



UTILIZING COMMUNITY VOICE AS THE FOUNDATION  
FOR COMMUNITY BUILDING IN  
FRESNO'S LOWELL NEIGHBORHOOD

# **A VIBRANCY PLAN FOR THE LOWELL COMMUNITY DEVELOPMENT CORPORATION**

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**Community Vibrancy Plan**  
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# Forward

## A Message from The Executive Director

A home is built, it is made from not just the boards and nails or brick and mortar but it is more importantly built from the moments that fill the space, the people who create, interact and bring value to the space. Community in the same way is created by the people and interactions that happen within spaces and places. For the last 15 years I have had the honor of living in the Lowell neighborhood, I moved in as a college student, and this place has contributed more to my growth as a person and leader than any other factor over the past 15 years. This community has taught me the importance of being a neighbor, the value of caring for a place and valuing relationships over profit or outcomes. I have learned to be a better listener, I have learned to value people and experiences over objects. I have seen inequality and been challenged to work to right it. I have learned that in many instances our community possesses all the qualities, talents, and skills to accomplish great things, and that together we can do more than any one person is capable of.



This Community Vibrancy Plan has challenged the assumptions and the 'data' that was so familiar to me in my work. Creating a survey was the tool to be able to hear from the community that makes up the data. The survey allowed us to hear the heart behind some of the data and that was the most important part of this process. This new data is helpful, but building new, deeper, and more relationships with neighbors has been the most important part of this process. The Lowell CDC exists to improve the quality of life in Lowell and if we don't know the lives who make up the community then we can't fully serve the community. I am committed to listening to neighbors who are working together to make this place a better home for their families. I will continue to support and add capacity to neighbors, organizations, and initiatives that support the community priorities set forth by Lowell residents.

**- ESTHER CARVER**

## EXECUTIVE SUMMARY

The Lowell Community Development Corporation (“Lowell CDC”) is a 501(c)(3) nonprofit public benefit corporation, formed in 2011 to serve the people of the Lowell Neighborhood, located close to downtown Fresno, California. In its near 150 years of existence, the Lowell Neighborhood has experienced highs and lows, but the values of the neighborhood remain intact -it’s a family-oriented community of people committed to helping each other and uplifting their neighborhood.

The Lowell CDC was formed to advance this core value and formalize the methods of the community to advance its values and help everyone in the community achieve their potential. To this end, the Lowell CDC has a focus on providing its residents with more opportunities to access quality and equitable affordable housing. Lowell CDC has been committed to improving existing housing stock, educating renters to better know their rights and responsibilities, and providing opportunities for affordable home ownership. Keeping the human capital in the community is key to the future prosperity of the Lowell neighborhood, and home ownership is a key strategy to do this.

The Lowell CDC achieves its purpose when the voice and priorities of the community shape the work and programs to improve the quality of life for all Lowell residents. This vibrancy plan is the result of Lowell CDC’s survey that captured the voice of its residents, and put their voice to action. From May 2021 to March 2022, Lowell CDC developed the tools to hear from their community, document this voice, and put it into a plan of action in this plan.

This plan shows not only what Lowell is currently engaged in to uplift Lowell, but also how the voice of the community can help expand their reach, and shift direction where needed. The hope is that the plan provides Lowell CDC with a strategic direction for the next 5 to 10 years as they continue to grow and increase capacity.

The primary goal for the Lowell CDC is to improve the quality of life for Lowell residents, and as part of this goal, continue growing its brand in the Lowell neighborhood -the more residents recognize who they are and what they do, the better the Lowell CDC is positioned to achieve its goal. Over the next 1 to 3 years, 5 actions can help the Lowell CDC expand its brand and advance its mission and purpose by:

- a) addressing community safety, particularly park and street safety
- (b) expanding as a center for information and resources for residents
- (c) being more intentional about outreaching to Spanish-speaking Lowell residents
- (d) expanding presence and leadership in Fresno
- (e) expanding Tenants’ Rights and Responsibilities workshops and literature

Over the next 5 to 10 years, these actions as well 2 others actions will position the Lowell CDC for growth and prosperity in the Lowell neighborhood:

- a) continuing to serve as a connector and institutional partner for meeting the variety of needs of residents
- (b) having a long-term multi-faceted plan to increase sense-of-safety, sense-of-belonging, and community pride

These actions, as well as strategies and desired outcomes, are documented in the plan.

## ABOUT THE LOWELL NEIGHBORHOOD

The Lowell neighborhood is one of Fresno’s first subdivisions, and sits in a metro triangle with the 180 Freeway to its north, Blackstone Avenue as its eastern border, and Divisadero Avenue as the southern border (see Figure 1). Much of the neighborhood dates back to the 1880s when Fresno was experiencing rapid growth and needed to expand beyond its original downtown grid. [1]

Lowell gets its name from the one school in the neighborhood, Lowell Elementary School, which was named after the 19th Century poet abolitionist, James Russell Lowell.[2] It is said his poetry had an impact on the modern civil rights movement.

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Lowell was developed before modern planning and zoning, and at a time when class-based neighborhood segregation was less defined. Therefore, the neighborhood has mansions, mid-sized homes, and apartments all in the same block, in which the rich and the poor all grew up together and went to the same schools.[3] This cross-class neighborhood development was also out of necessity at a time where proximity to downtown via the streetcar by both the upper and working class was more important than living in the same neighborhood.[4] By the late 1920s, most of the present-day Lowell neighborhood was built out, and land that remained was filled in with multi-family.

[1] Source: Diaz, A. (2019). Fresno’s Lowell neighborhood. ArcCA Digest. Available: <http://arccadigest.org/architecture-in-the-valley-fresnos-lowell-neighborhood/>.

[2] Source: Scharton, C. (2017). The rise, fall & rise of Fresno’s Lowell Neighborhood. Fresyes.com. Available: <https://www.fresyes.com/fresno/fresnos-lowell-neighborhood/>.

[3] Ibid.

[4] Source: Diaz, A. (2019). Fresno’s Lowell neighborhood. ArcCA Digest. Available: <http://arccadigest.org/architecture-in-the-valley-fresnos-lowell-neighborhood/>.

projects due to the shifting needs that occurred after the Great Depression of 1929. [5] It was the emergence of the automobile as the dominant form of transportation around the 1950s that gave birth to suburban flights out of Lowell, particularly for families who could afford to move further from downtown.

The 1960s to the 1980s was a difficult time for Lowell as the construction of the 180 freeway split the neighborhood, and abandoned houses and lots followed, particularly those on the path of the new freeway that opened in 1995.[6] In the span of 20+ years of freeway planning and development, many homes became transformed into multi-family homes and low-quality apartments. But despite these challenges, “Lowell has always been home to residents who invest in this place [and] their homes despite disinvestment of the city, out of town landlords, and rising crime or other challenges,” states Esther Carver (Lowell CDC Executive Director). Some recent examples of this community investment are the home refurbishments by community members, private investors, FUND inc. Lowell CDC, and Housing Authority, revitalization efforts by the City, and the transformation of empty space under the 180 Freeway now being used as a community garden and community park.

## **ABOUT THE LOWELL COMMUNITY DEVELOPMENT CORPORATION**

Formed in 2011 as a 501(c)(3) nonprofit public benefit corporation, The Lowell CDC is a Community Based Organization (CBO) with a mission to improve the quality of life in the Lowell neighborhood through community engagement, equitable housing and historic diversity. As stated in their 2016-2019 Strategic Plan, the founding board members formed Lowell CDC to “ensure equitable and affordable housing options for low and moderate income people, and community improvement opportunities for all residents of the Lowell community.”[7] The original articles of incorporation state that the Lowell CDC will focus on: (a) facilitating the development, rehabilitation, preservation and management of the housing stock located primarily within the boundaries of the Lowell neighborhood, and (b) provide advocacy and structure to organize and connect the additional resources necessary to enable stabilization resulting in a regeneration and improved quality of life for an economically diverse and family oriented neighborhood.

The Lowell CDC is highly active in this focus in their work for the Lowell community through resident engagement and its efforts to increase resident access to quality and affordable housing. Because an estimated 87.7% of residents in the 93701 area code (much covering the Lowell neighborhood) are renters, and only 12.3% are homeowners,[8] one key strategy is the work to make housing ownership in the neighborhood equitable and affordable. Lowell CDC does this by purchasing homes in disrepair, rehabbing them, and selling them to a Lowell-based family.

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[5] Ibid.

[6] While planning for the 180 freeway began because the 1980s, lack of funds and revolt against the 180 splitting the old North Park neighborhoods in present-day Lowell slowed construction. But still the Lowell neighborhood decline began with knowledge that once fundings was available the 180 construction would resume. It was not until 1988 that CalTrans used eminent domain to purchase the properties on the path of the 180. (Source: FresnoBee. (1989). Neighborhood decays as freeway 180 stalls.)

[7] Source: Roberta, D. (2019). Lowell Community Development Corporation Strategic Plan 2016-2019. TDA Consulting, Inc.

[8] Source: United State Bureau of the Census. (2020). American community survey: Occupied housing units. Available: <https://data.census.gov/cedsci>.

Increasing home ownership of its residents is important because the Lowell neighborhood is one of the areas in Fresno with the highest rates of poverty and lowest levels of home ownership. In this mission to improve the quality and access to affordable housing, the Lowell CDC works with the City of Fresno, the Fresno Housing Authority, the Lowell Neighborhood Association, and other similarly purposed CDCs throughout Fresno.

At a time when Fresno rents have continually increased through the Covid-19 pandemic, the work of Lowell CDC to increase resident access to quality and affordable housing has never been more important. “About 60% of Fresno renters are considered cost burdened, meaning they spend more than 30% of their income on rent.”[9] Rents and home prices have continually increased from 2020 to 2022, making home ownership and affordable rent more difficult, which has a disparate impact on the working class and those on fixed incomes.

## **THE VOICE OF THE LOWELL NEIGHBORHOOD COMMUNITY**

According to the U.S. Census,[10] there are 10,166 residents in Lowell. Residents have a median age of 27.1, 52.2% are females, 70.4% are US-born citizens, 21.7% are non-citizens, 56.5% are white-collar workers, the average family household has 3 members, 59.6% of the households do not have children, the median value of a home with a mortgage is \$175,700, and 44.1% of residents hold a high school degree.

In many ways, the Lowell residents who took the survey represent the data above. For over two months, we canvassed the neighborhood, knocked on every door, sat with residents, talked with them about the importance of their voice in the future of Lowell. The focus of this plan, in mapping the future direction of the Lowell CDC, is rooted in community voice. Of the people, by the people, and for the people is how Lowell wants to proceed in charting their future.

## **RECOMMENDATIONS**

### **Goals for Lowell CDC**

In Lowell CDC’s 2016-2019 Strategic Plan,[11] the vision was to “lead the creation of a safe, diverse, family-oriented community that is a community of choice in Fresno, and an example of neighbors together solving problems and leveraging equitable practices to create housing, services, and industry that supports that vision” (p. 4). With this end in mind, the Lowell CDC continues to seek community input to guide and direct their work. These goals are not only anchored to this direction provided by the Lowell CDC Board, but also connect to the needs and desires of the residents of Lowell.

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[9] Bergstrom, D., & Garibay, C. (2022). Broken ladders: Who can afford to live in Fresno? Not many workers, analysis shows. The Sacramento Bee. Available: <https://www.sacbee.com/news/california/article259197618.html#storylink=cpy>.

[10] Source: U.S. Census Bureau. (2019). American community survey. Available: <https://data.census.gov>.

[11] Source: Roberta, D. (2019). Lowell Community Development Corporation Strategic Plan 2016-2019. TDA Consulting, Inc.



In the 2016-2019 plan, the Lowell CDC's focus was creating a Tenant Education program that included financial literacy, rights, and responsibilities. They were also engaged with the Calaveras project, a partnership with Housing Authority to rehab/construct 30 units of affordable housing, and translating materials into Spanish and Hmong. They also wanted to create: (a) a renter's rights program, (b) a multifamily inspection program, (c) be visible at key events/celebrations, and (d) complete a shade structure for a local park.

For the future (2022-2027), Lowell CDC needs to continue to build its brand in the community and among its residents, and continue to focus on increasing their visibility. It was evident through the surveying period that many residents were not familiar with all the organization or the various ways the Lowell CDC leads in the community. Several residents were familiar with activities or events that the Lowell CDC hosted but did not attribute these things to the Lowell CDC. By increasing visibility, the Lowell CDC can help itself with its short and long-term objectives. Since surveying a database of over 119 residents has been assembled. This database contains a lot of useful information about residents, such as their priorities, their contact information, language spoken in the home, and home ownership aspirations.

Part of building the Lowell CDC Brand is also understanding the audience. Approximately 21.7% of Lowell residents are non-citizens, and the majority of these are Spanish speaking Hispanics. Lowell CDC has done a great job with increasing Spanish speaking staff, -2 of the 3 staff are Spanish speaking. It is important that as the Lowell CDC builds its brand that they outreach to Spanish speaking residents. Approximately 85% of the students at Lowell Elementary are Hispanic/Latino,[12] 97% of Lowell students are Spanish speakers,[13] and these statistics are telling of the language usage in Lowell neighborhood homes. One potential way to expand Spanish outreach and engagement would be to add Spanish content to the Facebook Lowell group pages.

### **Short-Term Objectives (1-3 years)**

The following objectives, based on community voice, will first list the action needed in response to the community, followed by the strategy and the desired outcome over the next 1 to 3 years.

Action #1: Addressing community safety, particularly park and pedestrian safety. For Lowell residents, safety is connected to all community engagement, daily life, and their future in Lowell as renters or homeowners. Park and pedestrian safety were their most highlighted concerns.

- Strategy #1: Work with the Fresno Police Department (Fresno PD) to increase community-minded safety. Residents stated wanting more of a Fresno Police Department presence in Lowell, but a police presence that is going to respect, not criminalize, residents.

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[12] See 2020-21 Enrollment by Ethnicity: Lowell Elementary Report. (2020-2021). <https://dq.cde.ca.gov/dataquest/dqcensus/enrethlevels.aspx?agglevel=School&year=2020-21&cde=10621666006373>.

[13] See English Learner Students by Language by Grade. (2020-2021). Available: <https://dq.cde.ca.gov/dataquest/SpringData/StudentsByLanguage.aspx?Level=School&TheYear=2020-21&SubGroup=All&ShortYear=1920&GenderGroup=B&RecordType=EL&CDSCode=10621666006373>.

- Strategy #2: Continue working to engage and connect neighbors. The Lowell CDC has a history of engaging and connecting neighbors. Some residents suggested a Neighborhood Watch Program, but this idea has been unsuccessfully tried by resident groups in the past. Along with building its brand, the Lowell CDC needs to continue engaging with neighbors and provide a strategy for addressing safety in the parks and to improve walkability.
- Desired Outcome #1: A safer Lowell is a more engaged community, and a place where its residents want to stay and buy homes. Because safety was an underlying concern of residents, Lowell can be better positioned to fulfill its purpose and mission by addressing safety.

**Action #2:** Expanding as a center for information and resources for residents. The Lowell CDC already does several things in the Lowell community related to community engagement and community service. Lowell CDC also already serves as a center of information to the best of their current ability at the Fenix Apartments. Residents expressed the need for having more information, and the Lowell CDC is in a position to serve as this center of information to expand their reach and connection to its residents. Such expansion to the Lowell CDC can also help it with building its brand in the community.

- Strategy #1: Continue to work with the Fresno Unified School District (FUSD) to provide school, after-school, and community services to the residents of Lowell. Residents are in need of information related to air/water safety, educational resources, civic activities, park safety and resources, health and mental health services, cultural celebrations, church services, and employment resources.
- Strategy #2: Expand information dissemination in the Lowell neighborhood. The Lowell CDC already produces an e-newsletter and is active on social media. Expanding these forms of communication will help residents access resources and increase their awareness of opportunities.
- Desired Outcome #1: Increasing the Lowell CDC brand in Lowell through information dissemination. Through providing Lowell residents with information they need and are asking for, it helps the Lowell CDC and gives them more opportunities to interface with residents.

**Action #3:** Being more intentional about outreaching to Spanish-speaking Lowell residents.. Spanish is the second most dominant language in the Lowell neighborhood, and the Lowell CDC recognizes this, and is making a great effort to outreach to Spanish speakers through its hiring of 2 Spanish-speaking staff. But whenever new materials and communication occur, the Lowell CDC needs to produce in English and Spanish.

- Strategy #1: Expand existing Lowell literature to Spanish. Lowell already offers a lot of literature related to the Lowell community, and much also in Spanish, but this should be expanded. Spanish speakers are a significant group in Lowell, and to engage them materials need to be provided in Spanish.

Even when residents speak English but their first language is Spanish, they appreciate the Spanish resources, and Spanish material helps them feel a part of the community and the Lowell CDC.

- Strategy #2: Expand Facebook and Instagram to include Spanish. At present, the Lowell CDC does a great job providing English speaking Lowell residents with information and resources via social media (Facebook and Instagram), but this can be translated to Spanish on social media for Lowell CDC to increase their online network.
- Strategy #3: Translate Lowell CDC bylaws, board minutes, and training materials to Spanish.
- Desired Outcome #1: Increasing the Lowell CDC brand in the Spanish-speaking Lowell community.

**Action #4:** Expanding presence throughout Fresno. The Lowell CDC is doing amazing work in connecting to city leaders, like-minded CBOs, and resources that can help Lowell. One notable activity is their work with the Housing Leadership Workgroup [14] that consists of 15 community development corporations throughout some of Fresno’s high-need neighborhoods. These are the types of activities that position the Lowell CDC to be in position for accessing greater resources for the Lowell neighborhood.

- Strategy #1: Continue engagement role with the CEDP Housing Leadership Workgroup. The goals of this workgroup are well-aligned to the Lowell CDC mission and vision, and focus on increasing access to affordable housing including owning, operations and management of multi-family housing and increasing access to home ownership opportunities in the Lowell neighborhood.
- Strategy #2: Continue engagement with the City of Fresno. Lowell residents desire a clean neighborhood they can take pride in, but also because they believe this reduces crime. Lowell CDC can help with informing residents of the present city activities to clean up neighborhoods with Beautify Fresno,[15] particularly if these activities are in and around the Lowell neighborhood. They can also help to connect residents to various city and other CBO activities that can help Lowell residents, such as school supply giveaways at the beginning of the school year. Additionally, approximately 35% of survey takers expressed having difficulty paying rent on time, and the Lowell CDC can assist with directing residents to city resources that assist with rental assistance.
- Strategy #3: Continue engagement with Lowell Elementary. Lowell Elementary is the only school in the Lowell neighborhood. Leadership at the school changes, but connection with the school can help the Lowell CDC brand. The Lowell CDC should inquire about holding community meetings and/or training at the school, and can inform residents about their services and their role in the community.

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[1] See Fresno affordable housing strategy:Fresno housing solutions. (2021). Available: [www.FresnoCEDP.org](http://www.FresnoCEDP.org).

[1] See Beautify Fresno. (2021). City of Fresno. Available: <https://www.beautifyfresno.org/>.

The Lowell CDC can also partner with the school to strategize about meeting Lowell residents' basic needs, such as dental and optometric services, which is a high priority for Lowell residents. The Lowell CDC should also work to establish relationships not only with the school principal, but with other school staff, such as the vice principal and the school social worker.

- Desired Outcome #1: Establish and expand presence and engagement throughout Fresno, particularly with organizations and city leaders that can assist directly and indirectly with achieving the Lowell CDC mission.

**Action #5:** Expanding Tenants' Rights and Responsibilities workshops and literature. The Lowell CDC currently offers workshops in English and Spanish, and a 61 page manual[16] on these workshops for Lowell residents. The manual is comprehensive and provides a roadmap for tenants to know their rights regarding all aspects of being a tenant, from before they move in until after they move out. Eight survey takers mentioned not always knowing their rights as renters, and many others shared problems with landlords answering their calls for repairs, and the Lowell CDC workbook covers their concerns.

- Strategy #1: Update and revise Tenant Rights and Responsibilities manual to include updated laws that pertain to tenants. The manual the Lowell CDC currently uses was published in 2018, and new laws have been passed since that require an update of the manual. For example, January 1, 2022, a non-smoking ordinance in and around multi-unit housing went into effect in the City of Fresno. [17] Updates to this manual should also be translated into Spanish.
- Desired Outcome #1: Provide residents with up-to-date tenant rights and responsibilities information. The Lowell CDC can do this by updating and translating their current manual, and partnering with other CBOs and CEDP partners to offer this information and workshops to their respective residents across the city.

### **Long-Term Objectives (5-10 years)**

The following objectives, based on community voice, will first list the action needed in response to the community, followed by the strategy and the desired outcome over the next 5 to 10 years.

**Action #1:** Continuing to serve as a connector and institutional partner for meeting the variety of needs of residents. The Lowell CDC can address some resident needs, but in instances where they cannot, they can refer residents to other partners.

- Strategy #1: Continue to nurture existing relationships. Key relationships for the Lowell CDC are with the City of Fresno, Lowell Elementary school personnel, the Fresno PD, the Housing Leadership Workgroup, FUSD, Martin Park, and the Central Valley Community Foundation.

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[16] Tenants' rights and responsibilities: A workshop for tenants in Fresno, CA. (2018). Lowell Community Development Corporation.

[17] Smoke-free multi-unit housing: City of Fresno smoke-free multi-unit housing. (2022). City of Fresno. Available: <https://www.fresno.gov/cityattorney/#tab-09>.

- Desired Outcome #1: Gain increased visibility for the Lowell CDC as it grows and expands its reach in the Lowell neighborhood.

**Action #2:** Having a long-term multi-faceted plan to increase sense-of-safety, sense-of-belonging, and community pride.

- Strategy #1: Work with residents on how to address sense-of-safety and sense-of-belonging. The residents in Lowell want more police presence in their community, but they do not want the type of policing that is going to mistreat people. They want safe and reliable community policing that is going to establish relationships with residents. They particularly want more police presence in the parks which they deem to be unsafe. Neighbors have tried neighborhood watch programs in the past, and they were not successful because there was some resistance to them. Oakland, California is a good example where community policing has been successful, which is defined as a law enforcement philosophy focused on funding violence prevention programs, community policing officers, and fire/paramedic service.[18] With a greater sense-of-safety, Lowell residents will have more pride in their community and a stronger sense-of-belonging, which will lead to them wanting to stay and buy homes in Lowell. Safety and home ownership are linked because people want to live in safe communities, particularly if they have families and children.
- Desired Outcome #1: Increase community sense-of-safety, sense-of-belonging, and community pride. This will in turn lead to an increase in residents wanting to stay and buy homes in the Lowell neighborhood.

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[18] What works in community policing? A best practices context for Measure Y efforts. (2013). The Chief Justice University of California Berkeley, School of Law: Earl Warren Institute on Law and Social Policy. Available: [https://www.law.berkeley.edu/files/What\\_Works\\_in\\_Community\\_Policing.pdf](https://www.law.berkeley.edu/files/What_Works_in_Community_Policing.pdf).

## **PROFILES OF EVALUATION TEAM**

Juan Carlos González, Ph.D., is an Associate Professor at the California State University, Fresno, with 20 years experience designing and conducting research-based evaluations. He holds a doctorate in Educational Leadership and Policy Studies from Arizona State University. Dr. Gonzalez has extensive experience in program evaluation and research, and currently serves as the Director of Research and Evaluation for the Integral Community Solutions Institute, a CBO focused on mental health of underserved youth in Fresno, and located in the Lowell neighborhood.

Kirk Givan is a 3-year resident of Lowell. Kirk also has four years of college.

Maribel Fetcher is a 6-year resident of Lowell, a renter, and a community member. She is also a board member of the Lowell CDC. She is a single mother of five kids.

# APPENDIX A

## Four Phases of the Vibrancy Plan

### Phase 1: Planning: Community Cultural Wealth Model

This planning phase occurred between May 2021 and June 2021. The goal of this phase was to get an understanding of the needs of Lowell and its residents. Five residents were interested in serving as resident liaisons and were informed about the work and responsibilities, and the scope of the work. Ultimately, two were selected based on their availability and ability to meet over Zoom teleconference, largely due to Covid-19 restrictions. Resident liaisons selection included living in the Lowell community and having first hand understanding of the needs of the community. The Community Cultural Wealth Model was used to frame their participation, and listen to their voices as representatives of the community.

### Phase 2: Design and Implementation: Community Based Research

This design and implementation phase occurred between July 2021 and September 2021. We utilize a Community-Based Research (CBR) approach for the research and evaluation component of the work. CBR is a collaborative methodology that involves community members (i.e., resident liaisons) in the design and implementation of the evaluation. The approach values the experience and expertise of the community members in the development and co-construction of knowledge that will have social change.[19]

The evaluator, Dr. Juan Carlos Gonzalez, met with the community liaisons weekly to develop and co-construct the community survey. The resident liaisons, Kirk Givans and Maribel Fletcher, helped the evaluator with strategies of how to best collect data in the Lowell neighborhood, and to develop a survey data collection strategy and protocols. A third community liaison wanted to join the team in the middle of survey design, but we decided to wait to add her at the end of phase 2 and at the beginning of phase 3. She worked at Martin Park in the Lowell Community, Laqusha Locke.

The survey development began with a focus on how to survey the needs of the community, but after much reflection and conversations based on Asset Based Community Development (ABCD) principles evolved to focus on the priorities of the community. The survey also evolved from a focus on housing to a focus on holistic priorities for wellbeing , such as nutrition, education, employment, and green space.

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[1] Institute for Civic and Community Engagement. (2022). Available: <https://icce.sfsu.edu/about>

## **Phase 3: Data Collection and Analysis: Empowerment Evaluation Model**

### **Data Collection**

The data collection occurred between December 3, 2021 and February 10, 2022. These two months in the middle of the holidays proved challenging for data collection, as the resident liaisons experienced various illnesses that limited data collection. The evaluator also met with Esther Carver, Lowell CDC Executive Director, who ultimately was instrumental in designing a strategy to knock on every door in the Lowell neighborhood, and put a flier on every door. The majority of the door knocking happened throughout the month of January, 2021, with much assistance from Ms. Carver, Lowell CDC staff (Angela Conde and Vicencia Abundis), and the evaluator. The only doors we missed were if they were in a gated complex that was locked, or if there was an aggressive dog in the yard.

Oftentimes the process and progress were slow because we encountered many Lowell community members who neither had a computer or smartphone. Also, many did not know how to read a QR code with their smartphone, nor had the software to read the code. Our team was always ready to assist, stop and use our phone to help them take the survey on the spot, or assist them with downloading a QR Code Reader. At times we would email them a weblink on the spot which they can use to access the survey directly.

Over 2,000 flyers were printed and delivered, double-sided, English on one side and Spanish on the other. The goal was to obtain 150 surveys, and after knocking on every door in the Lowell neighborhood, 119 surveys were collected. A total of 8 residents completed the survey in Spanish, and 111 in English.

We also checked every survey that was completed, and if it was not completed in our region, they were contacted to confirm they were Lowell residents. Somehow, through social media, residents of Lowell, Massachusetts got hold of the survey and took it in masses. People from China, Denver, and Kansas also took our survey, but when it was confirmed they did not have a Lowell address or were residents of Lowell (Fresno, CA), their surveys were deleted.

All 119 survey takers, when they gave their contact information (email or phone), were sent a thank you message and encouragement to share the survey link with their neighbors or a family member over 15 years of age. They were also hand-delivered a \$5 gift certificate for coffee at Fulton Street Coffee or tacos at Don Tacha's Taqueria.



## Data Analysis

Data analysis was conducted by Dr. Gonzalez in February 2022. The quantitative data analysis was conducted through Qualtrics. Descriptive statistics was used to compile all the responses, and rank ordering was used for most lists where survey takers were asked about priorities in their neighborhood. The qualitative data analysis was conducted with the NVIVO 12 software. All the responses were separated based on the topic, and imported based on topic. Once imported into NVIVO 12, a grounded theory analysis was conducted to extrapolate themes, and then themes were clustered for creation of larger themes.

## Phase 4: Community Vibrancy Plan

The Vibrancy Plan was completed in April of 2022 after extensive feedback by the community liaisons and Lowell CDC staff. Also, a professional graphic designer was used to add graphics and visuals to the vibrancy plan.

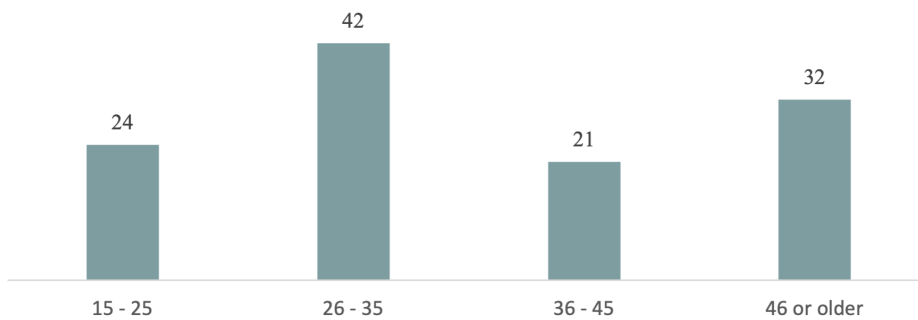
# APPENDIX B

## Survey Data Findings

### Demographics

Of the 119 survey takers, the largest group (35.3%) was in the 26 to 35 year old bracket (see Figure 2). Also, 20.2% were under the age of 25, which is older when compared to the City of Fresno where 28.4% of people are under 18 years of age.[1] This does not mean that the people in the Lowell Neighborhood are older on average than the people in the city, it only says that the survey takers were a bit older than compared to city residents.

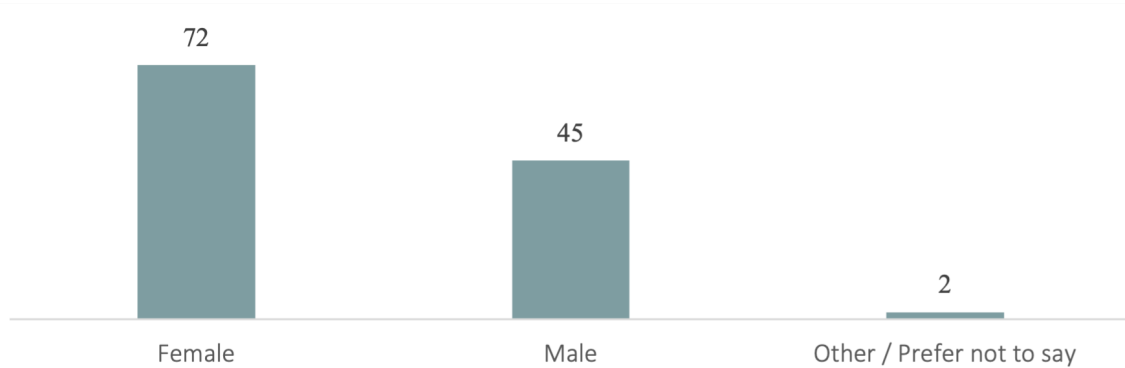
**Figure 2. Age, By Number (N=119)**



[20] Source: United States Census Bureau. (2022). QuickFacts: Fresno City, California. Available: <https://www.census.gov/quickfacts/fresnocitycalifornia>.

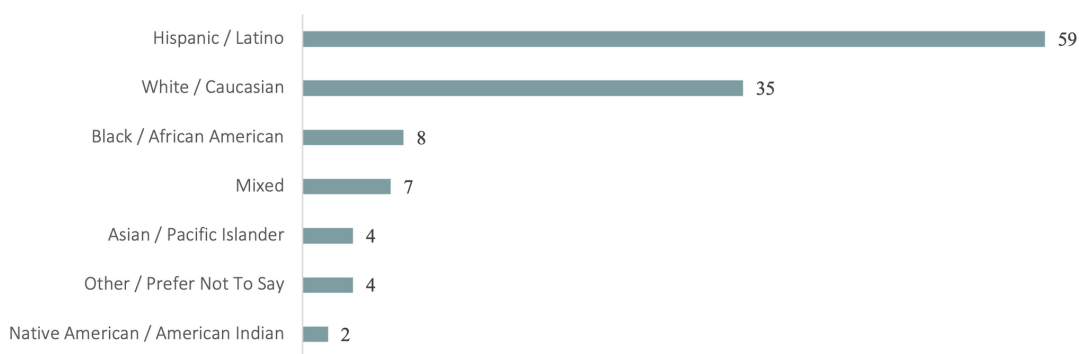
In terms of gender, 60.5% (72) of survey takers were female (see Figure 3). This is higher than the average City of Fresno resident, which has 50.9% female residents.[21]

**Figure 3. Gender, By Number (N=119)**



In terms of race/ethnicity, Lowell survey takers were overwhelmingly Hispanic/Latino (see Figure 4). A total of 49.6% (59) checked being Hispanic/Latino. This is also the exact percentage (49.6%) of the residents of the City of Fresno.[22] The second largest group of Lowell survey takers were White (29.4%), which was slightly higher than the city average of 26.9%. The greatest disparity between Lowell neighborhood survey takers and City of Fresno residents was in the Asian community where they are 13.8% of the city and only 3.4% of survey takers.

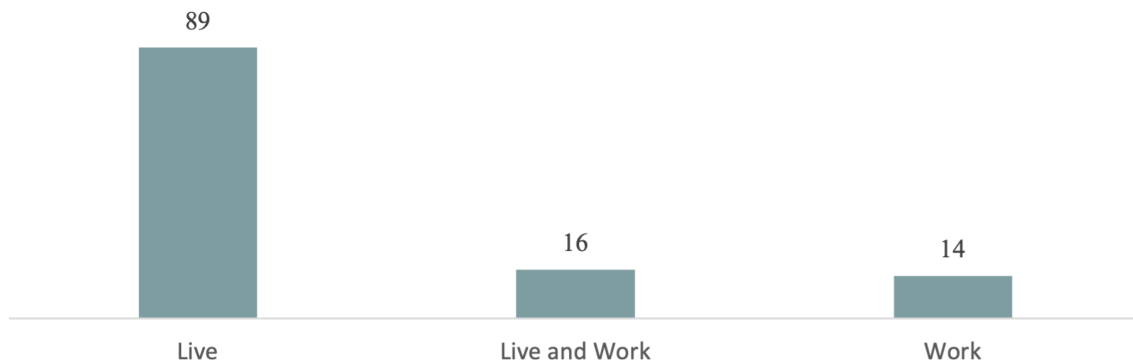
**Figure 4. Race/Ethnicity, By Number (N=119)**



[21] Ibid.  
[22] Ibid.

We also asked about Veteran status, and 8.4% of Lowell survey takers was higher than the 3.5% of Veterans as residents in the city of Fresno.[23] Additionally, we wanted to make a distinction between survey takers that lived vs. those that worked in Lowell (see Figure 5). We were mostly interested in surveying those that lived in Lowell,[24] but also understood that people who worked there also had a vested interest in the welfare and future of Lowell. At the end, 88.3% (105) of our survey takers lived in Lowell, with 13.5% (16) of these also working in Lowell. Only 11.8% (14) of survey takers worked in Lowell but did not live there.

**Figure 5. Living and Working in Lowell, By Numbers (N=119)**



### **Overview of Lowell Neighborhood Priorities**

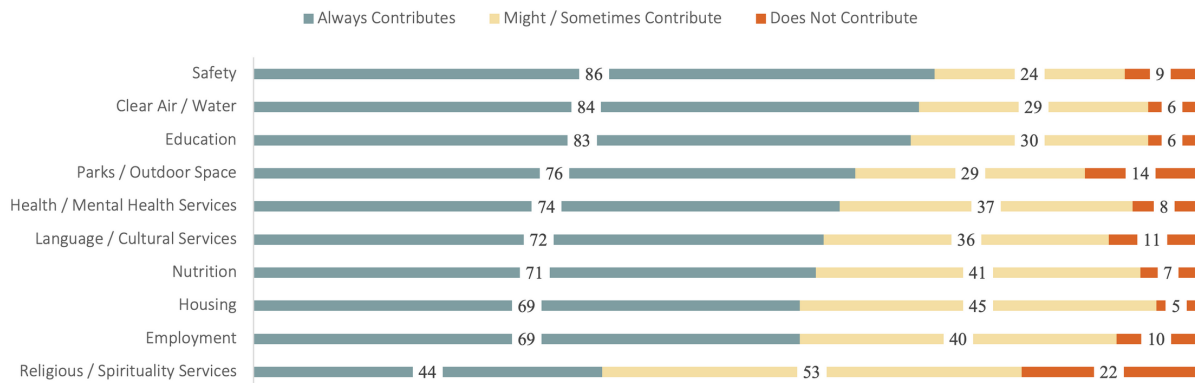
Before launching into asking about prioritization of each individual topic, we asked a general question about prioritization of all the topics we were going to ask about. We then rank ordered from items that received the most always contributes to those items that had the least. Safety was the issue that always contributed to the priority that would most improve the quality of life in Lowell at 72.3% (86; see Figure 6).

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[23] Ibid.

[24] In the survey, we defined living in Lowell as living within the following boundaries: South of the 180 Freeway, West of Blackstone Ave., and North of Divisadero St. Lowell is in the 93701 zip code and Census Trac 6.

**Figure 6. Overview of Lowell Neighborhood Priorities for Improving Quality of Life, By Numbers (N=119)**



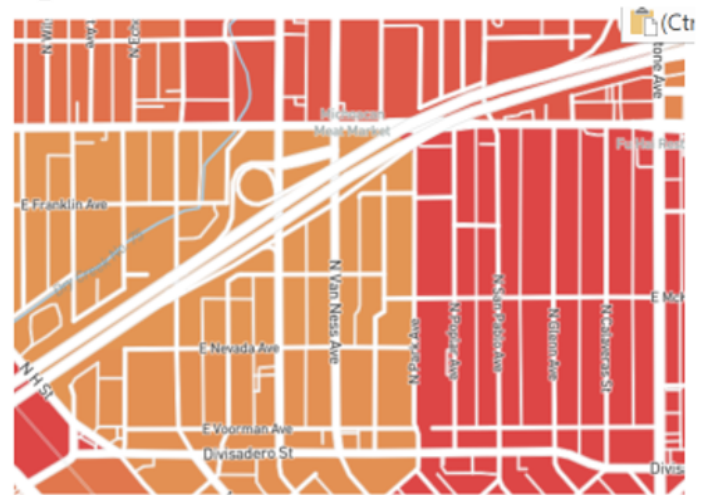
Crimegrade.org,[25] which is used by insurance and home security companies, ranks the Fresno metro area in which Lowell is embedded with a grade of D-, with approximately 6 violent crimes and 17 property crimes for 1,000 residents per year. The eastern part of Lowell, east of Park Ave, is considered more dangerous than the western side, with brighter red indicating higher crime in Figure 7. Also, when comparing Fresno metro to all metro areas in the United States, 87% of metro areas are safer than Fresno’s where a crime occurs every 9 minutes on average.

A notable feature in Figure 6 is also that the priority that both always contributes and might / sometimes contribute is housing at 95.8%. Housing was the priority with the lowest does not contribute rating, which is also notable because one of the Lowell CDC’s primary focus is on housing equity and increasing home ownership in Lowell for Lowell residents.

**Safety Priorities**

When asked, What safety priorities would help to improve the quality of your life in Lowell, park safety was at the top of the list of survey takers (see Figure 8). Park safety was a priority to 91.6% (109) of survey takers, and pedestrian safety was second at 89.9% (107). Additionally, 89.1% (106) stated that safety against home/property burglary was a priority.

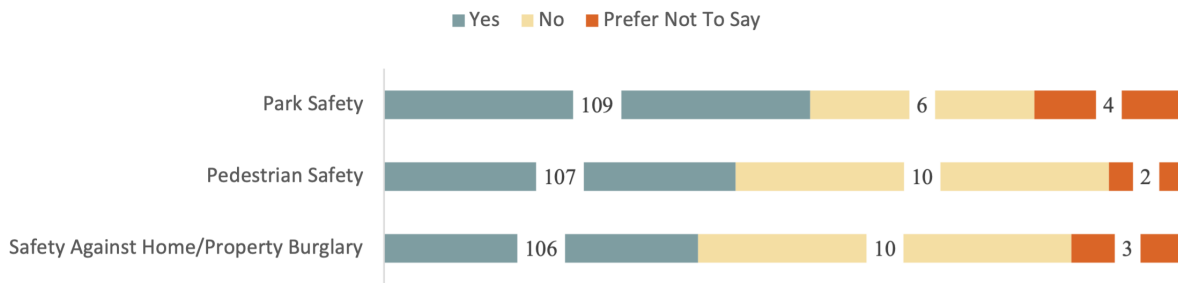
**Figure 7. Overview of Lowell Crime Rate**



[23] Ibid.

[24] In the survey, we defined living in Lowell as living within the following boundaries: South of the 180 Freeway, West of Blackstone Ave., and North of Divisadero St. Lowell is in the 93701 zip code and Census Trac 6.

**Figure 8. Safety Priorities that Would Improve Quality of Life, By Numbers (N=119)**

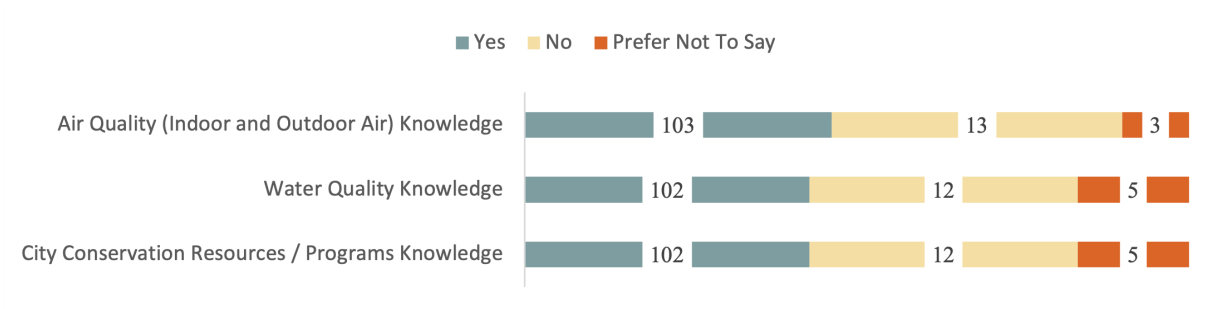


When they were asked what would help create a safer community in Lowell, the most common response was to have more Fresno Police Department presence (16.8% of 119 survey takers). The next most common response was to increase neighborly relations so that neighbors can look out for each other (10.9%). Survey takers also thought that in order to address community safety, it was important to: (a) address the homeless problem (6.7%), (b) clean up the neighborhood so that criminals would not be attracted to go there (5.9%), (c) increase park safety (5.9%), and (d) have better and more traffic control (5.9%).

### Air and Water Priorities

When asked about air and water priorities, Lowell survey takers found this important but just slightly lower than safety priorities. Survey takers stated that knowledge about: (a) air quality (86.6%), (b) water quality (85.7%), and (c) city conservation resources/programs (85.7%) were a priority (see Figure 9).

**Figure 9. Air and Water Priorities that Would Improve Quality of Life, By Numbers (N=119)**



[23] Ibid.

[24] In the survey, we defined living in Lowell as living within the following boundaries: South of the 180 Freeway, West of Blackstone Ave., and North of Divisadero St. Lowell is in the 93701 zip code and Census Trac 6.

When asked what would help to improve the air and water in Lowell, 18.5% talked about air, and 12.6% about water. The most common issue related to air was the need for more and better greening in the community (7.6%), such as planting trees and having more community gardens. The second most common issue was addressing the freeway air (5%), as the Lowell neighborhood is flanked by the 180 Freeway on the north, and some residents feel this pollutes their air. Regarding water issues, 4.2% of respondents said it was important for Lowell residents to have more information about the unsafe water in their neighborhood. Some also pointed out needing more information about the water drainage system (3.4%) and ways to conserve water (3.4%).

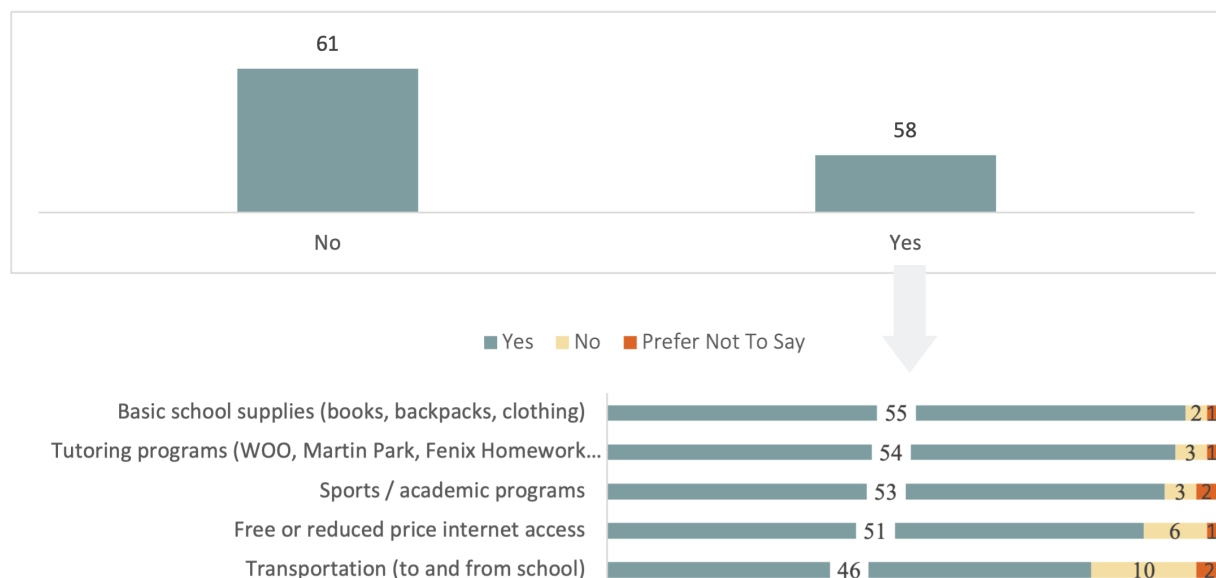
### Educational Priorities

When asked about educational priorities, Lowell survey takers were first asked if they had school aged children living with them. Having school aged children living with you is a strong indicator of the importance you place on education, and your desire to want investments in education because they will directly impact your child/ren.

Figure 10 shows that 48.7% (58) of survey takers had school aged children living with them. Only these 58 survey takers received the next question on education priorities, also shown in Figure 10.

The highest priority was having basic school supplies, chosen by 94.8% (55) of the 58 survey takers. Tutoring programs and sports/academic programs were both of high priority to over 90% of survey takers with children living with them, 93.1% and 91.4% respectively. Seventy-nine percent of survey takers with children also prioritized having transportation to and from school, as all kids in Lowell that are in either middle or high school have to leave the neighborhood to attend school as Lowell only has an elementary school.

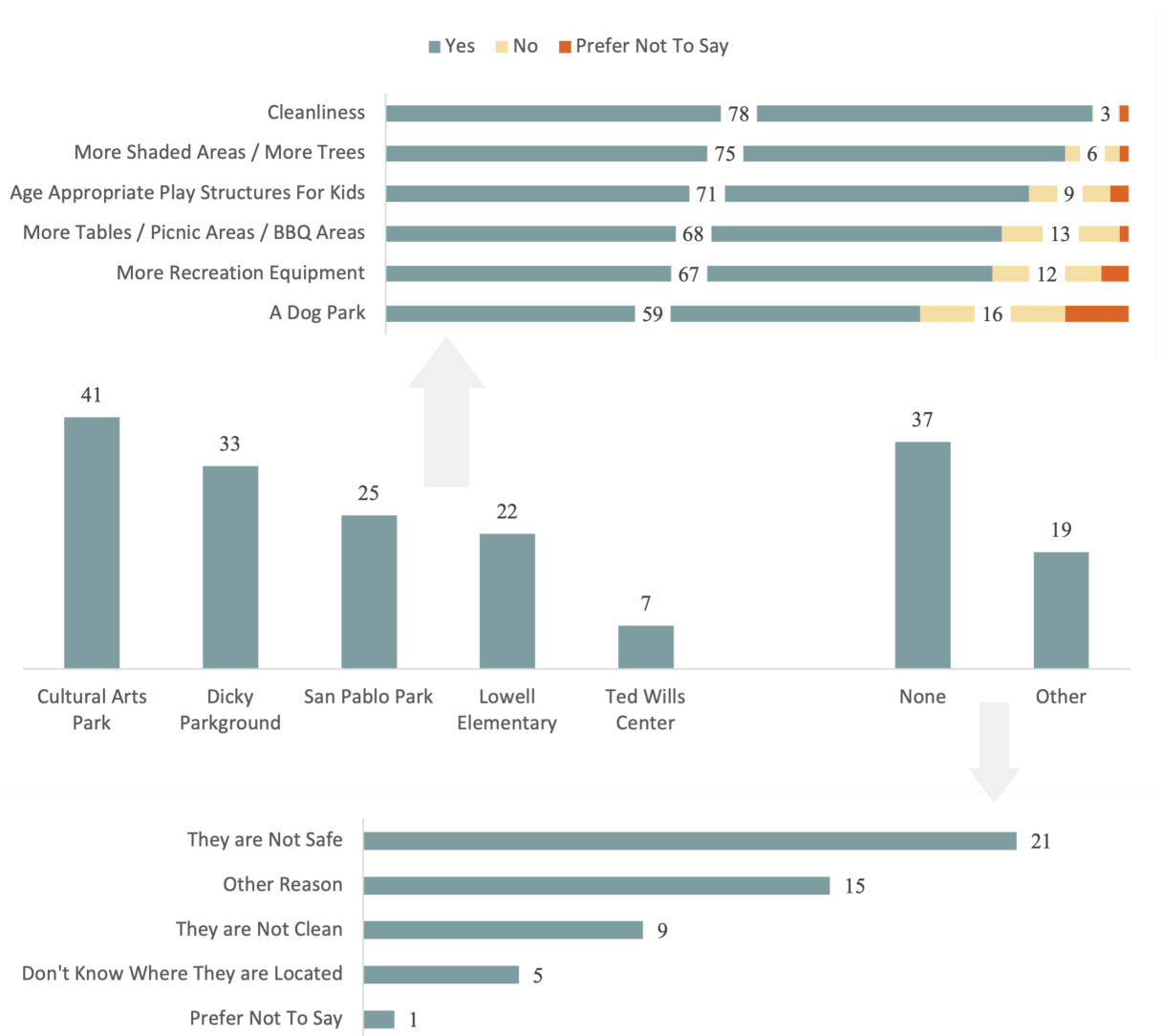
**Figure 10. Educational Priorities that Would Improve Quality of Life, By Numbers (N=119, N=58)**



## Parks and Outdoor Space Priorities

When asked about the parks and outdoor space priorities, survey takers were first asked what parks or green space they used the most (see middle of Figure 11). For those that indicated using some of the green space in and around the Lowell neighborhood, they were directed to questions about their priorities for improving that green space (see top of Figure 11). This group of 82 Lowell green space users were also asked if they were interested in being involved in the planning and/or improvement of parks in and around Lowell, and 64.6% (53) stated that they were interested. For survey takers that indicated they did not use the green space in and around Lowell, they were asked why (see bottom of Figure 11).

**Figure 11. Park and Outdoor Space Priorities that Would Improve Quality of Life, By Numbers (Top, N=81; Middle, N=119; Bottom, N=56)**



When asked what parks or green space they used the most, survey takers were given the option to select multiple options. The 119 survey takers provided a total of 184 responses, as several selected multiple options. Beginning with the middle of Figure 11, survey takers answered the questions related to which park or green space they used the most. The most used green space by survey takers was the Cultural Arts Park, used most by 22.3% (41) percent of people that answered this question. Dicky Park was second, with 17.9% (33) of survey takers selecting this park space.

The 119 survey takers stated that keeping the green space clean (top of Figure 11) was their most important priority. This coincided with the open-ended questions, where survey takers stated that the most important thing that can be done to improve the parks is cleaning them up, and restricting them for people that go there for drugs or illegal activities. The second most important priority was having more shared areas and more trees in the parks.

Of the survey takers that stated that they did not use the parks or green space in and around Lowell (middle right of Figure 11), 20.1% (37) stated that they did not use any of this green space, and 10.3% (19) stated that they used other parks or green space other than the option we listed that are located in and around Lowell. Combined, this group of 56 (30.4%) non-Lowell-green-space users was not asked for their recommendations on improving the Lowell parks or green space. Only 51 (100%) of these 56 shared with us the reason they do not use the parks/green space in and around Lowell. The most common reason these 51 stated for why they did not use this green space was because they felt these parks/green space were not safe (41.2%; see bottom of Figure 11).

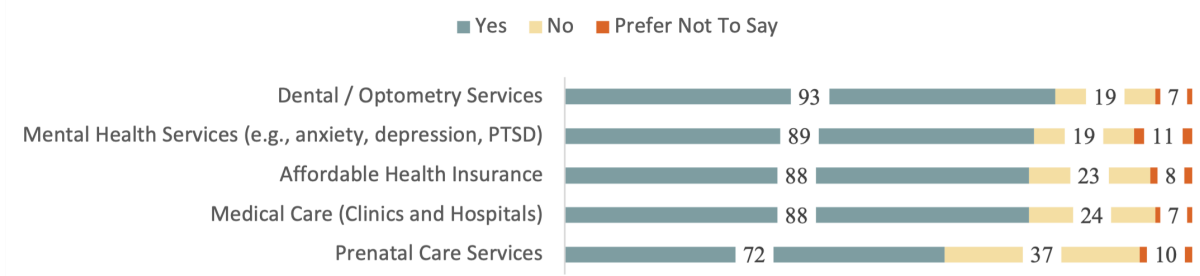
To improve the parks, the most common recommendations by survey takers, in order of importance, were: (a) cleaning them up (13.4%), (b) preventing illegal activity at the parks (3.4%), (c) having more small “pocket parks” in the neighborhood (2.5%), and (d) having more green space and more trees (2.5%).

### **Health and Mental Health Priorities**

When asked what could be done to improve health and mental health in the Lowell neighborhood, 78.2% (93) of survey takers rated having more knowledge about dental and optometry services in their community as having the highest priority (see Figure 12). Having knowledge about mental health services was the second highest rated need with 74.8% (89) of survey takers rating it as a priority. The lowest rated was prenatal care services, with only 60.5% of survey takers stating this as a priority.

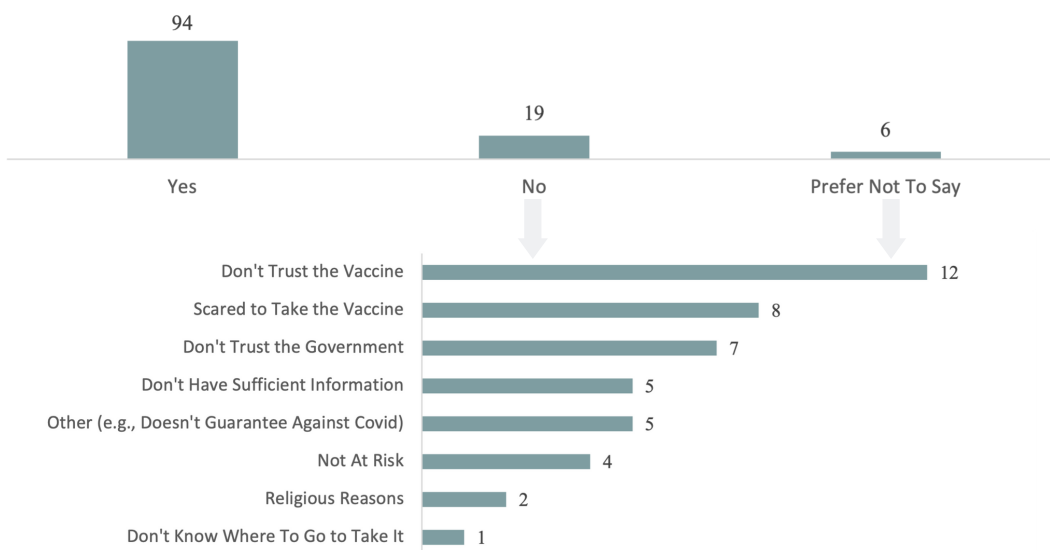


**Figure 12. Health and Mental Health Priorities that Would Improve Quality of Life, By Numbers (N=119)**



Additionally, survey takers were asked if they had taken the Covid-19 vaccine and if not, why not. Figure 13 shows that 79% (94) of survey takers had taken the Covid-19 vaccine. This is similar to the percentage for Fresno County given the last survey was taken February 7, 2022, and on February 22, 2022, the Centers for Disease Control and Prevention had reported that 81.2% of Fresno County residents over the age of 18 had been fully vaccinated.[26] Survey takers that stated they had not taken the Covid-19 vaccine (16%) or prefer not to share this information (5%) were asked about the reasons for their hesitancy in taking the vaccine. A total of 25 (21%) people were asked the question about their vaccine hesitancy, and they were given the choice to select as many answers as they wanted. The primary reason for vaccine hesitancy was survey takers not trusting the vaccine (27.3% or 12).

**Figure 13. Taken Covid-19 Vaccine and Reasons For Not Taking (N=119 Total, N=25 Hesitancy)**



[26] Source: Centers for Disease Control and Prevention. (2022). Covid data tracker: Covid-19 integrated County view. Available: <https://covid.cdc.gov/covid-data-tracker/>.

When asked open-ended questions about improving the health and mental health of Lowell residents, the most common response was having better access and education to health services (8.4%). Additionally the next most common needs were: (a) having better access and education to mental health services (7.6%), (b) having mobile clinics in the community to serve people who cannot readily go to the hospital or clinics (4.2%), and (c) addressing the mental health issues of the homeless people in the community (2.5%).

### Language / Cultural Services Priorities

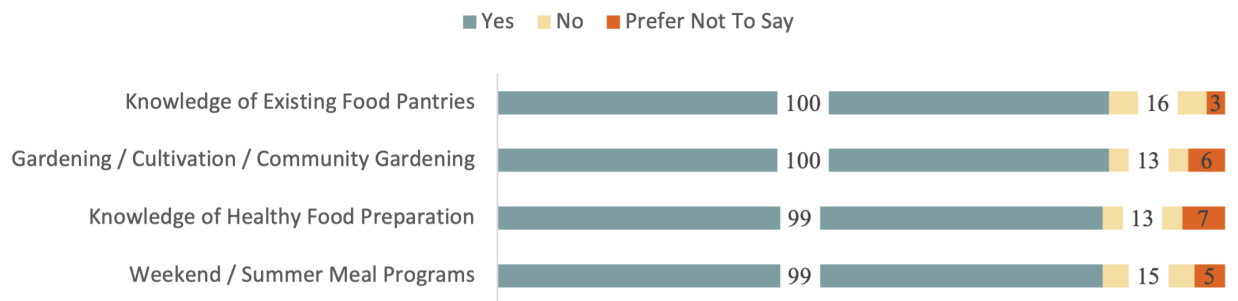
When asked what culture(s) survey takers identified with, 42.1% (67) said Mexican / Latino Culture. The second most common culture survey takers identified with, was American Culture (33.3%, 53). Others included African American / Black Culture (10.7%, 17), Native / Indigenous Culture (6.3%, 10), Other (4.4%, 7), and Southeast Asian / Asian / Pacific Inlander Culture (3.1%, 5). Those that stated other said that they loved all cultures, European immigrant culture, and LGBTQ culture.

Given the majority of the survey takers identified with Mexican / Latino culture, it is not surprising that when asked in the open-ended questions which celebrations they would like to see in Lowell, the most common was Cinco de Mayo (4.2%). Next were: (a) Mexican Independence Day (3.4%), (b) Dia De Los Muertos (2.5%), (c) Indigenous People’s Day (1.7%), (d) Juneteenth (1.7%), and (e) Mother’s Day (1.7%). All other responses were only mentioned by one person.

### Nutrition Priorities

When asked about nutritional priorities, overwhelmingly, 84% (100) survey takers would like to have more knowledge of existing food pantries, and prioritization of community gardening (see Figure 14). Additionally, 83.2% (99) of Lowell survey takers also want more knowledge on healthy food preparation, and weekend / summer meal programs.

**Figure 14. Nutritional Priorities that Would Improve Quality of Life, By Numbers (N=119)**



These priorities coincide with the Lowell community garden, which has been in existence since 2012.[27] The Lowell community garden, located near the 180 freeway was once a symbol of blight in Lowell, and today is a symbol of hope and community togetherness, where residents come to grow what they want and have direct access to fresh vegetables (see Figure 15).[28]

*When asked in the open ended questions What nutritional priorities would help to improve the quality of life in Lowell, the most common response was the need for healthy food education (11.8%). Additional, in order of importance were the need for: (a) access to affordable food (5.9%), (b) more spaces for gardening (4.2%), (c)*

*access to healthy food (3.4%), and (d) education on gardening in the community (1.7%). Access to free lunches, better food at school, a farmer’s market in the community, and more food pantries were all mentioned but by no more than one person.*



**FIGURE 15. LOWELL COMMUNITY GARDEN**

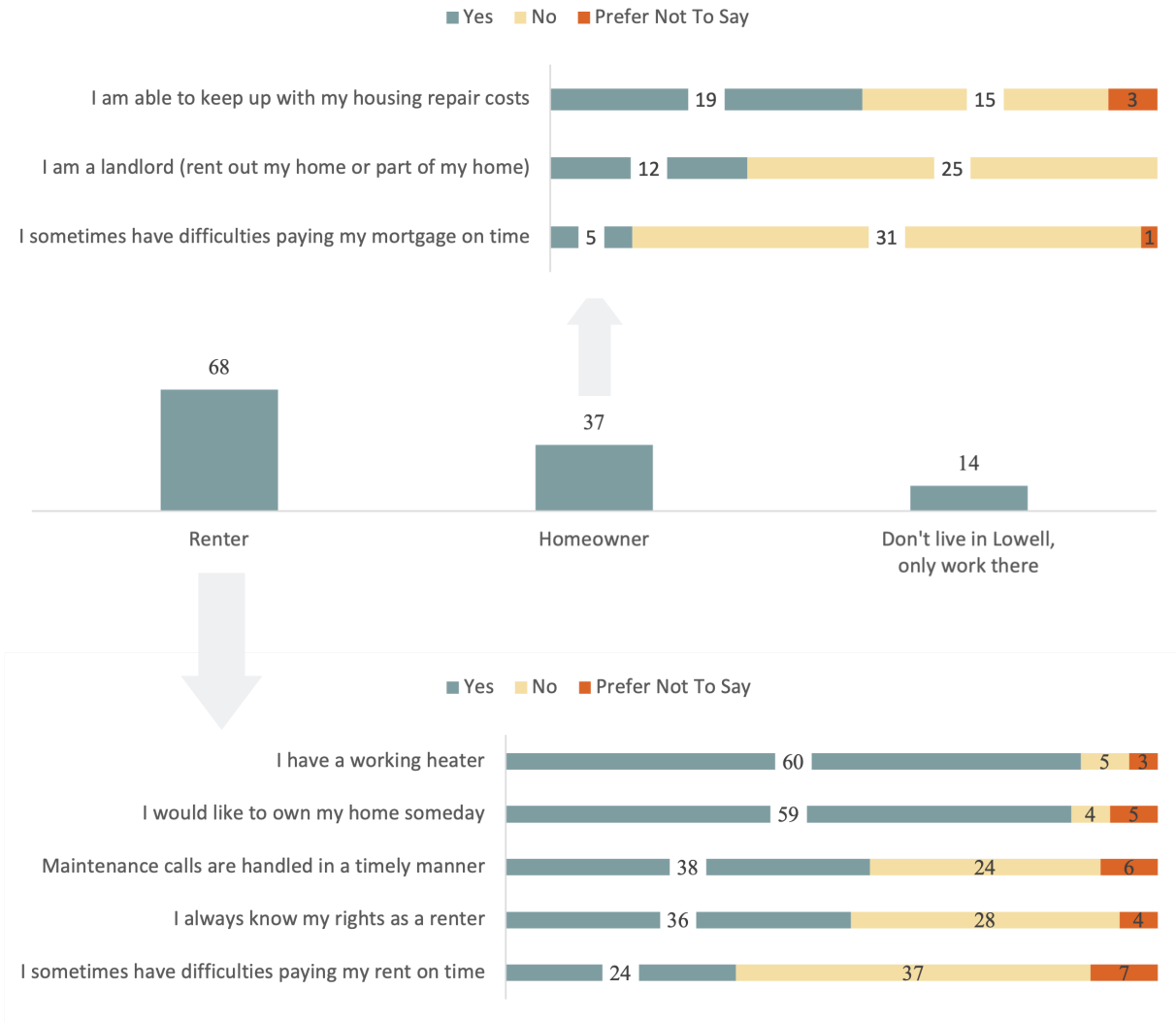
### **Housing Priorities**

In the City of Fresno, 53.3% of homes are renter-occupied.[29] of our Lowell survey-takers, 57.1% (68) were renters (see Figure 16), a slightly higher percent than when you find in the entire city. Figure 8 below shows, in the middle of the figure, whether survey takers were renters, homeowners, or merely people that worked in Lowell. The figure then shows the priorities of both homeowners (N=37) above and renters (N=68) below.

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[27] Source: Abc13 Eyewitness News. (2012). Lowell community garden celebrates opening. Available: <https://abc13.com/archive/8776680/>.  
[28] Picture source: Scharton, C. (2017). The rise, fall & rise of Fresno’s Lowell Neighborhood. Fresyes.com. Available: <https://www.fresyes.com/fresno/fresnos-lowell-neighborhood/>.  
[29] Source: United States Census Bureau. (2022). QuickFacts: Fresno City, California. Available: <https://www.census.gov/quickfacts/fresnocitycalifornia>.

**Figure 16. Renter and Homeowner Priorities (N=119 total; N=37 Homeowners; N=68 Renters)**



For homeowners, 32.4% (12) rent out their home or part of their home, adding to the unofficial renter percentage. And very few (13.5%) have difficulties paying their mortgages on time. For renters, on the other hand, 86.8% (59) desire to be homeowners someday. However, 35.3% (24) sometimes have difficulties paying their rent on time. Additionally, 35.3% (24) stated that maintenance calls are not handled in a timely manner, and 41.2% (28) do not always know their rights as a renter.

What asked, *What are important things you desire in housing and/or how could housing in Lowell meet the community's needs?*

18 different types of responses were given.

Table 2 shows, in order of importance, the theme(s), and how many people mentioned them.

**Table 2. Themes and Times Theme Mentioned for Things Residents Desire in Housing**

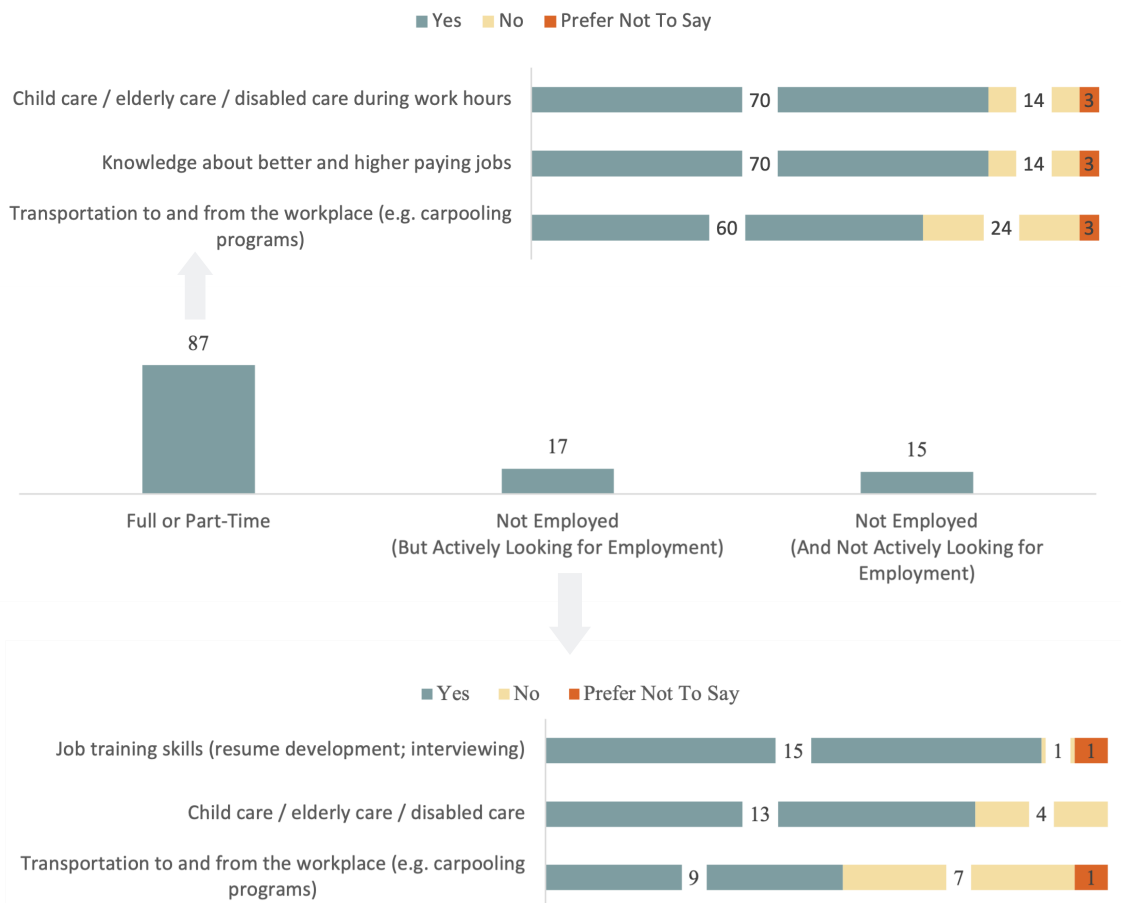
THEME	MENTIONS
More Access to Safe Housing	20
More Access to Affordable Housing	13
Address Slum Lords	10
Know Tenant Rights	8
Better with Repair Calls	6
Address Homelessness; Clean Up Mess; Institute Rent Control	5
Have Better Housing Units; More Historic Preservation; More Security; Better Repair and Maintenance	4
More Housing Units; More Rent-to-Own Options	2
More Covid Rent Support; More Home Ownership; Leave Open Green Space When Building; More and Better Low Income Housing	1

### Employment Priorities

Prior to asking survey takers about their employment priorities, we asked respondents whether they were employed, were not employed but looking for employment, or were not employed and not looking. If survey takers were not employed and not looking, it did not seem rational to ask about their employment priorities. Our survey asked one set of employment priority questions to those employed full or part-time, and another set to those not employed but looking. Our largest group (see Figure 17) was those that were employed full/part-time (73.1%), followed by those that were unemployed but looking (14.3%), and those unemployed and not actively looking for work (12.6%). Also, Figure 17 shows that of those employed full/part-time (73.1% or 87), it was a priority for them to have support of childcare, elderly care, or disabled care during work hours (80.5% or 70 of those employed). Similarly, 80.5% stated that it was a priority for them to have knowledge about better and higher paying jobs, which is particularly important at a time in the American job market where millions of Americans are quitting their jobs for better and higher paying jobs.[30] Lastly, 69% (60) of those employed stated that transportation to and from work, such as carpooling programs, was a priority to them.

[30] Source: Finney, M., & Yip, R. (2021). The great resignation: Young adults quitting low-paying jobs for better career, future. Abc30 Action News: 7 On Your Side. Available: <https://abc30.com/great-resignation-career-training-job/11309668/>.

**Figure 17. Employment Priorities that Would Improve Quality of Life, By Numbers (N=119, N=87, N=17)**



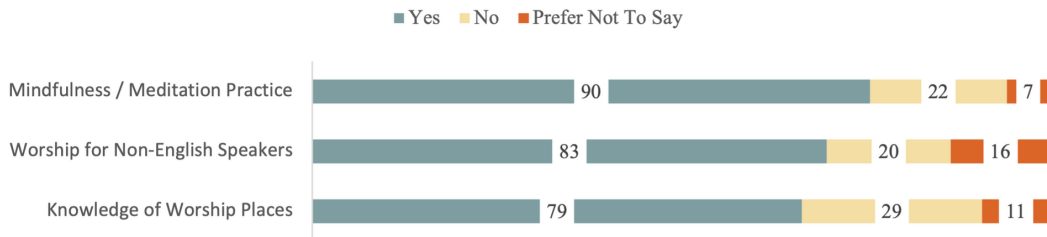
Regarding the 17 (14.3%) survey takers that were unemployed but looking for work, Figure 17 shows that 88.2% (15) of this group prioritizes job training skills, and 76.5% (13) prioritizes having child, elderly, and disabled care for their loved ones. Only 52.9% (9) of this group that is actively looking for work stated that transportation to and from work was a priority to them, assuming that they may be unemployed that have transportation means to get to and from work when they find employment.

In the open-ended employment question, we asked, *What would help improve employment opportunities for people in Lowell?* The most common answer was the need for more jobs (9.2%), followed by the teaching of soft skills (5.9%), such as creating a resume, how to be a professional, and how to perform a job interview. Having more: high paying jobs (2.5%), jobs for youth (1.7%), and having transportation to work (1.7%) were also mentioned by more than one person.

## Employment Priorities

When asked about religion and spirituality priorities, 75.6% (90) of survey takers stated prioritizing mindfulness and meditation practices (see Figure 18). Additionally, 69.8% (83) stated that if they knew more about places of worship for non-English speakers, this would improve quality of life in Lowell. Sixty-six percent (79) also stated needing more knowledge about places of worship in general for the people of Lowell.

**Figure 18. Religion and Spirituality Priorities that Would Improve Quality of Life, By Numbers (N=119)**



When we asked, *Is there anything important about religion / spirituality that we did not ask about?*, only 8 out of 199 survey takers responded to this open-ended optional question. The only response that was mentioned by more than one person was the need for information on the services provided by the local churches (1.7%).

## APPENDIX C

### Lowell Neighborhood Community Priorities Survey in English

1 If you live and/or work in the Lowell District (93701 zip code), you qualify to identify the priorities of Lowell through a short survey. This survey effort is supported by the Lowell Community Development Corporation (CDC), an organization with a purpose of improving the quality of life for Lowell Neighborhood residents. This survey will be used to plan for future activities in the Lowell Neighborhood. You must be at least 15 years of age to complete the survey, and we can only reward two (2) gift cards per household. If you complete the survey, you will be rewarded with a \$5 gift card to a local restaurant/coffee shop/market. For all the questions, we ask that you rate the level of importance.

2 **What is your age?** \* Less than 15 \* 15 - 25 \* 26 - 35 \* 36 - 45 \* 46 or older

*Skip To: End of Survey If What is your age? = Less than 15*

3 **Do you live and/or work in the Lowell Neighborhood (boundaries: South of the 180 Freeway, West of Blackstone Ave, North of Divisadero St.)?** \* Yes, I live in Lowell \*Yes, I work in Lowell \* Yes, I live and work in Lowell \* No, I do not live or work in Lowell

*Skip To: End of Survey If Do you live and/or work in the Lowell Neighborhood (boundaries: South of the 180 Freeway, West of... = No, I do not live or work in the Lowell Neighborhood*

<b>4 What priorities might contribute to improving the quality of life in the Lowell Neighborhood?</b>	Does Not Contribute	Might / Sometimes Contribute	Always Contributes
* Housing	* Safety		
* Clear Air / Water	* Employment		
* Health / Mental Health Services	* Parks / Outdoor Space		
* Language / Cultural Services			
* Nutrition			
* Education			
* Religious / Spirituality			

5 **What is your gender?** \* Male \* Female \* Other / Prefer not to say

6 **What is your race/ethnicity?** \* White / Caucasian \* Hispanic / Latino  
 \* Black / African American \* Asian / Asian American / Pacific Islander  
 \* Native American / American Indian \* Mixed  
 \* Other / Prefer not to say

7 **Are you a United States Veteran?** \* Yes \* No \* Prefer not to say

8 **What is your housing status in the Lowell Neighborhood?** \* I don't live in Lowell, only work there  
 \* I am a homeowner \* I am a renter \* I am homeless in Lowell

*Display This Question: If What is your housing status in the Lowell Neighborhood? = I am a homeowner*

<b>9 As a Lowell homeowner...</b>	Yes	No	Prefer Not To Say
* I am a landlord (rent out my home or part of my home) * I sometimes have difficulties paying my mortgage on time			
* I am able to keep up with my housing repair costs			

*Display This Question: If What is your housing status in the Lowell Neighborhood? = I am a renter*

<b>10 As a Lowell renter...</b>	Yes	No	Prefer Not To Say
* I would like to own my home someday * I always know my rights as a renter			
* Maintenance calls are handled in a timely manner * I have a working heater			
* I sometimes have difficulties paying my rent on time			

11 **What are important things you desire in housing and/or how could housing in Lowell meet the community's needs (optional)?**



**12 What nutritional priorities would help to improve the quality of life in Lowell?**

Yes No Prefer Not To Say

- \* Knowledge of existing food pantries
- \* Knowledge of healthy food preparation
- \* Weekend / summer meal programs
- \* Gardening / cultivation / community gardening

**13 In what ways would you and your family want improved access to, or education about, nutrition in the community? (optional)**

**14 What safety priorities would help to improve the quality of your life in Lowell?**

Yes No Prefer Not To Say

- \* Safety against home/property burglary
- \* Pedestrian safety
- \* Park safety

**15 What would help create a safer community in Lowell (optional)?**

**16 What air and water priorities would help to improve the quality of life in Lowell?**

Yes No Prefer Not To Say

- \* Knowledge about air quality (indoor and outdoor air)
- \* Knowledge about water quality
- \* Knowledge about city conservation resources and programs

**17 What things could help improve the air and water in Lowell (optional)?**

**18 Do you have school aged children living with you?      \* Yes                      \* No**

*Skip To: End of Block If Do you have school aged children living with you? = No*

**19 What educational priorities would help to improve the quality of life for kids in Lowell?**

Yes No Prefer Not To Say

- \* Transportation (to and from school)
- \* Basic school supplies (books, backpacks, clothing)
- \* Tutoring programs (WOO, Martin Park, Fenix Homework Club)
- \* Sports / academic programs
- \* Free or reduced price internet access

**21 What would help improve the educational experience for kids in Lowell (optional)?**

**22 What is your trade or occupation? (Optional)**

**23 What is your current employment status?      \* I currently work full or part-time**

- \* I am currently not employed, but actively looking for employment
- \* I am currently not employed, and not actively looking for employment

*Skip To: End of Block If What is your current employment status? = I am currently not employed, and not actively looking for employment*

*Skip To: 25 If What is your current employment status? = I am currently not employed, but actively looking for employment*

**24 What employment priorities would help to improve the quality of your life in Lowell?**

Yes No Prefer Not To Say

- \* Child care / elderly care / disabled care during work hours
- \* Transportation to and from the workplace (e.g. carpooling programs)
- \* Knowledge about better and higher paying jobs

*Display This Question: If What is your current employment status? = I am currently not employed, but actively looking for employment*

**25 What employment priorities would help you to obtain employment?** | Yes No Prefer Not To Say

- \* Job training skills (resume development; interviewing)      \* Child care / elderly care / disabled care
- \* Transportation to and from the workplace (e.g. carpooling programs)

**26 What would help improve employment opportunities for people in Lowell (optional)?**

**27 Would your health / mental health be improved if you had more knowledge about...**

| Yes No Prefer Not To Say

- \* ...where to receive affordable health insurance      \* ...where to receive medical care (clinics and hospitals)
- \* ...dental and optometry services      \* ...prenatal care services
- \* ...where to receive mental health services (for things such as anxiety, depression, Post-Traumatic Stress Disorder [PTSD])

**28 Have you taken the Covid-19 vaccine?**      Yes      No      Prefer not to say

*Display This Question: If Have you taken the Covid-19 vaccine? = No*

**29 Can you share the reason for your hesitancy in taking the Covid-19 vaccine? (Check all that apply)**

- \* I'm not at risk      \* I don't have sufficient information      \* I don't trust the vaccine
- \* I don't trust the government      \* I'm scared to take the vaccine      \* I don't know where to go to take the vaccine
- \* I don't have time to take the vaccine      \* I'm not taking it for religious reasons      \* Other \_\_\_\_\_

**30 What would help improve the health / mental health of people in Lowell (optional)?**

**31 What religious / spirituality priorities would help to improve the quality of life in Lowell?**

| Yes No Prefer Not To Say

- \* Knowledge on places of worship      \* Mindfulness / meditation practice      \* Worship for non-English speakers

**32 Is there anything important about religion / spirituality that we did not ask about (optional)?**

**33 What parks or green spaces do you use the most? (Check all that apply)**

- \* San Pablo Park      \* Dicky Playground      \* Ted C Wills Community Center      \* Cultural Arts Park
- \* Lowell Elementary      \* None      \* Other (please state) \_\_\_\_\_

*Skip To: 37 If What parks or green spaces do you use the most? (Check all that apply) = None*

**34 What green space priorities would help to improve the quality of life at the park / green space you use the most?** | Yes No Prefer Not To Say

- \* Cleanliness      \* More shaded areas / more trees      \* More tables / picnic areas / BBQ areas      \* More recreation equipment
- \* Age appropriate play structures for kids      \* A dog park

**35 Would you like to be involved in the planning and/or improvement of our parks?** \* Yes      \* No      \* Prefer not to say

**36 What ideas do you have for park improvement that you would like to share? (optional)?**

*Display This Question: If What parks or green spaces do you use the most? (Check all that apply) = None*

**37 Can you please tell us why you don't use the parks / green space in Lowell? (Select all that apply)**

- \* They are not safe
- \* I don't know where they are located
- \* They are not clean
- \* Prefer not to say
- \* Other reason (please state) \_\_\_\_\_

**38 What culture(s) do you most identify with? (Check all that apply)**

- \* American culture
- \* African American / Black culture
- \* Mexican / Latino culture
- \* Native / Indigenous culture
- \* Southeast Asian / Asian / Pacific Islander culture
- \* Other (please state) \_\_\_\_\_

**39 What celebration / tradition from your culture would you like to see celebrated in Lowell? (optional)**

- 40 Gift card you would like?**
- \* Don Tacha Taqueria
  - \* Fulton Street Coffee Roasters
  - \* Hi-Top Coffee
  - \* The Revue - Coffee Shop
  - \* None

**41 Your Name (to get your gift card):**

**42 Your Address (required) to confirm Lowell Neighborhood residence, and for us to send your gift card:**

**43 Your Phone number and/or email address for us to confirm Lowell residency , and for us to send your gift card and/or future communication:**

## APPENDIX D

### Lowell Neighborhood Community Priorities Survey in Spanish

#### Lowell Neighborhood Community Priorities Survey

**1 Si vive y / o trabaja en el distrito de Lowell (código postal 93701), califica para ayudarnos a identificar las necesidades de Lowell a través de una breve encuesta. Este esfuerzo de encuesta es apoyado por la Lowell Community Development Corporation (CDC), una organización con el propósito de mejorar la calidad de vida de los residentes del vecindario de Lowell. Esta encuesta se utilizará para planificar actividades futuras en el vecindario de Lowell. Debe tener al menos 15 años de edad para completar la encuesta y solo podemos dar dos (2) tarjetas de regalo por hogar. Si completa la encuesta, será recompensada/recompensado con una tarjeta de regalo de \$5 para un restaurante / cafetería / mercado local. Para todas las preguntas, le pedimos que califique el nivel de importancia.**

- 2 ¿Cuál es su edad?**      \* Menos de 15 años (1)                      \* 15 - 25 años (2)                      \* 26 - 35 años (3)  
    \* 36 - 45 años (4)                      \* 46 años o más (7)

*Skip To: End of Survey If What is your age? = Less than 15*

- 3 ¿Vive y / o trabaja en el vecindario de Lowell (límites: al sur de la autopista 180, al oeste de la avenida Blackstone, al norte de la calle Divisadero)?** \* Sí, vivo en el barrio de Lowell (4)      \* Sí, trabajo en el barrio de Lowell (7)      \* Sí, vivo y trabajo en el vecindario de Lowell (8)      \* No, no vivo ni trabajo en el vecindario de Lowell (9)

*Skip To: End of Survey If Do you live and/or work in the Lowell Neighborhood (boundaries: South of the 180 Freeway, West of... = No, I do not live or work in the Lowell Neighborhood*

**4 ¿Qué prioridades podrían contribuir a mejorar la calidad de vida en el vecindario de Lowell?**

	No Contribuye (1)	Puede / A veces Contribuye (2)	Siempre Contribuye (3)
* Alojamiento (1)	* Nutrición (8)	* La Seguridad (5)	* Aire Claro / Agua (6)
* Educación (2)	* Empleo (3)	* Servicios de Salud / Salud Mental (4)	
* Servicios Religiosos / Espirituales (10)		* Parques / Espacio al Aire Libre (7)	
* Servicios Lingüísticos / Culturales (9)			

- 5 ¿Cuál es su género?**      \* Hombre (1)                      \* Mujer (2)                      \* Otro / Prefiero no decirlo (3)

- 6 ¿Cuál es su raza / etnicidad?**      \* Blanca/o / Caucásica/o (1)                      \* Hispana/o / Latina/o (2)  
 \* Afroamericana/o (3)      \* Asiática/o / Asiática/o Americana/o (4)      \* Americana/o Nativo / India/o Americano (7)  
    \* Mezclada/o (5)                      \* Otro / Prefiero no decirlo (6)

- 7 ¿Es usted un veterano de los Estados Unidos?**      \* Sí (1)                      \* No (2)                      \* Prefiero no decirlo (3)

- 8 ¿Cuál es su situación de vivienda en el vecindario de Lowell?**      \* No vivo en Lowell, solo trabajo allí (1)  
 \* Soy dueña/o de casa (3)                      \* Soy un/a inquilina/o (4)                      \* Estoy sin hogar en Lowell (5)

*Display This Question: If What is your housing status in the Lowell Neighborhood? = I am a homeowner*

9 Como dueña/dueño de casa en Lowell ...	Sí (1)	No (2)	Prefiero no decir (3)
* Soy un/a arrendador/a (alquilo mi casa o parte de mi casa) (2)			* A veces tengo dificultades para pagar mi hipoteca a tiempo (1)
			* Puedo mantenerme al día con los costos de reparación de mi vivienda (4)

*Display This Question: If What is your housing status in the Lowell Neighborhood? = I am a renter*

**10 Como inquilina/inquilino en Lowell ...** Sí (1) No (2) Prefiero no decir (3)

- \* Me gustaría ser dueño de mi casa algún día (2)
- \* Siempre conozco mis derechos como inquilino (4)
- \* Las llamadas de mantenimiento se responden en buen tiempo (5)
- \* Tengo un calentador que funciona (6)
- \* A veces tengo dificultades para pagar el alquiler a tiempo (1)

**11 ¿Cuáles son las cosas importantes que desea en la vivienda en Lowell podría satisfacer las necesidades de la comunidad (opcional)?**

**12 ¿Qué prioridades nutricionales ayudarían a mejorar la calidad de vida en Lowell?** Sí (1) No (2) Prefiero no decir (3)

- \* Conocimiento de las despensas de alimentos existentes (1)
- \* Conocimiento de la preparación de alimentos saludables (4)
- \* Programas de comidas de fin de semana / verano (2)
- \* Jardinería / cultivo / jardinería comunitaria (7)

**13 ¿De qué manera usted y su familia querrían un mejor acceso o educación sobre nutrición en la comunidad (opcional)?**

**14 ¿Qué prioridades de seguridad ayudarían a mejorar la calidad de su vida en Lowell?** Sí (1) No (2) Prefiero no decir (3)

- \* Seguridad contra robo en casa / propiedad (11)
- \* Seguridad peatonal (1)
- \* Seguridad en el parque (2)

**15 ¿Qué ayudaría a crear una comunidad más segura en Lowell (opcional)?**

**16 ¿Qué prioridades de aire y agua ayudarían a mejorar la calidad de vida en Lowell?**

Sí (1) No (2) Prefiero no decir (3)

- \* Conocimiento sobre la calidad del aire (aire interior y exterior) (1)
- \* Conocimiento sobre la calidad del agua (3)
- \* Conocimiento sobre los recursos y programas de conservación de la ciudad (5)

**17 ¿Qué cosas podrían ayudar a mejorar el aire y el agua en Lowell (opcional)?**

**18 ¿Tiene niños en edad escolar viviendo con usted?** \* Sí (2) \* No (3)

*Skip To: End of Block If Do you have school aged children living with you? = No*

**19 ¿Qué prioridades educativas ayudarían a mejorar la calidad de vida de los niños en Lowell?** Sí (1) No (2) Prefiero no decir (3)

- \* Transporte (hacia y desde la escuela) (2)
- \* Útiles escolares básicos (libros, mochilas, ropa) (3)
- \* Programas de tutoría (WOO, Martin Park, Fenix Homework Club) (21)
- \* Programas deportivos / académicos (22)
- \* Acceso a internet gratuito o a precio reducido (23)

**21 ¿Qué ayudaría a mejorar la experiencia educativa de los niños en Lowell (opcional)?**

**22 ¿Cuál es su oficio u ocupación? (Opcional)**

**23 ¿Cuál es su situación laboral actual?** \* Actualmente trabajo a tiempo completo o parcial (1)

\* Actualmente no estoy empleado, pero estoy buscando trabajo activamente. (2)

\* Actualmente no estoy empleado y no estoy buscando trabajo activamente. (5)

*Skip To: End of Block If What is your current employment status? = I am currently not employed, and not actively looking for employment*

*Skip To: 25 If What is your current employment status? = I am currently not employed, but actively looking for employment*

<b>24 ¿Qué prioridades laborales ayudarían a mejorar la calidad de su vida en Lowell?</b>	Sí (1)	No (2)	Prefiero no decir (3)
* Cuidado de niños / cuidado de ancianos / cuidado de discapacitados durante el horario laboral (21)			
* Transporte hacia y desde el lugar de trabajo (por ejemplo, programas de viajes compartidos) (6)			
* Conocimiento sobre trabajos mejores y mejor pagados (23)			

*Display This Question: If What is your current employment status? = I am currently not employed, but actively looking for employment*

<b>25 ¿Qué prioridades laborales le ayudarían a conseguir empleo?</b>	Sí (1)	No (2)	Prefiero no decir (3)
* Habilidades de capacitación laboral (desarrollo de currículum, entrevistas) (2)			
* Cuidado de niños / cuidado de ancianos / cuidado de discapacitados (21)			
* Transporte hacia y desde el lugar de trabajo (por ejemplo, programas de viajes compartidos) (6)			

**26 ¿Qué ayudaría a mejorar las oportunidades de empleo para las personas en Lowell (opcional)?**

<b>27 ¿Mejoraría su salud / salud mental si tuviera más conocimientos sobre ...</b>	Sí (1)	No (2)	Prefiero no decir (3)
*... dónde recibir un seguro médico accesible (42)			
*... servicios dentales y de optometría (19)			
*... dónde recibir servicios de salud mental (para cosas como ansiedad, depresión, trastorno de estrés postraumático [PTSD]) (39)			

**28 ¿Ha tomado la vacuna Covid-19?** \* Si (1) \* No (2) \* Prefiero no decirlo (3)

*Display This Question: If Have you taken the Covid-19 vaccine? = No*

**29 ¿Puede compartir el motivo de su duda en tomar la vacuna Covid-19? (Marque todos lo que correspondan)** \* No estoy en riesgo (1) \* No tengo suficiente información (2) \* No confío en la vacuna (4) \* No confío en el gobierno (9) \* Tengo miedo de ponerme la vacuna (5) \* No se donde ir para ponerme la vacuna (6) \* No tengo tiempo para ponerme la vacuna (7) \* No la tomo por razones religiosas (8) \* Otra razón (3) \_\_\_\_\_

**30 ¿Qué ayudaría a mejorar la salud / salud mental de las personas en Lowell (opcional)?**

<b>31 ¿Qué prioridades religiosas / espirituales ayudarían a mejorar la calidad de vida en Lowell?</b>	Sí (1)	No (2)	Prefiero no decir (3)
* Conocimiento sobre lugares religiosos (1)			
* Práctica de meditación (40)			
* Misa/iglesia para personas que no hablan inglés (19)			

**32 ¿Hay algo importante sobre religión / espiritualidad que no hayamos preguntado (opcional)?**

**33 ¿Qué parques o espacios verdes utilizas más?** \* Parque San Pablo (1) \* Parque Dicky (2) \* Centro Comunitario Ted C Wills (7) \* Parque de Las Artes Culturales (3) \* Escuela Primaria Lowell (6) \* Ninguno (5) \* Otro (indique) (4) \_\_\_\_\_

*Skip To: 37 If What parks or green spaces do you use the most? (Check all that apply) = None*

**34 ¿Qué prioridades de espacios verdes ayudarían a mejorar la calidad de vida en el parque / espacio verde que más usa?**

Sí (1) No (2) Prefiero no decir (3)

- |  |   |                                 |
|--|---|---------------------------------|
| * Limpieza (40)  | * Más áreas sombreadas / más árboles (48) | * Más mesas / áreas de pícnic / |
| áreas de barbacoa (49)   | * Más equipo de recreación (50)           | * Un parque para perros (43)    |
| * Estructuras de juego apropiadas para la edad de los niños (47) |   |                                 |

**35 ¿Le gustaría participar en la planificación y / o mejora de nuestros parques?** \* Si (1) \* No (2) \* Prefiero no decirlo (3)

**36 ¿Qué ideas tiene para mejorar el parque que le gustaría compartir? (opcional)?**

*Display This Question: If What parks or green spaces do you use the most? (Check all that apply) = None*

**37 ¿Puede decirnos por qué no utiliza los parques / espacios verdes en Lowell? (Seleccione todas las que correspondan)** \* No son seguros (1) \* No se donde estan ubicados (2) \* No están limpios (3) \* Prefiero no decirlo (4) \* Otro motivo (indique) (5) \_\_\_\_\_

**38 Con qué cultura te identificas más?** \* Cultura Americana (1) \* Cultura Mexicana / Latina (2) \* Cultura Afroamericana (4) \* Cultura del Sudeste Asiático / Asiática (5) \* Cultura nativa / indígena (6) \* Otro (indique) (3) \_\_\_\_\_

**39 ¿Qué celebración / tradición de tu cultura le gustaría que se celebrara en Lowell?**

**40 Tarjeta de regalo que le gustaría?** \* Don Tacha Taqueria (4) \* Tostadores de Café Fulton Street (5) \* Café Hi-Top (6) \* The Revue - Cafetería (7) \* Ninguna (10)

**41 Nombre para obtener su tarjeta de regalo:**

**42 Dirección (requerida) para confirmar la residencia en Lowell para que le enviemos su tarjeta de regalo:**

**43 Número de teléfono y / o dirección de correo electrónico para que confirmemos la residencia en Lowell y para que le enviemos su tarjeta de regalo:**

## APPENDIX E

### Lowell Survey Qualitative Code Book

Name	References
<b>01 Safety</b>	<b>81</b>
Address gangs and drugs	4
Address homelessness	8
Better & more traffic control	7
Better more stop signs	3
Devices to slow down traffic	1
More speed bumps	2
More speed limit signs	1
Better lighting	5
Better park safety	7
Clean up to not attract criminals	7
Faster Fresno PD response times	1
Increase neighborly relations	13
More Fresno PD presence	20
More gated communities	2
More security guards	3
Racially inclusive safety	4
<b>02 Air and Water</b>	<b>37</b>
Air	22
Address freeway air	6
Better air quality enforcement	1
Better understanding freeway air impact	1
More & better greening	9
More bike lanes to address air	1
More info about unsafe air	2
More smoking regulation	2
Water	15
Access to water purifiers	1
Clean water for the homeless	1
More info about unsafe water	5



Name	References
More water conservation education	4
More water drain education	4
<b>04 Park Improvement</b>	<b>42</b>
Address park bathrooms	2
More dog parks	1
More park clean up	16
More park greening	3
More park lighting	1
More park policing	2
More park sports activities	2
More pocket parks	3
More recreational events	2
More restrictive park activities	4
More restrictive park hours	2
More splash parks	1
More swimming pools	1
Riding parks of homeless	2
<b>05 Health - Mental Health</b>	<b>38</b>
Address unstable people in the streets	1
Addressing homeless mental health	3
Better access-education to mental health services	9
Better access-education to health services	10
Better community mental health assessment	2
Better counseling programs	2
Better crisis help	1
Covid19 Hesitancy	1
Doesn't guarantee against Covid	1
Linguistically competent health and mental services	2
Mobile clinics needed	5
More noise reduction	1
Police training on addressing mental health	1
<b>06 Celebrations You'd Like To See</b>	<b>33</b>

Name	References
Children's Day	1
Christmas	1
Cinco De Mayo	5
Diwali	1
Día De Los Muertos	3
Día De Los Reyes	1
Día Del Niño	1
Easter	1
Fathers Day	1
Hmong New Year	1
Indigenous People's Day	2
Juneteenth	2
Kwanzaa	1
LGBTQ	1
Mexican Independence Day	4
MLK	1
Mother's Day	2
People's Unity Day	1
Pow Wows	1
Thanksgiving	1
<b>07 Nutrition</b>	<b>36</b>
Access to affordable food	7
Access to free lunches	1
Access to healthy food	4
Better school food	1
Farmer's markets	1
Gardening education	2
Healthy food education	14
More food pantries	1
More gardening spaces	5
<b>08 Housing</b>	<b>96</b>
Access to affordable housing	13

Name	References
Access to safe housing	20
Address homelessness	5
Better housing units	4
Better with repair calls	6
Clean up mess	5
Covid rent support	1
Historic Preservation	4
Increased home ownership	1
Leave open green space when building	1
More & better low income housing	1
More housing units	2
More security	4
No slum lords	10
Rent control	5
Rent-to-own options	2
Repair and maintenance	4
Tenant rights	8
<b>09 Employment</b>	<b>32</b>
Community computer to apply for jobs	1
Don't ask about felony backgrounds	1
Job interview clothes	1
Jobs for homeless	1
Jobs for youth	2
More apprenticeship jobs	1
More high paying jobs	3
More job training	1
More jobs	11
Resume help	1
Teaching soft skills	7
Transportation to work	2
<b>10 Religion - Spirituality</b>	<b>8</b>
Info for Children's Programs	1

Name	References
Info for Youth Groups	1
Info on Culturally Diverse Services	1
Info on Services of Local Churches	2
Info on Spanish services	1
Less churches	1
Offer addiction resources	1