



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

Parks, Recreation and Arts Commission  
October 28, 2024

# Agenda

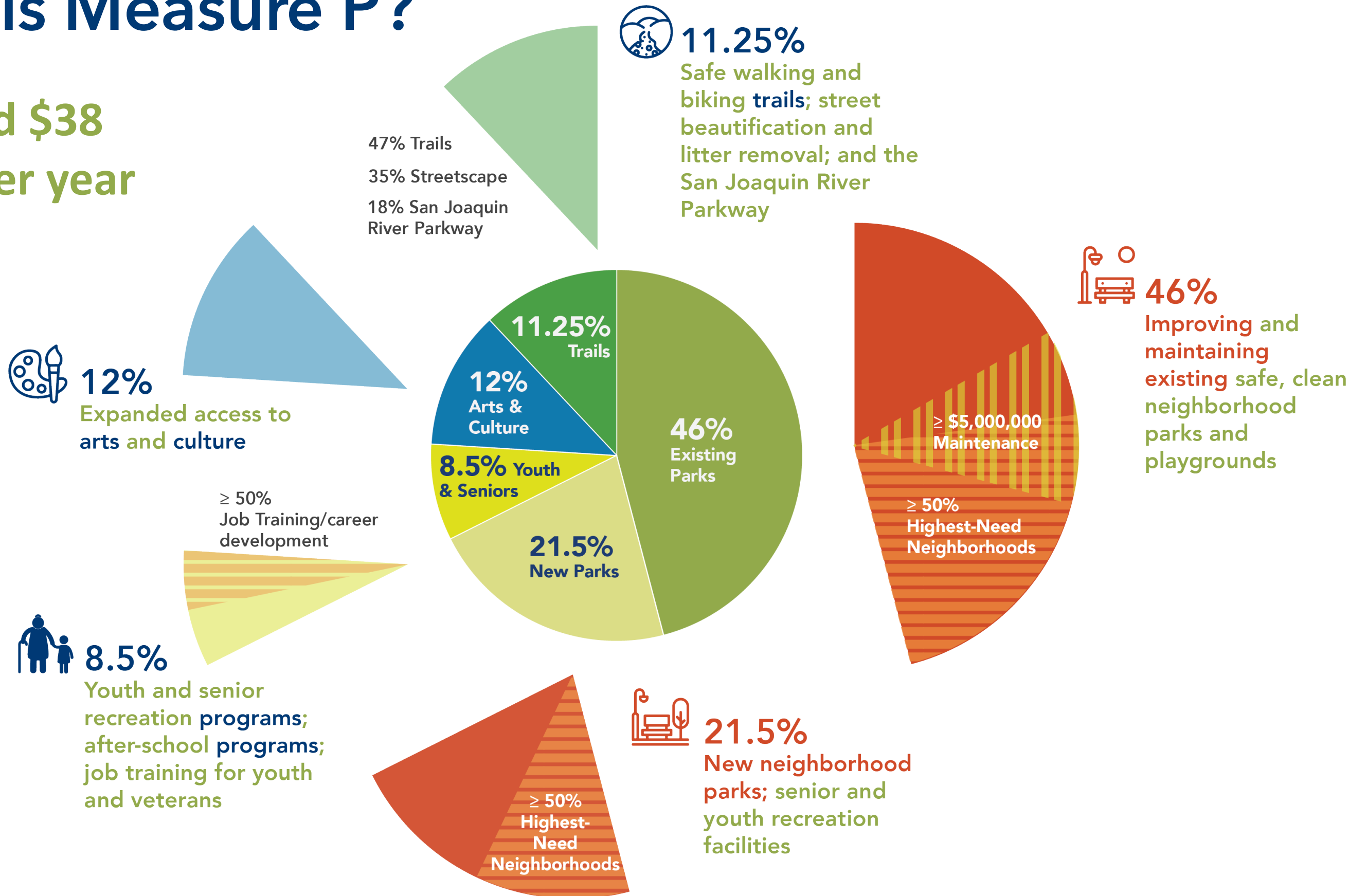
1. Measure P and Highest-Need Neighborhoods
2. Updated Equity Factors
3. Survey Outreach and Results
4. Highest-Need Percentile



# **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**

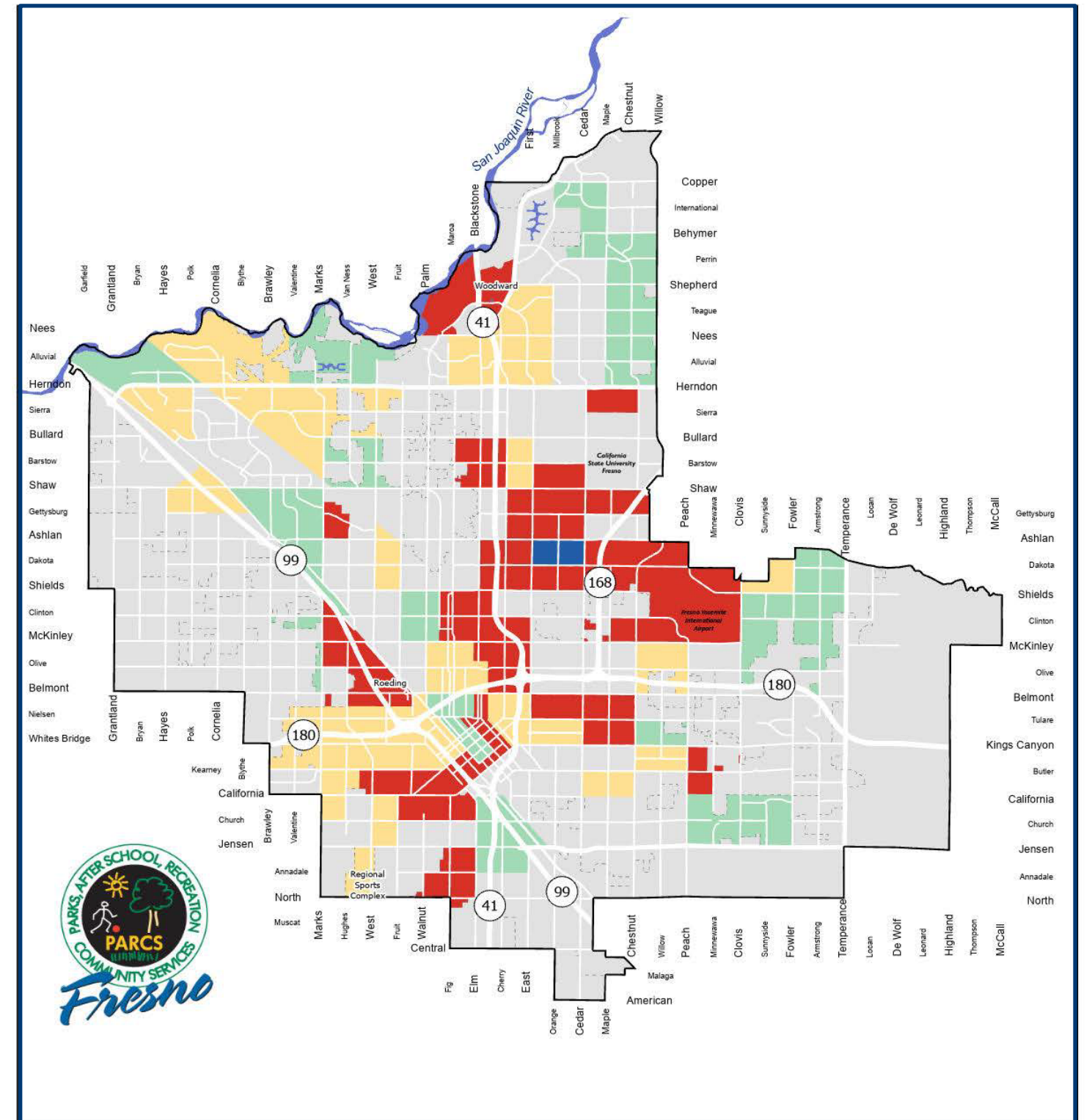
# Equity Factors

## (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



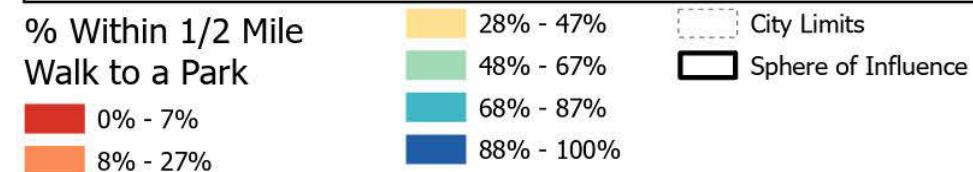
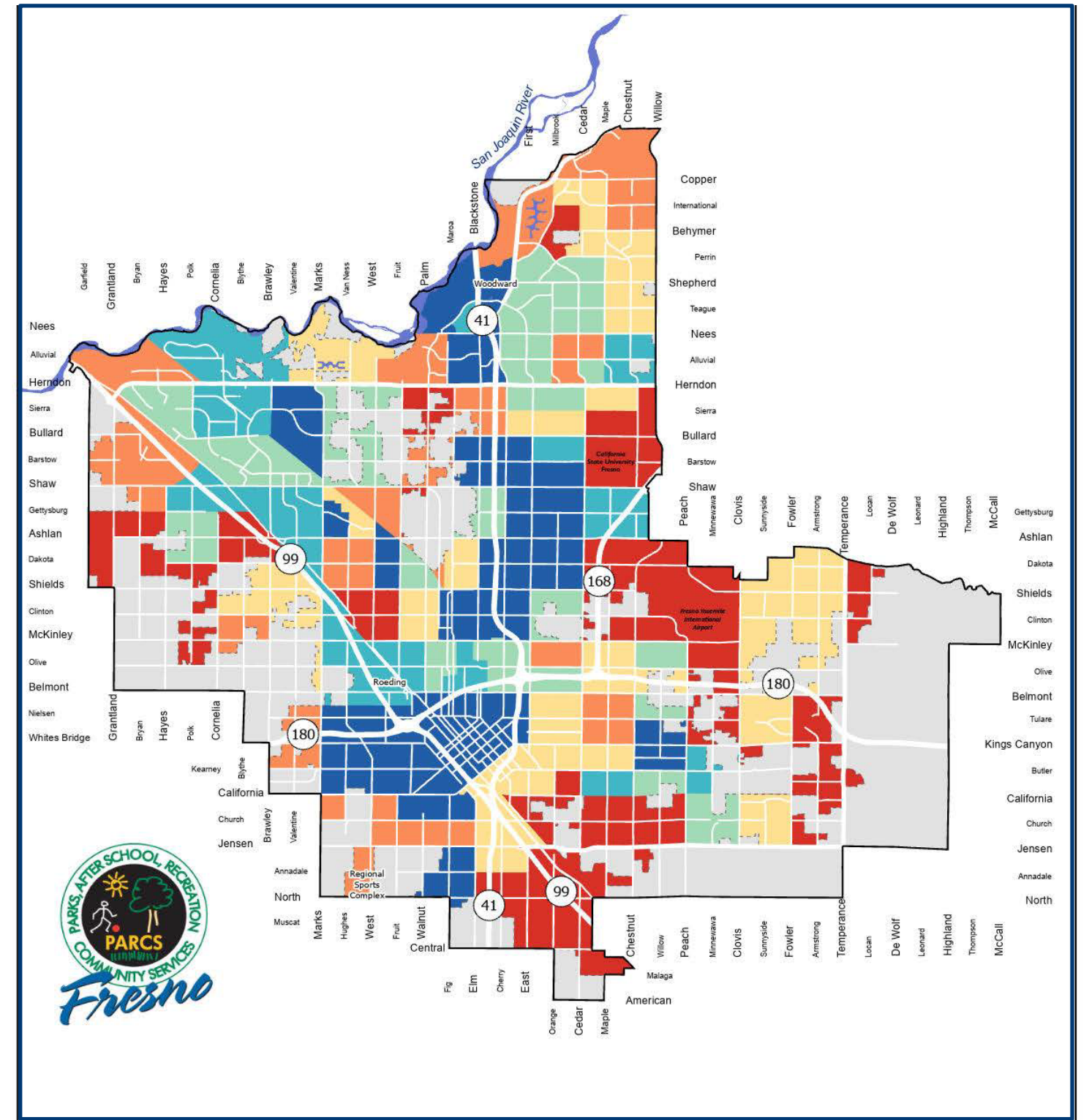
# Equity Factors

## (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

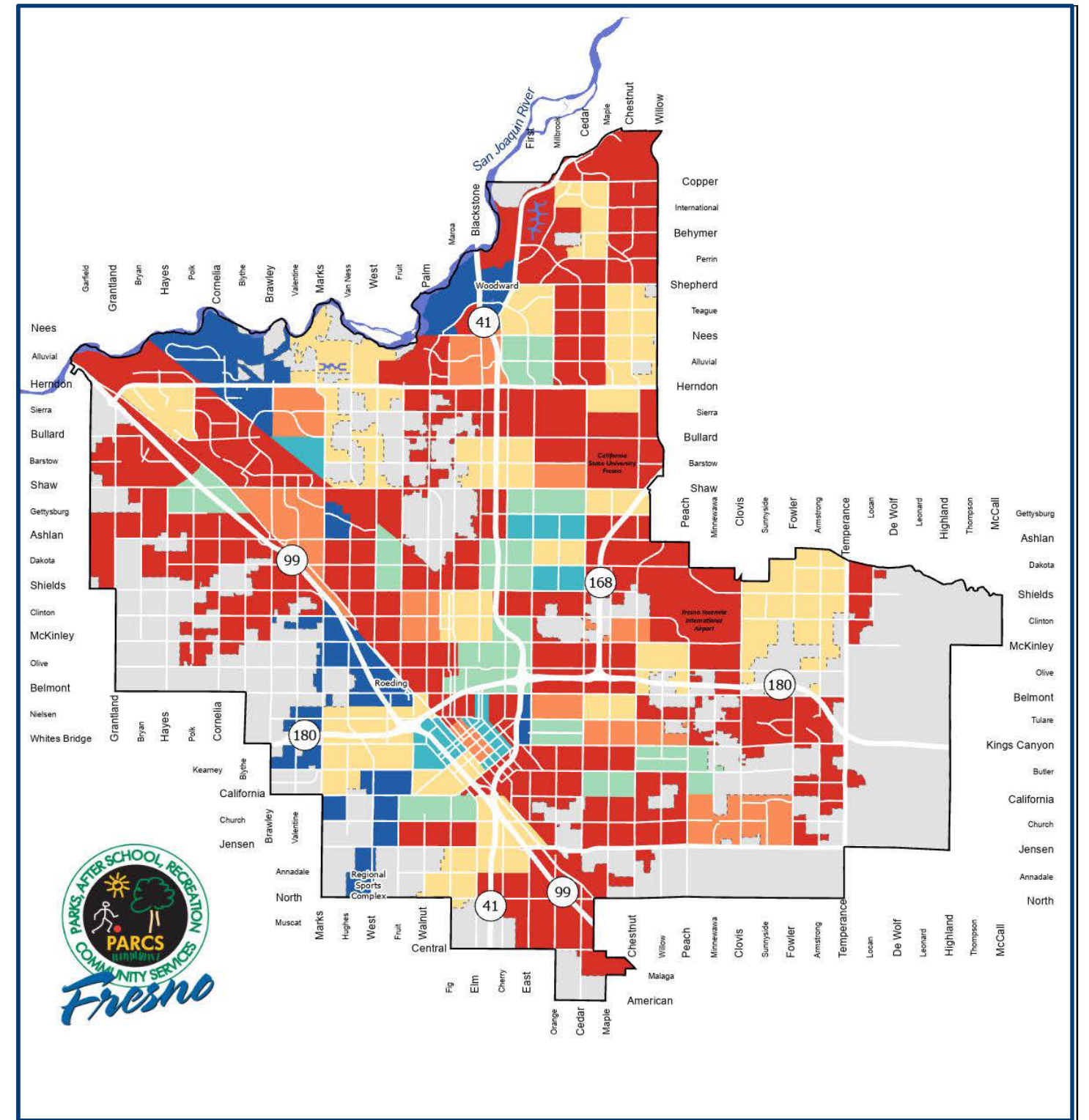
- Parks in Fresno are not evenly distributed throughout the city.
- Red, orange and yellow areas on this map show neighborhoods where there are less than 1.6 acres of parkland per 1,000 residents.
- Analysis includes parks that are owned or maintained by the PARCS Department.

**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.



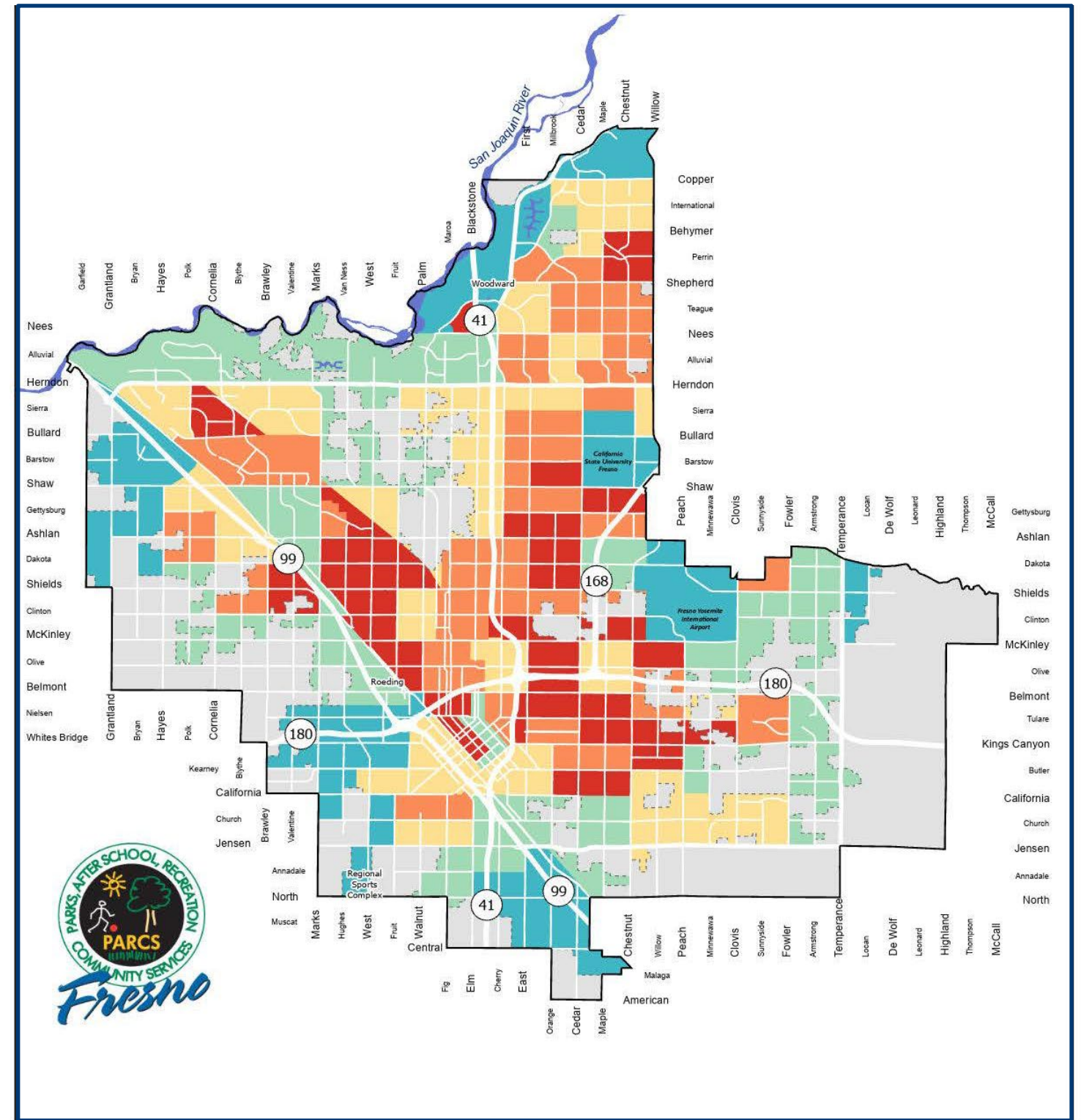
# Equity Factors

## (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

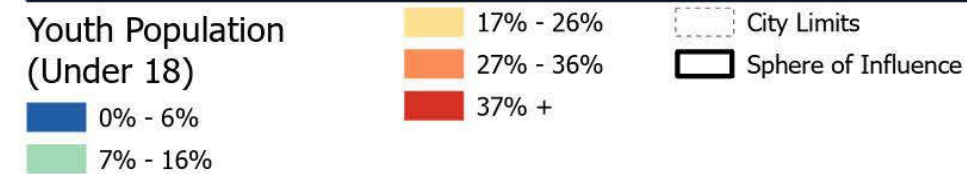
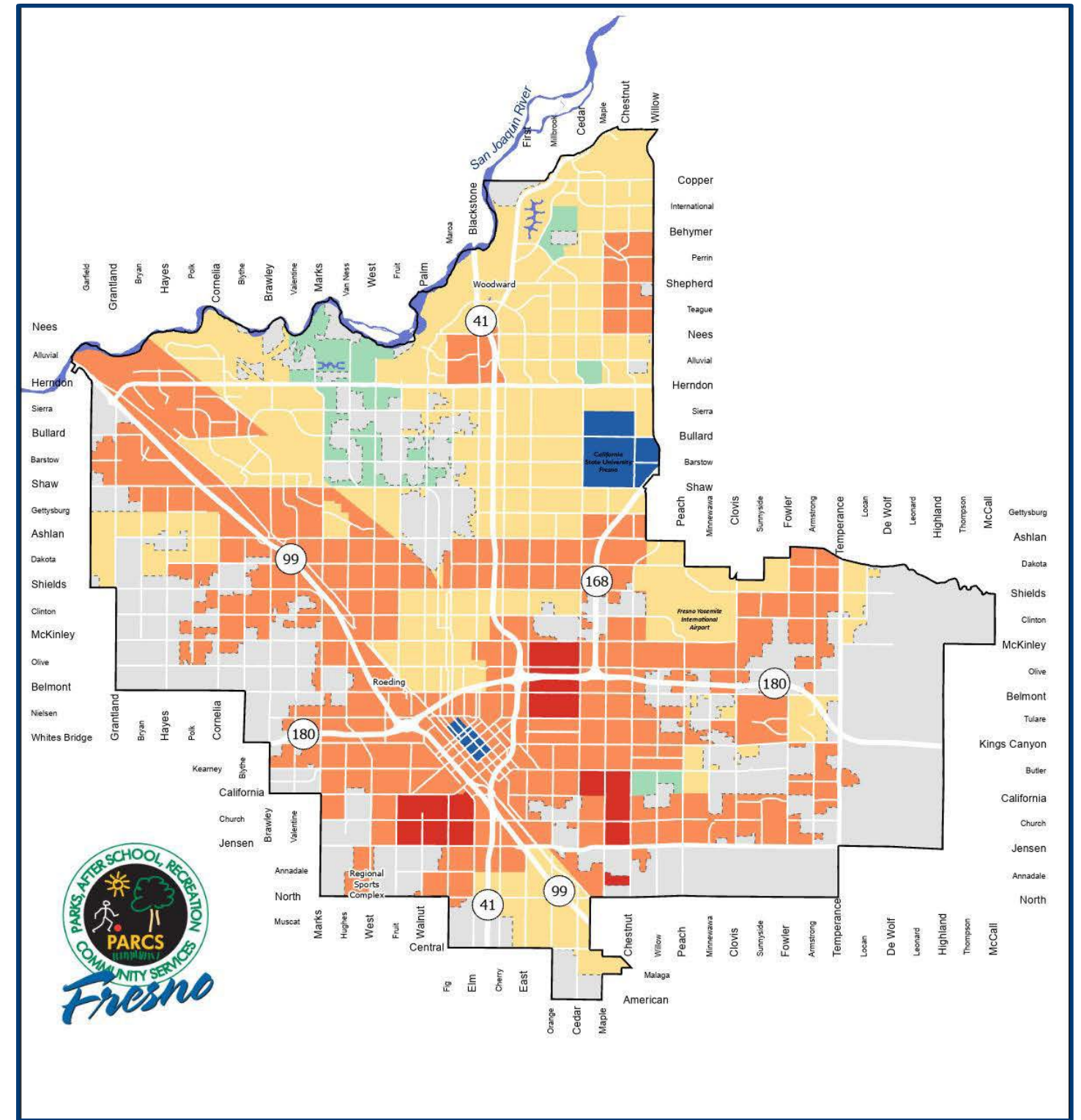
## (E1) Neighborhood Youth and Senior Population

### - 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

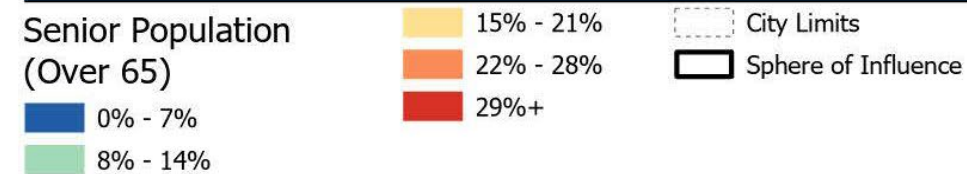
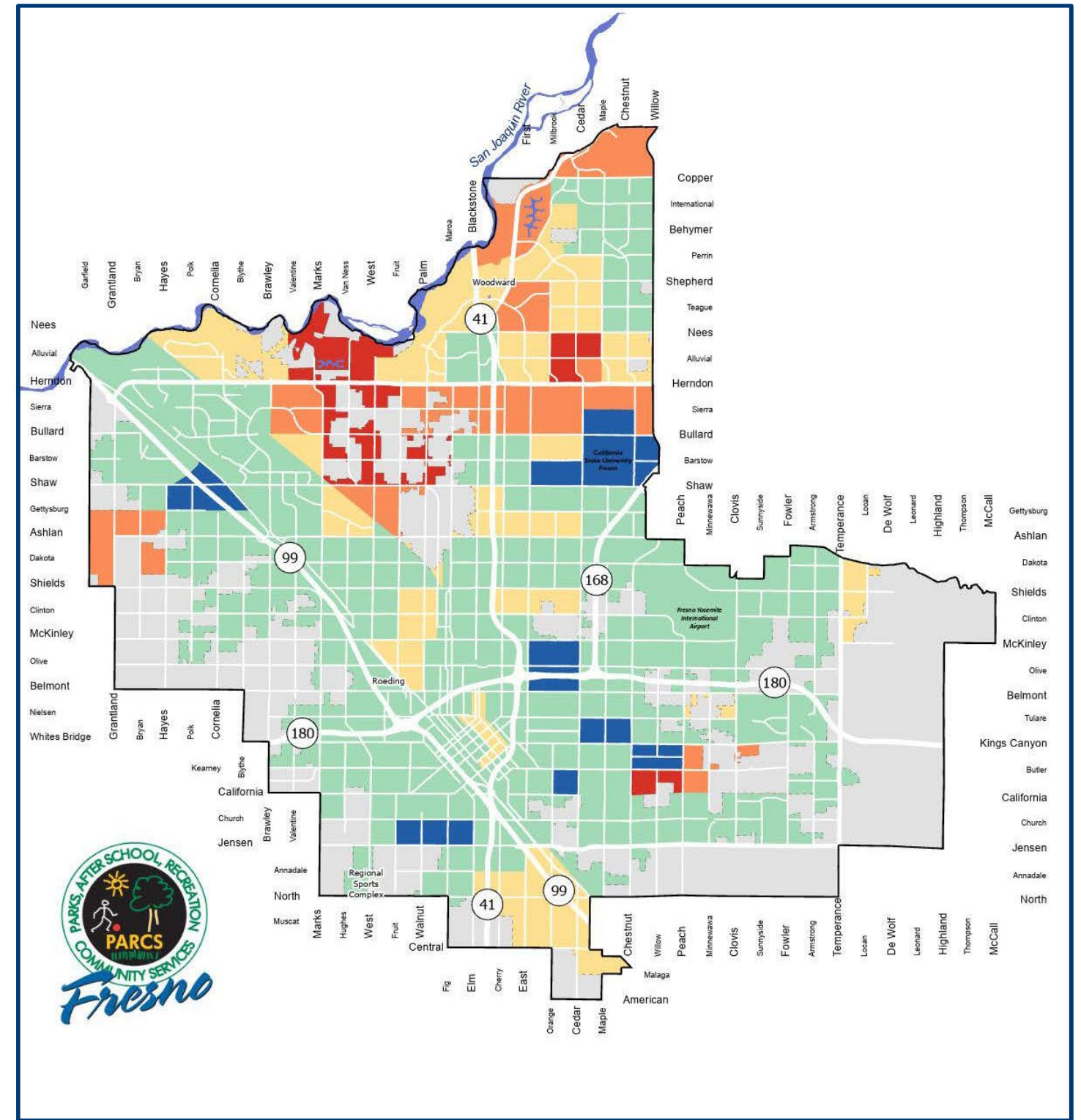
## (E2) Neighborhood Youth and Senior Population

### - 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



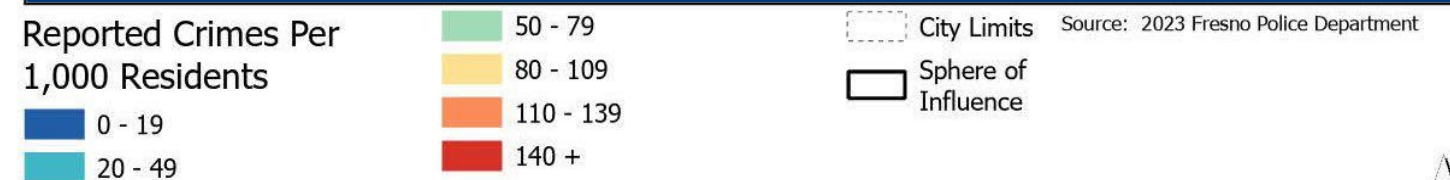
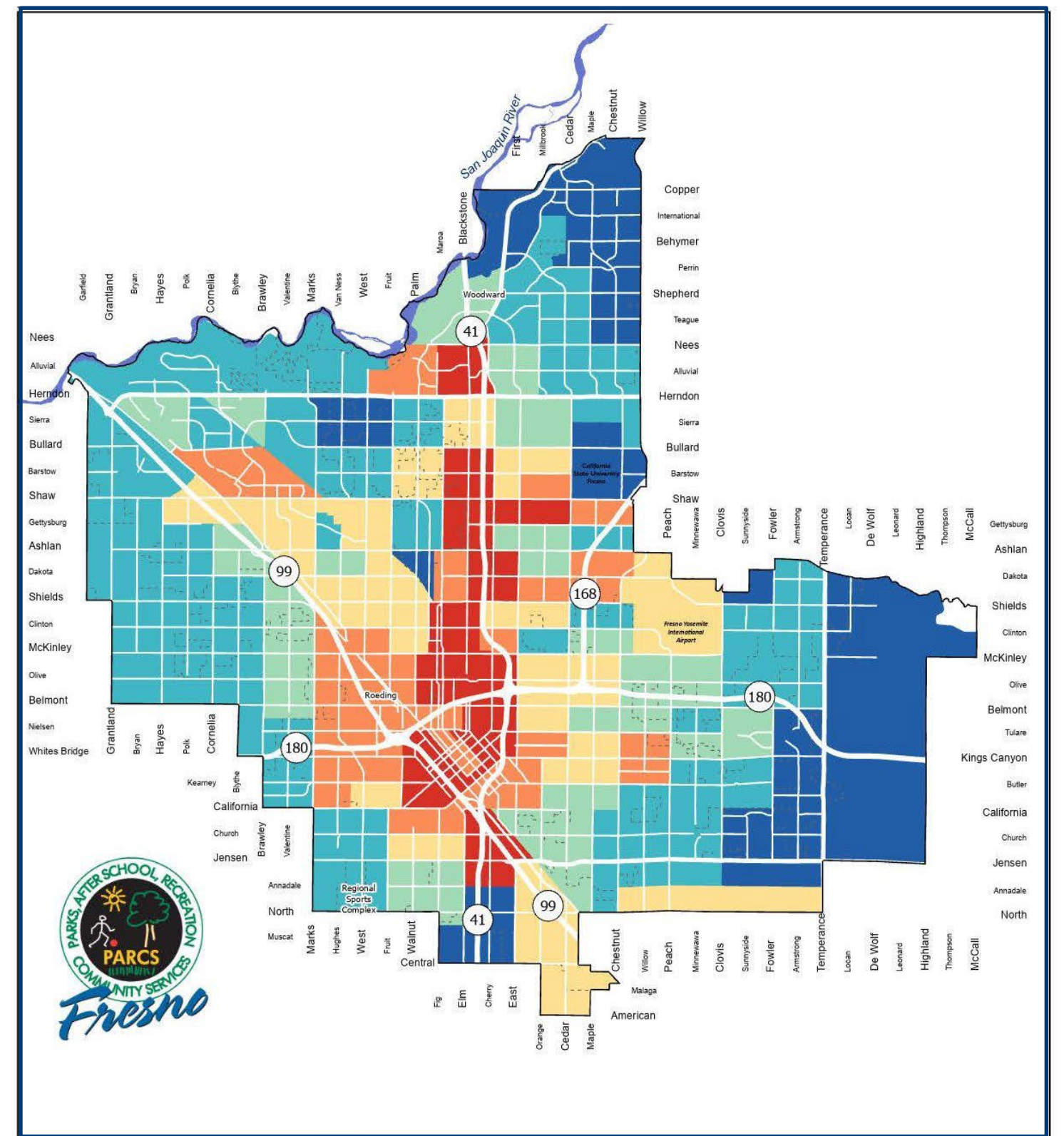
# Equity Factors

## (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

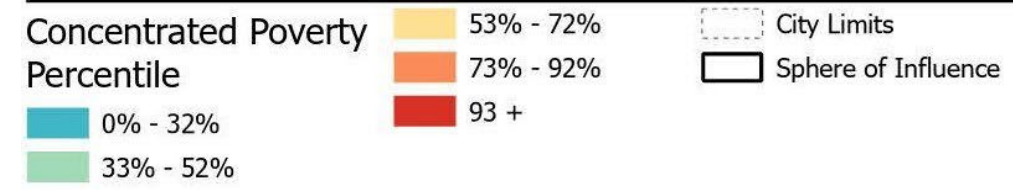
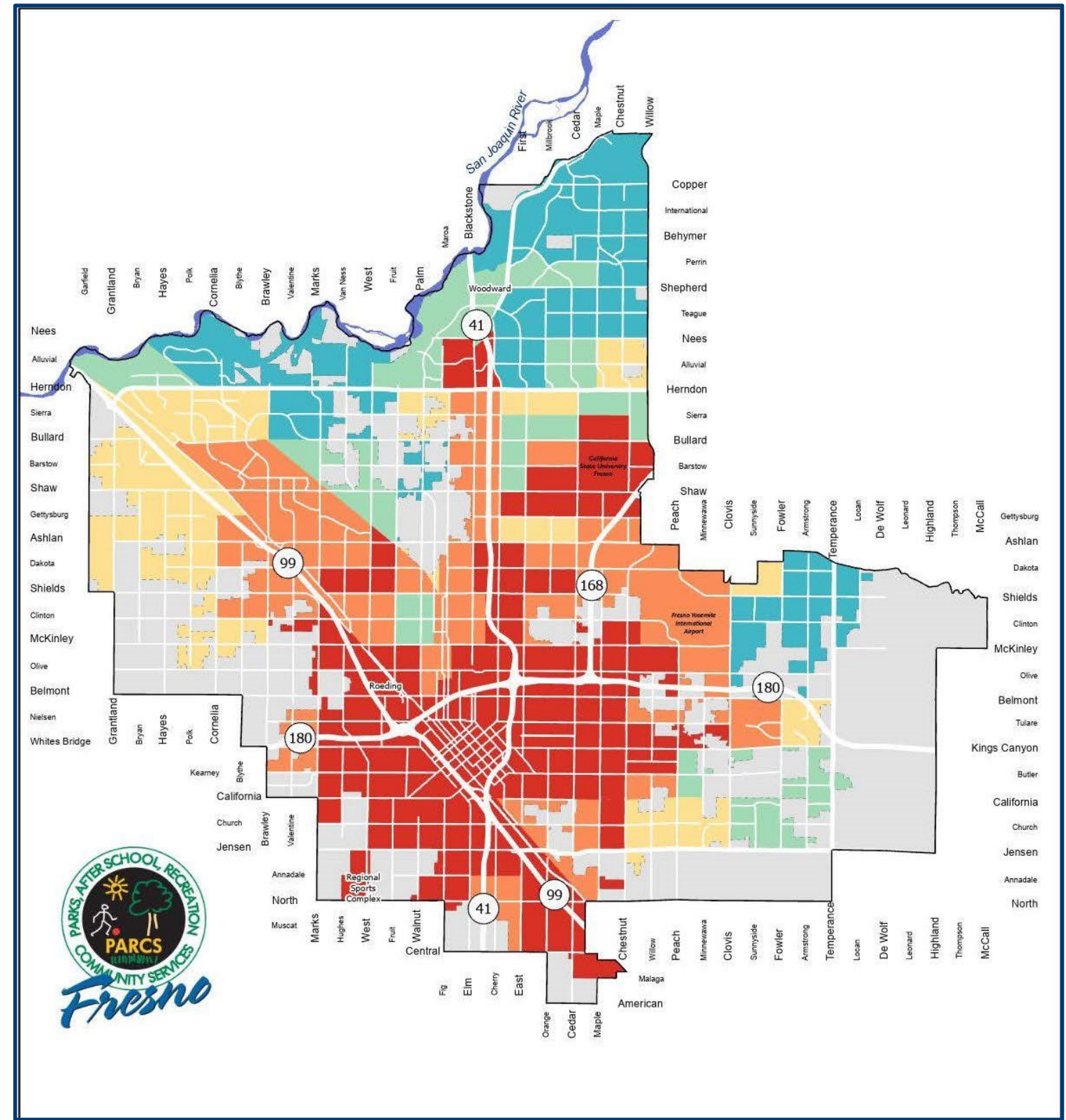
## (G) Neighborhoods of Concentrated Poverty

- 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

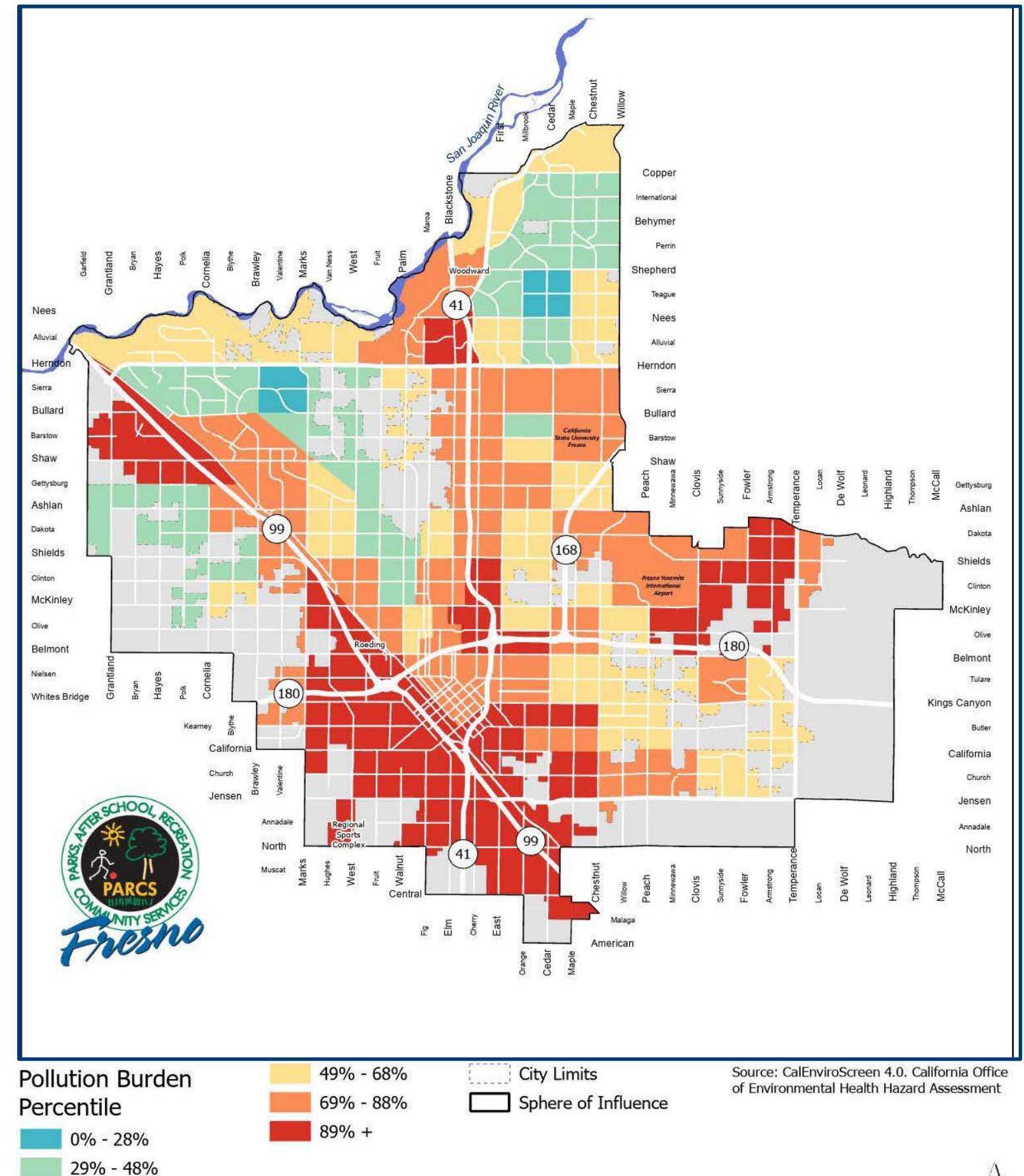
## (H) Pollution Burden

- 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.*



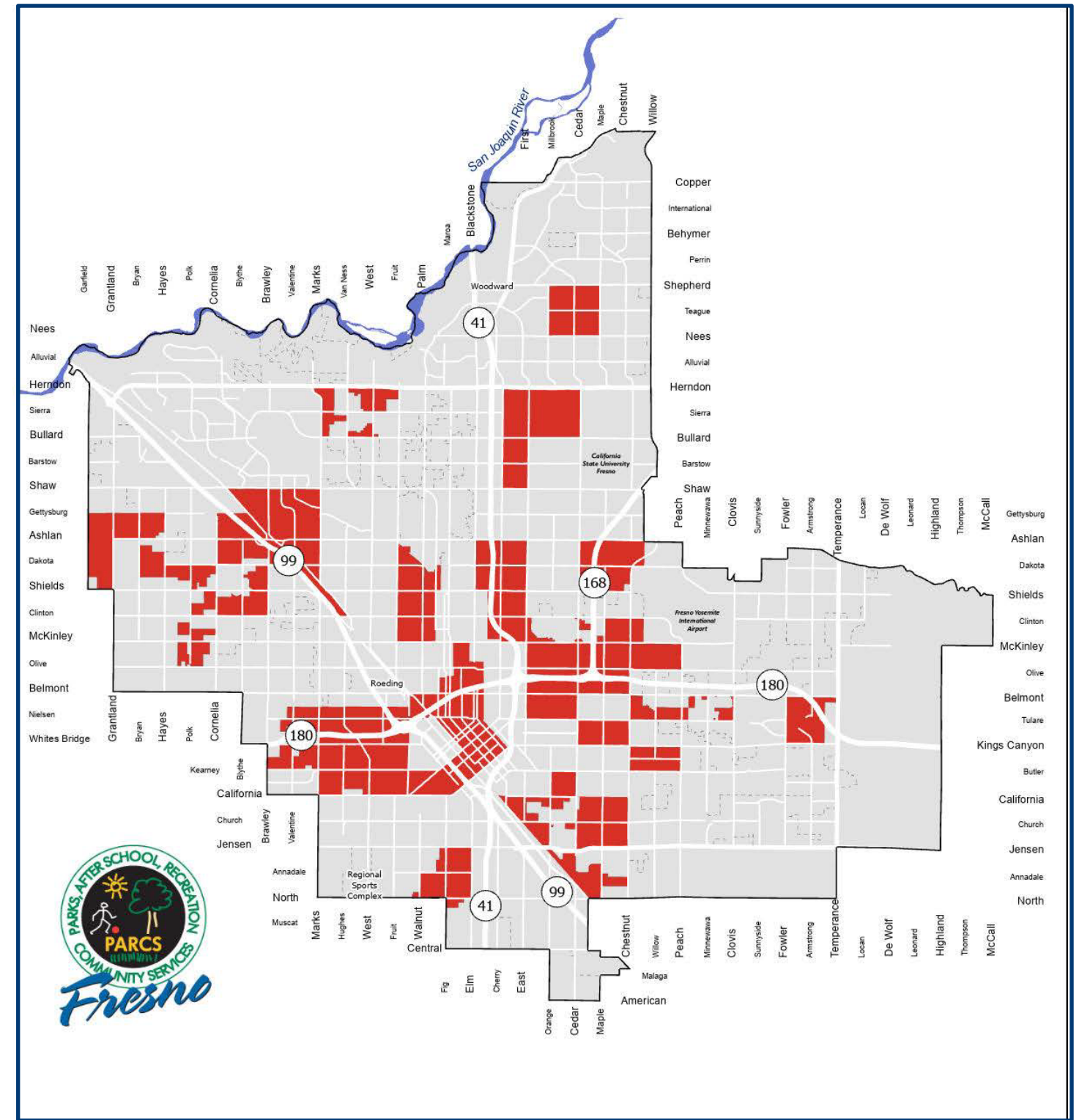
# Equity Factors

## (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.



■ Top 25% of Fresno County Census Tracts with the Highest Rates of Pre-Term Birth Rates.      □ 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.





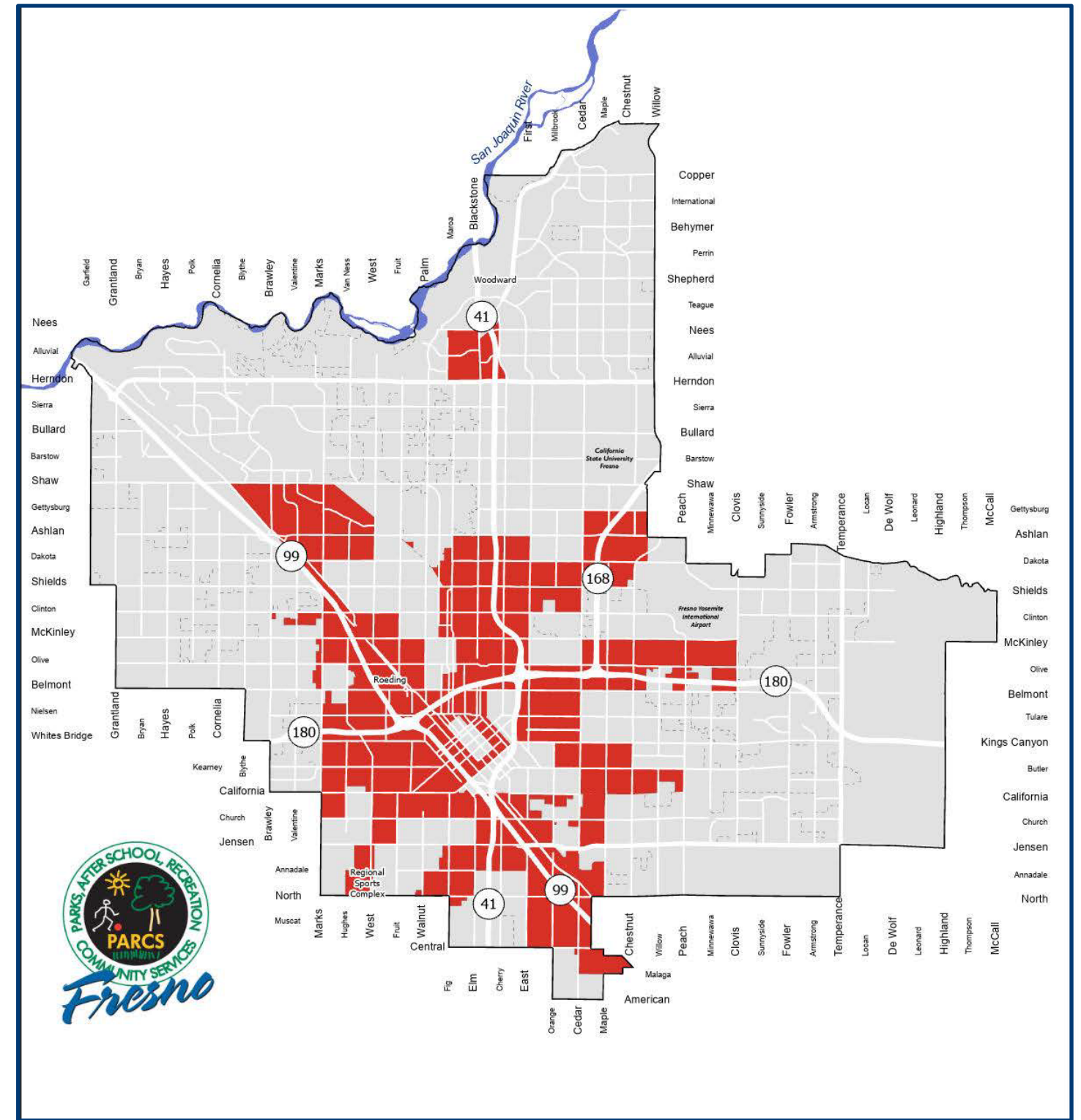
# Equity Factors

## (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.



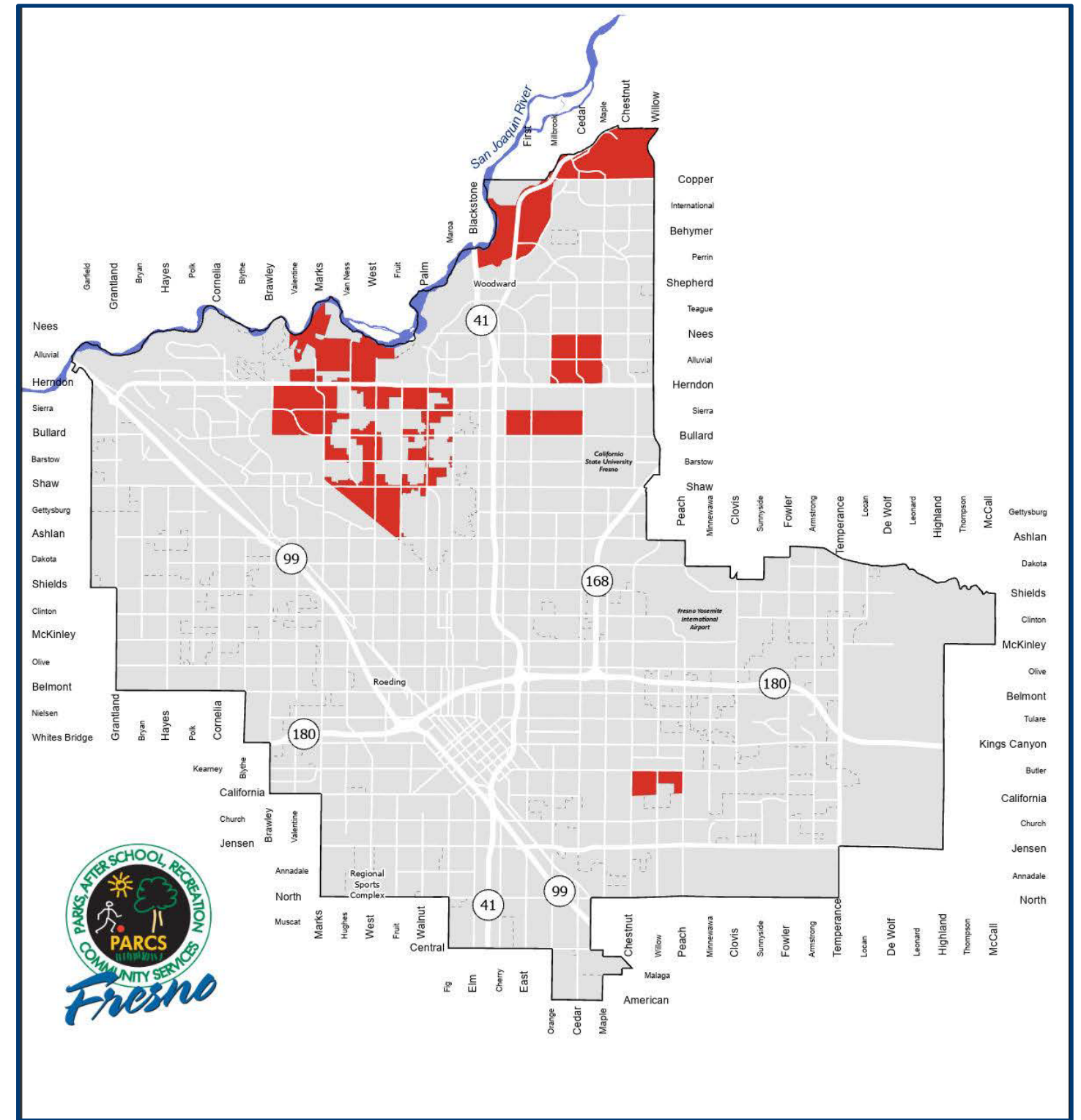
# Equity Factors

## (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.



■ Top 25% of Fresno County Census Tracts with the Highest Rates of Cancer.      - - - 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.



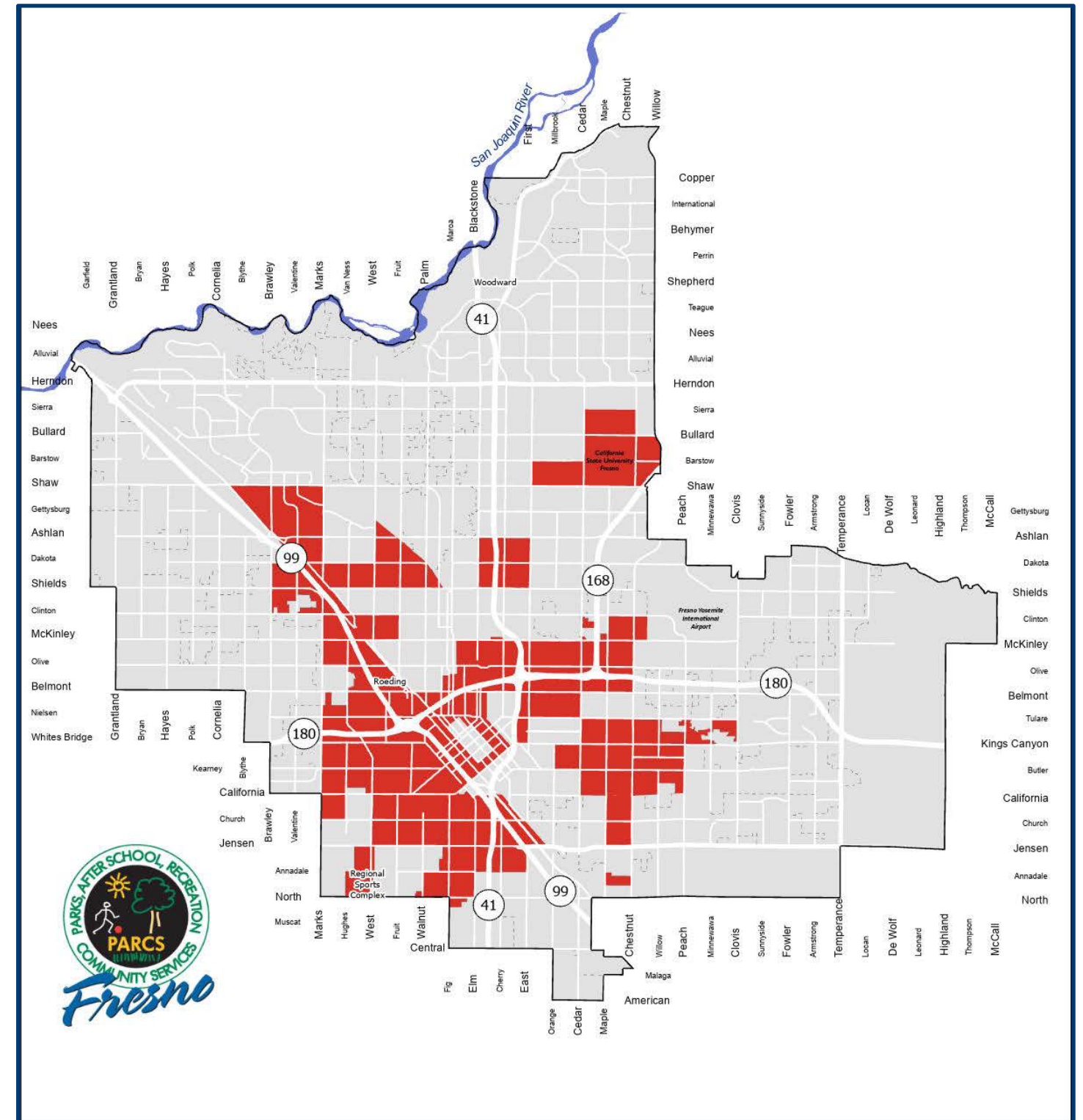
# Equity Factors

## (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.



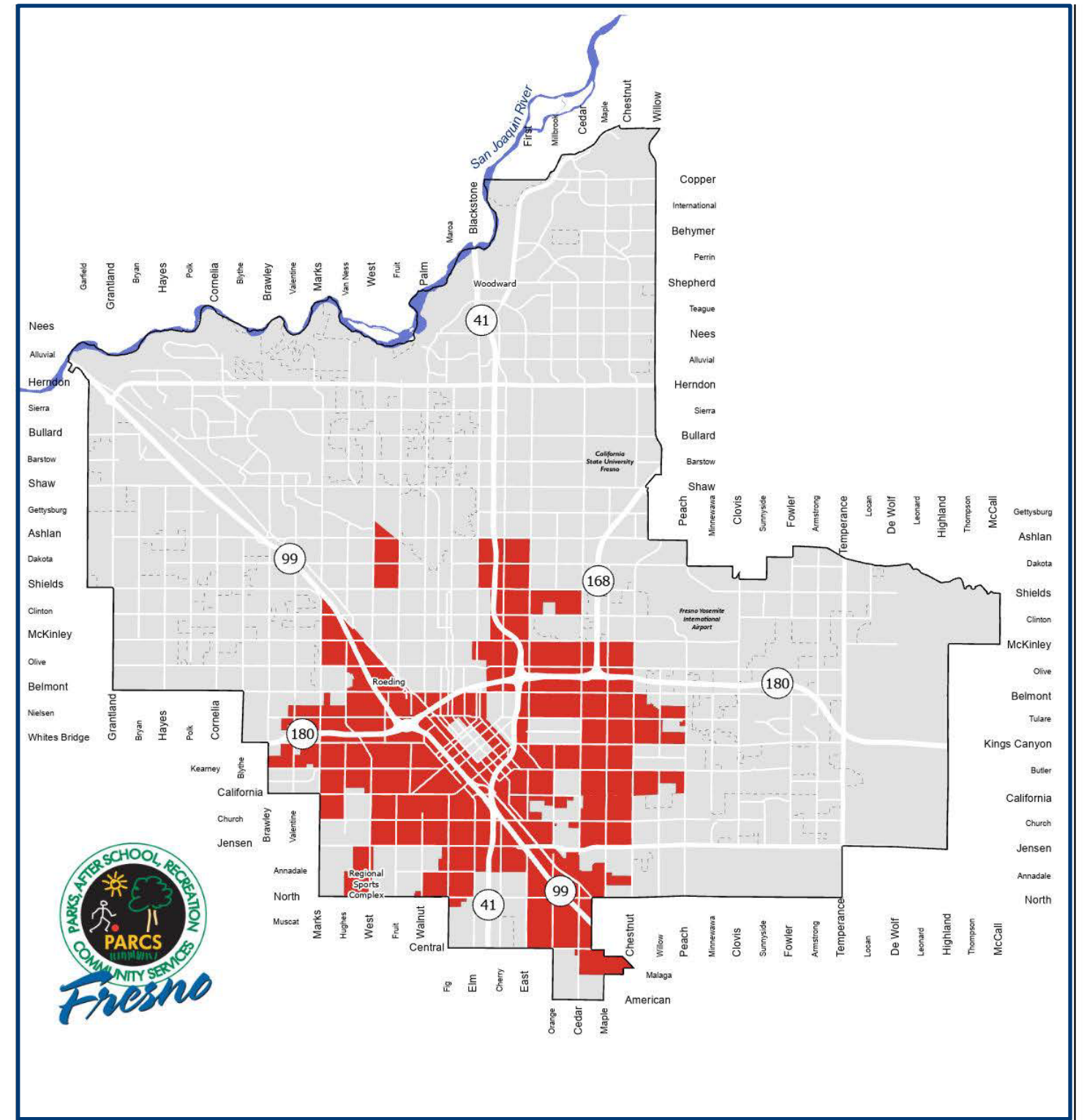
# Equity Factors

## (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.



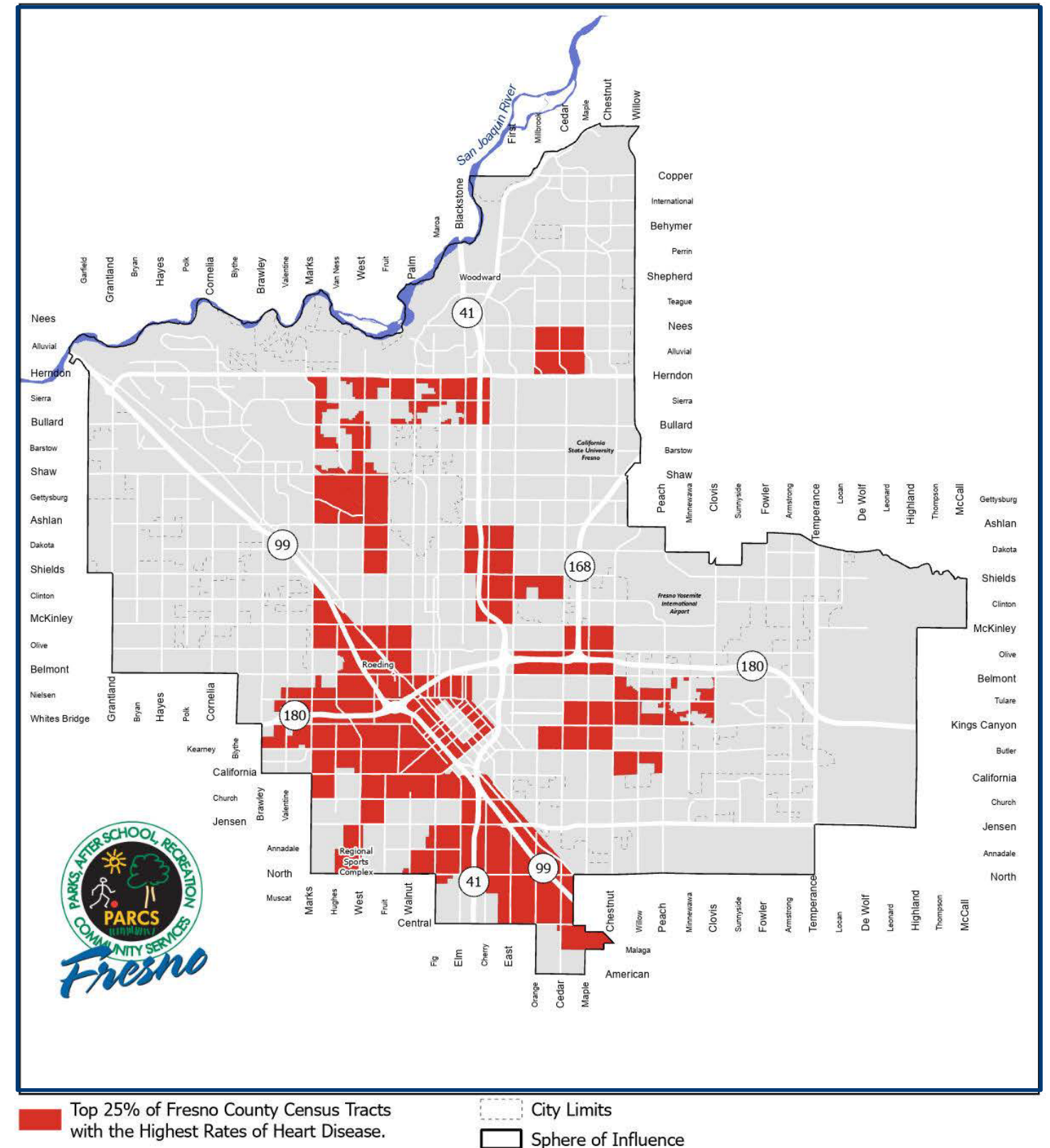
# Equity Factors

## (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**.



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**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%

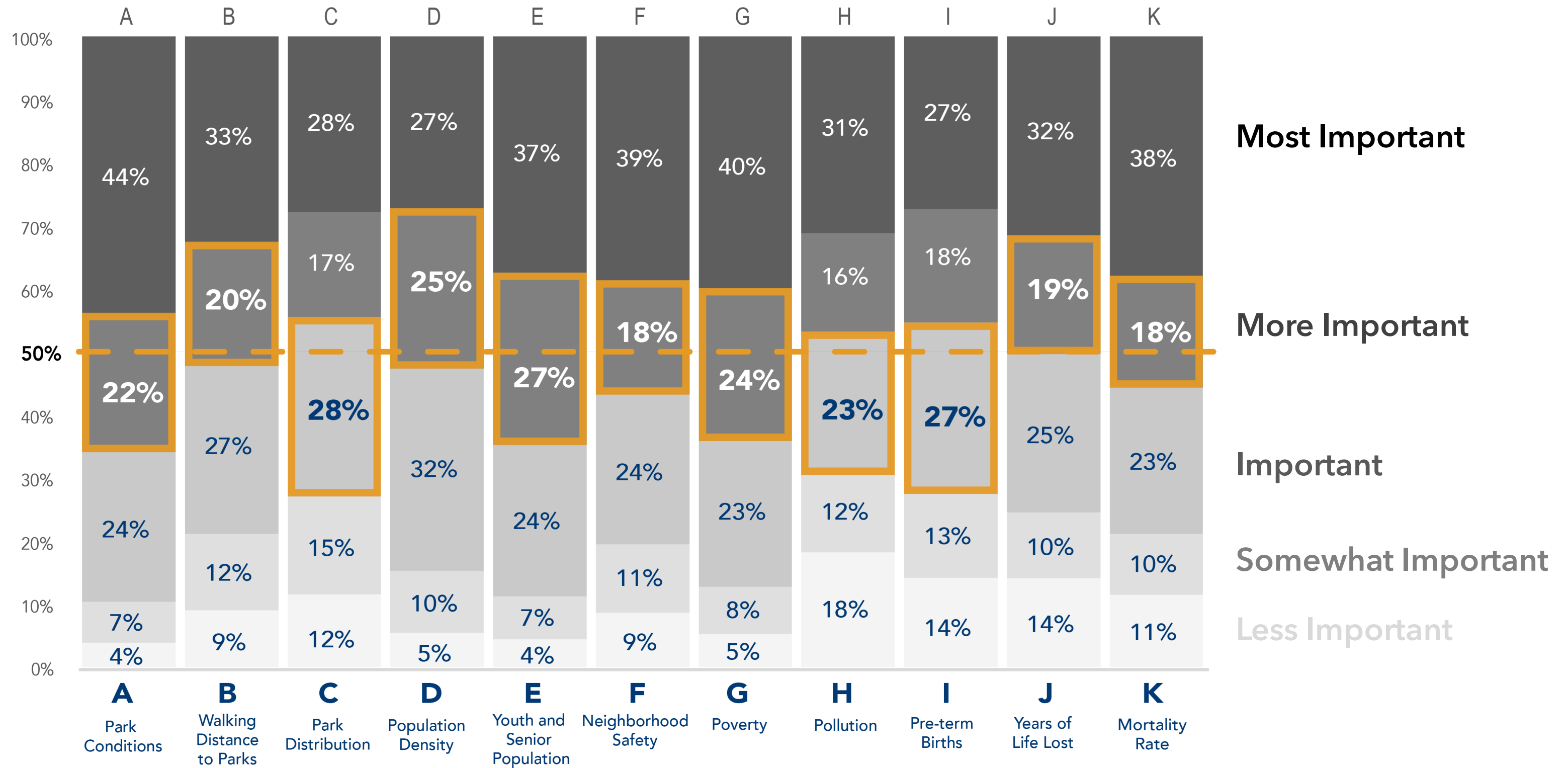
Response Type	Survey
Online	91.73%
Event Tabling	4.98%
Paper Copy	3.29%

# 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;

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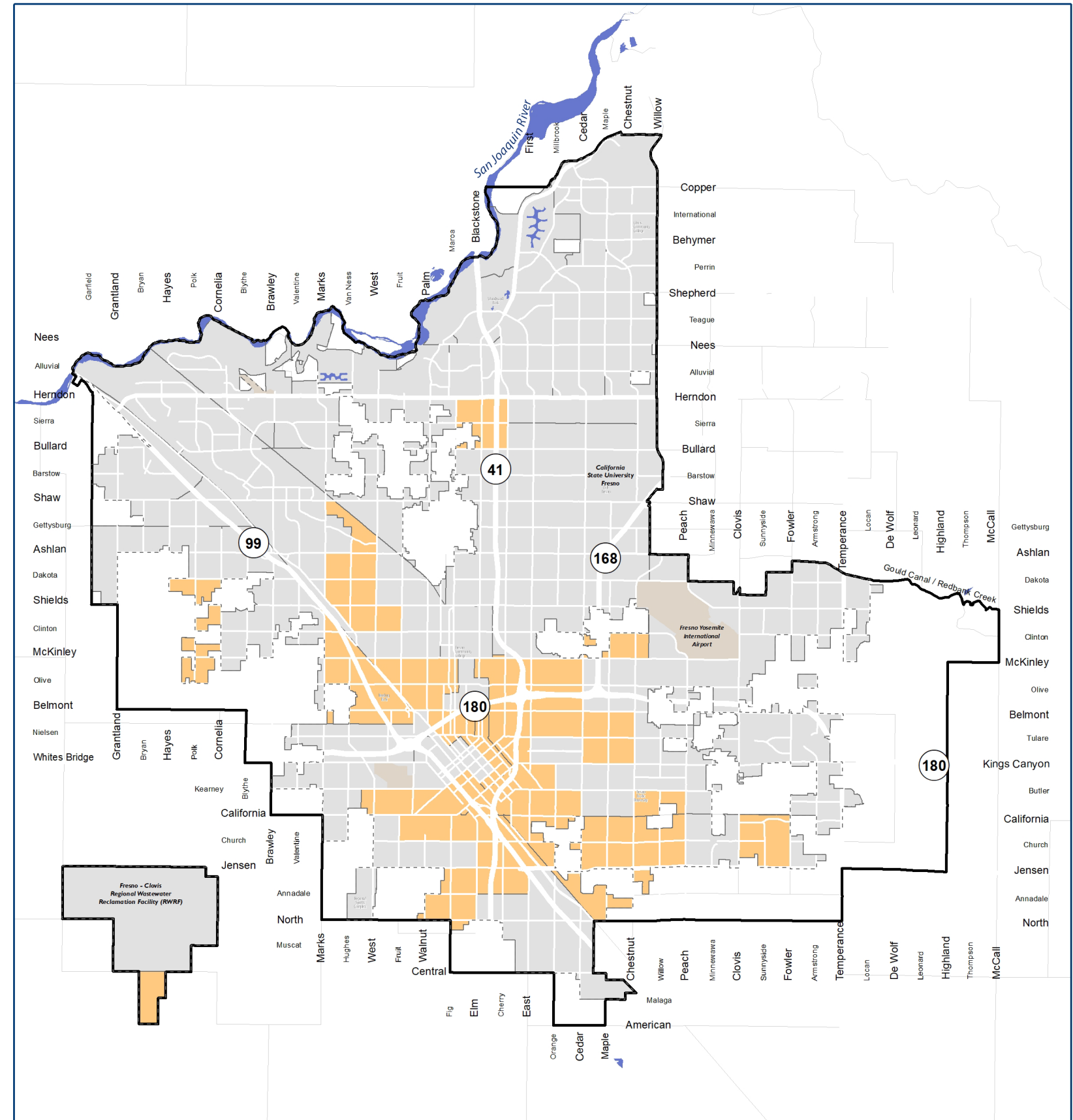
**HIGHEST-NEED PERCENTILE**

# 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:

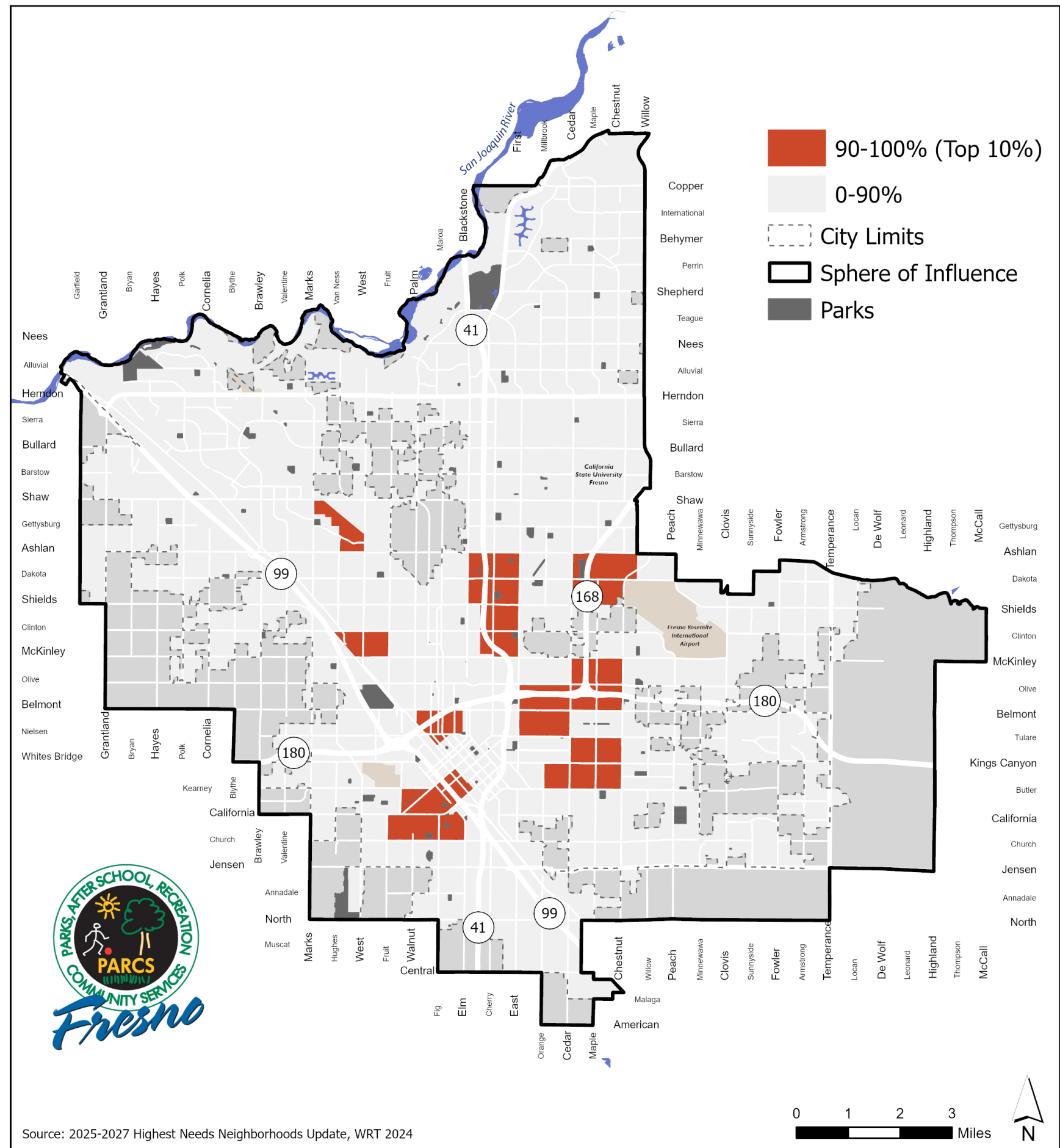
- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior 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)
- 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
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- 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

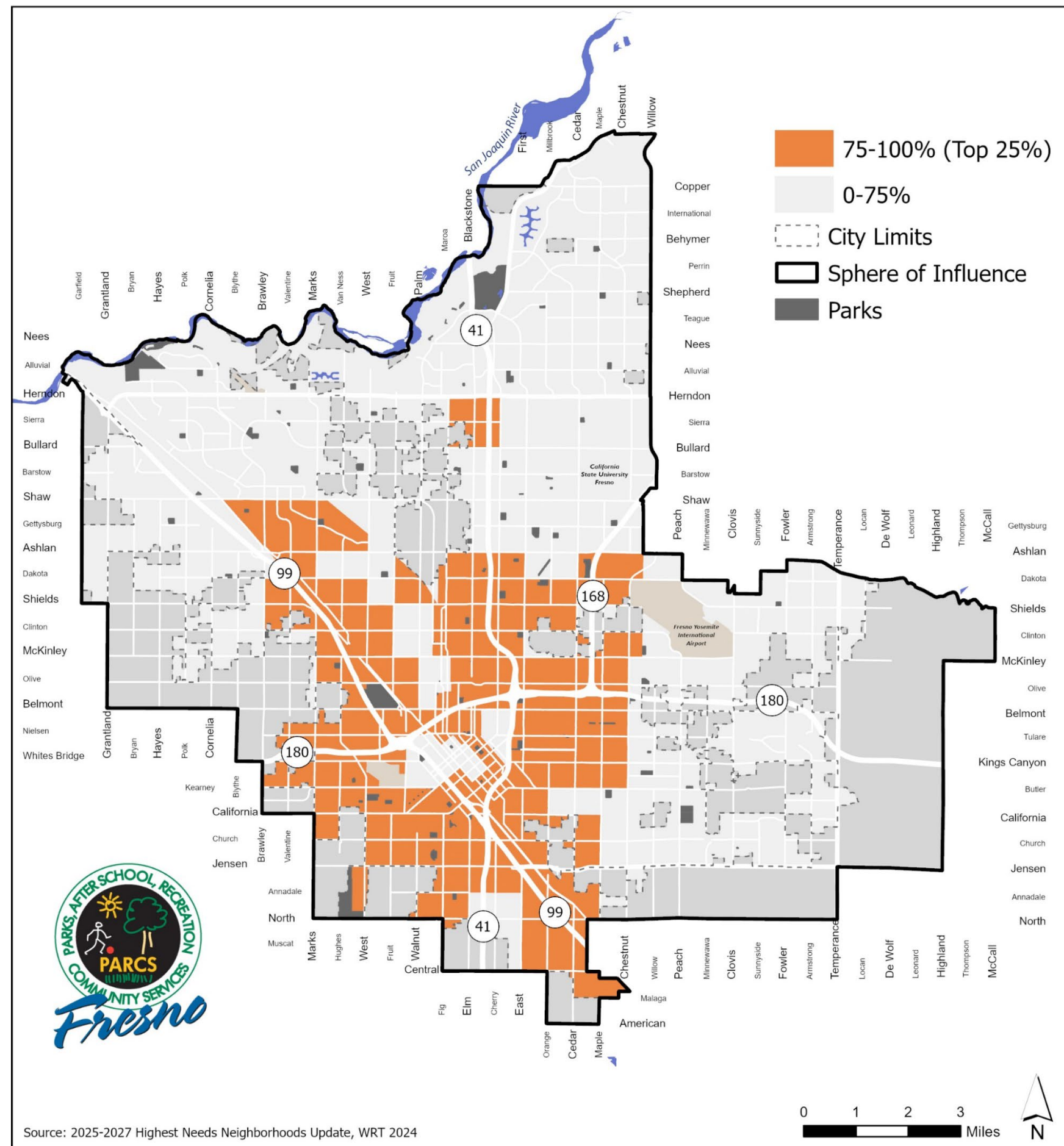
# Percentile Threshold: Top 25% Highest-Need Neighborhoods

## 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

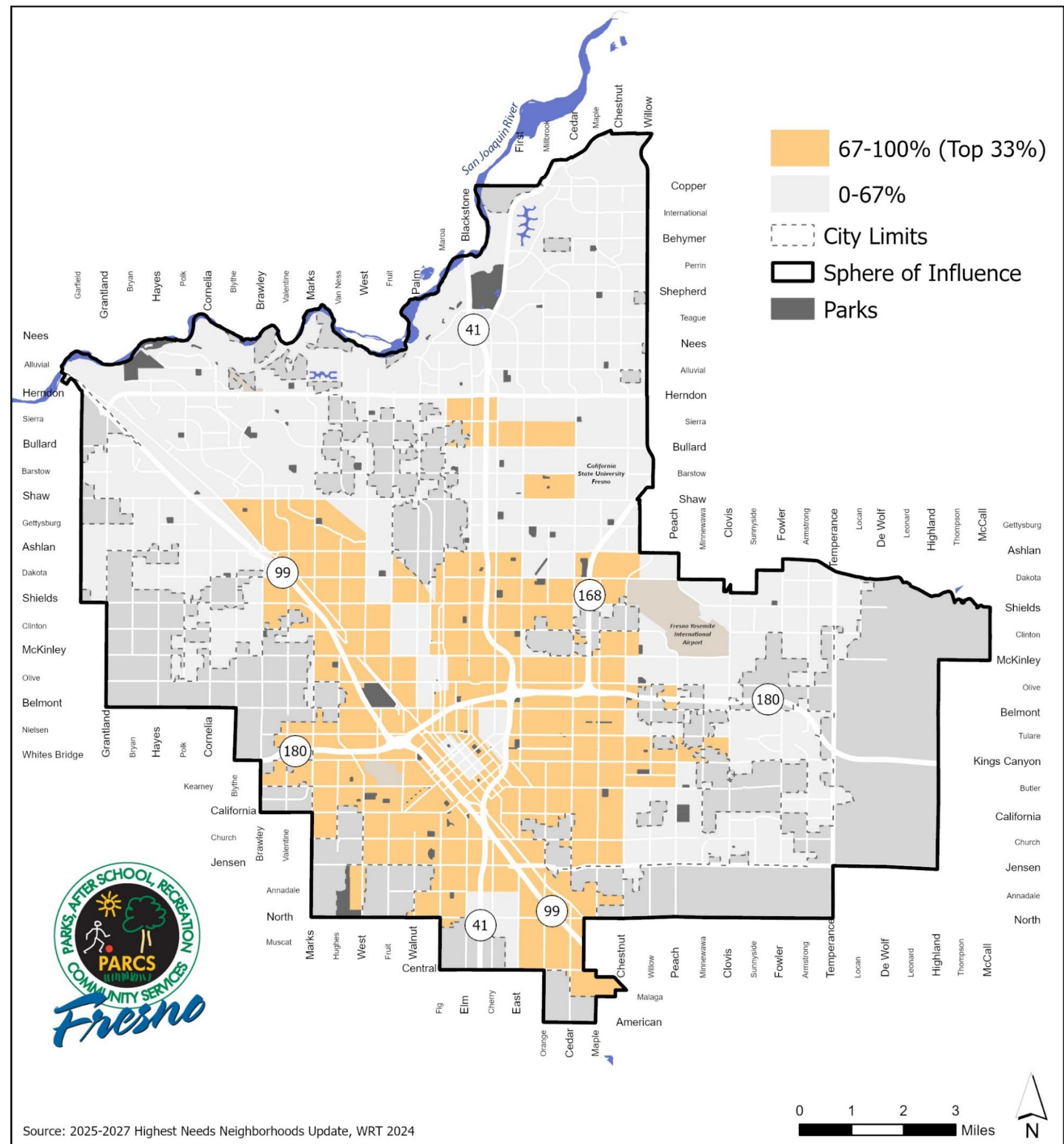
- Al Radka
- Almy
- Audubon
- Barstow & Del Mar (Basin FF)
- Basin XX (Huges & Floradora)
- Bigby Villa
- Bluff & Churchill River Access
- Bluff & Delmar River Access
- Bob Belcher
- Broadway & Elizabeth
- California Tupman
- Camp Fresno
- Carozza (Basin G)
- Cary
- Centex
- Chandler
- Citywide Senior 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)

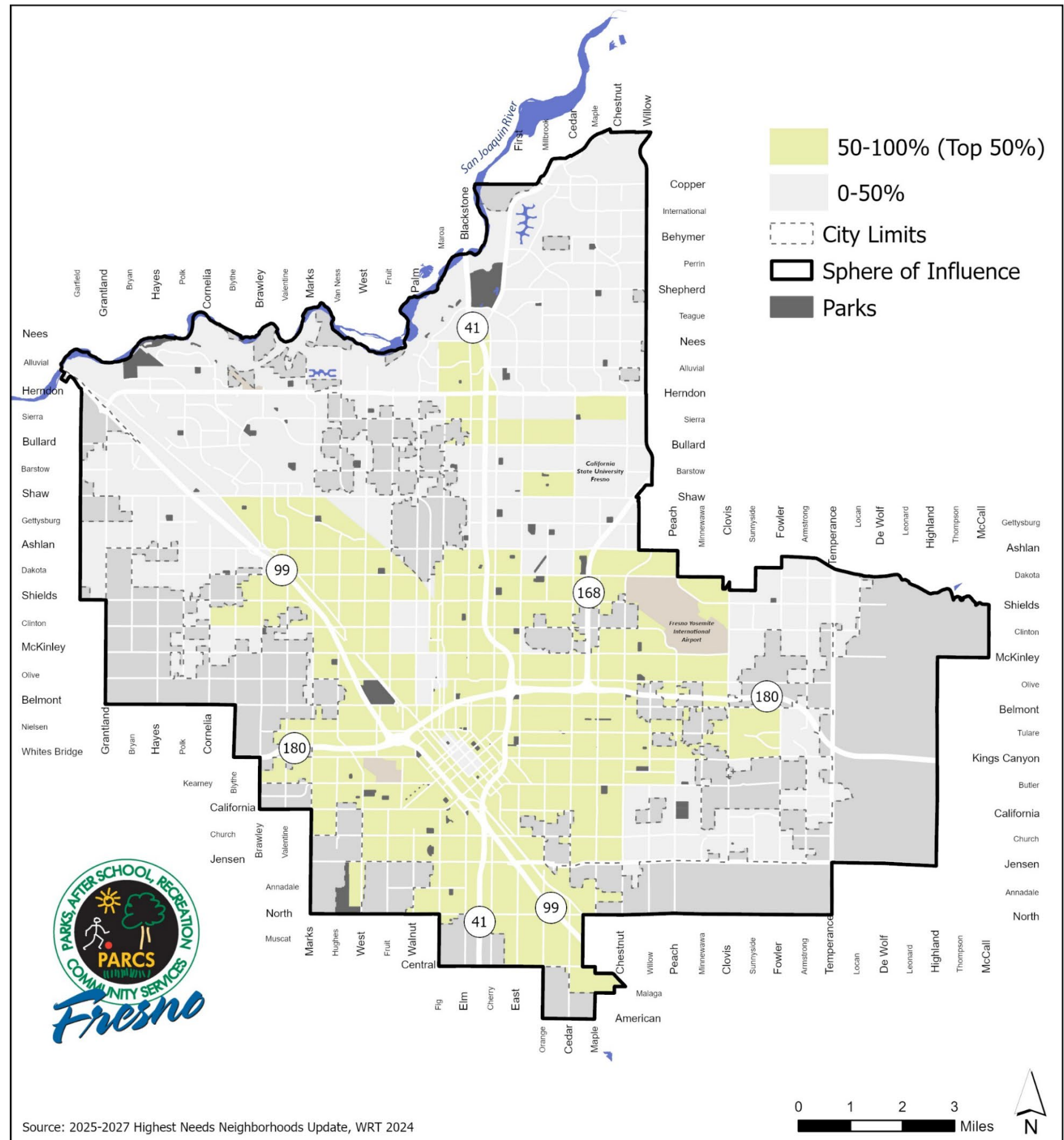
- Maple & Balch
- Maple & University
- Martin Ray Reilly
- Mary Ella Brown
- Maxie L. Parks
- Mckenzie Greenbelt
- Melody
- Merced and Modoc
- Merced & Pickford
- Merced & Plumas
- Merced & Stephens
- Merced & Trinity
- Meux Home Museum
- Milburn Overlook
- Mosqueda
- Neilson
- Ninth & Tulare
- Orchid
- 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
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- San Pablo
- Selma Layne
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- Ted C. Wills
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- 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

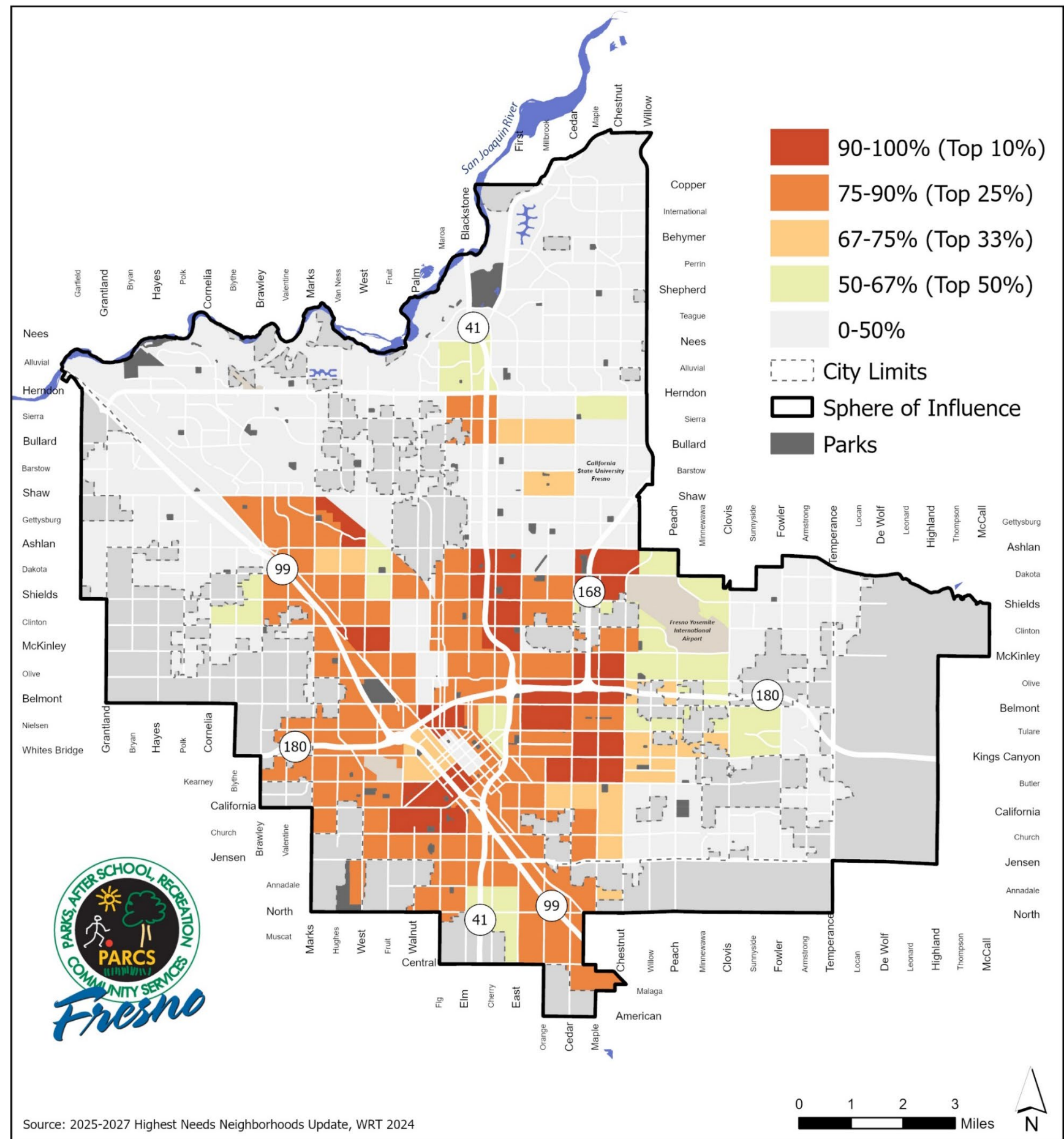
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- Trolley Park
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- Veterans Memorial Auditorium
- Vinland
- Water Tower
- Willow & Balch
- Woodward

# 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\*  
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 El Capitan Dog Park (Basin AH1)  
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 McKenzie Blvd Greenbelt  
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 Roeding\*  
 Romain\*





San Pablo  
 Sunset\*  
 Ted C. Wills  
 The Link @ Blackstone\*  
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\*included in 2021 Highest Needs Neighborhoods

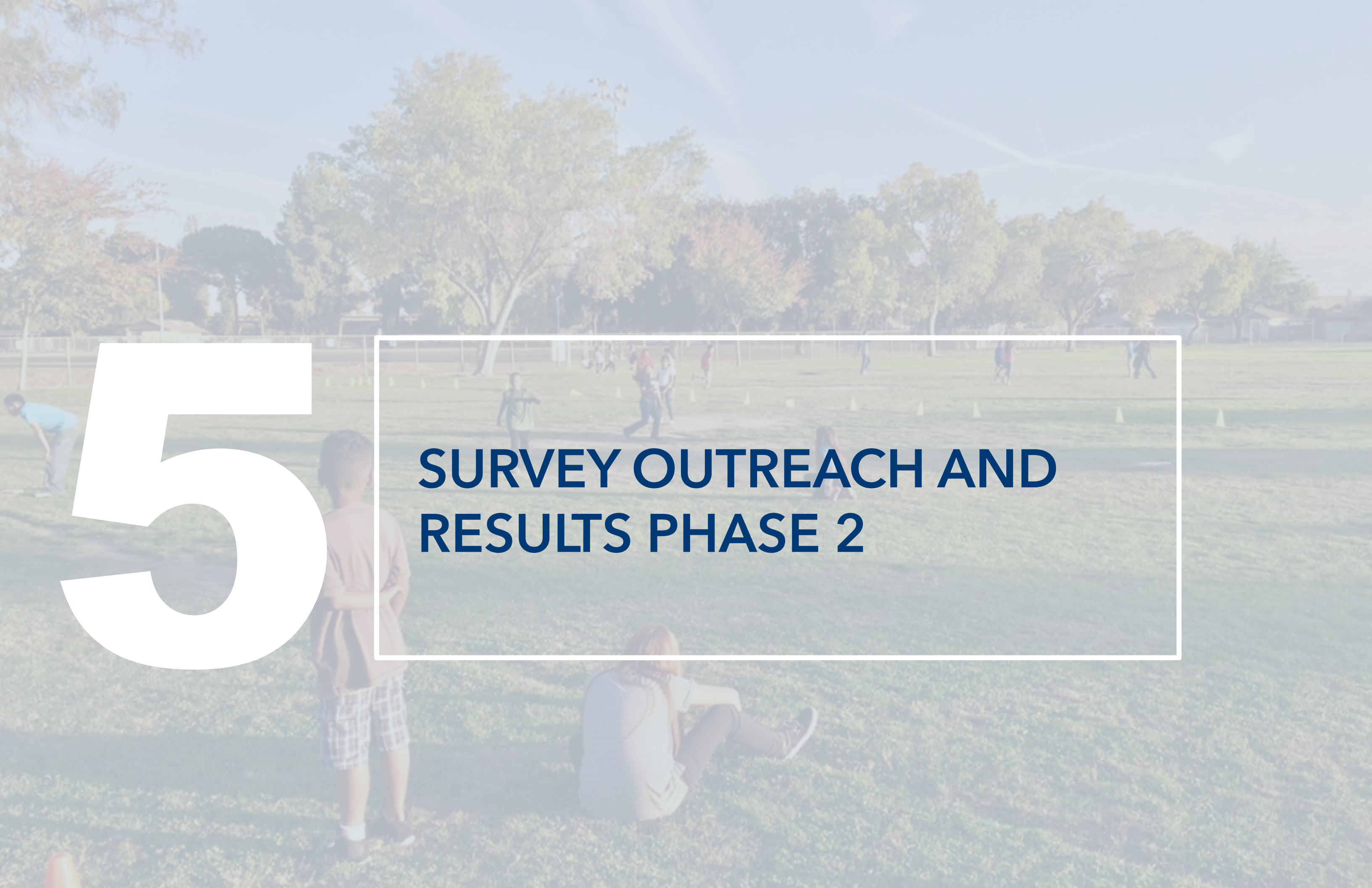
# QUESTION FOR THE PRAC AND PUBLIC

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

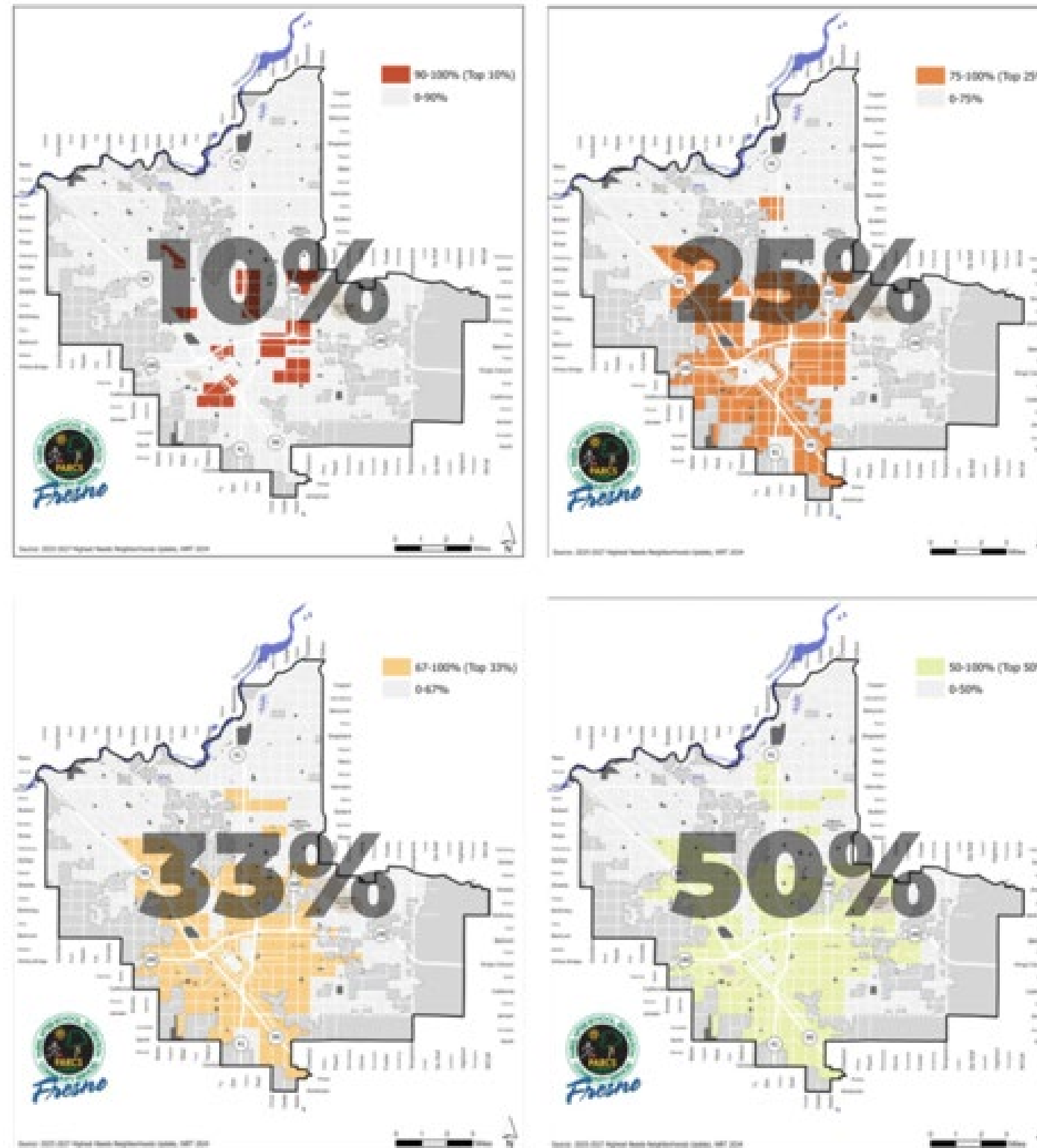
-  (A) 51-100% - Top 50%
-  (B) 67-100% - Top 33%
-  (C) 76-100% - Top 25%
-  (D) 91-100% - Top 10%

5

**SURVEY OUTREACH AND  
RESULTS PHASE 2**



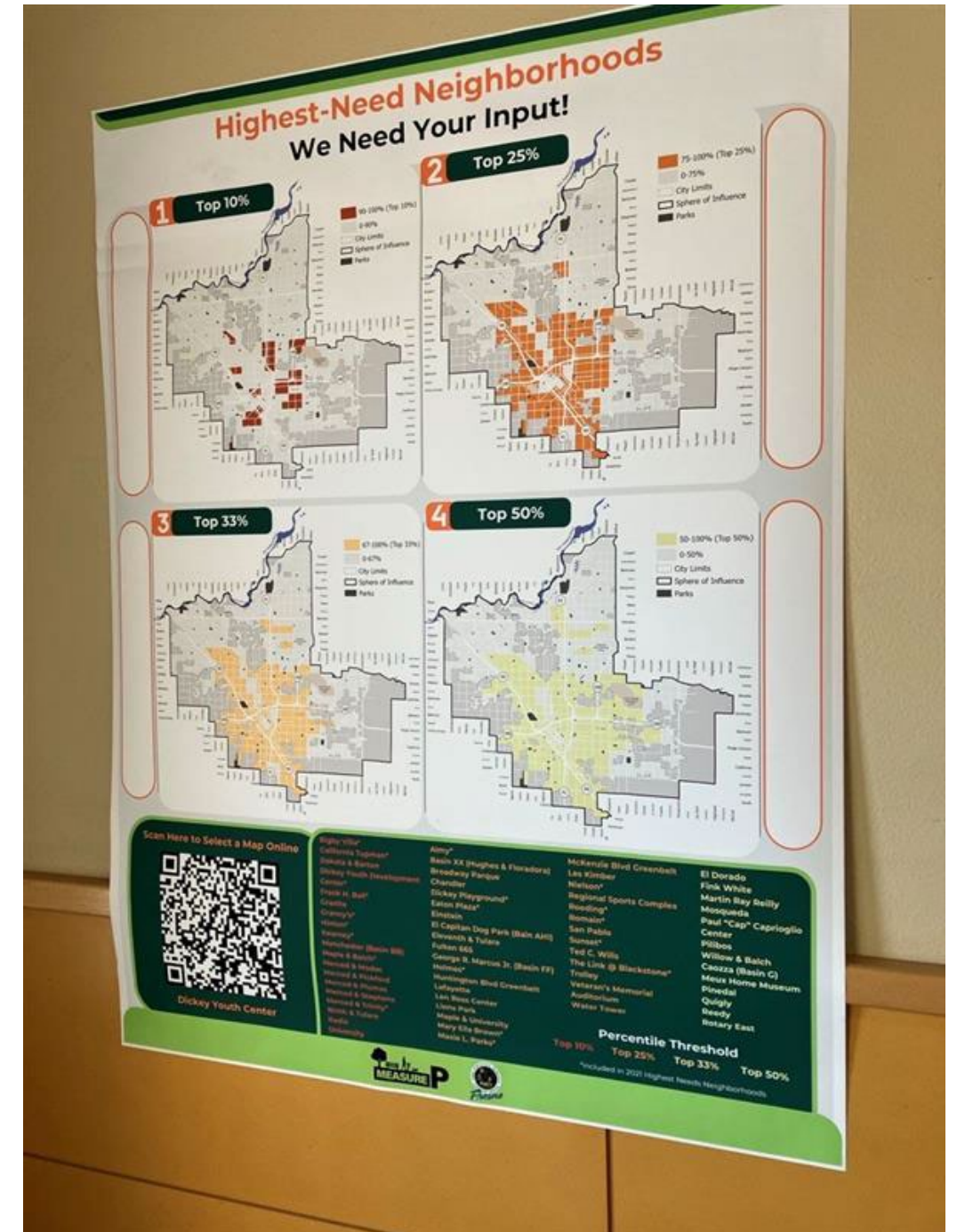
# Phase Two Survey (% Threshold Selection)



# 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.

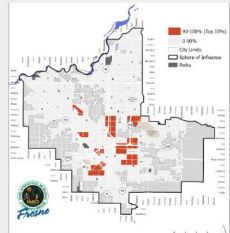
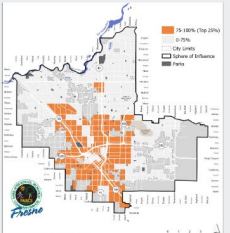
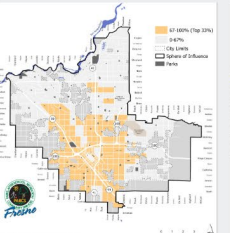
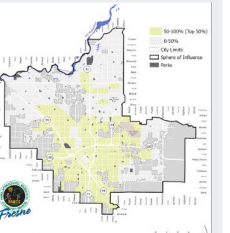
**Scan the QR Code to Select a Map!**

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

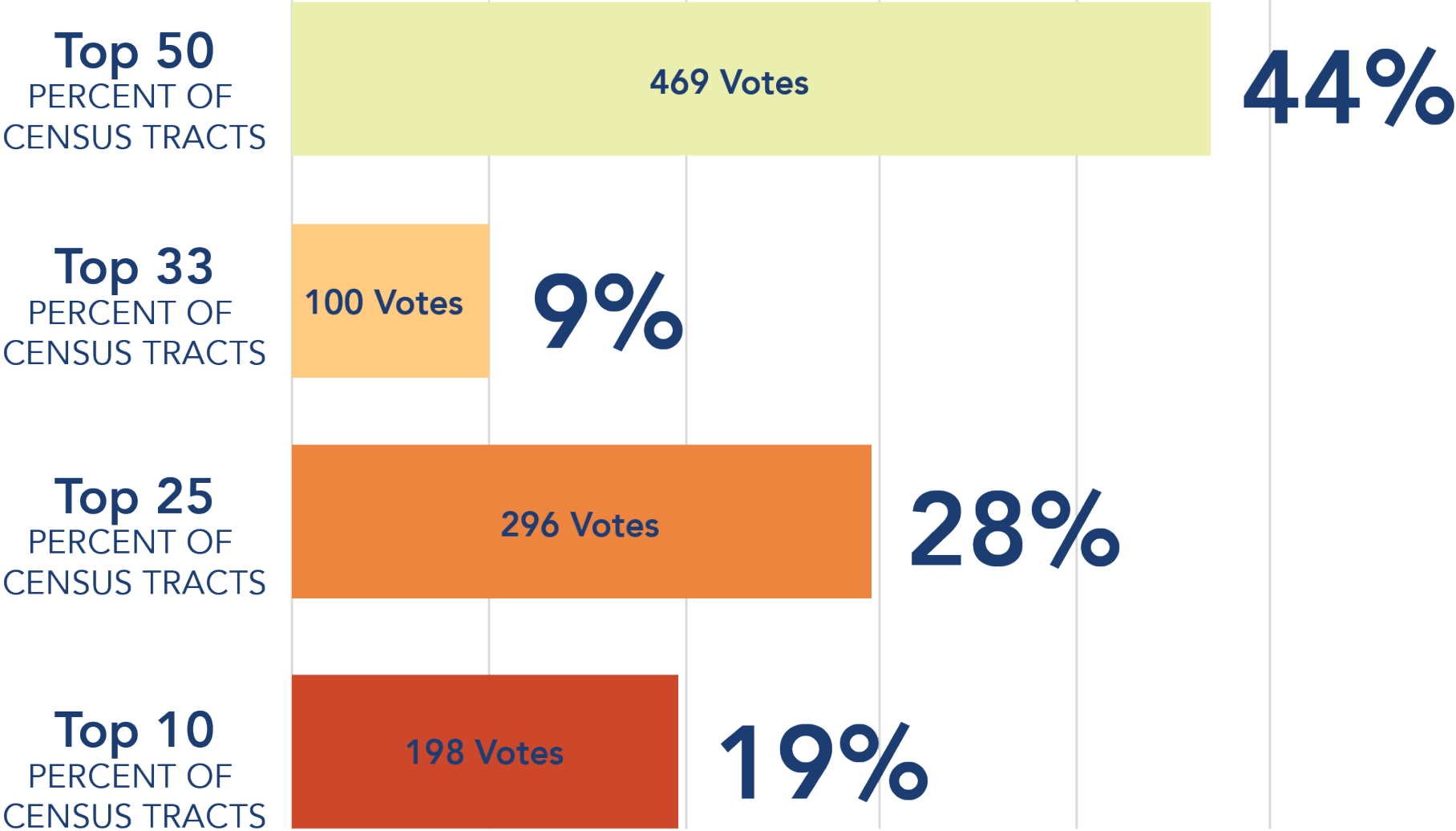
Office Address : 1515 E Divisadero St, Fresno, CA 93721

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





# Next Steps

- **October 28, 2024 - PRAC Recommendation**
- November 7, 2024 - Council Workshop
- Present to Council for adoption before January 1, 2025

