

FRESNO MEASURE P IMPLEMENTATION

HIGHEST-NEED NEIGHBORHOODS 2025 - 2027

DECEMBER 2024



ACKNOWLEDGMENTS

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CHAPTER 1

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

The 2018 Fresno Parks Master Plan recognized the significant need for investment in existing parks while also serving a growing city. The Fresno Clean and Safe Neighborhood Parks Tax Ordinance, commonly known as Measure P, was approved by a majority of voters in 2018. Effective January 2021, Measure P provides a guaranteed, local funding source for City parks for 30 years through a 3/8-cent sales tax in the City of Fresno. Measure P proceeds are used to update and improve Fresno's current parks, trails and related facilities, make parks cleaner and safer, invest in programs, expand access to arts and culture, and create parks in neighborhoods that lack access to them. Measure P allocates funding in five categories:

1. Improving and Maintaining Safe, Clean Neighborhood Parks and Playgrounds (46% of Measure P funding)
2. New Neighborhood Parks; Senior and Youth Recreation Facilities (21.5%)
3. Youth and Senior Recreation Programs; Afterschool Programs; and Job Training for Youth and Veterans (8.5%)
4. Expanded Access to Arts and Culture (12%)
5. Safe Walking and Biking Trails; Street Beautification and Litter Removal; and the San Joaquin River Parkway (11.25%)

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

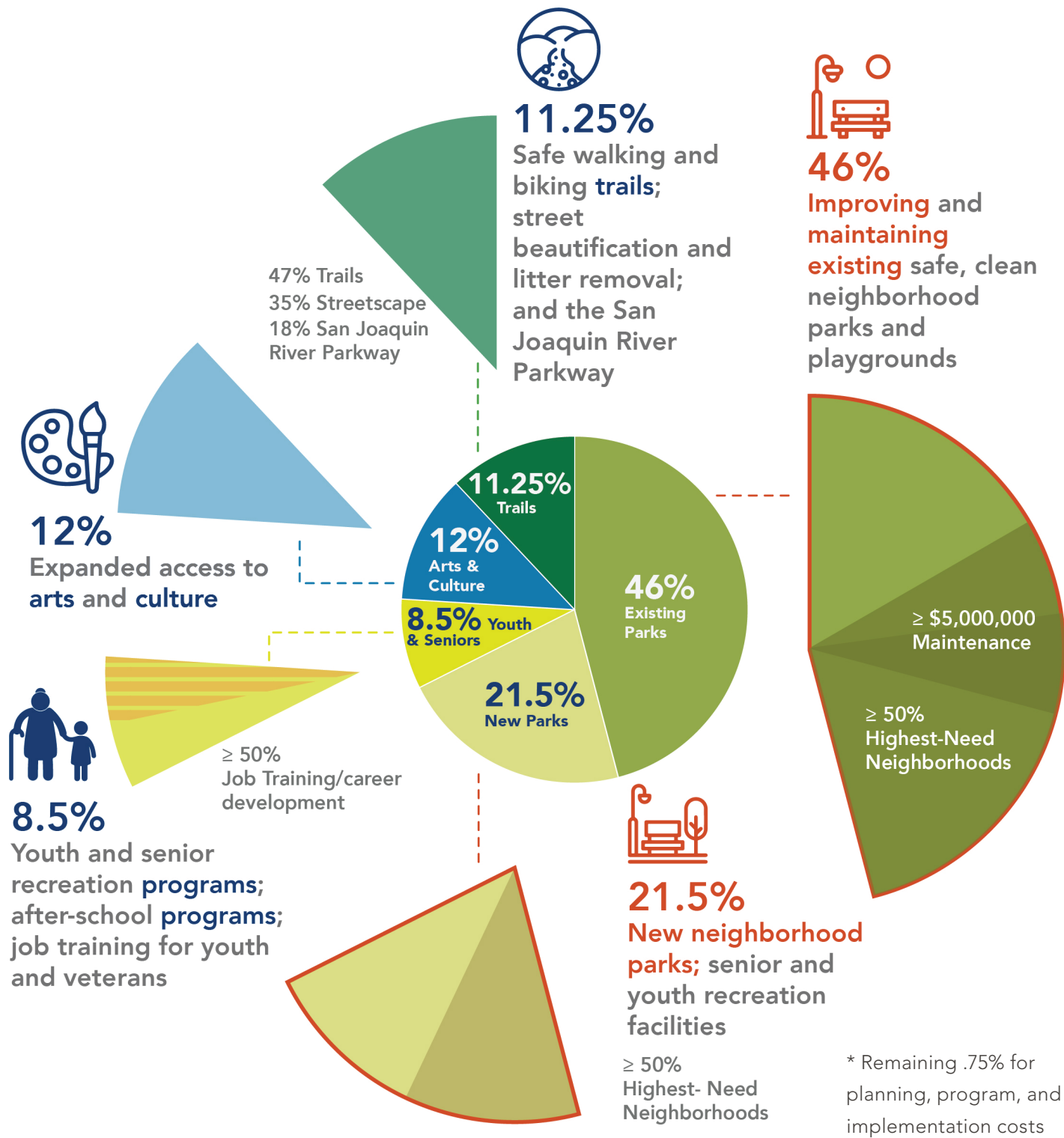
WHAT IS MEASURE P?

Measure P invests in City of Fresno parks and benefits the entire community by improving safety, making essential repairs to bring parks and recreation centers up to current health and safety standards, investing in new parks, improving trails and street beautification, and maintaining and improving programs for youth and seniors.

Measure P was placed on the November 2018 ballot after receiving more than 35,000 signatures of support and was voted into law thereafter. The Ordinance provides a guaranteed, local funding source for parks through a 3/8-cent sales tax in the City of Fresno. The Ordinance also establishes the Parks, Recreation, and Arts Commission, (referred to interchangeably as PRAC or the Commission), and defines the Commission's role in implementing Measure P.

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

FUNDING ALLOCATION



MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

FUNDING CATEGORIES

Measure P funds are distributed into five expenditure categories: Existing parks, new parks, youth and senior programming, expanded access to arts and culture, and trails and street beautification. *



1 Expenditure Category #1: Forty-six (46%) percent of the funds are allocated to improving and maintaining safe, clean neighborhood parks and playgrounds at existing parks. This includes park rehabilitation and other capital improvements, facility upgrades to improve efficiency and safety, playgrounds and picnic areas, new restrooms and restroom improvements, park access for individuals with disabilities, improved maintenance and operations of existing parks, a park ranger program, sports facilities and swimming pools, and city-owned arts, cultural, and recreational facilities. Of the funds available for existing parks, no less than \$5,000,000 shall be designated for maintenance and operations. Additionally, no less than half (50%) of the funds for existing parks must be made available for highest-need neighborhoods.



2 Expenditure Category #2: Twenty-one-point five (21.5%) percent of the funds are allocated to new neighborhood parks, senior and youth recreation facilities. This includes new neighborhood parks, pocket parks, and community gardens, public restrooms in new parks, new senior and community centers associated with the park



MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

system, new regional parks located in the City of Fresno, playgrounds and picnic areas in new parks, and new public sport facilities and swimming pools. No less than half (50%) of the funds for new parks must be made available for highest-need neighborhoods.


3




Expenditure Category #3: Eight-point five (8.5%) percent of the funds are allocated to youth and senior recreation programs, after school programs and job training for youth and veterans. This includes projects and programming that promotes physical activity, recreation and accessibility to recreational facilities, sports, arts and active programs, community and senior recreation center programs, swimming and water-oriented programs, junior lifeguard, science and education, summer day camps and other youth-oriented activities. No less than half (50%) of these funds shall be made available to programs that provide job training, career development, or both, to youth, young adults and veterans including education and/or certification for jobs within the conservation, science, arts, green technology and parks and recreation fields. Programs funded shall prioritize service for at-risk youth and seniors.



MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

4  Expenditure Category #4: Twelve (12%) percent of the funds are made available for expanded access to arts and culture. These funds are administered in partnership with the Fresno Arts Council using multiple solicitations that allow for a diverse set of programs, with different program sizes and reach, including core operating and project-support grants. Operational support funding distributed shall support organizations that reflect the cultural, geographic and demographic diversity of the City of Fresno and reflect the proportion of each grantee's overall operations that serve residents within, or visitors to, the City of Fresno's sphere of influence. Grants shall prioritize organizations and programs that support and expand diverse public or youth engagement and equity.



5  Expenditure Category #5: Eleven-point twenty-five (11.25%) percent of the funds are made available for safe walking and biking trails, street beautification, litter removal, and the San Joaquin River Parkway. Of these funds, forty-seven (47%) percent are made available for projects that include trail development, including bike, pedestrian and equestrian trails and urban greening and tree planting. No more than



MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

twenty percent (20%) of the funds are made available for operations and maintenance of trails. No less than twenty-five (25%) percent of the funds are prioritized for Class I and Class IV pedestrian and bicycle pathways along the priority network as defined in the Active Transportation plan. Eighteen percent (18%) of funds in expenditure category 5 are made available for operations and projects consistent with the San Joaquin River Parkway Master Plan. Lastly, thirty-five (35%) percent of funds shall be made available for development, improvement, restoration, maintenance, or rehabilitation along major roads and streets in the City of Fresno.

* In order to implement Measure P, an additional zero point seventy-five (0.75%) percent of the total funds are made available on an annual basis to invest in program implementation, planning and plan updates, program and project innovation, and audit and oversight support to ensure the investments made by the citizens of Fresno create a world class set of facilities and programs. No more than 2% from each of the expenditure categories may be used for the administrative costs associated with the delivery of projects and programs.

CHAPTER 2

DEFINING HIGHEST-NEED NEIGHBORHOODS

For both existing and new parks, Measure P requires that no less than 50 percent of funds in expenditure categories one and two must be allocated to “highest-need neighborhoods” in the City of Fresno. The Measure P Ordinance provides guidance on how these neighborhoods should be defined by the City, in conjunction with the Parks, Recreation and Arts Commission (PRAC). The Ordinance outlines a set of 11 Equity Factors that must be considered in defining the highest-need neighborhoods, which include factors such as park condition and access, health data, demographics, and neighborhood safety data. All of these factors must be considered in establishing a weighted index informed by a public process. The highest-need neighborhoods definition must be updated every three years.

In 2024, the City led two public surveys and multiple pop-up events, giving the community an opportunity to provide input on (1) which Equity Factors are most important when considering park investments in highest-need neighborhoods and (2) what proportion of Fresno neighborhoods should be considered “highest-need.” Following an analysis of the available data, including PRAC and public input, PRAC proposed a recommended definition to the Fresno City Council.

Following the results of the community survey and adoption by City Council, the following factors are weighted more important (2x average):

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (E) Neighborhood youth and senior population;
- (F) Neighborhood safety;
- (G) Neighborhoods of concentrated poverty;
- (J) Years of potential life lost;
- (K) Neighborhood composite mortality rate;

The following factors are weighted Important (average):

- (C) Park acreage per 1,000 residents;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (I) Pre-term birth rates;

The top 50 percent of Fresno census tracts, based on this weighting, shall be considered highest-need for the purposes of allocating funds under Measure P.

DEFINING HIGHEST- NEED NEIGHBORHOODS

MEASURE P GUIDANCE ON HIGHEST-NEED NEIGHBORHOODS

The Measure P ordinance states that starting on January 1, 2022, the City, in conjunction with the Commission, shall adopt a new definition of highest-needs neighborhoods, after conducting a public process, to be updated every three years. The City and Commission shall create a weighted index. The definition will be based on a set of 11 criteria, which are referred to as Equity Factors. For the purposes of developing the weighted index, census tracts are used to define neighborhoods. In the following pages, each map shows how its Equity Factor relates to the City of Fresno at the scale of census tracts.

DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan.
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park.
- (C) Park acreage per 1,000 residents.
- (D) Population density.
- (E) Neighborhood youth and senior population.
- (F) Neighborhood safety.
- (G) Neighborhoods of concentrated poverty.
- (H) Pollution burden, as defined by CalEnviroScreens 3.0, or subsequent updates.
- (I) Pre-term birth rates.
- (J) Years of potential life lost.
- (K) Neighborhood composite mortality rate.

DEFINING HIGHEST- NEED NEIGHBORHOODS

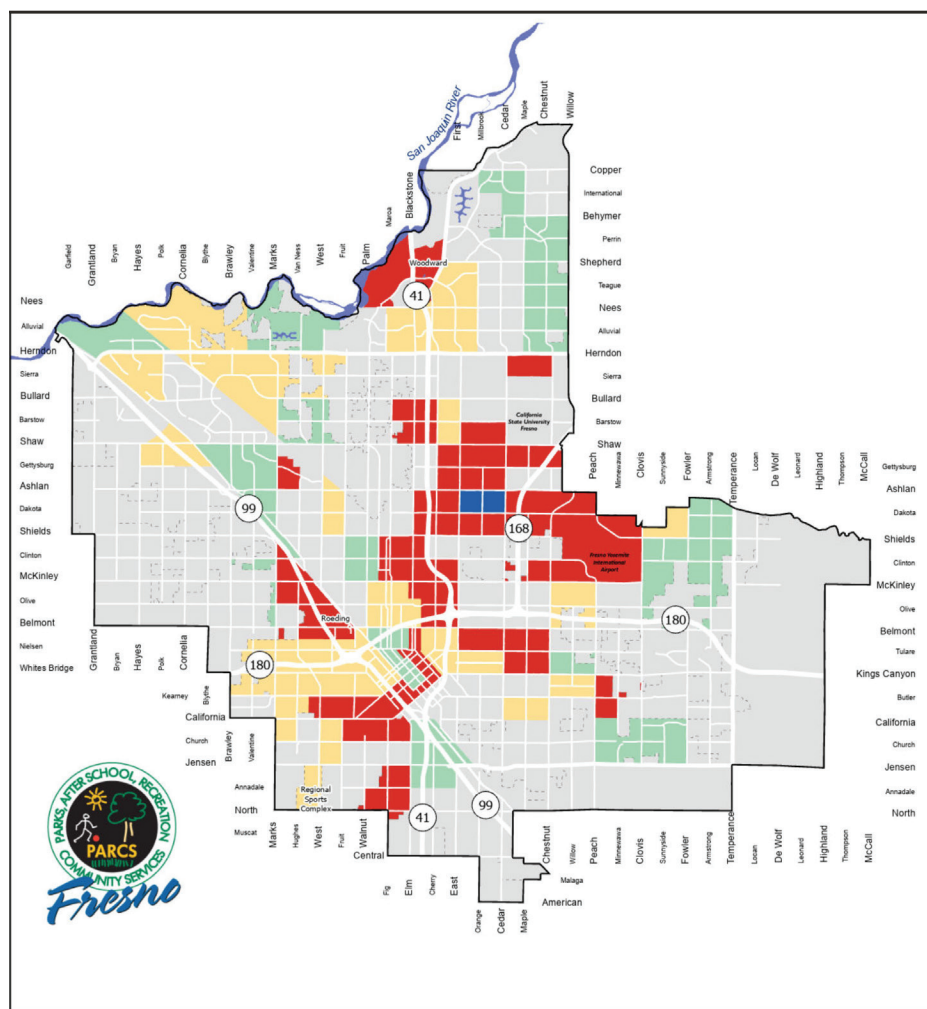
EQUITY FACTORS

**(A) EXISTING
CONDITIONS OF PARKS
AND FACILITIES BASED ON
NEEDS ASSESSMENT DATA
IN THE MASTER PLAN**

Parks in Fresno are not all in the same condition.

The red areas on this map highlight neighborhoods where one or more parks are in poor condition.

EXISTING CONDITION OF PARKS

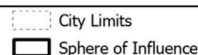
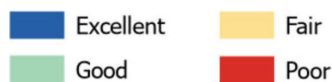


SOURCE:

Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment), and 2024 Park Assessment

DEFINITION

Census Tracts containing at least one park identified as being in "Poor" condition

Condition of Lowest Scoring
Park in Census Tract

Source: 2018 Parks Master Plan & 2024 Technical Amendment, 2024 Park Assessment



DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(B) THE PROPORTION OF THE POPULATION THAT LIVES WITHIN WALKING DISTANCE (1/2 MILE) TO A PARK

Not all Fresno community members have easy access to nearby parks.

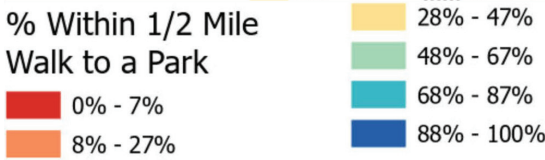
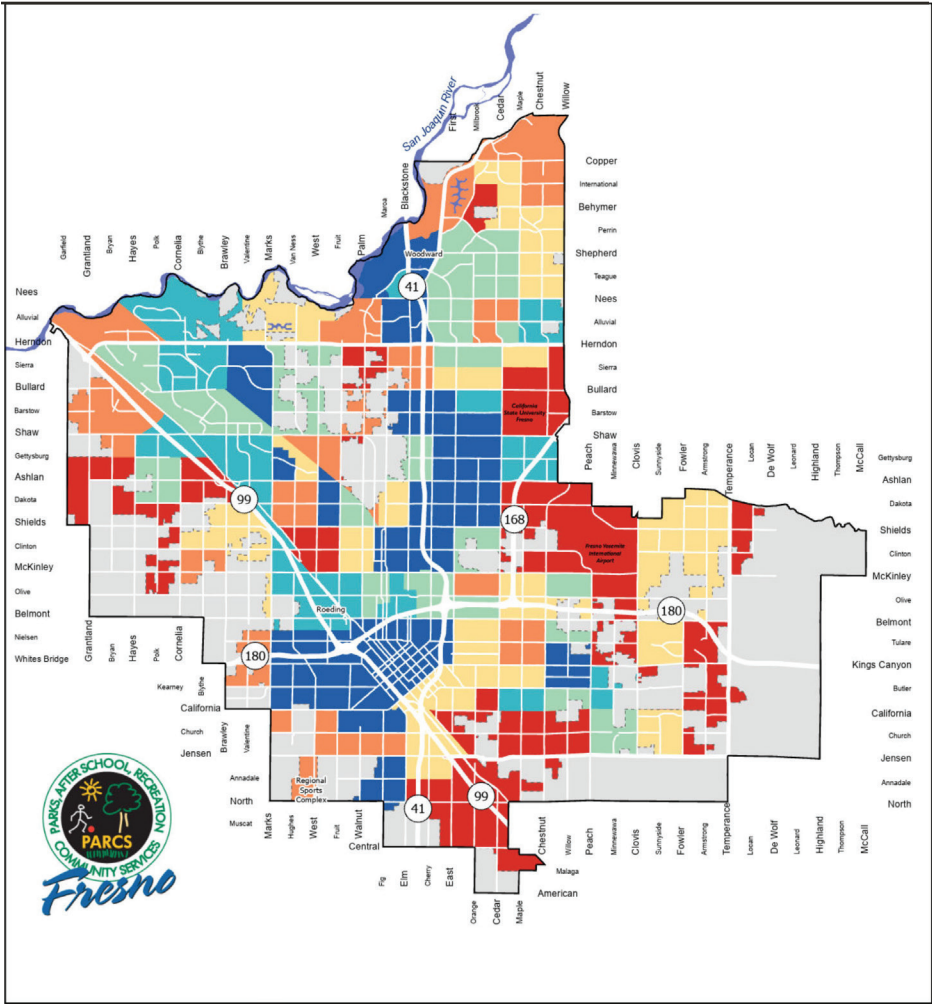
Red, orange and yellow on this map highlight neighborhoods where less than 48% of people live within a 1/2 mile walk to a park. This threshold is the average for all Fresno census tracts.

Analysis includes parks that are owned or maintained by the PARCS Department.

SOURCE:
Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment)

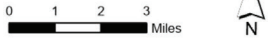
DEFINITION
Census tracts where less than 48% of people live within a 1/2 mile walking distance to a park.

PERCENT POPULATION THAT CAN WALK TO A PARK



Source: 2018 Parks Master Plan & 2024 Technical Amendment, 2024 ERST Updated Demographics

Note:
Analysis includes only parks that are owned or maintained by the PARCS Department.



DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

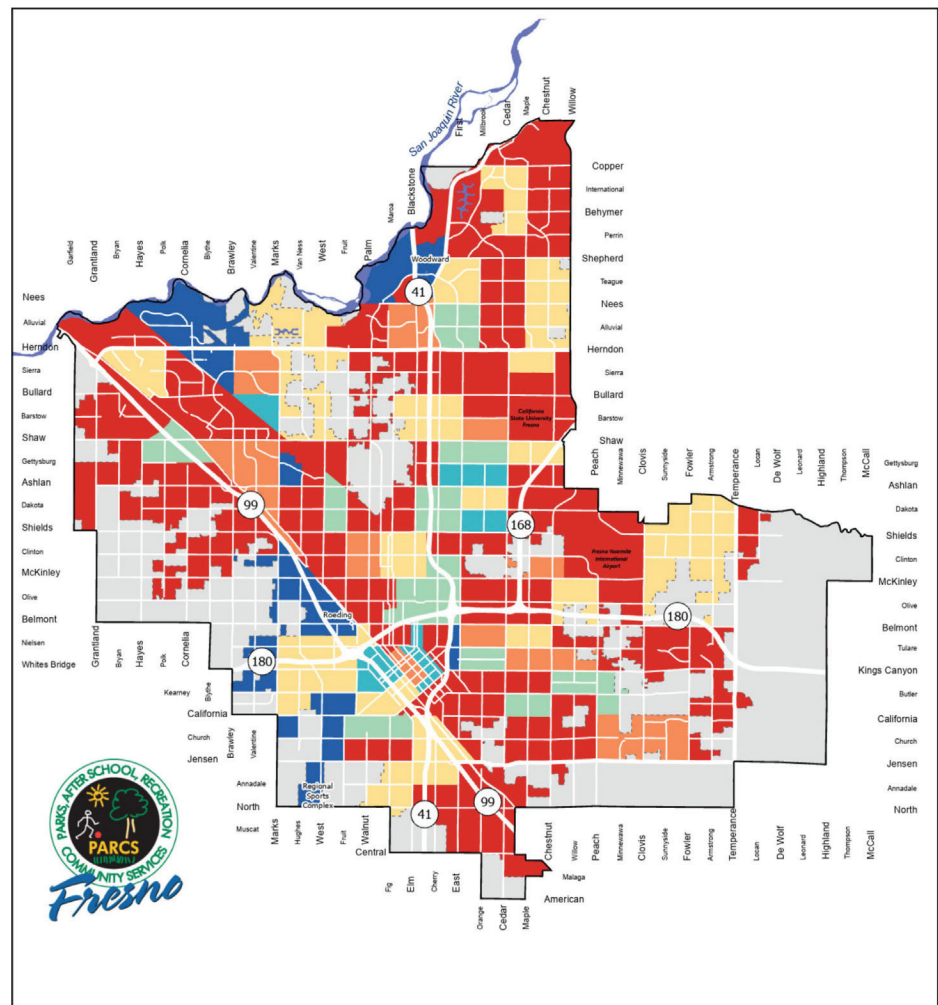
(C) PARK ACREAGE PER 1,000 RESIDENTS

Parks in Fresno are not evenly distributed throughout the city.

Red, orange and yellow areas on this map show neighborhoods where there are less than 1.6 acres of parkland per 1,000 residents. This threshold is the average for all Fresno census tracts.

Analysis includes parks that are owned or maintained by the PARCS Department.

PARK ACRES PER 1,000 PEOPLE



Park Acreage per 1,000 Residents

0
0.01 - 0.59

0.60 - 1.59
1.60 - 2.59
2.60 - 3.59
3.60 +

Source: 2018 Parks Master Plan & 2024 Technical Amendment, 2024 ERSI Updated Demographics

Note:
Analysis includes only parks that are owned or maintained by the PARCS Department.

0 1 2 3 Miles



SOURCE:

Fresno Parks Master Plan, 2018 (with the 2024 Technical Amendment)

DEFINITION

Census tracts where there are less than 1.6 acres per 1000 people.

DEFINING HIGHEST-NEED NEIGHBORHOODS

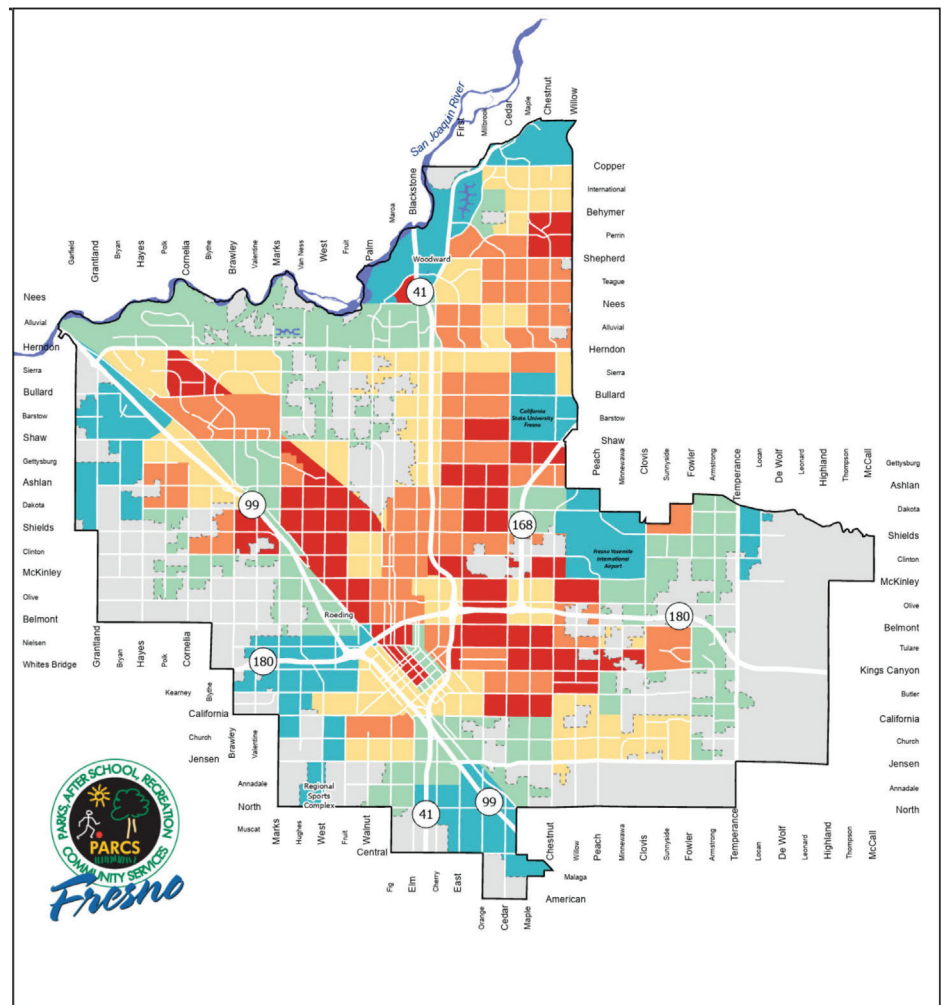
EQUITY FACTORS

(D) POPULATION DENSITY

Denser residential areas of a city often have less access to private outdoor space. Public park access is even more critical here.

The red and orange on this map show neighborhoods where the population density is greater than the average in the city.

POPULATION DENSITY



Source: 2023 ESRI Updated Demographics



SOURCE:
2020 Census

DEFINITION

Census tracts with a population density of more than 5,607 people per square mile.

DEFINING HIGHEST- NEED NEIGHBORHOODS

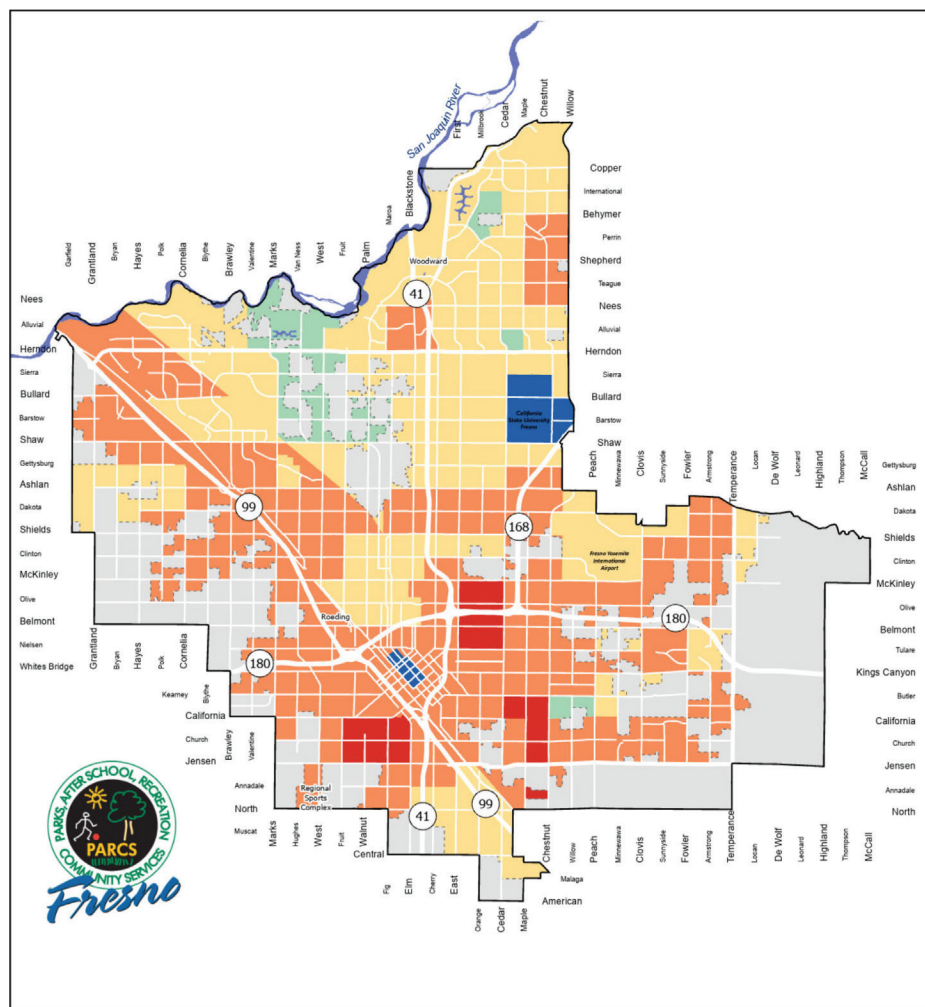
EQUITY FACTORS

**(E) NEIGHBORHOOD
YOUTH AND SENIOR
POPULATION - YOUTH**

Access to green space is important to the mental well-being, overall health and cognitive development of children.

Orange and red areas on this map show neighborhoods where there are more children under 18, compared to the citywide average.

YOUTH POPULATION

**Youth Population
(Under 18)**

0% - 6%
7% - 16%

17% - 26%
27% - 36%
37% +

Source: 2023 ESRI Updated Demographics



SOURCE:

2020 Census

DEFINITION

Census Tracts where the percent of the population of residents under 18 years of age is greater than 26%.

DEFINING HIGHEST-NEED NEIGHBORHOODS

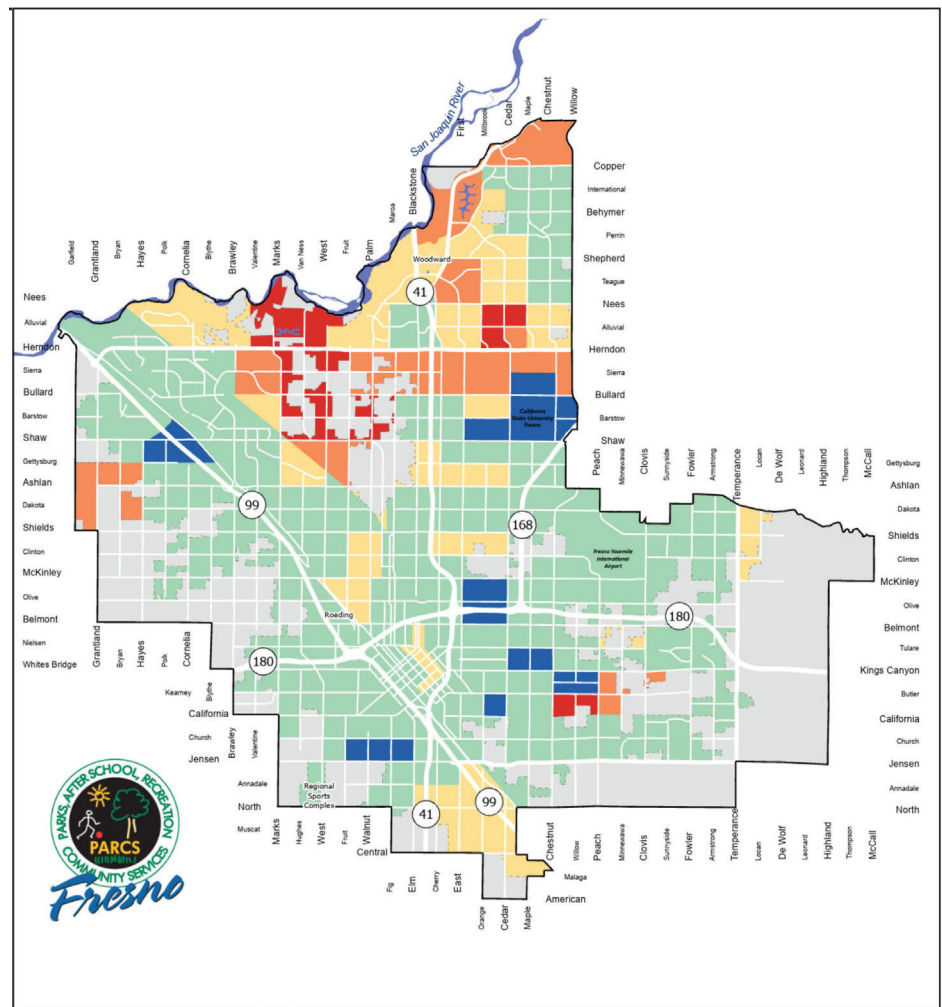
EQUITY FACTORS

**(E) NEIGHBORHOOD
YOUTH AND SENIOR
POPULATION - SENIORS**

Access to green space is important to the mental well-being and overall health for seniors as they age in place.

Yellow, orange and red areas on this map show neighborhoods where there are more adults age 65 or older, compared to the citywide average.

SENIOR POPULATION

**Senior Population
(Over 65)**

Blue 0% - 7%
Green 8% - 14%

Yellow 15% - 21%
Orange 22% - 28%
Red 29%+

Source: 2023 ESRI Updated Demographics

SOURCE:

2020 Census

DEFINITION

Census tracts where the percent of the population of residents over 65 is greater than 14%.

DEFINING HIGHEST- NEED NEIGHBORHOODS

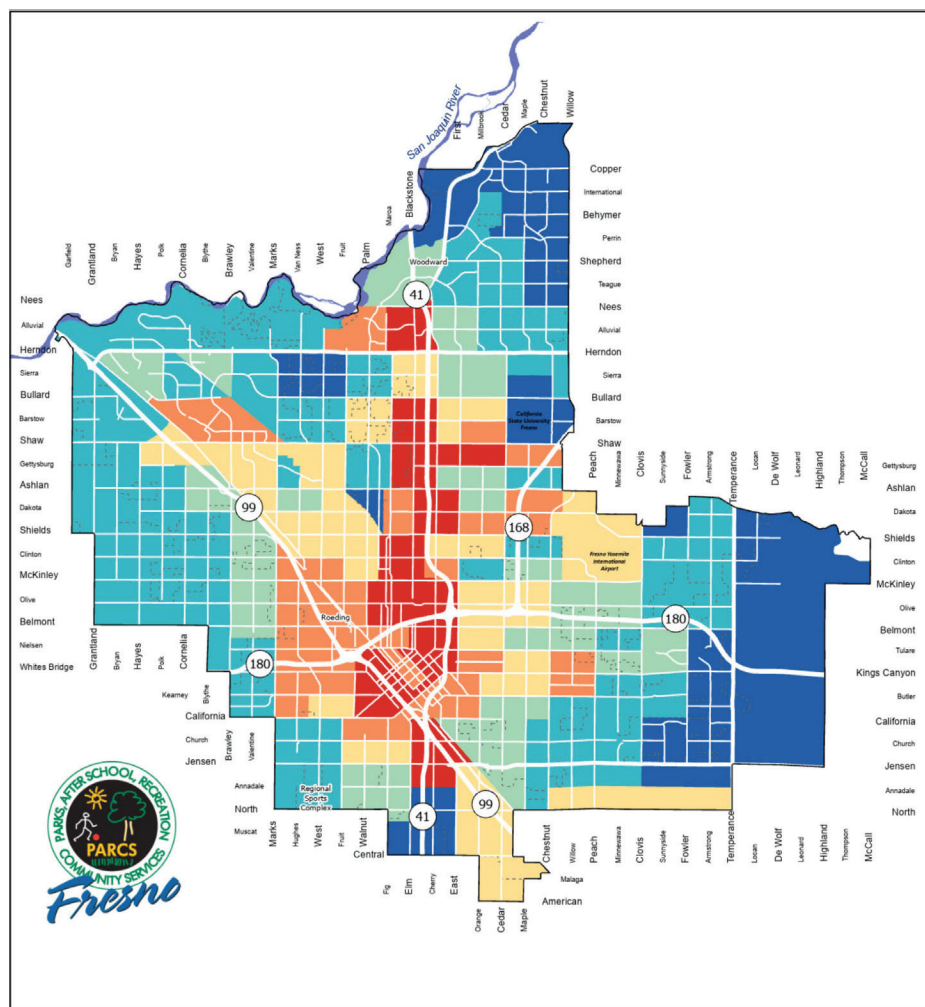
EQUITY FACTORS

(F) NEIGHBORHOOD SAFETY

Parks provide a place for people to get together and can make communities more cohesive.

Red, orange and yellow on this map show areas in Fresno where there were a higher number of crimes per 1,000 people, compared to the citywide average.

2020 CRIME MAP



SOURCE:

Fresno Police Department

DEFINITION

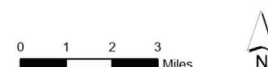
Census Tracts where the number of reported crimes is greater than 79 per 1000 people.

Reported Crimes Per
1,000 Residents

0 - 19
20 - 49

50 - 79
80 - 109
110 - 139
140 +

Source: 2023 Fresno Police Department



DEFINING HIGHEST-NEED NEIGHBORHOODS

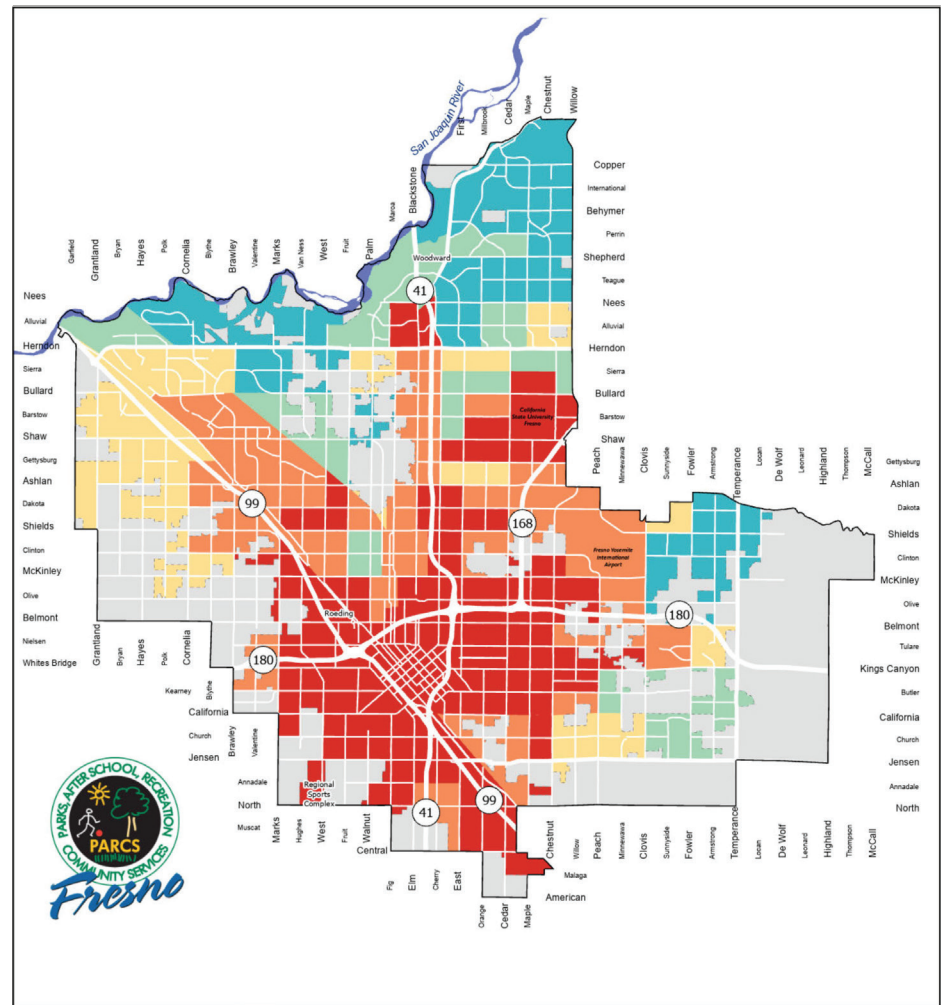
EQUITY FACTORS

(G) NEIGHBORHOODS OF CONCENTRATED POVERTY

People with lower economic independence rely on public parks to fulfill their public health needs.

Red and orange on this map show neighborhoods with a higher percentage of concentrated poverty, compared to the citywide average.

NEIGHBORHOODS OF CONCENTRATED POVERTY

**Concentrated Poverty Percentile**

0% - 32%
33% - 52%

53% - 72%
73% - 92%
93% +

Source: CalEnviroScreen 4.0, California Office of Environmental Health Hazard Assessment



SOURCE:

CalEnviroScreen 4.0

DEFINITION

Census Tracts with a poverty percentile greater than 72%.

In the State of California tool used in this analysis (CalEnviroScreen 4.0) poverty is defined as percent of the population living below two times the federal poverty level.

DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

(H) POLLUTION BURDEN

Urban green spaces have a natural ability to filter pollution from the air and reduce local air and ground temperature.

Red and orange on this map show areas of Fresno that have a higher Pollution Burden, compared to the citywide average.

SOURCE:

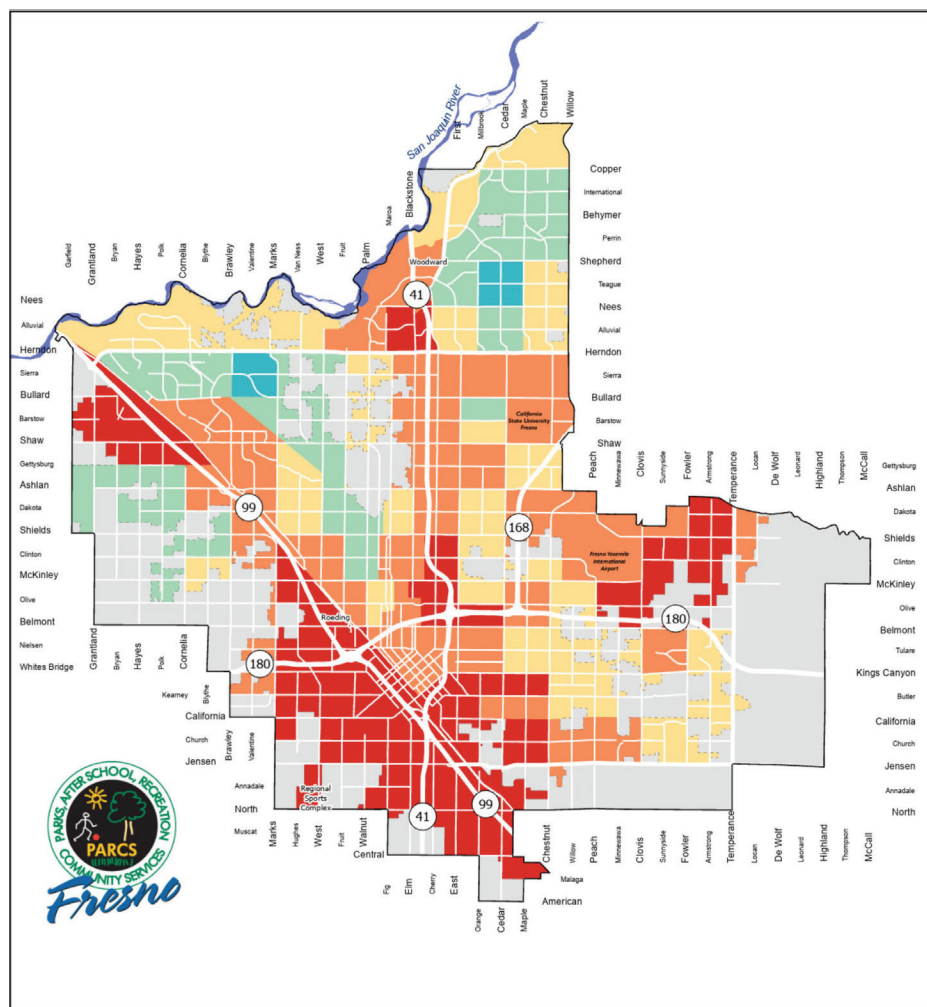
CalEnviroScreen 4.0

DEFINITION

Census Tracts where the Pollution Burden percentile is greater than 68%.

In the State of California tool used in this analysis (CalEnviroScreen 4.0), pollution burden represents the potential exposures to pollutants and the adverse environmental conditions caused by pollution.

POLLUTION BURDEN

Pollution Burden
Percentile

0% - 28%
29% - 48%

49% - 68%
69% - 88%
89% +

Source: CalEnviroScreen 4.0, California Office of Environmental Health Hazard Assessment



DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(I) PRE-TERM BIRTH RATES

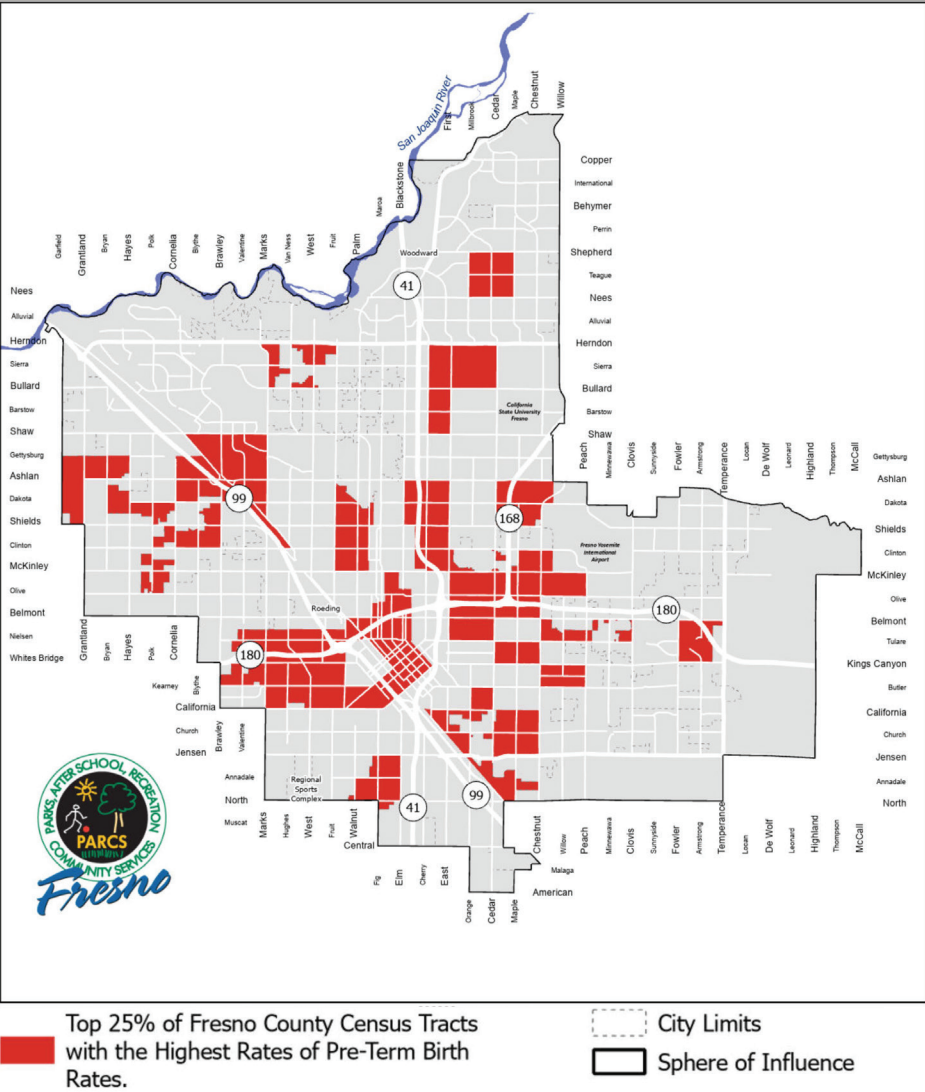
Creating access to spaces where people can engage in physical activity and connect with the outdoors can help improve overall health.

Red on this map shows areas of Fresno where the rate of pre-term births is in the top 25% of Fresno County census tracts.

SOURCE:
Fresno County Department of Public Health

DEFINITION
Census Tracts identified as being in the highest percentile for pre-term births.

PRE TERM BIRTH RATES



Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.

DEFINING HIGHEST- NEED NEIGHBORHOODS

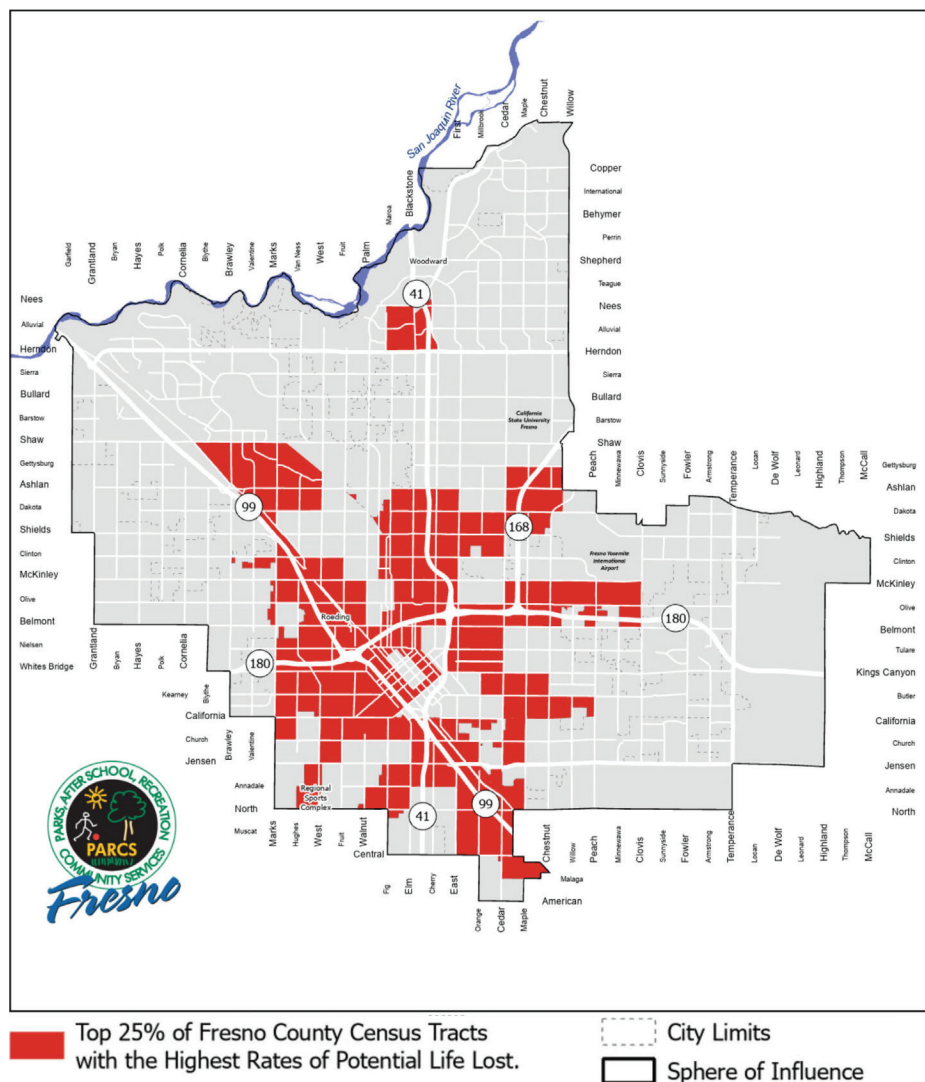
EQUITY FACTORS

(J) YEARS OF POTENTIAL LIFE LOST

Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.

Red on this map shows areas of Fresno where the rate of premature mortality, or people dying before the age of 65, is in the top 25% of census tracts in Fresno County.

YEARS OF POTENTIAL LIFE LOST



SOURCE:

Fresno County Department of Public Health

DEFINITION

Census Tracts identified as being in the highest percentile for years of potential life lost.

Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.

DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(K) NEIGHBORHOOD
COMPOSITE MORTALITY
RATE

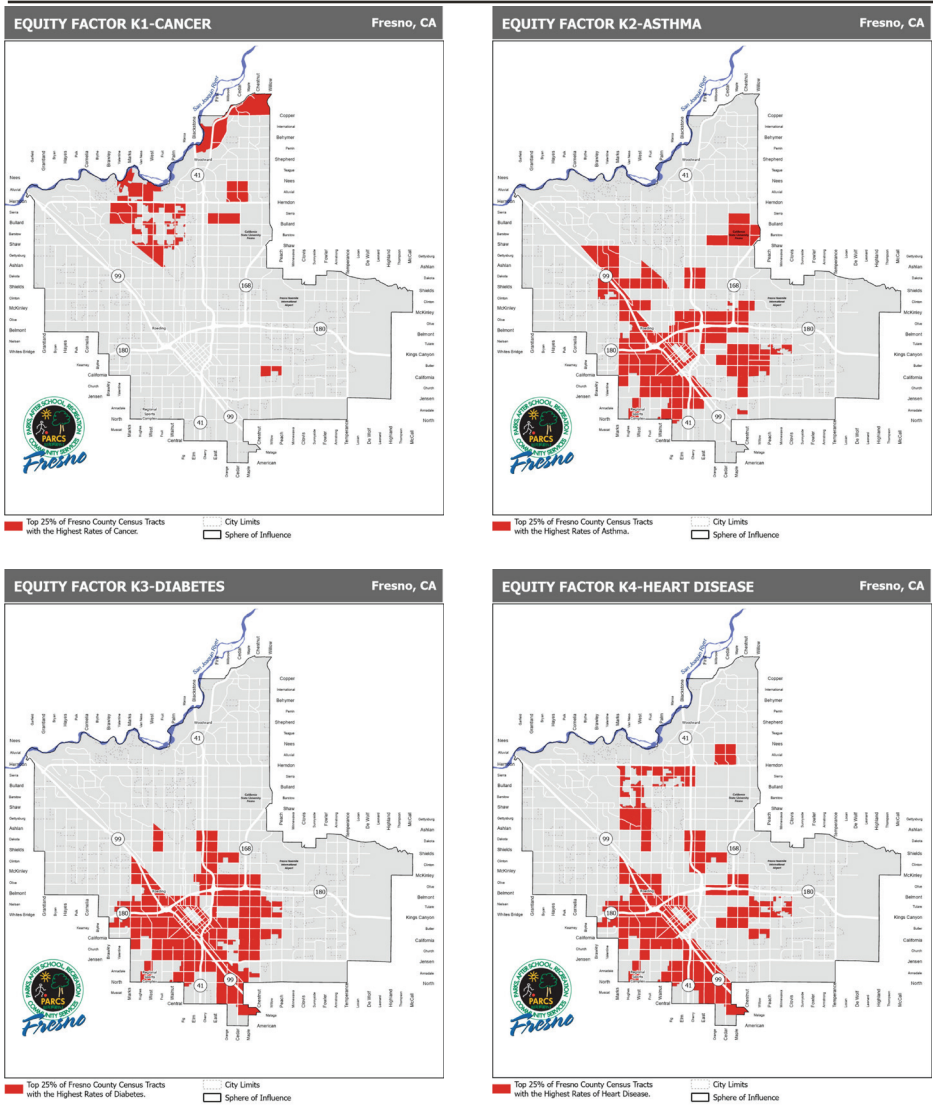
Creating access to places where people can engage in physical activity and connect with the outdoors can help improve overall health.

Red on these maps show areas of the City in the top 25% of Fresno County census tracts for cancer, asthma, heart disease, and diabetes (clockwise from top left).

SOURCE:
Fresno County Department of Public Health

DEFINITION
Census Tracts identified as being in the highest percentile for cancer, adult asthma, diabetes or coronary heart disease.

COMPOSITE MORTALITY RATE



Source: The Fresno County Department of Public Health. Health Priority Index 2022 Map (Online Map and Database). 2022. Accessed at the City of Fresno in August 2024.



DEFINING HIGHEST- NEED NEIGHBORHOODS

COMMUNITY ENGAGEMENT AND EVALUATION PROCESS

The Measure P Ordinance calls for the City, in conjunction with the Parks, Recreation and Arts Commission, to update the definition of highest-need neighborhoods every three years. Defining highest-need neighborhoods requires the following process:

1. Update the GIS mapping for each Equity Factor to reflect current data.
2. Engage with the community to determine the relative importance of each Equity Factor.
3. Create a weighted index incorporating the data from all Equity Factors weighed by their relative importance to Fresno residents at the scale of each census tract (neighborhood) in Fresno. Display the weighted index in a map format.
4. Engage the community to determine what percentage of census tracts (neighborhoods) should be considered highest-need neighborhoods.
5. Determine the threshold, in terms of the scoring system above, at which neighborhoods qualify as highest-need neighborhoods.

The following pages outline the process that took place in 2024 to determine the highest-need neighborhoods for the purposes of allocating funds under Measure P, for the years 2025 - 2027.

COMMUNITY ENGAGEMENT PHASE ONE: RATING THE EQUITY FACTORS

Along with technical support from the Consultant Team and feedback from the PRAC Subcommittee, the City released an online and in person survey that asked the public the level of importance of each Equity Factor. There was one question for each Equity Factor which asked the public if that factor was less important, somewhat important, important, more important or most important (see exhibit #1).

DEFINING HIGHEST-NEED NEIGHBORHOODS

To get the word out on the survey, City staff attended 13 community events, sent over 65,000 emails, posted 10 social media updates and 20 stories, and promoted the survey at all PARCS community centers. Staff also collaborated with other City of Fresno departments and PRAC partners. The survey was featured in two local news reports.

Phase one of outreach efforts resulted in 1,427 survey responses, with an overview of age, gender, zip code, race and ethnicity and response type below:

SURVEY 1 RESPONSE + DEMOGRAPHIC BREAKDOWN

Age	Survey	Census
65+	18.03%	12.21%
55-64	11.42%	9.40%
45-54	17.46%	10.30%
35-44	25.50%	13.99%
25-34	20.04%	15.86%
18-24	6.82%	10.23%
Under 18	0.72%	28.01%

Gender	Survey	Census
Female	63.07%	49.66%
Male	34.34%	50.34%
Non-Binary/Other	0.58%	N/A
Declined to State	2.02%	N/A

Zip Code (Top 15)	Survey	Census
93727	11.14%	12.00%
93722	9.81%	11.89%
93704	7.99%	3.76%
93706	7.57%	4.49%
93702	7.43%	6.03%
93705	6.59%	5.13%
93726	6.52%	5.62%
93728	5.26%	2.17%
93720	5.12%	6.61%
93711	4.91%	4.92%
93710	4.48%	4.01%
93703	3.64%	4.47%
93725	3.22%	2.91%
93701	2.31%	1.53%
93721	2.31%	1.04%

Response Type	Survey
Online	91.73%
Event Tabling	4.98%
Paper Copy	3.29%

Race and Ethnicity	Survey	Census
American Indian or Alaska Native	3.66%	2.83%
Asian or Asian American	9.55%	17.33%
Black or African American	10.63%	8.91%
Hispanic, Latino/ a Spanish Origin	42.67%	59.56%
Middle Eastern or North African	1.8%	N/A
Native Hawaiian or other Pacific Islander	1.65%	0.22%
White	34.91%	39.10%
Other (please specify)	5.96%	N/A

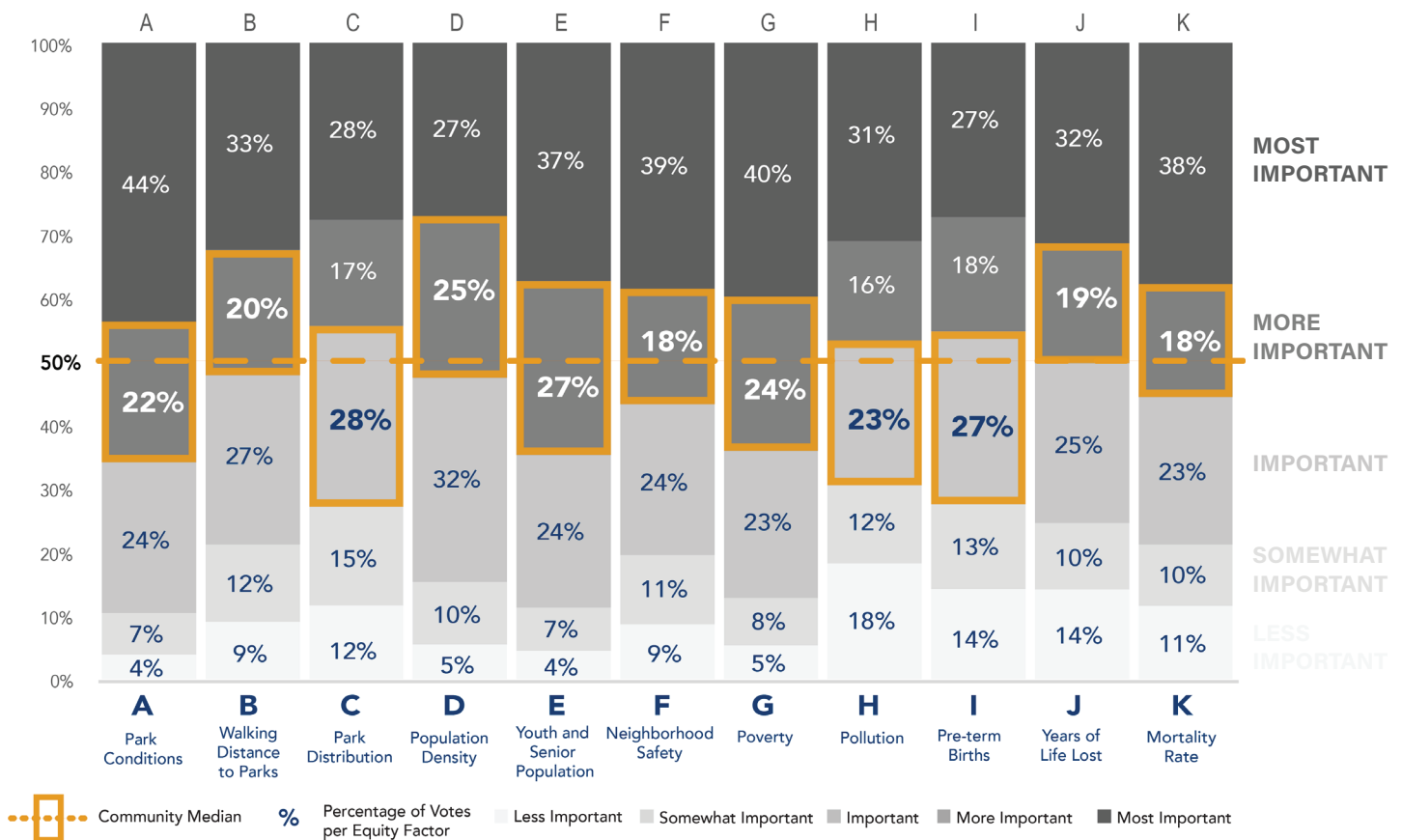
Responses by Language	Survey
English	97.97%
Hmong	0.07%
Punjabi	0.00%
Spanish	2.02%

DEFINING HIGHEST- NEED NEIGHBORHOODS

WEIGHTING THE EQUITY FACTORS

The survey gave the community an opportunity to rate each Equity Factor with a level of importance. Once the survey was complete, the Consultant Team analyzed the results by looking at the spread of responses for each Equity Factor, finding the median or midpoint of the responses, with half of the responses falling below the midpoint, and half falling above. The midpoint was used to determine the weighting that would be applied to each Equity Factor in the weighted index. The graph below shows that the median point of each Equity Factor fell within either the “important” or “more important” category.

WEIGHTED EQUITY FACTORS

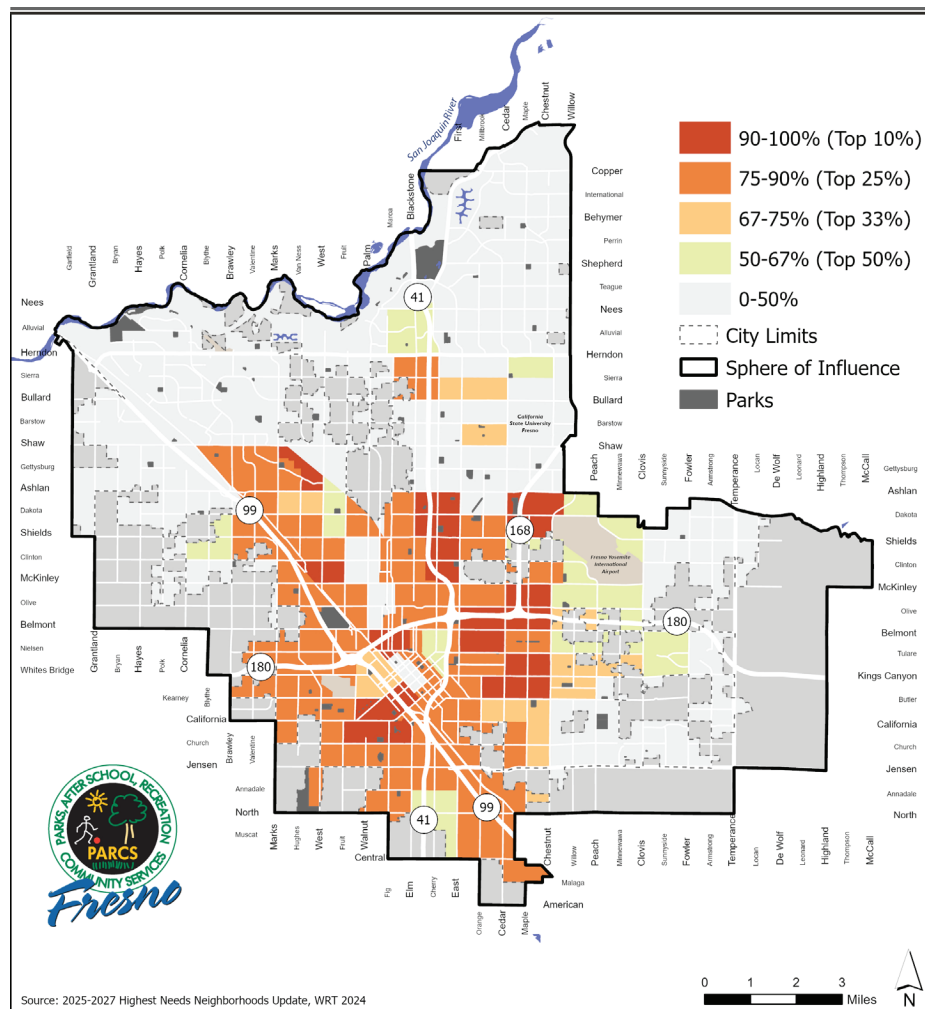


DEFINING HIGHEST-NEED NEIGHBORHOODS

Equity Factors where the median was “more important” were weighted twice as much as the Equity Factors whose median was “important.”

Once the weighting of each Equity Factor was determined, the Consultant Team combined all the Equity Factor maps into one composite map that layers all the factors, giving the “more important” factors more importance on the map.

WEIGHTED EQUITY FACTORS



The map illustrates which census tracts in Fresno may qualify as highest-need neighborhoods based on community priorities. Darker orange and red areas on the map indicate census tracts that meet more of the Equity Factor criteria by having higher rates of health burden, and lower rates of park access.

DEFINING HIGHEST- NEED NEIGHBORHOODS

COMMUNITY ENGAGEMENT PHASE TWO: HIGHEST-NEED NEIGHBORHOODS PERCENTILES

After the weighted index was completed, the Consulting Team developed four threshold maps which illustrated census tracts that would be considered highest-need neighborhoods at 10%, 25%, 33% and 50% thresholds. The next step for the city was to ask the public what percentage of census tracts should be considered highest-need neighborhoods. The city conducted a survey and public comment period where the community was asked to weigh in. The city engaged with community members in person and through electronic/digital channels. Promotional efforts included providing information on the website, training staff and posting interactive public comment displays at all 20 PARCS community centers, and engagement efforts at community events, activities, and programs. Over 120,000 emails were sent, and 5 social media posts and 16 stories were published reaching over 7,000 impressions. In total there were 1,063 responses to the public comment period reflecting citywide participation in selecting the percentage of neighborhoods that should be considered highest-need. The 15 most frequent zip codes from respondents can be seen in the table below:

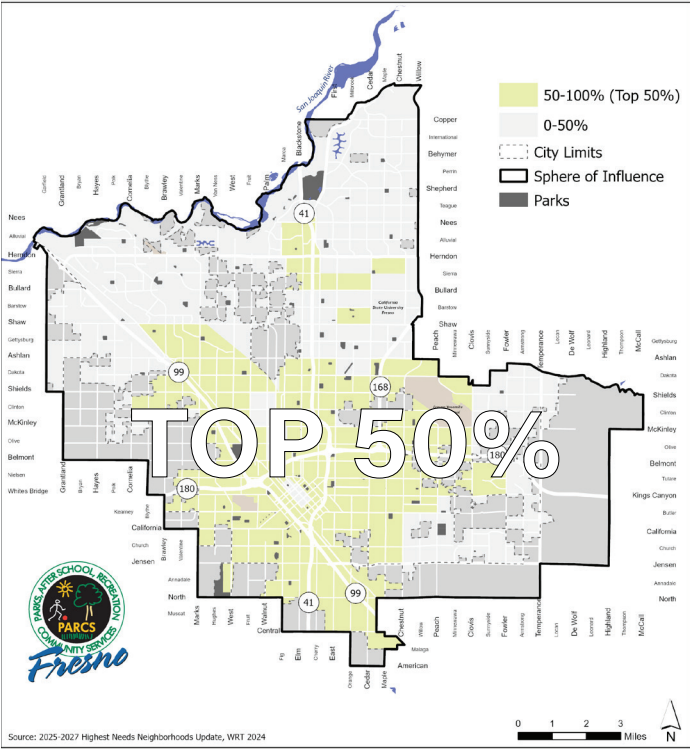
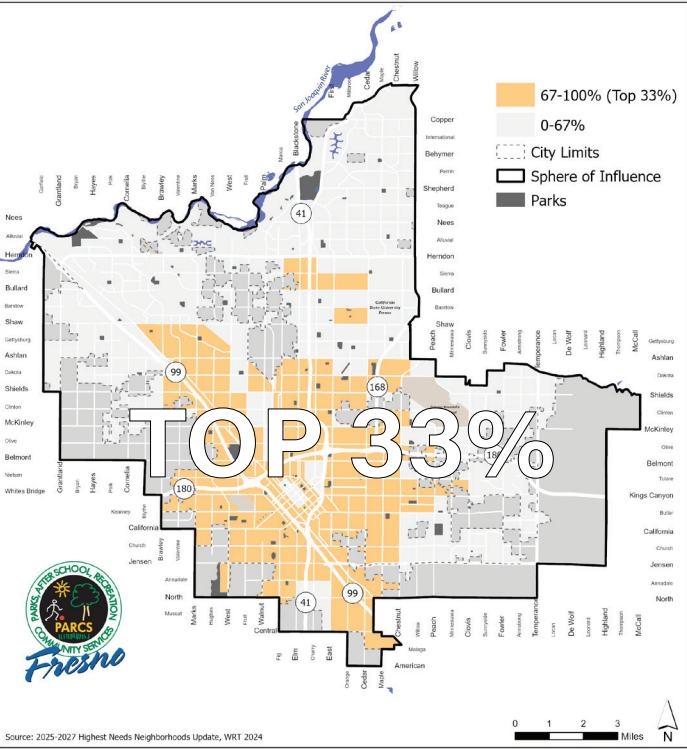
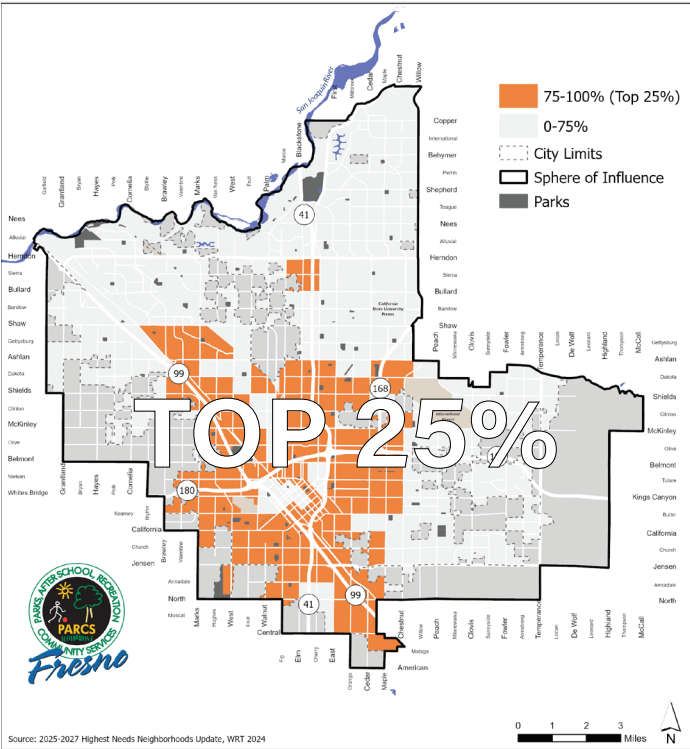
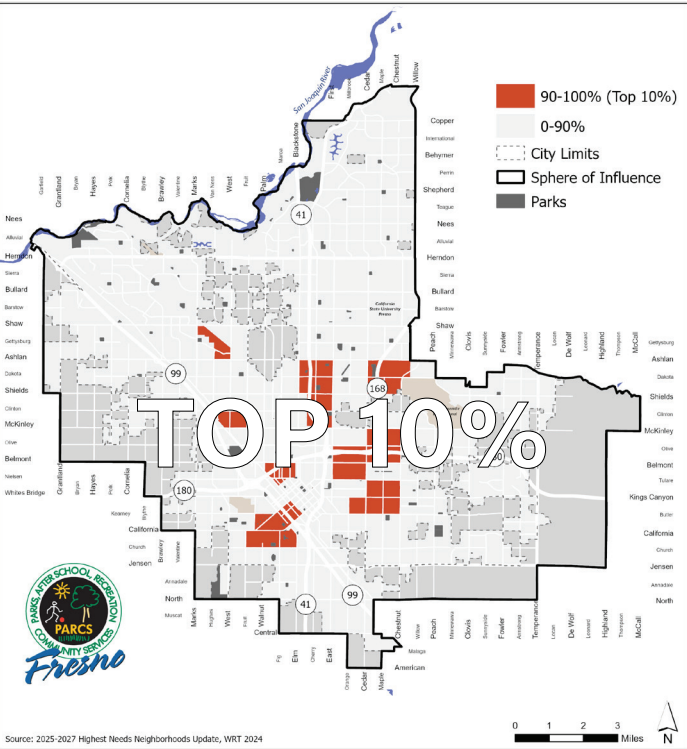
SURVEY 2 RESPONSE BY ZIP CODE

Zip Codes (Top 15)	Responses	Percentage
93722	149	14%
93705	123	11.5%
93706	91	8.5%
93727	83	7.8%
93702	79	7.4%
93710	64	6%
93704	63	5.9%
93720	53	4.9%
93726	49	4.6%
93650	44	4.1%
93728	38	3.5%
93711	34	3.1%
93703	34	3.1%
93725	30	2.8%
93721	20	1.8%



DEFINING HIGHEST-NEED NEIGHBORHOODS

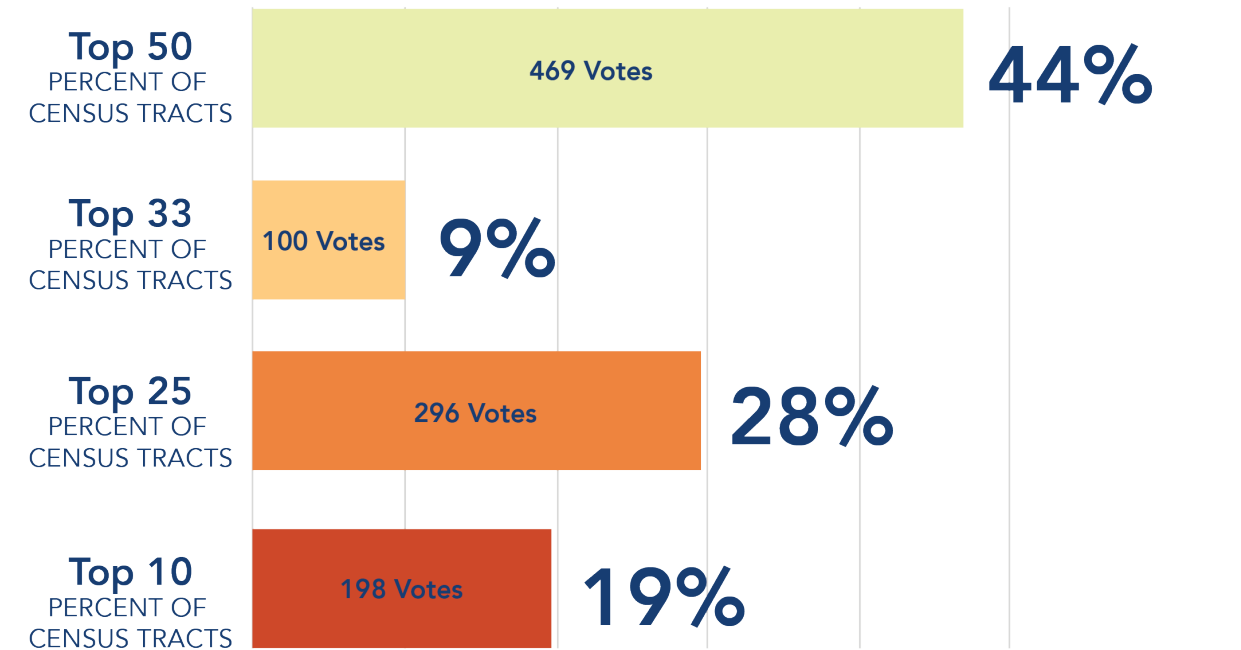
HIGHEST-NEED PERCENTILE BY CENSUS TRACT



DEFINING HIGHEST- NEED NEIGHBORHOODS

The results of the public comment period in the chart below, show that the top 50% of census tracts received the highest number of votes from the community.

COMMUNITY HIGHEST-NEED PERCENTILE PUBLIC COMMENT RESULTS



PRAC RECOMMENDATION

Following these results, the PRAC voted to recommend that the City Council adopt 50% as the definition of highest-need neighborhoods.

DEFINING HIGHEST-NEED NEIGHBORHOODS

CITY COUNCIL ADOPTION

The Fresno City Council voted on November 21, 2024 to adopt the Commission's recommended weighting of Equity Factors and percentile threshold to establish the highest-need neighborhood definition for 2025-2027.

The definition of highest-need neighborhoods adopted by City Council is as follows:

The following factors are weighted more important (2x average):

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (E) Neighborhood youth and senior population;
- (F) Neighborhood safety;
- (G) Neighborhoods of concentrated poverty;
- (J) Years of potential life lost;
- (K) Neighborhood composite mortality rate;

The following factors are weighted Important (average):

- (C) Park acreage per 1,000 residents;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (I) Pre-term birth rates;

The top 50 percent of Fresno census tracts, based on this weighting, shall be considered highest-need for the purposes of allocating funds under Measure P.

DEFINING HIGHEST- NEED NEIGHBORHOODS

2025 - 2027 HIGHEST-NEED NEIGHBORHOOD PARK ASSETS AND FACILITIES

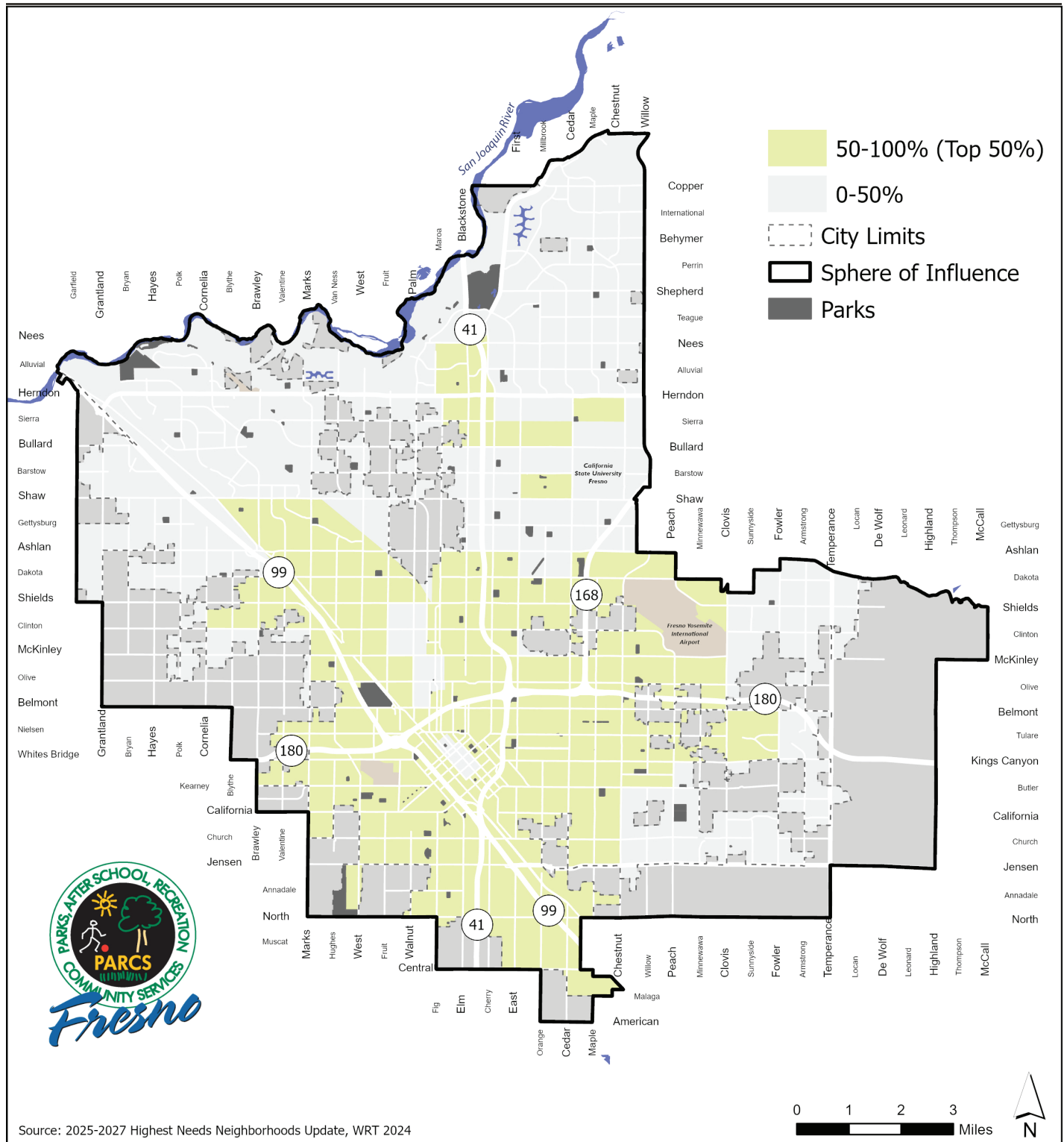
64 PARKS AND FACILITIES INCLUDED:

Almy*	Kearney*	Quigley
Basin XX (Hughes & Floradora)*	Lafayette	Radio
Bigby Villa*	Len Ross Center	Reedy
Broadway Parque	Les Kimber	Regional Sports Complex
California Tupman*	Lions Park	Roeding*
Carozza (Basin G)	Manchester (Basin BB)	Romain*
Chandler	Maple & Balch*	Rotary East
Dakota & Barton	Maple & University	San Pablo
Dickey Playground*	Martin Ray Reilly	Sunset*
Dickey Youth Development Center*	Mary Ella Brown*	Ted C. Wills
Eaton Plaza*	Maxie L. Parks*	The Link @ Blackstone*
Einstein	McKenzie Blvd. Greenbelt	Trolley
Eleventh & Tulare	Merced & Modoc	University
El Capitan Dog Park (Basin AH1)	Merced & Pickford	Veteran's Memorial Auditorium
El Dorado	Merced & Plumas	Water Tower
Fink White	Merced & Stephens	Willow & Balch
Frank H. Ball*	Merced & Trinity	
Fulton 665	Meux Home Museum	
George R. Marcus Jr. (Basin FF)	Mosqueda	
Granite	Nielsen*	
Granny's	Ninth & Tulare*	
Hinton*	Paul "Cap" Caprioglio Center	
Holmes*	Pilibos	
Huntington Blvd. Greenbelt	Pinedale	

*Included in 2021 - 2024 Highest-Need Neighborhoods

DEFINING HIGHEST-NEED NEIGHBORHOODS

2025 - 2027 HIGHEST-NEED NEIGHBORHOODS DEFINITION



APPENDIX: EXHIBIT #1



2024 Highest Needs Neighborhoods

We want to hear from you!

The City of Fresno is updating the highest needs neighborhoods definition as required by Measure P.

Measure P requires that no less than 50% of funds must be allocated to highest-need neighborhoods in the City of Fresno for:

- **Improving and maintaining safe, clean neighborhood parks and playgrounds.**
- **New neighborhood parks, senior and youth recreation facilities.**

This survey is anonymous.

Location: _____

Date: _____



2024 Highest Needs Neighborhoods

* 1. Please rank how important each of these factors are to you as they relate to parks. Visit our website for more information about the current definition and equity factors:

www.fresno.gov/parks/measure-p

	Less Important	Somewhat Important	Important	More Important	Most Important
Investing in parks in neighborhoods where parks are in the poorest condition is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods where parks are not accessible within walking distance is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods that have a higher population of youth age 0-17 and/or seniors age 65 and older is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods with the least amount of park space is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods where safety is of greatest concern is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods with higher population is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods where people live in more poverty is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods that have more exposure to pollution is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods with increased negative health outcomes such as potential life lost is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods with increased negative health outcomes such as pre-term birth rates is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investing in parks in neighborhoods with increased negative health outcomes such as cancer, asthma, heart disease and diabetes is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



2024 Highest Needs Neighborhoods

*** 2. How old are you?**

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

*** 3. How do you describe your race and ethnicity? (Check all that apply)**

- ☐ American Indian or Alaska Native
- ☐ Asian or Asian American
- ☐ Black or African American
- ☐ Hispanic, Latino/ a Spanish Origin
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Other (please specify)

*** 4. What is your gender?**

*** 5. What is your zip code?**

