

US EPA ARCHIVE DOCUMENT



# The Fresno Example: Utilizing Federal Support Effectively

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EPA Region 9



Redding

Sacramento Valley

Sacramento

San Francisco

Fresno

San Joaquin Valley

Bakersfield

Los Angeles

# San Joaquin Valley



\$24 Billion annual gross value of agricultural production





# Development Patterns in Fresno





# Spotlight on Fresno

- Strong Cities/Strong Communities (SC2) in Fresno
  - White House pilot initiative in 6 cities nationally
  - Goals:
    - Better model of federal support for local revitalization efforts **(for ALL communities – not just these 6!)**
    - Federal interagency collaboration
    - Support City's plans for economic development and revitalization
    - Increase the capacity of local government



# Revitalization Priorities

- Downtown
- Inner core neighborhoods
- Land use planning
  - Smart Growth
  - Infill development and re-investment in urban core
- Economic Development
  - Small business, workforce development





# Opportunities

- Federal partnerships and fed-local COORDINATION
  - USDA: Land Revitalization Projects
  - DOT: Land use / transportation coordination
  - HUD: Housing & community development resources





# Opportunities

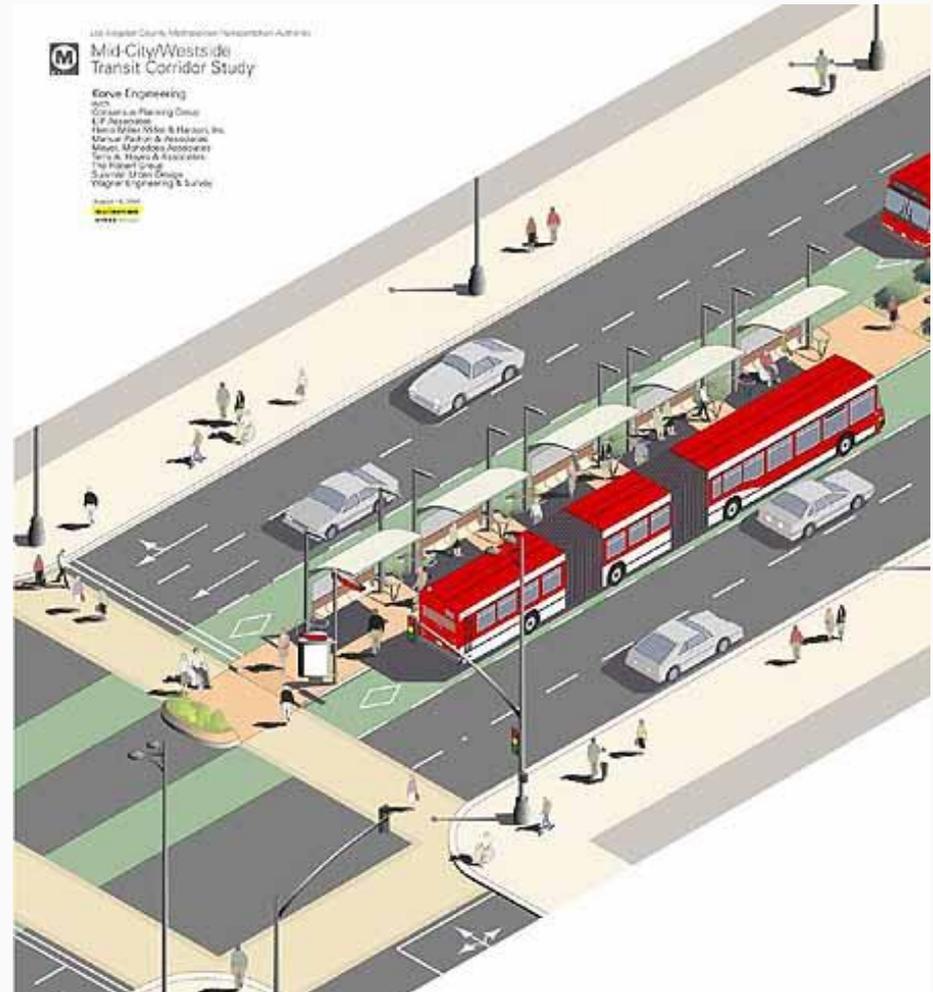
- California High Speed Rail
  - Fresno will be 1st completed station in the system





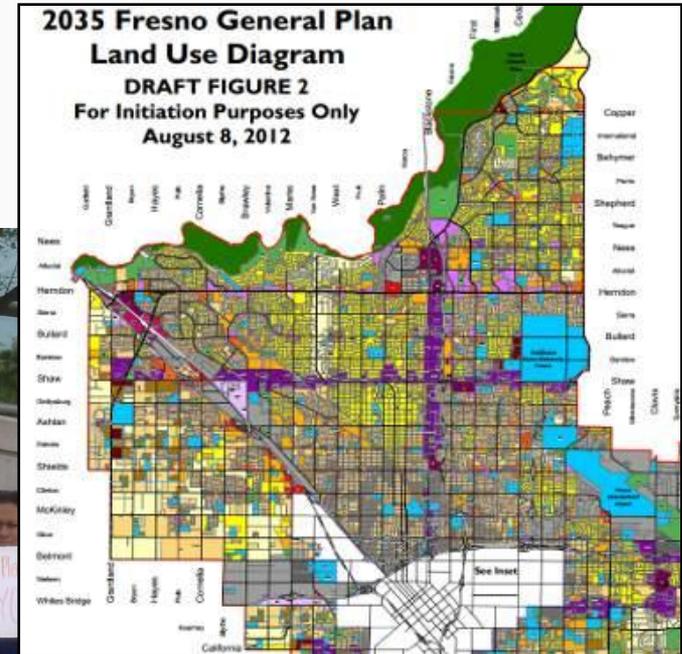
# Opportunities

- Local transportation enhancements
  - Bus rapid transit (BRT)
  - Fed and state grants



# Opportunities

- Community engagement around General Plan Update



# Opportunities

- Unique attributes of the region  
→ economic development





# Challenges

- Infill development challenges
  - Brownfields
  - Infrastructure
  - Local development capacity
  - Public finance
- COORDINATION: Fed, state, regional, local, within City, among local communities...
- Private sector engagement
  - Business
  - Philanthropy
- Continuing community involvement momentum (“popcorn trail”)



# Progress...

- Work plan that is integrated with Mayor's priorities
- Convening, facilitating cross-sector conversations
  - Example: HSR station area planning
- Private and philanthropic sector engagement
  - Example: Food innovation tour
- Broadening the horizon
  - Example: Out-of-town developers; Sustainable Cities Design Academy



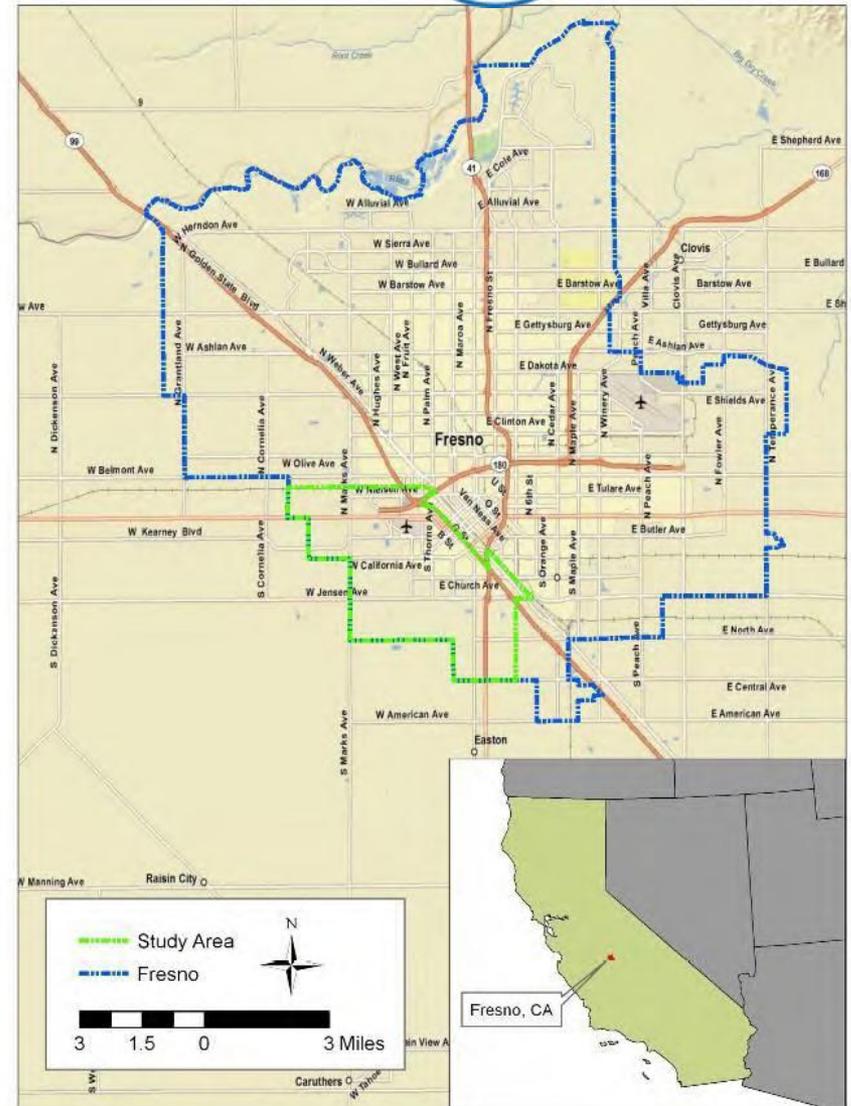


# Lessons: Not so much “what” but “how”

- **Be entrepreneurial:** From “That’s not what we do” to “How can we...?”)
  - Example: Working with GSA on Downtown leases
- **Coordinate:** You (almost) can’t coordinate enough
  - Example: Downtown BRT station
- **Collaborate:** Remember, “no pain, no gain”
  - Encourage others to borrow, co-opt, reframe, steal... good ideas if they will take some ownership in the process.
  - Example: Kitchen incubator
- **Use your leadership:** Mayor, Council, community leaders, etc.
  - Example: Mayor welcome at local meetings
- **Leveraging a “brand”**
  - Example: Grant applications, events, etc. tie in with SC2
- **Broadening the horizon**
  - Example: Out-of-town developers; Sustainable Cities Design Academy
- **Be persistent:** Getting questions answered
  - Example: USDA funding for urban projects



Map of Fresno  
Blue is City Limits  
Green is Southwest Fresno





## Background on Southwest Fresno

- 35,000 population
- 51% Poverty rate
- 45% Latino, 38% African American, 10% Hmong
- Highest Concentration of Poverty among large cities
- Lacks services, lots of low-income housing
- USDA Food Desert



# Food Desert Locator

Highlighted census tracts are food deserts. Click on a tract for details.

Find Address

Change Background

Print Map

Help

Make tracts more/less transparent

more less



180

Kerman

99

Madera County  
Fresno County

Woodward  
Park

Fresno

California State  
University  
Fresno

Clovis

Fresno Yosemite  
International  
Airport

Fresno Air Guard  
Station

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Fresno-  
Charlton  
Executive Airport

41

Sanger

Fowler



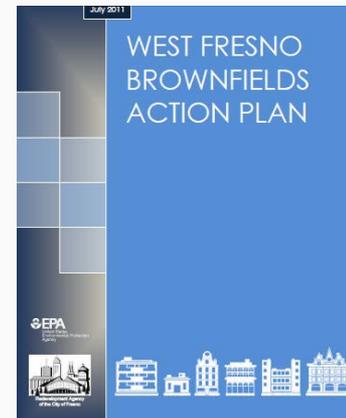
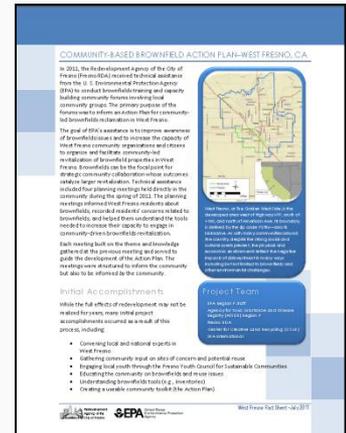
# Brownfield Program

- 2011 - TBA - Inventory of brownfields in Southwest Fresno & Downtown - 545 possible sites : \$50K
- 2011 Land Revitalization and OSC: Transforming Golden Westside Contract: \$85K
- 2011 Community Wide Assessment Grant to Redevelopment Agency: \$400K – downtown to southwest
- 2011-12 Land Revitalization: Brownfields to Urban Garden: \$40K
- 2013 TBA: for Urban Garden

# Transforming the Golden Westside



- Identification of community capacity needs
- Participant listing of possible reuse of brownfield sites
- Engagement of Fresno Youth for Sustainable Communities
- Tool kit for community to advocate for redevelopment:  
[www.epa.gov/region9/brownfields](http://www.epa.gov/region9/brownfields)

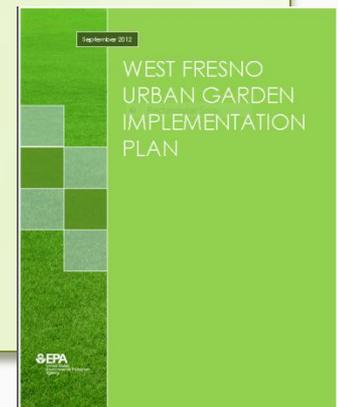






# Fresno Youth Council: Brownfield to Urban Garden

- Office of Brownfields and Land Revitalization, \$40K
- Identify potential brownfield sites for urban garden
- Assist youth in conducting environmental history on up to 3 highly potential sites
- Identify potential partners for urban garden support
- Urban Garden Charrette for site design
- Implementation Plan – [www.epa.gov/region9/brownfields](http://www.epa.gov/region9/brownfields)







Fact Sheet and Implementation Plan at:  
[www.epa.gov/region9/brownfields/](http://www.epa.gov/region9/brownfields/) go to West Fresno  
Urban Ag site: [www.epa.gov/brownfields/urbanag](http://www.epa.gov/brownfields/urbanag)

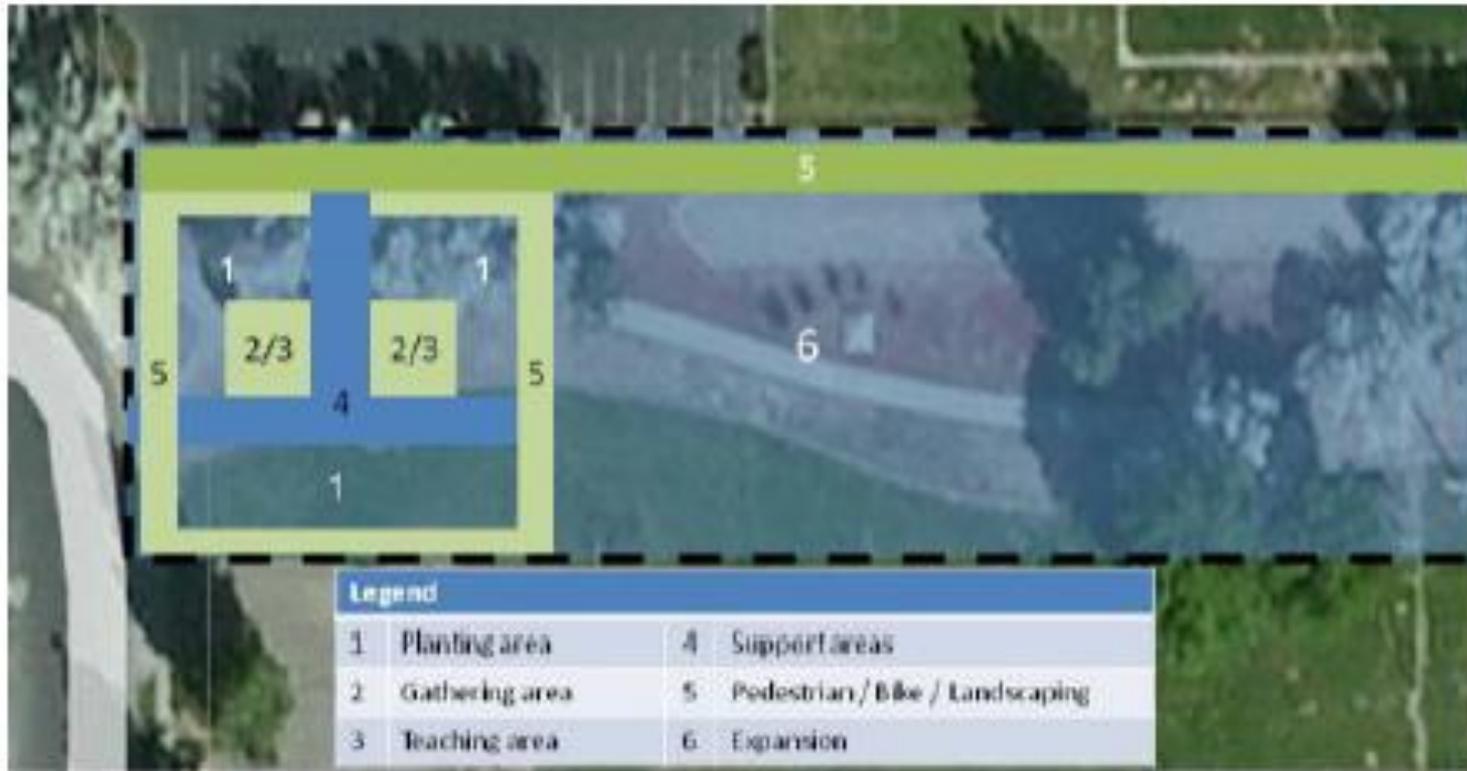


Figure 2: Schematic Layout of the West Fresno Community Garden , Phase I