

Introduction

The City of Fresno (City) is currently preparing the South Central Specific Plan to facilitate opportunities for economic growth and job creation, while reducing impacts on the environment and improving quality of life. The City held three community workshops on three consecutive nights from January 13, 2020 through January 15, 2020 at Orange Center Elementary, Malaga Elementary, and Calwa Elementary, respectively. The purpose of the workshops was to receive public input on the plan area and to listen to the community's concerns.



Community Workshop at Orange Center Elementary (Ascent Environmental 2020)

Publicity Efforts

During the weeks leading up to the community workshop series, the City prepared a publicity program to provide noticing to the community and encourage participation. The City provided noticing for the community workshop series as follows:

- Sent **3,793** Direct Mailer "Save-the-Date" Postcards and Direct Mail Flyers to landowners within the Specific Plan Area, including the communities of Calwa and Malaga.
- Posted flyers on available online distribution sources in partnership with Malaga Elementary and Calwa Elementary
- Posted flyers at all City-owned community centers
- Distributed flyers through Fresno Unified School District's Parent University Liason group
- Updated the City's Project Website with the information regarding the community workshop series
- Posted an announcement for the community workshop series on FresGo, Facebook, Twitter, and NextDoor 2 weeks prior to community workshop series
- Emailed event announcement to all individual's included in the City's Listserv including those who have attended previous community meetings and workshops, and local governmental and community based agencies
- Posted banners advertising the community workshop series at Orange Center Elementary School, Malaga Elementary School, and Calwa Elementary School
- Published an official Media Advisory through the Office of the Mayor to be distributed by all local news networks

All noticing materials were prepared in both English and Spanish and included links for more information in Hmong and Punjabi.

Workshop Overview

Each workshop consisted of a short presentation on the City's planning efforts to date, a small group activity, and a reporting session from each group. During the small group activity, workshop participants were asked to identify

positive attributes or major advantages related to the plan area, issues and concerns related to specific topics within the plan area, and potential solutions for each topic. Translation services were provided and all workshop materials were available in Spanish, Hmong, and Punjabi. The workshops were well attended with a total of 109 participants.

Major Advantages

Workshop participants identified the sense of community and the area's history and culture as major advantages of the area. Several participants expressed that their families had lived in the area, often in the same home, for generations. Participants shared that the area's rural way of life attracted them to the area and expressed their hope to preserve the community. Participants also expressed the benefit of freeway access, prime location, and proximity to jobs. The major advantages provided during the small group activity are listed below in Table 1.

Table 1: Major Advantages
Sense of community/history/culture (13)
Freeway/transportation access (11)
Job creation/job fairs (6)
Rural/quiet community (6)
Safe place (5)
Developable land/growth potential (5)
School programs (4)
Location (3)
Malaga Sports Complex (2)
Bus Route 38 (2)
Low traffic (2)
Affordable houses (2)
Agriculture land/prime farmland (2)
Cooler weather (1)
Cherry Auction (1)
Recent infrastructure improvements (1)
Park improvements (1)

Issues and Concerns

Issues and concerns raised by workshop participants are summarized in Table 2 below, organized by topic and listed by highest concern. The most frequently identified concerns included insufficient street lighting, increase in homeless populations, police protection/response times, poor air quality, water quality, flooding/drainage infrastructure, traffic congestion, poor public transit, poor roadway conditions, a need for more job diversity and availability, and a need for more vegetation/green spaces and neighborhood services.

Table 2: Issues and Concerns		
Safety	Air Quality	Water, Sewer, & Drainage
Street lighting (10)	Poor air quality (8)	Water quality (8)
Homeless population/camps (9)	Pollution from development/industries (5)	Flooding/drainage infrastructure (8)
Police protection/response times (8)	Emissions from truck traffic/distribution centers/idling (5)	Groundwater supplies (3)
Theft/burglary (6)	Agriculture dust/pesticide use (4)	Groundwater recharge (3)
Traffic speeds (5)	Dust issues from trucks (roads/brakes) (4)	City water/sewer connection costs (2)
Pedestrian safety/sidewalks (5)	Cancer risk (3)	Water rates/costs (2)
School zone safety (5)	More cars increase air pollution (2)	Well and city water concerns – may want both, can't repair well once in the City (2)
Traffic volumes/congestion (4)	Removal of trees, agriculture land, and open space (2)	Water rights (1)
Narrow streets/bad road conditions (4)	Asthma/allergy concerns (2)	Well repair costs (1)
Fire protection/response times (3)	Bowl of smoke (1)	Sewer system ends at Central Avenue (1)
Stray dogs on streets (3)		Septic tanks (1)
Gangs/drugs/crime (3)		

People lingering/walking around (1) Dust kicked up from trucks (1) No stop lights/speed bumps (1)	Chemical trails (1) Responsible to not pollute (1) Burning at recycling plant (1) High VOC businesses (1) ARB regulations (1) New equipment (1) Global warming (1) Hinderance of distant views (1) Raises temperature with new development (VHI) (1)	Old pipelines/lead contamination (1) Malaga Water District overlap with Specific Plan Area (1) Inconsistency in water service connections (1) Water basin – stagnant (1)
Parks / Green Spaces	Other Environmental Impacts	Utilities
Lack of vegetation/landscaping/green space (6) Not enough parks and park amenities (4) Lack of open space (2) No trails (1)	Odors (8) Noise concerns (6) Light pollution (2) Architectural quality is low (1) Less fog for farmers which helps grow crops (1)	Trash/illegal dumping (6) Garbage transfer station issues (1) Fiber-optic internet lines (2) Lack of natural gas (1)
Transportation & Mobility	Employment Opportunities	Other Issues/Concerns
Traffic congestion (cars & trucks) (12) Poor public transit/bus services (9) Poor road conditions/truck damage (8) Low visibility, no street lights (5) Bicycle safety/facilities (6) Pedestrian access/sidewalks (5) Speeding cars/trucks (4) Congestion at freeway interchanges/freeway accessibility (3) Truck circulation on side streets (3) Truck parking (3) Unsafe/unsignalized intersections (3) Poor coordination of street improvements with existing development (1)	Need more job type diversity (7) Job availability/opportunities (6) Lack of quality workforce/workforce shortage (4) Job readiness/skill-gap (3) Job/skill training (3) Need more local resident hires (2) Loss of Agriculture jobs (2) Mandatory drug testing (1) Too many regulations/rules (1) High turnover (1) Race-based hiring at local businesses (1) Increase in jobs can decrease AQ (1)	More services/retail/small business – grocery, drug stores, restaurants etc. (5) Poor school districts, students bussed out of community (4) Agriculture land preservation (3) Losing sense of community/rural way of life (3) Displacement concerns, land taken away (3) Companies should give back to community (3) Need more housing (2) SOI residents are not represented or informed (2) Street sweeping, code enforcement (2) Inequality between South Fresno and North Fresno (1) Workers don't spend money here (1) Lack of means to leave & finances (1) History of redlining (1) Don't mix housing and industrial (1)

Potential Solutions

Participants provided several potential solutions and suggestions for future development and planning efforts. Potential solutions provided by participants are summarized in Table 3 below, organized by topic and listed from most popular to least popular. Several solutions identified during the activity overlap between topics and relate to one another. These overlapping solutions are listed in bold to demonstrate how they are interrelated between topics. Popular solutions include improving green spaces, street lights, and police response, as well as, roadway and traffic control improvements, local hire requirements, and an increase in neighborhood services.

Table 3: Potential Solutions		
Safety	Air Quality	Water, Sewer, & Drainage
Install/repair street lights (9) Construct police substation/increase patrols/security (8)	Increase green space/landscaping/trees (10) Air quality monitoring (4)	Expand and improve water/sewer infrastructure (5) Provide free/low-cost water quality

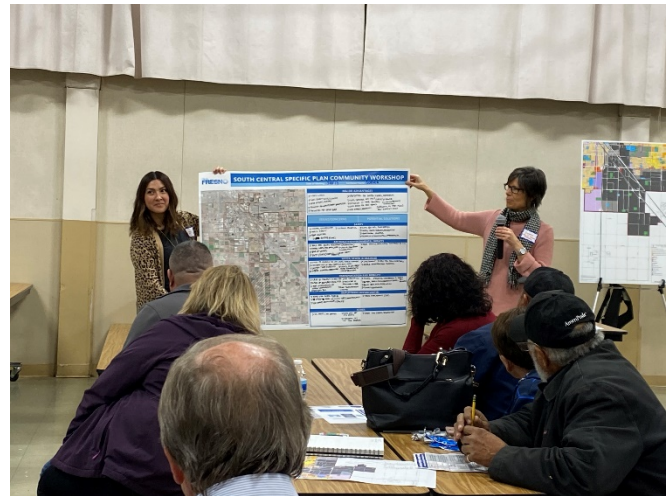
Construct sidewalks/bike lanes/complete streets (6) Increase code enforcement (5) Speed bumps (4) Redirect traffic/designate and enforce truck routes (4) Construct fire station (planned) (3) Street widening (2) Increase mental health services and homeless shelters (2) Animal control/animal shelter (2) Public safety plan (1) County staff/supervisors should attend meetings (1) Improve rail crossing (1) Tow abandoned vehicles (1) Provide trash pickups (1) Shot spotter (1) Increase youth services/recreation (1)	Buffers (3) Change land use/rezone to protect existing uses or to light industrial (3) Clean technology/vehicle emission/fuel standards (3) Reduce traffic congestion/idling (2) Incentives for residential and commercial environmental compliance (2) Air filtration systems in residences/schools (2) Regulate/enforce pesticide use (2) Reduced or zero-emission standards (1) AB 617 emissions reductions need to be included for new development (1) Time restrictions for burning (1) Dustless harvesters (1) Enforce industrial regulations (1) Pave roads/alleys (1) Limit housing south of industrial area (1) Encourage industry that does not reduce air quality (1) De-regulate and make more business friendly (1)	testing (3) Preserve/maintain open canals to maintain water rights (2) Improve storm drainage/ponding basins (2) Increase water service to all residents (1) Corporate social responsibility (1) City/grant funding to pay for main line/supply (1) Improve infrastructure planning (1) Include water/sewer infrastructure discussion in the plan (1) Build infrastructure before industry (1) Collaborate between service providers (1) Annexation (1) Clean/maintain gutters (1)
Parks / Green Spaces More parks/recreation uses (4) Dual use of ponding basins (2) Increase park funding (1) Increase trails (1)	Other Environmental Impacts Sound walls (3) Noise monitoring (1) Soundproof windows (1) Direct traffic to reduce noise (1) Re-locate unsightly operations (garbage transfer station) (1) Compensate trees/wildlife loss (1)	Utilities Solar farms (1)
Transportation & Mobility Increase traffic controls/street lighting (8) Expand city bus/shuttle service (7) Add bike lanes/sidewalks/crosswalks (5) Designate and invest in truck routes (5) Roadway improvements/widening (3) Improve freeway interchanges (2) Improve street maintenance/repair roads (2) Increase street connectivity/ remove dead ends (2) Aesthetic improvements (1) Vanpools (1) Comprehensive street repaving (1) Construct road improvement prior to new development (1) Collaboration on road classifications (1) Traffic monitoring (1)	Employment Opportunities Increase local hires – incentives/percentage requirements (8) Job training for existing residents (5) Create more jobs (3) Community benefit agreement (2) Fresno Community College collaboration for skills training (2) Funding/grants for small business (2) Clean shuttles to jobs (1) Preserve agriculture uses (1) Increase job type diversity (1) Job/business development center (1)	Other Provide more services (restaurants/fast food/libraries/retail stores) (8) Corporate social responsibility (2) Preserve community (1) Fund community programs (1) Provide after school programs for kids (1) More housing (1) Grants to rehabilitate homes (1) Provide health clinics (1) Barrier walls/fencing (1) Reduce industry (1) Attract tech industry (1) Improving physical environmental quality could improve type of business (1) Look at case studies in other cities - City of Industry (1)
Note: Potential solutions listed in BOLD indicate overlap between topics.		

Next Steps

The City will review the community input and identify potential policies, land use changes, and implementation strategies to be included in the South Central Specific Plan to address the community's concerns. The City will present these potential policies, land use changes, and strategies to the community for further input and refinement before revising the Specific Plan. In addition, once the revised Specific Plan is prepared, the Plan will undergo environmental review and additional opportunities for public input will be provided.



Community Workshop at Calwa Elementary (Ascent Environmental 2020)



Community Workshop at Orange Center Elementary (Ascent Environmental 2020)