

New Partners for Smart Growth

Value-based
Organizing with South
Fresno residents to
stop sprawl
and promote health



Si Se Puede



LA MUJER OBRERA!

Kuvi Va!



Frente Indigena Organizacion Binacional

Men, puark hao het dai!



PEB UA TAU!



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Place-Based Initiative in Fresno's Oldest Neighborhoods

- “The Place” is located in Central/SE/SW Fresno
- About the Place
 - 95,000 residents
 - 66% Latin@
 - 14% African American
 - 10% SE Asian
 - 9% White
 - Challenges includes:
 - Neighborhood poverty rates of at least 20%, most 40+%
 - Strong Majority of households in every neighborhood speak a language other than English at home (Min 45% Max 90%)
 - Gang violence
 - Asthma
 - Obesity



PARTNER AGENCIES



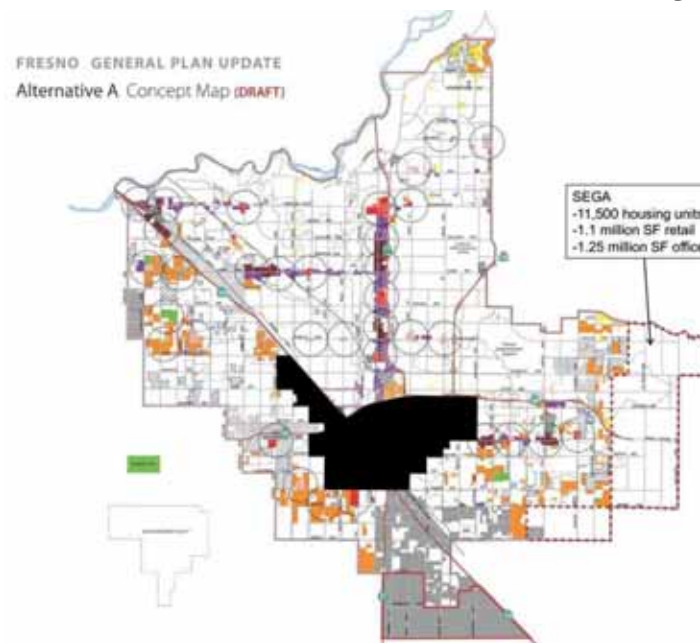
Organizing Hmong and Lao, English and Spanish speaking faith congregations, Hispanic, African American, and Indigenous residents of South Fresno + Special Research Friend: Miriam Zuk



City of Fresno Community Planning

Committed to working with resident leaders to ensure their voices are heard in the City of Fresno's Downtown Neighborhoods Community Plan & the General Plan

Trained in Community Organizing





**Health Happens
in Neighborhoods**

Outcome 4

**Residents live in Communities
with Health Promoting Land-Use,
Transportation,
and Community Development**

**HEALTH HAPPENS
WITH
ACTION**

Community Organizing (PICO Model)



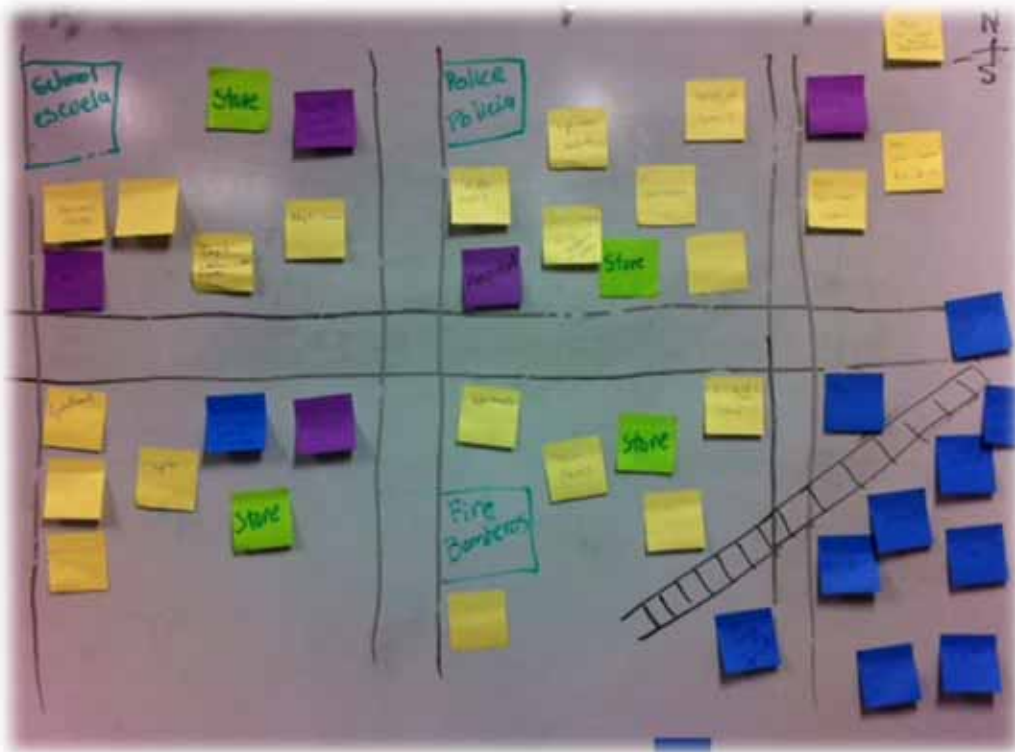
Potlucks and Community Meetings





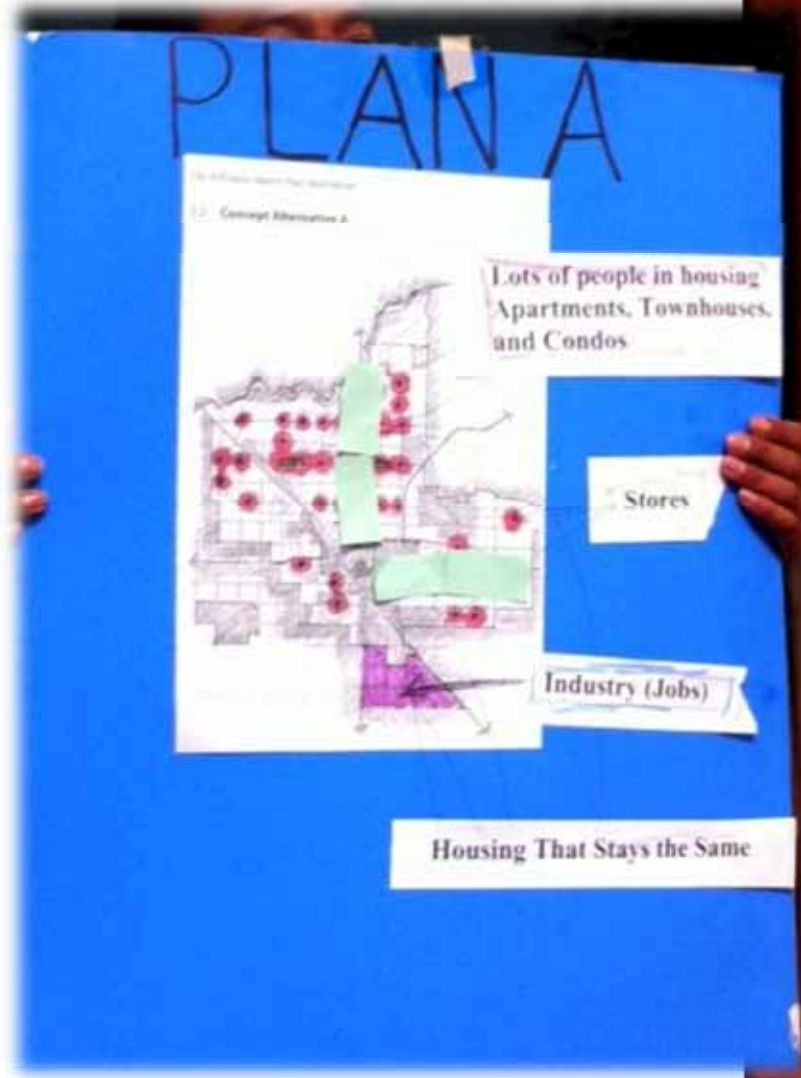
Popular Education Zoning Exercise

- Easily accessible
- Low-Tech,
- Colors, not Words
- All Language Groups can participate equally



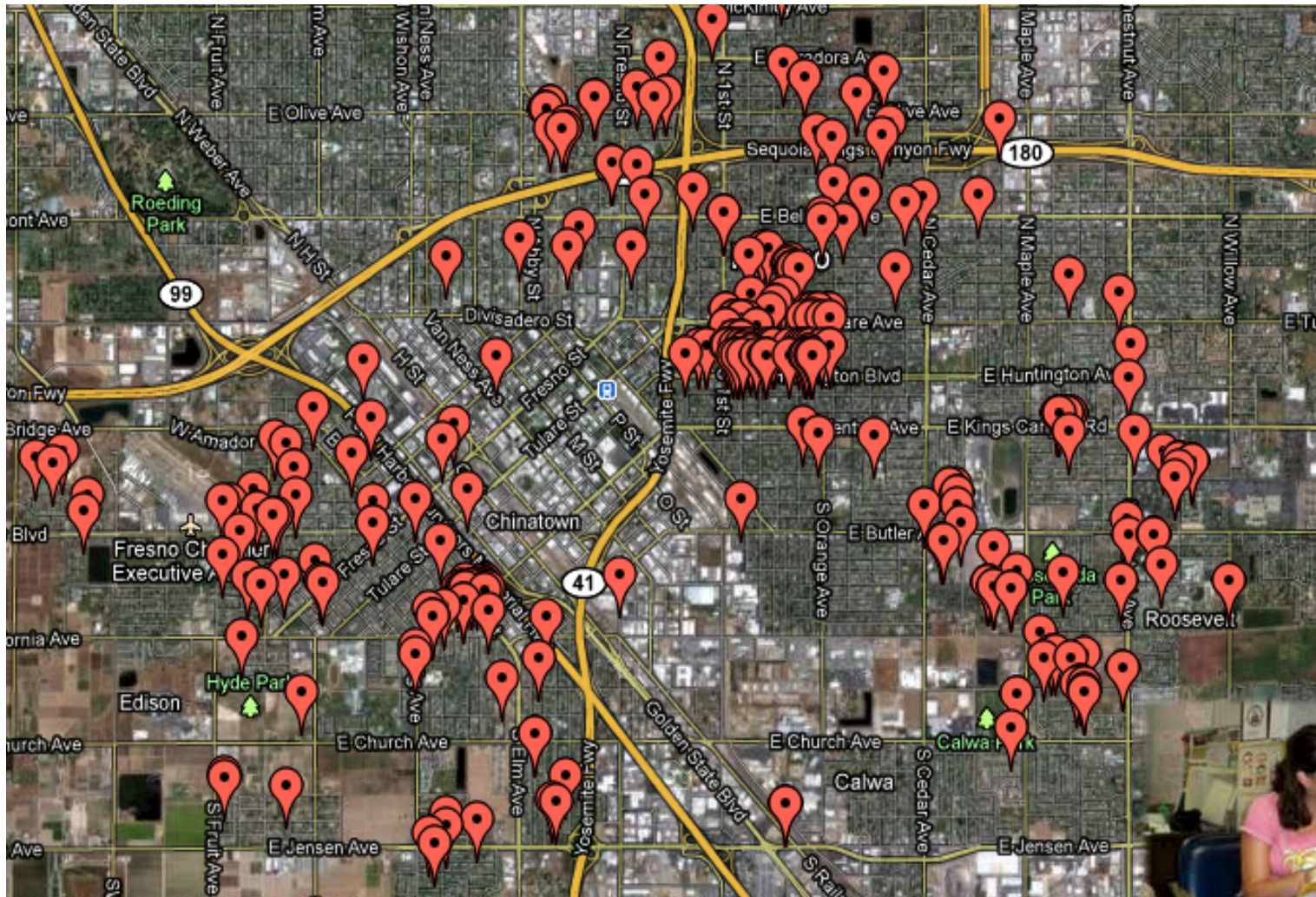


Multilingual Leaders Came Together to Learn Together, and then break up into Language Specific Groups



PICO Model One on One's

Question: "If you had all the money in the world, what would you change about your neighborhood?"



Map indicated the number of One on One's completed within the BHC Place in Fresno who chose to share their address



Building **Healthy** Communities

Action: Planning for a Healthy Downtown

*With Mayor Ashley Swearingin
and other city staff*

October 11, 2011

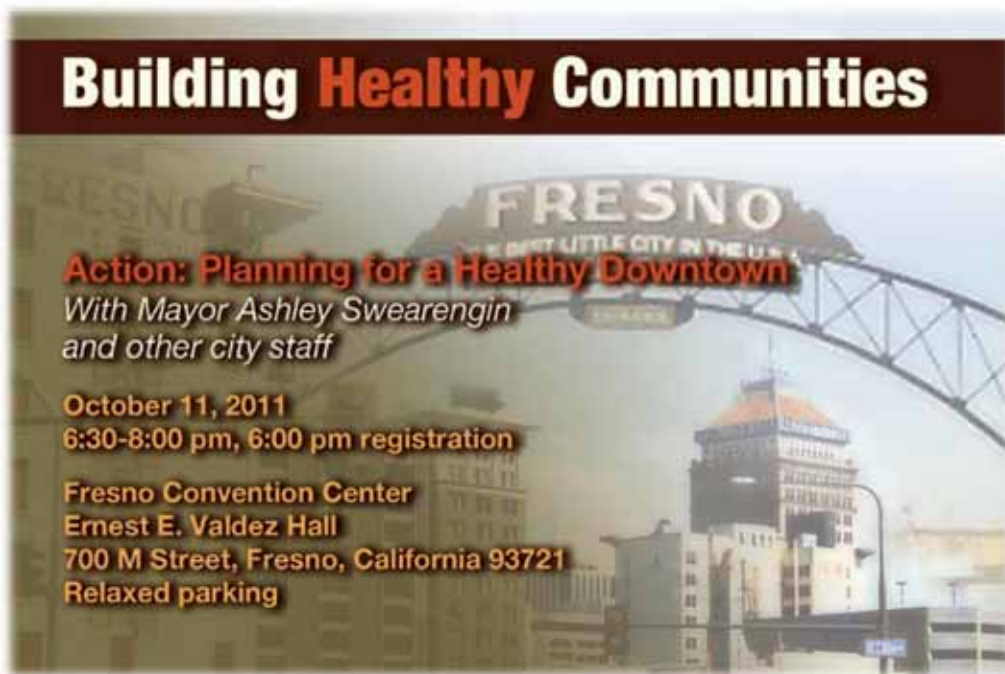
6:30-8:00 pm, 6:00 pm registration

Fresno Convention Center

Ernest E. Valdez Hall

700 M Street, Fresno, California 93721

Relaxed parking





Research Meetings to Share Planning Values



October 11th Action

“The best community meeting I’ve ever seen” –City Manager, Mark Scott









A collage of items including a newspaper clipping, a circular logo, a blue sticker, and a yellow sign with the letter 'A'. The newspaper clipping features the headline "Fresno votes to stop sprawl" and "House rejects Buffett Rule". The circular logo reads "Faith In Community FIC PICO Fresno Calif". The blue sticker says "I am a community leader". The yellow sign has a large red letter 'A'.

Builders aren't calling the shots anymore in Fresno

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By [Name]

Builders aren't calling the shots anymore in Fresno. The city's new general plan, which was adopted last week, marks a significant shift in the city's development strategy. The plan, which was developed by a coalition of community groups and city officials, calls for a more balanced approach to growth, one that prioritizes the needs of the city's residents and the environment. The plan also calls for a more equitable distribution of resources, one that ensures that all residents have access to the same opportunities and services. The plan is a landmark achievement for the city, and it represents a new chapter in Fresno's history.

