



Transform Fresno Pop-Up **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

- 1. Provide clear and consistent communication to residents, businesses, and other stakeholders throughout the implementation of TCC projects. Proveer comunicación clara y coherente a los residentes, empresas, y otros partes interesados durante la implementación del proyecto TCC
- 2. Enable active participation in project implementation. Habilitar la participación activa en la implementacion
- 3. Ensure ownership over the process and its outcomes. Asegurar la propiedad sobre el proceso y sus resultados
- Develop local leadership and civic capacity. Desarrollar el liderazgo local y la capacidad civica.
- Foster the next generation of community leaders, Fomentar la próxima generación de lideres comunitarios
- Create opportunities to provide input on design and implementation decisions. Crear oportunidades para aportar información sobre decisiones de diseño e implementación.
- 7. Document the implementation process. Documentar el proceso de implementación.
- 8. Celebrate accomplishments. Celebrar logros.

What else should we add? ¿Qué más debemos agregar?



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30

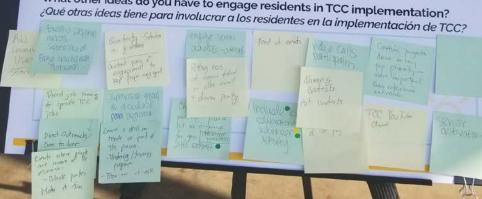
What are the best ways to learn about TCC? ¿Cuáles son las mejores maneras de aprender sobre TCC?

Vote for the top 3 ways below with your dots. Vota por los 3 primeros maneras abajo con tus puntos



			Neutral/		
	Very Unlikely Muy improbable	Not Likely No es probable	Don't Know Neutral / No sé	Likely Probable	Very Likely Muy probable
Attend quarterly Outreach/Oversight Committee meetings to learn about future engagement opportunities Assitus also reunienes trimestrates del Comito de Alcance/Supervision para aprender sobre futuras opertunicados de purticipación			•	•	•
Join the Ambassador Program and help engage community members in the TCC program Unase al programa Ambassador'y ayude a involucirar a los membros de la comunidad en el programa TCC.	·:	: .		•	•
Attend annual Transform Fresno summit to celebrate project achievements Assiste a la cumbre annual Transformar Fresno para celebrat las logras del proyecto	.*		• • •	• • • •	
Attend public workshops to guide the implementation of specific projects Asistir a talienes públicas para orientar la implementación de proyectos especificos.	•	•		••••	
Participate in the Transform Fresno Leadership Development Program, a program to train the next generation of community leaders Participe en el Program de Desamillo de Liderazgo Transformer Fresno, un programa para capacitar a la proisma generación de lideres comunitarios		•	•	• • •	
Attend neighborhood project update needings to learn about the progress f a project <i>isstea</i> a los reuniones de tunifración del proyecto del vecindario ara conocer el progreso de un proyecto		•			
ke preference and opinion surveys aliza encuestas de preferencia y opinion	•		•	•	
rticipate as a TCC volunteer to p implement a project (e.g. tree nting) Parlicipar como voluntario en TCC a ayudar a implementar un proyecto (por aplo, plantación de arboles)			• • •		

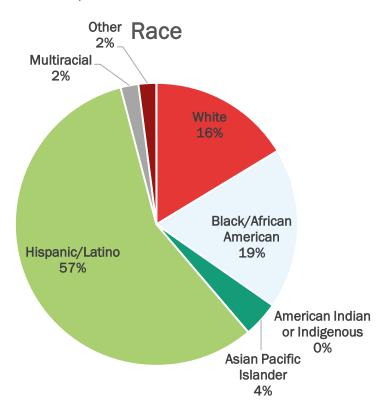
What other ideas do you have to engage residents in TCC implementation?





Who Participated?

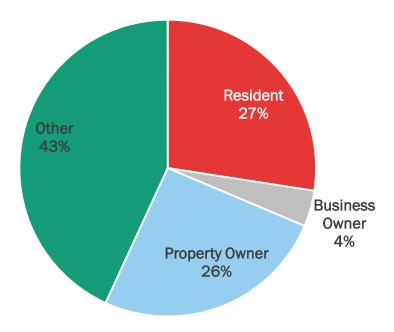
- 120 participants
 - 80 in full pop-up
 - 40 in minimal level (sign up, 1 board, feedback)



New and long-term neighbors

- 39% lived in neighborhoods 1-5 years
- 36% lived in neighborhoods 11+ years

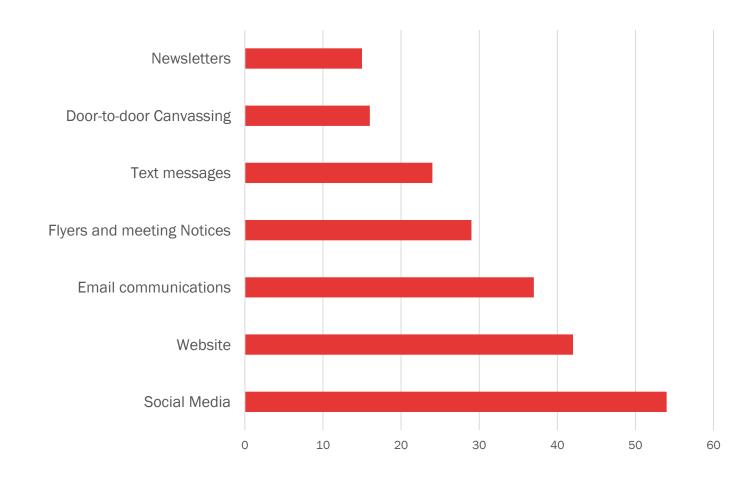
Relationship to TCC Area





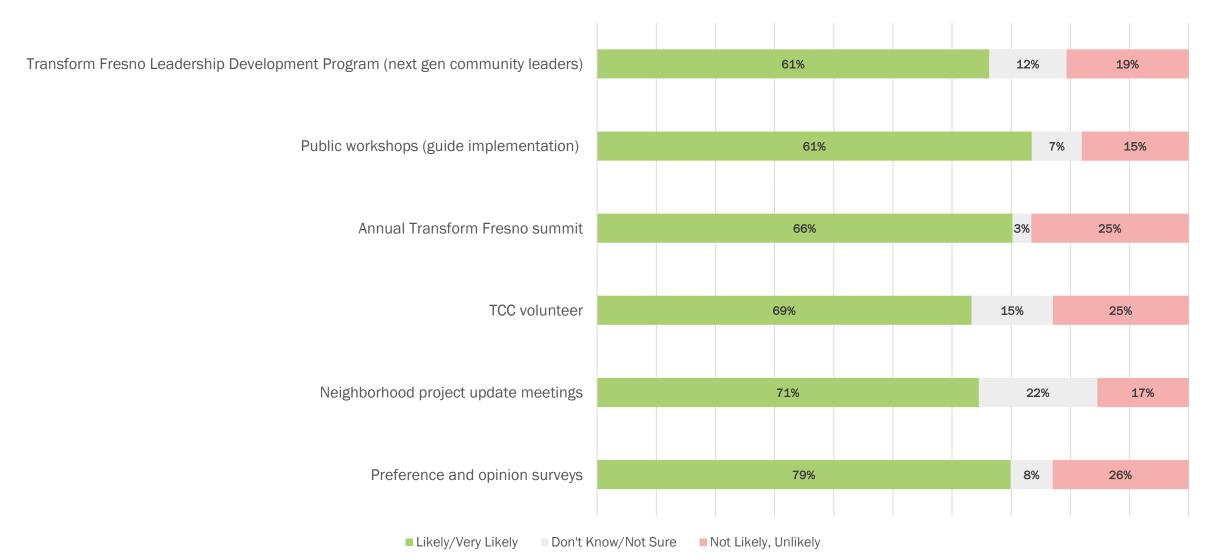
Preferred Ways to Learn About TCC

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





Interests in Participation



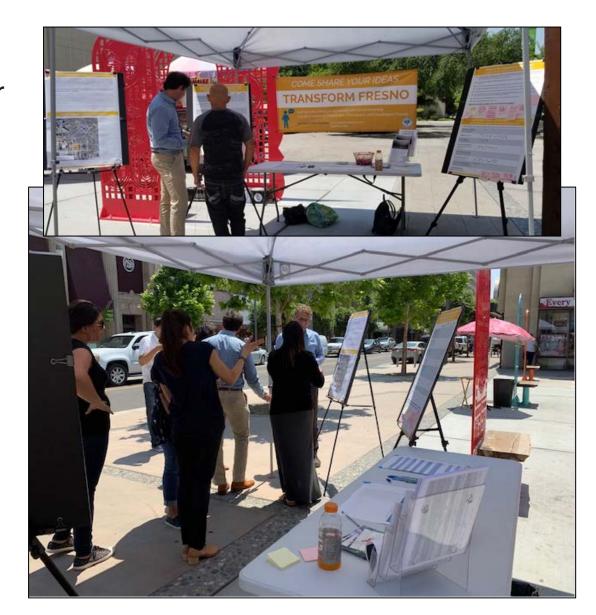


Least Selected Activities

- 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

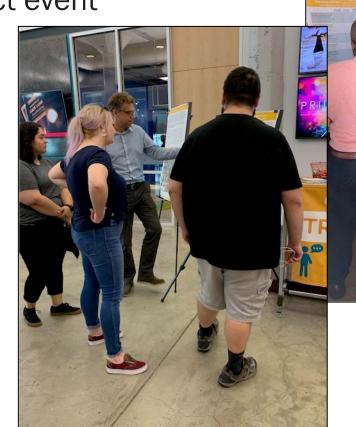
Include Youth

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

