

The Fresno Parks Initiative

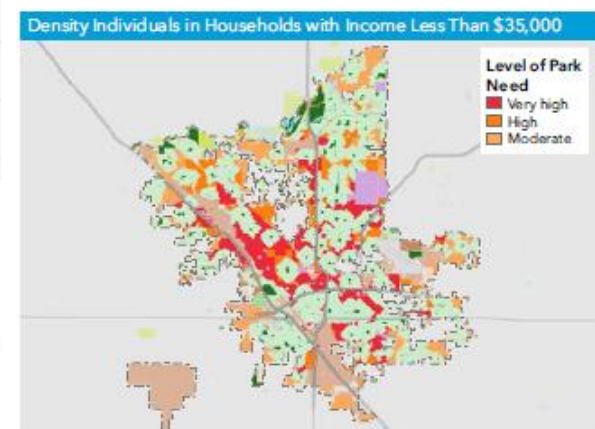
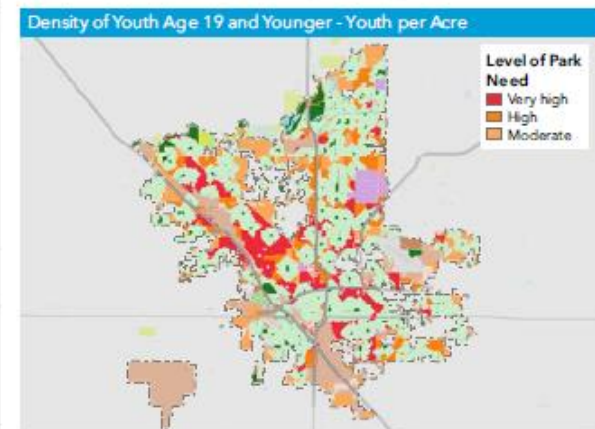
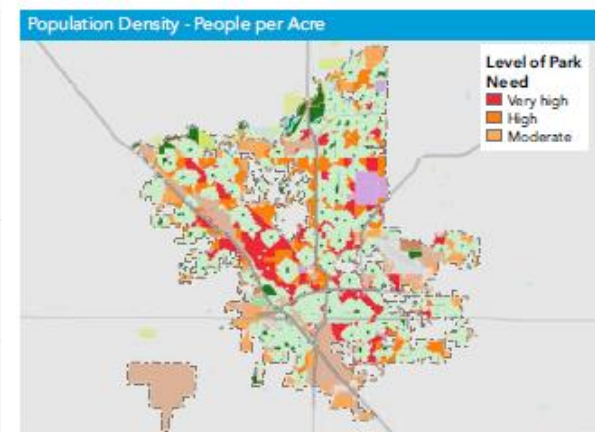
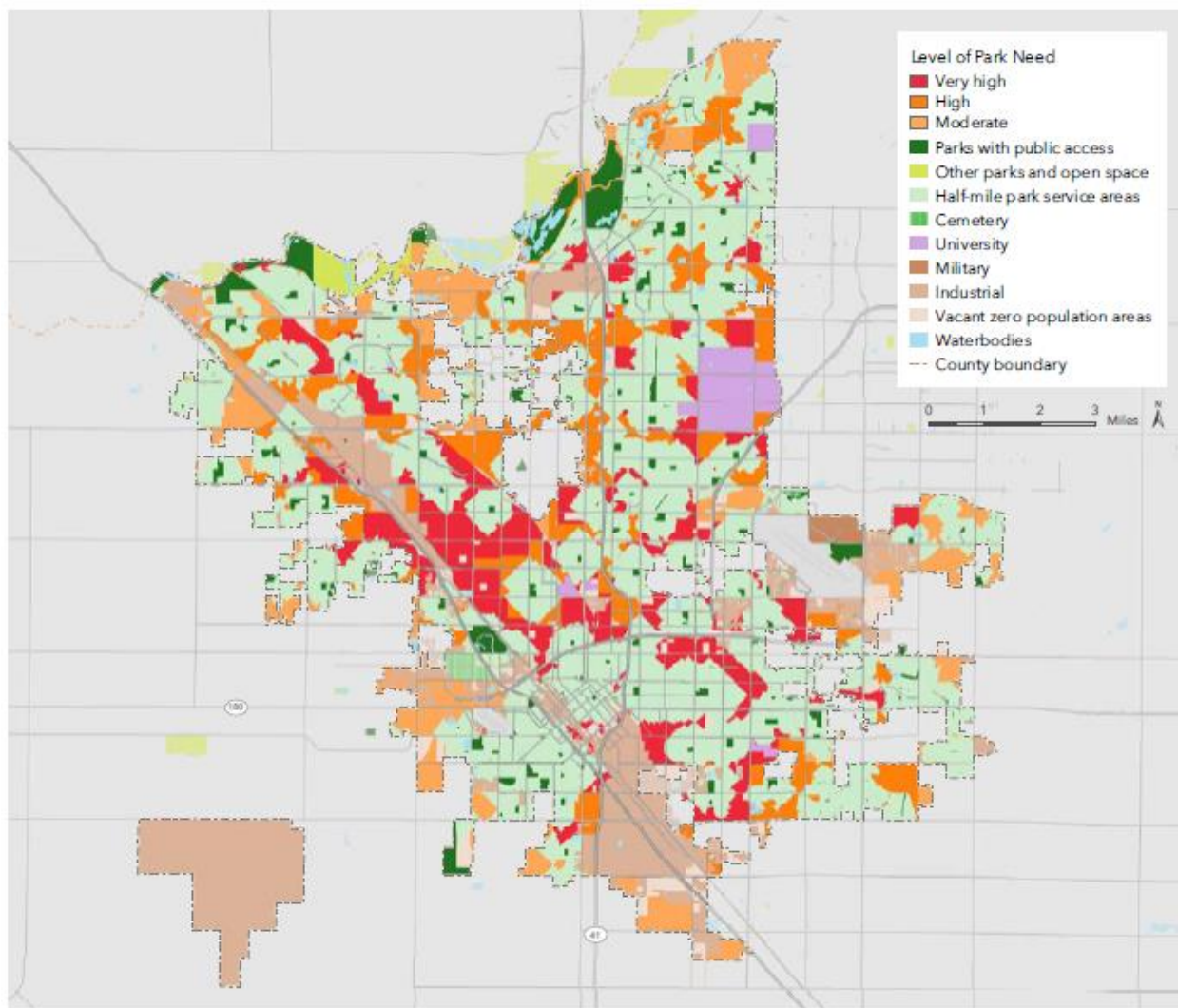
Discussion with the Fresno Youth Commission



Danielle Bergstrom, Policy Director
Central Valley Community Foundation
February 13, 2018

Why Parks?

- **Fresno ranked one of the worst large cities for parks in the US**
 - 2012-2015 – ranked 100th (out of 100)
 - *2016 – ranked 97th*
 - *2017 – ranked 90th*
- **Fresno spends far less per capita (\$38.31) than most other cities**
 - Parks are roughly 5% of City's General Fund expenditures
 - FY 17 General Fund obligations for parks - \$24m
- **Significant public and environmental health benefits**
- **Investing in parks can significantly improve quality of life and economic competitiveness**



The Trust for Public Land 2017 *ParkScore*® index FRESNO, CALIFORNIA

The Trust for Public Land *ParkScore*® index analyzes public access to existing parks and open space. The analysis incorporates a two-step approach: 1) determines where there are gaps in park availability, and 2) constructs a demographic profile to identify gaps with the most urgent need for parkland. Park gaps are based on a dynamic 1/2 mile service area (10 minute walking distance) for all parks. In this analysis, service areas use the street network to determine walkable distance - streets such as highways, freeways, and interstates are considered barriers.

Demographic profiles are based on 2015 Forecast block groups provided by Esri to determine park need for density of youth, density of individuals in

households with income less than 75% of city median income (Fresno less than \$35,000), and population density (people per acre).

The combined level of park need result shown on the large map combines the three demographic profile results and assigns the following weights:

- 50% - population density (people per acre)
- 25% - density of youth age 19 and younger
- 25% - density of individuals in households with income less than \$35,000

Areas in dark red show a very high need for parks.

Special thanks to the following data providers: Fresno, Esri. Information on this map is provided for purposes of discussion and visualization only. Map created by The Trust for Public Land on March 16, 2017. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Copyright © 2017 The Trust for Public Land. www.tpl.org

Fresno, CA

2017
Rank

90

ParkScore

33.5

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PUBLIC
LAND



Acreage		Investment	Facilities Average				Access
10		3	8				19
out of 40 points		out of 20 points	out of 20 points				out of 40 points
Median Park Size	Park Land Percent of City Area	Spending per Capita	Basketball Hoops per 10,000 Residents	Dog Parks per 100,000 Residents	Playgrounds per 10,000 Residents	Recreation/Senior Centers per 20,000 Residents	Percent within 10-minute walk
7	3	3	13	12	4	4	61%
out of 20 points	out of 20 points	out of 20 points	out of 20 points	out of 20 points	out of 20 points	out of 20 points	
3.6 Acres	4%	\$38.31	3.6	1.2	1.5	0.3	

Each city can earn a maximum of 120 points. Points are awarded for eight statistical measures in three categories: acreage, facilities and investment, and access. The total is then normalized to a scale out of 100. This final value is the city's ParkScore.

Demographic Category	Total	Population Served**	Percent Served**	Population Not Served	Percent Not Served
Total Population	484,965	295,655	61%	189,310	39%
Age 19 and Younger	152,638	94,079	62%	58,559	38%
20-64 Years Old	280,104	170,467	61%	109,637	39%
Over 64 Years Old	52,233	31,104	60%	21,129	40%
Demographic Category	Total	Households Served**	Percent Served**	Households Not Served	Percent Not Served
Under 75% Median City Income	64,152	37,974	59%	26,178	41%
75%-125% Median City Income	22,179	13,088	59%	9,091	41%
Over 125% Median City Income	68,237	41,368	61%	26,869	39%

Total Population may vary from estimates published elsewhere due to differences between city boundaries and the boundaries of Census Block Groups used in this analysis, or due to methodology differences in third party data providers' forecast demographics.

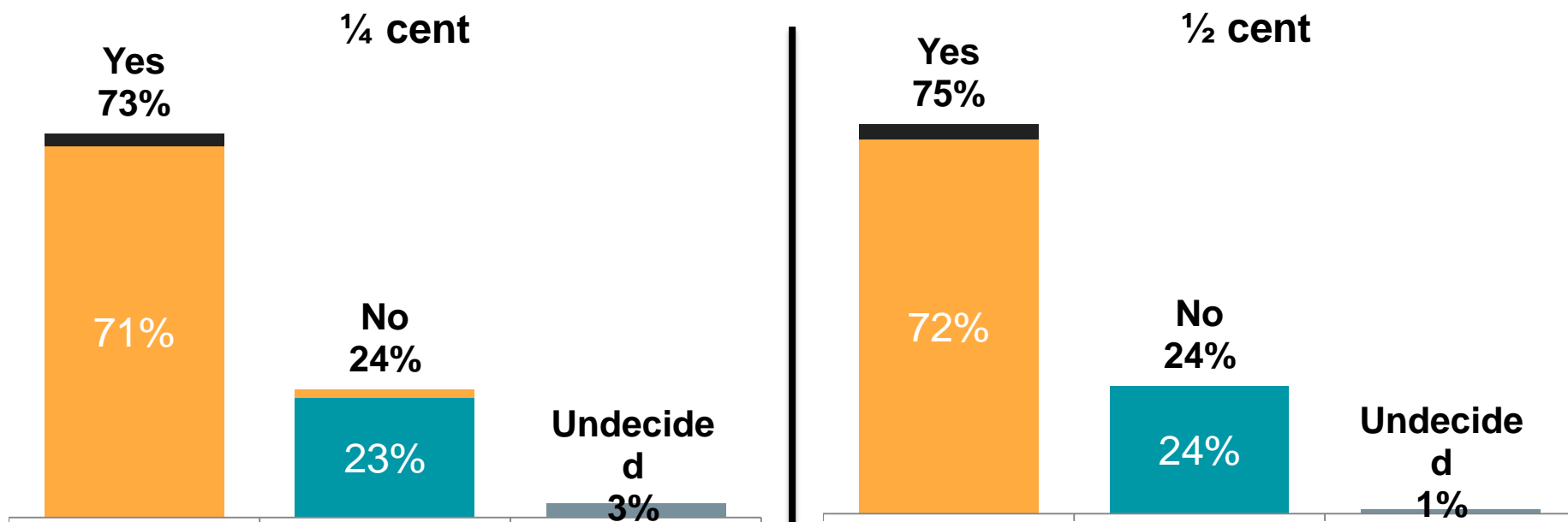
The Trust for Public Land works with communities to ensure that everyone has parks, gardens, playgrounds, trails, and other natural places within a 10-minute walk from home. Learn more at www.tpl.org

**Inside 10-minute walk: dynamic park buffer
2016 Forecast Census Block Groups
Provided by Esri

Why Now?

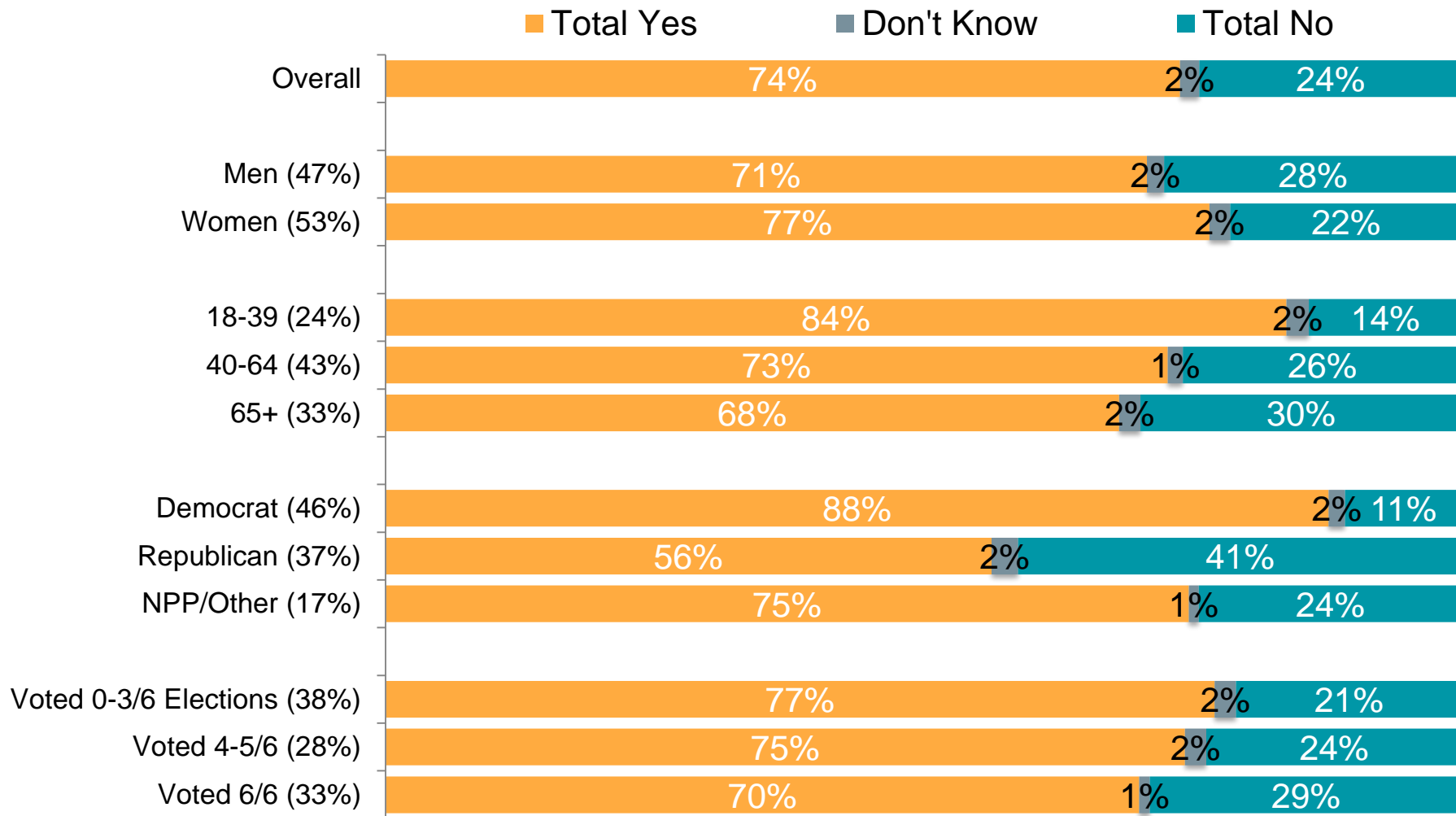
Support for a sales tax measure for parks & recreation is above two-thirds at both a quarter-cent and a half-cent. There is no statistical difference in support for the two amounts tested.

To provide clean, safe neighborhood parks for Fresno residents; reduce crime, homelessness, graffiti and vandalism in parks; improve accessibility for persons with disabilities; update and maintain playgrounds and restrooms; improve after school and youth and senior recreational programs; and create parks in neighborhoods without good park access; shall the City of Fresno levy a [SAMPLE A: ¼ cent/ SAMPLE B: ½ cent] sales tax, raising approximately [SAMPLE A: \$28 million/ SAMPLE B: \$56 million] annually until ended by voters, with independent citizen oversight and audits, exclusively for Fresno parks/recreation?



Q16. If the election were held today, would you vote yes to approve or no to reject this measure?
(IF UNDECIDED/NOT SURE) Well which way do you lean -- towards voting yes or no on the measure?

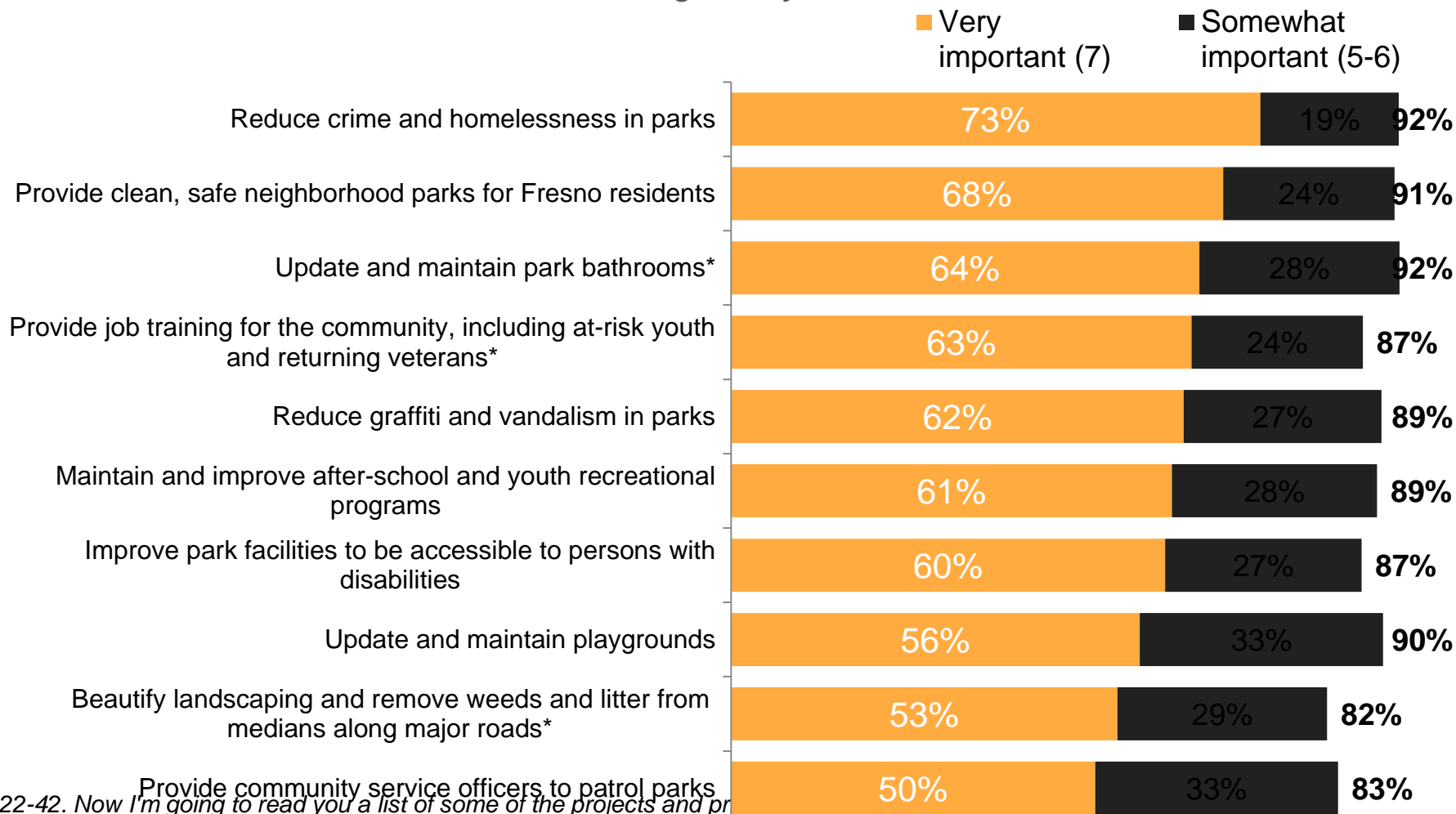
Initial Support by Demographics



Q16. If the election were held today, would you vote yes to approve or no to reject this measure?

(IF UNDECIDED) Well which way do you lean -- towards voting yes or no on the measure?

Measure Components



Q22-42. Now I'm going to read you a list of some of the projects and programs for parks and recreation. On a scale of 1 to 7, where 1 is not important at all and 7 is very important, please tell me how important each of the items is to you.

*Asked half of respondents, n=300. MoE \pm 5.7%

TPL FEASIBILITY STUDY (Feb 2017)

Estimated Revenue and Cost of a Transactions (Sales)			
City of Fresno, CA			
Sales Tax Rate	Annual Revenue*	Annual Cost/ Household	Available Rate Remaining
0.125%	\$ 13,579,738	\$13	1.150%
0.250%	\$ 27,159,475	\$26	1.025%
0.375%	\$ 40,739,213	\$39	0.900%
0.500%	\$ 54,318,950	\$52	0.775%
<p>*Estimated based on FY15 total taxable sales of \$10,863,790,000 - provided by City of Fresno. **Assumes 25 percent of household income is spent on taxable items= \$10,364. ***Based on 2010-2014 median household income of \$41,455 - U.S. Census Bureau Quickfacts. ****Average household spending multiplied by est. # of households in the city (160,172). Figures provided by city of Fresno and U.S. Census Bureau QuickFacts</p>			

Fresno Parks Master Plan By the Numbers

- **Fixing Existing Parks:** *need an additional \$175 million*
- **Maintenance:** *need an additional \$5 million per year*
- **Park Access:** *roughly 1/2 of population does not live within walking distance of a park*
- **Renovations to Existing Parks:** *roughly \$10-12 million/each*
- **New Park Construction:** *roughly \$3-10 million/each; need 1800 new acres by 2035*
- **Park Condition:** *about 80% of the City's parks are in poor or fair condition*

The Fresno Parks Initiative

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- **Investing in Existing Parks and Facilities**
 - No less than 25% invested in parks in poor condition
- **Investing in New Parks**
 - No less than 25% invested in park-poor communities
 - Includes acquisition for new parks and expanding access to public facilities for recreational use (e.g. schools and ponding basins)
- **Trails and the San Joaquin River Parkway**
 - No less than 25% invested in “priority network”
- **Youth, Senior, and Recreational Programs**
- **Youth Jobs and Park Rangers**
- **Arts and Cultural Programs and Facilities**
- **Landscape Beautification**