Remaking the Economy

April 16, 2020

Steve Dubb, Nonprofit Quarterly
Veronica Garibay, Leadership Counsel for Justice & Accountability
Tara Lynn Gray, Fresno Metro Black Chamber & Chamber Foundation
Kiel Lopez-Schmidt, UpHoldings
Sabina Gonzalez-Eraña, The California Endowment

#RebuildTheEconomy
Why have an *NPQ* Series on Remaking the Economy?

• Build awareness
• Identify examples
• Question narratives
• Highlight pathways to change
• Emphasize critical links
Fresno

Population (city): 530,000
Latinx 50%
White 27%
Asian 14%
Black 8%
Native 1%
Median income $47K
Poverty rate 26.9%
(based on census data, rounded)
Fresno: Economic History and Present

- Yokut and Miwok indigenous territory
- Founded by Central Pacific Railroad in 1872
- “Ash Tree”
- San Joaquin Valley
- $3 billion annual agricultural sales
Local Fresno leaders formed the Transformative Climate Communities Collaborative to identify a plan for economic and environmental transformation of South-West, Chinatown and Downtown Fresno. A Community Steering Committee, comprised of over 160 residents and local business owners, participated in a series of community meetings that put the decision-making power in their hands. During these meetings, participants were encouraged to propose projects. Sixty-two projects were proposed in total, of which 37 were deemed eligible for funding consideration. Eligible projects were then gathered into five packages that were presented to the Community Steering Committee. At the final Community Steering Committee meeting, a total of 126 Committee members voted to select the projects they wanted to see come to fruition in their community. They overwhelmingly chose the package designed by residents of Southwest Fresno – one of the state’s most “disadvantaged” neighborhoods.

"The SGC truly listened to the concerns of the residents by writing policy guidelines that addressed the history of racial inequities and environmental injustice that has plagued Southwest Fresno. I believe that the transformation of Southwest Fresno will be a success and will improve the lives of current residents."

—IVANKA SAUNDERS, RESIDENT OF SOUTHWEST FRESNO

TCC FRESNO COMPONENTS

» 56 affordable homes
» Install solar systems on over 200 homes
» Provide energy efficiency improvements for 200 households
» Over 2,500 new trees
» Construct 17 acres of parks and community gardens
» Increase frequency of local electric bus system
» Create new electric vehicle- and bicycle-sharing programs
» New West Fresno City College Satellite Site

BY THE NUMBERS

» Project area: 4.9 square miles
» Partners: 13
» Emissions reductions: 28,400 tonnes CO₂e
» TCC grant: $66.5 million
» Leveraged funds: $85.5 million
UP NEXT:
*NOPQ Remaking the Economy*
THE SEASON FINALE!
Thursday, May 21st, 2-3:30 pm ET

System Change: COVID, Nonprofits & the Economy
A Roundtable Discussion

Steve Dubb, Nonprofit Quarterly
Elizabeth Castillo, Arizona State University
Will Cordery, Wellspring Advisors, New York City
Camille Kerr, Upside Down Consulting, Chicago
- Economic Growth vs. Environmental Justice
- Policy and Investment Practices
- Workforce Development
- Power and access to decision making
Building #OneHealthyFresno

- Acknowledge and address underlying conditions
- Climate Change
- Authentic community engagement
- Policy and systems change
Economic Landscape Before COVID-19

COVID-19’s Impact on African-Americans & Other People of Color

#RebuildTheEconomy

@fresnometrobcc | facebook.com/fresnometroblackchamber
What’s Real & What’s Not?

#RebuildTheEconomy

@fresnometrobcc | facebook.com/fresnometroblackchamber
Why Census Data Is Important in Crisis

Looking Ahead for Small Businesses Owned by People of Color

#RebuildTheEconomy

@fresnometrobcc | facebook.com/fresnometroblackchamber
Fresno History of Segregation & Inequity

– Redlining
– Federal Highway Program
– Concentration of Affordable Housing
– Concentration of heavy industrial uses

A 1936 original Fresno “residential security map” created by the Home Owners’ Loan Corporation. Source: University of Maryland’s T-Races Project
Concentrated Poverty in Fresno
FRESNO
Food Deserts over Concentrated Poverty
Assets & Opportunities for Community Development

- Network of CDCs
- Community power building
- Affordable housing development in high opportunity areas
- National attention
- Innovative business leaders
- Fresno’s scrappy, can-do attitude
Challenges & Barriers for Community Development

- Entrenched power structures
- Continued inequitable investment
- Lack of community development professionals
- Capacity & real estate readiness of CDCs & non-profits
- Lack of access to right sized capital
Thank you for joining us!

*Nonprofit Quarterly* relies on your generous support. If you enjoyed this webinar, please consider donating today!

https://nonprofitquarterly.networkforgood.com/

Tell us what you thought! Use our special hashtag, #RebuildTheEconomy