Some Questions from Community Members about SEDA with Greenfield Coalition Responses:

SEDA (Southeast Development Area) is the City of Fresno's plan to annex and develop 9,000 acres of farmland in southeast Fresno, build up to 45,000 new housing units and other types of development, that could have detrimental and lasting impacts on Fresno's existing neighborhoods, air quality, water access, and limited public resources. Source: Greenfield Coalition

1. Who appoints the City of Fresno Planning Commission members? Do they get paid? What are their qualifications? What is their responsibility and power?

The Mayor and City Council appoint members of the City of Fresno Planning Commission, and the positions are voluntary with no salary. Commissioners are typically residents with a strong interest in community planning, though there are no strict professional qualifications required. Their main responsibility is to advise and make recommendations to the City Council and the public on planning matters, such as land use planning and development applications requiring City Council approval. Https://www.fresno.gov/wp-content/uploads/2023/04/Council-Rules-and-Procedures-2-9-2023.pdf

2. What is the history of SEGA/SEDA? What has changed that people originally involved, and many others, do not support it now?

A primary reason not to support SEDA now is that: **The World Has Changed!**

Population isn't growing—SEDA may have once made sense as a way to accommodate the huge population growth rates forecast for Fresno and all of California by the State. But population growth has already slowed significantly, and future population growth is now forecast to slow even more dramatically; that, plus other economic and fiscal information, and significant unmitigable environmental impacts, lead the Greenfield Coalition and many groups to conclude SEDA no longer makes sense. (For details, see "Some History," below.)

The City can't afford to fix what's broken in the existing city—Fresno neighborhoods have public facility and service needs which the City does not have funds to fix. Many of those needs likely cannot be met at all if SEDA is approved and the City spends its funds on SEDA instead.

The City has plenty of capacity for all housing we're likely to need for the next 50 years—The City of Fresno has already adopted specific and community plans that have more than enough capacity to meet new housing development demand for Fresno for several generations.

Bottom line—If you know these facts, and care about Fresno's existing residents and the city's future, why would you move limited public resources away from existing neighborhoods to subsidize unnecessary SEDA residential development?

Some History: The City of Fresno was under an obligation with Fresno County and LAFCO when expanding its Sphere of Influence in 2006 that included the Southeast Growth Area (SEGA), to prepare a SEGA Specific Plan and EIR before development could take place.

The original SEGA Specific Plan prepared by Calthorpe Associates 17 years ago in October 2008, based demand for SEGA on CA Dept of Finance (DOF) population projections.

Population Projections contained in the SEGA Specific Plan for 2050 were **997,313 for the City of Fresno** and **1.9 million for Fresno County**. City of Fresno capture rate of Fresno County population then was approximately 53%.

Applying demographic science, DOF population projections are produced using a cohort-component model*. For each projection year, the model updates the population by applying age specific fertility, mortality, and migration rates, known as the components of change, to the existing population. These are calculated using the basic demographic equation:

Current Population = Previous Population + (Birth-Deaths) + Net Migration

In California, long-term trends have significantly changed, especially over the past 5-10 years, with mortality substantially increasing as the Baby Boom generation dies off, and births and net migration substantially decreasing, leading to relatively flat projections over the next 25 years, then declining population for Fresno County and the State after that.

DOF population projections released 9-30-25 now estimate/project **that Fresno County population in 2025 of 1,027,337 will peak at 1,082,972 in 2049, and decline to 1,016,151 in 2070**. In other words, DOF is now projecting less population in Fresno County in 2070 than in 2025, a major caution signal for prudent policy and budget resource planning for all governments, businesses and households.

	Fresno County in 2050	**City of Fresno in 2050**
SEGA Specific Plan Population Projections in 2008	**1.9 million**	**997,313**
CA Dept of Finance population projections in Sept 2025*	**1, 082,708**	**606,316****
Difference	**43% Lower**	**39% Lower**

* P-2: County Population Projections (2020-2070), 9-30-25: https://dof.ca.gov/forecasting/demographics/projections/

**Using 56% City of Fresno Capture Rate of Fresno County population, the upper range historically

3. Why do you have different numbers than what the City of Fresno is sharing about population projections?

Rather than using CA Dept of Finance (DOF) official and scientific population projections, City Hall appears to be using other estimates and projections they have contracted for from a real estate advisory firm (Clarity Real Estate Advisors). The City is not explaining why it is using a private firm's estimates that do not meet the standards and rigor of demographic science, nor why those estimates diverge so widely from the gold-standard DOF projections.

Also, the City is interpreting future demand from year-to-year based on past annual population figures. This is not a way to derive reasonably-accurate long-term forecasts.

4. How do population projections relate to changes in new housing demand?

City Hall is claiming significantly greater housing demand over the next 25 years than State population projections can justify. **The City of Fresno Housing Demand Analysis, April 25, 2025** (prepared by Clarity Real Estate Advisors), estimates that the city of Fresno will need 47,000 housing new units to be built between 2025-2049. State Department of Finance numbers show a fraction of that:

City of Fresno Housing Demand Study vs DOF 9-30-25 Projections

Time Period	City of Fresno Housing Demand Study # Housing Units Needed for City Growth*	City of Fresno Housing Unit Demand Using DOF Projections and Capture Rate at 63% of County Housing Numbers**
2025 - 2030	**9,568**	**2,773**
2030's	**20,297**	**6,260**
2040's	**17,216**	**2,463**
Totals to 2050	**47,081**	**11,496**
Translated to Population Growth at Average 3-person Household Size	**141,243**	

* Clarity Real Estate Advisors: From Slides 12, 14, 62, 67 - Https://www.fresno.gov/wp-content/uploads/2025/05/Housing-Market-Demand-Analysis-10w673.pdf

** P-2: County Population Projections (2020-2070), 9-30-25: https://dof.ca.gov/forecasting/demographics/projections/

5. How much new housing capacity does Fresno already have without SEDA?

A conservative estimate now is that the City has approved specific and community plans with land use capacities for development of 70,000 new housing units - or about 1.5 times the number of housing units proposed in SEDA. See summary table below:

City of Fresno Adopted Community and Specific Plan Areas /Housing Element	Remaining New Housing Unit Development Capacities in Approved Plan Areas – See References Below
SW Fresno Specific Plan	**5,000 units**
West Area Neighborhoods Specific Plan	**45,000 units**
Bullard, Downtown, Hoover, McLane, Roosevelt and Woodward Park Community Plan Areas – as evaluated in Housing Element Appendix E	**20,000 units**
Total *Rounded and approximate	**70,000 units** **total of approved new housing development capacities**

*2025 West Area Neighborhoods SP Approved: https://www.fresno.gov/wp-content/uploads/2025/03/Fresno-WANSP-RDEIR_March-2025.pdf
**2024 Housing Element Appendix E approved: https://www.fresno.gov/wp-content/uploads/2024/12/Appendix-1E_Fresno_December-2024-10w309.pdf
***2017 SW Fresno Specific Plan Approved: https://www.fresno.gov/wp-content/uploads/2023/04/SouthwestFresnoBookFINALDraft4618small.pdf

6. Community members keep hearing about the infrastructure cost of SEDA being in the $4Billion range. Where are the documents related to that figure?

Check the Southeast Development Area Specific Plan Public Facilities Financing (PFFP) Options: Https://www.fresno.gov/wp-content/uploads/2025/05/SEDA-Public-Facilities-Financing-Options-10w690.pdf

See Pages 61-62 of PFFP: "The Facilities cost estimates are high-level and preliminary and will be revised as backbone infrastructure and public facilities design occurs. Phase 2 and 3 costs are estimated at $2.1 billion, and the total costs at buildout across all phases are estimated at $4.3 billion."

7. Related, is there any documentation/planning regarding economic development associated with SEDA that shows (based on projections of course) how and how much revenue SEDA will generate once it is finished?

Project Description from EIR: The proposed project is a Specific Plan for the SEDA has the potential to accommodate approximately 45,000 homes and 37,000 jobs within the nearly 9,000-acre planning area by the year 2050. Not sure how job creation is exactly calculated—the City needs to provide the information on which it bases these calculations..

Important to net revenue and costs out as PFFP does for infrastructure costs - see note.

One big unanswered question is long-term fiscal impact of SEDA on City General Fund - all revenues vs all City expense obligations. From what we can see from the reports available so far, SEDA is likely to be net-negative in terms of revenue, which in turn will affect the City's ability to supply public facilities and service on a long-term basis at desired levels of service - without new taxes/fees. etc. Though we have been asking for two years, the City has yet to complete or release the requested Fiscal Impact Study.

See link to PFFP above - Page 75 - Cost Burden Analysis: "Infrastructure Cost Burden Test Findings Table 19 provides a summary of the Phases 2 and 3 and buildout infrastructure cost burdens, which are estimated as the sum of the estimated SEDA costs not funded by existing fee programs and the cost burden from participation in existing fee programs. The infrastructure cost burden is compared to the total market value to arrive at infrastructure cost burden percentages. The cost burden and market value calculations are further discussed in the "Backup Cost Burden and Market Value" section below. As summarized in Table 19, development in Phases 2 and 3 results in estimated total infrastructure cost burden percentage of 21.3 percent. At SEDA buildout, the infrastructure cost burden percentage totals an estimated 22.6 percent. **Each of these infrastructure burden percentages are slightly above 20 percent and indicate that Project may not be financially feasible unless measures are taken to improve Project viability, such as reducing the required Facilities or Facilities costs or identifying other funding sources."**

8. In that this will cost billions to develop, has the city proposed how they will fund it? That is, will it be funded separately from the city's annual budget? If yes, what is that funding model and what are the long-term tax implications, if any, and/or budget implications for the City of Fresno?

See responses to 6. And 7. Above - These pieces of the financing and fiscal impact puzzle are complex and intertwined and require additional comprehensive factual analyses of the total impact of SEDA development on the citywide budgets and ongoing public services for the entire city. Greenfield Coalition has been asking to see completed fiscal impacts and related analyses for over two years.

9. In that citizens of Fresno have expressed concern over funding of SEDA and development of SEDA impacting investment/focus on current infrastructure, has the City responded in any substantial way to those concerns?

NO City substantive responses yet - that we know of?

Greenfield COALITION

https://www.greenfieldcoalition.org/