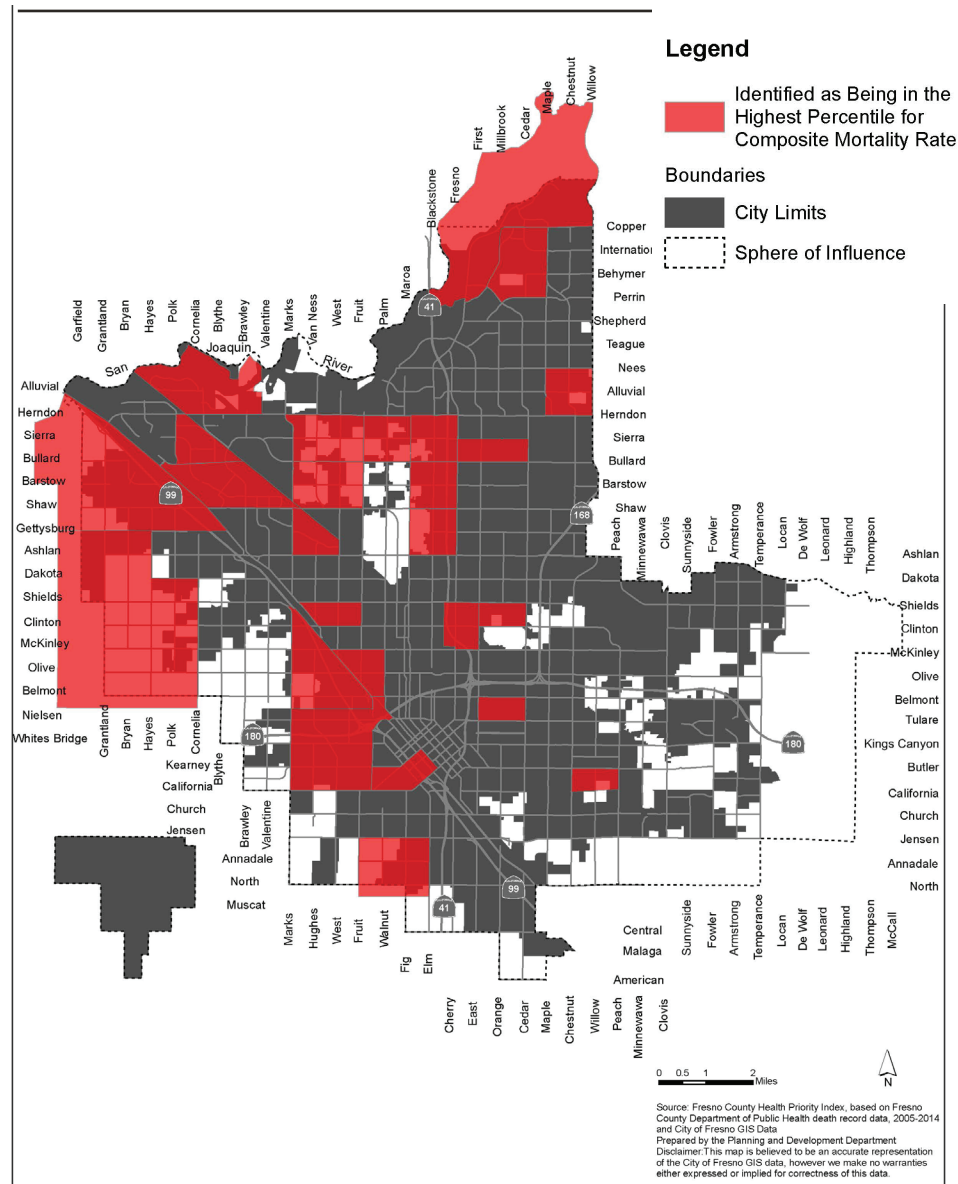
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

**(K) NEIGHBORHOOD COMPOSITE MORTALITY RATE**

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 with higher composite mortality rates.

COMPOSITE MORTALITY RATE



SOURCE:  
 Fresno Health Priority Index

DEFINITION  
 Census Tracts identified as being in the **highest percentile** for composite mortality rate.

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## DEFINING HIGHEST- NEED NEIGHBORHOODS

# COMMISSION AND COMMUNITY EVALUATION PROCESS

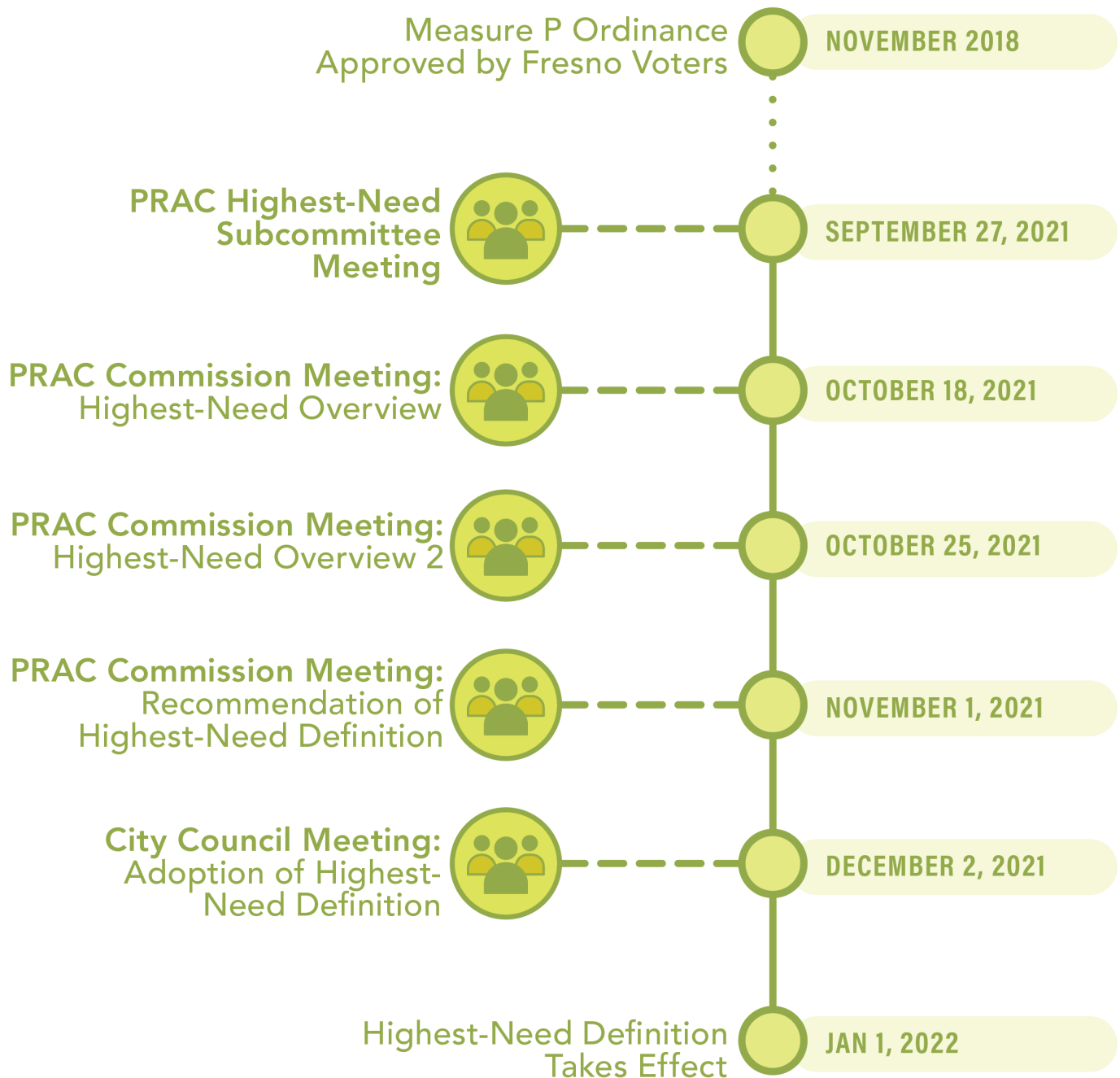
The Measure P Ordinance calls for the Parks, Recreation and Arts Commission to update the definition of highest-need neighborhoods every three years. Defining highest-need neighborhoods requires the Commission to do two things: (1) create a weighted index incorporating all of the Equity Factors to reflect their relative importance to Fresno residents. The weighted index allows all neighborhoods to be scored. (2) Determine the threshold, in terms of the scoring system above, at which neighborhoods qualify as highest-need neighborhoods. The following pages outline the Commission and community process that took place in 2021 to determine the highest-need neighborhoods for the purposes of allocating funds under Measure P.

The PRAC established a Highest-Need Neighborhoods Subcommittee, which met with the Consultant team and City Staff on **September 27, 2021**. During that meeting, the Subcommittee was presented an overview of the Equity Factors and given an opportunity to review the material internally and provide feedback on their recommended weighting of the Equity Factors. The Subcommittee asked that the same material be brought to the full Commission to receive additional input from the group and the community.

The Commission Meeting on **October 18, 2021** was done in a virtual public workshop format. The meeting was publicized by the City of Fresno on Twitter, Facebook, Instagram, and Nextdoor. Messages were sent to the Council District offices, all Parks Department employees, as well as the Economic Development Department, Planning Department, and Public Works Department. A notice with a multi-lingual digital flyer was emailed

DEFINING HIGHEST-NEED NEIGHBORHOODS

# PROCESS TIMELINE



## DEFINING HIGHEST- NEED NEIGHBORHOODS

to a list of over 400+ stakeholders. The workshop included a presentation of each Equity Factor, and a series of poll questions asking the Commission and the community to give input on how each Equity Factor should be weighted, either higher than, equal to, or lower than average. An additional poll question asked for input on which percentile of census tracts in the analysis should be considered highest-need neighborhoods.

Since only a small number of community members participated in this meeting, a second meeting was requested to repeat the process. In preparation for the additional public meeting, there was an augmented outreach effort to attract public engagement and attendance. The second Commission meeting/public workshop was held on **October 25, 2021**. The full presentation and polling process was repeated and included participation from Commissioners and over 75 members of the public. The meeting included a lively public discussion of the Equity Factors and the process. Members of the community shared their experiences and preferences about which Equity Factors are more critical for guiding future investments in parks. The results and the full process are documented on the following pages.

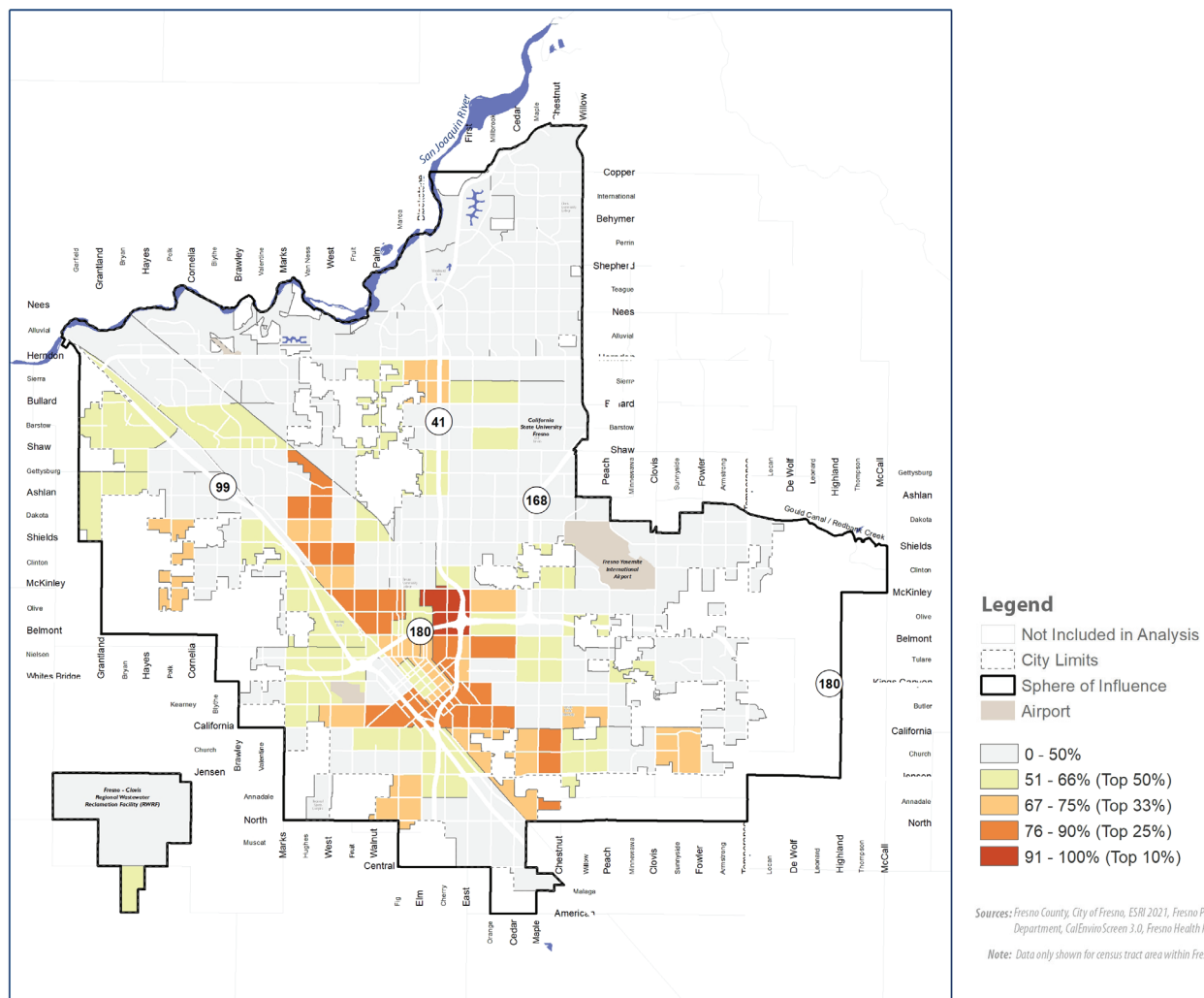
## WEIGHTING THE EQUITY FACTORS

The process to create a weighted index of highest-need neighborhoods is illustrated over the following pages as Step 1: Equal Evaluation, Step 2: Subcommittee Evaluation, and Step 3: Parks, Recreation and Arts Commission (PRAC) and Community Evaluation. The final step in the process is the Commission's recommended highest-need neighborhoods definition, illustrated on the Preferred Highest-Need Neighborhoods Definition pages (46-47).

### DEFINING HIGHEST-NEED NEIGHBORHOODS

#### STEP ONE: EQUAL EVALUATION

The first step was to show which neighborhoods might be considered highest-need if each Equity Factor was given the same level of importance. The map here shows how these factors “map onto” the City of Fresno, using census tracts as our unit of analysis. Areas with darker orange and red indicate census tracts that meet more of the Equity Factor criteria. As the map shows, an equally-weighted index would generally show highest-need neighborhoods in Fresno clustered around downtown and in a north-south corridor extending north and south of downtown.



WEIGHTED EQUITY FACTORS: EQUAL EVALUATION

Fresno, CA

Sources: Fresno County, City of Fresno, ESRI 2021, Fresno PMP, Fresno Police Department, CalEnviroScreen 3.0, Fresno Health Priority Index  
 Note: Data only shown for census tract area within Fresno City Limits.



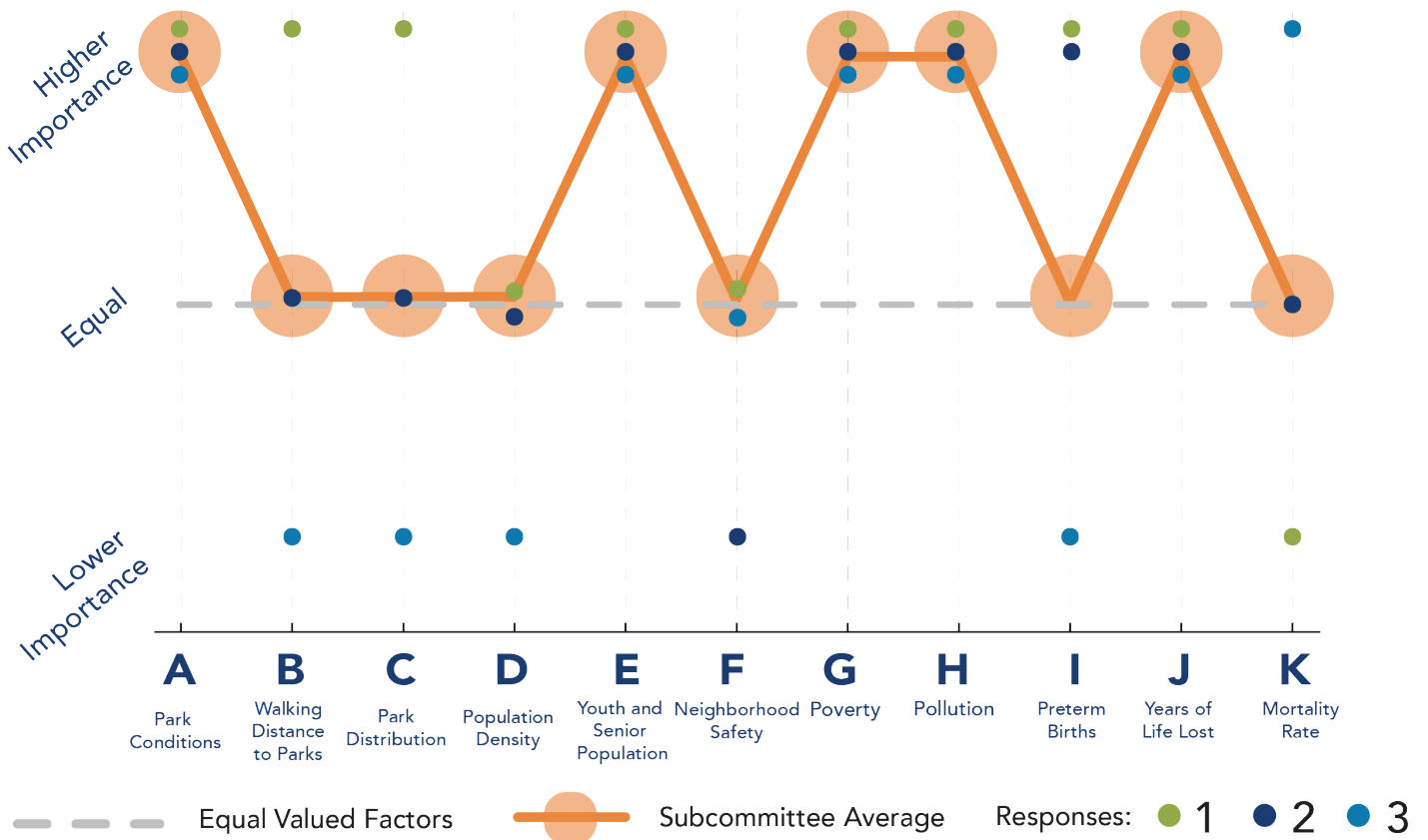
**DEFINING HIGHEST- NEED NEIGHBORHOODS**

**STEP TWO: SUBCOMMITTEE EVALUATION**

In step two, each Equity Factor was given a higher, average, or lower level of importance based on initial input from the PRAC’s Highest-Need Subcommittee members. This map and chart of poll responses was used as an example of the polling process before the full Commission and community gave their input.

As shown in the chart below, the Subcommittee gave higher importance to park condition (Factor A), youth and senior population (Factor E), poverty (Factor G), pollution burden (Factor H), and years of life lost (Factor J). The other factors were considered to be of average importance. (On the chart,

**SUBCOMMITTEE SEPTEMBER 27 POLL RESULTS TABLE**

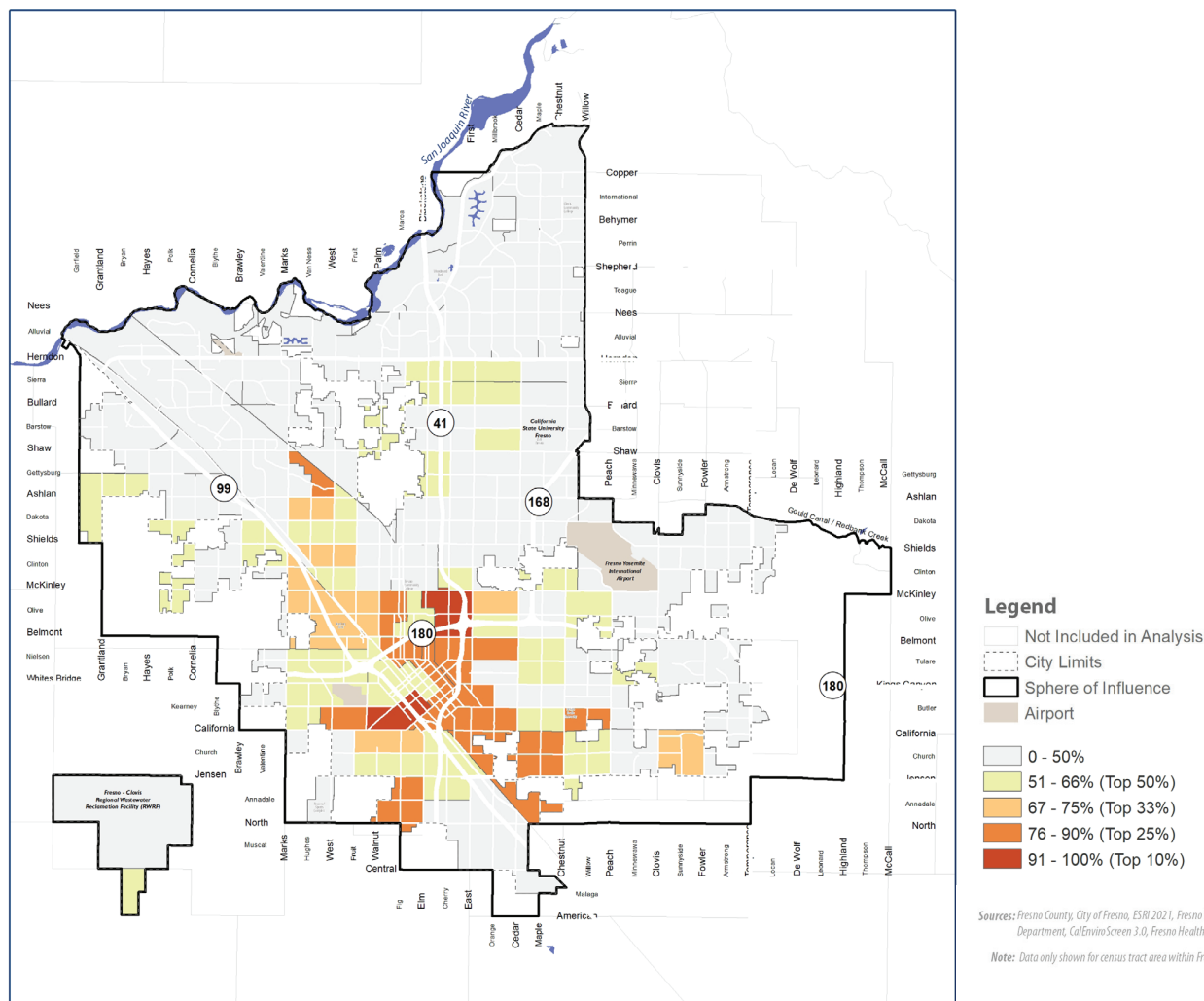




### DEFINING HIGHEST-NEED NEIGHBORHOODS

the dotted grey line shows the equal scenario where each Equity Factor has the same level of importance. The blue and green dots indicate how individual members of the Highest-Need Subcommittee voted and the orange dots shows the average of these votes.)

The map illustrates which census tracts in Fresno could qualify as highest-need under the Subcommittee’s priorities. Areas with darker orange and red indicate census tracts that meet more of the Equity Factor criteria. As compared with the Equal Evaluation, these tracts are more concentrated downtown and near Southeast and Southwest Fresno.



**WEIGHTED EQUITY FACTORS: SUBCOMMITTEE EVALUATION**

**Fresno, CA**

0 0.75 1.5 3 Miles



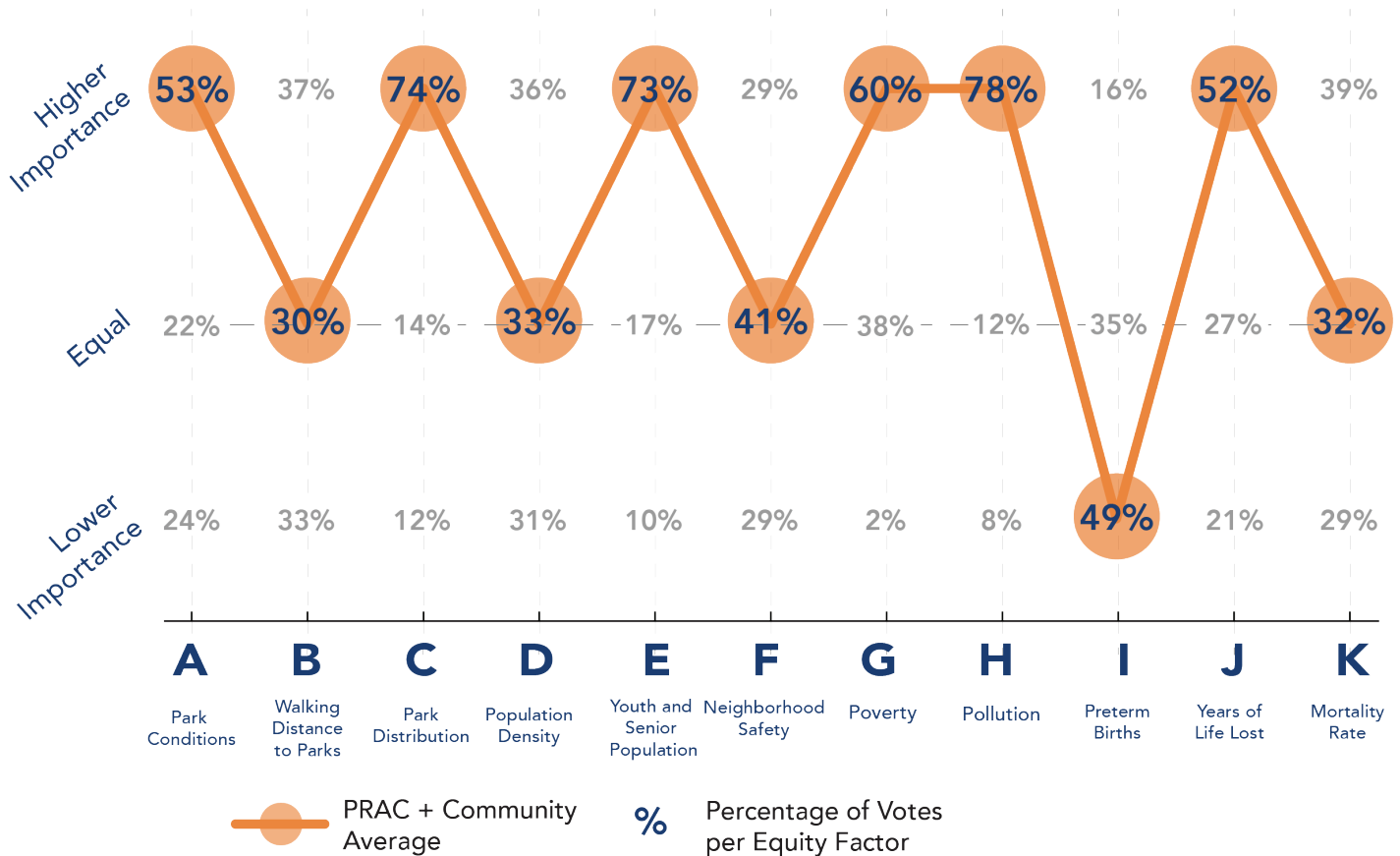
**DEFINING HIGHEST- NEED NEIGHBORHOODS**

**STEP THREE: PARKS, RECREATION AND ARTS COMMISSION (PRAC) + COMMUNITY EVALUATION**

Step three was the Commission and Community Evaluation conducted at the October 25, 2021 workshop. Part 1 of the October 25, 2021 workshop was a poll to evaluate each Equity Factor. The results from the poll were compiled and percentages were calculated. Where a majority or near majority of workshop participants voted to consider an equity factor of higher or lower importance than average, those factors were defined as higher or lower importance. All other factors were considered to be of equal importance.

As we can see in the chart below, the Commission and community members identified the following factors as high-importance: park condition (Factor A), park acreage (Factor C), neighborhood youth and senior population (Factor E), park acreage (Factor C), neighborhood youth and senior population (Factor E), poverty (Factor G), pollution (Factor H), years of life lost (Factor J), and mortality rate (Factor K).

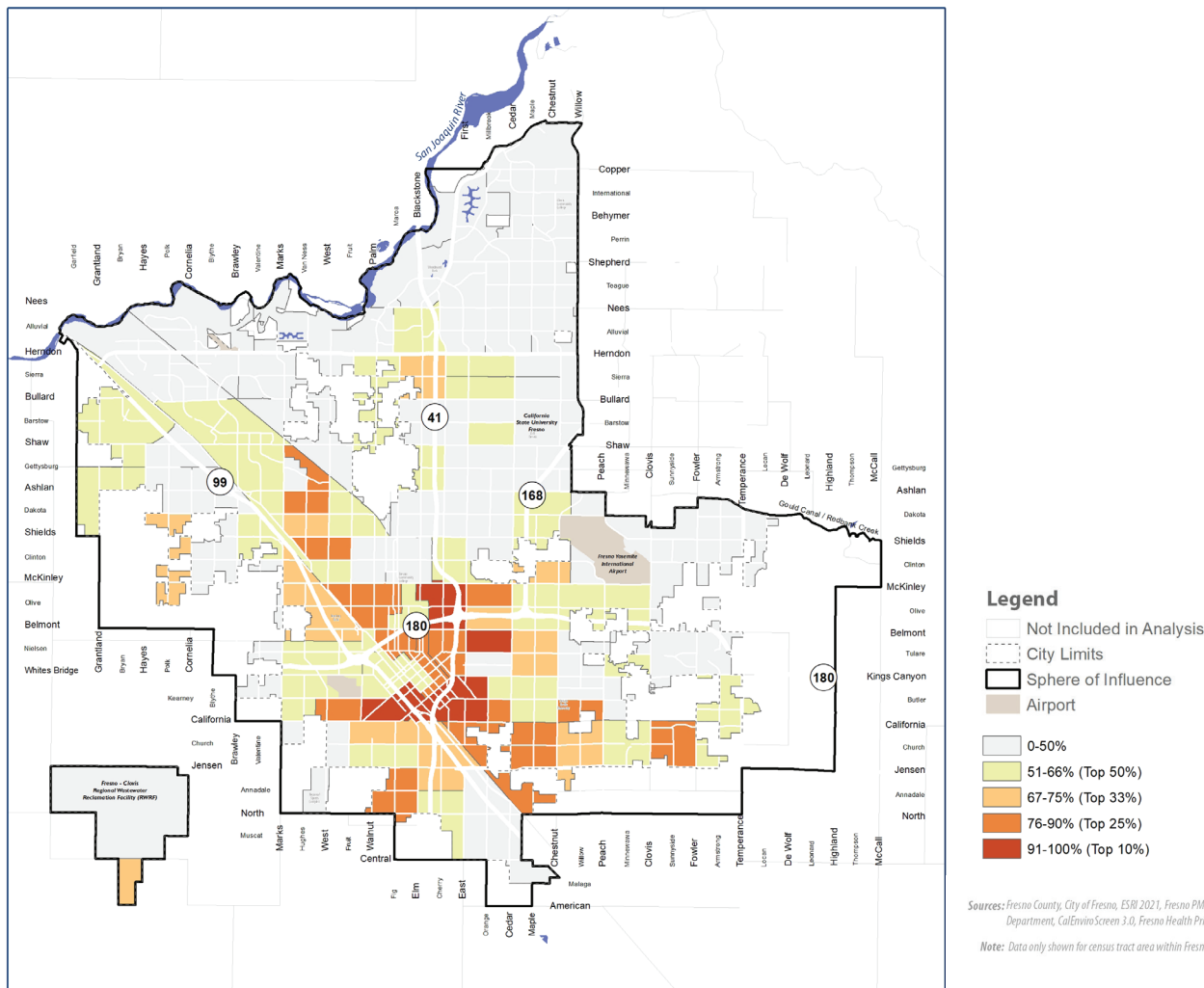
**COMMISSION AND COMMUNITY EVALUATION TABLE**



### DEFINING HIGHEST-NEED NEIGHBORHOODS

E), concentrated poverty (Factor G), pollution burden (Factor H) and years of potential life lost (Factor J). Of average importance were walking distance to parks (Factor B), population density (Factor D), neighborhood safety (Factor F), and mortality rate (Factor K). Lastly, preterm birth rates (Factor I) was considered to be of lower importance for the purposes of the highest-need neighborhoods definition.

The map illustrates which census tracts in Fresno may qualify as highest-need neighborhoods based on the PRAC and Communities priorities. Darker orange and red areas on the map indicate census tracts that meet more of the Equity Factor criteria.



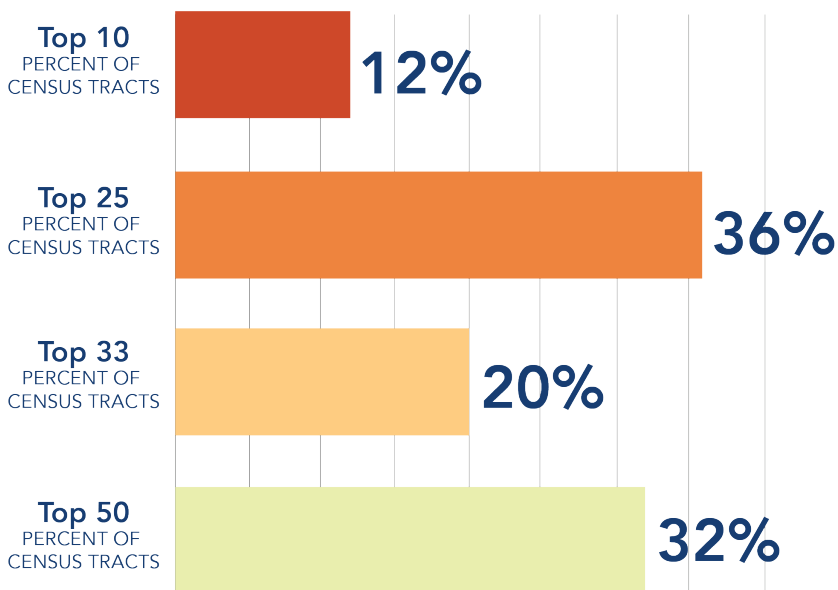
**WEIGHTED EQUITY FACTORS: PRAC AND COMMUNITY EVALUATION Fresno, CA**



**DEFINING HIGHEST- NEED NEIGHBORHOODS**

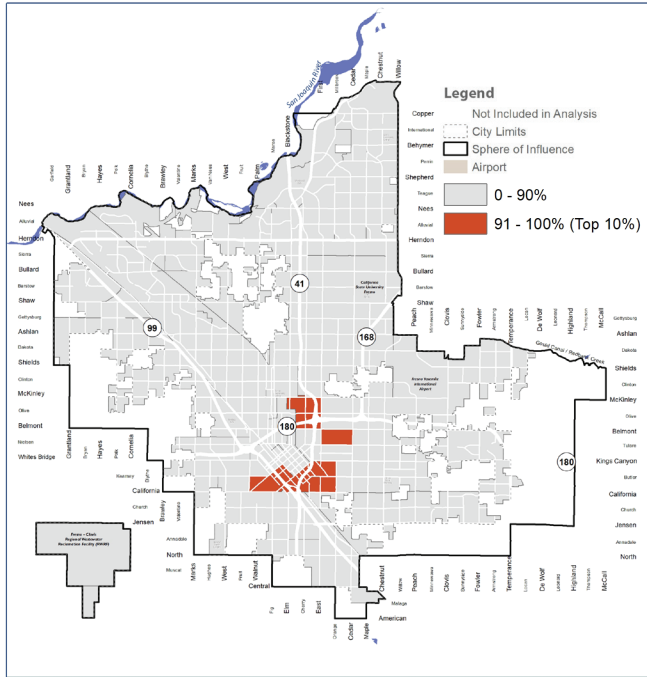
Part 2 of the workshop asked the Commission and community members to determine which proportion of Fresno census tracts should be considered highest-need neighborhoods. Participants were asked to vote on whether the top 10 percent, 25 percent, 33 percent or 50 percent of census tracts should be included in the highest-need definition. The greatest number of participants (36%) voted for the top 25 percent of neighborhoods to be considered highest-need. Thirty-two percent of participants voted for the top 50 percent of neighborhoods being considered highest-need. Twenty percent of participants voted for the top 33 percent, and 12 percent of participants voted for the top 10 percent. The graphic below illustrates these results.

**COMMISSION AND COMMUNITY HIGHEST-NEED PERCENTILE VOTE RESULTS**

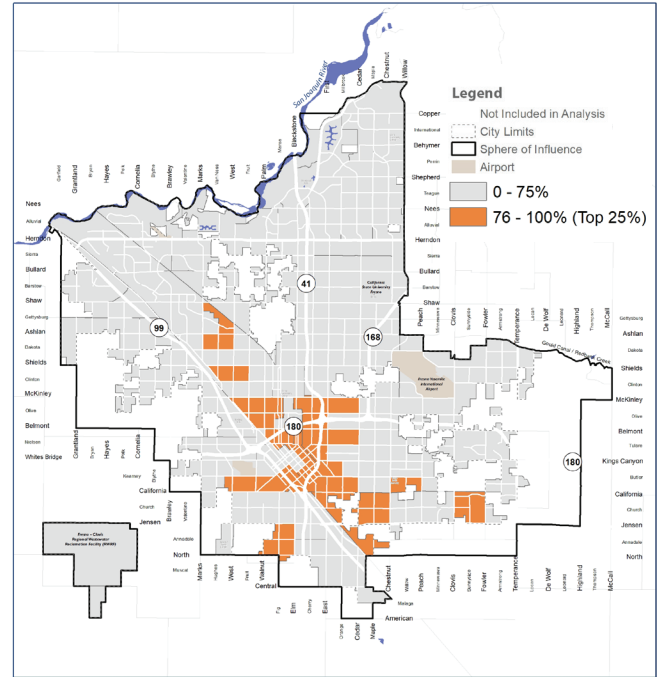


DEFINING HIGHEST-NEED NEIGHBORHOODS

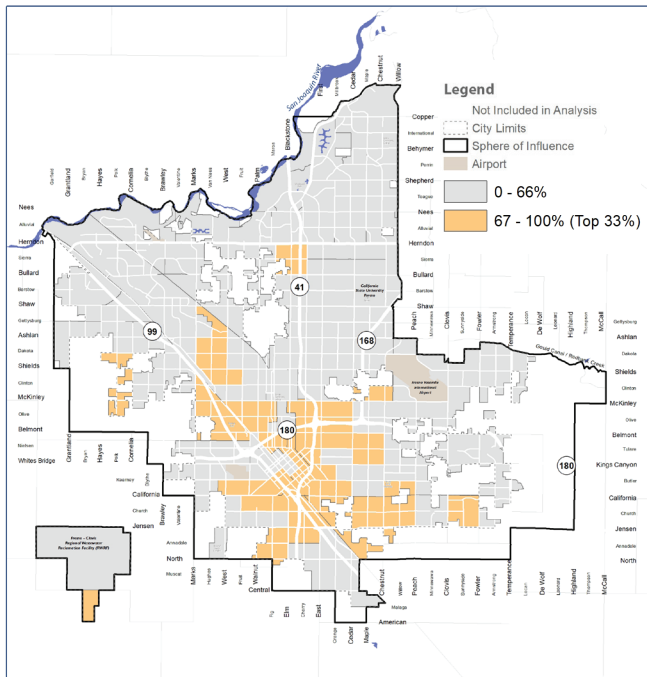
# HIGHEST-NEED PERCENTILE VOTE BY CENSUS TRACT



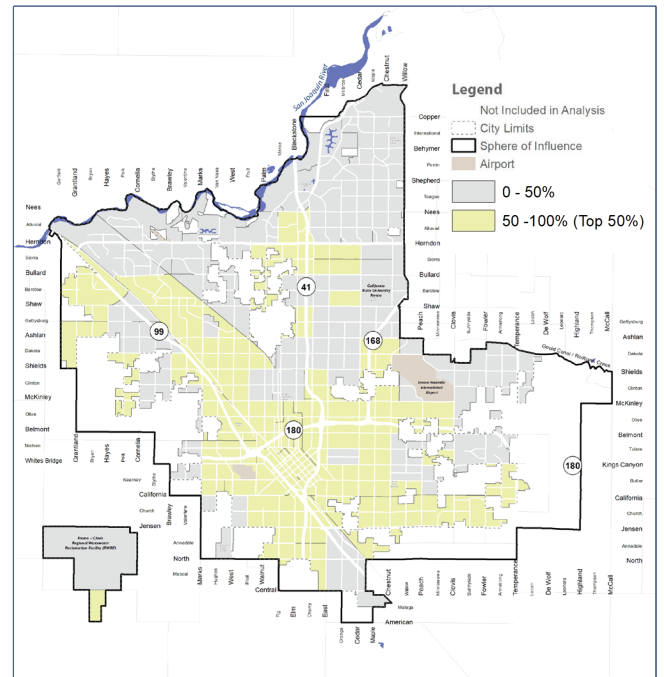
**WEIGHTED EQUITY FACTORS: TOP 10%** Fresno, CA



**WEIGHTED EQUITY FACTORS: TOP 25%** Fresno, CA



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



**WEIGHTED EQUITY FACTORS: TOP 50%** Fresno, CA

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## DEFINING HIGHEST- NEED NEIGHBORHOODS

# PREFERRED HIGHEST- NEED NEIGHBORHOODS DEFINITION

### STEP FOUR: HIGHEST-NEED NEIGHBORHOOD DEFINITION RECOMMENDATION

The fourth and final step was for the Commission to come to consensus on a recommendation to City Council to adopt a definition for highest-need neighborhoods.

On November 1, the Commission voted (6-4) to endorse the Parks, Recreation and Arts Commission (PRAC) and Community Evaluation. The recommendation is as follows:

The following Equity Factors shall be prioritized by giving them two times the average weighting:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (C) Park acreage per 1,000 residents;
- (E) Neighborhood youth and senior population;
- (G) Neighborhoods of concentrated poverty;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (J) Years of potential life lost;

The following Equity Factors shall be given average weighting:

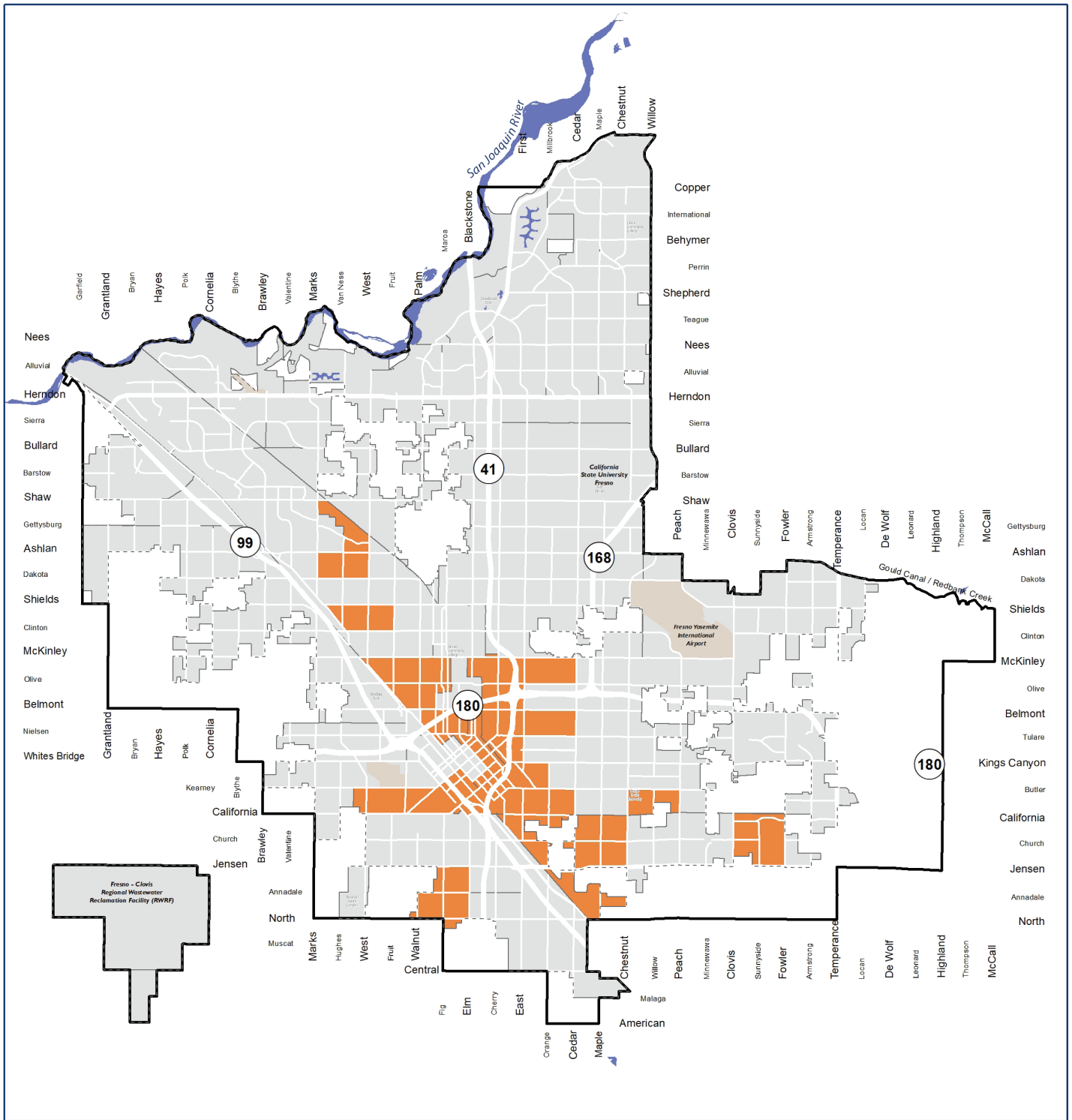
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (F) Neighborhood safety;
- (K) Neighborhood composite mortality rate;

The following Equity Factor shall be de-emphasized by giving them half the average weighting:

- (I) Pre-term birth rates;

The top 25 percent of Fresno census tracts, based on this weighting, shall be considered highest-need for the purposes of allocating funds under Measure P.

The Preferred Highest-Need Neighborhoods Definition map illustrates the Commission's recommendation, highlighting the census tracts that would be defined as highest-need neighborhoods following the Commission's recommendation.



**PREFERRED HIGHEST-NEED NEIGHBORHOODS DEFINITION**

**Fresno, CA**

**Legend**

- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- 0 - 75%
- 76 - 100% (Top 25%)

Sources: Fresno County, City of Fresno, ESRI 2021, Fresno PMP, Fresno Police Department, CalEnviroScreen 3.0, Fresno Health Priority Index

Note: Data only shown for census tract area within Fresno City Limits.



## NEXT STEPS

The Commission's recommendation will be brought to Fresno City Council on December 2, 2021 for consideration. If Council approves the Commission-recommended definition of highest-need neighborhoods, the new definition will become effective as of January 1, 2022. This definition will become one component of the City's identification of Measure P-funded park improvements and new parks in the coming fiscal years.

Meanwhile, the Commission will continue to work with City Staff and the Consultant Team to understand park conditions and needs identified in the Parks Master Plan, and gather input from Fresno residents about how and where Measure P funds should be used to make Fresno's park system a source of great pride and contributor to quality of life in our city.



## PROCESS TIMELINE

