



Mayor's Office of Community Affairs

FY23 STRATEGIC PLAN REVIEW
THURSDAY SEPTEMBER 1, 2022



MAYOR'S OFFICE OF COMMUNITY AFFAIRS

STRATEGIC PLAN

Workshop overview

Office of Community Affairs (OCA)



Welcome

Background

Overview of Community Feedback

General Strategic Response

Targeted Strategic Response (S.M.A.R.T Goals)

Forward

An aerial photograph of a city at sunset. The sky is filled with soft, pinkish-purple clouds. In the foreground, a large baseball stadium with a green field and brown infield is visible, surrounded by parking lots and city buildings. The city extends into the distance, with various high-rise and mid-rise buildings scattered across the landscape. A semi-transparent white box is overlaid on the left side of the image, containing the title and subtitle.

Vision + Background

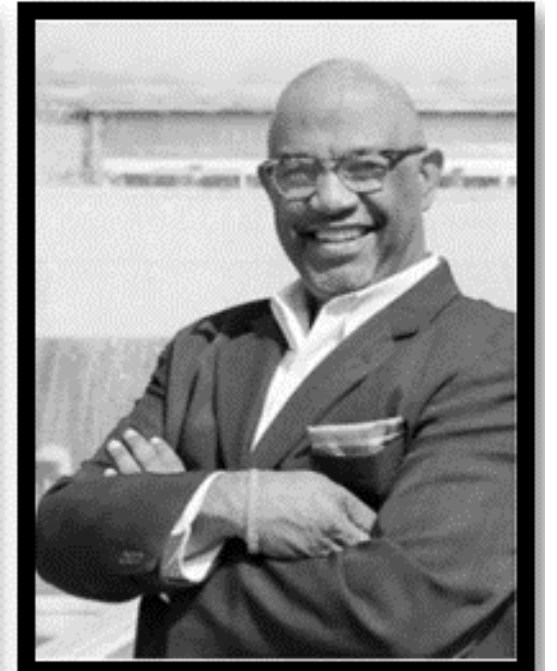
HOW WE GOT HERE

THE VISION

An Inclusive, Prosperous, Beautiful City where people Take Pride in their Neighborhoods and Community. A Government that Listens, Keeps its Promises, and is Owned by the People - *We Work For You*

Background

- Office founded as to help us realize the One Fresno vision.
- The OCA operates as a division of the Mayor's Office.
- The OCA engages all Fresno community members by serving as the City government's liaison to key constituent group associations, multicultural and immigrant populations, faith-based, civic and human service, and others including community benefit organizations.
- Resolution 21-092 was adopted on April 8th 2021 denouncing "the racial discrimination that Asian American communities have experienced in Fresno during the COVID-19 pandemic" jumpstarted the hiring of the liaisons that concluded in November of 2021.



Our OCA Liaisons

Harjinder 'JR' Saini - Asian Indian

Alma Martinez - Latino + All foreign-born Immigrant

Sandra Lee – Asian Pacific Islander

B.T. Lewis – Black, Indigenous and People of Color

A photograph of a city skyline at dusk. The sky is a clear, deep blue. In the foreground, several buildings are visible. On the right, a tall, light-colored skyscraper with many windows is prominent. To its left, there are several shorter buildings, including a dark one with a flat roof and a few smaller, lighter-colored ones. The word "INTRODUCING" is overlaid in large, white, italicized, sans-serif capital letters across the middle of the image.

INTRODUCING



General + Targeted Feedback

....A government that listens...



Listening to the community

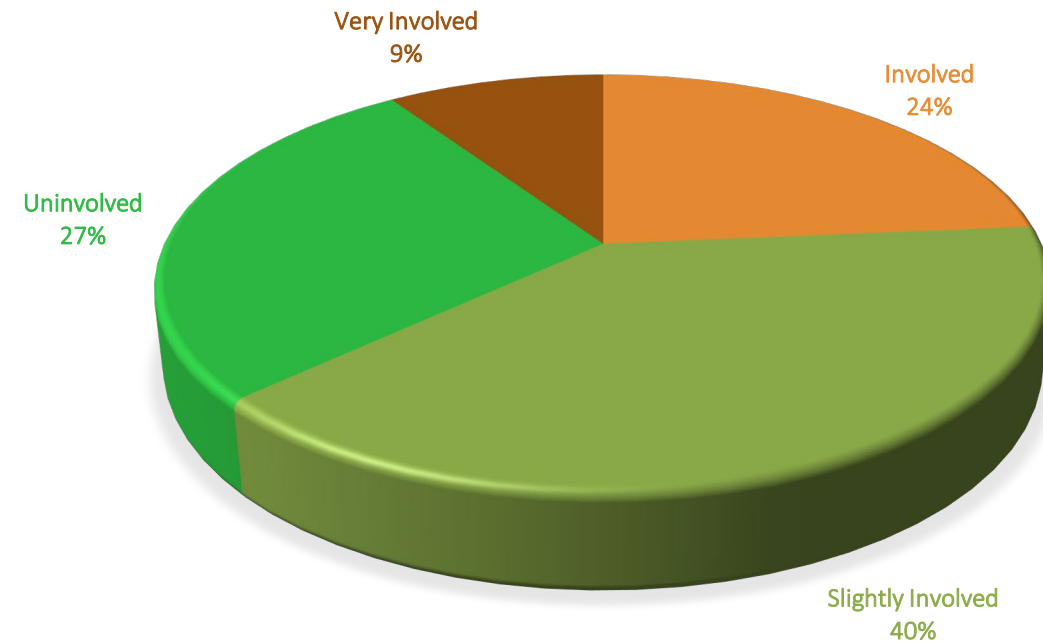
- 24 Questions
- Anonymous
- In English, Spanish, Hmong and Punjabi
- Used top 2 box survey method to analyze results
- Results have statistical significance with a confidence level of 95% and margin for error of 10%



Question Samples

1. How would you rate your current level of involvement with the City of Fresno
2. How satisfied are you with your current level of involvement?
3. How interested are you in increasing your level of involvement in the City of Fresno?
4. What are the barriers faced to being more involved?

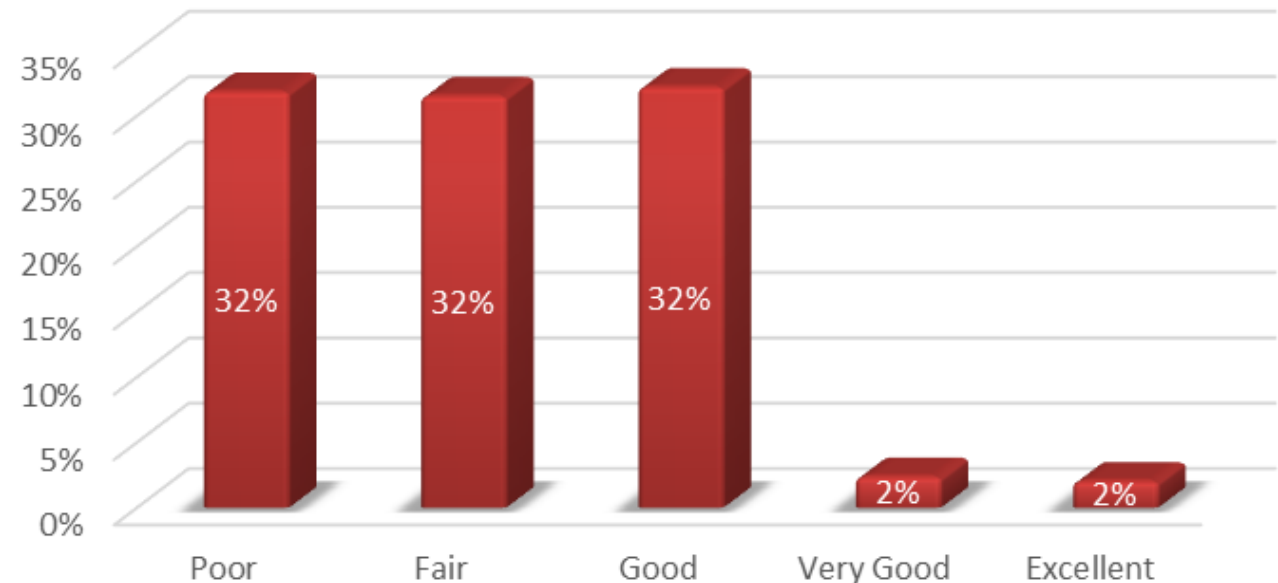
HOW WOULD YOU RATE YOUR CURRENT LEVEL OF INVOLVEMENT WITH THE CITY OF FRESNO?



Question Samples Cont.

1. How would you rate the City of Fresno's current communication with its residents?
2. How do you like to be communicated with?
3. What are your greatest needs in terms of support

How would you rate the City of Fresno's current communication with its residents?



Demographic Indicator	Key takeaways
Zip Code	Top three zip code respondents hail from 93727 (29%), 93722 (12%) and 93706 (8%)
Employment Status	71% of respondents stated they are employed, 17% state self-employed and 11% stated they are not employed
Geographic Area	19% of respondents stated they were from SW Fresno
Years in Fresno	51% of respondents indicated that they have lived in Fresno for 26+ years while 23% stated that they have lived in Fresno for 16-25 yars
Tenure	43% of respondents stated that they were long standing residents
Influence	20% of respondents stated that they were community leaders
Parental	29% of respondents indicated that they were parents
Gender	52% of repondents identified as femail, 47% as male and 1% as other
Income	<p>There is a fairly even distribution of responses by income level</p> <ul style="list-style-type: none"> - Under \$20,000 (17%) - \$20,000 to \$34,999 (16%) - \$35,000 to \$49,999 (14%) - \$50,000 to \$74,999 (19%) - \$75,000 to \$99,999 (14%) - Over \$100,000 (20%)

Demographics



Strategic Response - Charting the course



Community Engagement Spectrum

Transformative Community Engagement Framework Phases:		Problem/Issue Identification		Strategy Development	Operational Planning & Project Development	Project Implementation & Performance Monitoring
STANCE TOWARDS FRAMEWORK	0 IGNORE	1 INFORM	2 CONSULT	3 INVOLVE	4 COLLABORATE	5 EMPOWER FOR IMPACT
IMPACT	Marginalization	Placation	Tokenization	Voice	Designated Power	Community Control
COMMUNITY ENGAGEMENT GOALS	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community assets, needs and concerns are integrated into process and inform planning	Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity by placing full decision-making in the hands of the community
MESSAGE TO THE COMMUNITY	<i>"Your voice, needs and interests do not matter"</i>	<i>"We will keep you informed"</i>	<i>"We care what you think"</i>	<i>"We can't do this well without you"</i>	<i>"Your leadership and expertise are critical"</i>	<i>"We want this to work so we support democratic and equitable processes led by the community"</i>
EXAMPLES OF TOOLS	Closed door meetings	Fact Sheets Open Houses Presentations Billboards Videos	Public comment Focus Groups Community Forums Surveys	Interactive Workshops Polling House Meetings Community Forums	MOU's with CBOs Consensus building Citizen Advisory Committees Participatory Action Research	Community Driven Planning Community Organizing Open Planning Forums with Citizen Polling Participatory Budgeting Participatory Action Research
RESOURCE ALLOCATION RATIOS	100% Systems	70-90% to systems admin 10-30% to promotions and publicity	60-80% to systems admin 20-40% to consultation activities	50-60% to systems admin 40-50% to community involvement	20-50% to systems admin 50-70% to community partners	0-20% to systems admin 80-100% to community partners and community driven processes

Community Comparisons example

#	Question	API	BIPOC	Indian	Latino
1	% involved + very involved from your community?	28.23%	42.59%	30.95%	30.26%
2	% dissatisfied + very dissatisfied with current level of involvement in your community?	20.97%	44.44%	35.72%	25.01%
3	% interested + very interested in being more involved?	58.06%	64.81%	78.57%	61.84%
4	Top two reasons why folks aren't involved	Not enough available time to be involved, Unsure how to get involved	Not enough available time, Unsure how to get involved	Unsure how to get involved; Not enough time to get involved	Not enough time to be involved; Unsure how to get involved

Feedback has led directly to FY23 S.M.A.R.T goal planning

O C A A P I C O M M U N I T Y E N G A G E M E N T S . M . A . R . T G O A L S

#	Question	Answer	SMART GOAL	Date
1	% involved + very involved from your community?	28.23%	Increase percentage of API community involvement by: 1) Drafting an easy-understand guide on how to read and understand City Council agendas; posting the guide on the City of Fresno Asian Pacific Islander Facebook group, OCA website and a print version for in-person events. 2) Posting timely City Council and Board and Committee meeting agendas. relevant to the API community on social media. 3) Continue identifying potential funding sources to support API-serving community benefit organizations.	12/15/22
2	% dissatisfied + very dissatisfied with current level of involvement in your community?	20.97%	Decrease percentage of API community dissatisfaction by: 1) Facilitating a community conversation on reasons for API resident dissatisfaction 2) Creating simple social media marketing materials promoting city-sponsored civic engagement opportunities, community information events and public comment engagements. 3) Publishing simple monthly activities and accomplishments summary achieved by the API liaison distributed by email to CBOs and key community residents and stakeholders. 4) Coordinating two annual community meetings with Fresno Police Department representatives educating the community on distinguishing between hate incidents and hate crimes and the importance of reporting these for tracking purposes.	6/15/23

More to come...

Another update regular updates
on progress will be brought
forth every six months.

For more information contact:

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ONE VISION
ONE MISSION
ONE FRESNO

Let's Build Together!

