MAYOR'S OFFICE OF COMMUNITY AFFAIRS

STRATEGIC PLAN

CITY OF FRESNO | OCA@FRESNO.GOV

SUMMARY

As an outcome of Mayor Jerry Dyer's 'One Fresno' vision, the Office of Community Affairs (OCA) was created to connect services and resources to Fresno residents. 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. The OCA operates as a division of the Mayor's Office.

The OCA's goal is to assist in the practical delivery of the 'One Fresno' mission by fostering unity and equity across the City of Fresno.

This document will:

1. **Provide an overview of the newly established Office of Community Affairs**
2. **Give an overview of community-based research and response conducted to date; and**
3. **Give the reader insight into the Office's fiscal year '23 goals**

Together, we are committed to realizing a One Fresno.

In Community,

Matthew Grundy
Deputy Mayor | City of Fresno

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BACKGROUND

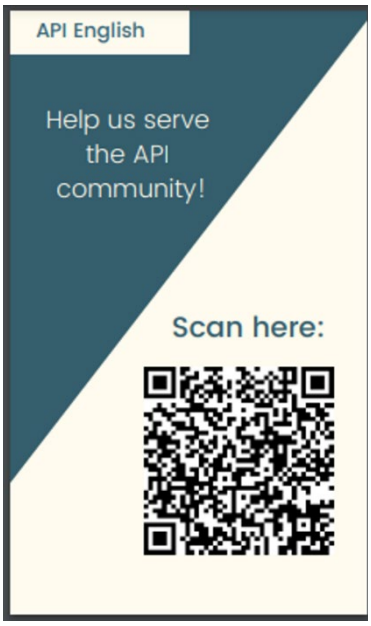
One Fresno - those words are more than just a statement. They represent the Dyer Administration's commitment to bringing the community together as one. Our vision is clear, we seek:

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."

At the core of this vision are people. We believe everyone matters, and every person has value. Every Fresnan irrespective of age, race, ethnicity, income, gender, neighborhood, or any other social identifier should have every opportunity to thrive in Fresno.

To make the One Fresno vision a reality, via the Mayor's vision, and by way of the leadership of the Deputy Mayor, the Mayor's Office of Community Affairs was officially formed. Because we believe people are our City's greatest asset, we knew we needed gifted, intelligent, connected and compassionate people to staff the OCA. Our first OCA member, Harjinder Sinai was selected to serve as a liaison to our Asian Indian community in August of 2021. Shortly thereafter, in November 2021, the office hired Alma Martinez to serve the City's immigrant and Latino communities. The same month, Sandra Lee was hired following the passing of a resolution establishing a permanent API ombudsman position to lead outreach efforts to the Asian Pacific Islander (API) community. Then in February 2022, Rising Star Missionary Baptist Church Senior Pastor, B.T. Lewis, II was hired to support our Black, Indigenous and People of Color (BIPOC) community, with a particular focus in Southwest Fresno.

After formation, the OCA set out to live up to the One Fresno Vision by first listening to the community. Starting fourth quarter 2021 through quarter two 2022, the OCA conducted formal and informal survey outreach to gain greater insight into overall community sentiments and needs specific to underserved communities. The following is the result of that work.



COMMUNITY FEEDBACK

To best understand sentiments and concerns amongst oft underserved communities, the OCA launched a 24-question community engagement survey to:

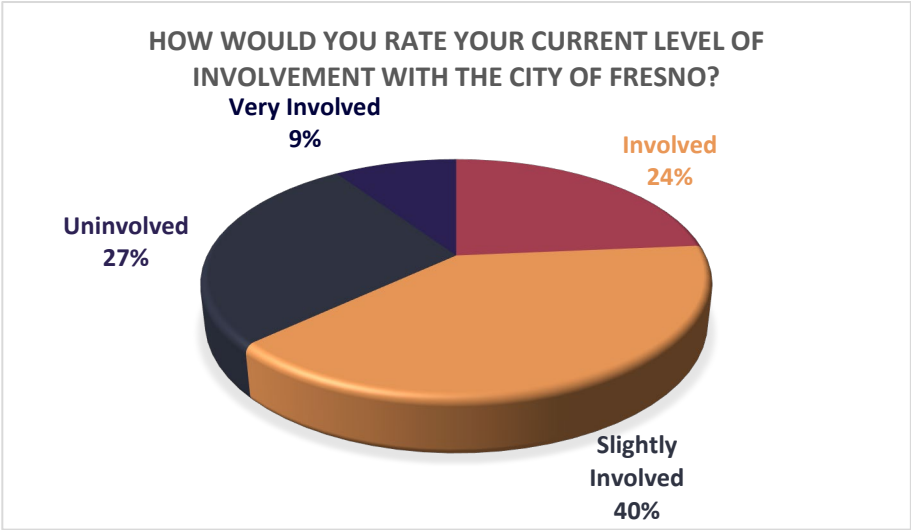
1. Listen to the community to understand underserved communities' needs
2. Based on an understanding of needs, determine how the OCA can best respond; to ultimately
3. Ascertain how we can best design outreach strategies to enhance community support that leads to civic engagement

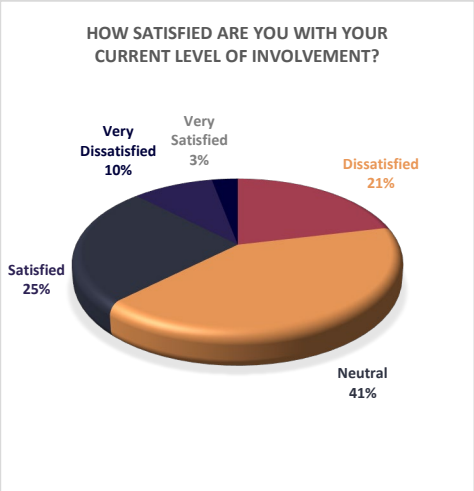
Surveys are optional and anonymous. In the survey, 15 questions directly relate to the aforementioned priorities, while nine questions focus on demographic details. While Survey Monkey is the online platform by which surveys are administered, respondents have also dictated responses via phone or on paper. Sample survey cards, like the one pictured on the left, are being distributed to each specific community. Each card provides QR code access to the survey via any handheld device. Surveys are available in English, Spanish, Punjabi and Hmong. (A definition of targeted groups served by the OCA can be found Appendix B).

GENERAL TAKEAWAYS

Using a top two-box survey method, the OCA asked the following questions and yielded the corresponding results (specific responses by ethnic group can be found in Appendix A):

1. When asked **'How would you rate your current level of involvement with the City of Fresno,'** **67%** of respondents stated they were either uninvolved or slightly involved.





2. When asked **'<u>How satisfied are you with your current level of involvement</u>,'** **30%** of respondents stated they were either 'dissatisfied' or 'very dissatisfied' with their city involvement**.**

3. However, when asked **'<u>How interested are you in increasing your level of involvement in the City of Fresno</u>,'** **62%** of respondents stated they were either 'interested' or 'very interested' in being more involved.

How interested are you in increasing your level of involvement in the City of Fresno?	Response %
Not Interested	3%
Slightly Interested	16%
Neutral	19%
Interested	39%
Very Interested	23%

1 out of 3 underserved survey respondent state they are not satisfied about their current level of involvement with the City. While **2 out of 3** are interested in being more involved.

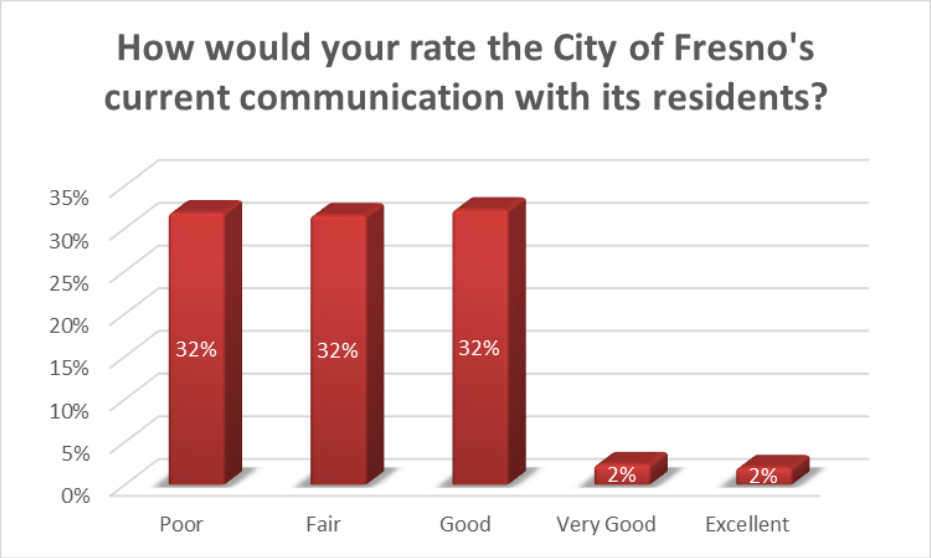
4. The following list indicates why respondents stated they are not more involved:

- Cultural barriers **(6%)**
- Lack of trust in government **(6%)**
- Language barriers **(4%)**
- Not enough available time to be involved **(46%)**
- Unsure how to get involved **(33%)**
- Other (please specify) **(5%)**

Based on this feedback it is evident that:

a. Latino, BIPOC, Asian Indian and API Communities in Fresno are not satisfied with their current level of civic engagement however they would like to be more engaged; and
b. Lack of time to get involved or uncertainty around how one can be involved are the leading two reasons why these groups are not engaged. While the former is not something easily remedied by the City, the latter is an area we can focus on. (*See Chapter 3 on strategic response*)

5. When asked **'How would you rate the City of Fresno's current communication with its residents?,' only 4%** of respondents indicated that our communication with their community was either 'very good' or 'excellent.'



The survey goes on to ask more information about each targeted people group including:

- How often groups engage specific City of Fresno communication outlets including (311, Website, social media, City Council Meetings, etc.)
- Learning more about what specific ways each group desires to recieve communication
- What specific supports and services each group needs most; and
- How welcome each group feels in our community

Additionally, demographic data was collected to better understand the composition of respondents.

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 female, 47% as male and 1% as other
Income	There is a fairly even distribution of responses by income level - 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%)

All of the aforementioned information has served as a baseline to inform the OCA's strategic response in FY23.

GENERAL STRATEGIC RESPONSE

The Office of Community Affairs worked with Central Valley Community Foundation's Senior Program Officer, Artie Padilla to learn more about the following community engagement spectrum matrix to improve community engagement. The spectrum is a heat map read from left to right. The columns indicate how transformative community engagement progresses along with indicators that typify what each level of engagement entails. The OCA is intent on improving Civic engagement, services and supports to all parts of our community.

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	*"Your voice, needs and interests do not matter"*	*"We will keep you informed"*	*"We care what you think"*	*"We can't do this well without you"*	*"Your leadership and expertise are critical"*	*"We want this to work so we support democratic and equitable processes led by the community"*
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

It was important for the OCA at inception to be honest with itself about our current level of community engagement efficacy in its early stages. Thus during one of its planning sessions the OCA asked itself:

1. How would we rate our current level of citywide engagement within the API, BIPOC, Latino, and Asian Indian communities?
2. What do you need to do to help your community reach the next level in the spectrum?
3. What resources are needed to complete each level?
4. What due date would you like to prescribe for each of these goals?

The following is an overview of the responses by community liaison for each of their targeted community groups.

	Rate our current level of engagement.	**What do you need to do to help your community reach the next level in the spectrum?**	**What resources are needed to complete each level?**	**What due date would you like to prescribe for each of these goals?**
API	**1**	1) Building community trust by being present at community events and being responsive to constituent needs. 2) Hosting meetings connecting City leaders, Fresno Police, Fire and other City departments with the API community. 3) Foster connections within the API/Hmong community to gradually transition to engaging City. 4) Directly addressing Resolution 21-092, Denouncing the discrimination against the Asian American communities during the COVID-19 crisis in Fresno	1) Necessary resources include outreach items and written information on City of Fresno and community resources for tabling at six community events engaging the API community. 2) Necessary resources include outreach items and written City of Fresno and community resource information for tabling at four community events engaging the API community. 3) Necessary resources include broadcast time on local radio and television stations targeting the API community. Interviews will focus on actively engaging the API community to participate in City department-hosted workshops and public comment events. API Liaison will continue promoting Board and Commission opportunities to API members. 4) Continue fostering relationships with Fresno Police and Fire, PARCS, Planning and Development, Economic Development Department and others to address resolution items.	Ongoing during the API Liaison tenure in the City of Fresno Office of Community Affairs. 06/30/2023 06/30/2023 Ongoing during the API Liaison tenure in the City of Fresno Office of Community Affairs. quality of life for all residents, not just API's.
BIPOC	**0**	1) We need a trusted messenger, providing education and building awareness through community	1) Build consensus and engagement on leadership in our community through trusted messengers.	10/1/2022

		meetings, small focus group meetings. 2) Developing leadership teams in the community, repair broken relationships and release existing biases. 3) Building a sustainable community center presence to provide support and education to the BIPOC community. 4) Garnering support from black and ethnic indigenous media to ensure on-air presence to build awareness regarding issues specific to the BIPOC community.	2) Identify and actively seek leaders in the BIPOC to serve as a team of thinkers and partners providing feedback on restoring broken relationships and starting the community healing process. 3) Raise awareness for the need of a BIPOC community serving center; gather community input on center programming and services; and advocate with leaders in key decision-making roles for a plan towards center completion. 4) Draft a list of BIPOC-specific broadcast, print and online media sources to serve as communication partners to disseminate news, information and resources to the community.	12/1/2022 11/1/2022 09/1/2022
Asian Indian	**2**	1) Building trust among the Asian Indian Community with local government. 2) Encouraging the Asian Indian community to be involved in the greater needs of the overall community. 3) Ensuring a safe, culturally appropriate place for senior citizens to interact with other Seniors. 4) Ensuring City provides Asian Indian-appropriate sports fields, programming and leagues targeting youth.	1) Increase opportunities for engagement among members of Asian Indian community with key decision-making leaders by posting community meetings and deliberately organizing Asian Indian-specific gatherings with leaders. 2) In collaboration with city departments including PARCS, Beautify Fresno and others, organize Asian Indian service events welcoming the entire community to build trust and community linkages. 3) Advocate with city leaders and PARCS department to ensure Asian Indian-specific programming at new City senior center. 4) Partner with Fresno PARCS providing feedback on Asian Indian community-specific needs for youth sports; advocate PARCS to ensuring the building and maintenance of Asian Indian youth sports programming.	10/1/2022 11/1/2022 10/1/2022 11/1/2022
Latino	**1**	1) Deliberately connect to groups from Latin American groups—other than Mexican—including sports and social	1) Host and facilitate in-neighborhood small group conversations to learn the specific needs of diverse Latin American immigrant groups.	08/1/2022

		clubs, associations and churches in meaningful ways to encourage civic and community engagement. 2) Communicating resource availabity and assistance provided to Latino immigrant groups via broadcast, print and online media outlets. 3) Continue Facebook posts in collaboration to Latino-serving governmental agencies (Mexican and Salvadorian Consulates) USCIS and others on naturalization/citizenship, immigration-specific issues, immigration fraud and others.	2) Draft a list of Latino-specific broadcast, print and online media sources; build relationships with key Latino media contacts for starting and continuing ongoing interviews on news and information shows directed to Latino community residents. 3) Draft a list of Latino-serving governmental agencies to jointly provide information and resources serving unique community needs.	10/15/2022 Already started and ongoing

COMMUNITY STRATEGIC RESPONSE

After ensuring our high-level priorities were established, the OCA then answered additional key qualitative questions having had individual community member conversations and feedback from over 300 constituents. The following provides insight into these areas.

Question	API	BIPOC	Asian Indian	Latino
What does your community need? How should you meet that need?	**API community needs:** 1) To be seen and included in the decision-making process impacting their lives. 2) Equal access to City information and resources. 3) Accessible leaders ready to listen to the community. **Solutions**: 1) Promote and empower API members to take part in City's Boards and Commissions and engage in City-sponsored public meetings. 2) Streamline and communicate City department processes to ensure API residents can effectively receive city services for business, residential and public works needs. 3) Build relationships with City leaders and foster their understanding of culturally responsive engagement with the API community to ultimately connect community and leaders in open conversation and engagement.	**BIPOC community needs**: 1) To be civically active and included in our City's prosperity. 2) To experience community systems and institutions free from biases and prejudices. 3) To take advantage of opportunities and privileges already available to us. **Solutions:** 1) Create opportunities to build relationships and understanding on different community platforms. 2) Facilitate conversations with BIPOC-serving stakeholders and City leaders on the restructuring of antiquated systems and institutions requiring these practice principles of justice and equity for everyone in our City. 3) Bridge gaps by helping the BIPOC community to receive and engage in privileges and opportunities already available.	**Asian Indian community needs:** 1) A safe and accessible center or Senior Asian Indian residents to a gather and interact with other Seniors while any necessary services. 2) Culturally relevant sport complexes and fields for Asian Indian youth, including field hockey and cricket. 3) Culturally sensitive programming responsive to the growing issue of alcoholism in the Asian Indian community. **Solutions:** 1) With the opening of the city's new Senior Center, advocate with City leaders to ensure that services and programs at center are culturally appropriate and relevant for our Asian Indian community seniors. 2) Work with Fresno PARCS to ensure funding and development of field hockey and cricket courts at City parks. 3) Advocate and work with local substance abuse serving organizations and agencies to	**Latino community needs:** 1) Access to City resources via language services with clear, simple and concise wording for all written and recorded information. 2) Knowledge about how our City government works and particular jurisdictions and responsibilities of all municipal departments. 3) Knowledge about the importance of reporting issues/concerns to proper authorities to establish a precedence. 4) An honest and available ear to listen to community concerns attentively and respond with connections to the appropriate City or community resource. **Solutions:** 1) Establish recommendations to City departments on best communication practices to ensure message clarity to both English and Spanish-speaking residents. 2) Building civic engagement capacity via the OCA Residents' Academy providing basic city government knowledge, municipal

Question	API	BIPOC	Asian Indian	Latino
			develop programs tailored to serve Asian Indian community members struggling with alcoholism.	department duties and responsibilities and residents' role in sharing concerns and solutions to neighborhood and city problems. 3) Citizen capacity building via Residents' Academy about proper reporting channels and its importance in tracking and ultimately receiving solutions. 4) Continuing to serve as an attentive and responsive liaison to Latino community needs.
How should you attract attention and build demand for what you offer?	1) Build relationships with City decision makers and connect them to the community. 2) Sponsor community meetings to provide API residents with direct access to decision makers. 3) Utilize the various available City platforms to inform the community about current City issues.	1) Build relationships with people in decision-making positions and connect these to people in our BIPOC community. 2) Use available broadcast, written and social media outlets to raise awareness on pressing issues affecting the BIPOC community. 3) Build an engagement strategy placing the BIPOC community at key decision-making tables in our City.	1) Continue to build and strengthen relationships with Asian Indian-serving organizations responsive to our community needs. Work with these organizations to promote their programs and services to the board city Asian Indian community. 2) Work with Punjabi television and radio stations to promote services available to meet the most pressing needs in the Asian Indian community.	1) Continue to build and foster relationships with Latino-serving organizations and inform them about our office and direct constituent services. 2) Continue growing the online City of Fresno Immigrant Affairs Facebook page to include both Spanish and English resources in response to pressing Latino community needs.
How can you help disconnected community members become civically engaged?	1) Showcase OCA success stories through newsletter and/or social media.	1) Hosting trainings and listening sessions among BIPOC community members. 2) Start community conversations on tearing down barriers of mistrust and achieving small wins to build confidence in our civil systems.	1) Partner with local Gurdwaras to provide information booths and resources responsive to the most pressing Asian Indian community needs. 2) Continue to foster trust amongst our department and non-profit Hindu/Punjabi community groups to continue identifying	1) Identifying trusted, in-neighborhood community leaders to serve as messengers and conveners inviting disengaged residents to in-person "Platicas" or chats at their homes. "Platicas" would solicit Latino community opinions on neighborhood problems and solutions. 3) Being consistently respectful,

Question	API	BIPOC	Asian Indian	Latino
			deep rooted problems that we assist in addressing.	responsive, and available to listen to Latino constituents with an empathetic ear while providing an honest response, careful to not create false expectations.
What controls do you have in place to ensure you've delivered on what you promise and ensure that they're satisfied?	1) Efficiently assisting constituents who reach out to our team for assistance. 2) Track constituent service and needs requests and document connections provided.	1) Being accessible and attentive to the BIPOC constituency. 2) Actively listening to criticism and earnestly considering others' points of view. 3) Deliberately placing myself in positions of accountability.	1) Consistently being available via phone, text, social media public and private messaging and in-person to answer to community concerns in a respectable and responsive manner. 2) Tracking and recording all resident concerns, including internal city and external community connections made in trying to resolve issue. And consistently communicating with constituents on any case updates and resolved inquires.	1) Consistently being available via phone, text, social media public and private messaging and in-person to answer to community concerns in a respectable and responsive manner. 2) Tracking and recording all resident concerns, including internal city and external community connections made in trying to resolve issue. And consistently communicating with constituents on any case updates and resolved inquires.
How are you building enough buy in with all key decision makers?	1) Establish ongoing collaborations with decision makers by communicating their key messages and information to API residents and API-serving organizations. Continue to promote OCA as a city department and council office partner in service to our API residents.	1) Schedule meetings with decision makers to share BIPOC community concerns. 2) Breaking bread with leaders. 3) Choosing battles carefully. 4) Building leverage through strategic compromise.	1) Continue meeting with key decision makers to update them on Asian Indian community needs to foster community visibility. 2) Share success stories in serving the Asian Indian community on the quarterly OCA Newsletter.	1) Tracking constituent success stories via a quarterly newsletter sent out to key decision makers, their staff, community stakeholders and CBO partners. 2) Fostering credibility and reliability by being responsive to all cases forwarded our way by key decision makers and their staff. And consistently communicating case updates and final resolutions to key leaders.

SPECIFIC STRATEGIC RESPONSE (S.M.A.R.T GOALS)

Having taken all of the qualitative and quantitative data points into consideration it was important for the OCA to set Simple, Measurable, Attainable, Realistic, and Timebound (S.M.A.R.T) goals for FY23 and beyond. The following is collection of said goals that will guide the work of OCA liaisons.

OCA API COMMUNITY ENGAGEMENT S.M.A.R.T GOALS

#	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
3	% interested + very interested in being more involved?	58.06%	Increase percentage of API community civic involvement by: 1) Participating on Hmong/API radio show to communicate community engagement opportunities. 2) Hosting a City resource and information booth at least once a month in various community engagements.	6/15/23
4	Top two reasons why folks aren't involved	Not enough available time to be involved,	Improve communications on community engagement opportunities by:	6/30/23

#	Question	Answer	SMART GOAL	Date
		Unsure how to get involved	1) Posting regular city council meeting agendas on social media. 2) Creating and publishing a concise and easy-to-read digital flyer detailing how residents can participate civically. 3) Continuing monthly Hmong radio show interviews and hosting outreach booths at Fresno Hmong New Year celebration and other API community events.	
5	% that consider our communication very good + excellent	7.26%	Improve overall communications to API residents by: 1) Posting regular city council meeting agendas on social media 2) Creating and publishing concise and easy-to-read digital flyer detailing how residents can participate civically 3) Continuing to collaborate with City departments to develop and implement recommendations to effectively communicate with the API community	12/31/22
6	What medium of communication is your community most familiar with?	City website	Improve communications about City website to API residents by: 1) Creating print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others. 2) Meeting with the City’s communication director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including Asian Indian constituents.	6/30/23
6	What medium of communication is your community least familiar with?	City Twitter page	Improve communications to API residents by: 1) Holding two small resident focus groups with youth and older adults inquiring feedback on their least familiar City communication mediums and why. 2) Within 4 weeks of the above small resident focus groups, draft findings and recommended strategies addressing constituent concerns; share results with City departments to encourage increased API community engagement.	12/31/22
7	What medium of communication does your community most engage?	City website	Improve communications about City website to API residents by: 1) Creating a print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	12/31/22

#	Question	Answer	SMART GOAL	Date
7	What medium of communication does your community least engage?	City Twitter page; 311 app	Improve communications to API residents by: 1) Holding two small resident focus groups targeting youth (16 to 30 years) and older residents (63 years and higher) seeking feedback on preferred communication channels (broadcast media, social media or written communications) to help inform OCA internal API outreach strategies.	06/30/23
8	Top two ways in which your community would like to receive communication	Social media; City website	Improve communications to API residents by: 1) Increasing Facebook City of Fresno Asian Pacific Islander Group by 100 followers 2) Creating a print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	12/31/2022
8	Bottom two ways in which your community would like to receive communication	Phone calls; Letters by mail	Improve communications by: 1) Drafting a brief, easy-to-read digital flyer on understanding, downloading and using City of Fresno digital applications and communications including 311, FresGo apps, email communications and social media.	9/30/2022
9	Top two ways your community likes to express opinion	Online discussions; Emails	Improve communications by: 1) Engaging API residents subscribed to City of Fresno Asian Pacific Islander Facebook group by answering their questions and private messages on city and community resources shared online. 2) Creating an API-specific email list made up of resident and stakeholder connections to receive monthly resources and information communications.	9/30/2022
9	Bottom two ways your community likes to express opinion	One-on-One meetings; Phone calls	N/A	N/A
10	Top two ways your community likes to receive news/information? (include %)	Social media; Internet	Increase API community engagement using preferred communication methods by: 1) Conduct targeted focus group with persons from age groups that didn't respond (youth and elders) to learn their preferred methods of receiving information	06/30/2023
11	What common themes surface from reviewing what would motivate your community to be more involved?	Social media; Some form of digital medium	Increase communication responses on common themes relevant to API residents by: 1) Increasing Facebook City of Fresno Asian Pacific Islander Group following by 100 new subscribers 2) Developing simplified "Where To…" social media communications to promote City's website highlighting and featuring one department/service types once a month on social media.	03/30/2023

#	Question	Answer	SMART GOAL	Date
12	What common themes surface from reviewing how we can increase citizen engagement?	API community wants to communicate through social media, but not necessarily engaged through social media	Increase communication responses on common themes relevant to Asian Indian residents by: 1) Increase City of Fresno Asian Pacific Islander Group Facebook followers by 100 new subscribers 2) Develop simplified "Where To…" social media communications to promote City's website highlighting and featuring one department/service types once a month on social media	12/31/2022
13	What are the top two sentiments your community feels in terms of being welcome in Fresno? (include %)	Neutral; Welcome	N/A	
14*	What are the top 5 things your community communicated it needs support in (in order)?	1- Dental Care 2- Transportation 3- Childcare 4- English Instruction, 5- Senior/Adult Day Care	Increase API awareness of requested resources by: 1) Creating a digital dental provider list to be distributed via social media, email and print. 2) Working with Fresno FAX to produce a 5-minute video on how to use the bus system to get to your destination in Hmong. 3) Working with City's Economic Development Department and Fresno County First Five Commission to identify family-friendly businesses/orgs to do business in the city; provide a list of Fresno family-friendly businesses. 4) Creating a digital list of English as a Second Language instruction institutions available to the community at low-cost or no cost distributed via social media and email. 5) Creating a list of senior care facilities available to the public at no-cost or reduced cost distributed via social media and email.	06/30/2023
14*	What bottom 3 things your community communicated it needs support in (in order)?	1- Homeless Shelters 2- Transportation 3- Human Trafficking Services	Increase API awareness of requested resources by: 1) Developing a digital list of City and community resources serving homeless individuals to be distributed via social media, email and print. 2) Developing a concise and easy-to-read written and digital postcard educating the public on Human Trafficking and how to report it to law enforcement.	6/30/2023
15	Largest age segment of those who responded (include %)	26-40 years; 46%	Ensure API survey responses from diverse age populations by: 1) Target additional survey responses from younger and older age groups (other than 26 to 40) from the API community.	12/31/2022
16	Largest residency/tenure segment of those who responded (include %)	26+ years; 48%	Ensure BIPOC survey responses from diverse residency/tenure populations by: 1) Conduct an assessment/focus group to seek input on API community sentiment on Fresno as "home," including feelings of being valued and heard	6/30/2023

#	Question	Answer	SMART GOAL	Date
			and overall City pride and ownership The focus group will target newcomers to 25 years of Fresno residency.	
17	What was the largest Gender response (include %)	Females	Ensure API survey responses from diverse gender populations by: 1) Reach out and conduct a survey targeting API males. Survey will focus on current level of civic engagement, barrier to engagement and issues/topics that will motivate participation.	12/31/2022
20	What is the income level of the highest % of respondents?	50K - 78K	Ensure API survey responses from economically diverse populations by: 1) Reach out and conduct a survey targeting API business owners/working and retired professionals. Survey will focus on current level of civic engagement, barrier to engagement and issues/topics that will motivate participation.	12/31/2022
21	What are the top three descriptor categories respondents most related to?	Hmong; College Graduate; Parent	1) Reach out and conduct a survey with non-graduate, Hmong/API community members 2) Reach out and conduct a survey with economically challenged API community members	12/31/2022
	OTHER: Strategies related to Resolution 21-092			
R1	Supporting entities and community members in denouncing racial discrimination, white supremacy, and xenophobia against API community.		Ensure API community is not victim to racial discrimination, xenophobia or any other negative treatment by: 1) Communicating API rights as valued and respected community members via social media, City website, in-person outreach and City public comment events. 2) Actively participating in events that promote API community pride and contributions to our City and Central Valley; promoting API cultural events to the community at large to cultivate API community appreciation. 3) Making recommendations to City departments ensuring that all public comment, recreation and municipal spaces are welcome to API young adults, elders and the community at large.	**12/15/2022** **Ongoing** **Ongoing**
R2	API leadership upward mobility in key departments directly responsive to City constituents (Planning, Purchasing, Public Safety and others).		Ensure API City employees have equitable access to upward mobility by: 1) OCA continuing to work with City Personnel Department to ensure diversity in recruitment, hiring and retention. 2) Continuing to work with API-serving CBOs to promote employment opportunities via social media, City website and at in-person outreach events serving the API community. 3) Recommending professional development opportunities responsive to API City employees to prepare them for upward leadership mobility.	**Ongoing** **Ongoing** **Ongoing**

#	Question	Answer	SMART GOAL	Date
R3	Advocating for safe public spaces promoting physical and mental wellness, as well as healing in culturally responsive ways with special focus on API community members, especially elders, women, and youth.		Ensure spaces promoting wellness, health and culturally responsive healing by: 1) Working with decision makers to ensure City's new senior center hosts a culturally responsive environment with programming that is relevant to API elders. 2) Continue working with City PARCS department to promote culturally sensitive programming, sports and physical activities popular with API youth. 3) Continue working with API-serving CBOs to promote the development and practice of recreational, artistic and healing activities responsive to the particular needs of young and older API constituents.	**02/1/2023** **Ongoing** **Ongoing**
R4	Working with community-based organizations to address systemic barriers to reporting hate incidents targeting API community residents such as language accessible hotlines and the reporting of disaggregated data collection.		Ensure API community members are informed about reporting hate incidents and crimes by: 1) Continuing conversations with Fresno Police Department to design and disseminate a public education campaign targeting the API community on identifying hate incidents and crimes as well as the importance of reporting these. 2) Advocating with key City decision makers for the tracking and public dissemination of hate incidents and crime rates targeting API community members. 3) Working with Fresno Police Department to make recommendations on hate incident/crime questionnaire to ensure collected data includes race, ethnicity and country of origin (when possible). 4) Establishing a City hotline responsive to hate incidents and crime reporting –if and when, an uptick in hate crime incidents/crimes is recorded in order to first establish and substantiate a hotline need.	**Initiated and in progress**
R5	Working with community-based organizations to support community-centered solutions addressing public safety in culturally responsive ways for all communities.		Ensure City of Fresno public safety agencies are connected to the API community in meaningful ways, including: 1) Providing in-person/virtual opportunities for API community members to engage Fresno Police and Fire Department on pressing community public safety issues.	**Ongoing**
R6	In consultation with the Asian American collaborative, the City of Fresno commits to creating, funding, and staffing a liaison position to bridge API community needs.		Ensuring the hiring of an API Liaison by: 1) Recruiting and hiring a respected member of the Fresno API community to serve as liaison between the community the City of Fresno.	**Completed; Nov. 2021**
R7	Presenting a semi-annual report to Fresno City Council updating the public on the status of the above items.		Ensuring the completion Resolution 21-092 items by: 1) Submitting a semi-annual report update and occasional API community highlights on the OCA quarterly newsletter.	**Ongoing**

OCA ASIAN INDIAN COMMUNITY ENGAGEMENT S.M.A.R.T GOALS

#	Question	Answer	SMART GOAL	Date
1	% involved + very involved from your community?	30.95%	Increase percentage of Asian Indian community involvement by: 1) Hosting in-person meetings at Asian Indian events and Fresno Gurudwaras to learn about issues that concern community members. 2) Posting City Council and Board and Committee meeting agendas relevant to the Asian Indian community on social media.	10/1/2022
2	% dissatisfied + very dissatisfied with current level of involvement in your community?	35.72%	Decrease percentage of Asian Indian community dissatisfaction by: 1) Facilitating community conversations on reasons for Asian Indian resident dissatisfaction. 2) Creating simple social media marketing materials promoting city-sponsored civic engagement opportunities, community information events and public comment engagements. 3) Facilitating two Asian Indian business owner-targeted meetings to receive input on how City can best help increase their satisfaction.	12/1/2022
3	% interested + very interested in being more involved?	78.57%	Increase percentage of Asian Indian community civic involvement by: 1) Hosting an OCA booth at events attended by Asian Indian community to share City and community resources relevant to residents. 2) Creating a simple flyer with resources relevant to the Asian Indian community to share at public outreach events. 3) Posting City department-sponsored public comment, input and engagement opportunities the City of Fresno Indian Community Facebook page. 4) Promote registration for Mayor's Office of Community Affairs Resident Academy among Asian Indian community members.	09/15/2022
4	Top two reasons why folks aren't involved	Unsure how to get involved; Not enough time to get involved	Improve communications to Asian Indian residents on community engagement opportunities by: 1) Posting regular city council meeting agendas on social media. 2) Creating and publishing a concise and easy-to-read digital flyer detailing how residents can participate civically. 3) Developing a small digital and printed postcard on how to search, download and use the City's FresGo and 311 applications; posting the flyer on the City of Fresno Indian Community Facebook page and distributing printed copies at in-person events attended by Asian Indian residents.	11/1/2022
5	% that consider our communication very good + excellent	7.14%	Improve overall communications to Asian Indian residents by: 1) Posting regular city council meeting agendas on social media	12/31/2022

#	Question	Answer	SMART GOAL	Date
			2) Creating and publishing concise and easy-to-read digital flyer detailing how residents can participate civically. 3) Continuing to collaborate with City departments to develop and implement recommendations to effectively communicate with the Asian Indian community.	
6	What medium of communication is your community most familiar with?	City website, City Council meetings	Improve communications about City website to Asian Indian residents by: 1) Creating print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others. 2) Meeting with the City's communication director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including Asian Indian constituents.	12/31/2022
6	What medium of communication is your community least familiar with?	311 app, City Twitter app	Improve communications about City website to Asian Indian residents by: 1) Holding two small resident focus groups with youth and older adults inquiring feedback on their least familiar City communication mediums and why. 2) Within 4 weeks of the above small resident focus groups, draft findings and recommended strategies addressing constituent concerns; share results with City departments to encourage increased Asian Indian community engagement.	11/15/2022
7	What medium of communication does your community most engage?	City website, City Council meetings	Improve communications about City website to Asian Indian residents by: 1) Creating a print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	12/31/2022
7	What medium of communication does your community least engage?	311 app	Improve communications to Asian Indian residents by: 1) Developing a small digital and printed postcard on how to search, download and use the City's FresGo and 311 applications; posting the flyer on the City of Fresno Indian Community Facebook page and distributing printed copies at in-person events attended by Asian Indian residents.	12/1/2022
8	Top two ways in which your community would like to receive communication	Text; City website; Social media, Email, Mobile app	Improve communications to Asian Indian residents by: 1) Increasing Facebook City of Fresno Indian Community followers by 100 2) Creating a print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City	12/1/2022

#	Question	Answer	SMART GOAL	Date
			Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	
8	Bottom two ways in which your community would like to receive communication	Phone calls; Letters	Improve communications to Asian Indian residents by: 1) Drafting a brief, easy-to-read digital flyer on understanding, downloading and using City of Fresno digital applications and communications including 311, FresGo apps, email communications and social media.	12/1/2022
9	Top two ways your community likes to express opinion	Neighborhood meetings; Email	Encouraging increased Asian Indian community and civic engagement by: 1) Engaging Asian Indian residents subscribed to City of Fresno Indian Community Facebook group by answering their questions and private messages on city and community resources shared online. 2) Creating an Asian Indian-specific email list made up of resident and stakeholder connections to receive monthly resources and information communications.	10/1/2022
9	Bottom two ways your community likes to express opinion	Phone; Online discussion	N/A	
10	Top two ways your community likes to receive news/information? (include %)	Social media; Internet, Television	Increase Asian Indian community engagement using preferred communication methods by: 1) Engaging Asian Indian residents subscribed to City of Fresno Indian Community Facebook group by answering their questions and private messages on city and community resources shared online. 2) Participating on one quarterly television/radio interview on news programs and channels often viewed by city Asian Indian constituents.	10/1/22
11	What common themes surface from reviewing what would motivate your community to be more involved?	Better communication; More cultural engagement	Increase communication responses on common themes relevant to Asian Indian residents by: 1) Increasing Facebook City of Fresno Indian Community following by 100 new subscribers 2) Developing simplified “Where To…” social media communications to promote City’s website highlighting and featuring one department/service types once a month on social media. 3) Participating in one quarterly cultural event at city Gurudwaras or special cultural events in the community.	12/1/2022
12	What common themes surface from reviewing how we can increase citizen engagement?	Announcing messages on local tv and radio, Gurdwara and parks engagements	Increase communication responses on common themes relevant to Asian Indian residents by: 1) Participating on one quarterly television/radio interview on news programs and channels often viewed by city Asian Indian constituents.	10/1/2022

#	Question	Answer	SMART GOAL	Date
			2) Hosting one quarterly resource booth at Asian Indian community events, Gurdwaras and youth and children sporting events (field hockey, cricket and others).	
13	What are the top two sentiments your community feels in terms of being welcome in Fresno? (include %)	Welcome (45.24%) Neutral (23.81%)	Increase Asian Indian sense of community and civic engagement by: 1) Coordinating two annual Asian Indian community service days (such as sponsoring a meal for law enforcement; fire department or healthcare workers). 2) Hosting a booth at Fresno City College Asian Fest with cultural demonstrations specific to the Asian Indian community – promoting community pride and belonging.	05/15/2023
14*	What are the top 5 things your community communicated it needs support in (in order)?	1- Digital literacy 2- Healthcare/Health Insurance 3- Legal Assistance 4- Senior/Adult Day Care 5- Internet Access	Increase Asian Indian awareness of requested resources by: 1) Creating a digital list of CBOs and academic institutions that provide low-cost and no-cost digital literacy classes to be distributed via social media, email and print. 2) Creating a digital list of CBOs and Federally Qualified Health Centers that connect residents to public healthcare coverage (Medi-Cal and Medicare). 3) Creating a list of legal aid organizations providing no-cost legal representation—including current City legal aid offerings to be distributed via social media, email and print. 4) Creating a digital list of Senior and Adult Day care centers and services—including Fresno PARCS programs targeting older adults to be distributed via social media, email and print. 5) Working with City ISD, Fresno Coalition for Digital Inclusion and community stakeholders to advocate for increased fiber optics installation in disconnected City areas.	12/15/2022
14*	What bottom 3 things your community communicated it needs support in (in order)?	1- Senior centers 2- Literacy services 3- Behavioral health services	Increase Asian Indian sense of community and civic engagement by: 1) Participating in one quarterly cultural event at city Gurudwaras or special cultural events in the community to keep learning any emerging needs from Asian Indian residents.	10/1/2022
15	Largest age segment of those who responded (include %)	41-55 years (42.86%)	Ensure Asian Indian survey responses from diverse age populations by: 1) Partnering with Asian Indian youth and older adult-serving organizations to organize a small focus group to learn age-specific community needs. 2) Document focus group findings and provide digital and printed flyers with resources addressing identified needs among both Asian Indian youth and older adults.	11/15/2022

#	Question	Answer	SMART GOAL	Date
16	Largest residency/tenure segment of those who responded (include %)	16-25 years; 36%	Ensure BIPOC survey responses from diverse residency/tenure populations by: 1) Partnering with Asian Indian youth and older adult-serving organizations to organize a small focus group to learn age-specific community needs. 2) Document focus group findings and provide digital and printed flyers with resources addressing identified needs among both Asian Indian youth and older adults.	11/30/2022
17	What was the largest Gender response (include %)	Male 69.05%	Ensure Asian Indian survey responses from diverse gender populations by: 1) Partnering with Asian Indian women-serving organizations to organize a small focus group to learn gender-specific community needs. 2) Partnering with Asian Indian women-serving organizations to ensure additional survey responses to learn gender-specific community needs.	Ongoing
20	What is the income level of the highest % of respondents?	Over 100K	Ensure Asian Indian survey responses from economically diverse populations by: 1) Partner with Asian Indian Hindu temples, Gurdwaras and small business owners to survey newly arrived immigrants in the community who may be of a lower income status and learn about their unique needs. 2) Draft plan to address needs of newly arrived Asian Indian immigrants from gathered data above.	03/01/2022
21	What are the top three descriptor categories respondents most related to?	Sikh; Long standing Resident; Parent	Increase Asian Indian sense of community and civic engagement by: 1) Partnering with Hindu and Sikh serving CBOs to increase community engagement and cohesion. 2) Continue outreach and service at city Gurdwaras and Hindu temples proving identified resources needs and information among Asian Indian community.	Ongoing

OCA BIPOC COMMUNITY ENGAGEMENT S.M.A.R.T GOALS

#	Question	Answer	SMART GOAL	Date
1	% involved + very involved from your community?	42.59%	Increase percentage of BIPOC community involvement by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month. 3) Creating BIPOC constituent and key stakeholder email list to add to the current OCA listserv. 4) Developing a weekly scheduled email blast sent out once a week to BIPOC email listserv.	12/15/2022
2	% dissatisfied + very dissatisfied with current level of involvement in your community?	44.44%	Decrease percentage of BIPOC community dissatisfaction by: 1) Creating an online web tool inviting dissatisfied BIPOC constituents to share areas of concern and interest. These constituents will be invited via email to join regularly scheduled City Council and boards and commission meetings, depending on their areas of interest. 2) Scheduling presentations directly related to BIPOC constituents' stated areas of interest.	12/1/2022
3	% interested + very interested in being more involved?	64.81%	Increase percentage of BIPOC community civic involvement by: 1) Scheduling community meetings highlighting civic engagement opportunities. 2) Building an opportunity to get involved with a "Get Involved" button on the OCA BIPOC website and promote it via the email list serve, social media, OCA newsletter and printed flyers at in-person community events and meetings. 3) Hosting a City resource and information booth with resources and information relevant to the BIPOC community at least once a month in various community engagements.	12/1/2022
4	Top two reasons why folks aren't involved	Not enough available time; Unsure how to get involved	Improve communications to BIPOC residents on community engagement opportunities by: 1) Scheduling community meetings highlighting civic engagement opportunities. 2) Building an opportunity to get involved with a "Get Involved" button on the OCA BIPOC website and promote it via the email list serve, social media, OCA newsletter and printed flyers at in-person community events and meetings. 3) Posting regular city council meeting agendas on social media	12/1/2022

#	Question	Answer	SMART GOAL	Date
			4) Creating and publishing a concise and easy-to-read digital flyer detailing how residents can participate civically.	
5	% that consider our communication very good + excellent	0	Improve overall communications to BIPOC residents by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month. 3) Creating BIPOC constituent and key stakeholder email list to add to the current OCA listserv. 4) Developing a weekly scheduled email blast sent out once a week to BIPOC email listserv. 5) Continuing to collaborate with City departments to develop and implement recommendations to effectively communicate with the BIPOC community.	12/01/2022
6	What medium of communication is your community most familiar with?	City Website	Improve communications about City website to BIPOC residents by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month. 3) Creating BIPOC constituent and key stakeholder email list to add to the current OCA listserv. 4) Developing a weekly scheduled email blast sent out once a week to BIPOC email listserv. 5) Creating print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	11/1/2022
6	What medium of communication is your community least familiar with?	City Twitter page	Improve communications on City departments and services to BIPOC residents by: 1) Creating print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others. 2) Meeting with the City’s communication director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including Asian Indian constituents.	4/1/2023

#	Question	Answer	SMART GOAL	Date
7	What medium of communication does your community most engage?	City website	Improve communications about City website to BIPOC residents by: 1) Meeting with City ISD and communications director to advocate for the design and implementation of a new, more user-friendly website. As the OCA, participate and provide feedback on revamped City website encouraging clear and concise site map for easy navigation and easy-to-read language throughout the site. 2) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month.	6/30/2023
7	What medium of communication does your community least engage?	City Twitter page; 311 app	Improve communications to BIPOC residents by: 1) Meeting with the City's communication director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including BIPOC constituents.	4/1/2023
8	Top two ways in which your community would like to receive communication	Social media; City website	Improve communications to BIPOC residents by: 1) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month. 2) Creating BIPOC constituent and key stakeholder email list to add to the current OCA listserv. 3) Developing a weekly scheduled email blast sent out once a week to BIPOC email listserv. 4) Increase FB City of Fresno BIPOC Community Group by 100 followers	4/1/2023
8	Bottom two ways in which your community would like to receive communication	Phone calls; Letter by mail	Improve communications to BIPOC residents by: 1) Including a mini digital training section in the OCA Resident's Academy on how to access city services information via the web/social media and via email. 2) Drafting a brief, easy-to-read digital flyer on understanding, downloading and using City of Fresno digital applications and communications including 311, FresGo apps, email communications and social media.	10/1/2022
9	Top two ways your community likes to express opinion	Neighborhood meetings; One-on-one meetings; Online discussion	Encouraging increased BIPOC community and civic engagement by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Building a tool for constituents to request a one-on-one online chat or via phone.	11/1/2022
9	Bottom two ways your community likes to express opinion	Phone, social media	N/A	
10	Top two ways your community likes to receive news/information? (include %)	Television (38.89%); Internet (27.78%)	Increase BIPOC community engagement using preferred communication methods by:	4/1/2023

#	Question	Answer	SMART GOAL	Date
			1) Identifying funding source to produce OCA public service announcements on topics relevant to BIPOC community, including how to engage your local key civic leaders. 2) Developing video PSA draft talking points and scripts on civic participation including, engaging your elected representatives, participating in City Council meetings and using City's 311, FresGO and City website. 3) Publishing two per year BIPOC informational videos on social media.	
11	What common themes surface from reviewing what would motivate your community to be more involved?	City taking accountability for actions past and present, More effective Community Engagement, Clarity regarding city policies and operations, Transparency - build trust	Increase communication responses on common themes relevant to BIPOC residents by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Publishing at least one new information post a day on our City of Fresno BIPOC Community Facebook page for a total of 20 per month. 3) Creating BIPOC constituent and key stakeholder email list to add to the OCA listserv. 4) Developing a weekly scheduled email blast sent out once a week to BIPOC email listserv.	11/15/2022
12	What common themes surface from reviewing how we can increase citizen engagement?	Broken promises; civic training; the need for transparency and clarity; building community trust	Increase communication responses on common themes relevant to BIPOC residents by: 1) Developing and publishing a calendar for regular in-person and virtual meetings featuring information on city projects and services. 2) Building a tool for constituents to request a one-on-one online chat or via phone.	12/1/2022
13	What are the top two sentiments your community feels in terms of being welcome in Fresno? (include %)	Neutral (35.19%); Slightly Welcome (22.22%)	Increase BIPOC sense of community and civic engagement by: 1) Scheduling a series of "City Fairs" targeting the BIPOC community to introducing them to the people that serve in the City. BIPOC City Fairs would rotate monthly in each one of the seven districts – seven meetings over the next seven months. 2) Developing and scheduling monthly "City Fairs" featuring presentations from City leaders, organizations specializing in employment assistance and training, substance abuse, mental and behavioral health, homeless services, rental and mortgage assistance options, first time homebuyer programs, domestic violence services and others. "City Fairs" will begin in November 2022.	4/01/2023
14*	What are the top 5 things your community communicated it needs support in (in order)?	1- Employment Assistance/Job Training 2- Substance	Increase BIPOC awareness of requested resources by: 1) Scheduling a series of "City Fairs" targeting the BIPOC community to introducing them to the people that serve in the City. BIPOC City Fairs would	3/15/2023

#	Question	Answer	SMART GOAL	Date
		Abuse/Mental Health Services 3- Homeless Shelter Services; 4- Rental/Mortgage assistance 5- Domestic violence Services	rotate monthly in each one of the seven districts – seven meetings over the next seven months. 2) Developing and scheduling monthly "City Fairs" featuring presentations from City leaders, organizations specializing in employment assistance and training, substance abuse, mental and behavioral health, homeless services, rental and mortgage assistance options, first time homebuyer programs, domestic violence services and others. "City Fairs" will begin in November 2022.	
14*	What bottom 3 things your community communicated it needs support in (in order)?	1- English Instruction 2- Utility assistance 3- Transportation	Increase BIPOC sense of community and civic engagement by: 1) Create a digital list of English as a Second Language instruction institutions available to the community at low-cost or no cost distributed via social media and email. Printed copies will be distributed at in-person outreach events. 2) Also work with existing English-learning providers to organize satellite classes in our established neighborhood centers. 3) Create a digital list of agencies providing utility assistance to be distributed via our City of Fresno BIPOC Community Facebook page and the BIPOC email list serve. Printed copies will be distributed at in-person outreach events. 4) In collaboration with Fresno FAX, create a digital list with Fresno area (urban and rural) public transportation providers to be distributed virtually via social media and the BIPOC email list serve. Printed copies will be distributed at in-person outreach events.	04/01/2023
15	Largest age segment of those who responded (include %)	56-65 years (32.08%)	Ensure BIPOC survey responses from diverse age populations by: 1) Break out focus groups in each of the seven districts into age segments: early teens to 18; 19 to 40; 41 to 60 and 61 and older to gather information from a broader sample of our population.	3/15/2023
16	Largest residency/tenure segment of those who responded (include %)	26+ years (72.55%)	Ensure BIPOC survey responses from diverse residency/tenure populations by: 1) Work with Fresno Unified, churches, and other institutions with established youth audiences to host focus groups to fill out surveys.	10/01/2022
17	What was the largest Gender response (include %)	Female (55.56%)	Ensure BIPOC survey responses from diverse gender populations by: 1) Partnering with BIPOC men, young men and father-serving organizations to organize a small focus group to learn gender-specific community needs. 2) Partnering with BIPOC men, young men and father-serving organizations to ensure additional survey responses to learn gender-specific community needs.	3/15/2023
20	What is the income level of the highest % of respondents?	75k-99.999k (22.64%)	Ensure BIPOC survey responses from economically diverse populations by: 1) Working with local service providers like churches, Fresno County DSS, Housing Authority, the Mission, and Poverello House to reach people in lower income brackets in our community with the BIPOC survey.	12/1/2022

#	Question	Answer	SMART GOAL	Date
			2) Developing a paper version of the BIPOC survey allowing quick, on the spot access to the survey without the technology learning curve.	
21	What are the top three descriptor categories respondents most related to?	Black; Parent; Southwest Fresno Resident; Long Standing Resident	Increase BIPOC sense of community and civic engagement by: 1) Working with churches and other established community agencies to reach a broader group on BIPOC residents: Indigenous people groups, non-parents, people who live in other parts of our city, and newer residents. 2) Hosting tables at Fresno State, Fresno City, and other learning institutions to capture newer younger residents, churches across the city, and business that cater to the BIPOC Community.	5/1/2023

OCA LATINO COMMUNITY ENGAGEMENT S.M.A.R.T GOALS

#	Question	Answer	SMART GOAL	Date
1	% involved + very involved from your community?	30.26%	Increase percentage of Latino community involvement by: 1) Holding and facilitating monthly community "Charlas/Chats" in prominent Latino neighborhoods to communicate City-sponsored civic engagement opportunities, including City Council meetings, City department public surveys or comment events. 2) Drafting an easy-understand guide on how to read and understand City Council agendas; posting the guide on the City of Fresno Immigrant Affairs group, OCA website and a print version for in-person events. 3) Posting timely City Council and Board and Committee meeting agendas. relevant to the API community on social media. 4) Posting feedback/engagement opportunities for community to participate in City Council meetings on relevant topics to Latino constituents.	08/15/2022
2	% dissatisfied + very dissatisfied with current level of involvement in your community?	25.01%	Decrease percentage of Latino community dissatisfaction by: 1) Holding and facilitating monthly community "Charlas/Chats" in prominent Latino neighborhoods to communicate City-sponsored civic engagement opportunities, including City Council meetings, City department public surveys or comment events. 2) Providing communications on simple engagement strategies such as using FresGo and 311; writing and recording a bilingual script on how to use 311/FresGO app to report neighborhood incidents. 3) Posting timely City Council and Board and Committee meeting agendas relevant to the Latino community on social media.	10/15/2022
3	% interested + very interested in being more involved?	61.84%	Increase percentage of Latino community civic involvement by: 1) Increasing the number of City of Fresno Immigrant Affairs group followers to 1,000 by the end of the 2022 calendar year. 2) Recruiting four Latino constituents to participate in the upcoming OCA Resident's Academy; Academy curriculum will focus on informing diverse City populations on civic participation and engagement. 3) Continue engaging Latino residents not connected to the City online by responding to all constituent calls and texts in a timely manner. 4) Continue engaging Latino constituents subscribed to the City of Fresno Immigrant Affairs subscribed to Facebook group by answering their questions and private messages on city and community resources shared online.	12/31/2022

#	Question	Answer	SMART GOAL	Date
4	Top two reasons why folks aren't involved	Not enough time to be involved; Unsure how to get involved	Improve communications to Latino residents on community engagement opportunities by: 1) Posting regular city council meeting agendas on social media. 2) Creating and publishing a concise and easy-to-read digital flyer detailing how residents can participate civically. 3) Developing a small digital and printed postcard on how to search, download and use the City's FresGo and 311 applications; posting the flyer on the City of Fresno Immigrant Affairs Facebook page and distributing printed copies at in-person events attended by Asian Indian residents. 4) Develop a monthly series of bilingual "HOW TO" digital and printed postcards including: How to get involved; How to find out who is my councilmember; How can I let my councilmember know my neighborhood/city concerns. 5) Building an opportunity to get involved with a "Get Involved" button on the OCA Latino/Immigrant website and promote it via the email list serve, social media, OCA newsletter and printed flyers at in-person community events and meetings.	9/15/2022
5	% that consider our communication very good + excellent	5.27%	Increase the percentage of Latinos who consider that City's communication to the community is excellent by: 1) Working closely with City departments who communicate with Latino residents by ensuring public communications are bilingual, easy-to-read, easy to understand and distributed via channels that are most relevant to community members. 2) Authoring an infographic for all City departments on recommendations and tips to better communicate with diverse audiences to ensure brief, concise and engaging flyers, posts and messages. 3) Working with personnel department to revamp the City's translation department to ensure that in addition to a verbal test, there be a written test for City employees who need to author written public communications.	10/15/2022
6	What medium of communication is your community most familiar with?	City's website; City Facebook; 311 app	Improve communications about City website to Latino residents by: 1) Increasing the number of City of Fresno Immigrant Affairs group followers to 1,000 by the end of the 2022 calendar year. 2) Develop a bimonthly series of bilingual "HOW TO" digital and printed postcards including: How to find and download 311 and FresGo apps; How to use 311 and FresGO apps. 3) Host and facilitate hold a small resident group focus group inquiring feedback on what broadcast media they most familiar with and why.	12/01/2022

#	Question	Answer	SMART GOAL	Date
			4) Within 4 weeks of the above small resident focus group, draft a written report showing findings and recommended strategies addressing Latino communications preferences.	
6	What medium of communication is your community least familiar with?	City Twitter page; FresGo app; City Council meetings	Improve communications on City departments and services to Latino residents by: 1) Develop a bimonthly series of bilingual "HOW TO" digital and printed postcards including: How to find and download 311 and FresGo apps; How to use 311 and FresGO apps. 2) Holding two small resident focus groups with youth and older adults inquiring feedback on their least familiar City communication mediums and why. 3) Within 4 weeks of the above small resident focus groups, draft findings and recommended strategies addressing constituent concerns; share results with City departments to encourage increased Latino community engagement. 4) Creating print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others. 5) Meeting with the City's communications director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including Latino constituents.	03/15/2023
7	What medium of communication does your community most engage?	City's Facebook; City's website; City Council meetings	Improve communications about City website to Latino residents by: 1) Increasing the number of City of Fresno Immigrant Affairs group followers to 1,000 by the end of the 2022 calendar year. 2) Creating a print and digital postcard promoting City Website information including a simplified "Where To Find" important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	12/31/2022
7	What medium of communication does your community least engage?	CityTwitter page; 311 ap; City Council meetings; FresGo app	Improve communications to Latino residents by: 1) Develop a bimonthly series of bilingual "HOW TO" digital and printed postcards including: How to find and download 311 and FresGo apps; How to use 311 and FresGO apps and others. 2) Host and facilitate hold a small resident group focus group inquiring feedback on what broadcast media they most familiar with and why.	12/31/2022

#	Question	Answer	SMART GOAL	Date
			3) Within 4 weeks of the above small resident focus group, draft a written report showing findings and recommended strategies addressing Latino communications preferences.	
8	Top two ways in which your community would like to receive communication	Face-to-Face; Social media; City website	Improve communications to Latino residents by: 1) Holding and facilitating in-person monthly community "Charlas/Chats" in prominent Latino neighborhoods to communicate City-sponsored civic engagement opportunities, including City Council meetings, City department public surveys or comment events. 2) Continuing to identify Latino-centered events to hold monthly information booths (such as Fiestas Patrias, Latino Heritage Month events and others). 2) Increasing the number of City of Fresno Immigrant Affairs group followers to 1,000 by the end of the 2022 calendar year. 3) Creating a print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	10/15/2022
8	Bottom two ways in which your community would like to receive communication	Phone call; Mobile app; Email	Improve communications to Latino residents by: 1) Meeting with the City’s communications director to advocate for the development of community-targeted approach to city-wide communications using the most relevant media platforms for diverse communities, including Latino constituents.	03/15/2023
9	Top two ways your community likes to express opinion	Neighborhood meeting; One-on-one meetings	Encouraging increased Latino community and civic engagement by: 1) Holding and facilitating in-person monthly community "Charlas/Chats" in prominent Latino neighborhoods to communicate City-sponsored civic engagement opportunities, including City Council meetings, City department public surveys or comment events. 2) Continuing to identify Latino-centered events to hold monthly information booths (such as Fiestas Patrias, Latino Heritage Month events and others).	10/01/2022
9	Bottom two ways your community likes to express opinion	Phone; Email	N/A	
10	Top two ways your community likes to receive news/information? (include %)	Internet (38.16%) Social Media (30.26%)	Increase Latino community engagement using preferred communication methods by: 1) Increasing the number of City of Fresno Immigrant Affairs group followers to 1,000 by the end of the 2022 calendar year.	12/01/2022

#	Question	Answer	SMART GOAL	Date
			2) Creating a print and digital postcard promoting City Website information including a simplified “Where To Find” important information such as City Council meeting agendas, boards and commissions listings, first time homebuyers resources, local CBO resource guide and others.	
11	What common themes surface from reviewing what would motivate your community to be more involved?	The Latino community survey shows community members prefer a more direct communication model – preferring in-person meetings and increased social media communications.	Increase communication responses on common themes relevant to Latino residents by: 1) Holding and facilitating in-person monthly community "Charlas/Chats" in prominent Latino neighborhoods to communicate City-sponsored civic engagement opportunities, including City Council meetings, City department public surveys or comment events. 2) Continuing to identify Latino-centered events to hold monthly information booths (such as Fiestas Patrias, Latino Heritage Month events and others). 3) Continuing creative ways to increase Latino constituency following on social media pages including City of Fresno Immigrant Affairs Facebook page for middle age to older Latinos and @ocafresno Instagram account for younger subscribers.	10/01/2022
12	What common themes surface from reviewing how we can increase citizen engagement?	Common themes that emerge is that older Latinos prefer in-person meetings and written paper communications while middle age to younger Latinos opt for social media/internet engagement. There must be a multi-strategy approach for digital (web and social media) and traditional communications (in-person, paper and broadcast media).	Increase communication responses on common themes relevant to Latino residents by: 1) Conduct in-person “Charlas/Platicas” with senior residents in collaboration with Fresno PARCS and other local non-profits serving older Latinos and Immigrants to gauge their engagement levels and preferred methods of communication. 2) Conduct in-person “Charlas/Platicas” with young Fresnans in collaboration with Fresno PARCS, school districts and other local non-profits serving city’s youth to gauge their engagement levels and preferred methods of civic engagement and communication.	01/15/2022
13	What are the top two sentiments your community feels in terms of being welcome in Fresno? (include %)	Welcome (39.47%); Neutral (28.95%)	Increase Latino sense of community and civic engagement by: 1) Hosting a booth showcasing Latino pride at upcoming Fiestas Patrias and Hispanic Heritage events – to increase community sense of pride and over all community wide knowledge on the contributions made by Latinos to Fresno and the Valley.	10/15/2022

#	Question	Answer	SMART GOAL	Date
			2) Draft and design mini "Orgullo/Pride" weekly profiles of prominent Fresno Latinos during Latino Heritage month; profiles will be posted via social media pages and posted to the OCA website.	
14*	What are the top 5 things your community communicated it needs support in (in order)?	1- Healthcare/Health insurance 2- Substance Abuse/Mental Health Services 3- Internet Access 4- Employment Assistance/Job Training 5- Financial Education	Increase Latino community awareness of requested resources by: 1) Creating a digital and printed healthcare navigator list containing the names and contact information of local health clinics, CBOs and agencies that help connect the public to healthcare coverage; list will include Spanish-language serving entities. 2) Creating a digital and printed containing Fresno County Behavioral Health services responsive to mental health and substance abuse issues; list will include Spanish-language programs. 3) Working with City's ISD department to advocate for high-speed digital connectivity of low-income Fresno neighborhoods. 4) Connecting with workforce development agencies and CBOs to learn about training opportunities targeting Latino residents; partnering with agencies to communicate opportunities to Latino constituents. 5) Connecting with financial institutions and CBOs to learn about financial literacy opportunities targeting Latino residents; partnering with institutions to communicate opportunities to Latino constituents.	10/15/2022
14*	What bottom 3 things your community communicated it needs support in (in order)?	1- Full Day Head Start 2- Half Day Head Start 3- Utility Assistance	Increase Latino community awareness of requested resources by: 1) Creating a digital list of culturally relevant resources for parents including early education information, early childhood education CBOs and websites. 2) Working with City's ARPA funded organizations to ensure Latino constituents have information on utility assistance programs; draft list CBOs that provide utility assistance as well as energy-saving tips to be distributed via our City of Fresno Immigrant Affairs page. Printed copies will be distributed at in-person outreach events.	10/15/2022
15	Largest age segment of those who responded (include %)	26-40 years (42.11%)	Ensure Latino survey responses from diverse age populations by: 1) Conduct in-person "Charlas/Platicas" with senior residents in collaboration with Fresno PARCS and other local non-profits serving older Latinos and Immigrants to gauge their most pressing needs and preferred methods of civic engagement and communication. 2) Conduct in-person "Charlas/Platicas" with young Fresnans in collaboration with Fresno PARCS, school districts and other local non-profits serving city's youth to gauge their most pressing needs and preferred methods of civic engagement and communication.	01/15/2022

#	Question	Answer	SMART GOAL	Date
16	Largest residency/tenure segment of those who responded (include %)	26+ years (32.89%)	Ensure Latino survey responses from diverse residency/tenure populations by: 1) Identify long-tenured Latino residents to provide ongoing feedback on issues that that concern these constituents to gauge how these concerns differ from newer tenured residents. 2) Draft a "learnings" document on the pressing issues identified by longer tenured residents compared to newer Fresno arrivals; make recommendations on addressing resource needs and engagement strategies based on learnings.	03/15/2023
17	What was the largest Gender response (include %)	Female (73.68%)	Ensure Latino survey responses from diverse gender populations by: 1) Partnering with Latino men, young men and father-serving organizations to organize a small focus group to learn gender-specific community needs. 2) Partnering with Latino men, young men and father-serving organizations to ensure additional survey responses to learn gender-specific community needs.	01/15/2022
20	What is the income level of the highest % of respondents?	Under $20K (24.00%)	Ensure Latino survey responses from economically diverse populations by: 1) Partnering with financial institutions targeting the Latino community—such as credit unions, banks and chambers of commerce to target higher-income earning Latinos.	02/01/2023
21	What are the top three descriptor categories respondents most related to?	College Graduate; Parent; Immigrant	Increase Latino sense of community and civic engagement by: 1) Continuing creative ways to increase Latino constituency following on social media pages including City of Fresno Immigrant Affairs Facebook page for middle age to older Latinos and @ocafresno Instagram account for younger subscribers.	09/15/2022

OCA IMMIGRANT COMMUNITY ENGAGEMENT S.M.A.R.T GOALS

The OCA as part of its immigrant affairs support efforts is working on gathering information specific to all foreign-born immigrants in a separate needs assessment. Pending securing funding, to carry out the effort, this information will be included into a formal strategy in FY23 as an addendum to this document.

FY23 BUDGET

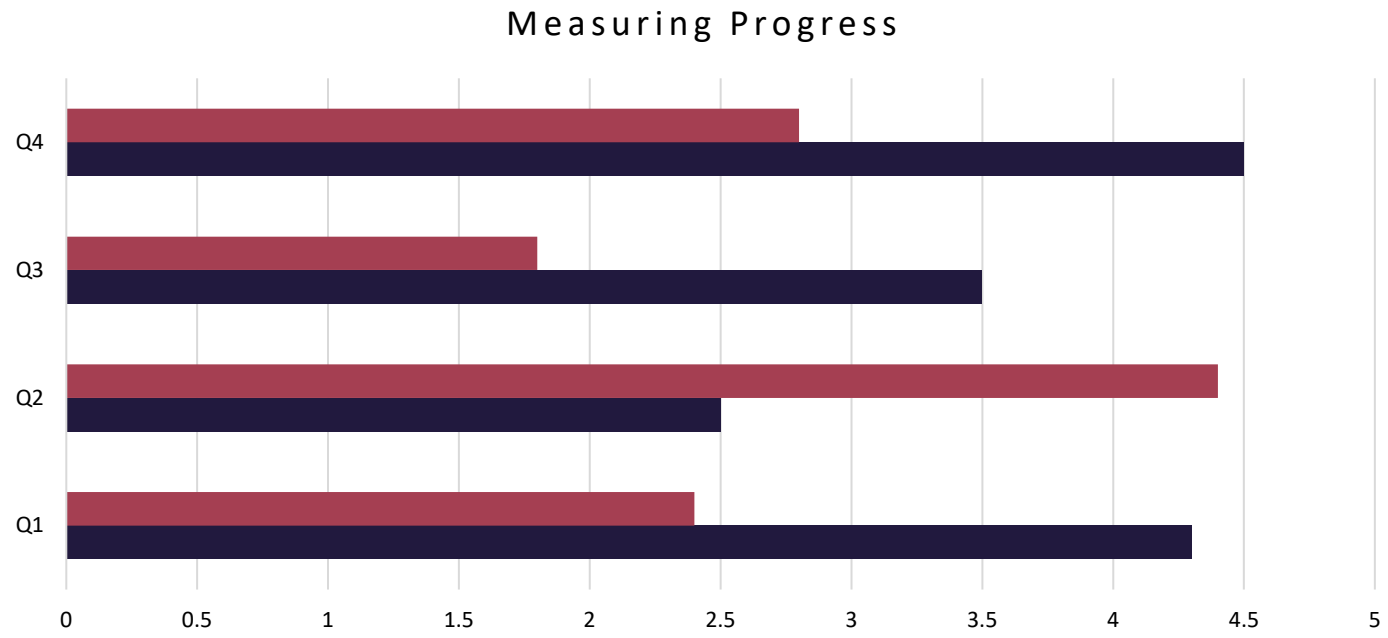
To accomplish the work set forth in this report the following is a detail of the FY23 Adopted budget for the Office of Community Affairs. Fiscal years run July 1 through June 30.

Office of Community Affairs	2023 Adopted Budget
PERSONNEL TOTAL	**399,300**
Public Relations & Information	7,600
Prof Svcs (Non-Consulting)-O/S	25,000
Space Rentals	68,000
Printing & Binding--O/S Vendor	0
Misc. Subsistence Expense	1,300
Clothing & Personal Supplies	200
Office Supplies	100
Special Projects	15,000
Miscellaneous Expenditures	0
NONPERSONNEL TOTAL	**117,200**
Info Systems Service Charge	400
Info Systems Equip Charge	1,000
Chgs For Msngr/Mail/Copier Svc	13,900
Charges For Telephone Service	0
ERP Replacement Charge	900
10C and 10X Charges	10,000
IDCHARGE TOTAL	**26,200**
TOTAL	**542,700**

FORWARD

Measuring progress

The Office of Community is committed to its mission. We believe it is important to demonstrate our commitment by measuring outputs and outcomes. On an annual basis this report will be updated providing before and after progress detail regarding the information covered in this report.



Sharing progress

As we continue, the OCA believes it is important to share progress on goals with key stakeholder groups. The following matrix indicates the cadence and method in which information will be shared.

Progress Sharing	Q1	Q2	Q3	Q4	Method
Internal team	Weekly	Weekly	Weekly	Weekly	Team meetings
Exec. team	Bi-weekly	Bi-weekly	Bi-weekly	Bi-weekly	Staff meetings
Community	Quarterly	Quarterly	Quarterly	Quarterly	Newsletters / Community meetings
Council	N/A	Bi-annual	N/A	Bi-annual	Workshops/tray memo

-End

APPENDIX

Appendix A –

1. Below is a list of questions asked in our community survey's along with the answer type response choice detail.

#	Question	Answer Type
1	How would you rate your current level of involvement with the City of Fresno?	Multiple Choice - (Uninvolved, Slightly involved, Very Involved)
2	How satisfied are you with your current level of involvement?	Multiple Choice - (Very Dissatisfied, Dissatisfied, Neutral, Satisfied, Very Satisfied)
3	How interested are you in increasing your level of involvement in the City of Fresno?	Multiple Choice - (Not interested, Slightly interested, Neutral, Interested, Very interested)
4	What most prevents you from being more involved with the City of Fresno?	Multiple Choice - (Not enough available time to be involved, unsure how to get involved, cultural barriers, lack of trust in government, other (specified))
5	How would your rate the City of Fresno's current communication with people of your ethnic group?	Multiple Choice - (Poor, Fair, Good, Excellent)
6	Are you familiar with - (311, City Council Meetings, FresGO app, The City's Website, The City's Facebook Page, The City's Twitter Page)	Checkbox - (Yes, No)
7	How Often do you engage the following - (311, City Council Meetings, FresGO app, The City's Website, The City's Facebook Page, The City's Twitter Page)	Sliding Scale - (Never, Rarely, Occasionally, Frequently)
8	How interested are you in receiving information from the City of Fresno in the following ways? (Social Media, Email, Mobile App, Face to Face, Letter By Mail, Phone Call, Text, City Council Meetings)	Sliding Scale - (1 = Not interested, 2 = Slightly Interested, 3 = Neutral, 4 = Interested, 5 = Very interested)
9	How interested are you in communicating your opinion with the City of Fresno in the following ways? (Social Media, Email, Mobile App, Face to Face, Letter By Mail, Phone Call, Text, City Council Meetings)	Sliding Scale - (1 = Not interested, 2 = Slightly Interested, 3 = Neutral, 4 = Interested, 5 = Very interested)
	How do you currently receive your news and information?	Checkbox - Newspaper, Radio, Television, Internet, Social Media)
10	Please describe what would motivate you to become more involved with the City of Fresno.	Open ended text
11	Please describe how the City of Fresno can increase citizen engagement with people of your ethnic group.	Open ended text
12	On a scale of 1 - 5 (5 being the highest) how welcome do you feel in this community?	Sliding Scale - (1 = Unwelcome, 2 = Slightly Welcome, 3 = Neutral, 4 = Welcome, 5 = Very Welcome)
13	On a scale of 1 - 5 (5 being the highest) please rate what you believe your ethnic community needs support in.	Sliding Scale for various categories - (Child care, Dental care, English instruction, Utility assistance, Home repair, Transportation, Rental/mortgage assistance, Food assistance, Employment assistance/ job training, Literacy services, Homeless shelter services, Senior centers, Substance abuse/mental health

		services, Domestic violence services, Human trafficking services, Behavioral health services)
14	On a scale of 1 - 5 (5 being the highest) please rate what your ethnic community needs support in (continued)	Sliding Scale for various categories - (Legal assistance, Financial education, Health care/health insurance, Independent living aid (homemaker assistance), Refugee services, Crime victim services, Full day Head Start, Half day Head Start, Tax Preparation, Digital literacy, Internet access)
15	What your age? (optional)	Checkbox - (Under 18, 18 -25, 26 - 40, 41 - 55, 56 -65, 66+)
16	How long have you lived in the City of Fresno? (optional)	Checkbox - (1 Year or less, 2 - 5 years, 6 - 10 years, 11 - 15 years, 16 - 25 years, 26+ years)
17	What is your gender? (optional)	Checkbox - (Male, Female, Other)
18	What zip code do you live in? (optional)	Open ended text
19	What is your employment status? (optional)	Checkbox - (Employed, Self - Employed, Not Employed, Retired)
20	If employed, what is your role / title? (optional)	Open ended text
21	What is your income range? (optional)	Checkbox - (Under $20,000, $20,000 to $34,999, $35,000 to $49,999, $50,000 to $74,999, $75,000 to $99,000, Over $100,000)
22	What describes you (check all that apply)	Checkbox (multiple) - Southwest Fresno resident, Long Standing resident, Community Leader, Black, Indigenous, Latino, Hmong, Immigrant, Parent, College Graduate, Large business owner/operator, Disabled, Other (open ended))
23	If you would like to receive communication from the City of Fresno or be contacted in the future with updates regarding the city's progress in serving the black, indigenous, and people of color community please enter your contact information below.	Basic Contact info

2. The following is a side-by-side comparison of survey responses that highlight the unique differences by community group. Immediately following is the composition of all feedback.

#	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
5	% that consider our communication very good + excellent	7.26%	0	7.14%	5.27%
6	What medium of communication is your community most familiar with?	City website	City Council meetings, City website	City website, City Council meetings	311 app; City Council meetings
6	What medium of communication is your community least familiar with?	City Twitter page	City Twitter page	311, City Twitter page	City Twitter page; FresGo app
7	What medium of communication does your community most engage?	City website	City website	City website; City Council meetings	City Facebook; City website; City Council meetings
7	What medium of communication does your community least engage?	City Twitter page; 311 app	Twitter Page	311 app,	City Twitter page; 311 app; FresGo app
8	Top two ways in which your community would like to receive communication	Social Media; City website	City website; email	Text; City website; Social media; Email; Mobile app	Face-to-Face; Social media; City website
8	Bottom two ways in which your community would like to receive communication	Phone Calls & Letters by Mail	Phone calls, Letter by mail	phone calls and letters	Phone call; Mobile app; Email
9	Top two ways your community likes to express opinion	Online discussions; Emails	Neighborhood meetings; One-on-one meetings, Online discussions	Neighborhood meetings; Email	Neighborhood meetings; One-on-one meetings
9	Bottom two ways your community likes to express opinion	One-on-One meetings; Phone calls	Phone, Social media	Phone; Online discussion	Phone; Email
10	Top two ways your community likes to receive news/information? (include %)	Social Media; Internet	TV 38.89%; Internet 27.78%	Social media, internet, TV	Internet (38.16%); Social media (30/26%)
11	What common themes surface from reviewing what would motivate your community to be more involved?	Social Media & Some form of digital medium	City taking accountability for actions past and present, More effective Community Engagement, Clarity regarding city policies and	Better communication, more cultural engagement	The Latino community survey shows community members prefer a more direct communication model – preferring in-person meetings and increased social media communications.

			operations, Transparency - build trust		
12	What common themes surface from reviewing how we can increase citizen engagement?	API community want's to communicate through social media, but not necessarily engaged through social media	Broke promises, Civic Training, the need for transparency and clarity, build trust	announcing messages on local tv and radio, Gurdwara and parks engaments	Common themes that emerge is that older Latinos prefer in-person meetings and written paper communications while middle age to younger Latinos opt for social media/internet engagement. There must be a multi-strategy approach for digital (web and social media) and traditional communications (in-person, paper and broadcast media).
13	What are the top two sentiments your community feels in terms of being welcome in Fresno? (include %)	Neutral; Welcome	Neutral (35.19%); Slightly welcome (22.22%)	Welcome (45.24%); Neutral (23.81%)	Welcome (39.47%); Neutral (28.95%)
14*	What are the top 5 things your community communicated it needs support in (in order)?	1- Digital literacy 2- Healthcare/Health Insurance 3- Legal Assistance 4- Senior/Adult Day Care 5- Internet Access Dental Care, Transportation, Childcare, English Instruction, Senior Centers	1- Employment Assistance/Job Training 2- Substance Abuse/Mental Health Services 3- Homeless Shelter Services; 4- Rental/Mortgage assistance 5- Domestic violence Services	1- Employment Assistance/Job Training 2- Substance Abuse/Mental Health Services 3- Homeless Shelter Services; 4- Rental/Mortgage assistance 5- Domestic violence Services	1- Healthcare/Health insurance 2- Substance Abuse/Mental Health Services 3- Internet Access 4- Employment Assistance/Job Training 5- Financial Education
14*	What bottom 3 things your community communicated it needs support in (in order)?	1- Homeless Shelters 2- Transportation 3- Human Trafficking Services	1- English Instruction 2- Utility assistance 3- Transportation	1- Senior centers 2- Literacy services 3- Behavioral health services	1- Full Day Head Start 2- Half Day Head Start 3- Utility Assistance

15	Largest age segment of those who responded (include %)	26-40 years	56-65 years (32.08%)	41-55 years (42.86%)	26-40 years (42.11%)
16	Largest residency/tenure segment of those who responded (include %)	26+ yrs.	26+ years (72.55%)	16-25 years	26+ years (32.89%)
17	What was the largest Gender response (include %)	Females	Female 55.56%	male 69.05	Female (73.68%)
20	What is the income level of the highest % of respondents?	50K - 78K	75k-99.999k 22.64%	over 100K, 60%	Under $20K (24.00%)
21	What are the top three descriptor categories respondents most related to?	Hmong, College Graduate, Parent	Black, Parent, Southwest Fresno Resident, Long Standing Resident	Sikh, long standing resident, parent	College Graduate; Parent; Immigrant

How would you rate your current level of involvement with the City of Fresno?

Q1.API

ANSWER CHOICES	RESPONSES
Uninvolved	29.84%
Slightly Involved	41.94%
Involved	21.77%
Very Involved	6.45%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Uninvolved	16.67%
Slightly Involved	40.74%
Involved	24.07%
Very Involved	18.52%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Uninvolved	33.33%
Slightly Involved	35.71%
Involved	28.57%
Very Involved	2.38%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Uninvolved	50.00%
Slightly Involved	16.67%
Involved	0.00%
Very Involved	33.33%
TOTAL	

How satisfied are you with your current level of involvement?

Q2.API

ANSWER CHOICES	RESPONSES
Very Dissatisfied	5.65%
Dissatisfied	15.32%
Neutral	47.58%
Satisfied	28.23%
Very Satisfied	3.23%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Very Dissatisfied	14.81%
Dissatisfied	29.63%
Neutral	25.93%
Satisfied	24.07%
Very Satisfied	5.56%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Very Dissatisfied	14.29%
Dissatisfied	21.43%
Neutral	52.38%
Satisfied	11.90%
Very Satisfied	0.00%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Very Dissatisfied	16.67%
Dissatisfied	33.33%
Neutral	16.67%
Satisfied	33.33%
Very Satisfied	0.00%
TOTAL	

How interested are you in increasing your level of involvement in the City of Fresno?

Q3.API

ANSWER CHOICES	RESPONSES
Not Interested	1.61%
Slightly Interested	18.55%
Neutral	21.77%
Interested	40.32%
Very Interested	17.74%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Not Interested	0.00%
Slightly Interested	14.81%
Neutral	20.37%
Interested	33.33%
Very Interested	31.48%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Not Interested	2.38%
Slightly Interested	9.52%
Neutral	9.52%
Interested	45.24%
Very Interested	33.33%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Not Interested	16.67%
Slightly Interested	33.33%
Neutral	0.00%
Interested	33.33%
Very Interested	16.67%
TOTAL	

What most prevents you from being more involved with the City of Fresno?

Q4.API

ANSWER CHOICES		RESPONSES
Cultural barriers		4.03%
Lack of trust in government		2.42%
Language barriers		2.42%
Not enough available time to be involved		57.26%
Unsure how to get involved		32.26%
Other (please specify)	Responses	1.61%
TOTAL		

BIPOC

ANSWER CHOICES		RESPONSES
Cultural barriers		12.96%
Lack of trust in government		11.11%
Language barriers		0.00%
Not enough available time to be involved		35.19%
Unsure how to get involved		24.07%
Other (please specify)	Responses	16.67%
TOTAL		

Indian

ANSWER CHOICES		RESPONSES
Cultural barriers		0.00%
Lack of trust in government		7.14%
Language barriers		9.52%
Not enough available time to be involved		35.71%
Unsure how to get involved		47.62%
Other (please specify)	Responses	0.00%
TOTAL		

Latino

ANSWER CHOICES		RESPONSES
Cultural barriers		33.33%
Lack of trust in government		16.67%
Language barriers		16.67%
Not enough available time to be involved		33.33%
Unsure how to get involved		0.00%
Other (please specify)	Responses	0.00%

How would your rate the City of Fresno's current communication with its Asian/Pacific Islander residents?

Q5.API

ANSWER CHOICES	RESPONSES
Poor	28.23%
Fair	48.39%
Good	16.13%
Very Good	4.03%
Excellent	3.23%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Poor	62.96%
Fair	33.33%
Good	3.70%
Very Good	0.00%
Excellent	0.00%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Poor	42.86%
Fair	33.33%
Good	16.67%
Very Good	2.38%
Excellent	4.76%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Poor	50.00%
Fair	16.67%
Good	16.67%
Very Good	16.67%
Excellent	0.00%
TOTAL	

Are you familiar with -

Q6.API

	YES	NO
311	21.01% 25	78.99% 94
City Council Meetings	44.63% 54	55.37% 67
FresGO app	22.95% 28	77.05% 94
The City's Website	66.13% 82	33.87% 42
The City's Facebook Page	38.84% 47	61.16% 74
The City's Twitter Page	8.26% 10	91.74% 111

BIPOC

	YES	NO
311	33.33% 18	66.67% 36
City Council Meetings	66.04% 35	33.96% 18
FresGO app	31.48% 17	68.52% 37
The City's Website	66.04% 35	33.96% 18
The City's Facebook Page	38.89% 21	61.11% 33
The City's Twitter Page	18.52% 10	81.48% 44

Indian

	YES	NO
311	10.00% 4	90.00% 36
City Council Meetings	60.98% 25	39.02% 16
FresGO app	29.27% 12	70.73% 29
The City's Website	73.17% 30	26.83% 11
The City's Facebook Page	31.71% 13	68.29% 28
The City's Twitter Page	26.83% 11	73.17% 30

Q7.API

	NEVER	RARELY	OCCASIONALLY	FREQUENTLY
311	80.99% 98	14.05% 17	4.96% 6	0.00% 0
City Council Meetings	73.77% 90	18.03% 22	8.20% 10	0.00% 0
FresGO app	78.15% 93	13.45% 16	7.56% 9	0.84% 1
The City's Website	36.29% 45	29.03% 36	29.03% 36	5.65% 7
The City's Facebook Page	65.04% 80	20.33% 25	12.20% 15	2.44% 3
The City's Twitter Page	89.26% 108	7.44% 9	3.31% 4	0.00% 0

BIPOC

	NEVER	RARELY	OCCASIONALLY	FREQUENTLY
311	75.47% 40	15.09% 8	7.55% 4	1.89% 1
City Council Meetings	44.44% 24	24.07% 13	27.78% 15	3.70% 2
FresGO app	72.22% 39	9.26% 5	12.96% 7	5.56% 3
The City's Website	32.08% 17	35.85% 19	22.64% 12	9.43% 5
The City's Facebook Page	68.52% 37	14.81% 8	11.11% 6	5.56% 3
The City's Twitter Page	88.89% 48	3.70% 2	3.70% 2	3.70% 2

Indian

	NEVER	RARELY	OCCASIONALLY	FREQUENTLY
311	87.80% 36	7.32% 3	4.88% 2	0.00% 0
City Council Meetings	57.50% 23	17.50% 7	22.50% 9	2.50% 1
FresGO app	75.61% 31	12.20% 5	9.76% 4	2.44% 1
The City's Website	42.50% 17	32.50% 13	15.00% 6	10.00% 4
The City's Facebook Page	73.81% 31	14.29% 6	9.52% 4	2.38% 1
The City's Twitter Page	75.61% 31	14.63% 6	4.88% 2	4.88% 2

On a scale of 1 - 5 (5 being the highest) please rate how you would prefer to receive communication from the City of Fresno?

Q8.API

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
Website	9.09% 11	19.83% 24	27.27% 33	29.75% 36	14.05% 17
Social Media	10.83% 13	14.17% 17	22.50% 27	34.17% 41	18.33% 22
Email	15.57% 19	13.11% 16	32.79% 40	28.69% 35	9.84% 12
Mobile App	23.53% 28	16.81% 20	30.25% 36	20.17% 24	9.24% 11
Face to Face	25.00% 30	13.33% 16	27.50% 33	20.83% 25	13.33% 16
Letter By Mail	26.05% 31	14.29% 17	26.89% 32	24.37% 29	8.40% 10
Phone Call	52.10% 62	10.92% 13	23.53% 28	9.24% 11	4.20% 5
Text	23.97% 29	12.40% 15	26.45% 32	25.62% 31	11.57% 14

BIPOC

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
Website	7.41% 4	16.67% 9	25.93% 14	20.37% 11	29.63% 16
Social Media	11.11% 6	20.37% 11	18.52% 10	22.22% 12	27.78% 15
Email	11.32% 6	16.98% 9	15.09% 8	28.30% 15	28.30% 15
Mobile App	22.22% 12	12.96% 7	22.22% 12	20.37% 11	22.22% 12
Face to Face	9.26% 5	12.96% 7	18.52% 10	31.48% 17	27.78% 15
Letter By Mail	24.07% 13	12.96% 7	20.37% 11	22.22% 12	20.37% 11
Phone Call	31.48% 17	9.26% 5	24.07% 13	24.07% 13	11.11% 6
Text	11.11% 6	14.81% 8	20.37% 11	27.78% 15	25.93% 14

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
Website	14.63% 6	4.88% 2	19.51% 8	31.71% 13	29.27% 12
Social Media	19.05% 8	2.38% 1	19.05% 8	26.19% 11	33.33% 14
Email	14.63% 6	7.32% 3	17.07% 7	24.39% 10	36.59% 15
Mobile App	14.63% 6	4.88% 2	19.51% 8	29.27% 12	31.71% 13
Face to Face	12.20% 5	0.00% 0	31.71% 13	24.39% 10	31.71% 13
Letter By Mail	31.71% 13	4.88% 2	24.39% 10	19.51% 8	19.51% 8
Phone Call	36.59% 15	2.44% 1	26.83% 11	26.83% 11	7.32% 3
Text	9.76% 4	4.88% 2	21.95% 9	21.95% 9	41.46% 17

On a scale of 1 - 5 (5 being the highest) please rate how you would prefer to express your opinion to the City of Fresno?

Q.9API

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
City Council Meeting	18.85% 23	16.39% 20	37.70% 46	21.31% 26	5.74% 7
Email	13.01% 16	14.63% 18	33.33% 41	31.71% 39	7.32% 9
Phone	30.83% 37	15.83% 19	37.50% 45	12.50% 15	3.33% 4
Neighborhood Meeting	20.66% 25	14.88% 18	33.06% 40	23.97% 29	7.44% 9
Online Discussion	14.29% 17	10.92% 13	29.41% 35	31.93% 38	13.45% 16
Social Media	17.21% 21	12.30% 15	31.97% 39	25.41% 31	13.11% 16
One on one meetings	31.67% 38	12.50% 15	32.50% 39	15.00% 18	8.33% 10

BIPOC

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
City Council Meeting	3.70% 2	18.52% 10	11.11% 6	42.59% 23	24.07% 13
Email	3.70% 2	24.07% 13	16.67% 9	37.04% 20	18.52% 10
Phone	22.64% 12	15.09% 8	22.64% 12	24.53% 13	15.09% 8
Neighborhood Meeting	3.70% 2	12.96% 7	16.67% 9	35.19% 19	31.48% 17
Online Discussion	3.70% 2	11.11% 6	22.22% 12	33.33% 18	29.63% 16
Social Media	18.87% 10	13.21% 7	28.30% 15	16.98% 9	22.64% 12
One on one meetings	16.67% 9	3.70% 2	14.81% 8	35.19% 19	29.63% 16

Indian

	1 - NOT INTERESTED	2 - SLIGHTLY INTERESTED	3 - NEUTRAL	4 - INTERESTED	5 - VERY INTERESTED
City Council Meeting	2.44% 1	7.32% 3	29.27% 12	24.39% 10	36.59% 15
Email	7.32% 3	4.88% 2	21.95% 9	34.15% 14	31.71% 13
Phone	22.50% 9	7.50% 3	30.00% 12	22.50% 9	17.50% 7
Neighborhood Meeting	5.00% 2	5.00% 2	22.50% 9	32.50% 13	35.00% 14
Online Discussion	10.00% 4	5.00% 2	30.00% 12	35.00% 14	20.00% 8
Social Media	16.67% 7	4.76% 2	26.19% 11	28.57% 12	23.81% 10
One on one meetings	9.76% 4	4.88% 2	39.02% 16	19.51% 8	26.83% 11

How do you currently receive your news and information?

Q.10 API

ANSWER CHOICES		RESPONSES
Newspaper		4.03%
Radio		3.23%
Television		13.71%
Internet		36.29%
Social Media		40.32%
Other (please specify)	Responses	2.42%
TOTAL		

BIPOC

ANSWER CHOICES		RESPONSES
Newspaper		3.70%
Radio		1.85%
Television		38.89%
Internet		27.78%
Social Media		14.81%
Other (please specify)	Responses	12.96%
TOTAL		

Indian

ANSWER CHOICES		RESPONSES
Newspaper		0.00%
Radio		9.09%
Television		27.27%
Internet		27.27%
Social Media		36.36%
Other (please specify)	Responses	0.00%
TOTAL		

Latino

ANSWER CHOICES		RESPONSES
Newspaper		0.00%
Radio		0.00%
Television		33.33%
Internet		33.33%
Social Media		33.33%
Other (please specify)	Responses	0.00%
TOTAL		

Please describe what would motivate you to become more involved with the City of Fresno.

Q11. Open Ended

Please describe how the City of Fresno can increase citizen engagement with the Asian/Pacific Islander Community.

Q12. Open Ended

On a scale of 1 - 5 (5 being the highest) how welcome do you feel in this community?

Q13. API

ANSWER CHOICES	RESPONSES
1 - Unwelcome	3.23%
2 - Slightly Welcome	16.13%
3 - Neutral	45.16%
4 - Welcome	22.58%
5 - Very Welcome	12.90%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
1 - Unwelcome	9.26%
2 - Slightly Welcome	22.22%
3 - Neutral	35.19%
4 - Welcome	20.37%
5 - Very Welcome	12.96%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
1 - Unwelcome	2.38%
2 - Slightly Welcome	7.14%
3 - Neutral	23.81%
4 - Welcome	45.24%
5 - Very Welcome	21.43%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
1 - Unwelcome	16.67%
2 - Slightly Welcome	16.67%
3 - Neutral	16.67%
4 - Welcome	33.33%
5 - Very Welcome	16.67%
TOTAL	

On a scale of 1 - 5 (5 being the highest) please rate what you believe the Asian/Pacific Islander community needs support in.

Q14. API

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED	T
Child care	1.63% 2	4.07% 5	13.01% 16	32.52% 40	48.78% 60	
Dental care	0.81% 1	0.81% 1	12.90% 16	38.71% 48	46.77% 58	
English instruction	2.42% 3	4.03% 5	10.48% 13	33.87% 42	49.19% 61	
Utility assistance	1.64% 2	1.64% 2	9.84% 12	27.87% 34	59.02% 72	
Home repair	0.81% 1	1.61% 2	10.48% 13	30.65% 38	56.45% 70	
Transportation	3.23% 4	4.84% 6	16.13% 20	33.87% 42	41.94% 52	
Rental/mortgage assistance	1.63% 2	1.63% 2	8.13% 10	25.20% 31	63.41% 78	
Food assistance	2.42% 3	1.61% 2	8.87% 11	27.42% 34	59.68% 74	
Employment assistance/ job training	0.81% 1	1.61% 2	4.84% 6	21.77% 27	70.97% 88	
Literacy services	1.63% 2	0.81% 1	9.76% 12	30.89% 38	56.91% 70	
Homeless shelter services	4.03% 5	6.45% 8	25.00% 31	24.19% 30	40.32% 50	
Senior centers	0.81% 1	1.61% 2	8.87% 11	31.45% 39	57.26% 71	
Substance abuse/mental health services	0.81% 1	0.81% 1	9.68% 12	25.81% 32	62.90% 78	
Domestic violence services	0.81% 1	0.00% 0	12.10% 15	20.16% 25	66.94% 83	
Human trafficking services	3.23% 4	3.23% 4	15.32% 19	29.03% 36	49.19% 61	
Behavioral health services	0.81% 1	0.81% 1	6.45% 8	25.00% 31	66.94% 83	

BIPOC

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED
Child care	3.70% 2	1.85% 1	7.41% 4	31.48% 17	55.56% 30
Dental care	1.85% 1	1.85% 1	7.41% 4	27.78% 15	61.11% 33
English instruction	7.41% 4	0.00% 0	22.22% 12	38.89% 21	31.48% 17
Utility assistance	1.85% 1	1.85% 1	14.81% 8	37.04% 20	44.44% 24
Home repair	1.85% 1	1.85% 1	9.26% 5	22.22% 12	64.81% 35
Transportation	1.85% 1	1.85% 1	16.67% 9	35.19% 19	44.44% 24
Rental/mortgage assistance	1.85% 1	1.85% 1	5.56% 3	24.07% 13	66.67% 36
Food assistance	1.85% 1	1.85% 1	16.67% 9	33.33% 18	46.30% 25
Employment assistance/ job training	0.00% 0	0.00% 0	1.85% 1	18.52% 10	79.63% 43
Literacy services	1.85% 1	0.00% 0	5.56% 3	31.48% 17	61.11% 33
Homeless shelter services	1.85% 1	7.41% 4	0.00% 0	22.22% 12	68.52% 37
Senior centers	0.00% 0	1.85% 1	3.70% 2	31.48% 17	62.96% 34
Substance abuse/mental health services	0.00% 0	0.00% 0	1.85% 1	18.52% 10	79.63% 43
Domestic violence services	0.00% 0	1.85% 1	1.85% 1	29.63% 16	66.67% 36
Human trafficking services	0.00% 0	1.85% 1	9.26% 5	24.07% 13	64.81% 35
Behavioral health services	0.00% 0	0.00% 0	0.00% 0	22.22% 12	77.78% 42

Indian

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED
Child care	2.50% 1	2.50% 1	42.50% 17	22.50% 9	30.00% 12
Dental care	0.00% 0	0.00% 0	43.90% 18	24.39% 10	31.71% 13
English instruction	2.38% 1	0.00% 0	26.19% 11	40.48% 17	30.95% 13
Utility assistance	4.88% 2	7.32% 3	41.46% 17	34.15% 14	12.20% 5
Home repair	2.44% 1	7.32% 3	48.78% 20	29.27% 12	12.20% 5
Transportation	2.44% 1	7.32% 3	26.83% 11	39.02% 16	24.39% 10
Rental/mortgage assistance	7.32% 3	2.44% 1	53.66% 22	21.95% 9	14.63% 6
Food assistance	17.07% 7	4.88% 2	51.22% 21	21.95% 9	4.88% 2
Employment assistance/ job training	2.38% 1	2.38% 1	21.43% 9	33.33% 14	40.48% 17
Literacy services	4.88% 2	2.44% 1	14.63% 6	36.59% 15	41.46% 17
Homeless shelter services	31.71% 13	19.51% 8	31.71% 13	7.32% 3	9.76% 4
Senior centers	2.44% 1	4.88% 2	12.20% 5	36.59% 15	43.90% 18
Substance abuse/mental health services	2.44% 1	7.32% 3	21.95% 9	36.59% 15	31.71% 13
Domestic violence services	2.44% 1	4.88% 2	17.07% 7	39.02% 16	36.59% 15
Human trafficking services	14.63% 6	9.76% 4	41.46% 17	26.83% 11	7.32% 3
Behavioral health services	4.76% 2	2.38% 1	14.29% 6	38.10% 16	40.48% 17

On a scale of 1 - 5 (5 being the highest) please rate what you believe the Asian/Pacific Islander community needs support in.

Q14 cont. API

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED
Senior/Adult Day Care	1.61% 2	0.00% 0	6.45% 8	22.58% 28	69.35% 86
Legal assistance	1.61% 2	0.81% 1	3.23% 4	25.00% 31	69.35% 86
Financial education	0.81% 1	0.81% 1	1.61% 2	20.97% 26	75.81% 94
Health care/health insurance	0.81% 1	0.00% 0	3.23% 4	21.77% 27	74.19% 92
Independent living aid (homemaker assistance)	0.81% 1	0.00% 0	9.68% 12	28.23% 35	61.29% 76
Refugee services	1.61% 2	1.61% 2	12.90% 16	31.45% 39	52.42% 65
Crime victim services	0.81% 1	0.81% 1	8.87% 11	27.42% 34	62.10% 77
Full day Head Start	0.81% 1	0.81% 1	16.94% 21	22.58% 28	58.87% 73
Half day Head Start	3.23% 4	0.81% 1	22.58% 28	20.16% 25	53.23% 66
Tax Preparation	0.81% 1	1.61% 2	13.71% 17	28.23% 35	55.65% 69
Digital literacy	2.44% 3	1.63% 2	13.82% 17	20.33% 25	61.79% 76
Internet access	1.63% 2	0.00% 0	14.63% 18	21.14% 26	62.60% 77

BIPOC

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED
Senior/Adult Day Care	0.00% 0	0.00% 0	11.32% 6	37.74% 20	50.94% 27
Legal assistance	0.00% 0	0.00% 0	9.43% 5	32.08% 17	58.49% 31
Financial education	0.00% 0	0.00% 0	3.70% 2	20.37% 11	75.93% 41
Health care/health insurance	0.00% 0	1.89% 1	1.89% 1	18.87% 10	77.36% 41
Independent living aid (homemaker assistance)	0.00% 0	1.85% 1	11.11% 6	35.19% 19	51.85% 28
Refugee services	11.11% 6	5.56% 3	20.37% 11	29.63% 16	33.33% 18
Crime victim services	0.00% 0	0.00% 0	3.70% 2	27.78% 15	68.52% 37
Full day Head Start	0.00% 0	1.85% 1	12.96% 7	29.63% 16	55.56% 30
Half day Head Start	1.85% 1	3.70% 2	25.93% 14	37.04% 20	31.48% 17
Tax Preparation	0.00% 0	1.85% 1	12.96% 7	37.04% 20	48.15% 26
Digital literacy	1.85% 1	0.00% 0	7.41% 4	29.63% 16	61.11% 33
Internet access	0.00% 0	1.85% 1	7.41% 4	22.22% 12	68.52% 37

Indian

	1 - NOT NEEDED	2 - SLIGHTLY NEEDED	3 - NEUTRAL	4 - NEEDED	5 - VERY MUCH NEEDED
Senior/Adult Day Care	0.00% 0	2.44% 1	14.63% 6	36.59% 15	46.34% 19
Legal assistance	0.00% 0	4.88% 2	14.63% 6	34.15% 14	46.34% 19
Financial education	0.00% 0	4.88% 2	12.20% 5	39.02% 16	43.90% 18
Health care/health insurance	0.00% 0	10.00% 4	17.50% 7	25.00% 10	47.50% 19
Independent living aid (homemaker assistance)	0.00% 0	7.32% 3	21.95% 9	26.83% 11	43.90% 18
Refugee services	15.38% 6	2.56% 1	23.08% 9	38.46% 15	20.51% 8
Crime victim services	2.56% 1	5.13% 2	15.38% 6	33.33% 13	43.59% 17
Full day Head Start	5.13% 2	7.69% 3	30.77% 12	30.77% 12	25.64% 10
Half day Head Start	0.00% 0	10.26% 4	46.15% 18	20.51% 8	23.08% 9
Tax Preparation	2.56% 1	5.13% 2	38.46% 15	20.51% 8	33.33% 13
Digital literacy	0.00% 0	0.00% 0	20.00% 2	10.00% 1	70.00% 7
Internet access	0.00% 0	0.00% 0	18.18% 2	36.36% 4	45.45% 5

What your age?

Answered: 124 Skipped: 0

Q15. API

ANSWER CHOICES	RESPONSES
Under 18	0.00%
18 - 25	19.35%
26 - 40	45.97%
41 - 55	32.26%
56 - 65	2.42%
66+	0.00%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Under 18	0.00%
18 - 25	5.66%
26 - 40	15.09%
41 - 55	30.19%
56 - 65	32.08%
66+	16.98%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Under 18	0.00%
18 - 25	2.38%
26 - 40	21.43%
41 - 55	42.86%
56 - 65	14.29%
66+	19.05%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
1 Year or Less	0.00%
2 - 5 years	16.67%
6 - 10 years	33.33%
11 - 15 years	16.67%
16 - 25 years	16.67%
26+ years	16.67%
TOTAL	

How long have you lived in the City of Fresno?

Q16. API

ANSWER CHOICES	RESPONSES
1 Year or Less	4.03%
2 - 5 years	4.03%
6 - 10 years	4.84%
11 - 15 years	12.10%
16 - 25 years	26.61%
26+ years	48.39%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
1 Year or Less	0.00%
2 - 5 years	3.92%
6 - 10 years	7.84%
11 - 15 years	5.88%
16 - 25 years	9.80%
26+ years	72.55%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
1 Year or Less	2.38%
2 - 5 years	4.76%
6 - 10 years	11.90%
11 - 15 years	11.90%
16 - 25 years	35.71%
26+ years	33.33%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
1 Year or Less	0.00%
2 - 5 years	16.67%
6 - 10 years	33.33%
11 - 15 years	16.67%
16 - 25 years	16.67%
26+ years	16.67%
TOTAL	

What is your gender?

Q17. API

ANSWER CHOICES	RESPONSES
Male	41.13%
Female	58.06%
Other	0.81%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Male	44.44%
Female	55.56%
Other	0.00%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Male	69.05%
Female	30.95%
Other	0.00%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Male	16.67%
Female	66.67%
Other	16.67%
TOTAL	

What zip code do you live in?

Q18. Open ended

What is your employment status?

API

ANSWER CHOICES	RESPONSES
Employed	87.90%
Self-Employed	4.84%
Not-Employed	7.26%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Employed	66.04%
Self-Employed	18.87%
Not-Employed	15.09%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Employed	40.48%
Self-Employed	50.00%
Not-Employed	9.52%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Employed	50.00%
Self-Employed	16.67%
Not-Employed	33.33%
TOTAL	

If employed, what is your role / title?

Q19. Open ended

What is your income range?

Q20. API

ANSWER CHOICES	RESPONSES
Under $20,000	19.67%
$20,000 to $34,999	21.31%
$35,000 to $49,999	18.85%
$50,000 to $74,999	20.49%
$75,000 to $99,999	9.84%
Over $100,000	9.84%
TOTAL	

BIPOC

ANSWER CHOICES	RESPONSES
Under $20,000	18.87%
$20,000 to $34,999	13.21%
$35,000 to $49,999	7.55%
$50,000 to $74,999	20.75%
$75,000 to $99,999	22.64%
Over $100,000	16.98%
TOTAL	

Indian

ANSWER CHOICES	RESPONSES
Under $20,000	5.00%
$20,000 to $34,999	0.00%
$35,000 to $49,999	10.00%
$50,000 to $74,999	10.00%
$75,000 to $99,999	15.00%
Over $100,000	60.00%
TOTAL	

Latino

ANSWER CHOICES	RESPONSES
Under $20,000	33.33%
$20,000 to $34,999	16.67%
$35,000 to $49,999	16.67%
$50,000 to $74,999	33.33%
$75,000 to $99,999	0.00%
Over $100,000	0.00%
TOTAL	

Appendix B – The following is a definition of the people groups targeted by the OCA along with what subgroup they belong to and which liaison is tasked with providing support.

Name of People Group	OCA Subgroup	OCA Contact
Black or African American	BIPOC	BT Lewis
indigenous (Native Americans, Indians, Alaska Natives)	BIPOC	BT Lewis
Latin American/Latino	Immigrant	Alma Martinez
Undocumented Immigrants/ Foreign Born Immigrants (from all countries)	Immigrant	Alma Martinez
Mexican Indigengous Groups: Nahual, Maya, Mixtec, Otomi, Totomac, Tzotzli, Mazatex, Huastec, Ch'ol, Chinantec, Purepecha, Mixe, Tlapanex, Tarahumara	Immigrant	Alma Martinez
Japanese	API	Sandra Lee
Hindi, Gujarati	Asian Indian	Harjinder Saini
Sikh- Punjabi speaking	Asian Indian	Harjinder Saini
Pakistan	Asian Indian	Harjinder Saini
Nepal	Asian Indian	Harjinder Saini
Hmong	API	Sandra Lee
Laotian	API	Sandra Lee
Cambodian/Khmai	API	Sandra Lee
Filipino	API	Sandra Lee
Iu-Mien	API	Sandra Lee
Khmu	API	Sandra Lee
Korean	API	Sandra Lee