

Beautify Fresno

Measure P Expenditure Category 5

Beautify Fresno

FY 2025 Budget Review

Account / Activity	2025 Proposed	Notes
Personnel	\$620,400	Salaries and benefits for 2 Beautify Fresno crews comprised of 2 laborers, 2 utility leadworkers and 2 senior sanitation operators
Landfill Tipping Fees	\$465,700	Waste disposal costs at local landfills based on tonnage
Public Relations and Information	\$100,000	Community outreach materials and marketing
Fleet Services	\$202,700	Maintenance and fuel charges for vehicles
Materials and Supplies	\$81,500	Tools, equipment and parts, clothing and personal supplies, cleaning and janitorial supplies
Miscellaneous	\$43,800	Event management, travel and conference, membership, etc.
TOTAL MEASURE P FUNDING REQUEST	\$1,514,100	

Note: Beautify Fresno is primarily funded by the General Fund, with other funding provided by Measure P, Solid Waste Division Operation fees, and American Recovery Plan (ARPA) money from the Federal Government

Measure P funding moved from ATP-Trails-Beautify-SJRC in FY24 to Street Beautification in FY25

Beautify Fresno

FY25 Accomplishments (to date)

- Quad Crews – proactively removed over 1 million pounds of trash
- Mayor’s Citywide Community CleanUP Day – 1,110 volunteers
- First city in California designated as a “Clean California Community”
- Spiral Garage repainted over 3 weekends
- Serve Fresno Day w/ local churches, Martin Park, ENP
- Fresno Youth Service Day – 22 schools, over 900 students participated
- Romain Park Community Center Mural Project

Beautify Fresno 2.0

- Mayor's vision for 2nd term – TRANSFORMATIVE
- Focus on beautification projects (improve environmental equity)
- At least 1 volunteer beautification project each month
 - Help-A-Lot
 - Spaces to Places
- Concentrate on neighborhoods with highest needs
- New mural policy
- Educational opportunities
- Consider Measure P funding for projects