

Transform Fresno Pop-Up Workshop Findings

June 12, 2019



Transform Fresno Community Engagement Plan Goal

To enable residents, business owners, and property owners in Chinatown, Downtown, and Southwest Fresno to be knowledgeable of and actively engaged in the Transform Fresno efforts.

Transform Fresno CEP

Community Engagement Plan Objectives

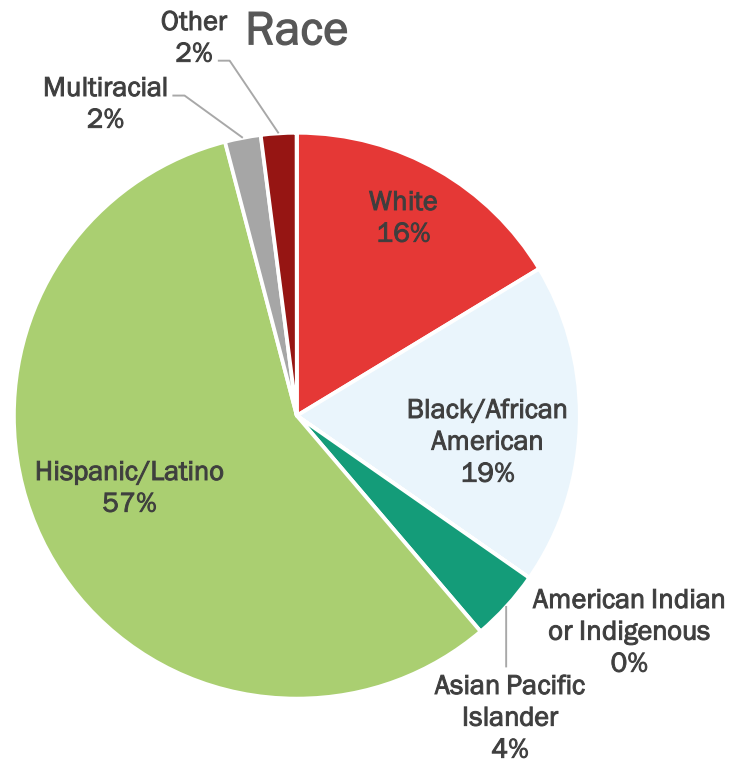
- Provide clear and consistent communication to residents, businesses and other stakeholders throughout the implementation of TCC project implementation.
- Enable active participation in project implementation.
- Ensure ownership over the process and its outcomes
- Develop local leadership and civic capacity
- Foster the next generation of community leaders
- Create opportunities to provide input on design and implementation decisions
- Document the implementation process
- Celebrate accomplishments

Transform Fresno Community Engagement Plan Pop-Up Workshop Format

- Informal - Open House
- Approximately Two Hours
- Five Workshops
 - Chinatown
 - Sunset Community Center
 - Bitwise South Stadium
 - Mariposa Plaza
 - West Fresno Family Resource Center
- Transform Fresno Summary
- Map showing project location
- Opportunity to Review and comment on CEP objectives
- Ability to state preference for being informed and being involved

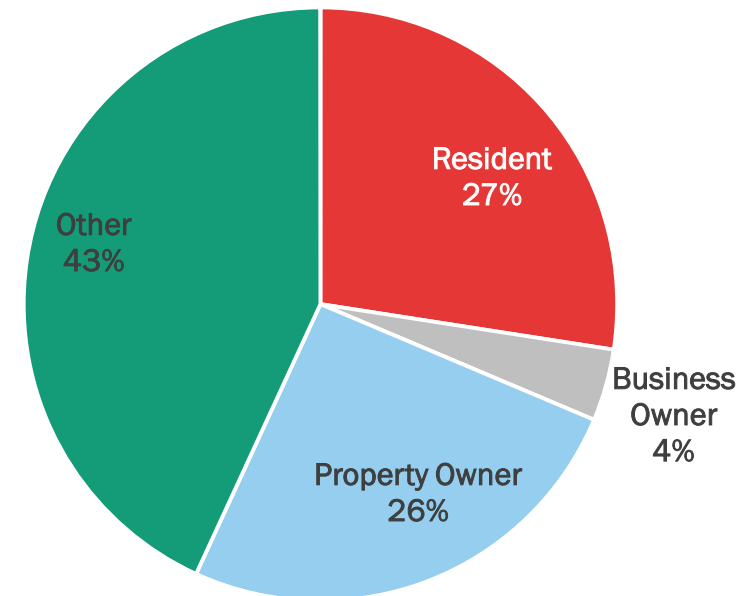
Who Participated?

- 120 participants
 - 80 in full pop-up
 - 40 in minimal level (sign up, 1 board, feedback)



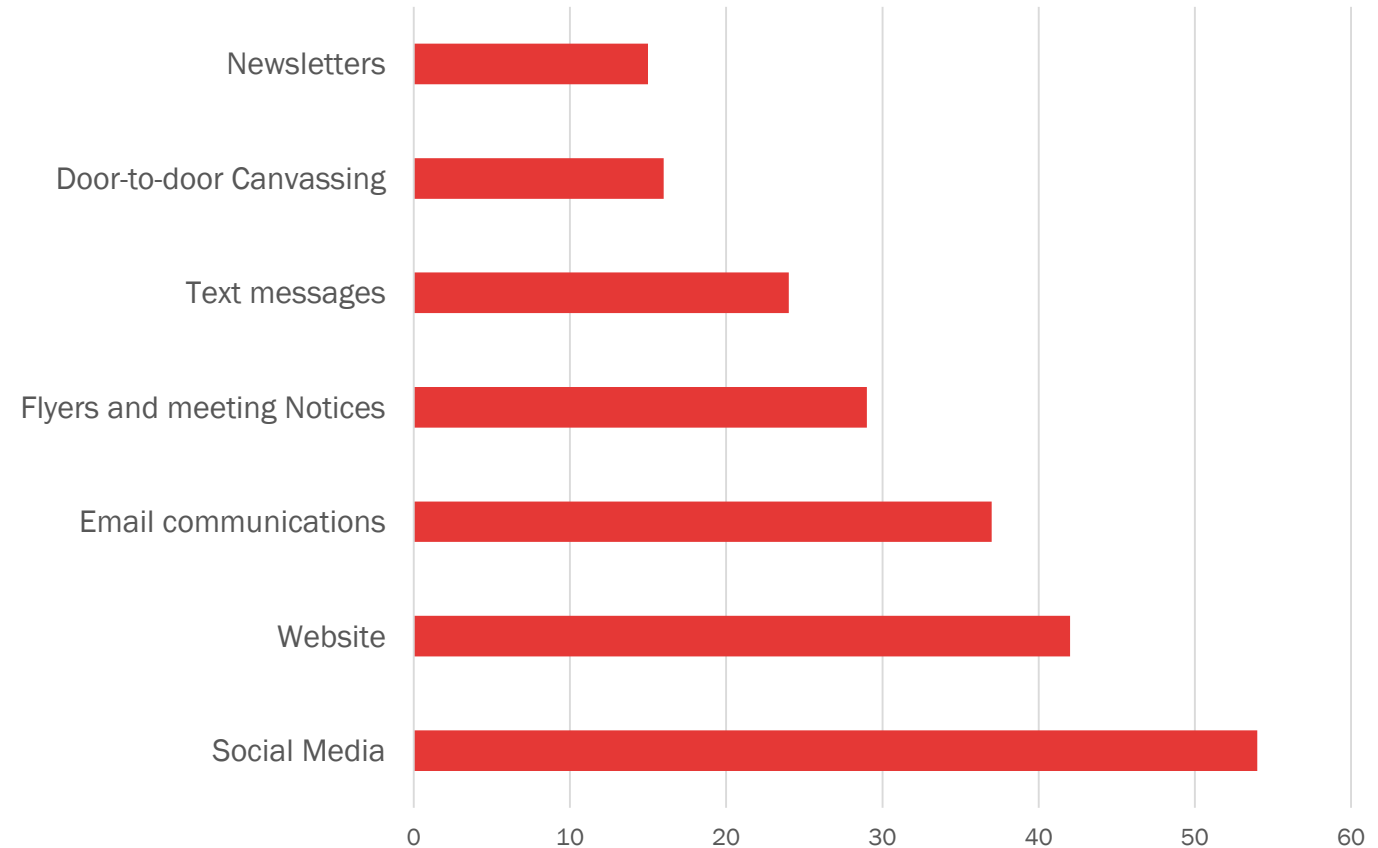
- New and long-term neighbors
 - 39% lived in neighborhoods 1-5 years
 - 36% lived in neighborhoods 11+ years

Relationship to TCC Area

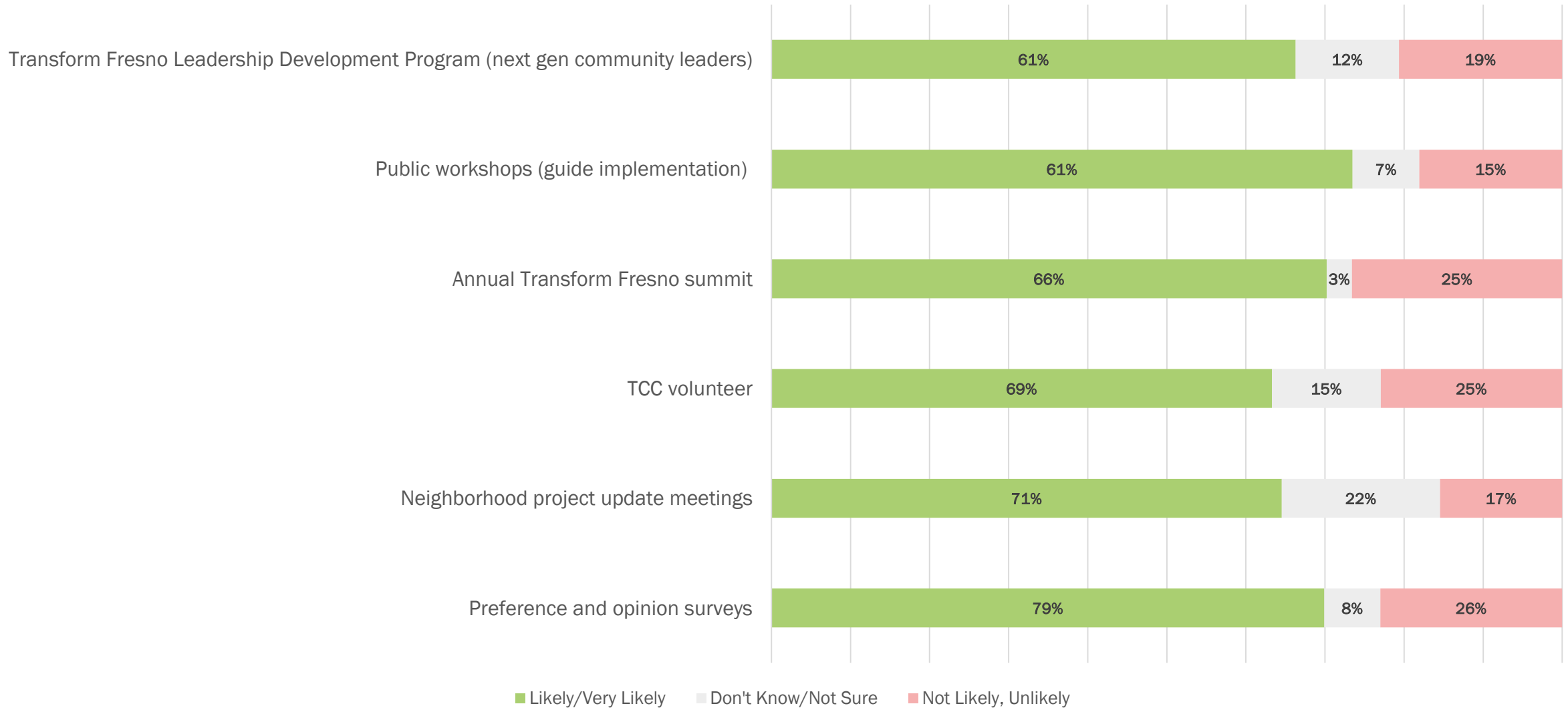


Preferred Ways to Learn About TCC

- **TOP 3:** Social Media, Website, and Email Communications
- **Other:** Mailing Information, Block Neighborhood Ambassadors, Emails (brevity and opt in/out)



Interests in Participation



Least Selected Activities

- People were not interested in Ambassador program (very unlikely/not likely 54%)
- People were 50/50 split when it came to attending quarterly Outreach/Oversight Committee meetings

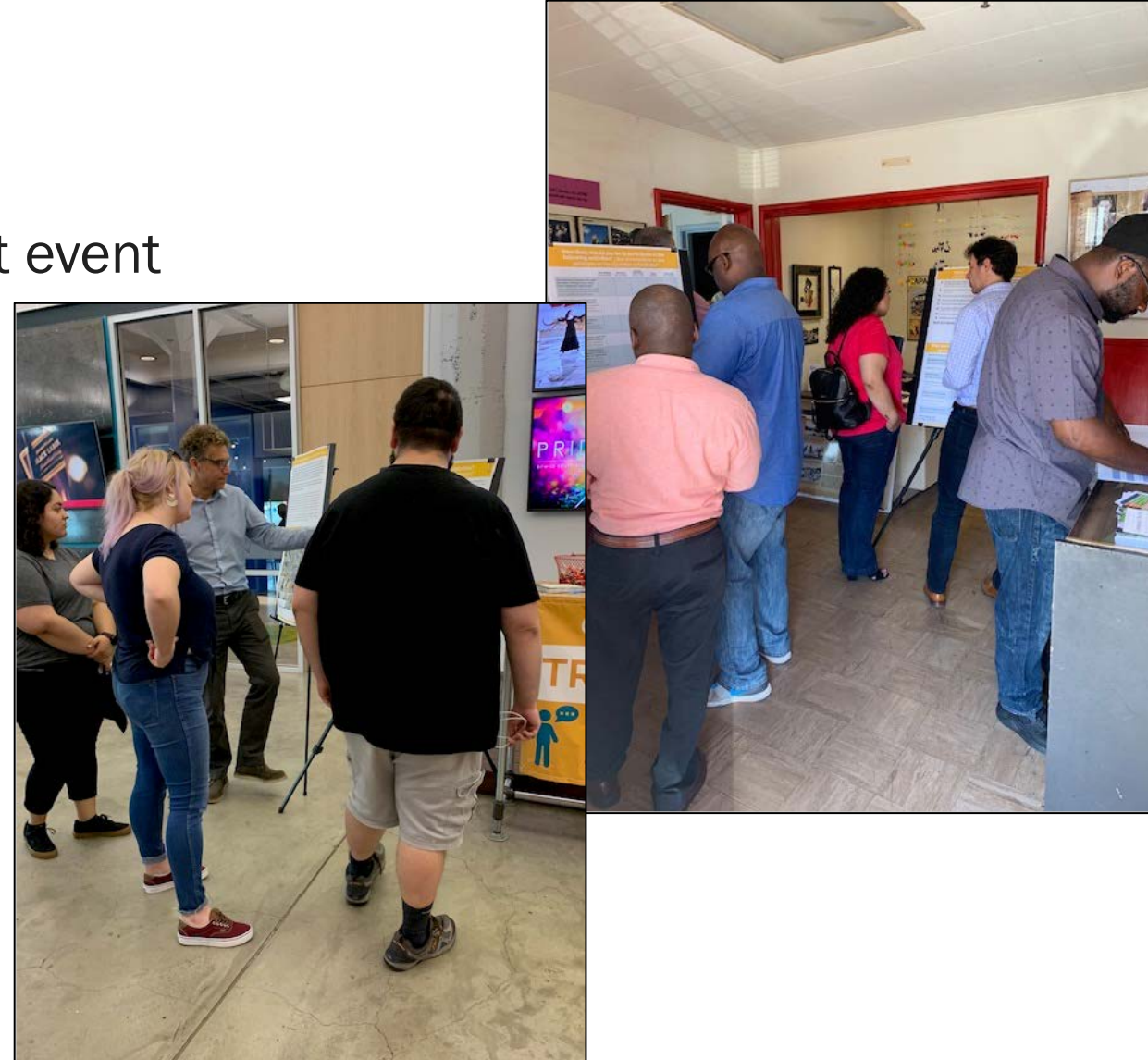


General Comments

- Integrate Job Creation and Training
- Long-term Active Participation beyond TCC
- Maintenance of Community Investments
- Focus on young people of color

Other Ideas for Active Participation

- Include Youth
- Include EXISTING community as project event organizers
- Have a Celebration
- Use online videos (webinar, live meeting, Youtube channel)



Next Steps

- Review survey results
- Integrate comments on the CEP Framework
- Prepare Draft CEP actions, budget, and narrative.
- Circulate for comments
- Prepare Final CEP
- Submit to State Strategic Growth Council

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Thank You