



SOUTH FRESNO

93706

1.02

PARK ACRES

Per 1,000 residents

NORTH FRESNO

93720

4.62

PARK ACRES

Per 1,000 residents

#Parks4All: Equity & Justice Through Parks and Green Space



www.FresnoBHC.org





Fresno Building Healthy Communities is a coalition of residents, young people, community- and faith-based organizations working together to create #OneHealthyFresno, where all children and families can live healthy, safe, and productive lives.

www.FresnoBHC.org



Fresno Building Healthy Communities

OUR MISSION

- To foster and encourage thriving communities where all children and families can live healthy, safe and productive lives.

WHAT WE DO

- Fresno Building Healthy Communities works to build a long-term foundation for a healthier community with its legacy to be carried on for years to come through the leadership of community members. Recognizing a democracy in which all community members are valued and included, we believe authentic community transformation and long-term positive change can be achieved.

OUR VALUES

We are guided by a set of core values:

- **Community voice:** We believe in furthering the priorities of community members. We are committed to taking a stand in support of the voices and needs of community members.
- **Youth voice:** We support the voice and active engagement of youth, as they will be the next generation of leaders in our community.
- **People of color-led:** We are led by and are working for the rights of people of color, as well as for the benefit of all our neighbors.
- **Solidarity:** We work in solidarity across age, race, sexual orientation, class, gender, faith, language, and immigration status with partners and allies who share our values.
- **Inclusion:** We value the inclusion of diverse voices and welcome those who share and demonstrate our core values to join the coalition.
- **Equity:** We believe that attention and resources must be targeted to those communities that need it most, so that disparities in life outcomes will be reduced and eventually eliminated.
- **Collaboration:** We are stronger when we work together. We practice shared responsibility and leadership, and we maintain our commitment to one another.
- **Accountability:** We hold decision-makers and ourselves accountable to the needs and wishes of community members.

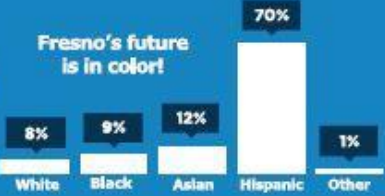
Fresno BHC Coalition Structure

Fresno Building Healthy Communities focuses on key areas inspired by the community's stated priorities. Partners work in teams to influence policy and change systems through action and advocacy.



Facts About The Place

Population of **97,510** Residents



Languages spoken in the home

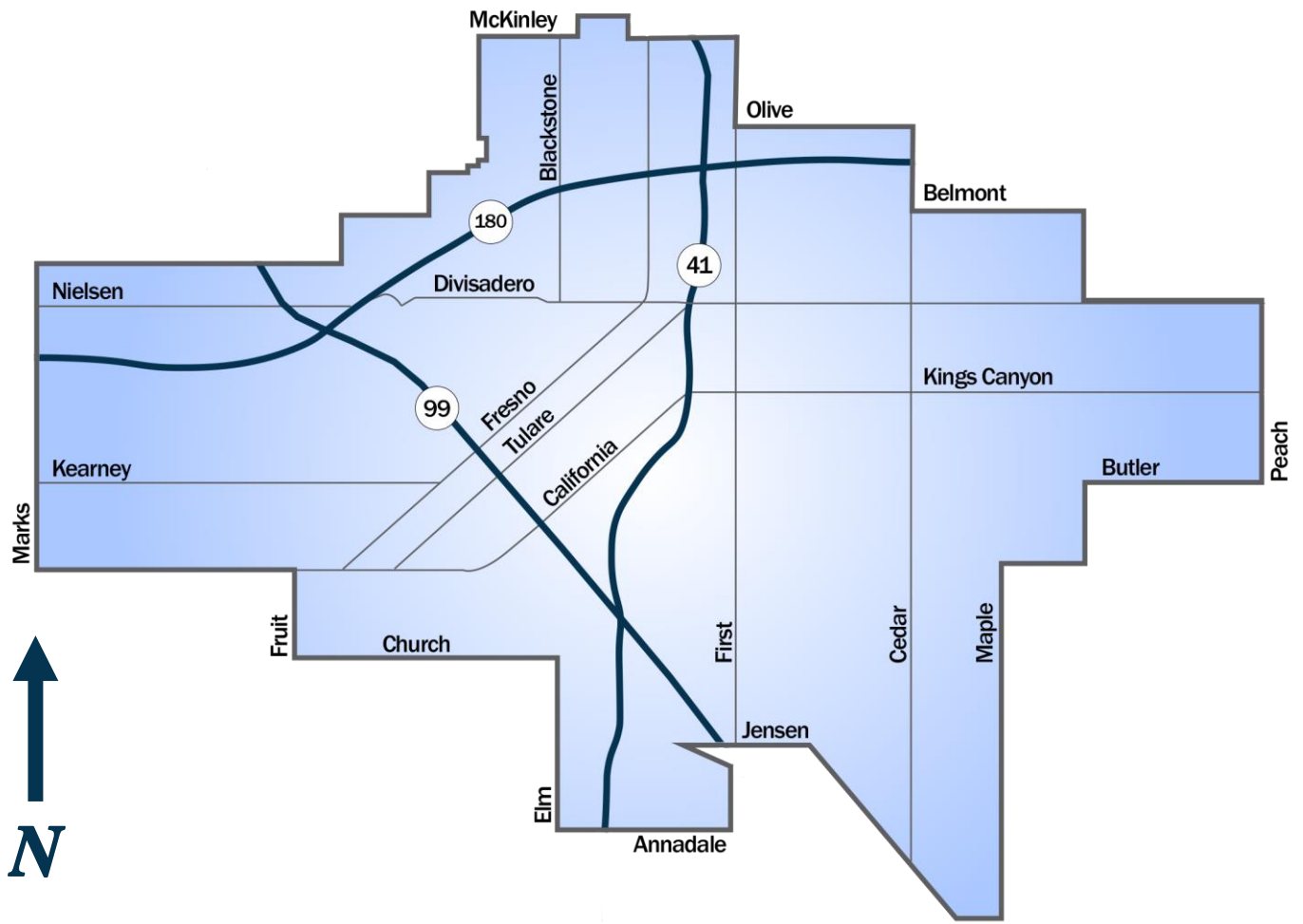
- 37% speak English only
- More than 50% speak English & Spanish
- More than 60% speak English and a second language

58% of residents are between the ages of 18-65

The Place has a much younger population – 35% are youth under age 18

The Place

- Our geographic area of focus due to health outcome data
- Challenges including high levels of poverty, unemployment, gang violence and high rates of obesity and asthma that exceed statewide averages



Spectrum of Prevention

LEVEL OF SPECTRUM	DEFINITION OF LEVEL
6. Influencing Policy and Legislation	Developing strategies to change laws and policies to influence outcomes
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
4. Fostering Coalitions and Networks	Convening groups and individuals for broader goals and greater impact
3. Educating Providers	Informing providers who will transmit skills and knowledge to others
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety

*Our
Areas of
Focus*

Source: The Prevention Institute



Why Parks?

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Social Determinants of Health

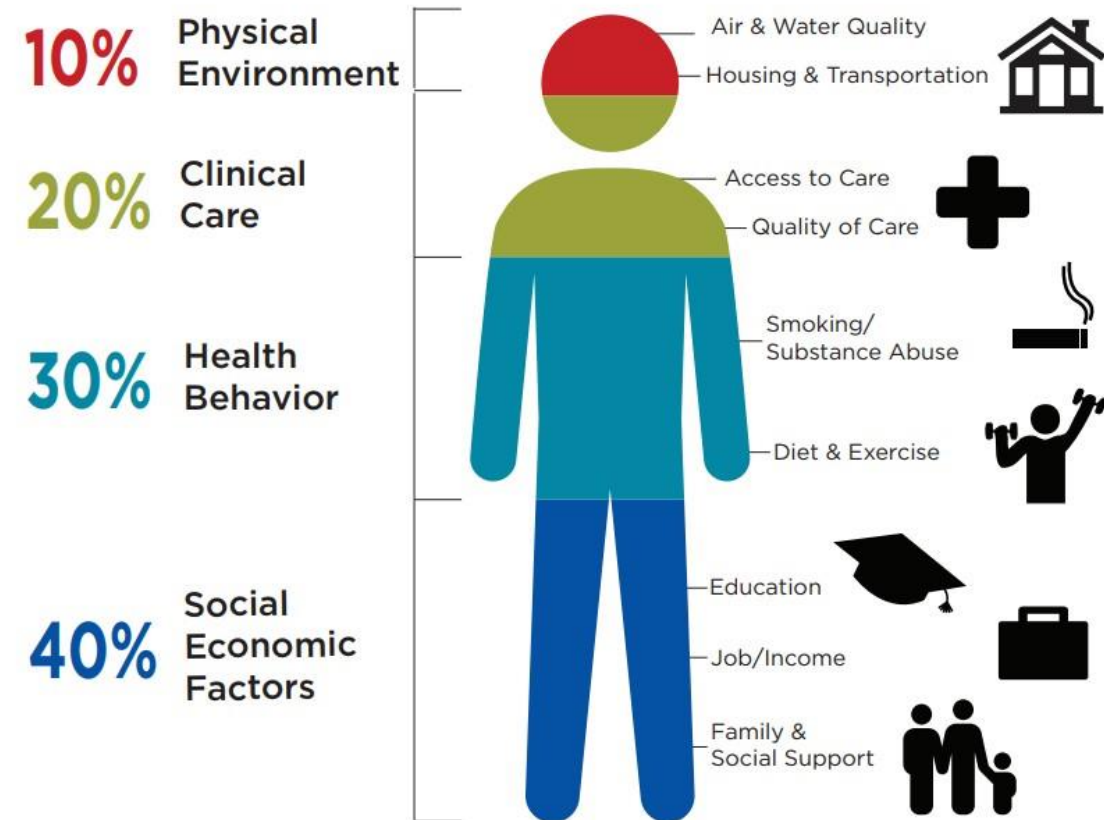


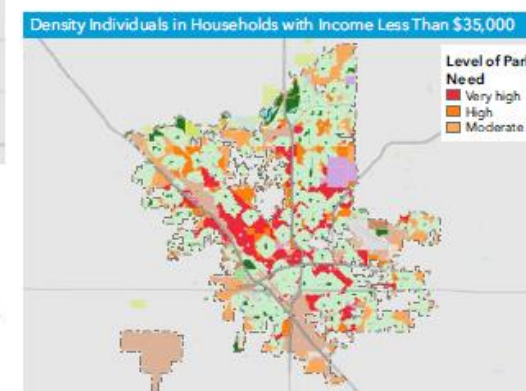
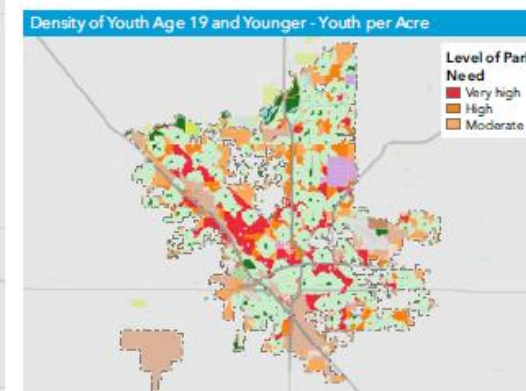
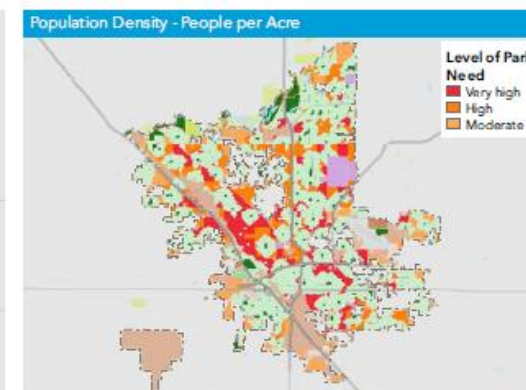
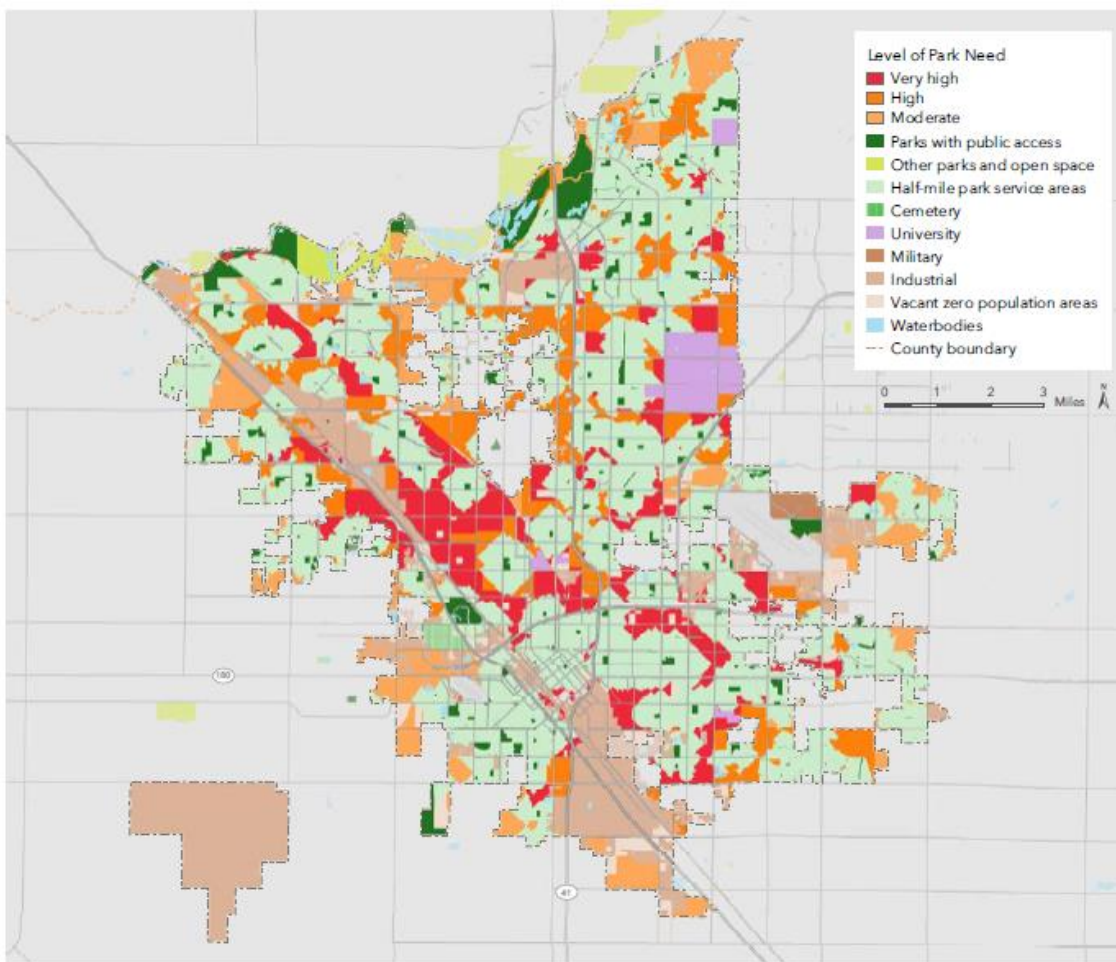
Figure 1: Factors that Influence Health

Youth Spoke - 2014



Youth Knew

- **Fresno ranked one of the worst large cities for parks in the US**
 - 2012-2015 – 100th (out of 100)
 - 2016 – 97th
 - 2017 – 90th
 - 2018 – 94th
 - 2019 – 93rd
 - 2020 – 92nd
 - 2021 – 97th
- **Fresno spends far less per capita (\$38.31) than most other cities**
 - Parks are roughly 5% of City's General Fund expenditures
 - FY 18 General Fund obligations for parks - \$12m
- **Significant public and environmental health benefits**
- **Investing in parks can significantly improve quality of life and economic competitiveness**



The Trust for Public Land 2017 *ParkScore*® index FRESNO, CALIFORNIA

The Trust for Public Land *ParkScore*® index analyzes public access to existing parks and open space. The analysis incorporates a two-step approach: 1) determines where there are gaps in park availability, and 2) constructs a demographic profile to identify gaps with the most urgent need for parkland. Park gaps are based on a dynamic 1/2 mile service area (10 minute walking distance) for all parks. In this analysis, service areas use the street network to determine walkable distance - streets such as highways, freeways, and interstates are considered barriers.

Demographic profiles are based on 2015 Forecast block groups provided by Esri to determine park need for density of youth, density of individuals in

households with income less than 75% of city median income (Fresno less than \$35,000), and population density (people per acre).

The combined level of park need result shown on the large map combines the three demographic profile results and assigns the following weights:

- 50% - population density (people per acre)
- 25% - density of youth age 19 and younger
- 25% - density of individuals in households with income less than \$35,000

Areas in dark red show a very high need for parks.

Special thanks to the following data providers: Fresno, Esri. Information on this map is provided for purposes of discussion and visualization only. Map created by The Trust for Public Land on March 16, 2017. The Trust for Public Land and The Trust for Public Land logo are federally registered marks of The Trust for Public Land. Copyright © 2017 The Trust for Public Land. www.tpl.org

Youth Led - 2015



Brief Timeline

2010 – General Plan Work Focused on Land Use

2013 – Youth Called on Fresno BHC to Focus on Parks

2014 - #Parks4All Communications Campaign Begins

2014 – 2015 – Parks Master Plan Language in General Plan

2015 – Youth Parks Forum, Meet Me at the Park, Sports Clinic Events Kickoff

2015 – General Plan is adopted / Budget Advocacy Kickoff

2015 – Bus Ad Controversy

2015 -2016 – Romain Skatepark Buildout

2016 – Secure Funding for BMX Park at Mary Ella Brown / Parks Master Plan Advocacy Begins

2017 – Fresno For Parks Coalition Convenes

2018 – Parks Master Plan is Adopted / Measure P Language Drafted, Signature Gathering, & Election

2019 – Lawsuit challenging City of Fresno filed

2020 – Appeals Court Decision

2021 – Supreme Court Decision / Measure P Implementation

What is Community Organizing?



Process by which community groups are helped to identify common problems or goals, mobilize resources, and develop and implement strategies for reaching their collective goals.



Starts where people are.

Concept of Community

- Defined by social interaction and collective identity
 - Geography
 - Shared interests
 - Shared characteristics
 - Issues
 - Cultural/historical perspectives
 - Virtual community
 - Stakeholders for a particular issue

Race/ethnicity,
sexual orientation,
occupation

It's About Power

- Community organizing provides community voice in efforts toward social justice and health equity
- All organizing addresses power
 - Power to, with, over
 - The ability to influence the outcome of events

It's Community Focused

- Understanding community as an inclusive, dynamic and multidimensional system.
- Building capacity, not merely fixing problems.

Concepts in Community Organizing

Concept	Definition
Empowerment	Process through which people gain mastery over their lives and community.
Community Capacity	Characteristics that affect ability to identify, mobilize and address problems.
Participation	Engagement of community as equal partners.
Relevance	Start where people are.
Issue Selection	Identifying immediate, specific, and realizable focus for change that unify and build community strength.
Critical Consciousness (Recognition of Inequities)	Awareness of social, political, and economic forces that contribute to social problems.

Community Organizing Process



Community Engagement Principles

COMMUNITY AS THE UNIT OF IDENTITY

BUILDING ON COMMUNITY STRENGTHS

PROMOTING CO-LEARNING

CYCLICAL AND ITERATIVE PROCESSES

CULTURAL HUMILITY

INTEGRATING KNOWLEDGE AND ACTION

COLLABORATIVE MENTORSHIP

INVOLVING COMMUNITY IN ALL STAGES OF DEVELOPMENT

LONG-TERM COMMITMENT

“Effective community organizing requires a sharp analysis of power and politics, a keen sense of time and place, and an abiding hope for what is possible. It requires the ability to listen, to find common ground, and to inspire others with words, actions, and courage. It also requires the ability to understand complex problems, mobilize resources, and achieve things that matter”

- Kathleen M. Roe, DrPH, in Minkler, 2012, p. 9

It's Time to #FixOurParks



Half of Fresno residents lack access to a quality park within walking distance of their home.

#FIXOURPARKS
#PARKS4ALL



Quality parks help reduce crime, resulting in safer and better communities.

#FIXOURPARKS

#PARKS4ALL



IN FRESNO, ONLY 4¢ OUT OF EVERY \$1 IS SPENT ON PARKS



Category	Amount
Police	51¢
Fire	19¢
General Government	10¢
Development and Resource Management	9¢
Debt Service	4¢
Public Works	3¢
Parks	4¢

#FIXOURPARKS
#PARKS4ALL



*Data based on City of Fresno General Fund Expenditures FY18.



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Fresno Parks Master Plan By the Numbers

- **Fixing Existing Parks:** *need an additional \$175 million*
- **Maintenance:** *need an additional \$5 million per year*
- **Park Access:** *roughly 1/2 of population does not live within walking distance of a park*
- **Renovations to Existing Parks:** *roughly \$10-12 million/each*
- **New Park Construction:** *roughly \$3-10 million/each; need 1800 new acres by 2035*
- **Park Condition:** *about 80% of the City's parks are in poor or fair condition*



35,359 Signatures

61,870 Yes Votes

\$2.26 Million Raised

Parks Matter

- One of the most important but least recognized essentials to a great and healthy community is a well-designed and well-maintained network of parks. Parks improve our:
 - Health
 - Economy
 - Environment
 - Education
 - Community





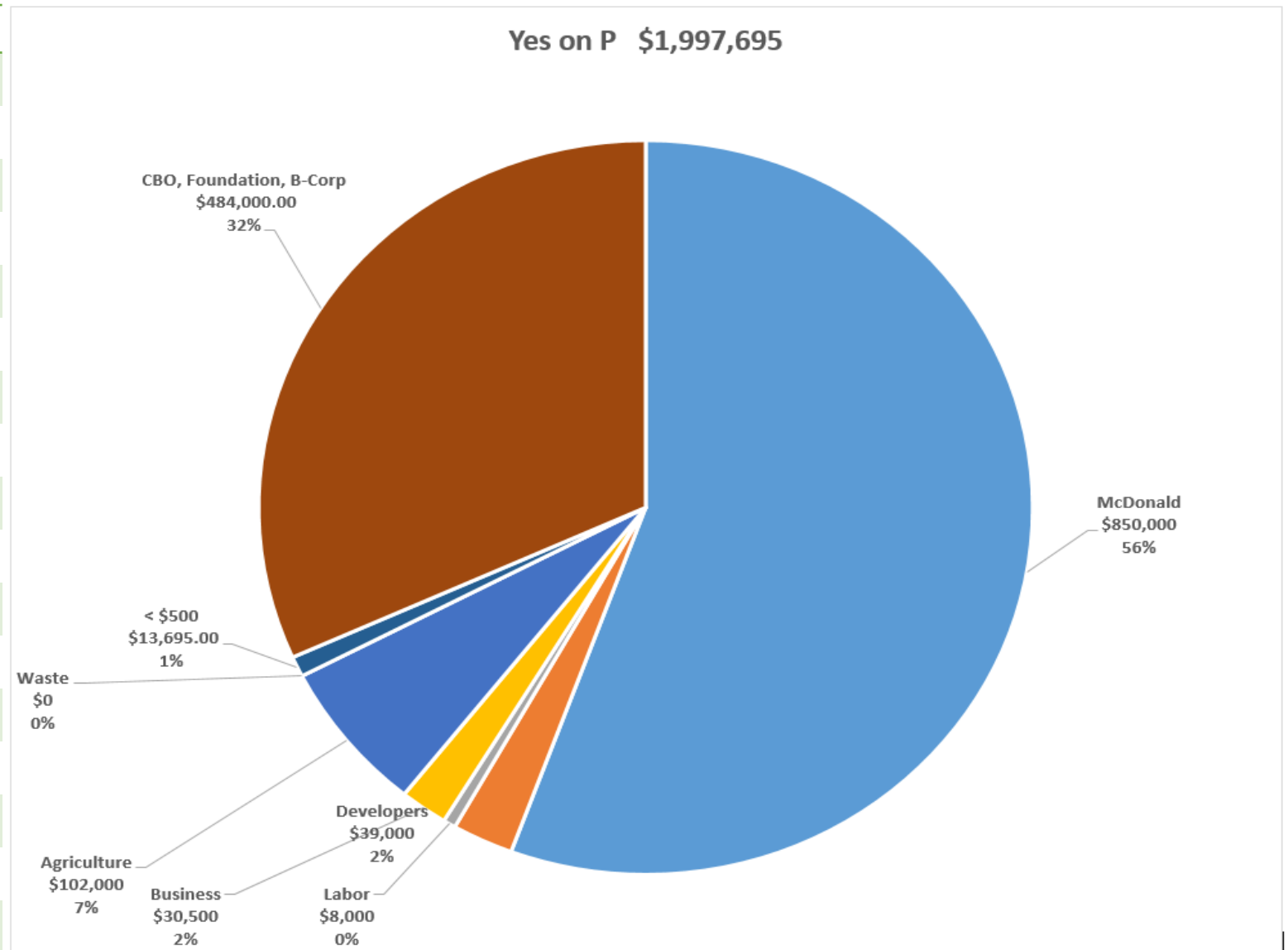
FRESNO FOR PARKS

0.375¢ per dollar = \$37.5 million for parks!

Category	%	Revenue Per Year
Deferred Capital for Existing Parks	34%	\$12,750,000
Operations & Maintenance for Existing Parks	13.5%	\$5,062,500
New Parks	21.5%	\$8,062,500
San Joaquin River Parkway	2%	\$750,000
Trails	5.5%	\$2,062,500
Corridor Beautification	5.5%	\$2,062,500
Arts	8.5%	\$3,187,500
Recreational Programs & Youth and Veteran Jobs	8.5%	\$3,187,500
Program Implementation	1%	\$375,000

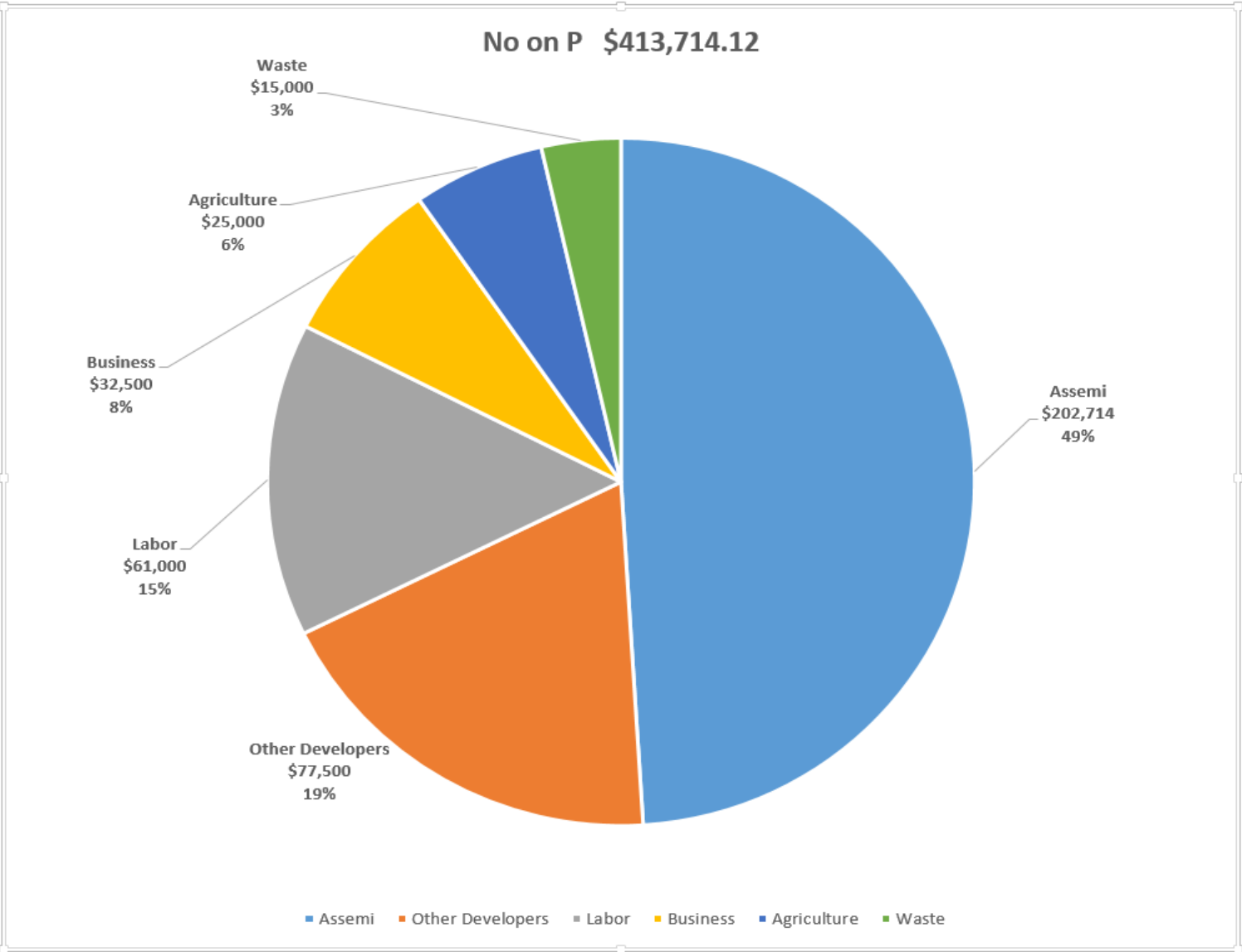
Measure P Supporters

Donor	Amount
David McDonald	\$850,000
Central Valley Community Foundation	\$484,000
Lyles Foundation	\$150,000
Eaton/Gibson Family	\$75,000
San Joaquin River Parkway	\$62,000
Central Valley Foundation	\$30,000
Rodger Jensen	\$25,000
Barbara Berberian	\$20,000
National Audobon	\$15,000
Zinkin	\$15,000
Telles	\$12,000
Harris	\$10,000
Kat Taylor	\$10,000
Hallowell	\$10,000
Woolf	\$8,000
Carpenters Union	\$8,000
Grove Action Fund	\$5,000



Measure P Opponents

Donor	Amount
Assemi	\$202,714
Firefighters	\$30,000
Police	\$30,000
Kashian	\$25,000
Lyles	\$10,000
Wathen	\$10,000
Mid-Valley	\$10,000
Spencer	\$10,000
Smittcamp	\$10,000
Fagundes	\$10,000





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#Parks4All: Equity & Justice Through Parks and Green Space

Concept	Example
Empowerment	Fresnans organized their neighbors to adopt an expenditure plan and fund it through taxes. Youth mastered civic engagement.
Community Capacity	Youth and adult residents lent their expertise to inform the campaign, learned to gather signatures, canvassed neighborhoods, and approved all Measure P language.
Participation	Community led all the work on the ground, Fresno BHC provided training and resources in support.
Relevance	Parks are important to Fresnans. The issue was timely.
Issue Selection	Youth selected parks as their issue of focus and set the goal each year to lead to transformative change.
Critical Consciousness (Recognition of Inequities)	Fresnans were or became aware of the inequities in park access/quality in Fresno and the political power that drives decisions.

Join the Movement!

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Arts Committee

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