

FRESNO MEASURE P IMPLEMENTATION

Parks, Recreation & Arts Commission
November 15, 2021
Engagement



Agenda

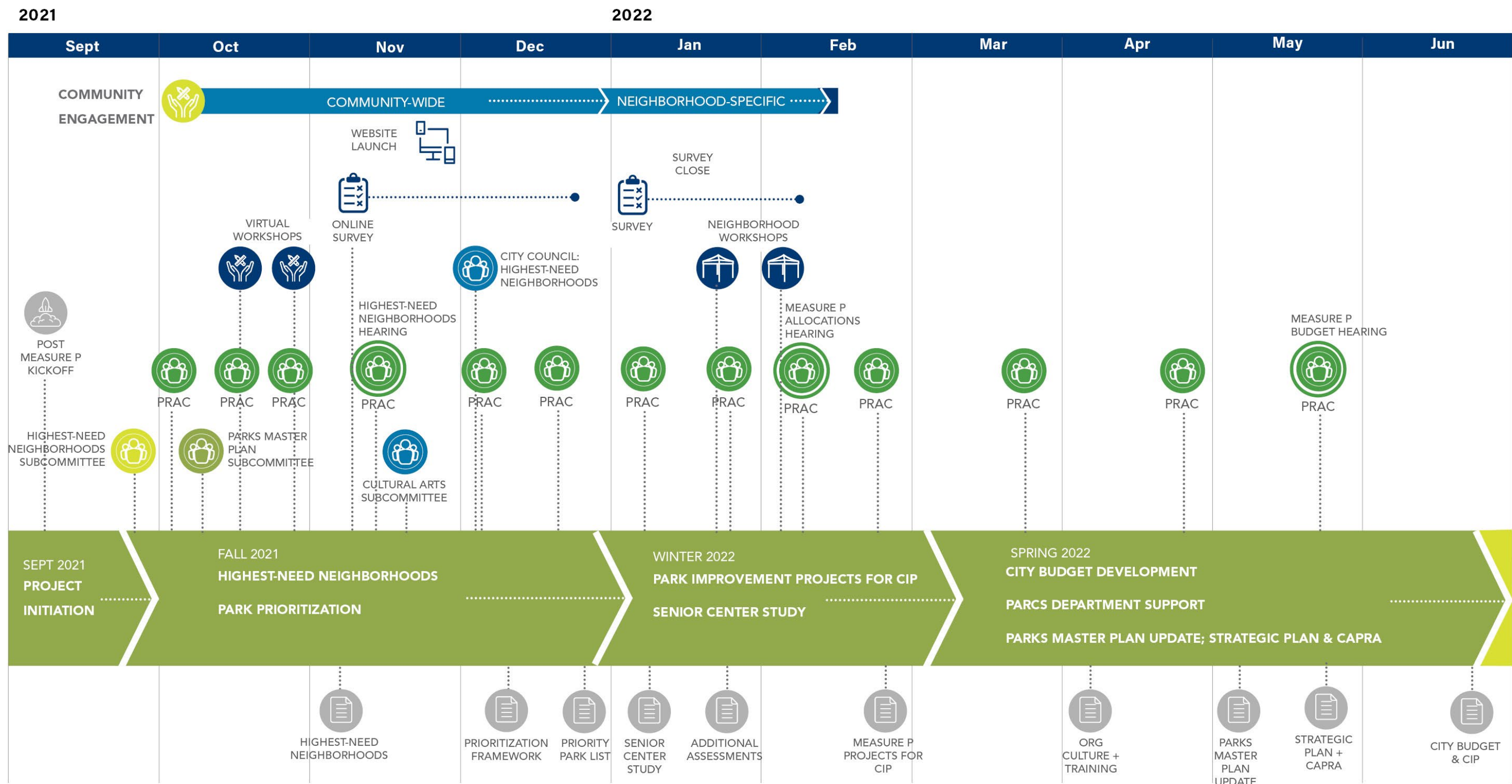
- Measure P and Community Engagement
 - What are our goals for engaging the community around Measure P?
- Phase 1: Communitywide (Oct-Dec 2021)
 - Highest-Need Neighborhoods Workshops
 - Online Survey: Park Needs & Recreation Priorities
- Phase 2: Neighborhood-Specific (Jan-Feb 2022)
 - Conceptual Improvements at Specific Parks
- Next Steps

What is Measure P?

Fresno Clean and Safe Neighborhood Parks Transactions and Use Tax (Article 15 of the Municipal Code)

- Implements voter-approved Measure P
- Establishes 3/8-cent sales tax to be used for:
 - (1)Improving and Maintaining** Clean and Safe Neighborhood **Parks**;
 - (2)New** Neighborhood **Parks**; Senior and Youth recreation **Facilities**
 - (3)Youth and Senior Recreation Programs**; After-School Programs; Job Training for Youth and Veterans
 - (4)Expanded Access to Arts and Culture**
 - (5)Safe Walking and Biking Trails; Street Beautification** and Litter Removal; **San Joaquin River Parkway**

Measure P Implementation Process



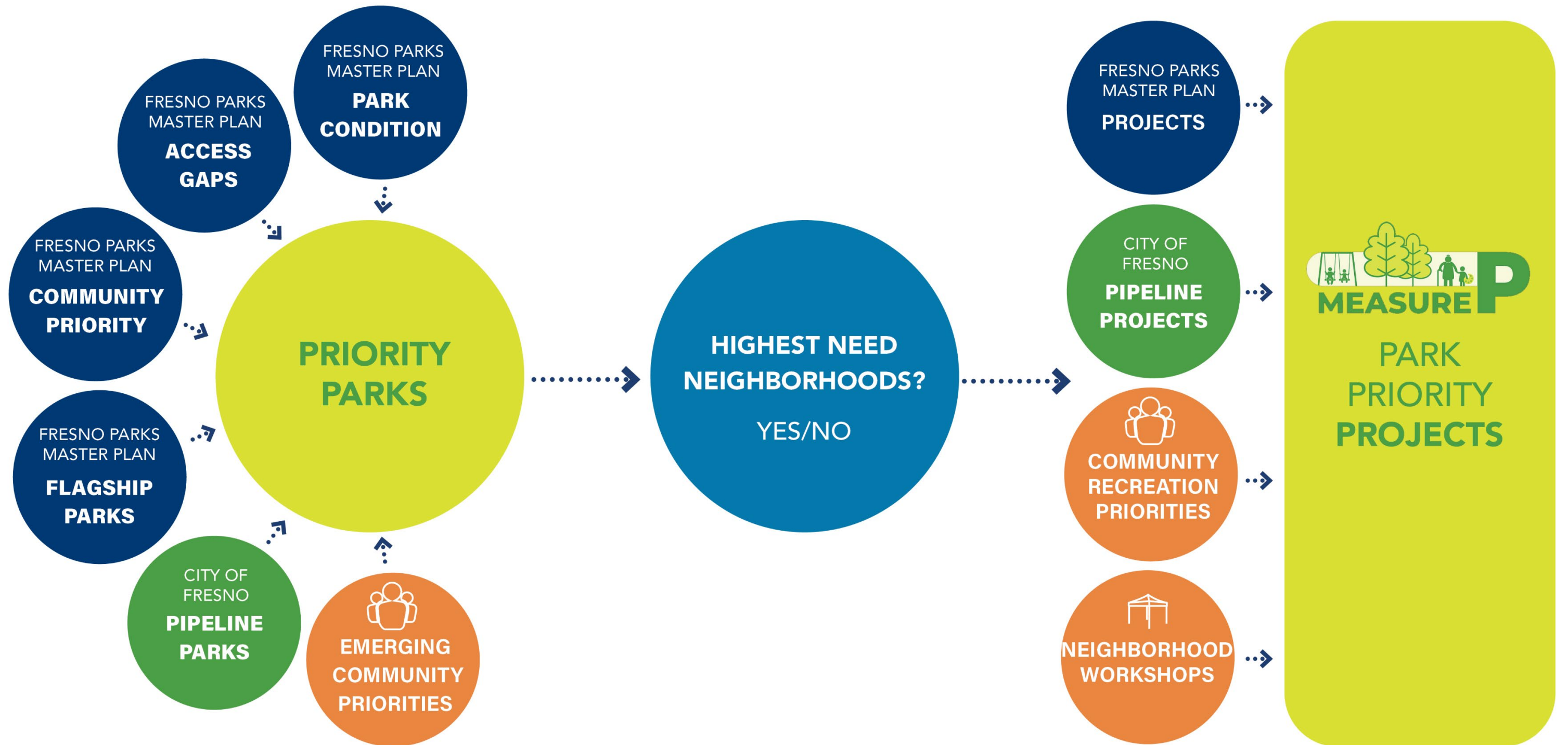
Why Community Engagement?

Measure P Ordinance provides guidelines for public input and community engagement.

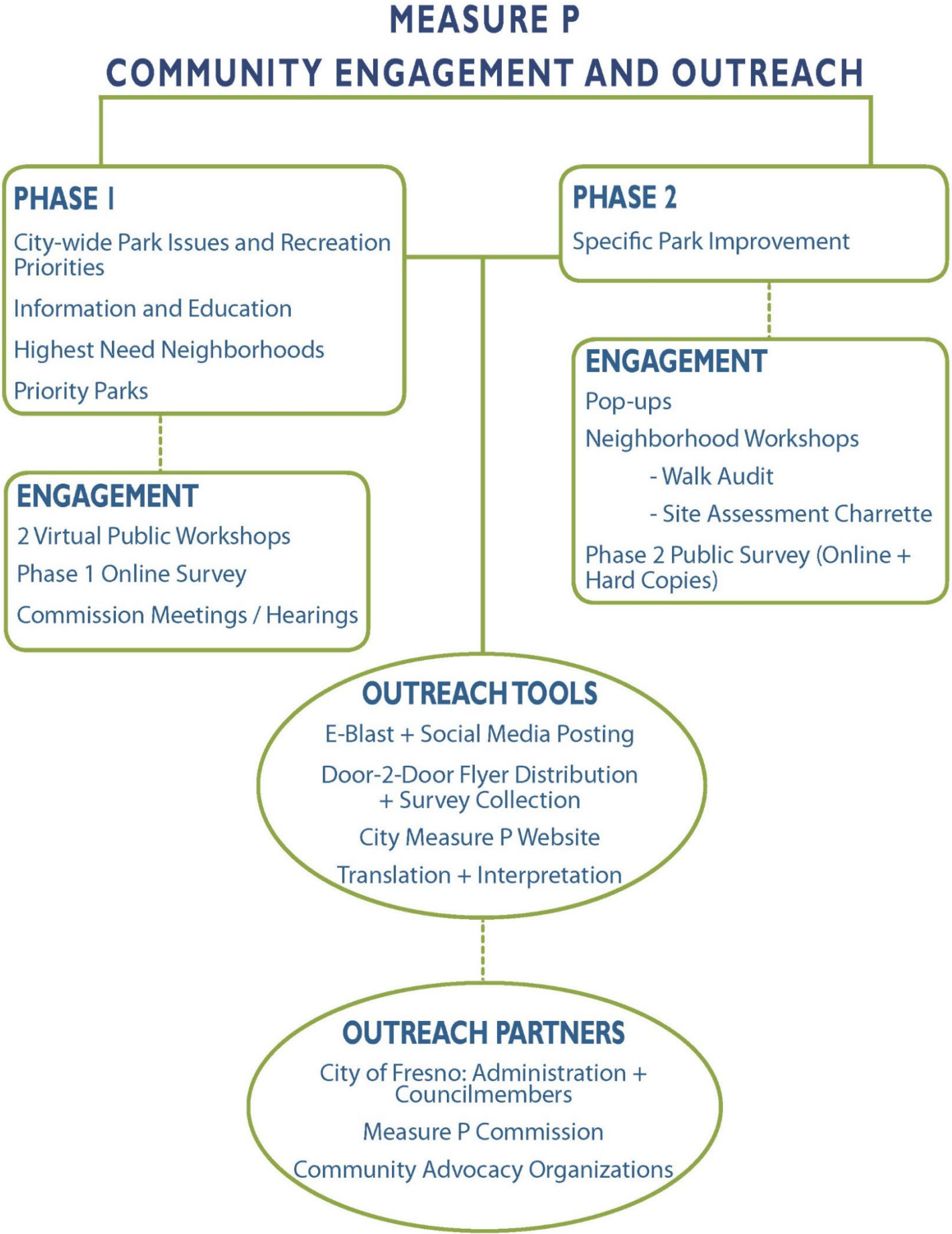
Highest-need Neighborhood Definition: The City in conjunction with Measure P commission needs to define the highest-need neighborhood after conducting a **public process** (Sec. 7-1508)

Measure P Commission will conduct public hearings and receive public input for the items related to the ordinance, updates to the Park Master Plan and Cultural Arts Plan, and annual **PARCS Department Budget and Capital Improvement Plans** (Sec. 7-1509)

Community Engagement and Measure P Prioritization



Outreach + Engagement Plan

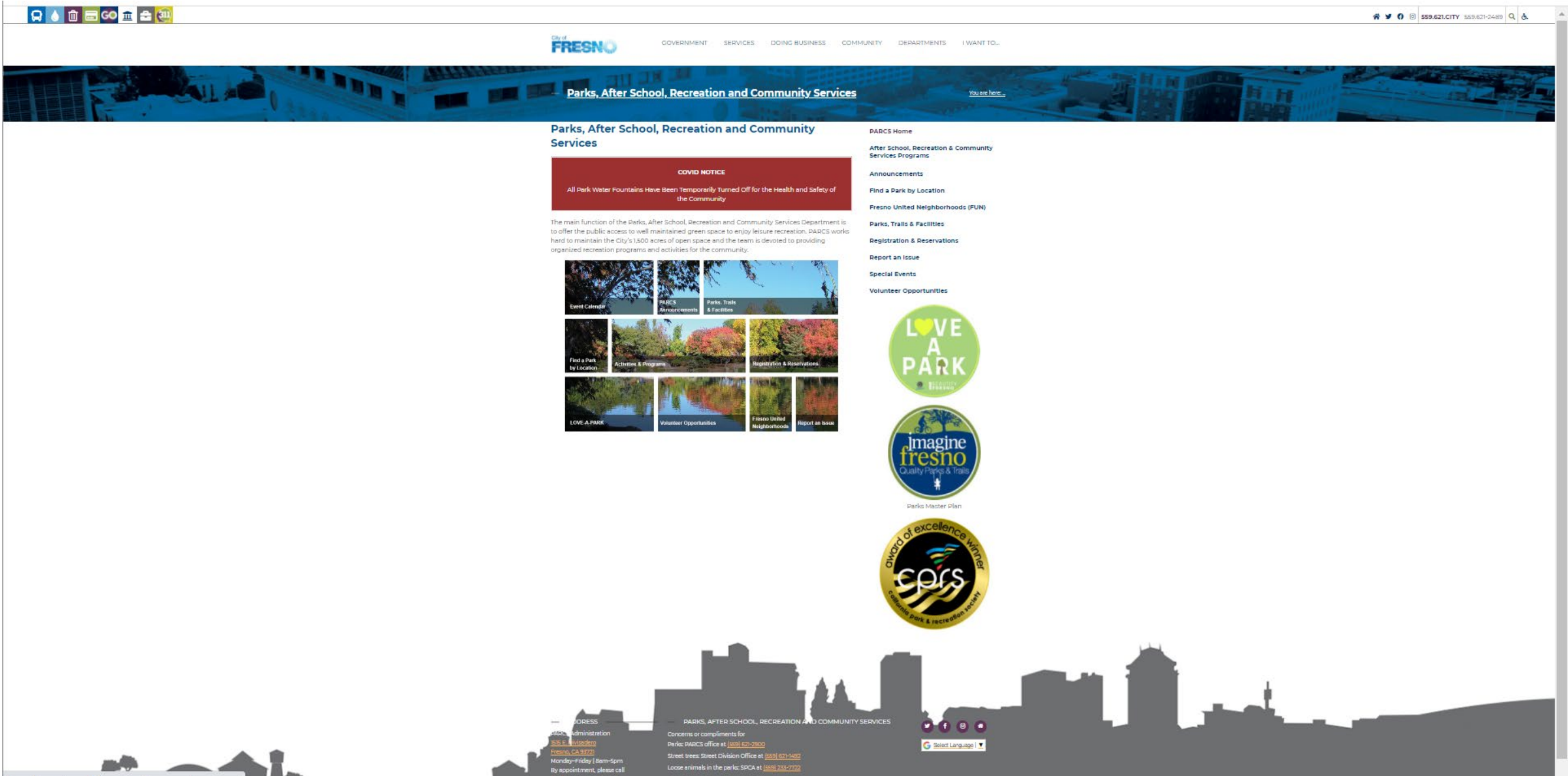


Outreach Tools

E-blast and Social Media

City Measure P Website

Translation to Spanish, Hmong and Punjabi



Outreach Tools

Boots on the ground

Door-2-door or at community events

Partnering with community advocacy groups to lead the efforts:

- . Flyer distribution
- . In-person survey
- . Organizing workshops and pop-ups



CLEAN & SAFE NEIGHBORHOOD PARKS IN FRESNO

PARQUES VECINDARIOS LIMPIOS Y SEGUROS EN FRESNO
TU KOM HUV & NYOB KOM TSIS TXHOB MUAJ TEEB MEEM RAU TEJ CHAW
DHIA UA SI (PARKS) NYOB IB NCIG NTAWM YUS HAUV FRESNO NO
ਫਰੈਸਨੋ ਵਿੱਚ ਸਾਫ਼ ਅਤੇ ਸੁਰੱਖਿਅਤ ਗੁਆਂਡ ਪਾਰਕ

Measure P will help Fresno pay for much-needed improvements to parks all over our city, but especially in high-need neighborhoods. Help the Commission review how we define highest-needs neighborhoods in our community. Your input matters!

The meeting will be both in person at City Hall and online. Residents may also email comments to clerk@fresno.gov to be read into the record.

La Medida P le ayudará a la Ciudad de Fresno el pagar por mejoras altamente requeridas en los parques a través de nuestra ciudad, pero especialmente en los vecindarios de alta necesidad. Ayude a la Comisión a revisar cómo definir los vecindarios con mayores necesidades en nuestra comunidad. ¡Su opinión es importante!

La reunión será tanto en persona en el Consejo Municipal como en línea. Los residentes también pueden enviar comentarios por correo electrónico a clerk@fresno.gov para que sean leídos al registro.

Txoj cai Measure P yuav pab them kho tej chaw dhia ua si (parks) hauv peb lub zos Fresno no kom zoo dua qhov qub, tab sis yuav ua cov uas muaj neeg siv tshaj plaws ua ntej. Thov pab cov neeg ua hauj lwm xyuas seb thaj chaw twg yog qhov neeg siv tshaj plaws hauv ib ncig yus nyob. Koj tawm tswv yim yog ib qho pab tau!

Lub rooj sib tham muaj ua ob qho-cov neeg mus sib tham hauv City Hall thiab tham online (sib tham saum huab cua). Cov neeg zej zog kuj sau ntawv xa mus tau rau qhov email li no- clerk@fresno.gov kom lawv nyeem muaj nyob hauv ntawb ntawv khaw cia.

ਮਾਪ ਪੀ ਫਰੈਸਨੋ ਨੂੰ ਸਾਡੇ ਸਾਰੇ ਸ਼ਹਿਰ ਦੇ ਪਾਰਕਾਂ ਵਿੱਚ ਬਹੁਤ ਜ਼ਿਆਦਾ ਲੋੜੀਂਦੇ ਸੁਧਾਰਾਂ ਲਈ ਭੁਗਤਾਨ ਕਰਨ ਵਿੱਚ ਮੱਦਦ ਕਰੇਗਾ, ਪਰ ਖਾਸ ਕਰਕੇ ਉੱਚ-ਲੋੜ ਵਾਲੇ ਇਲਾਕਿਆਂ ਵਿੱਚ। ਕਮਿਸ਼ਨ ਦੀ ਸਮੀਖਿਆ ਕਰਨ ਵਿੱਚ ਸਹਾਇਤਾ ਕਰੋ ਕਿ ਅਸੀਂ ਆਪਣੇ ਭਾਈਚਾਰੇ ਵਿੱਚ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜਾਂ ਵਾਲੇ ਆਂਡ-ਗੁਆਂਡ ਨੂੰ ਕਿਵੇਂ ਪਰਿਭਾਸ਼ਤ ਕਰਦੇ ਹਾਂ। ਤੁਹਾਡਾ ਇਨਪੁਟ ਮਾਇਨੇ ਰੱਖਦਾ ਹੈ।

ਮੀਟਿੰਗ ਦੇਰਾਂ ਤਰਾਂ ਵਿਅਕਤੀਗਤ ਰੂਪ ਅਤੇ ਆਨਲਾਈਨ ਹੋਵੇਗੀ। ਨਿਵਾਸੀ ਕੌਮੇਂਟਾਂ ਨੂੰ ਰਿਕਾਰਡ ਵਿੱਚੋਂ ਪੜ੍ਹਨ ਲਈ clerk@fresno.gov ਤੇ ਈਮੇਲ ਕਰ ਸਕਦੇ ਹਨ।

JOIN US: PARKS, RECREATION AND ARTS COMMISSION WORKSHOP

PARTICIPE EN:
UN TALLER DE LA COMISIÓN DE PARQUES,
RECREACIÓN Y ARTES

KOOM PEB:
COV ROOJ SIB THAM - PARKS, RECREATION AND ARTS
COMMISSION WORKSHOP

ਸਾਡੇ ਨਾਲ ਜੁੜੋ:
ਪਾਰਕਾਂ, ਮਨੋਰੰਜਨ ਅਤੇ ਆਰਟਸ ਕਮਿਸ਼ਨ ਵਰਕਸ਼ੋਪ

 **OCTOBER 25th, 5:30 PM**

25 DE OCTUBRE, 5:30 p.m.

LUB 10 HLI Tim 25th, sij hawm 5:30 pm

25 ਅਕਤੂਬਰ, ਸ਼ਾਮੀ 5:30

 **REGISTER VIA ZOOM BELOW**

REGÍSTRESE A TRAVÉS DE ZOOM

Mus sau npe sib tham hauv tshuab ntau ntawd
(computer) Via Zoom

ਜ਼ੂਮ ਤੋਂ ਰਜਿਸਟਰ ਕਰਨਾ

https://zoom.us/webinar/register/WN_kFKqDsbDSXcfkVGofPGQ7Q

 **OR ATTEND IN PERSON**

O ASISTA EN PERSONA

Los yog tuaj mus koom ntawm

ਜਾਂ ਵਿਅਕਤੀਗਤ ਰੂਪ ਵਿੱਚ ਹਾਜ਼ਿਰ ਹੋਵੋ

**City Council Chambers, City Hall, 2nd fl,
2600 Fresno Street, Fresno, CA 93721**

**Cámaras del Consejo Municipal, Municipio, 2do Piso,
2600 Fresno Street, Fresno, California 93721**

ਸਿਟੀ ਕੌਂਸਲ ਚੈਂਬਰਸ, ਸਿਟੀ ਹਾਲ, ਦੂਜੀ ਮੰਜਿਲ,
੨੬੦੦ ਫਰੈਸਨੋ ਸਟ੍ਰੀਟ, ਫਰੈਸਨੋ, ਕੈਲੀਫੋਰਨੀਆ ੯੩੭੨੧

Virtual Public Workshops Commission Meetings / Hearings

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Harjit Punjabi I...

CITY OF FRESNO
INCORPORATED 1885

City Clerk

Linguistica Interpreting & Translation
One Voice
www.lingua.com 559-853-7671

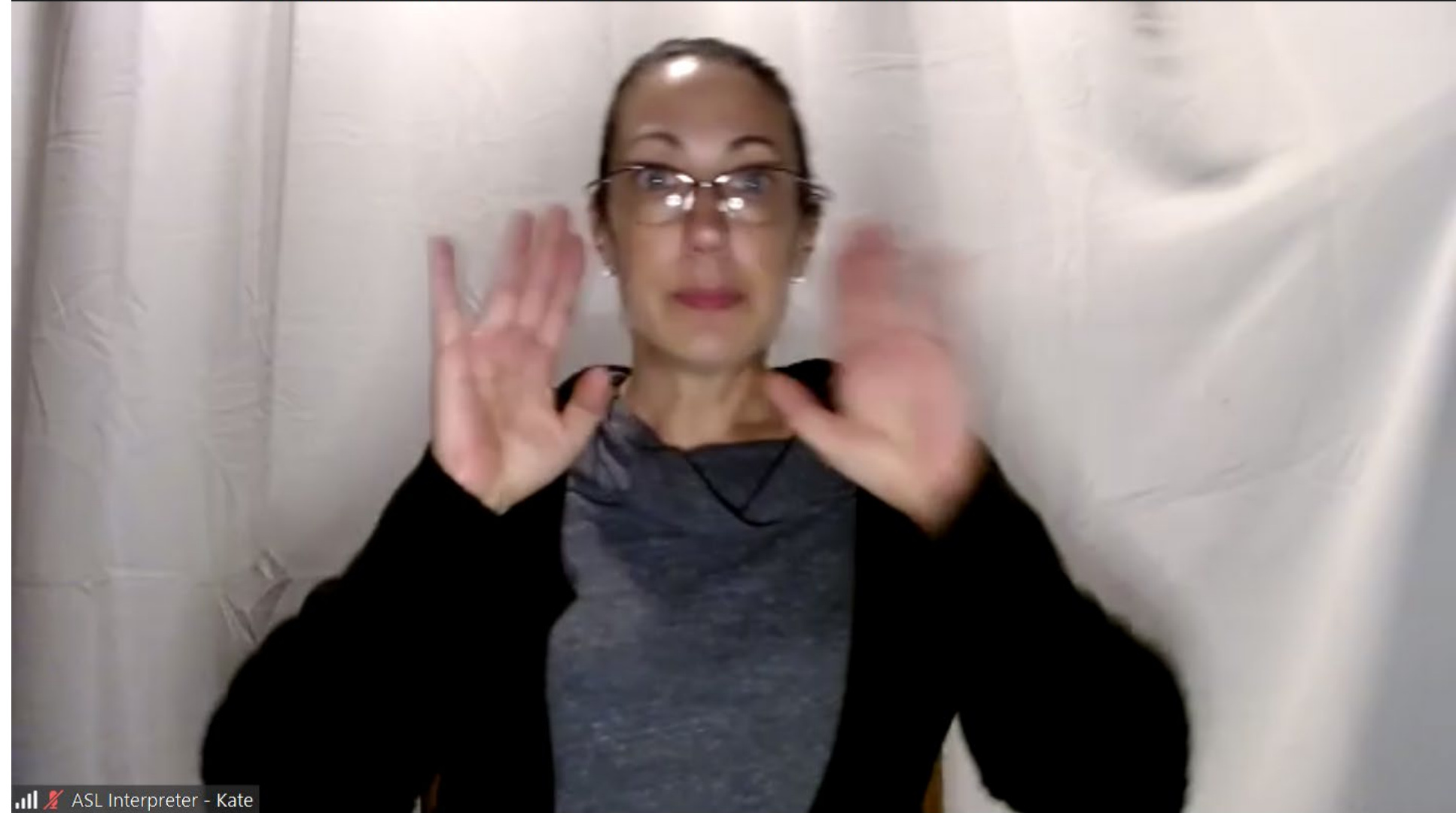
Hmong Interpreter, Lingui...

Linguistica Interpreting & Translation
One Voice
www.lingua.com 559-853-7671

Spanish Interpreter Tania,...

>

ASL Interpreter - Kate



Participants (93)

Panelists (30) 8 Attendees (63)

Search

EH

Elisha Henderson

EC

Esther Carver

FM

Francesca M Eidson

GC

Gagandeep Chahal

GD

Ginnie Day

GG

Glenna Gammel

IG

Ismael Gimeno

JB

Jaspreet Birk

JB

Jaspreet Birk

JP

JOE PRADO

KK

Kamaljeet Kaur

KS

Kiran Sandhu

LR

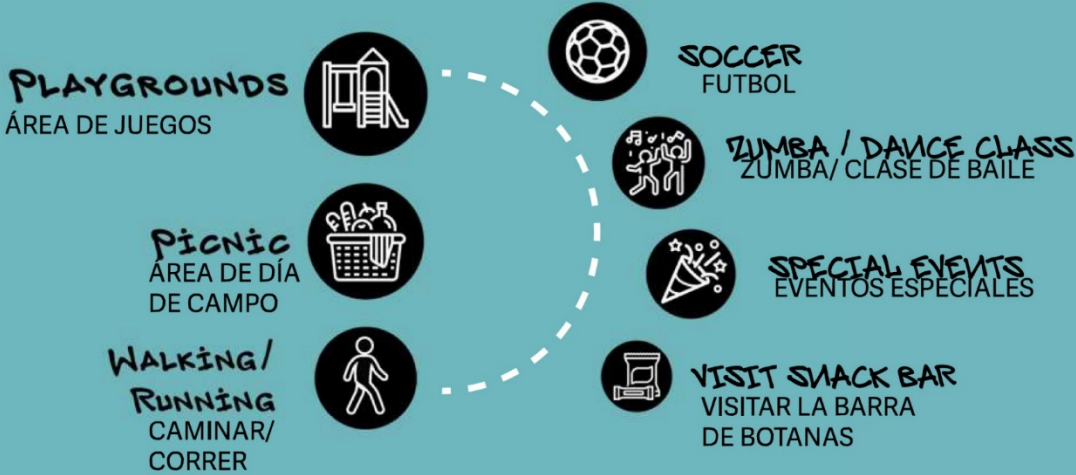
Laura Rios

Engagement

Survey – Online and Hard Copies

Survey Results

WHAT DID YOU DO WHEN YOU VISITED CALWA PARK?
¿QUE HIZO CUANDO VISITO EL PARQUE CALWA?



WHAT MAKES CALWA PARK SO SPECIAL?
¿QUE HACE A EL PARQUE CALWA TAN ESPECIAL?



IT'S A PLACE FOR
COMMUNITY GATHERING
AND MEMORIES
ES UN LUGAR PARA REUNIONES DE LA
COMUNIDAD Y MEMORIAS

WHAT 3 THINGS WOULD YOU LIKE TO SEE
IMPROVED AT CALWA PARK?

- #1 RESTROOMS
- #2 POOL
- #3 COMMUNITY CENTER

WHAT 3 NEW THINGS WOULD YOU LIKE TO
SEE ADDED AT CALWA PARK IN THE FUTURE?

- #1 COMMUNITY GARDEN
- #2 MORE PLAYGROUND EQUIPMENT
- #3 FARMERS MARKET/ WALKING LOOP

WHAT ACTIVITIES ARE YOU AND YOUR
FAMILY MOST INTERESTED IN?
¿EN QUE ACTIVIDADES ESTA USTED Y SU FAMILIA
MAS INTERESADOS?



SOCCER
FUTBOL



EXERCISE
PROGRAMAS
PROGRAMAS DE
EJERCICIO



SWIMMING
NATACIÓN

WHAT WOULD INSPIRE YOU TO USE CALWA MORE?
¿QUE LO INSPIRARÍA A USAR A CALWA MAS?



MORE PROGRAMS,
ACTIVITIES, EVENTS
MAS PROGRAMAS,
ACTIVIDADES,
EVENTOS



SAFER & CLEANER
EXPERIENCE
UNA EXPERIENCIA MÁS LIMPIA
Y SEGURA



IMPROVED PLAYGROUND &
MAINTENANCE
ÁREA DE JUEGOS MEJORADA Y
MANTENIMIENTO

9 What would inspire or motivate you to use Calwa Park more often?	English	Spanish	Total
Safer and cleaner	18	8	26
More programs, activities, events, etc	20	4	24
Improved and well maintained amenities (playground)	12	6	18
More sports facilities	5	2	7
More family oriented features	-	6	6
Pool	5	-	5
More landscape features (trees, etc)	4	1	5
Better connections to the park (bike paths, walking routes)	1	4	5
Didn't know about it - better outreach	3	-	3
Public Art	2	-	2
Will always support	1	-	1
Place for food trucks	1	-	1
Need more time	1	-	1
Community garden	1	-	1

10 If you could add/change one thing (program, feature, etc.), what would it be?	English	Spanish	Total
Improved/maintained amenities (sports facilities)	8	2	10
Restroom cleanliness	4	5	9
Safer and cleaner (security/surveillance)	4	4	8
More programs + classes (arts programs, healthy eating)	6	1	7
Exercise classes (Zumba, yoga, etc)	5	2	7
None - they're great	4	3	7
Pool	5	-	5
After school + summer programs (keep teens engaged)	5	-	5
Dog park	4	-	4
Walking/jogging paths	3	1	4
More welcoming entrance	3	1	4
Outdoor events	1	2	3
Better communication/transparency between the board and community	1	2	3
Indoor rec center	2	-	2

11 What makes Calwa Park special?	English	Spanish	Total
Place for community	23	7	30
Outdoor space (big, landscape, etc)	9	8	17
Memories (past experiences, childhood, etc)	12	1	13
Live close	7	6	13
History and mission	9	-	9
Activities and Programs	5	3	8
Murals	6	-	6
Rocket	2	-	2



Engagement

Pop-ups at events



Flexibility is the key

Engagement

Neighborhood Workshops

Walk Audit – Site Tour

Youth Involvement

Site Assessment Charrette



Community Engagement Process



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