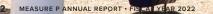


CITY OF FRESNO · MEASURE P





DIRECTOR'S MESSAGE

It is with great pleasure I am able to share the first Measure P Annual Report. Throughout the Annual Report period, the Parks, After School, Recreation and Community Services (PARCS) Department focused on delivering high quality parks, programming, and services to the community.

The Parks Master Plan established goals and recommendations to address the conditions of our parks. Drafted prior to Measure P, the Parks Master Plan acknowledged that funding from a variety of sources would be needed to address deferred maintenance and improvements to existing parks and recreational facilities.

This Annual Report demonstrates the opportunities Measure P has created with just nine months of funding received last fiscal year, and the possibility of what is to come. Over forty park improvement projects were completed, started, or designed during the Annual Report period.

The physical improvements made to park facilities were a combination of Measure P, General Funds, and grant funding, which gave us the ability to do more. The Department rolled out several initiatives that will change the way we serve the community for years to come including a department wide reorganization, the launch of a Park Attendant Program, and the establishment of the Youth Employment Program.

These three initiatives provide the PARCS Department with a foundation to ensure Measure P dollars are maximized. Our team truly cares about the future and sustainability of parks in Fresno. I would like to thank Mayor Jerry Dyer, City Manager Georgeanne White, City Council, the Parks, Recreation, and Arts Commission, PARCS staff, and the Fresno community for their support and trust as we venture into the possibilities Measure P has and will continue to create!



Aaron A. Aguirre



INTRODUCTION AND BACKGROUND

GT STOK

The PARCS Department

The City of Fresno Parks, After School, Recreation and Community Services (PARCS) Department is committed to improving the quality of life for the community by providing safe, clean, accessible parks and community centers, offering diverse programs and recreational activities, and fostering meaningful partnerships.

The PARCS Department prepared the Measure P Annual Report, which is a summary of work completed by several City departments and organizations.

Measure P

Measure P was approved by a majority of voters in 2018, and became effective in 2021, creating a new funding source to help ensure Fresno's neighborhoods receive funding to improve and maintain parks and facilities, create new parks and trails, and fund recreation, community, and arts programs.

Through a 3/8-cent sales tax, Measure P provides a guaranteed, local funding source for Fresno's parks over the next 30 years. The initiative raises approximately \$37.5 million per year that is deposited into the Clean and Safe Neighborhood Parks Account and requires voter approval for renewal after 30 years.

The Measure P Ordinance

The Measure P Ordinance, which is the formalized law created by Measure P, outlines the fiscal oversight and budget accountability of the sales tax dollars. The proceeds are utilized to fund specific purposes defined in the Measure P Ordinance through an expenditure plan.

The Measure P expenditure plan ensures the funds deposited into the Clean and Safe Neighborhood Parks Account are expended according to the following schedule:

Improving and Maintaining Safe, Clean Neighborhood Parks and Playgrounds.

- New Neighborhood Parks; Senior and Youth Recreation Facilities.
- Youth and Senior Recreation Programs; After School
 Programs; and Job Training for Youth and Veterans.
- Expanded Access to Arts and Culture.
- **5** Safe Walking and Biking Trails; Street Beautification and Litter Removal; and the San Joaquin River Parkway.
- Program implementation, planning and plan updates, program and project innovation, and audit and oversight support.

Parks, Recreation, and Arts Commission

The Measure P Ordinance requires a Parks, Recreation and Arts Commission (Commission) consisting of nine (9) members to be created.

Consistent with the Ordinance requirements, Commission Members were appointed prior to June 30, 2021, by the Mayor, with approval by the City Council. The membership of the Commission reflects the cultural, demographic, and geographic diversity of the city, with at least one-third of the Commissioners residing in the highest-need neighborhoods.



MEMBERS OF COMMISSION DURING THIS ANNUAL REPORT PERIOD ARE LISTED BELOW:

CHAIR

Kimberly McCoy

vice chair Jon Dohlin

сомміззіонея Dr. Francine Oputa COMMISSIONER

Harman Singh

commissioner Jose Leon Barraza

commissioner Maiyer Vang COMMISSIONER

Mona Nyandoro Cummings

COMMISSIONER

Sarah Parkes

commissioner Scott Miller

The Measure P Ordinance states that the Commission shall have primary authority on behalf of the City to:

- Conduct hearings and receive public input on allocations related to this ordinance, updates to the Parks Master Plan and Cultural Arts Plan, and annual PARCS Department Budget and Capital Improvement Plans; make recommendations to the City Council;
- Review City staff recommendations for budget allocations related to this ordinance to ensure consistency with the ordinance and Expenditure Plan; make recommendations to the City Council for adoption of expenditures in connection with annual budget process and any amendments thereto;
- Review and recommend for City adoption guidelines for competitive grant programs established with funds from this Measure;
- Oversee development and recommend City Council adoption of the Cultural Arts Plan and subsequent updates;
- 5. Review and make recommendations to the Mayor and City Council on fees related to parks, trails, and open space;

- Review the Controller's annual independent audit of the Clean and Safe Neighborhood Parks Account; ensure that a complete accounting of all expenditures each year is published and posted on a publicly accessible website;
- Every five years, submit an evaluation of the program to the public and the City of Fresno;
- 8. Provide input on an annual report prepared by City staff that includes:
 - Update on the percentage of Fresnans that live within ¹/₂ mile of a park;
 - B. Update on the number and percentage of Fresnans accessing PARCS programs;
 - C. Update on the implementation of the Parks Master Plan;
 - D. Update on the implementation of the Active Transportation Plan;
 - E. Update on the implementation of deferred maintenance and improvements to existing parks and recreational facilities in the City.

MEASURE P ANNUAL REPORT

The Annual Report is a yearly requirement of the Fresno Clean and Safe Neighborhood Parks Transactions and Use Tax (also known as Measure P).

The Annual Report covers fiscal years, which is the 12-month period that runs from July 1st to June 30th.

 FISCAL YEAR
 JUL AUG SEPT OCT NOV DEC
 JAN FEB MAR APR MAY JUN
 JUL AUG SEPT OCT NOV DEC
 JAN FEB MAR APR MAY JUN
 JUL AUG SEPT OCT NOV DEC

 2021
 2022

This Annual Report covers the time period from July 1, 2021, to June 30, 2022, and reflects nine months of funding due to Measure P going into effect three months into the 2021 fiscal year.

The Annual Report is a summary of how Measure P funds achieve specific objectives outlined in the ordinance. This is the first of thirty Annual Reports.

ANNUAL REPORT Organization

The following pages cover each of the items listed in the Measure P Ordinance including updates on:





р. 10-14

The percentage of Fresnans that live within $\frac{1}{2}$ mile of a park



p. 15-32The number and percentage of Fresnans accessing PARCS programs



p. 33-45 The implementation of the Parks Master Plan



p. 46-53 The implementation of the Active Transportation Plan



p. 54-60

The implementation of deferred maintenance and improvements to existing parks and recreational facilities in the City



AVD

The percentage of Fresnans that live within a half-mile of a park

The PARCS Department is committed to increasing access to parks.

To measure the City's progress toward this goal, a Geographic Information Systems (GIS)-based analysis was used to calculate the percentage of the population within a half-mile of a park.

This analysis was first conducted when Measure P was adopted and will be undertaken annually. The halfmile measurement is standardized using the farthest distance from a destination that can be covered in roughly a 15-minute walk by most residents.



The series of maps featured on the following pages show the process used to identify the percentage of Fresnans that lived within a half-mile of a park. Based on this analysis, **40% of Fresnans were within a half-mile walking distance of a park** or 222,720 of 547,853 Fresno residents.

This is a 5% increase from the data reported in 2020. The increase can be attributed to population growth and changes in population distribution.

FIGURE 1:

2022 **Population Density**

FRESNO, CA

Figure 1 shows the population density by Census Tract. This map is based on the 2020 Decennial Census. The highest residential density in the city occurred in the center of the city just northeast of Downtown Fresno.

The area West of Highway 99, between Dakota and McKinley, also had higher than average density than other parts of the City.



- Note: Data only shown for census tract area within
 - Fresno City Limits. Population density area only includes land, water was excluded in square miles

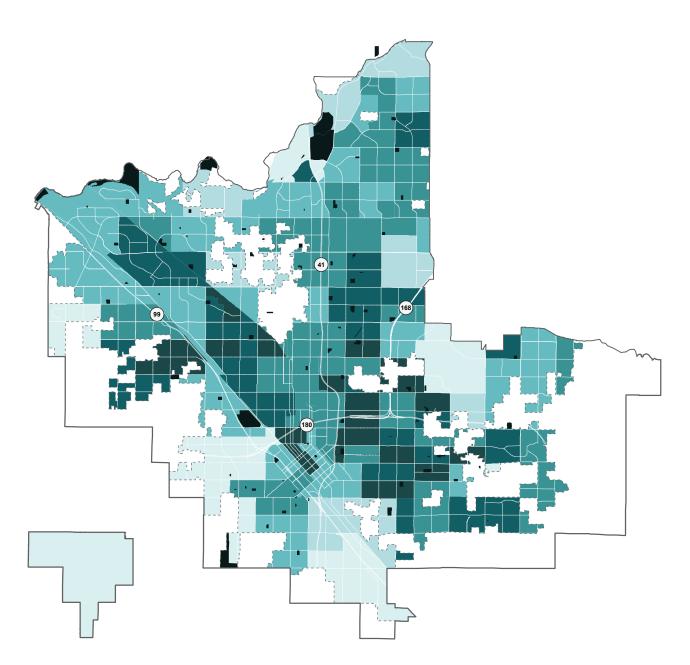




FIGURE 2:

Half-Mile Walk to a Park

FRESNO, CA

Figure 2 maps the areas that were within a half-mile walking distance of a park. This map was created by using the streets and park entry points to calculate the walking distance.

WALKSHED

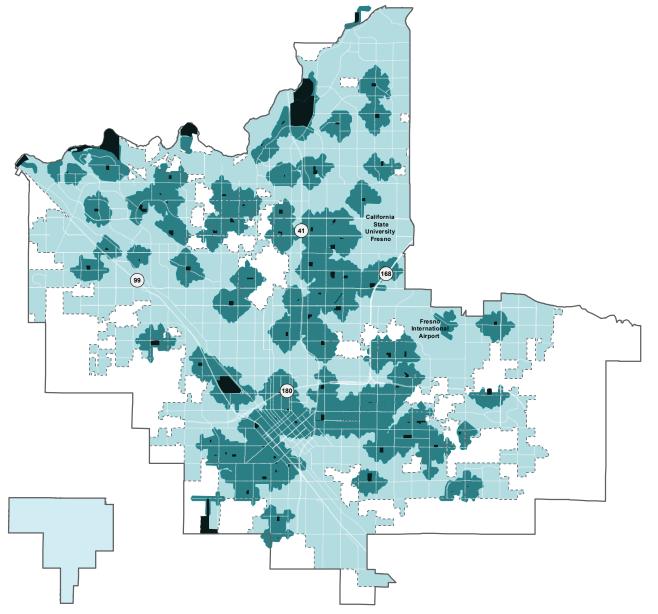
Half Mile Walk to a Park

MAP LEGEND

City Limits
City Sphere of Influence
Park

Sources: City of Fresno, Walkshed; ESRI Networking Tool

Note: Data only shown for census tract area within Fresno City Limits. A walkshed is the area around a park that is reachable on foot for the average person.





ITEM A

FIGURE 3:

Percentage of People in Walking Distance to a Park

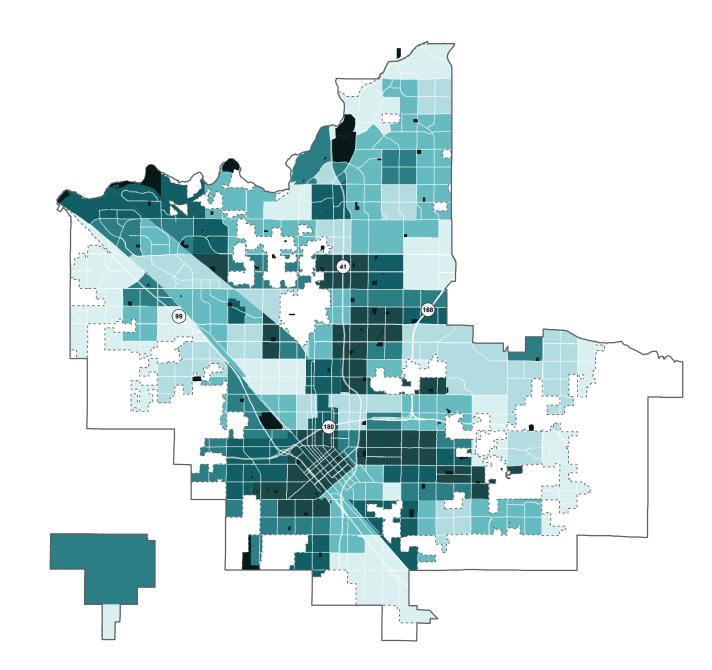
Figure 3 is a combination of the Figure 1 map and the Figure 2 map, and shows the percentage of people that were within a half-mile walking distance of a park by Census Tract. GIS tools (ESRI's demographic tools) were used to estimate the population within a half-mile walking distance of a park.

According to the tool, during the Annual Reporting period, Fresno had a population of 547,853, of which 222,720 or 40% were within a half-mile walking distance of a park. This is a 5% increase from the data reported in 2020 which can be attributed to changes in population distribution.



Sources: Fresno County, City of Fresno, population estimate: ESRI 2022, park

Note: Data only shown for census tract area within Fresno City Limits. Additional parks were added for walkshed calculations. A full list of parks included is located in the documentation.







The number and percentage of Fresnans accessing PARCS programs

The programs offered by the PARCS Department

THE PARCS DEPARTMENT OFFERED A VARIETY OF DIVERSE PROGRAMS DURING THE ANNUAL REPORT PERIOD, INCLUDING:

- » Adaptive Recreation Program
- » After School Youth Program
- » Aquatics Program
- » Bicycle and Pedestrian Safety Program
- » Camp Fresno Youth Program
- » Neighborhood Safety and Community Engagement Program
- » Science Program
- » Senior Program
- » Sports, Play, Active Recreation, for Kids (SPARK) Program
- » Sports Programs:
 - » Action Sports Program
 - » Adult Sports Program
 - » Youth Sports Program
- » Warming and Cooling Centers
- » Youth Employment Program

DESCRIPTIONS OF THE PROGRAMS ARE LISTED ON THE FOLLOWING PAGES.



ITEM B

PARCS PROGRAMS OVERVIEW

Adaptive Recreation Program

The Adaptive Recreation Program focused on providing people of all abilities and all ages a safe and supportive environment where participants could explore and experience recreational activities.

Daily opportunities for recreational activities included social dances, adaptive sports, culturally inclusive activities, inclusive hands-on science, and theme-based adaptive special events. The program was structured to provide activities tailored to the participants' wants and needs through written and verbal feedback. PARCS staff guided and assisted participants as needed while maintaining a welcoming and inclusive environment.



After School Youth Program

The After School Youth Program provided drop-in and structured recreational programming at neighborhood community centers and parks.





Aquatics Program

The Aquatics Program offered lifeguard certification classes, open recreational swim, swim lessons, senior aerobics, and a Junior Lifeguard Program. All pools used for the Aquatics Program were monitored by red cross certified lifeguards employed by PARCS.

Lifeguards provided safe access to swimming pools for the community citywide. To expand access to the community, the City partnered with Fresno Unified School District during the Annual Report period. Lifeguard certification classes for individuals ages fifteen and older were offered April through June to the public.

Pools opened in mid-June through early September and provided the community with free recreational swim seven days a week, swim lessons Monday through Saturday for individuals ages three and older, and senior aerobics.

Bicycle and Pedestrian Safety Program

The Bicycle and Pedestrian Safety Program provided education to raise awareness about traffic rules, rights, and responsibilities while promoting the safety of bicyclists and pedestrians.

Activities targeted all age groups and included educational workshops and presentations, community walks, bicycle safety courses, and helmet fitting inspections. Following the educational presentations, helmets, reflective safety items, and bicycle headlights and taillights were distributed to those in need.

Funding for the program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.





Camp Fresno Youth Program

Camp Fresno is a family-oriented facility located 62 miles east of Fresno in the Sierra Nevada Mountains. Camp Fresno is a 35-acre site that provided a retreat for campers of all ages.

The wilderness camp facilities included cabins equipped with electricity and running water and dormitory facilities which were also available for rent by the public. Camp Fresno provided recreation to the community with a focus on serving disadvantaged youth.

Camp Fresno Youth Programming included recreation activities such as hiking, fishing, arts and crafts, and outdoor exploration. The Camp Fresno Youth Program was provided at no-cost to participants and offered the option of one-day and overnight trips, including round-trip transportation for all participants.



During this reporting period, ONSCE provided state and federal grant funding and technical assistance for the tattoo removal program, hospital-based violence intervention programming, street outreach services, health services, and referrals to communitybased organizations that provide wraparound supports to at-risk youth and adults.

ONSCE also leads the Fresno Summer Nights program series alongside collaborative partners, including community-based organizations and the Fresno Police Department.

Fresno Summer Nights is a key violence prevention evening activity that builds community connections in neighborhoods with high incidents of crime through sports tournaments and community. resource booths.

Neighborhood Safety And Community Engagement Program

The Office of Neighborhood Safety and Community Engagement (ONSCE) facilitates violence intervention and prevention by providing services and partnering with community-based organizations to serve Fresno's youth and families.

ONSCE convenes over 150 organizations to provide wraparound support services including substance abuse intervention, anger management, tattoo removal, job training and placement, mental health, education, tutoring, food, housing, mentoring, health services, activities, and other basic life skill needs and services.



Science Program

Science Programming was provided to the community citywide through the Highway City Community Science Center and through mobile science workshops.

The Highway City Community Science Center operated a community "drop-in" After School Program for youth which offered hands-on science exploration, activities, and enrichment.





The program shared over 50 hands-on exhibits in the center for members to explore, observe, and predict outcomes.

During the Annual Report period, the Science Program offered five weeklong summer workshops at the Highway City Community Science Center with each workshop having a concentration on one science subject, such as electricity.

Mobile science workshops brought engaging science education to PARCS community centers. The program provided lesson plans to educate and enhance knowledge of life science, physics, chemistry, engineering, and technology.

The program also included the Mobile Science Unit, which is a 45ft long science vehicle offering over 30 exhibits that spark the interest and imagination of its guests.

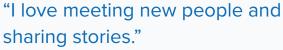
Senior Recreation Program

The Senior Recreation Program offered an opportunity for socialization and a variety of recreational activities for older adults including exercise, tai chi, water aerobics, dance classes, ceramics, arts and crafts, bingo, studio arts, brain games, and card making.

The Senior Recreation Program also offered informational presentations and monthly health screenings. During the Annual Report period, work started on The Link @ Blackstone.

Senior Program services were also expanded to provide tai chi at all Senior Recreation sites, monthly senior dances, and instructor led fitness classes at all sites during the Annual Report period. "Being retired, and living alone can be lonely. This is a great way for me to socialize, get out of the house, and gets me through the week." "If it wasn't for this center I would be in a very bad state–I would be depressed. I have no friends and coming to the Link has given me purpose. I saw the light again. I have never seen a staff member mad or upset–they are always smiling. I really love it here!"

- MICHAELA "CHELA" S.



- JOSE M.

ITEM B

San Francis

Sports, Play, Active Recreation, for Kids (SPARK)

ITEM B

Sports, Play, Active Recreation for Kids (SPARK) was a program that is a result of a partnership between the City of Fresno and the Fresno Unified School District (FUSD). Under this partnership, PARCS staff delivered SPARK curriculum as part of FUSD after school programming at up to 29 FUSD elementary schools.

SPARK is focused on the importance of health and fitness education. The program incorporated a wide variety of physical activities to increase allaround fitness and movement skills.

To compliment fitness education, PARCS staff also integrated age-appropriate nutrition literacy for children that was designed to promote positive behavior change by teaching the importance of healthy eating.





"The Woodward Park BMX program has been our home for the past five years. We have had tears of sadness and tears of joy with every bump on the road and every achievement. I want to thank the staff and volunteers that are there weekend after weekend to make sure everything is set up for our kids."

> - JOSE G. BMX HUSBAND AND FATHER



Sports Program

There were three Sports Programs provided, including Action Sports, Adult Sports, and Youth Sports.

Each program is described separately below and showcases the variety of sports programming that was provided.

Action Sports Program

The Action Sports Program provided dynamic Bicycle Moto Cross (BMX) venues including the Woodward Park BMX Racetrack, as well as bike jumps and trails that supported beginners, enthusiasts, and professional bicyclists of all ages from the community.

During the Annual Report period, the Woodward Park BMX Racetrack was open March through November on Thursday nights from 6:00 p.m. - 9:00 p.m., Saturdays between 9:00 a.m. - 12:00 p.m., and Sunday mornings from 9:00 a.m. - 12:00 p.m. Additionally, the Woodward Park Bike Jumps and Trails were open to the public year-round from 7:00 a.m. -10:00 p.m.

As part of the Action Sports Program, the community participated in biking, BMX racing, and BMX competitions. Self-directed forms of action sports were also available at modular and concreate skate and bike parks located throughout the city.

Adult Sports Program

The Adult Sports Program offered year-round recreational and competitive play for members of the community ages 18 and older.

Leagues were organized into divisions from novice to competitive for four sports: softball, basketball, soccer, and cricket. Games were played on weekday evenings and weekends at Ted C. Wills Gymnasium, Regional Sports Complex, Inspiration Park, and other local neighborhood parks.

Leagues and events offered during the Annual Report period included the "Up All Night" Softball Tournament, Summer Basketball League, Elite 8 Basketball Tournament, Summer Softball League, Fall Softball League, Fall Cricket League, Winter Basketball League, Spring Softball League, and a Flag Football League.





Youth Sports Program

The Youth Sports Program provided opportunities for youth ages three to fifteen (3 to 15) to participate in recreational programs, including basketball, t-ball, soccer, flag football, and fitness camp. Youth Sports was offered on weeknights and Saturdays at various local neighborhood parks from January to November.

Through the program, participants practiced skills like hand-eye coordination, balance, endurance, teamwork, problem solving, and other life skills. Youth Sports provided a supportive and safe environment for youth while building a sense of community.

Warming and Cooling Centers

Warming and Cooling Centers were provided to the community at PARCS community centers. City officials monitored weather conditions and activated the Warming and Cooling Centers to ensure members of the community had a temperaturecontrolled space during periods of extreme temperatures.

The City's Department of Transportation provided free transportation on existing FAX bus routes to anyone who wanted to use the centers. Individuals were allowed to bring pets with them on the bus and to the centers. Water was provided to participants during all warming and cooling center activations. Cots, blankets, and pet cages were made available at the warming centers.





Youth Employment Program

The Youth Employment Program hired 66 youth and young adults, ages 16 through 24, as City of Fresno PARCS Department employees for seven weeks each summer.

The goal of the Youth Employment Program was to increase equitable employment opportunities for youth and young adults, cultivate a pipeline of skilled future candidates, and equip youth and young adults with the knowledge and resources critical to continued success. The program strived to make a lasting impact by providing a safe space for youth to take pride in their neighborhood, community, and local government.

Participants of this program earned a paycheck while they worked alongside experienced PARCS employees. Participants' job functions focused on supporting existing recreation programming and custodial efforts at park facilities. In addition to their job duties, participants attended a paid weekly workshop designed to support skill development.



ITEM B

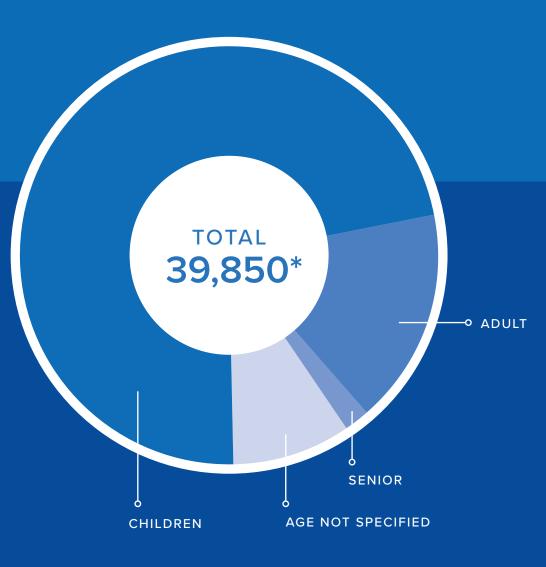
ITEM B

The table below identifies the percentage of Fresnans that accessed PARCS programs during the Annual Report period categorized by age groups.

Due to the nature of program seasons, the information and descriptions below extend past the Annual Report period but only reflect twelve months of data.

Fresnans who access PARCS Progams by Age

	Number Accessing Programs	American Community Survey Population (2022)	Percentage	
CHILDREN	27,805	164,897	16.9%	
ADULT	7,623	289,886	2.6%	
SENIOR	822	93,069	0.9%	
AGE NOT SPECIFIC	3,600	N/A	N/A	
TOTAL	39,850*	547,852	7.3%	



*Note: When the number of unique participants is unknown, attendance data has been used.

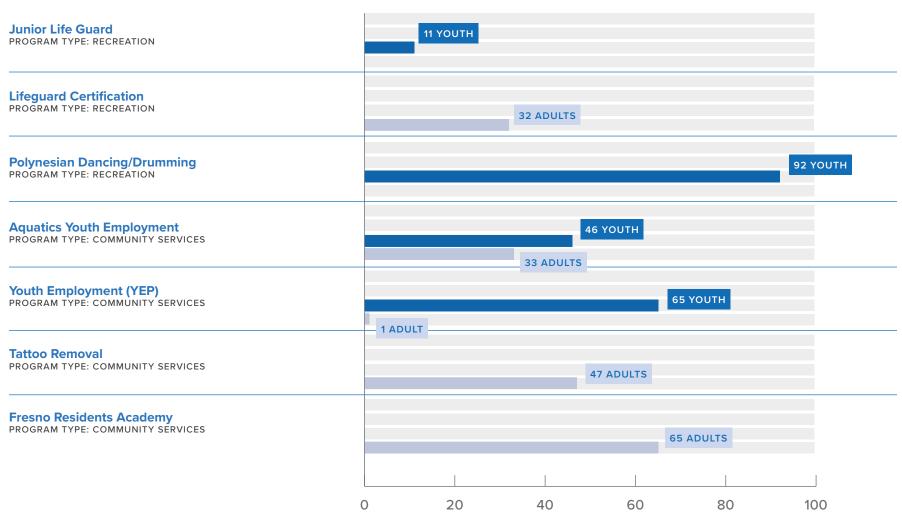
ITEM B

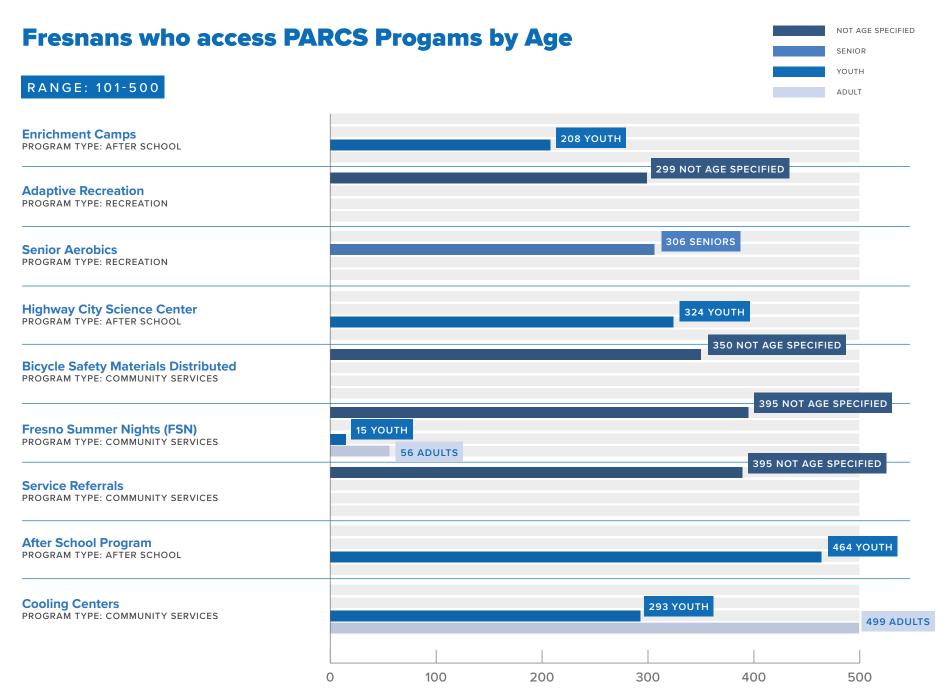
NOT AGE SPECIFIED

SENIOR YOUTH ADULT

Fresnans who access PARCS Progams by Age







Fresnans who access PARCS Progams by Age



RANGE: 501-1000

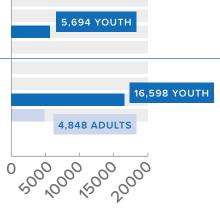
Senior PROGRAM TYPE: RECREATION				516 SENIORS		
Youth Sports PROGRAM TYPE: RECREATION				522 YOUTH		
Bicycle & Pedestrian Safety Education PROGRAM TYPE: COMMUNITY SERVICES				536 YOUTH		
Camp Fresno - Youth Camps PROGRAM TYPE: RECREATION				568 YOU	тн	
Community Science Workshops PROGRAM TYPE: AFTER SCHOOL		689 YOUTH				
Action Sports - Woodward BMX PROGRAM TYPE: RECREATION					749 NOT /	AGE SPECIFIED
Warming Centers PROGRAM TYPE: COMMUNITY SERVICES	4 YOU	тн			_	863 ADULTS
	0	200	400	600	800	1000

Fresnans who access PARCS Progams by Age



RANGE: 1,001-2,000 **Adult Sports** PROGRAM TYPE: RECREATION **1.179 ADULTS** 1,418 NOT AGE SPECIFIED **Camp Fresno - Public Reservations** PROGRAM TYPE: RECREATION Swim Lessons 1,676 YOUTH PROGRAM TYPE: RECREATION 0 500 1000 1500 2000 RANGE: 5,000-20,000 Sports, Play, Active Recreation, 5,694 YOUTH for Kids (SPARK) PROGRAM TYPE: AFTER SCHOOL

Recreational Swimming PROGRAM TYPE: RECREATION



PARCS Programs Total Attendance by Fresnans

FISCAL YEAR 2022

	Number Accessing Programs			
YOUTH	27,805			
ADULT	7,623			
SENIOR	822			
AGE NOT SPECIFIED	3,600			
TOTAL	39,850*			

*Note: When the number of unique participants is unknown, attendance data has been used.



The implementation of the Parks Master Plan

ITEM C

History

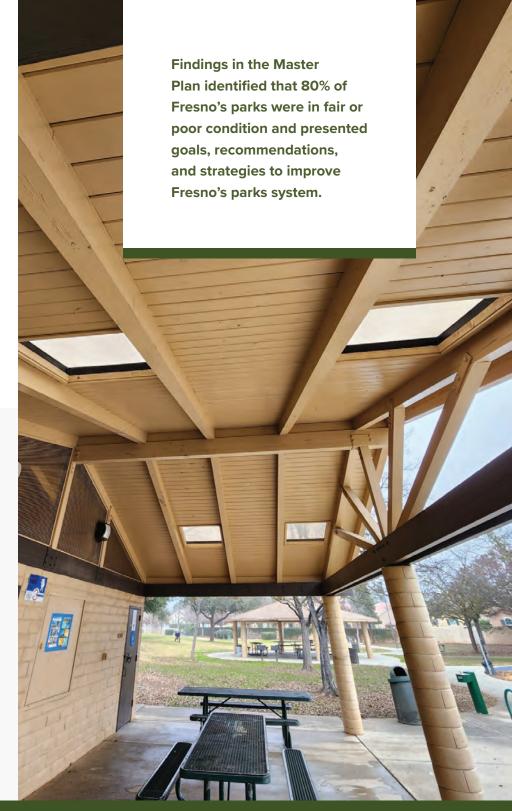
In 2018, the City Council adopted the Parks Master Plan (Master Plan). The adoption marked the culmination of community outreach, stakeholder engagement, staff analysis, and a comprehensive evaluation of the parks and amenities in the city. The Master Plan serves as the visionary guide for improving Fresno's parks, open space, and recreational services.

The Master Plan provides recommendations, strategies, and highlights the community's priorities for improvements. The Master Plan also recognizes the significant need for investment in existing parks while also serving a growing city.

Parks Master Plan and Measure P

Measure P was approved by a majority of voters in 2018, and became effective in 2021, creating a new funding source to improve and maintain existing parks, create new parks and trails, invest in the San Joaquin River Parkway, beautify major streets, and fund programs for youth and seniors.

The funding generated from Measure P provides resources to address the goals and recommendations outlined in the Master Plan.



PARKS MASTER PLAN

The Master Plan articulates a vision for improving Fresno's park and open space system based on robust community engagement and thorough analysis.

The Master Plan identified nine goals to improve the City's park and open space system within a 10-year horizon.

THE NINE GOAL CATEGORIES INCLUDE:





Each goal includes recommendations on how to achieve them, which are meant to guide the implementation of the Master Plan.

Updates on the implementation of the Master Plan during the Annual Report period, which was from July 1, 2021, to June 30, 2022, are summarized on the following pages.

Fund

Parks are assets, and the continued operation and maintenance of these assets requires a steady and adequate funding source.

Best practices include funding for maintaining parks at industry standards, including planned lifecycle replacement costs of facilities and park elements, which Fresno's current funding levels do not adequately cover. Providing the appropriate level of funding for Fresno's park system and understanding the total cost of ownership, including maintenance, operations, lifecycle, and programming, is critical for success of the whole system. The following recommendations provide guidance for the sound funding of Fresno's parks and open space system.



Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department Agency/Organization
1.1	Employ a business planning approach to the financial management of Fresno's park and open space system that accounts for total cost of ownership and adequately funds new parks, maintenance, and ongoing operations, including the following strategies (See Section 8.1): • Increase investment in assets, including costs for lifecycle replacement and maintenance • Increase Fresno's annual maintenance and operations budget to align with standard state funding levels			х		
1.2	First prioritize funding for maintenance and existing park improvements, then prioritize budget for land acquisition		х			
1.3	Continue to require that developers create special districts such as Community Facilities Districts (CFDs) to fund pocket park maintenance		х			
1.4	Consider implementation of additional funding mechanisms such as special use districts, CFDs, sales tax, and utility user tax		х			
1.5	Explore the formation of CFDs or other special districts in established neighborhoods to maintain and develop parks and open space amenities	х				x
1.6	Consider adjusting pocket park dedication requirements to ensure creation of adequately sized parks that meet amenity requirements established in the park type definitions (See Section 3.4)				х	
1.7	Consider creating a Park Impact Fee (PIF) for commercial development				х	
1.8	Pursue grants for park land acquisition and development including funding opportunities that support community development, public health, urban greening, and environmental stewardship	x	х			
1.9	Perform a cost of service analysis and identify opportunities for positive revenue generation through new pricing policies and programs to help offset total cost of non-revenue generating programs (See Section 4.3)	x	х			

Maintain

Parks, like any investment such as a house or car, require regular maintenance, planned repairs, and maximized operational efficiencies in order to best perform.

Maintenance reduction can erode the condition of parks to a point where normal maintenance practices cannot overcome deficiencies, and the entire system needs to "catch up" before it can achieve desired maintenance levels.

system. Extensive community engagement placed park maintenance as a top community priority, and the following recommendations support this prioritization.



Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department/ Agency/Organization
2.1	Consider consolidating park maintenance into a single agency to maximize agency communication, coordination, and efficiencies (See Section 4.5)	х				
2.2	Establish strategically placed "Park Maintenance Zones" with maintenance yards and dedicated work crews (See Map A.2)	x				
2.3	Create maintenance guidelines identifying target maintenance levels at each site, maintenance standards, and work plans (See Section 4.5)	x	х			
2.4	Implement systematic technology assessment that identifies, prioritizes, and scopes cost of necessary and desired technology functionality to increase efficiency in maintenance service delivery (See Section 4.5)				х	
2.5	Expand maintenance funding and support, including implementing a work order management system, employing a systematic approach to contracting services, and expanding full time equivalent (FTE) staffing (See Section 4.5)				х	
2.6	Maintain and expand Fresno's "Adopt-A-Park" Program to offer individuals and organizations tools, training, and opportunities to maintain and nurture Fresno city parks and open space areas • Other operational partnership programs may include an "Adopt-A-Trail" program			х		

In addition, maximizing efficiencies in Fresno's maintenance and operations will benefit the entire park and open space

Improve

Improving existing parks is a critical goal of this Parks Master Plan.

In addition to improvements inherent in routine maintenance and lifecycle replacements, strategic improvements, including upgrades to amenities, planting, irrigation systems, sports courts, sports fields, shade structures, pools, playgrounds, signage, and recreation programs are all necessary to improve system-wide performance, sustainability, and user experience.

The following recommendations relate to improving Fresno's overall park and open space system.

Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department/ Agency/Organization
3.1	Implement 2017 PMP park type requirements for site amenities, program, and access (Section 3.4)	х				
3.2	Implement 2017 PMP Design Guidelines for improving park and open space in terms of sustainability (including more efficient irrigation and energy systems), safety, durability, user experience, accessibility (including ADA compliance), identity, and branding (Section 5.1)	х				
3.3	Increase shade elements, including trees and built structures, in all park and open space areas, particularly areas with high recreation value such as seating, picnic, and play areas			х		
3.4	Increase tree planting, especially large trees with wide canopies	х	х			
3.5	Plan and design landscapes that support habitat creation and wildlife protection				х	
3.6	Strategically channel resources into fewer facilities that are soundly funded, properly maintained, and better serve the community				х	
3.7	Identify facilities that do not meet current community needs because they are underused, unpopular, or outdated and inaccessible, and strategically convert them into facilities that the community has identified as a priority			х		
3.8	Consider employing a program lifecycle analysis, and creating a program classification system to ensure recreations programs reach maximum participation, efficiency, and effectiveness (Section 4.2)			х		



3

ITEM C

Expand

The City of Fresno is growing, and its park and open space system has to grow with it.

In order to meet current and future recreation needs of Fresno residents, the City must add inventory to its park, open space, and trail network. In addition to future growth areas, existing neighborhoods that have been identified as "park poor" through Parks Master Plan survey and analysis should be prioritized for park and trail expansion.

The following recommendations provide further direction for the expansion of Fresno's park and open space system.

Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department/ Agency/Organization
4.1	Target expansion of Fresno's park, open space and trails in existing urbanized, high need, "park poor" areas (See Figure 6.6)	х	х			
4.2	Continue to acquire and develop new parks in tandem with new development, to meet the City's level of service goals (See Table 6.3)			х		
4.3	Continue to require land dedication for parks as part of the development approval process, using General Plan and Specific Plan parks maps as guides	х				×
4.4	Consider leveraging City-owned property to create new parks				х	
4.5	Evaluate streets as potential open space assets, including evaluating the street system to identify streets with excess right-of-way that could be converted into linear parks, or excess street segments that and could be vacated to provide park space		х			×
4.6	Explore defining "park equivalencies" to embrace a variety of public open spaces that may not currently qualify as park space but do contribute to place-making and quality of life			х		×
4.7	Explore opportunities for enhancing alleys to provide public space amenity by giving pedestrians primacy and creating "living alleys" or "shared alleys" that host landscape enhancements and support positive social activity				х	×
4.8	Explore zoning code provisions that would incentivize the creation of park land beyond what is required, in the form of density, height, or floor area bonuses, or flexibility in meeting other code requirements					×
4.9	Explore the creation of a land banking agency to facilitate assembly and transfer of property to park use				х	
4.10	Promote development of urban greening strategies to provide recreational value and enhance the public realm in areas underserved by parks			х		×

GOAL 5

Secure

To ensure that all users can enjoy parks, they must be safe and secure public spaces.

Policy, design, and management measures can be taken to improve public safety in parks, invite more "eyes on the parks," and establish parks as safe places for community members of all ages to play and recreate together.

Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department/ Agency/Organization
DESIGN RECC	DMMENDATIONS					
5.1	Encourage Crime Prevention Through Environmental Design (CPTED) as it relates to natural surveillance, activation, visibility, sightlines, circulation, lighting, and perimeter treatments (See Section 5.1)			х		
5.2	Coordinate with Fresno Police and Fire departments to co-locate parks with future stations and locate law enforcement substations in parks				х	x
PROGRAMMI	NG & MANAGEMENT RECOMMENDATIONS					
5.3	Institute an on-site program for park rangers, community policing, or dedicated park police			Х		
5.4	Expand facility staffing to ensure on-site staff presence	х	Х			
5.5	Provide a diverse range of staffed programming to encourage positive, active use of parks throughout the course of the day, with particular emphasis on programming at parks with security concerns	х		х		
5.6	Encourage agencies, private organizations, and non-profit organizations to use parks for active, community- oriented, and enrichment programming		х	х		

Connect

A successful park system is connected to its community by well-defined, safe routes that offer mobility choice.

This includes walking, biking, transit and vehicular options. Strengthening existing and future park network connections with linear parks, greenways, multi-modal trails, paths, sidewalks, and bicycle routes, makes getting to and from parks and open spaces in Fresno easier, safer, and more pleasant. In turn, this connectivity encourages increased system use.

Approaches for strengthening and expanding park and open space connections should build upon the General Plan, Fresno Active Transportation Plan, San Joaquin River Parkway plans, and City of Fresno Specific Plans.

The following recommendations support an increase in park and open space network connections.

Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibilit with other Departme Agency/Organization
6.1	Provide neighborhood park amenities within ½ mile distance from all Fresno residences			х		
6.2	Design new parks and upgrade existing parks to be accessible to the neighborhoods they serve and meet diverse needs of people of all ages, abilities, and cultural backgrounds		х	х		
6.3	Look for opportunities to locate new parks in areas with public transit, including within and proximate to high density BRT corridors			х		
6.4	Develop trails, greenways, parkways, and other green connections linking neighborhoods to the citywide and regional parks system, infrastructure (such as canals), and other important cultural and social spaces			х		x
6.5	Build agency, community, political and financial support for large scale trail/greenbelt systems such as the San Joaquin River Parkway			х		x
6.6	Establish "safe routes to parks" for pedestrians, cyclists, and children by creating sidewalk, trail, greenbelt, and bicycle route connections to all existing and future park and open space areas				Х	x
6.7	Employ urban greening strategies in streetscape design, such as tree lined corridors, multimodal paths, bioswales, and vegetated stormwater drainage channels, as a way to connect people and neighborhoods to parks and open spaces (See Section 7.3)				х	x
6.8	Use online tools to help the public locate and navigate their way to park and open space sites and facilities	х	Х			



GOAL 7

Partner

Fresno's PARCS and Public Works departments are not alone in their mission to provide excellent public spaces for recreational, physical, social, and cultural activities.

Forming partnerships with allied agencies is an efficient, symbiotic, community-strengthening approach to improving and expanding Fresno's public spaces. The following recommendations support such partnerships and alliances.

Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Responsibility with other Department/ Agency/Organization
SCHOOL PAR	TNERSHIP RECOMMENDATIONS					
7.1	Maintain joint-use agreements and establish new, long term joint-use agreements with Fresno, Washington, Sanger and Central Unified School Districts that maximize availability of site use during non-school hours	х	х	х		x
7.2	Partner with school districts in planning, funding, acquiring, and designing future park and school sites and amenities				х	x
7.3	Partner with school districts to create enhanced joint-use school park sites that are usable for all segments of the community	х	х	х		х
BASIN PARTN	IERSHIP (FMFCD) RECOMMENDATIONS					
7.4	Continue to partner with Fresno Metropolitan Flood Control District (FMFCD) to maximize recreational opportunities at ponding basins through expanded seasonal access, redesign, grading, and amenity development	x	х			×
7.5	Partner with FMFCD in planning, funding, acquiring, and designing future joint-use basin sites			Х		х
AGENCY & OI	RGANIZATION PARTNERSHIP RECOMMENDATIONS			1	1	
7.6	Coordinate with Fresno public libraries to co-locate parks and increase programming partnership				х	x
7.7	Continue to collaborate with agencies and organizations working to maintain, develop and enhance the San Joaquin River Parkway and nearby riverfront land and habitat			х		x
7.8	Collaborate with local agencies and organizations that have management and programming overlap with parks			х		х
7.9	Seek and strengthen collaboration with national and state organizations with shared park, open space, and community oriented recreation missions	х	х			x
7.10	Explore opportunities for partnerships with community organizations that support community garden development at sites that are neglected, blighted, or undeveloped			х		×

ITEM C

Advocate

Fresno's parks and open space areas need dedicated stewards who will advocate for their support, funding, and improvement.

These public space assets are an important part of a larger quality of life package for Fresno residents, and should therefore be included in advocacy efforts related to health, wellness, environmental quality, community development, recreation, education, and safety.

The following recommendations relate to advocacy efforts to strengthen Fresno's park and open space system.



Recommendation number	Recommendation	Implemented	Ongoing	In Progress	Not yet Started	Shared Respon with other Dep Agency/Organ	partment/
8.1	Inspire investment in Fresno parks - in terms of social, cultural and philanthropic capital – through meaningful and sustainable community engagement, advocacy, and partnerships that support park access and equity			х		x	
8.2	Form a City Council appointed Parks Commission to guide the ongoing development and operations of Fresno's park and open space system	x					
8.3	Establish a "Friends of Fresno Parks" made up of foundations, organizations, and individuals who support park funding and actively advocate for their successful operation				х	x	
8.4	Encourage local community advocates and organizations working in the areas of public health, wellness, education, recreation, arts, community development, and environmental issues to support and advocate for Fresno parks				х	x	
8.5	Build ethnically and economically diverse park stewards			х			
8.6	Continue to encourage and include community participation in park and open space planning and design processes	х	х				

Celebrate

Fresnans – take pride in your parks!

Ultimately, parks are for people. They should be well-used and well loved, and play a major role in how and where residents spend their time beyond the boundaries of their own houses. Fresno parks are an extension of people's homes and a catalyst for social activity, and should be celebrated as such.

The following recommendations support efforts to celebrate Fresno parks.

Recommendation number	Recommendation	Implemented	Ongoing	ln Progress	Not yet Started	Shared Respon with other Depa Agency/Organi	artment/
9.1	Support current and future place-making efforts to strengthen individual park identity				Х	х	
9.2	Designate "flagship" or priority parks in each of Fresno's council districts to direct funding toward so that quality parks can be found throughout the city and can become a source of local park pride (See Section 6.6)			х			
9.3	Conduct system-wide re-branding of Fresno's park and open space system, including strong online and on- site efforts, that are developed in conjunction with funding initiatives	х		х			
9.4	Promote park use and the benefits of parks through public relations campaigns and marketing efforts online, with social media, and through signage	х	Х				
9.5	Consider integrating site elements that support public or private events into park design – from event- rentable pavilions to large scale amphitheaters, to promote Fresno parks as epicenters of celebration and community activity - from birthday parties to city-wide cultural events			х		x	
9.6	Streamline process for individuals, neighborhoods, community groups, and local businesses to hold events at park facilities			х		х	
9.7	Identify opportunities to integrate art into parks and open spaces, especially in strategic locations to promote pride and ownership, and discourage vandalism			х		х	





The implementation of the Active Transportation Plan

The Active Transportation Plan (ATP) was adopted by City Council in March 2017 and provides a comprehensive guide outlining the vision for active transportation in the City of Fresno and a roadmap for achieving that vision.

The ATP envisions a complete, safe, and comfortable network of trails, sidewalks, and bikeways that serves all residents of Fresno.

The ATP proposes a long-term, comprehensive network of citywide bikeways, trails, and sidewalks that connect all parts of Fresno. Since this build-out network will take many years to complete, the ATP identifies a priority network of connected bikeways and priority pedestrian areas to focus the City's efforts in the near-term.

These priority networks provide links to key destinations, support existing and future walking and biking activity areas, and equitably serve neighborhoods throughout the city. During the Annual Report period, the City's first ATP Coordinator was hired.

The ATP Coordinator will be instrumental in preparing the update to the 2017 Active Transportation Plan.





Measure P funding must be made available for programs and projects that improve walking and biking access to parks and trails.

Measure P funds can be made available for acquisition, development, improvement, restoration, operations, maintenance, or rehabilitation projects including: bike, pedestrian, and equestrian trials, as identified in the ATP.

This includes trails that support safe routes to schools; Urban greening and tree planting along designated trails in the ATP; the planning, designing, engineering, and permitting of activities associated with the above improvements; and Class I and Class IV pedestrian and bicycle pathways along the Priority Network.

Funds shall also be made available for operations and projects consistent with the San Joaquin River Parkway Master Plan, in coordination with the San Joaquin River Conservancy and the San Joaquin River Parkway Trust.

INPLEMENTATION UPDATES

The PARCS Department administered maintenance and capital projects through a partnership with the Public Works Department to provide improved active transportation and accessibility to parks and trails as identified in the ATP.

The implementation of the ATP will require several funding sources to complete, and the updates provided below utilized several funding sources.

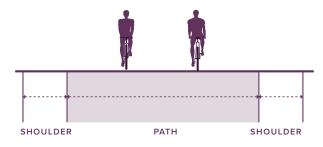
ITEM D

The ATP identifies four primary types of facilities available for implementation.

These facilities are classified in Chapter 1000 of the Highway Design Manual (Caltrans, 2015): Class I bike paths (including shared use paths), Class II bike lanes, Class III bike routes, and Class IV separated bikeways.

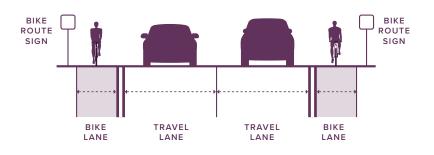
CLASS I · Multi-Use Path

Provides a completely separated right-of-way for exclusive use of bicycles and pedestrians with crossflow minimized.



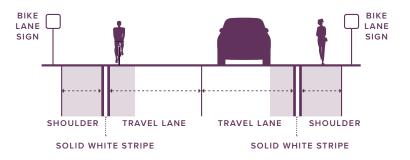
CLASS II · Bike Lane

Provides a striped lane for one-way bike travel on a street or highway.



CLASS III · Bike Route

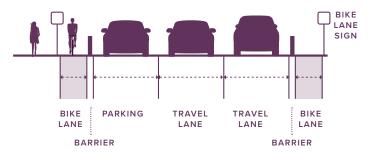
Provides a shared use with pedestrians or motor vehicles traffic, typically on lower volume roadways.



CLASS IV · Separated Bikeways

ONE-WAY CYCLE TRACK

Provides a protected lane for one-way bike travel on a street or highway.



TWO-WAY CYCLE TRACK

Provides protected lanes for two-way bike travel on a street or highway.



BIKE BIKE LANE LANE	INAVEL	TRAVEL LANE	PARKING
BAR	RIER		

Approximately 6 miles of in-road bicycle facilities were added to the bicycle network.

Approximately 4.61 miles of Class II lanes and approximately 1.68 miles of buffered Class II lanes were added.



Approximately 2.45 miles of Class I trail facilities were added to the trail network.



Over 1,700 feet of green conflict paint markings were added to the bicycle network.

The installation of the Class II bicycle facilities (including buffered and conflict markings) and Class I added approximately 3.27 miles and approximately 0.62 miles, respectively, to the priority network. During the Annual Reporting period, the Public Works team worked on the design of over 8 miles of Class IV facilities, the highest amount in design at one time in Fresno.

These Class IV facilities will be located along Van Ness Boulevard, Wishon Avenue/Fulton Street, First Street, Palm Avenue, Belmont Avenue, and Blackstone Avenue and will begin construction in the coming years.

> Signage was installed designating over 29 miles of Class III bicycle route facilities throughout the city, approximately 2.41 miles being on the priority network.

BIKE LANE

Design of the River West Eaton Trail located along the San Joaquin River was initiated during this Annual Reporting period. Construction is anticipated to start in the next Annual Report period.



In addition to the expansion of the bicycle network, additions and improvements to pedestrian facilities were constructed during the Annual Report period:

- » Over 3 miles of sidewalks were constructed.
- » Repairs were made to over 5 miles of existing sidewalks.
- » 18 crosswalks were installed throughout the city.

The Active Transportation Plan recommends landscaping enhancements to provide shade along the pedestrian priority network.

THE CITY HAS INCREASED THE NUMBER OF NEW STREET TREES DURING THE ANNUAL REPORT PERIOD:

	FY 2020	FY 2021	FY 2022	
NUMBER OF NEW STREET TREES ADDED	300	450	1060	



ITEM D



The implementation of deferred maintenance and improvements to existing parks and recreational facilities in the City

Current Park Facilities

In addition to programming, the PARCS Department operated more than 80 park facilities located throughout the city, including neighborhood, pocket, and regional parks and community centers.

Amenities offered across facilities included, but are not limited to: athletic fields and courts, swimming pools, splashpads, exercise stations, dog parks, BMX track, skate parks, picnic shelters, green space, shade structure, community gardens, community centers, and play structures.

The PARCS Department strived to provide safe and clean park facilities for all members of the community to enjoy. The PARCS Department Custodial Team and Park Attendants made this possible by providing customer service to the community, cleaning and sanitizing restrooms, removing litter from parks, opening gates for entry, submitting work orders for any broken or damaged equipment, reporting graffiti, and pressure washing high traffic areas.

Additionally, Park Attendants monitored high use park amenities such splash pads, tot lots, and sports courts for safety and functionality.



PROJECTS

To enhance and maintain existing parks and construct new facilities, the PARCS Department administered capital projects through a partnership with the Public Works Department.

The PARCS Department administered 49 projects and was involved with project creation and mobilization, as well as compliance and tracking to ensure projects were delivered. Capital improvement initiatives increased dramatically during the Annual Report period with the influx of new funding.

Prop 68

The Statewide Park Development and Community Revitalization Program authorized by Proposition 68 awarded the City \$14.7 million for the renovation of Radio Park, the development of a new park at N. Milburn and W. Dakota Avenues and picnic amenities at five existing parks: California Tupman Park, Lafayette Park, Logan Park, Robinson Park, and Sunnyside Park.

Measure P

During the Annual Report period, Measure P funding for capital projects included nearly \$9 million for the improvement of existing parks, and over \$6 million for the creation of new parks.

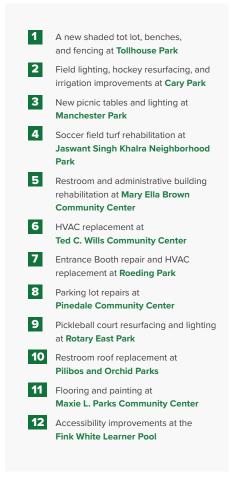
Community Development Block Grant

During the Annual Report period, Community Development Block Grant funding was allocated for improvements and new amenities at Fink White.



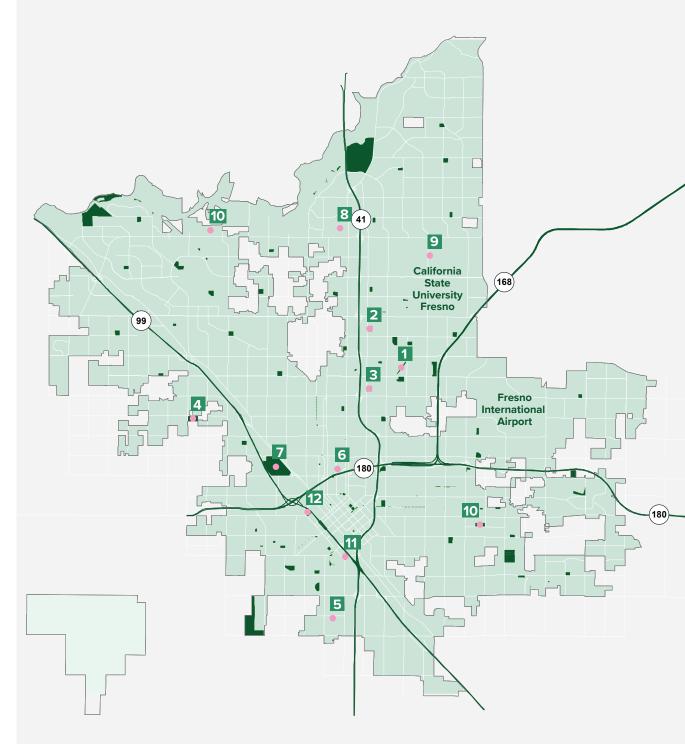
Projects Completed

The Department completed several projects during the Annual Report period. Among those completed were:



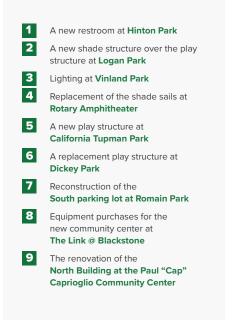
Projects Completed



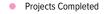


Projects Underway

Projects beginning or continuing construction during the Annual Report period into the next Annual Report period included:



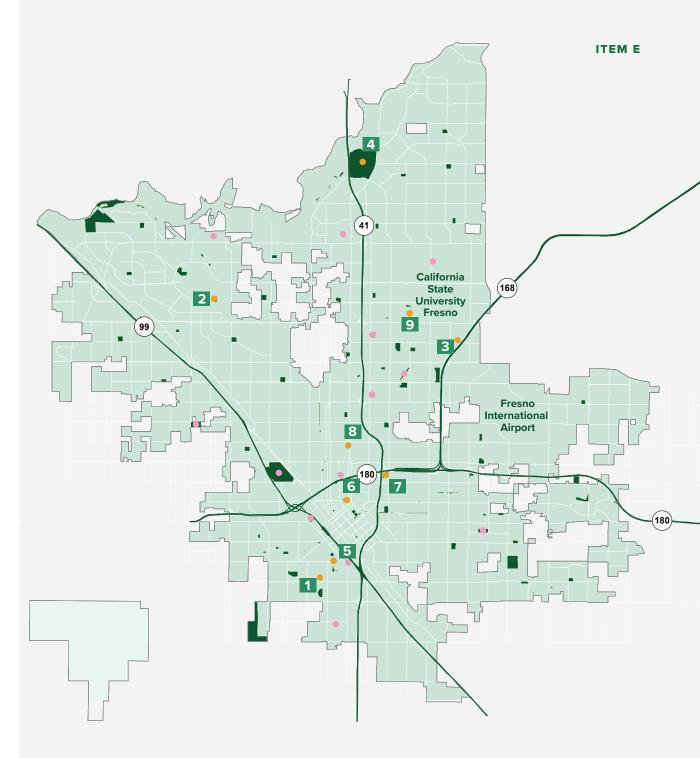
MAP LEGEND



Projects Underway

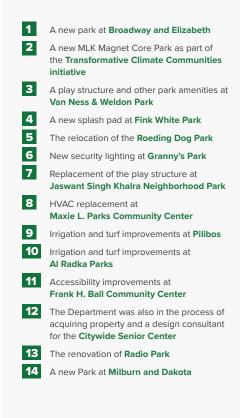
City Limits

Park



Projects in Development

Several additional projects were in design during the Annual Report period with construction anticipated in the next Annual Report period and beyond, including:



MAP LEGEND

٠	Projects Completed	
•	Projects Underway	

- City Limits
- Projects in Development

