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Agenda Item: ID16-205 (10:00 A.M #1)

Date: 2/25/16

CITY CLERK, FRESNO

**FRESNO CITY COUNCIL**



## Supplemental Information Packet

Agenda Related Item(s) – ID16-205

### Contents of Supplement: Student Action Plan and PowerPoint Presentation

#### Item(s)

Presentation by Associated Students, Inc. (ASI) of California State University Fresno (CSUF) to discuss Sierra

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

# Community Revitalization \_ Student Action Plan

## Sierra Madre Neighborhood- 2016

### PURPOSE OF THIS PLAN

To improve the safety and sense of community in this neighborhood by increasing communication and collaboration between stake holders, including: students, residents, property owners, businesses, government agencies, and faith-based organizations.

#### Step 1

**ACTION: Create a digital presentation** to highlight the story of the revitalize movement, how it began, what it has accomplished, and its current focus.

**PURPOSE:** Provide context for ASI and University involvement, telling the grass roots story of the campaign to keep the momentum going.

**ACTION: Share the presentation** while meeting with various stake holders, including Fresno State Administration, Student Leadership Organizations, and Fresno City Council.

**PURPOSE:** identify ways stake holders and potential collaborators can invest and support ASI, the University, and the creation of a neighborhood revitalization plan.

**ACTION: Create a community calendar,** in collaboration with stake holders.

**PURPOSE:** Engage stakeholders in the decision making processes, gain direct investment and provide residents' communication regarding neighborhood opportunities.

**ACTION: Create a marketing plan** for events, including direct advertising door to door and gaining support from local media.

**PURPOSE:** Maximize exposure of the movement, and increase number of attendees and volunteers at events.

**ACTION: Create an assessment plan** for reflecting, evaluating and improving on community events.

**PURPOSE:** Identifies successes that can be shared and ways forward for future events.

<b>Step 2</b>		
	<b>ACTION:</b> Collaborate with potential anchor partners and stake holders to implement a <b>Fresh Farm Market</b> .	<b>PURPOSE:</b> Provide a service to the residents of the community while engaging student volunteers in a high-impact learning experience.
<b>Step 3</b>		
	<b>ACTION:</b> Collaborate with potential anchor partners and stake holders to host a <b>Sierra Madre Community Picnic</b> .	<b>PURPOSE:</b> Engage the neighborhood in community networking, provide fun activities for youth, and increase communication amongst the residents.
<b>Step 4</b>		
	<b>ACTION:</b> Collaborate with potential anchor partners and stake holders to conduct a <b>Spring Into Service</b> project, in collaboration with the Fresno State Richter Center.	<b>PURPOSE:</b> Provide a service to the neighborhood, and engage student volunteers in a high-impact learning experience.
<b>Step 5</b>		
	<b>ACTION:</b> Collaborate with potential anchor partners and stake holders to organize a <b>National Night Out</b> neighborhood block party.	<b>PURPOSE:</b> Celebrate the successes of the neighborhood while being involved in the City-wide event to create safer communities.



ASSOCIATED STUDENTS INC.

**Sierra Madre Neighborhood  
Revitalization Action Plan**

# PURPOSE

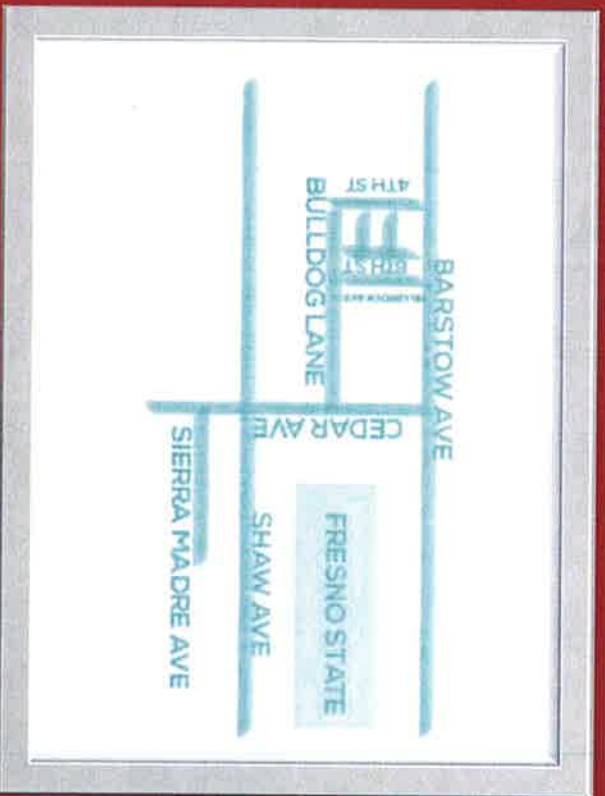


**“To improve the safety and sense of community in the Sierra Madre neighborhood by increasing communication and collaboration between stake holders, including: students, residents, property owners, businesses, government agencies, and faith-based organization.”**



# BACKGROUND

- Drive-by shooting involving a Fresno State Fraternity House on June 19, 2011.
- Not an incident related to the University, but rather, the surrounding community
- Sparked awareness of local crime and conversations for potential revitalization efforts
- The movement began with the “Revitalize the Fresno State Community” Facebook page
- Has now expanded to include student, University, community and Fresno City Council involvement



# EL DORADO PARK



# EI. DORADO PARK REVITALIZATION PLAN

- Volunteer Capacity
  - Since 2012, 1,538 Fresno State students volunteered roughly 5,621 hours
  - ASI has implemented sustainable service projects by creating community partnerships
- Current Projects:
  - Monthly Community Meetings
  - Monthly Food distributions
  - Weekly Basecamp Community Dinner Support
  - National Night Out Block Party (5 consecutive years)
  - Spring Into Service Days (4 consecutive years)



Basecamp Community Dinner at Wesley United Methodist Church

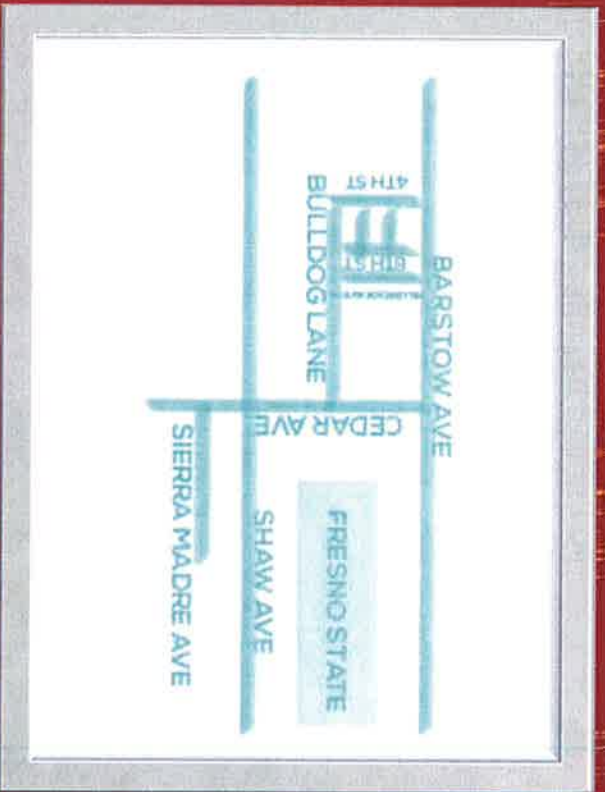


Bulldog Pantry Food Distribution



# NATIONAL AND LOCAL RECOGNITION

- Fresno State Associated Students, Inc. was a recipient of the 2015 Gold Excellence Award by Student Affairs Professionals in Higher Education (NASPA). *This honor was recognized as the, “Civic Learning, Democratic Engagement, Service Learning and Community Service category’s top award.”*
- Fresno Mayor Ashley Swearingin and the Fresno City Council Proclaimed April 30, 2015 as “ASSOCIATED STUDENTS INC., DAY AT FRESNO STATE,” in the City of Fresno. *“Celebrating student leadership in community organizing, and applauding Fresno State’s students’ passion for their campus community, consistent hard work towards positive change, and belief that collaboration is key to social change in urban areas.”*



# SIERRA MADRE





# COMMUNITY STAKE HOLDERS

## SHAW TO SIERRA MADRE & CEDAR TO MAPLE

- 12 BUSINESSES:

- JAMBA JUICE
- UNCLE HARRY'S
- BETTY'S SANDWICHES
- BULLDOG LIQUOR
- CHIPOTLE
- D&L ROSES
- EMPIRE SMOKE
- CELL PROS
- STUFFED PIPE
- BOOK STORE
- RED WAVE BAR AND GRILL
- 7/11

- 3 FAITH BASED ORGANIZATIONS:

- LUTHERAN CAMPUS MINISTRIES
- MASJID FRESNO ISLAMIC CENTER
- THE CHURCH OF JESUS CHRIST  
LATTER DAY SAINTS

- NUMBER OF PARCELS:

- 55

- PROPERTY OWNERS:

- 30

# SAFETY CONCERNS

- CAR BREAK-INS ALONG SHAW AVENUE
- LOCAL BUSINESSES REPORTED MULTIPLE BREAK-INS AND THEFT
- SIGMA NU & PI KAPPA ALPHA FRATERNITIES REPORTED REGULAR INSTANCES OF BREAK-INS, HOMELESS INDIVIDUALS LOITERING IN COURTYARD, THEFT OF PERSONAL BELONGINGS
- UNSAFE CONDITIONS FOR STUDENTS WALKING TO AND FROM CAMPUS, ESPECIALLY DURING EVENING HOURS



## CURRENT PROJECTS

- **MONTHLY COMMUNITY MEETINGS:**
  - To foster communication between stake holders and plan community events.
- **POLICING AND CODE ENFORCEMENT:**
  - To ensure apartments in Sierra Madre meet requisite living standards.
- **COMMUNITY PICNICS:**
  - To build community engagement and encourage service learning.
- **FRESH FARM MARKETS:**
  - To provide a service to the residents and encourage service learning.
- **NEIGHBORHOOD CLEAN UPS:**
  - To promote pride amongst the residents and assist with sanitation issues.

## FUTURE PROJECTS

- **NATIONAL NIGHT OUT:**
  - Throw a neighborhood block party on Tuesday August 2, 2016
- **SATURDAY SPORTS:**
  - Assist with youth programs at Vineland Park
- **RENNOVATE DILAPIDATED APARTMENT COMPLEXES:**
  - Garner financial support and investment from developers

# ACTION PLAN

## STEP 1

### ACTION

- **Create a digital presentation** to highlight the story of the revitalize movement, how it began, what it has accomplished, and its current focus.
- **Share the presentation** while meeting with various stake holders, including Fresno State Administration, Student Leadership Organizations, and Fresno City Council.

### PURPOSE

- Provide context for ASI and University involvement telling the grass roots story of the campaign to keep momentum going.
- Identify ways stake holders and potential collaborators can invest and support ASI, the University, and the creation of a neighborhood revitalization plan.



# ACTION PLAN STEP 1 (CONT.)

## ACTION

- **Create a community calendar**, in collaboration with stake holders.
- **Create a marketing plan** for events, including direct advertising door to door and gaining support form local media.
- **Create an assessment plan** for reflecting, evaluating and improving on community events.

## PURPOSE

- Engage stakeholders in the decisions making processes, gain direct investment and provide residents' communication regarding neighborhood opportunities.
- Maximize exposure of the movement, and increase number of attendees and volunteers at events.
- Identify successes that can be shared and ways forward for future events.

# ACTION PLAN

## STEPS 2 & 3

### ACTION

- Collaborate with potential anchor partners and stake holders to implement a **Fresh Farm Market**.
- Collaborate with potential anchor partners and stake holders to host a **Sierra Madre Community Picnic**.

### PURPOSE

- Provide a service to the residents of the community while engaging student volunteers in a high-impact learning experience.
- Engage the neighborhood in community networking, provide fun activities for youth, and increase communication amongst the residents.



# ACTION PLAN

## STEPS 4 & 5

### ACTION

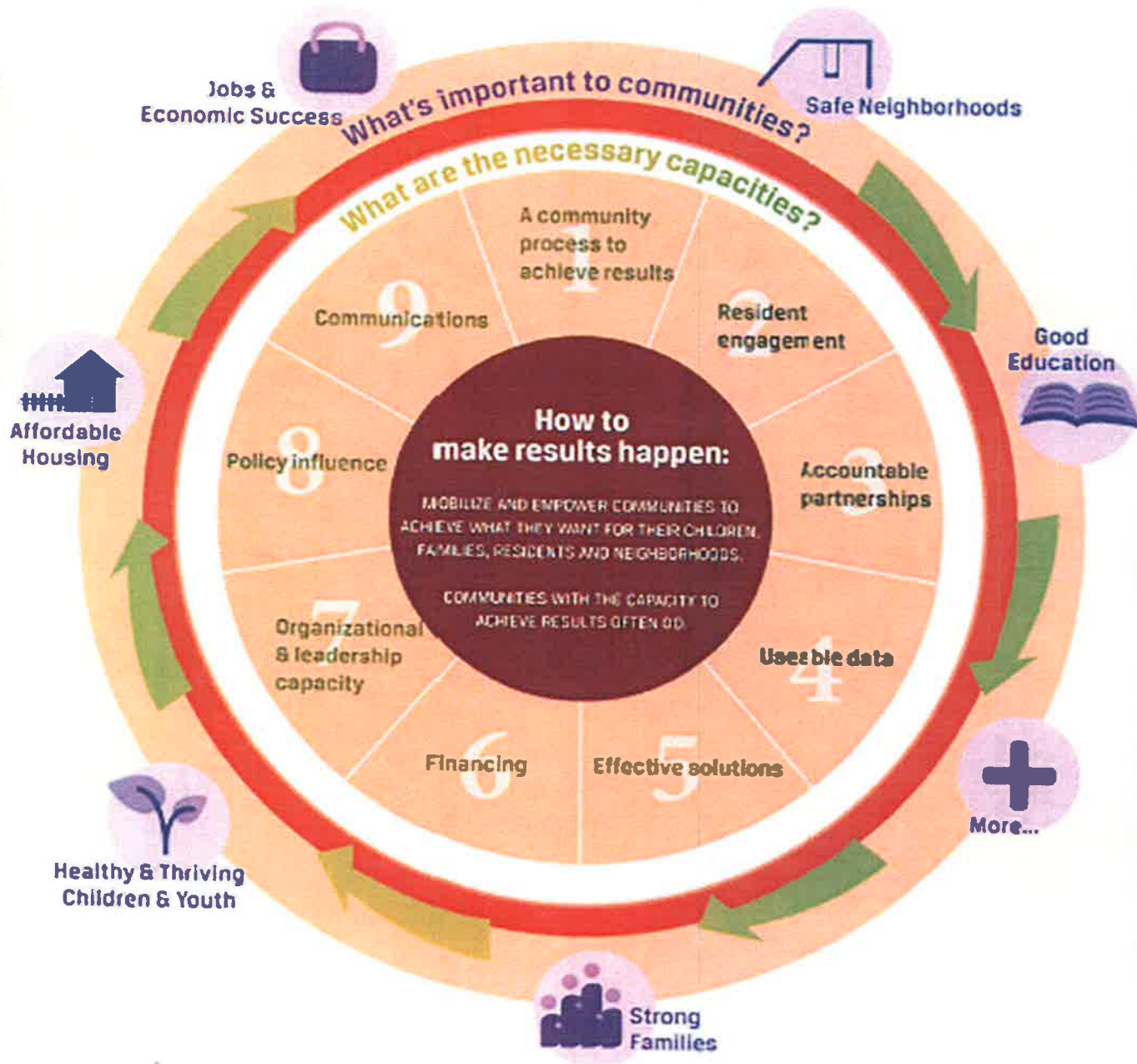
- Collaborate with potential anchor partners and stake holders to conduct a **Spring Into Service** project, in collaboration with the Fresno State Richter Center.
- Collaborate with potential anchor partners and stake holders to organize a **National Night Out** neighborhood block party.

### PURPOSE

- Provide a service to the neighborhood, and engage student volunteers in a high-impact learning experience.
- Celebrate the successes of the neighborhood while being involved in the City-wide event to create safer communities.

TAKING ACTION

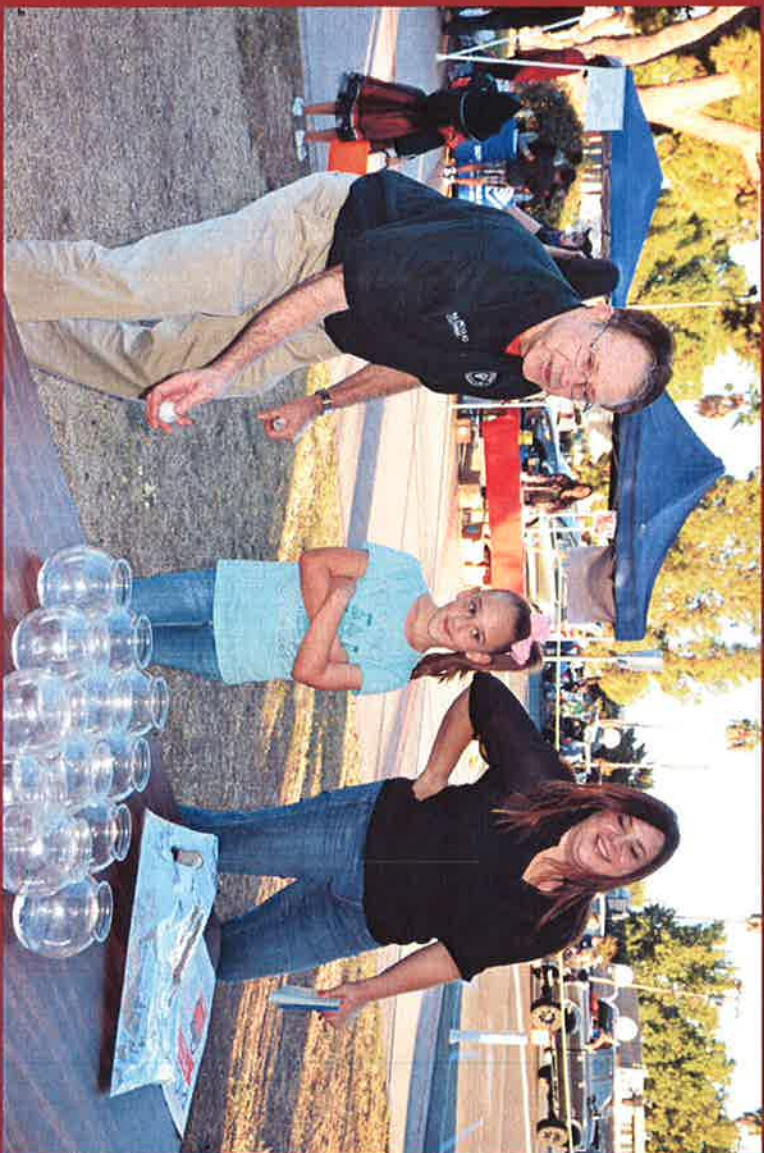
# HOW COMMUNITIES CAN GET THE RESULTS THEY WANT



Center  
for the  
Study  
of  
Social  
Policy



*Associated Students Incorporated hopes with the continued support and partnership with Fresno City Council, we can advance our revitalization efforts of Sierra Madre, developing a safer environment for all students and residents living in the communities surrounding Fresno State.*



*THANK YOU.*