



Fresno
Economic
Opportunities
Commission

Transform Fresno Community Meeting

September 9, 2020

Sanctuary Transitional Shelter
Foster Grandparent Program
Sanctuary Youth Shelter
Tobacco Education Program
WIC - Women, Infants and Children
Local Conservation Corps (LCC)
Low-Income Home Energy Assistance Program (LIHEAP)
Café EOC
Street Saints
Housing Programs
Community Health Center
Head Start 0 to 5
Recycling
Transit Systems
Food Distribution
California Personal Responsibility Education Program (CAPREP)
Summer Food Program
Access Plus Capital
Energy Services
YouthBuild Charter High School of California
School of Unlimited Learning (SOUL)
Nielsen Conference Center
Adolescent Family Life Program (AFLP)
Safe Place
Food Services
Central Valley Against Human Trafficking (CVAHT)
Workforce Connection Young Adult Program
LGBTQ+ Resource Center
Valley Apprenticeship Connections

Agenda

- Accomplishments
- Next 6 months
- Logo & Branding
- Connect with us



Prime Partner Media & Communications Direct Outreach Event Coordination

Accomplished so far:

- Logo concepts
- Website logistics
- Inside Out Community Garden Video
- Newsletter template



Prime Partner Media and Communications

Coming in the next 6 months

- Regular community engagement updates
- Finalize logo and branding
- Develop branding guidelines
- Create new website
- Develop social media pages
- Develop project videos, media, & PSAs to share on the web and social media
- Utilize relationships with media outlets



Direct Outreach and Event Coordination with COVID - 19

Coming in the next 6 months

- Volunteer interest database
- Newsletter
- Community calendar
- Surveys and distribution of flyers
- Hybrid events
 - In-person and virtual
 - Project milestone events
 - Transform Fresno Summit



Outreach will be modeled after strategies to ensure the health of staff and the public is top of mind.



Virtual events can be shared on social media and get more of a reach.



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Logo & Branding



Logo & Branding Origins

- Goals of Community Projects
 - Transportation
 - Greening
 - Housing
- Transforming our communities
- Feedback from Outreach and Oversight Committee



1.



2.



3.



4.



5.



6.



7.



Community Input Vote on the Transform Fresno logo!

www.surveymonkey.com/r/TCC-Logo

Voting ends Sunday, September 13, 2020 at 11:59pm

Selection will be announced through transformfresno.com and City of Fresno Facebook page once approved by the Outreach and Oversight Committee



Fresno **Economic Opportunities Commission**

Stay Connected

- Project updates
- Events
- Photo opportunities

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Questions?

