



MEMORANDUM

To: Parks, Recreation and Arts
Commission

Date: December 21, 2021

From: WRT

Ref. No.: 7863.04

Project: Measure P Commission Support

Pages: 51

CC: City of Fresno

Highest-Need Neighborhoods Under Measure P: Update

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. As it applies to parks, Measure P establishes specific funding allocations for "highest-need neighborhoods." In its first section, this memo introduces the Fresno Clean and Safe Neighborhood Parks Tax Ordinance adopted to enact Measure P (Measure P or the Ordinance). The second section outlines the Parks, Recreation and Arts Commission (PRAC) process for defining highest-need neighborhoods. *Summaries are found at the beginning of each section, and presented in English, Spanish, Hmong, and Punjabi.*

La Medida P fue aprobada por la mayoría de los votantes en el 2018 y entró en vigencia en el 2021, creando una nueva fuente de financiamiento para mejorar y mantener los parques existentes, crear nuevos parques y senderos, invertir en el San Joaquín River Parkway, embellecer las calles principales y financiar programas para jóvenes y personas de la tercera edad. En lo que concierne a los parques, la Medida P establece asignaciones de fondos específicos para los "vecindarios más necesitados". En su primera sección, este memorando presenta la Ordenanza de Impuestos sobre Parques Vecindarios Limpios y Seguros de Fresno adoptada para promulgar la Medida P (Medida P o la Ordenanza). La segunda sección describe el proceso de la Comisión de Parques, Recreación y Artes (PRAC, por sus siglas en inglés) para definir los vecindarios más necesitados. *Los resúmenes se encuentran al principio de cada sección y se presentan en inglés, español, hmong y punjabi.*

Measure P tau kev tawm suab ntau tshaj plaws thaum xyoo 2018, thiab yuav pib ua hauj lwm thaum xyoo 2021 no, tsim tawm kev nrhiav nyiaj ntxiag thiab txhim kho cov qub chaw dhia ua si (parks), tsim



MEMORANDUM

cov parks tshiab thiab tej chaw taug kev, txhim kho nyob rau ntawm San Joaquin River Parkway, tsim kho kom cov kev loj zoo nkauj, thiab muaj nyiaj los khiav cov kev pab rau cov neeg hluas thiab cov neeg laus. Hais txog chaw dhia ua si (parks), Measure P muab ib pob nyiaj los mus tsim kho cov parks uas neeg siv heev tshaj plaws nyob rau ntawm neeg tej tog vaj tog tsev- "highest-need neighborhood". Thawj seem, hais txog tu kom huv thiab nyob kom txhob muaj kev kub ntshov rau ntawm yus cov neeg nyob ib ncig -(Fresno Clean and Safe Neighborhood Parks Tax Ordinance adopted to enact Measure P (Measure P or the Ordinance). Seem ob, yog Parks, Recreation and Art Commission (PRAC) qhia kom paub tseeb txog tias thaj tsam twg yog qhov neeg siv heev tshaj plaws. *Cov lus xaus qhov tseem ceeb yuav nrhiav pom rau ntawm qhov xub pib thawj seem, thiab yuav muaj ua lus AsKiv, Mev, Hmoob, thiab Punjabi.*

ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਨੂੰ 2018 ਵਿੱਚ ਬਹੁਗਿਣਤੀ ਵੋਟਰਾਂ ਦੁਆਰਾ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ ਸੀ, ਅਤੇ ਇਹ 2021 ਵਿੱਚ ਲਾਗੂ ਹੋ ਗਿਆ ਸੀ, ਜਿਸ ਨੂੰ ਮੌਜੂਦਾ ਪਾਰਕਾਂ ਨੂੰ ਸੁਧਾਰਨ ਅਤੇ ਬਰਕਰਾਰ ਰੱਖਣ, ਨਵੇਂ ਪਾਰਕ ਅਤੇ ਪੱਗ-ਡੰਡੀਆਂ ਬਣਾਉਣ, ਸੈਨ ਵਾਕੀਨ ਰਿਵਰ ਪਾਰਕਵੇ ਵਿੱਚ ਨਿਵੇਸ਼ ਕਰਨ, ਮੁੱਖ ਸੜਕਾਂ ਨੂੰ ਸੁੰਦਰ ਬਣਾਉਣ ਅਤੇ ਨੌਜਵਾਨਾਂ ਅਤੇ ਬਜ਼ੁਰਗਾਂ ਲਈ ਫੰਡ ਪ੍ਰੋਗਰਾਮਾਂ ਲਈ ਇੱਕ ਨਵਾਂ ਫੰਡਿੰਗ ਸਰੋਤ ਬਣਾਇਆ ਸੀ। ਜਿਵੇਂ ਕਿ ਇਹ ਪਾਰਕਾਂ 'ਤੇ ਲਾਗੂ ਹੁੰਦਾ ਹੈ, ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ "ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ" ਲਈ ਵਿਸ਼ੇਸ਼ ਫੰਡਿੰਗ ਦੀ ਹਿੱਸਾ-ਵੰਡ ਸਥਾਪਤ ਕਰਦਾ ਹੈ। ਆਪਣੇ ਪਹਿਲੇ ਭਾਗ ਵਿੱਚ, ਇਹ ਯਾਦ-ਪੱਤਰ ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ (ਪ੍ਰਸਤਾਵਿਤ ਕਾਨੂੰਨ ਪੀ ਜਾਂ ਸਰਕਾਰੀ ਹੁਕਮ) ਨੂੰ ਲਾਗੂ ਕਰਨ ਲਈ ਅਪਣਾਏ ਗਏ ਫਰਿਜ਼ਨੋ ਕਲੀਨ ਐਂਡ ਸੇਫ ਨੇਬਰਹੁੱਡ ਪਾਰਕਸ ਟੈਕਸ ਆਰਡੀਨੈਂਸ ਨੂੰ ਪੇਸ਼ ਕਰਦਾ ਹੈ। ਦੂਜਾ ਭਾਗ ਸਭ ਤੋਂ ਵੱਧ ਲੋੜ ਵਾਲੇ ਮੁਹੱਲਿਆਂ ਨੂੰ ਪਰਿਭਾਸ਼ਿਤ ਕਰਨ ਲਈ ਪਾਰਕਾਂ, ਮਨੋਰੰਜਨ ਅਤੇ ਕਲਾ ਕਮਿਸ਼ਨ (ਪੀ ਆਰ ਏ ਸੀ) ਪ੍ਰਕਿਰਿਆ ਦੀ ਰੂਪ ਰੇਖਾ ਦਿੰਦਾ ਹੈ। ਸਾਰਾਂਸ਼ ਹਰੇਕ ਭਾਗ ਦੇ ਸ਼ੁਰੂ ਵਿੱਚ ਹਨ, ਅਤੇ ਅੰਗਰੇਜ਼ੀ, ਸਪੈਨਿਸ਼, ਮੰਗੋ ਅਤੇ ਪੰਜਾਬੀ ਵਿੱਚ ਪੇਸ਼ ਕੀਤੇ ਗਏ ਹਨ।



FRESNO MEASURE P IMPLEMENTATION

HIGHEST-NEED NEIGHBORHOODS UNDER MEASURE P

DECEMBER 2021



ACKNOWLEDGMENTS

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Summaries are found at the beginning of each section, and presented in English, Spanish, Hmong, and Punjabi.

Cov lus xaus qhov tseem ceeb yuav nrhiav pom rau ntawm qhov xub pib thawj seem, thiab yuav muaj ua lus AsKiv, Mev, Hmoob, thiab Punjabi.

Los resúmenes se encuentran al principio de cada sección y se presentan en inglés, español, hmong y punjabi.

ਸਾਰਾਂਸ਼ ਹਰੇਕ ਭਾਗ ਦੇ ਸ਼ੁਰੂ ਵਿੱਚ ਹਨ, ਅਤੇ ਅੰਗਰੇਜ਼ੀ, ਸਪੇਨੀ, ਹਮੋਂਗ ਅਤੇ ਪੰਜਾਬੀ ਵਿੱਚ ਪੇਸ਼ ਕੀਤੇ ਗਏ ਹਨ।

CHAPTER 1

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

The Fresno Parks Master Plan recognizes the significant need for investment in existing parks while also serving a growing city. Measure P, approved by a majority of voters in 2018, was born out of this clear and urgent need and will be a great resource for helping to raise the quality of our park system in the years ahead. Measure P provides a guaranteed, local funding source for City parks for the next 30 years, through a three-eighths of a cent sales tax in the City of Fresno, with an estimated annual revenue of \$38 million. Measure P proceeds will be used to update and improve Fresno's current parks, trails and related facilities, make parks cleaner and safer, 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?

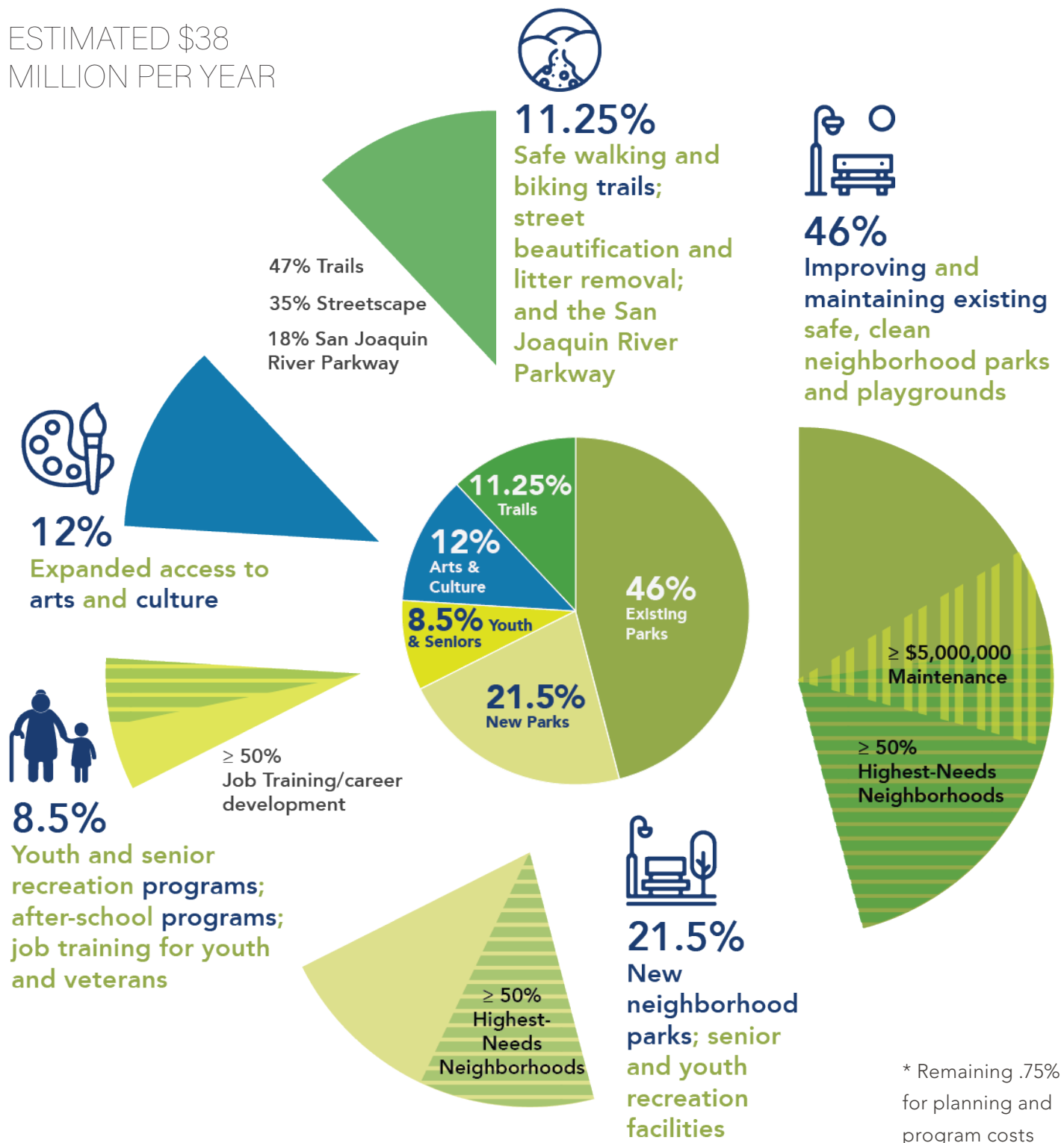
Measure P (a.k.a. the Fresno Clean and Safe Neighborhood Parks Tax Ordinance) will invest in our local parks and benefit our entire community by improving safety at Fresno parks, making essential repairs to bring parks and recreation centers up to current health and safety standards, investing in new parks, improving trails and street beautification, and creating programs for children and at-risk youth.

The goals of Measure P are in response to findings in the Parks Master Plan that approximately 80 percent of Fresno's existing parks are in fair or poor condition. The Parks Master Plan also found that \$5 million more is needed annually for the maintenance of existing parks, \$112 million is currently needed for lifecycle replacements and an additional \$17 million is needed annually for new parks.

Measure P was developed by Fresno for Parks, a group of Fresno residents who believe that safer, cleaner parks will improve overall health and quality of life for Frenans. 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. It will raise an estimated \$38 million per year and takes special care to ensure the revenue can only be spent on exactly what's specified in the measure. The Ordinance also establishes the Parks, Recreation, and Arts Commission (PRAC), and defines the Commission's role to identify highest-need neighborhoods.

MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS


FUNDING ALLOCATION

ESTIMATED \$38
MILLION PER YEAR


MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

FUNDING CATEGORIES


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

-  **Forty-six percent** of the funds are allocated to **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, 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 must be used for maintenance and operations. Additionally, no less than half of the funds for existing parks must be made available for highest needs neighborhoods.




-  **Twenty-one-point five percent** of the funds are allocated to **new parks**. This includes new neighborhood parks, pocket parks, and community gardens, public restrooms in new parks, new senior and community centers associated with the park systems, 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 of the funds for new parks must be made available for neighborhoods of highest needs.




-  **Eight-point five percent** of the funds are allocated to **programming for youth and seniors**. This includes projects and programming that promotes recreation and accessibility to recreational facilities, sports, arts and active programs, community and senior recreation center programs, swimming and water-oriented programs, and other youth-oriented activities. No less than half of these funds must go to programs that provide job training, career development, to youth, young adults and veterans.



MEASURE P: CLEAN AND SAFE NEIGHBORHOOD PARKS

- 4**  **Twelve percent** of the funds are allocated for expanded **access to arts and culture**. These funds are allocated in partnership with the Fresno Arts Council and include organizational stability for arts and cultural organizations that reflect the cultural, geographic and demographic diversity of the City of Fresno. It prioritizes organizations and programs that support and expand diverse public or youth engagement and equity.



- 5**  **Eleven point twenty-five percent** of the funds are allocated for **safe walking and biking trails, street beautification, and the San Joaquin River Parkway**. Of these funds, forty-seven percent are reserved for projects that include trail development, including bike, pedestrian and equestrian trails and urban greening and tree planting. Twenty percent are reserved for operations and maintenance of trails. Twenty five percent of the funds are prioritized for pedestrian and bicycle pathways. Eighteen percent are for operations and projects consistent with the San Joaquin River Parkway Master Plan. Lastly, thirty-five percent are for development, improvement, restoration, maintenance, or rehabilitation along major roads and streets in the City of Fresno.



* An additional **zero point seventy-five 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.

CHAPTER 2

DEFINING HIGHEST-NEED NEIGHBORHOODS

For both existing and new parks, Measure P requires that no less than 50 percent of funds in those categories must be allocated to “highest-need neighborhoods” in the City of Fresno. The 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 data that must be considered in defining highest-need neighborhoods, which includes park condition and access, health data, demographics, and neighborhood safety data. All of these factors, referred to as “Equity Factors” must be considered in the highest-need definition. The Ordinance directed the City, in conjunction with the Commission, to create a weighted index incorporating the Equity Factors.

The City and the PRAC have led two public workshops, giving people the opportunity to provide input on (1) which Equity Factors are most important when considering park investments in high-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 City Council. After deliberation, City Council adopted the following definition of highest-need neighborhoods:

The following Equity Factors shall be prioritized by giving them two times the average weighting:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (C) Park acreage per 1,000 residents;
- (E) Neighborhood youth and senior population;
- (G) Neighborhoods of concentrated poverty;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (J) Years of potential life lost;

The following Equity Factors shall be given average weighting:

- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (F) Neighborhood safety;
- (K) Neighborhood composite mortality rate;

The following Equity Factor shall be de-emphasized by giving them half the average weighting:

- (I) Pre-term birth rates;

The top 33 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

Through the end of 2021, the Measure P Ordinance states that highest-need neighborhoods are defined as areas located within census tracts that rank within the top twenty-five percent of Fresno census tracts as identified in the State’s CalEnviroScreen 3.0; and whose nearest park is identified as being in poor condition, according to the Parks Master Plan, or is located within a priority zone for new parks, as defined by the Parks Master Plan.

Starting on January 1, 2022 (and every three years after) the definition of highest needs neighborhoods will be updated after a comprehensive public process to identify which neighborhoods have the highest needs. The definition will be based on a set of 11 criteria, which we will call Equity Factors. In the following pages, each map shows how its factor relates to the City of Fresno at the scale of census tracts.

DEFINING HIGHEST-NEED NEIGHBORHOODS

HIGHEST-NEED 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 Parks Master Plan assessed all the existing parks in Fresno and determined that 20 percent of the parks are in good condition, 50 percent are in fair condition and 30 percent of the parks are in poor condition. The red areas on this map highlight areas where parks exist but are in poor condition.

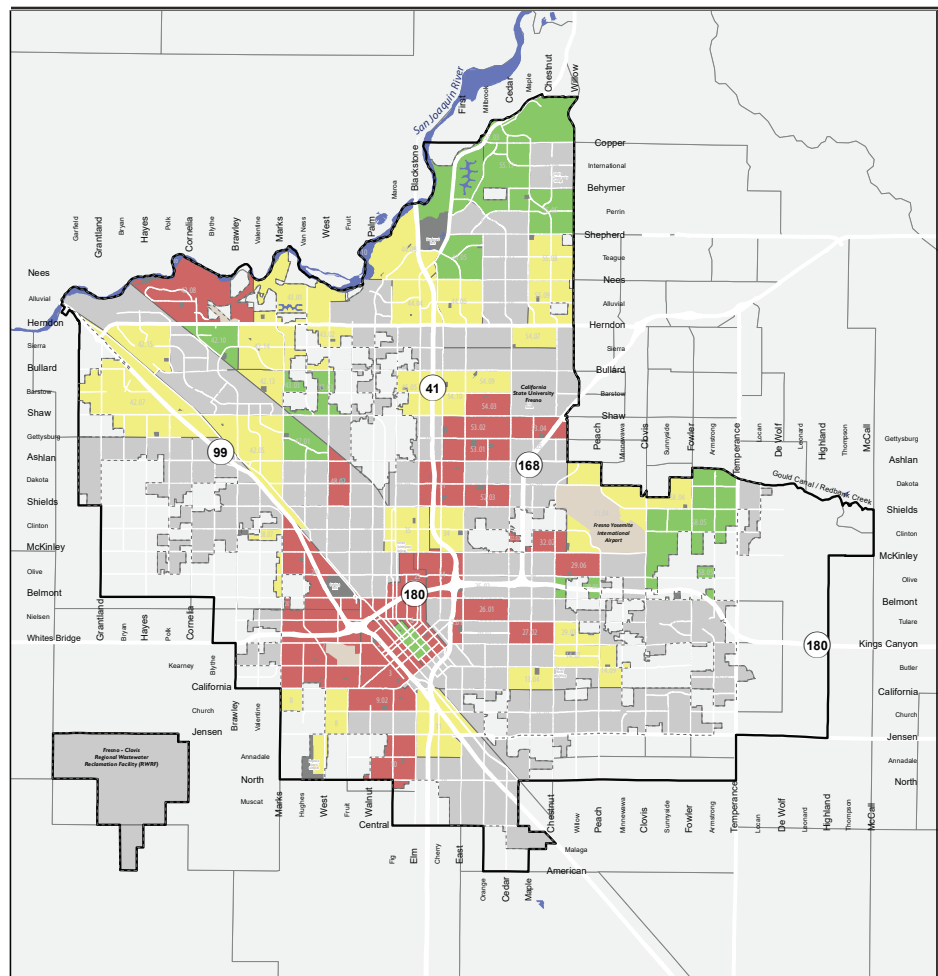
SOURCE:

Fresno Parks Master Plan

DEFINITION

Census Tracts containing parks identified as being in "Poor" condition

EXISTING CONDITION OF PARKS

**Park Condition**

- Good
- Poor
- Fair
- No Park within Tract
- Not Included in Analysis
- City Limits
- Sphere of Influence
- Airport
- Park

Sources: Fresno County, City of Fresno, population data: ESRI 2020, park condition data: Fresno PMP

Note: Data only shown for census tract area within Fresno City Limits. In tracts with more than one park: poorest condition park ranked the tract.

0 0.75 1.5 3
Miles



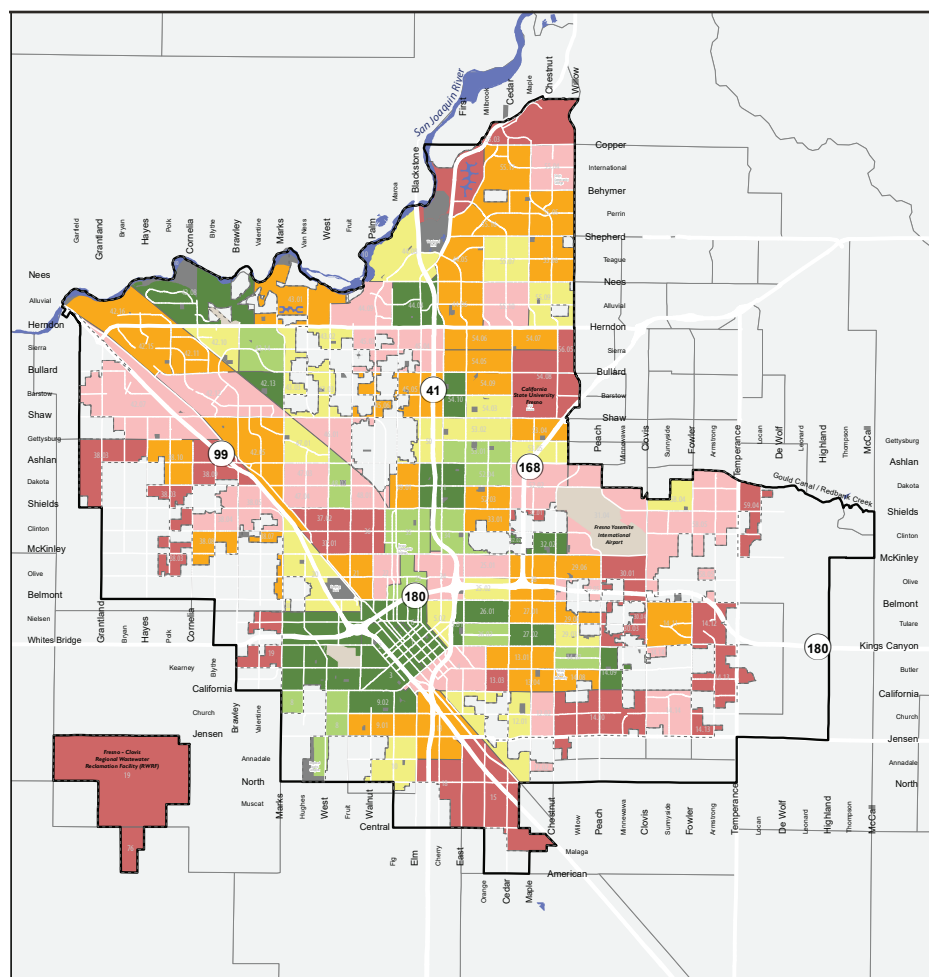
DEFINING HIGHEST-NEED NEIGHBORHOODS

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. The Parks Master Plan identified ½ mile walksheds around each existing park and highlighted the areas of the city that do not lie within a ½ mile walk to a park. Red on this map highlights areas where no one is within a 1/2-mile walk to a park. In pink and orange areas, most people are not within a 1/2-mile walk to a park.

PERCENT POPULATION THAT CAN WALK TO A PARK



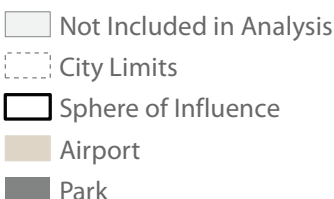
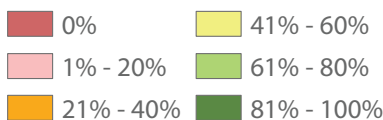
SOURCE:

Fresno Parks Master Plan

DEFINITION

Census Tracts where **20% or fewer** people live within ½ mile walking distance of a park

% Within 1/2 Mile Walk to a Park



Sources: Fresno County, City of Fresno, population data: ESRI 2020, park access/walksheds data: Fresno PMP

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

0 0.75 1.5 3 Miles



DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

(C) PARK ACREAGE PER 1,000 RESIDENTS

Parks in Fresno are not evenly distributed throughout the city. The Parks Master Plan calculated how many acres of park land there are in Fresno for every 1,000 residents. While there is no hard and fast rule for how much park land is the right amount, the California Department of Parks and Recreation sets its policies to support at least three acres of park land for every 1,000 residents. Much of Fresno has less than one acre of park land per 1,000 residents, as shown in this map. The red on this map shows areas where there are no parks at all. Dark green areas are the only parts of Fresno with over 3 acres of park land per 1,000 residents.

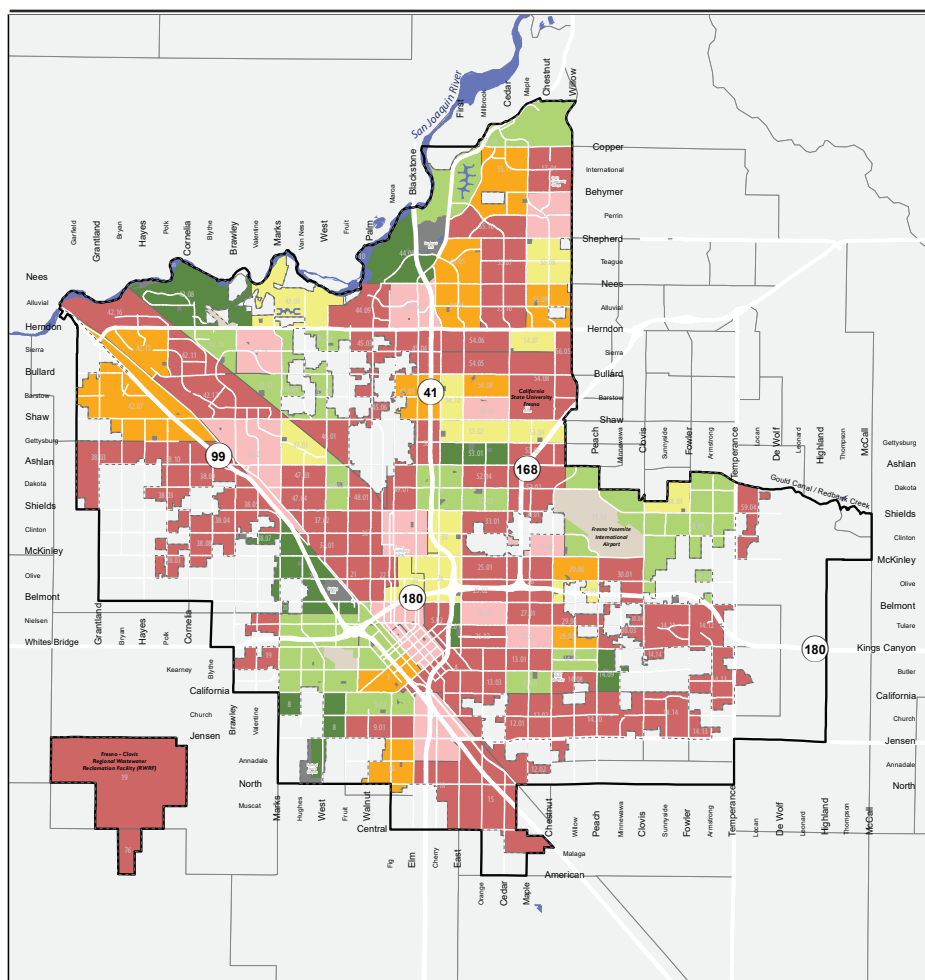
SOURCE:

Fresno Parks Master Plan

DEFINITION

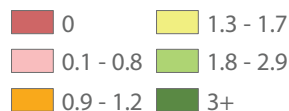
Census Tracts where the ratio of park acreage to 1,000 residents is **less than 0.8**.

PARK ACRES PER 1000 PEOPLE



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

Park Acreage per 1,000 Residents



Not Included in Analysis

City Limits

Sphere of Influence

Airport

Park

Note: Data only shown for census tract area within Fresno City Limits. Park acreage calculated within each Fresno census tract.

0 0.75 1.5 3 Miles



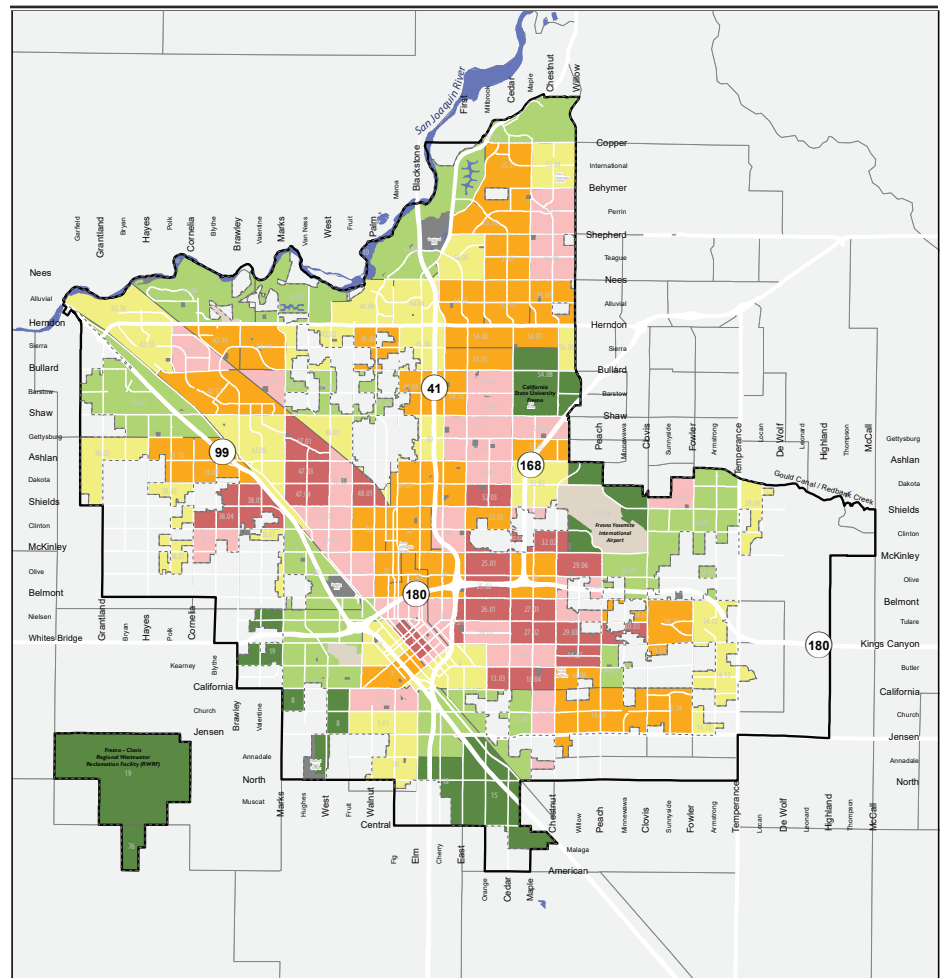
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(D) POPULATION DENSITY

People who live in denser residential areas of a city often have less access to private outdoor space. Public park access is even more critical in these neighborhoods. The red and pink on this map shows where more people live.

POPULATION DENSITY



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

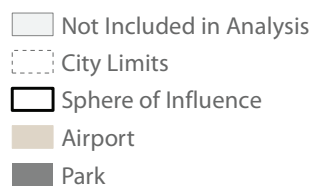
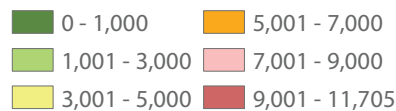
SOURCE:

City of Fresno

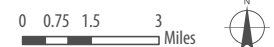
DEFINITION

Census Tracts where the population density is **greater than 7000** residents per square mile.

Population per Square Mile



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



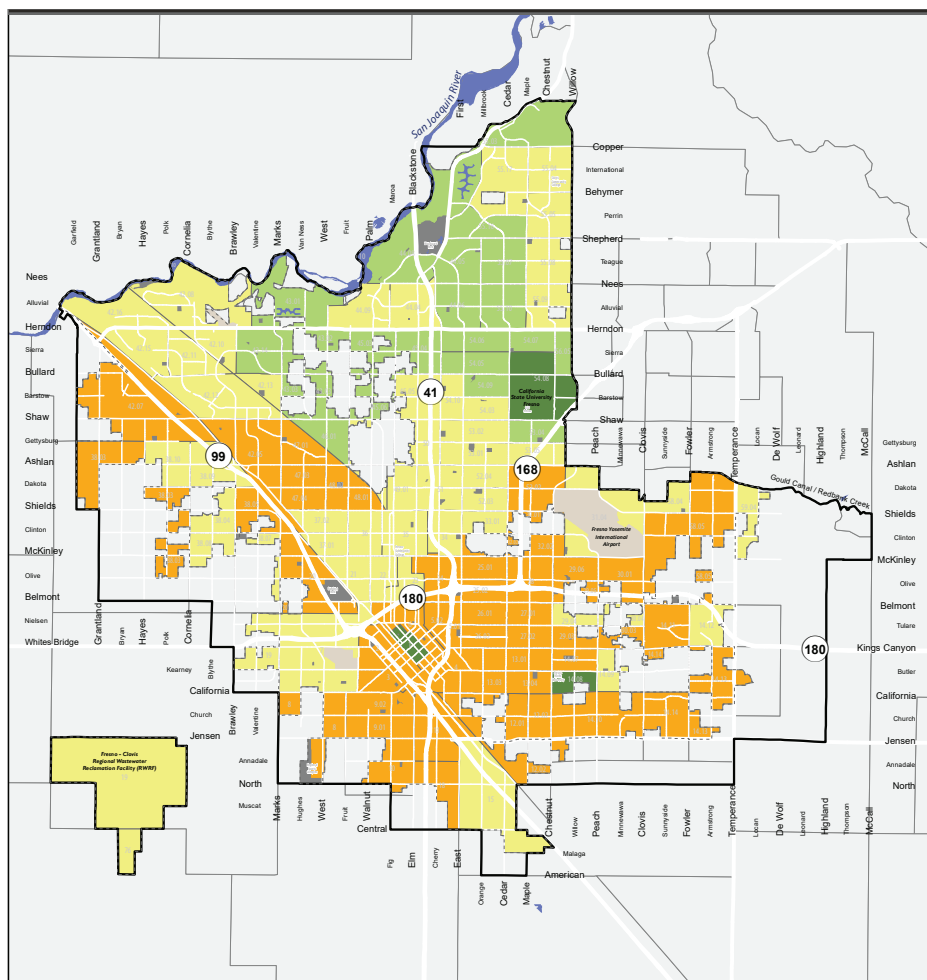
DEFINING HIGHEST- NEED NEIGHBORHOODS

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 areas on this map show where there are more children under 18.

YOUTH POPULATION



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

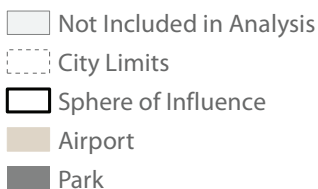
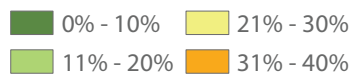
Note: Data only shown for census tract area within Fresno City Limits. Youth population includes ages 0-17.

SOURCE:

City of Fresno

DEFINITION

Census Tracts where the percent of the population of residents under 18 years of age is **greater than 30%**.

% Children Population (under 18)

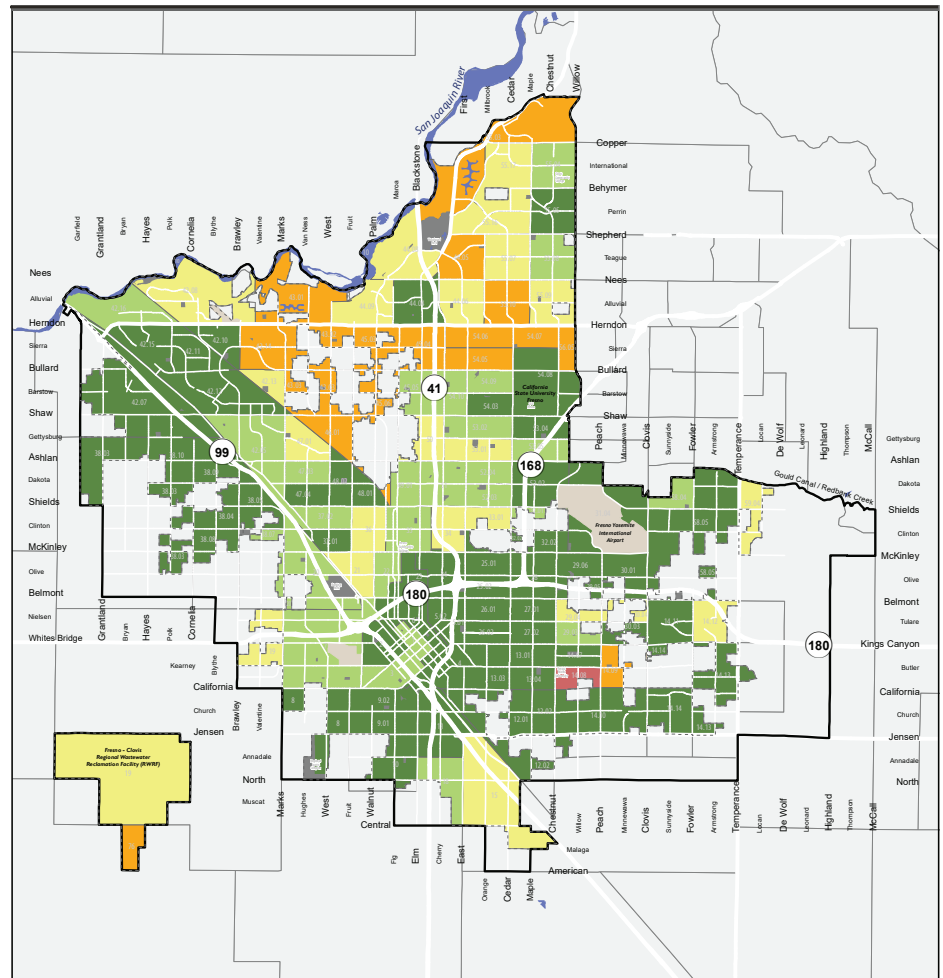
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

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

Access to green space is important to mental well-being and overall health for seniors as they age in place. Orange and red areas on this map show where there are more adults aged 65 or older.

SENIOR POPULATION



Sources: Fresno County, City of Fresno, population data: ESRI 2020.

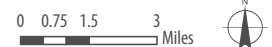
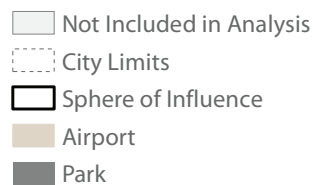
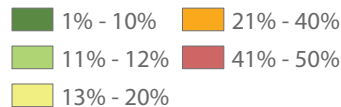
Note: Data only shown for census tract area within Fresno City Limits. Senior population includes ages 65 and up.

SOURCE:

City of Fresno

DEFINITION

Census Tracts where the percent of the population of residents over 65 years of age is **greater than 20%**.

% Senior Population (65+)

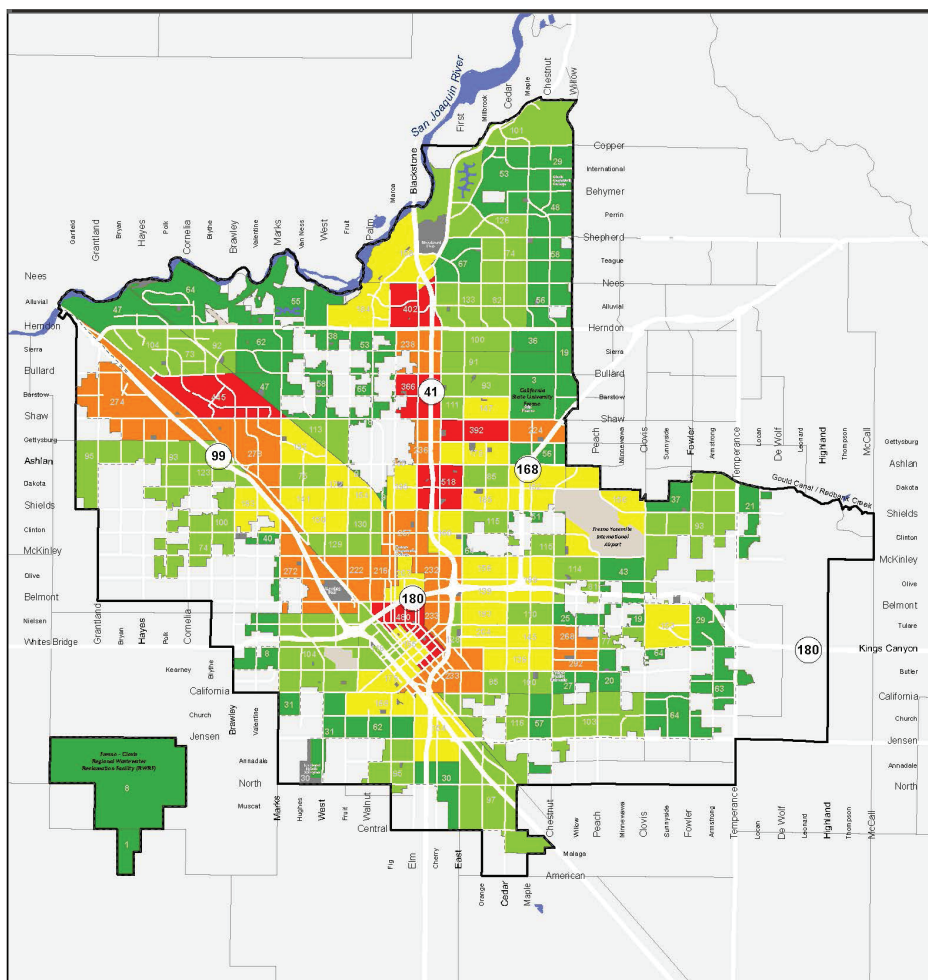
DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

(F) NEIGHBORHOOD SAFETY

Neighborhoods with a higher investment in public greenspace and activation tend to see more community cohesion. Red and orange on this map show areas in Fresno where there were a higher number of crimes reported in 2020.

2020 CRIME MAP



Sources: Fresno Police Department

Note: Data only shown for census tract area within Fresno City Limits.

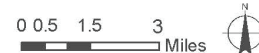
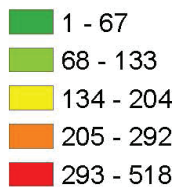
SOURCE:

Fresno Police Department

DEFINITION

Census Tracts where the number of crimes totals **205 and greater**.

Number Of Crimes



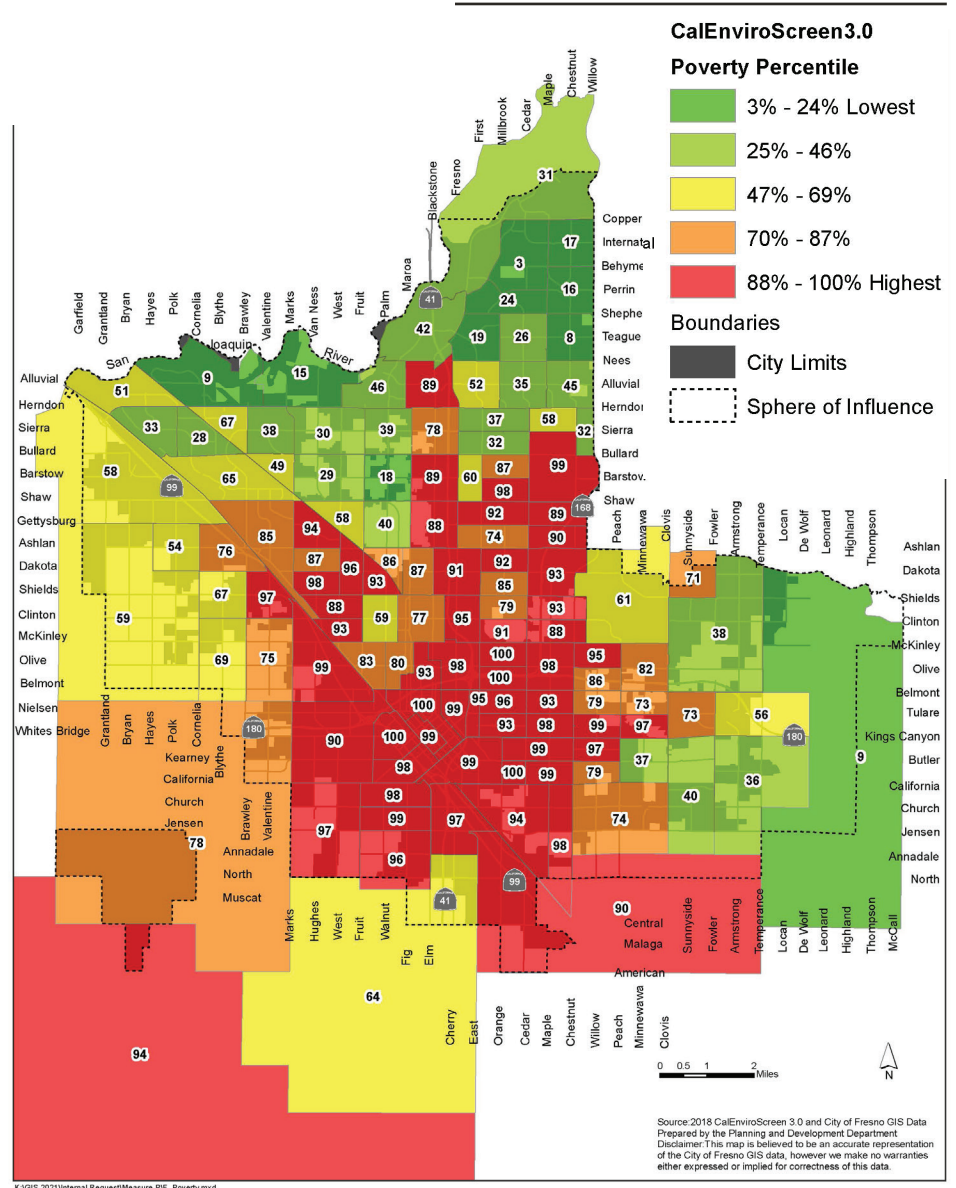
DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

(G) NEIGHBORHOODS OF CONCENTRATED POVERTY

People with lower economic independence rely on public parks to fulfill their public health needs. Red on this map shows areas of concentrated poverty.

NEIGHBORHOODS OF CONCENTRATED POVERTY



SOURCE:

CalEnviroScreen 3.0

DEFINITION

Census Tracts where the percent of the population in poverty is **greater than 70%**.

Poverty is defined as Percent of the population living below two times the federal poverty level (5-year estimate, 2011-2015).

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 on this map shows areas of Fresno that have a higher pollution burden.

SOURCE:

CalEnviroScreen 3.0

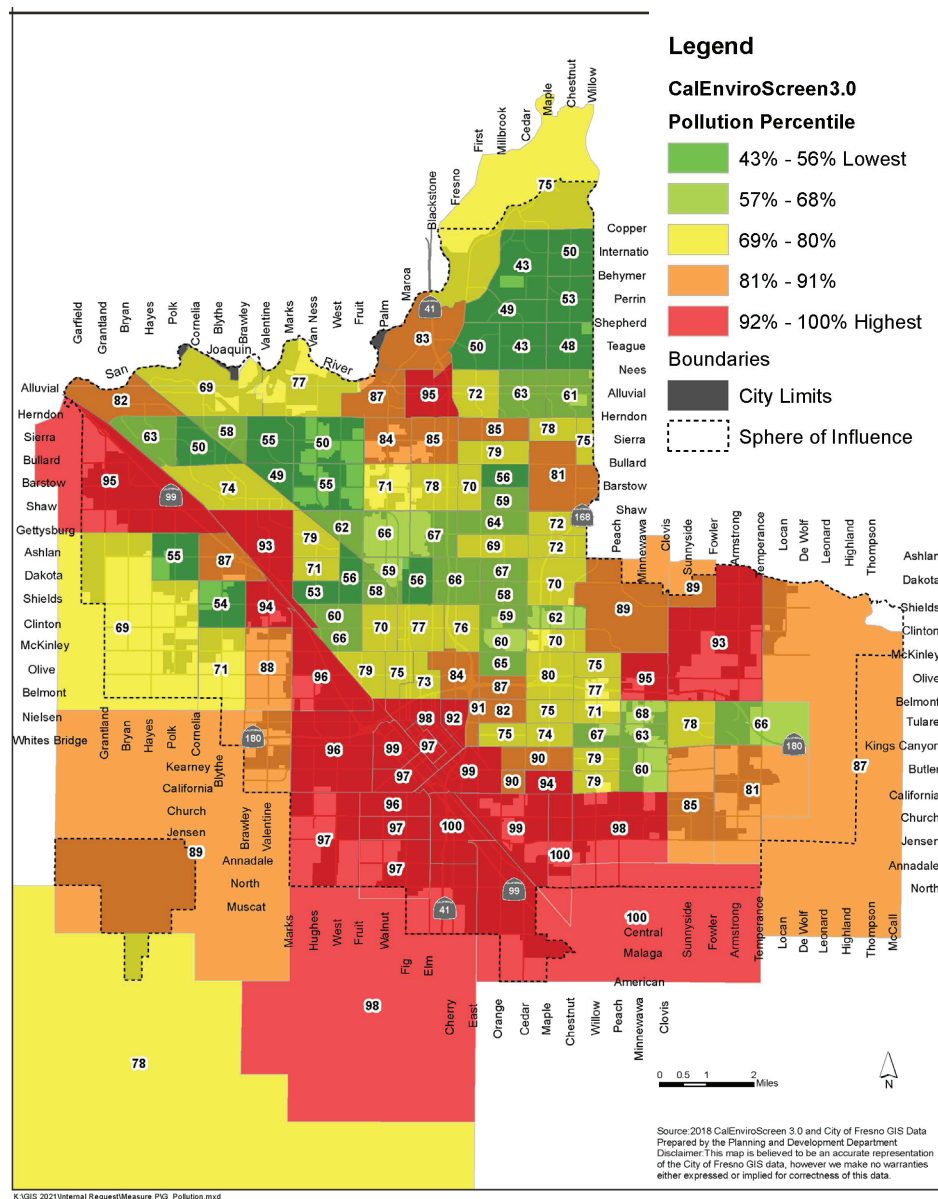
DEFINITION

Census Tracts where the pollution burden is **greater than 80%**.

POLLUTION BURDEN DEFINITION:

Exposures (ozone concentrations, PM2.5 concentrations, diesel PM emissions, drinking water contaminants, pesticide use, toxic releases, traffic density) + *Environmental Effects* (cleanup sites, groundwater threats, hazardous waste, impaired water bodies, solid waste sites and facilities)

POLLUTION BURDEN



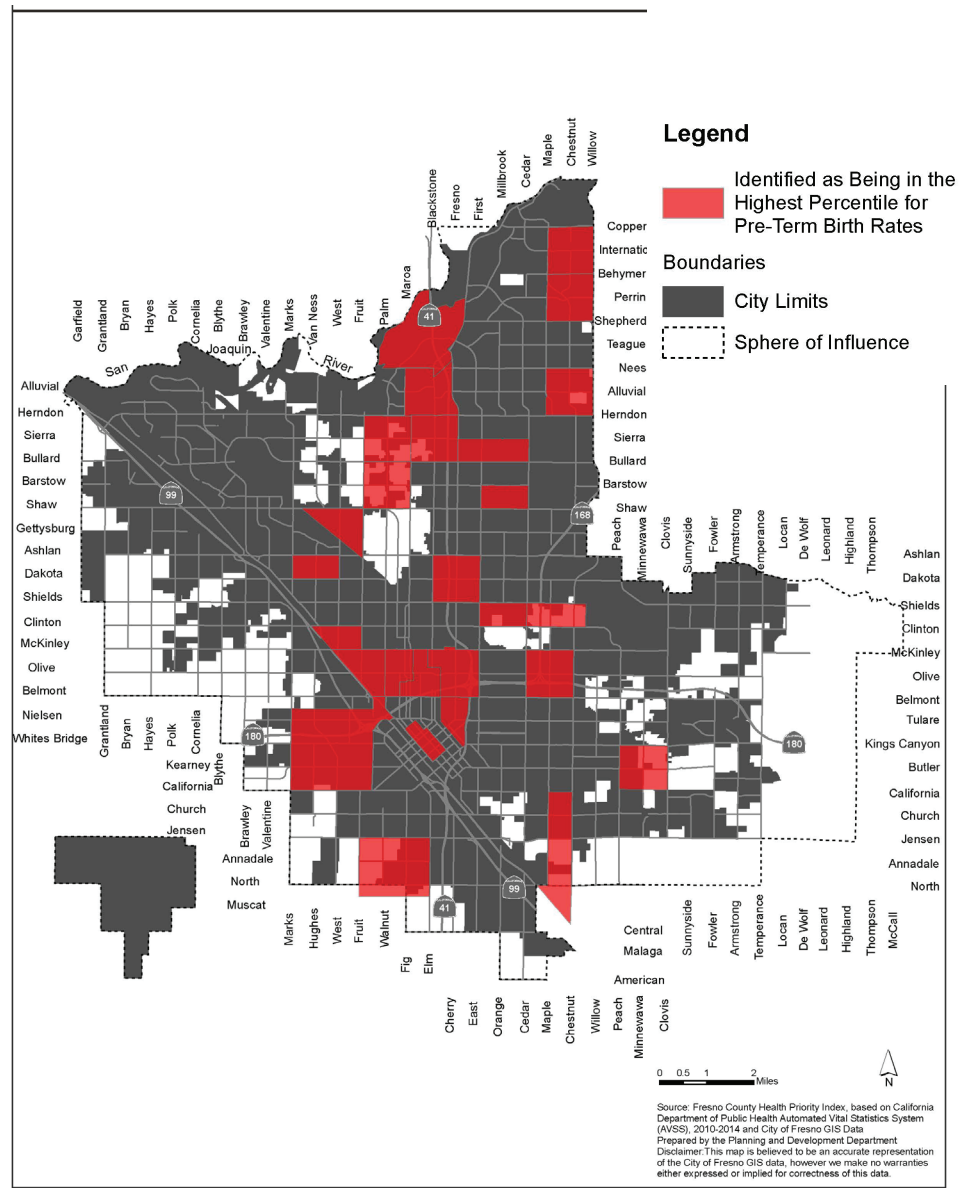
DEFINING HIGHEST-NEED NEIGHBORHOODS

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 there are higher rates of pre-term birth.

PRE TERM BIRTH RATES



SOURCE:

Fresno Health Priority Index

DEFINITION

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

DEFINING HIGHEST- NEED NEIGHBORHOODS

EQUITY FACTORS

(J) YEARS OF POTENTIAL LIFE LOST

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 there are higher rates of premature mortality, or people dying before the age of 65.

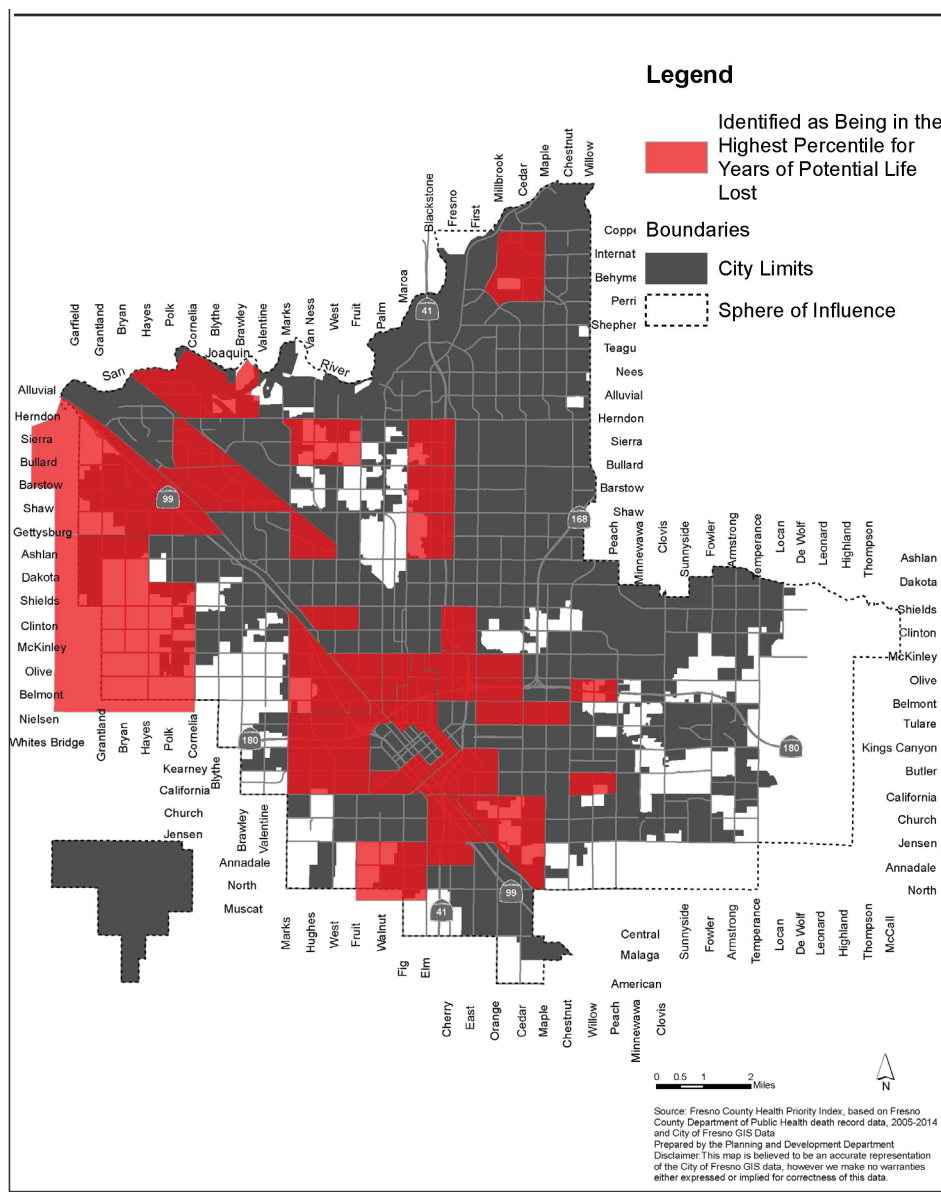
SOURCE:

Fresno Health Priority Index

DEFINITION

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

YEARS OF POTENTIAL LIFE LOST



DEFINING HIGHEST-NEED NEIGHBORHOODS

EQUITY FACTORS

**(K) NEIGHBORHOOD
COMPOSITE MORTALITY
RATE**

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 with higher composite mortality rates.

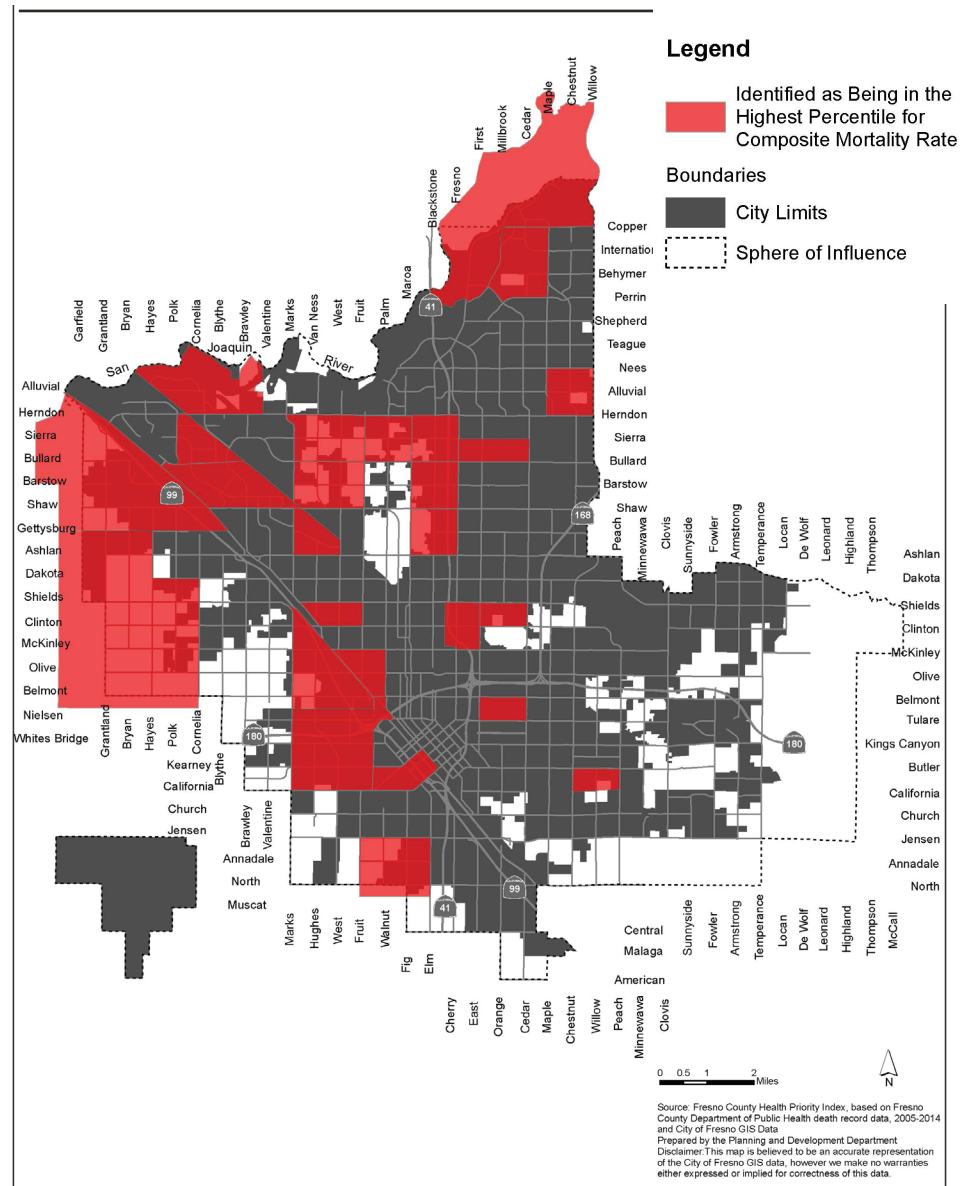
SOURCE:

Fresno Health Priority Index

DEFINITION

Census Tracts identified as being in the **highest percentile** for composite mortality rate.

COMPOSITE MORTALITY RATE



DEFINING HIGHEST- NEED NEIGHBORHOODS

COMMISSION AND COMMUNITY EVALUATION PROCESS

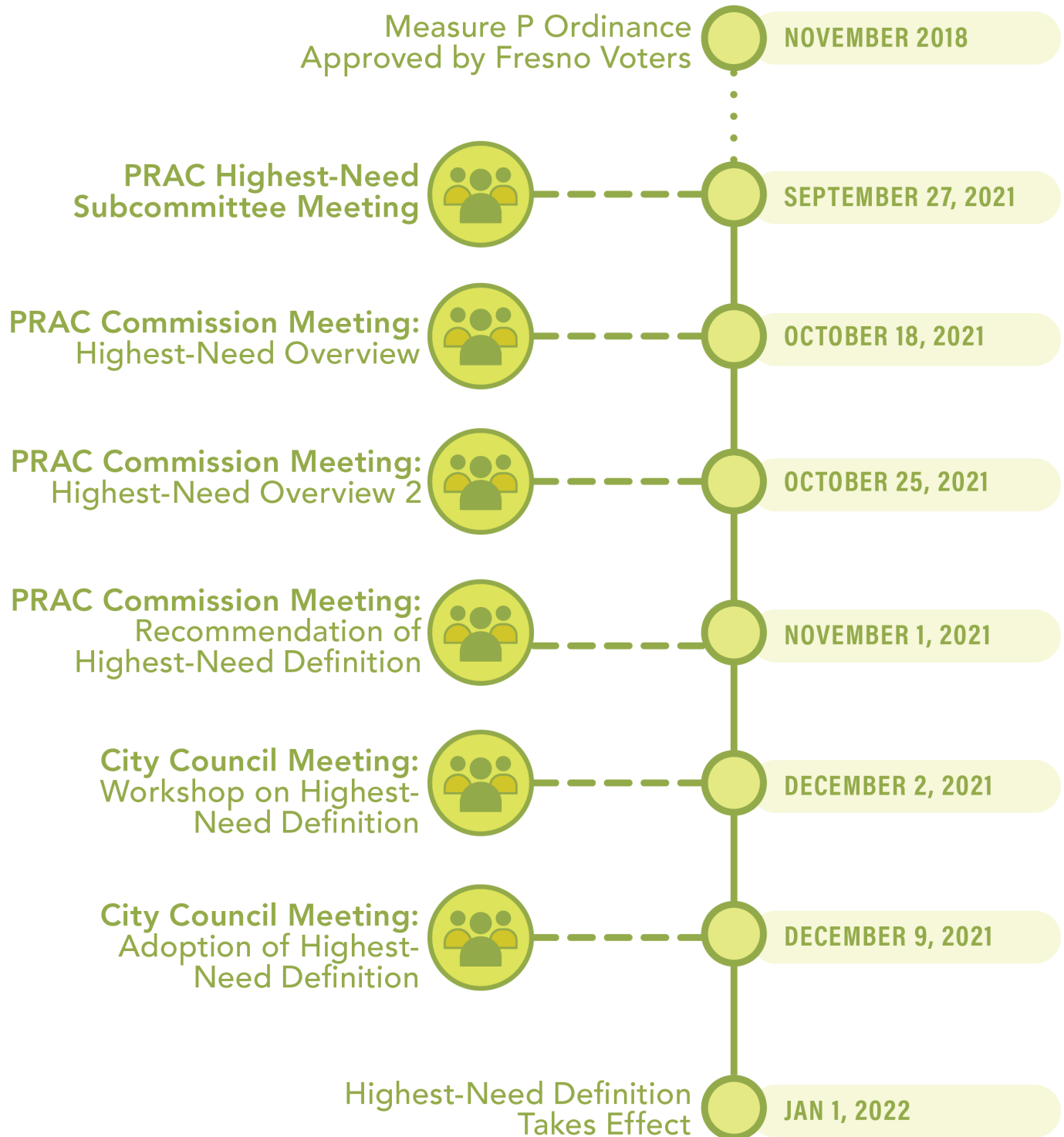
The Measure P Ordinance calls for the City, in conjunction with Parks, Recreation and Arts Commission, to update the definition of highest-need neighborhoods every three years. Defining highest-need neighborhoods requires the City, in conjunction with Commission, to do two things: (1) create a weighted index incorporating all of the Equity Factors to reflect their relative importance to Fresno residents. The weighted index allows all neighborhoods to be scored. (2) Determine the threshold, in terms of the scoring system above, at which neighborhoods qualify as highest-need neighborhoods. The following pages outline the Commission and community process that took place in 2021 to determine the highest-need neighborhoods for the purposes of allocating funds under Measure P, and has been updated to include the definition adopted by Fresno City Council on December 9, 2021.

The PRAC established a Highest-Need Neighborhoods Subcommittee, which met with the Consultant team and City Staff on **September 27, 2021**. During that meeting, the Subcommittee was presented an overview of the Equity Factors and given an opportunity to review the material internally and provide feedback on their recommended weighting of the Equity Factors. The Subcommittee asked that the same material be brought to the full Commission to receive additional input from the group and the community.

The Commission Meeting on **October 18, 2021** was done in a virtual public workshop format. The meeting was publicized by the City of Fresno on Twitter, Facebook, Instagram, and Nextdoor. Messages were sent to the Council District offices, all Parks Department employees, as well as the Economic Development Department, Planning Department, and Public Works Department. A notice with a multi-lingual digital flyer was emailed to a list of over 400+ stakeholders.

DEFINING HIGHEST-NEED NEIGHBORHOODS

PROCESS TIMELINE



DEFINING HIGHEST- NEED NEIGHBORHOODS

The workshop included a presentation of each Equity Factor, and a series of poll questions asking the Commission and the community to give input on how each Equity Factor should be weighted, either higher than, equal to, or lower than average. An additional poll question asked for input on which percentile of census tracts in the analysis should be considered highest-need neighborhoods.

Since only a small number of community members participated in this meeting, a second meeting was requested to repeat the process. In preparation for the additional public meeting, there was an augmented outreach effort to attract public engagement and attendance. The second Commission meeting/public workshop was held on **October 25, 2021**. The full presentation and polling process was repeated and included participation from Commissioners and over 75 members of the public. The meeting included a lively public discussion of the Equity Factors and the process. Members of the community shared their experiences and preferences about which Equity Factors are more critical for guiding future investments in parks. On **November 1, 2021** the PRAC met and voted on their recommended definition.

The Commission's recommendation was presented to Fresno's City Council on **December 2, 2021** along with an overview of the entire highest-need evaluation process. After deliberation, City Council met on **December 9, 2021** and adopted a revised definition. The results and the full process are documented on the following pages.

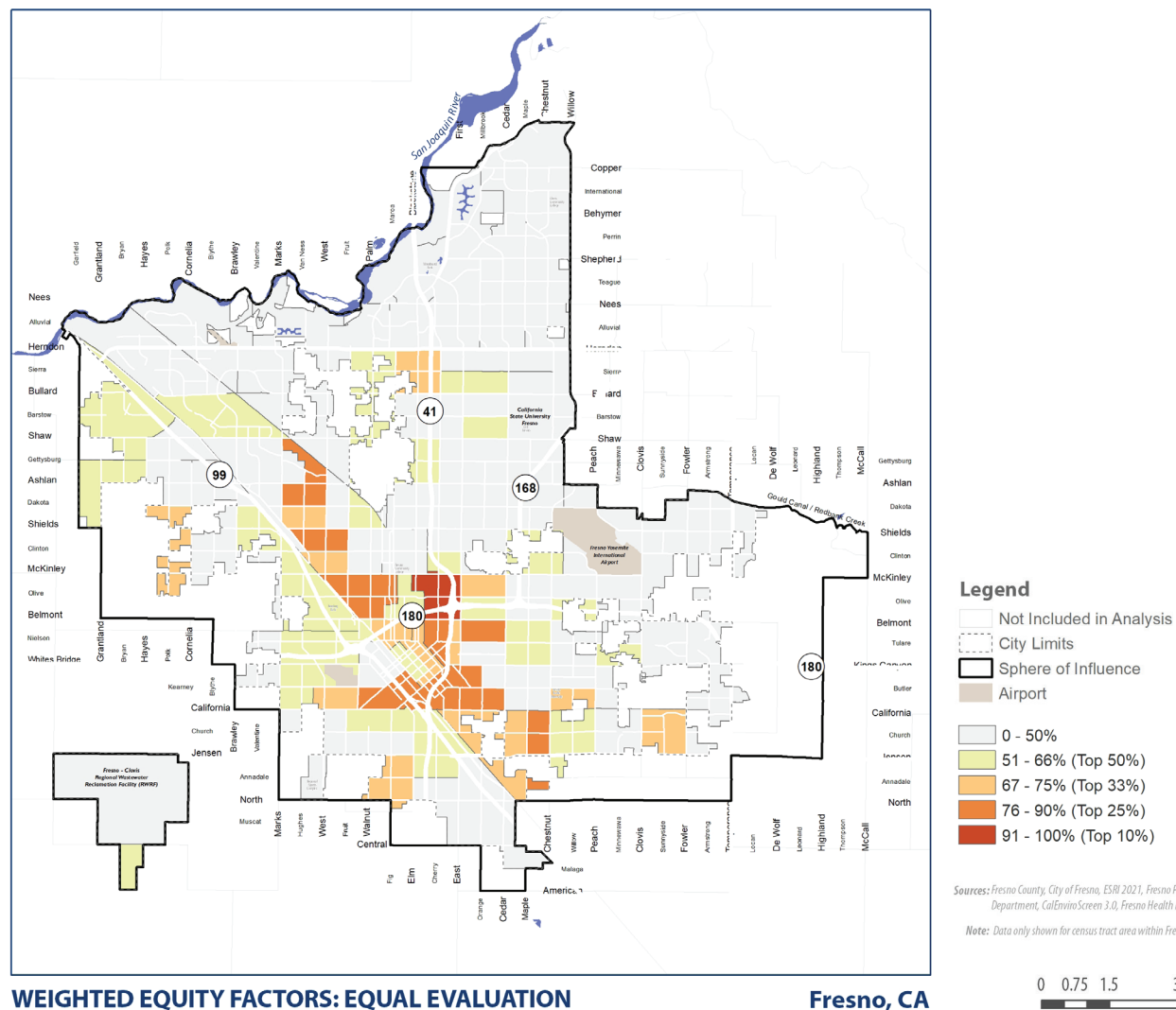
WEIGHTING THE EQUITY FACTORS

The process to create a weighted index of highest-need neighborhoods is illustrated over the following pages as Step 1: Equal Evaluation, Step 2: Subcommittee Evaluation, and Step 3: Parks, Recreation and Arts Commission (PRAC) and Community Evaluation. The fourth step in the process is the Commission's recommended highest-need neighborhoods definition.

DEFINING HIGHEST-NEED NEIGHBORHOODS

STEP ONE: EQUAL EVALUATION

The first step was to show which neighborhoods might be considered highest-need if each Equity Factor was given the same level of importance. The map here shows how these factors “map onto” the City of Fresno, using census tracts as our unit of analysis. Areas with darker orange and red indicate census tracts that meet more of the Equity Factor criteria. As the map shows, an equally-weighted index would generally show highest-need neighborhoods in Fresno clustered around downtown and in a north-south corridor extending north and south of downtown.



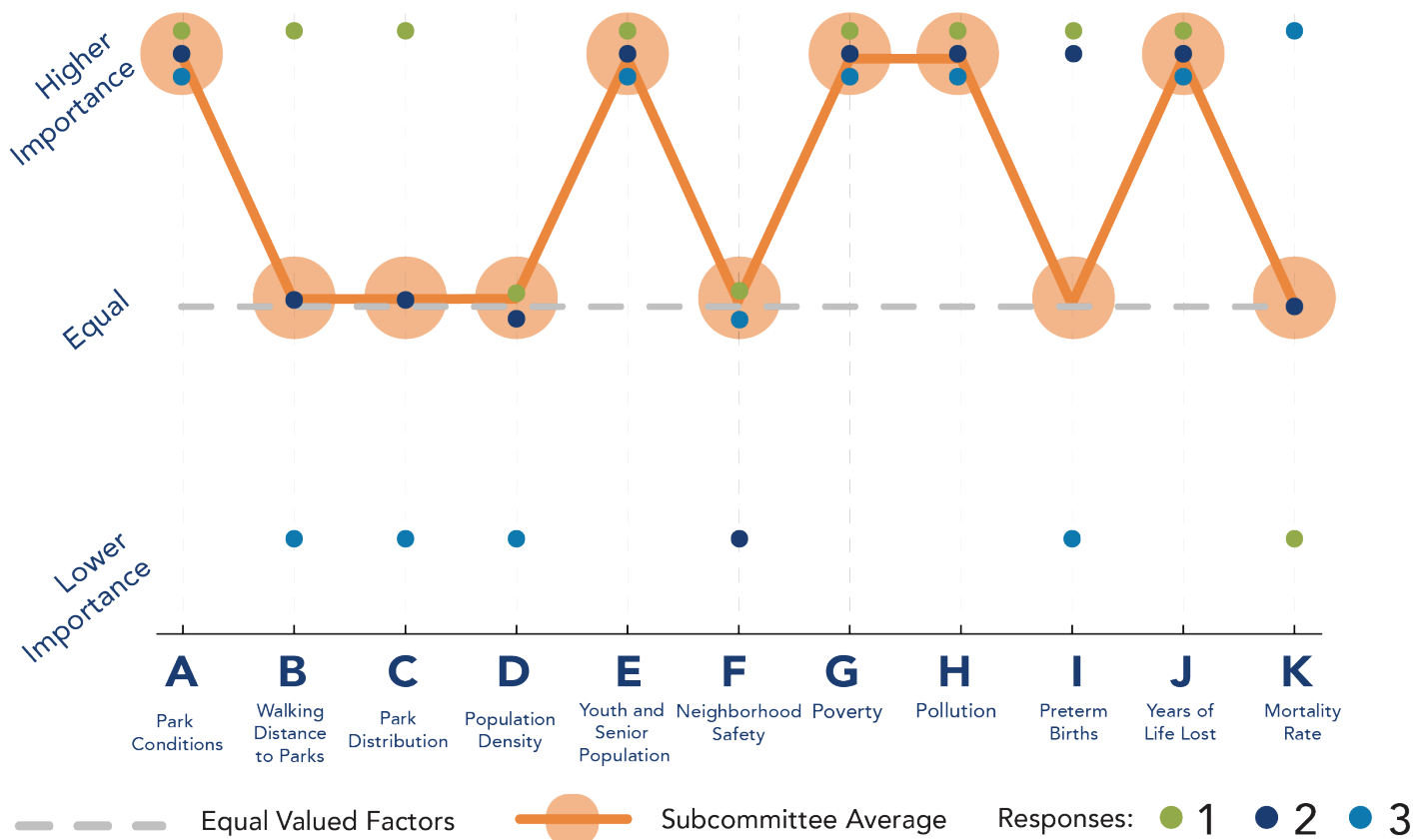
DEFINING HIGHEST- NEED NEIGHBORHOODS

STEP TWO: SUBCOMMITTEE EVALUATION

In step two, each Equity Factor was given a higher, average, or lower level of importance based on initial input from the PRAC's Highest-Need Subcommittee members. This map and chart of poll responses was used as an example of the polling process before the full Commission and community gave their input.

As shown in the chart below, the Subcommittee gave higher importance to park condition (Factor A), youth and senior population (Factor E), poverty (Factor G), pollution burden (Factor H), and years of life lost (Factor J). The other factors were considered to be of average importance. (On the chart, the

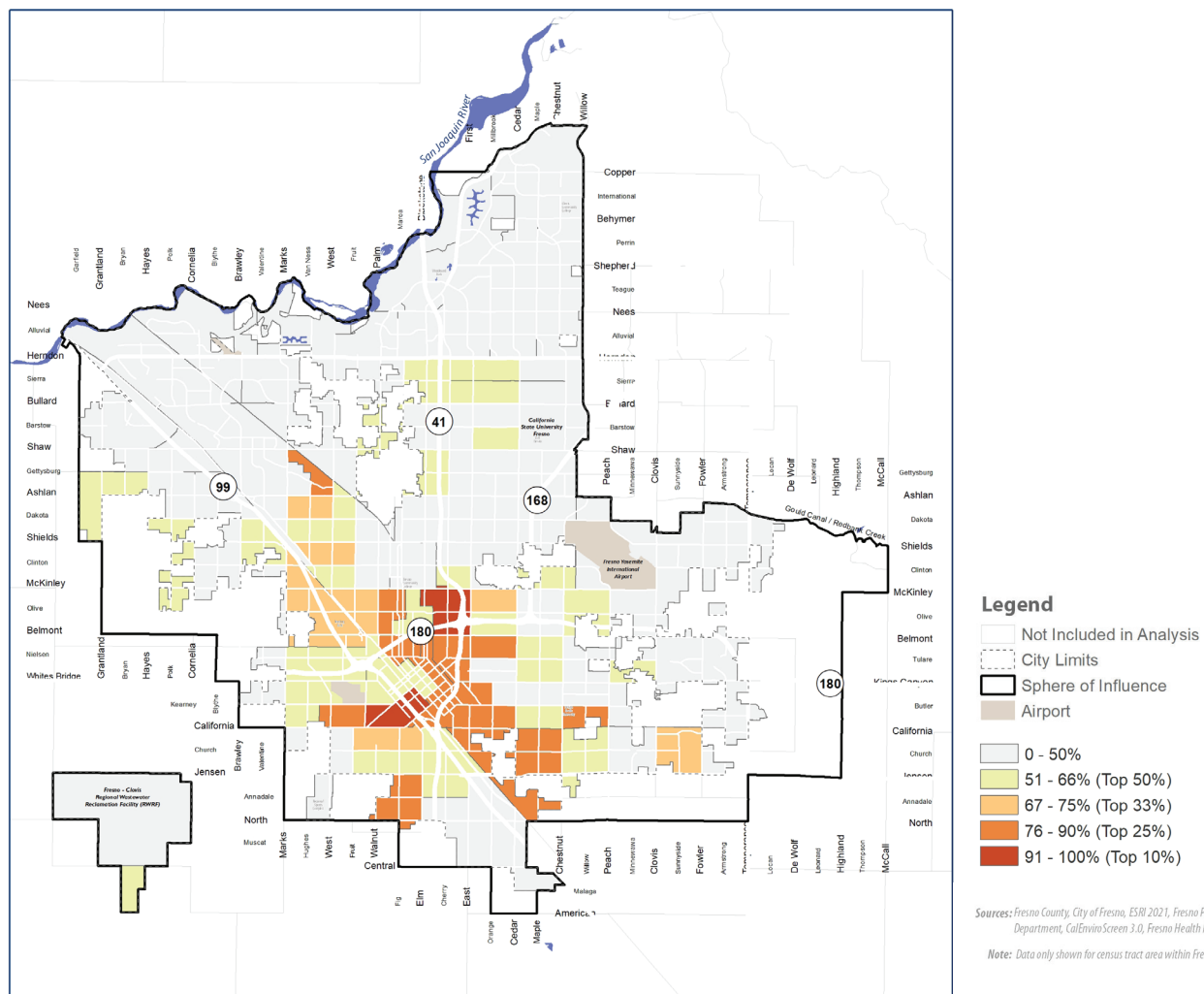
SUBCOMMITTEE SEPTEMBER 27 POLL RESULTS TABLE



DEFINING HIGHEST-NEED NEIGHBORHOODS

dotted grey line shows the equal scenario where each Equity Factor has the same level of importance. The blue and green dots indicate how individual members of the Highest-Need Subcommittee voted and the orange dots shows the average of these votes.)

The map illustrates which census tracts in Fresno could qualify as highest-need under the Subcommittee's priorities. Areas with darker orange and red indicate census tracts that meet more of the Equity Factor criteria. As compared with the Equal Evaluation, these tracts are more concentrated downtown and near Southeast and Southwest Fresno.



WEIGHTED EQUITY FACTORS: SUBCOMMITTEE EVALUATION

Fresno, CA

0 0.75 1.5 3 Miles



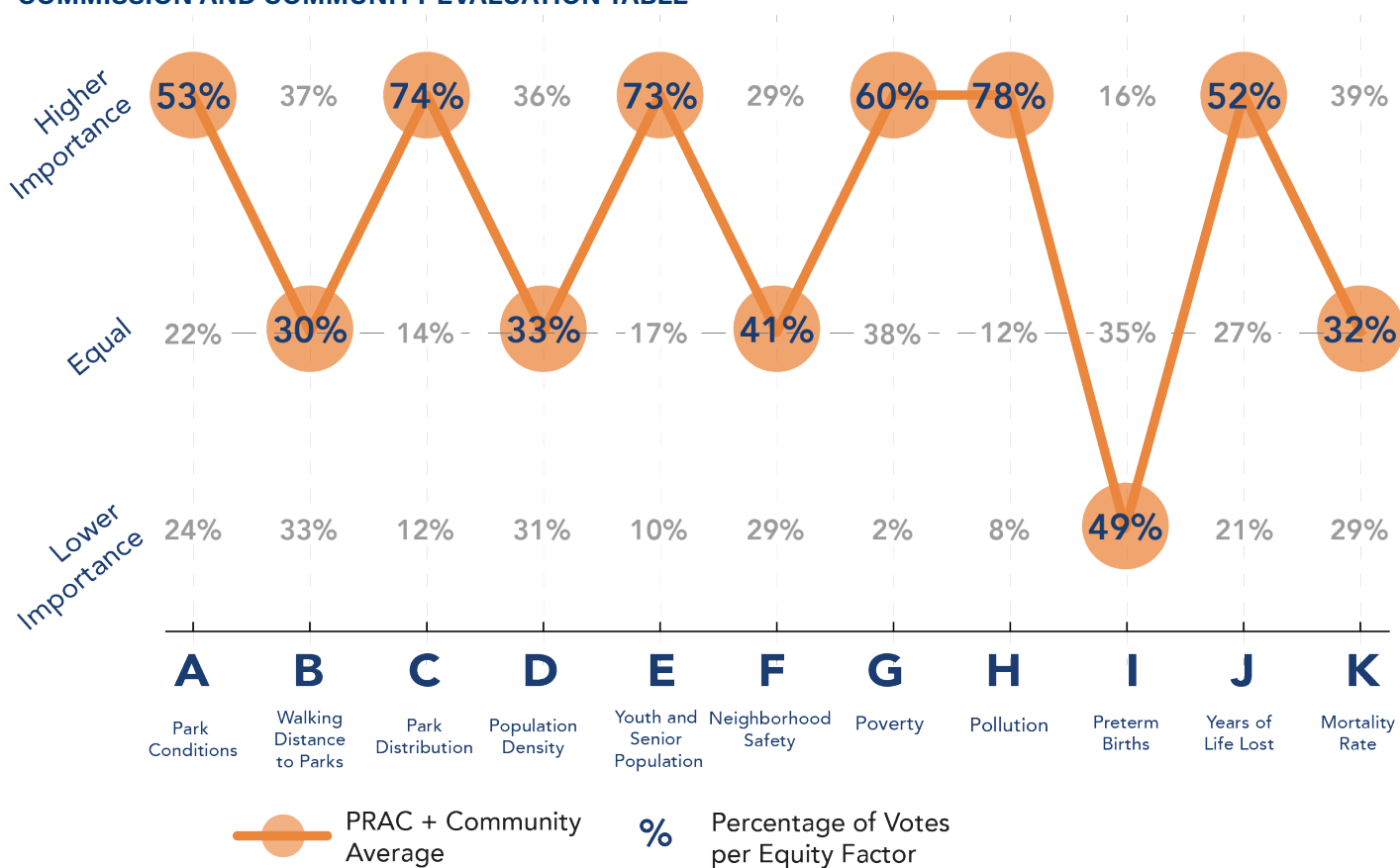
DEFINING HIGHEST- NEED NEIGHBORHOODS

STEP THREE: PARKS, RECREATION AND ARTS COMMISSION (PRAC) + COMMUNITY EVALUATION

Step three was the Commission and Community Evaluation conducted at the October 25, 2021 workshop. Part 1 of the October 25, 2021 workshop was a poll to evaluate each Equity Factor. The results from the poll were compiled and percentages were calculated. Where a majority or near majority of workshop participants voted to consider an equity factor of higher or lower importance than average, those factors were defined as higher or lower importance. All other factors were considered to be of equal importance.

As we can see in the chart below, the Commission and community members identified the following factors as high-importance: park condition (Factor A), park acreage (Factor C), neighborhood youth and senior population (Factor E), neighborhood safety (Factor F), poverty (Factor G), pollution (Factor H), years of life lost (Factor J), and mortality rate (Factor K).

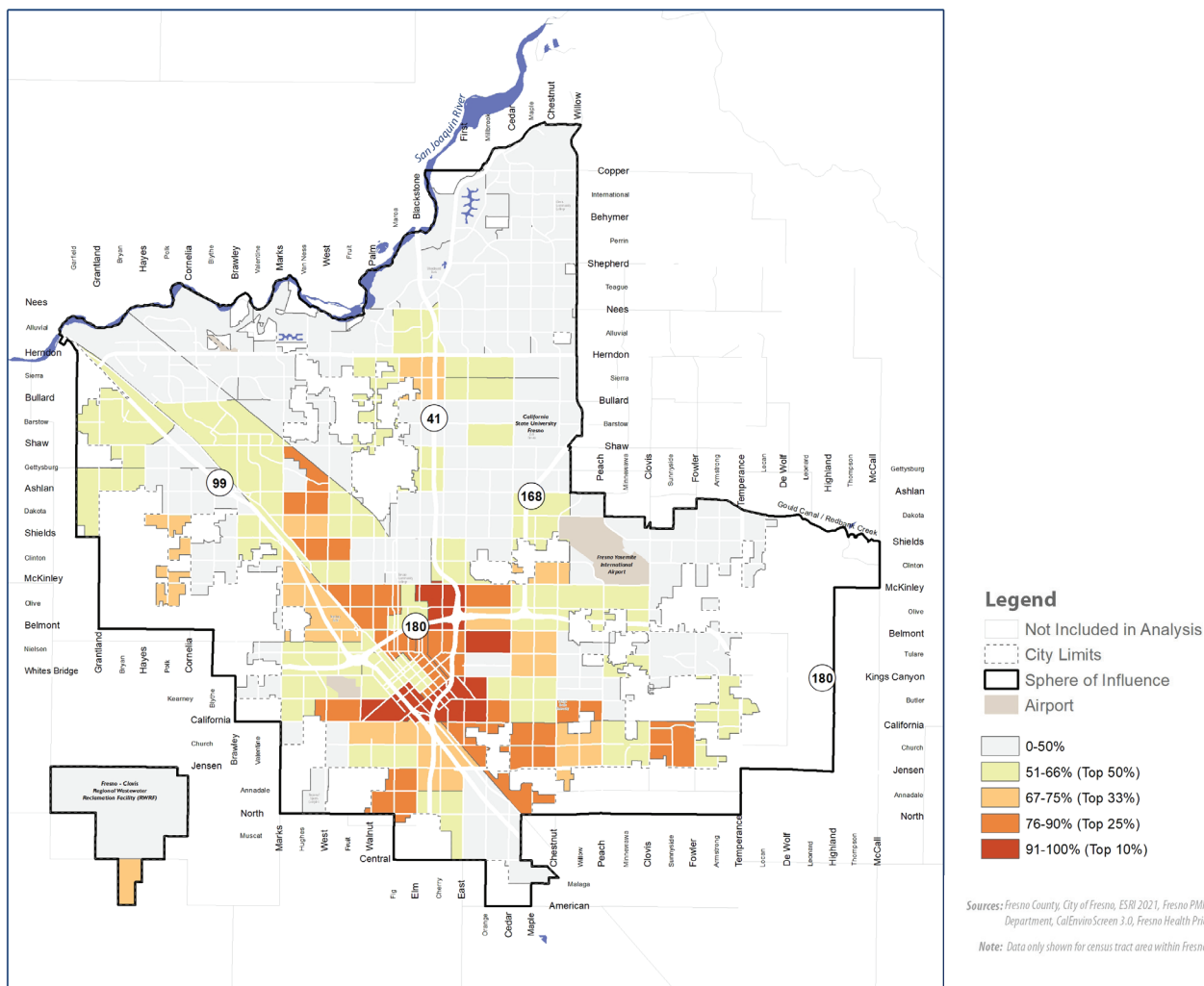
COMMISSION AND COMMUNITY EVALUATION TABLE



DEFINING HIGHEST-NEED NEIGHBORHOODS

E), concentrated poverty (Factor G), pollution burden (Factor H) and years of potential life lost (Factor J). Of average importance were walking distance to parks (Factor B), population density (Factor D), neighborhood safety (Factor F), and mortality rate (Factor K). Lastly, preterm birth rates (Factor I) was considered to be of lower importance for the purposes of the highest-need neighborhood definition.

The map illustrates which census tracts in Fresno may qualify as highest-need neighborhoods based on the PRAC and Communities priorities. Darker orange and red areas on the map indicate census tracts that meet more of the Equity Factor criteria.



WEIGHTED EQUITY FACTORS: PRAC AND COMMUNITY EVALUATION

Fresno, CA

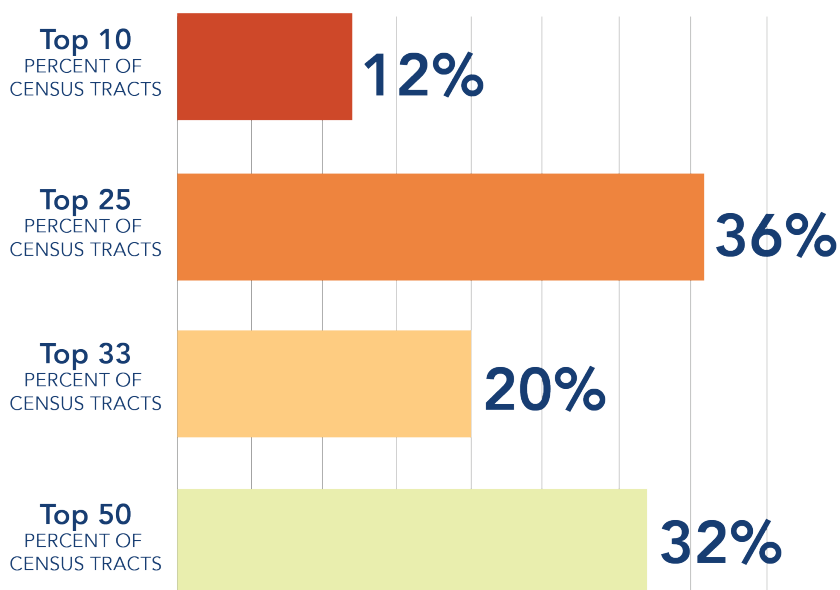
0 0.75 1.5 3 Miles



DEFINING HIGHEST- NEED NEIGHBORHOODS

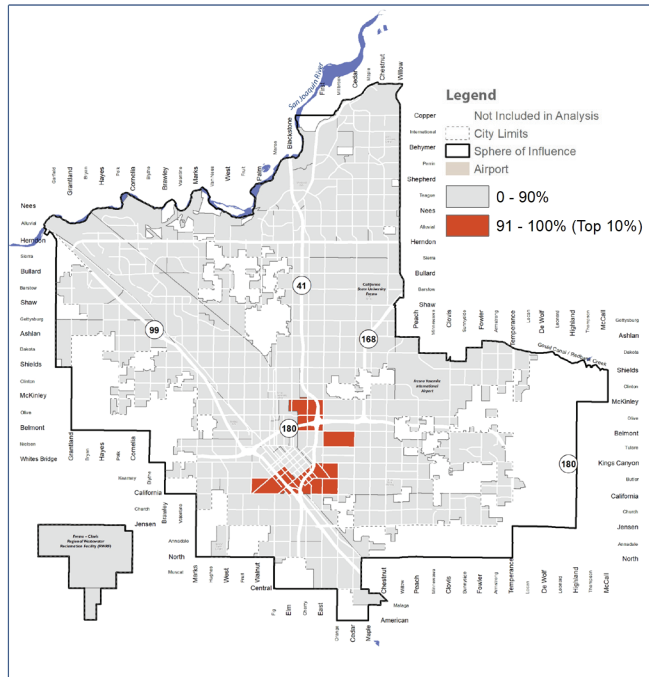
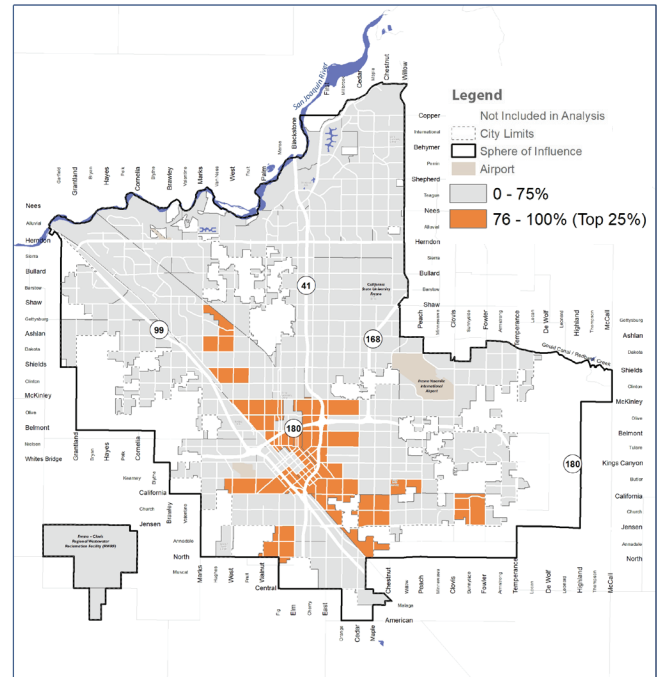
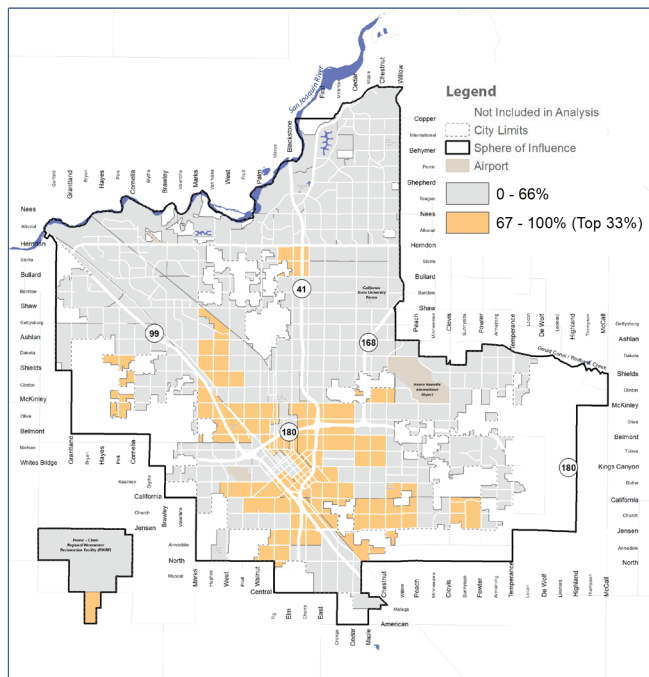
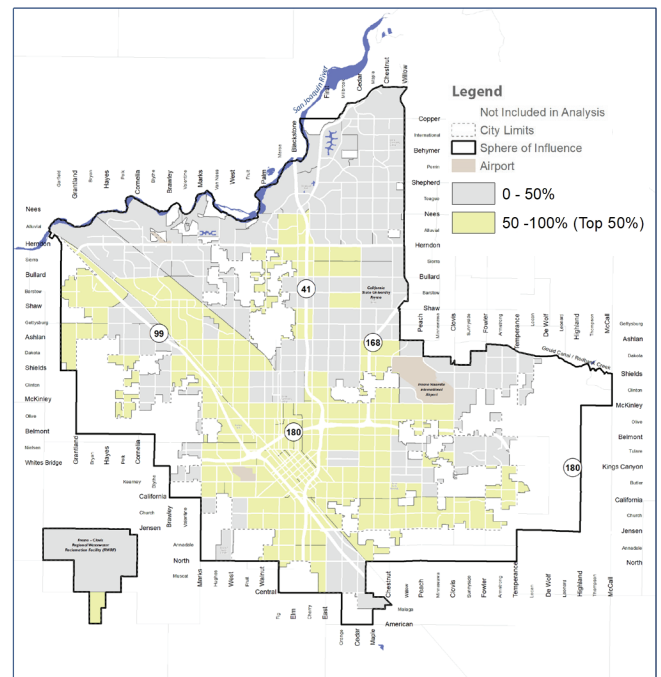
Part 2 of the workshop asked the Commission and community members to determine which proportion of Fresno census tracts should be considered highest-need neighborhoods. Participants were asked to vote on whether the top 10 percent, 25 percent, 33 percent or 50 percent of census tracts should be included in the highest-need definition. The greatest number of participants (36%) voted for the top 25 percent of neighborhoods to be considered highest-need. Thirty-two percent of participants voted for the top 50 percent of neighborhoods being considered highest-need. Twenty percent of participants voted for the top 33 percent, and 12 percent of participants voted for the top 10 percent. The graphic below illustrates these results.

COMMISSION AND COMMUNITY HIGHEST-NEED PERCENTILE VOTE RESULTS



DEFINING HIGHEST-NEED NEIGHBORHOODS

HIGHEST-NEED PERCENTILE VOTE BY CENSUS TRACT

**WEIGHTED EQUITY FACTORS: TOP 10% Fresno, CA****WEIGHTED EQUITY FACTORS: TOP 25% Fresno, CA****WEIGHTED EQUITY FACTORS: TOP 33% Fresno, CA****WEIGHTED EQUITY FACTORS: TOP 50% Fresno, CA**

DEFINING HIGHEST- NEED NEIGHBORHOODS

STEP FOUR: HIGHEST-NEED NEIGHBORHOOD DEFINITION RECOMMENDATION

The fourth step was for the Commission to come to consensus on a recommendation to City Council to adopt a definition for highest-need neighborhoods.

On November 1, the Commission voted (5-4) to endorse the Parks, Recreation and Arts Commission (PRAC) and Community Evaluation. The recommendation is as follows:

The following Equity Factors shall be prioritized by giving them two times the average weighting:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;
- (C) Park acreage per 1,000 residents;
- (E) Neighborhood youth and senior population;
- (G) Neighborhoods of concentrated poverty;
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;
- (J) Years of potential life lost;

The following Equity Factors shall be given average weighting:

- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;
- (D) Population density;
- (F) Neighborhood safety;
- (K) Neighborhood composite mortality rate;

The following Equity Factor shall be de-emphasized by giving them half the average weighting:

- (I) Pre-term birth rates;

The Commission recommended that the top 25 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

CITY COUNCIL RESOLUTION

On December 2, 2021 the Consultant Team and City Staff presented Fresno's City Council with the highest-need evaluation process and PRAC's recommendation. At the workshop, City Council reviewed all the Equity Factors and the four percentile thresholds. They also compared the recommended highest-need definition against existing and proposed Fresno park locations.

The City Council voted on December 9, 2021 to adopt the Commission's recommended weighting of Equity Factors. They considered PRAC's recommendation of the 25 percent threshold but ultimately voted to define highest-need neighborhoods as the top 33 percent of census tracts in order to include more existing and new parks in Fresno that will benefit greatly from highest-need funding.

Moving forward, the Commission will continue to work with City Staff and the Consultant Team to understand park conditions and needs identified in the Parks Master Plan, and gather input from Fresno residents about how and where Measure P funds should be used to make Fresno's park system a source of great pride and contributor to quality of life in our city.



DEFINING HIGHEST- NEED NEIGHBORHOODS

HIGHEST-NEED NEIGHBORHOODS DEFINITION

THE DEFINITION OF HIGHEST-NEED NEIGHBORHOODS
ADOPTED BY CITY COUNCIL ON DECEMBER 9, 2021 IS AS
FOLLOWS:

The following Equity Factors shall be prioritized by giving them two times the average weighting:

- (A) Existing conditions of parks and facilities based on needs assessment data in the Plan;**
- (C) Park acreage per 1,000 residents;**
- (E) Neighborhood youth and senior population;**
- (G) Neighborhoods of concentrated poverty;**
- (H) Pollution burden, as defined by CalEnviroScreen 3.0, or subsequent updates;**
- (J) Years of potential life lost;**

The following Equity Factors shall be given average weighting:

- (B) The proportion of the population that lives within walking distance (1/2 mile) to a park;**
- (D) Population density;**
- (F) Neighborhood safety;**
- (K) Neighborhood composite mortality rate;**

The following Equity Factor shall be de-emphasized by giving them half the average weighting:

- (I) Pre-term birth rates;**

The top 33 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

NEXT STEPS

Effective as of **January 1, 2022**, the City Council-adopted definition will inform the areas where highest-need neighborhoods parks funding will be allocated across the City. This definition will be in effect for the next three years until the Equity Factors are re-weighted and neighborhoods are updated as per the Measure P Ordinance. The Parks and Highest-Need Neighborhoods map on the next page illustrates the City Council-adopted definition of highest-need neighborhoods. As a reference, the map also locates Fresno existing and proposed parks, including those that currently have a project funded by Measure P (aka. Pipeline Project).



DEFINING HIGHEST- NEED NEIGHBORHOODS

PARKS AND HIGHEST-NEED NEIGHBORHOODS

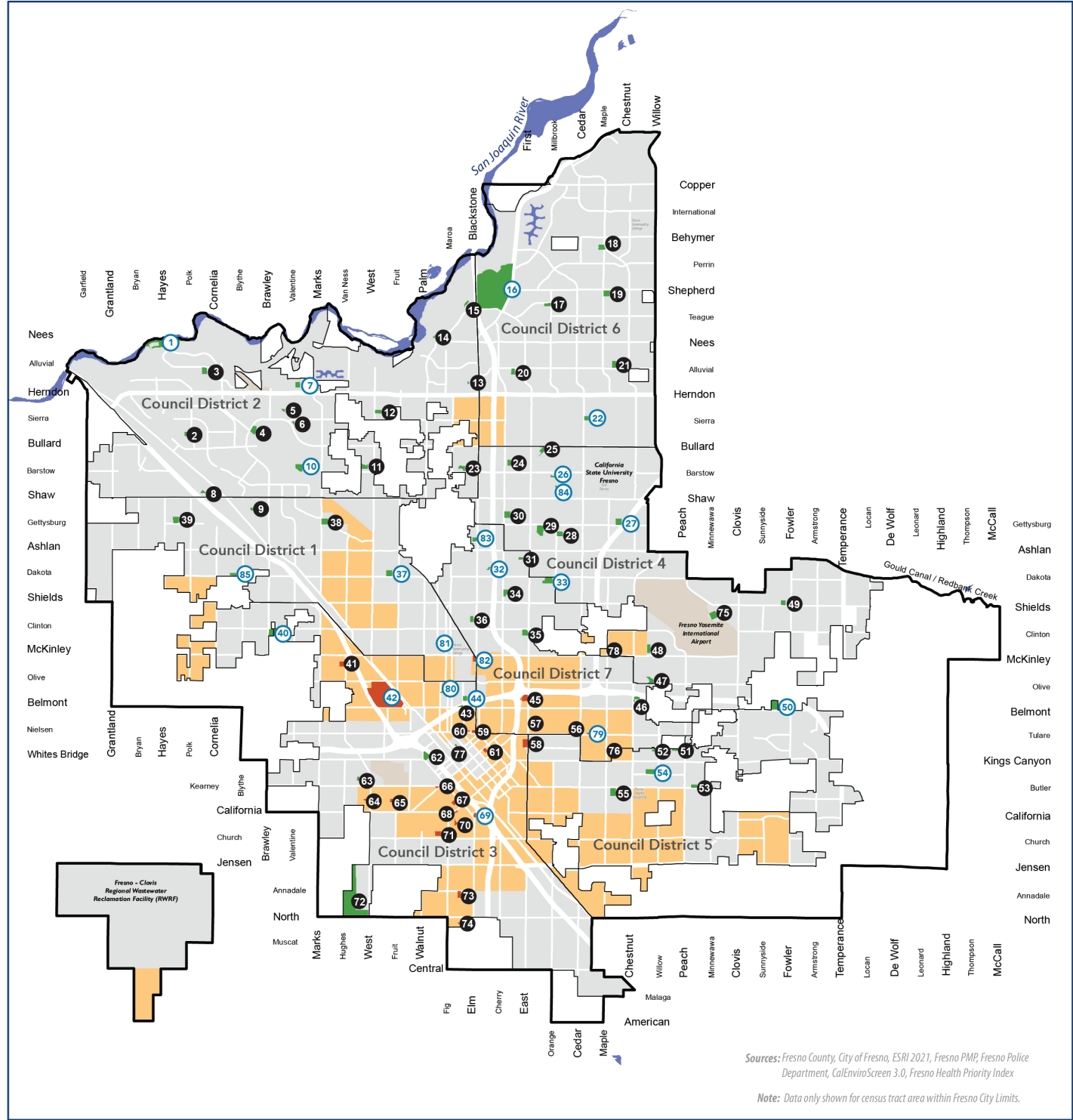
PARKS WITHIN HIGHEST-NEED NEIGHBORHOODS (TOP 33%)

- 41 Basin XX
- 42 Roeding Park
- 45 Romain Park
- 56 Ninth & Tulare
- 57 First & Nevada
- 58 Holmes Park
- 59 Dickey Park
- 60 Alfonso Hernandez
Youth Center
- 61 Eaton Plaza
- 64 Sunset Park
- 65 Neilsen Park
- 66 Kearny Park
- 67 Frank H. Ball Park
- 68 California/Tupman
- 69 Maxie L. Parks Community
Center & Gym
- 70 Bigby-Villa Park
- 71 Hinton Park
- 73 Mary Ella Brown Park
- 74 Almy Park
- 76 Maple & Huntington
- 78 Maple & McKinley
- 79 Fresno Barrios
- 82 The Link

PARKS OUTSIDE OF HIGHEST-NEED NEIGHBORHOODS

- 1 Riverbottom Park
- 2 Stallion Park
- 3 Koligian Park
- 4 Figarden Loop Park
- 5 Emerald Park
- 6 Safety Park
- 7 Orchid Park
- 8 Highway City Park
- 9 El Capitan Dog Park (Basin AH1)
- 10 Logan Park
- 11 Oso de Oro Park (Basin D)
- 12 Holman Park
- 13 Pinedale Park
- 14 Spano Park
- 15 Audubon Park
- 16 Woodward Park
- 17 Keith Tice Park
- 18 Todd Beamer Park
- 19 Selma Layne Park
- 20 Kaiser Park
- 21 Belcher Park
- 22 Rotary East Park
- 23 Barstow & Del Mar (Basin F)
- 24 Robinson Park
- 25 First & Bullard (Basin O)
- 26 El Dorado Park
- 27 Vinland Park
- 28 Large Park
- 29 Rotary West Park (Basin B/E)
- 30 Cary Park
- 31 University Park
- 32 Granny's Park
- 33 Einstein Park
- 34 Manchester Park (Basin BB)
- 35 Radio Park
- 36 Lafayette Park
- 37 Quigley Park
- 38 Lions Park
- 39 Inspiration Park
- 40 Jaswant Singh Khaira (JSK)
- 43 San Pablo Family
- 44 Ted C. Wills Park
- 46 Martin Ray Reilly Park
- 47 Carozza Park (Basin G)
- 48 Reedy Discovery Center
- 49 Melody Park
- 50 Al Radka Park
- 51 Trolley Creek Park
- 52 Willow-Balch Park
- 53 Sunnyside Park
- 54 Pilibos Park
- 55 Mosqueda Park
- 62 Fink-White Park
- 63 Chandler Park
- 72 Regional Sports Complex
- 75 Airways Pool Complex
- 77 Cultural Arts District Park
- 80 South Tower-Broadway
and Elizabeth
- 81 Van Ness Triangle Park
- 83 Citywide Senior Center
- 84 Bulldog & Sixth
- 85 Milburn/Dakota

DEFINING HIGHEST-NEED NEIGHBORHOODS



PARKS AND HIGHEST-NEED NEIGHBORHOODS: TOP 33%

Fresno, CA

