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Title: Approve a Memorandum of Understanding Between the City of Fresno and the Downtown Association of Fresno (DBA Downtown Fresno Partnership) for Baseline Services.

Sponsors: Office of Mayor & City Manager

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Attachments: 1. Exhibit A: Memorandum of Understanding (MOU)

| Date | Ver. | Action By | Action | Result |
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REPORT TO THE CITY COUNCIL

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Office of Mayor & City Manager

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SUBJECT

Approve a Memorandum of Understanding Between the City of Fresno and the Downtown Association of Fresno (DBA Downtown Fresno Partnership) for Baseline Services.

RECOMMENDATION

Staff recommends the approval of the Memorandum of Understanding (MOU) between the City of Fresno and the Downtown Association of Fresno (DBA Downtown Fresno Partnership).

EXECUTIVE SUMMARY

At the creation of the Downtown Fresno Property Based Improvement District (DFPBID) on January 1, 2011, the City of Fresno and the Downtown Fresno Partnership developed an MOU to memorialize the baseline services provided by the City of Fresno in the designated DFPBID area and within each of its zones on a daily, weekly, monthly, semi-annual, or annually over those services that would be provided by the DFPBID.

Baseline services include police patrol, security, maintenance, litter removal, trash pickup, street sweeping, tree & bush trimming, moving of green spaces, irrigation repairs, fountain maintenance

foundation repairs, artwork maintenance, artwork repairs, lighting, signage, and way finding.

The same baseline agreement was honored upon the renewal of the DFPBID in June of 2015.

During the recent DFPBID renewal process, downtown Fresno property owners asked about the status of the baseline services agreement originally developed in 2010 and implemented in 2011. Questions focused on what baseline services the City was providing to support the expanded services being provided through the DFPBID within each of its three zones on a daily, weekly, monthly, semi-annual, or annually and by which city department.

City staff realized that the baseline services agreement was extremely outdated, as much had changed, including the reestablishment of Fulton Street from a pedestrian mall, movement between city departments on who provided key services to the DFPBID and the COVID-19 pandemic and felt this would be a good time to update the MOU.

An updated outline of services was prepared and shared both internally and externally with downtown partners to ensure key services were identified and updated in this new MOU.

BACKGROUND

At the creation of the Downtown Fresno Property Based Improvement District (DFPBID) on January 1, 2011, the City of Fresno and the Downtown Fresno Partnership developed a MOU to memorialize the baseline services provided the City of Fresno in the designated DFPBID area covering each of its three zones on a daily, weekly, monthly, semi-annual, or annually and by which city department.

Baseline services include, police patrol, security, maintenance, litter removal, trash pickup, street sweeping, tree & bush trimming, moving of green spaces, irrigation repairs, fountain maintenance foundation repairs, artwork maintenance, artwork repairs, lighting, signage, and way finding.

DFPBID services are provided at different frequencies within each zone area. Zone 3, the closest to Fulton Street, receives services most frequently while Zones 1 and 2 receive services at a lesser frequency as they move further away from Fulton Street.

| Service | Zone 1 | Zone 2 | Zone 3 |
|-------------------------|--------|--------|--------|
| Economic Enhancements | X | X | X |
| Clean & Safe | X | X | X |
| Hospitality Ambassadors | X | X | X |
| Safety Ambassadors | X | X | X |
| Clean Ambassadors | X | X | X |
| Fulton Zone Activation | | | X |

The MOU also laid out that annual events sponsored by the DFPBID or in conjunction with the DFPBID must be confirmed annually in the first 30 days of each calendar year and approved by the City of Fresno.

During the renewal process in late 2021, City staff realized that the baseline services agreement was

extremely outdated as much had changed, including the reestablishment of Fulton Street from a pedestrian mall, movement between City departments on who provided key services to the DFPBID and the COVID-19 pandemic.

A draft outline of services was prepared and shared both internally and externally with downtown partners to ensure key services were identified where updated in this new MOU.

With the recent passage of an extension of the DFPBID, city staff are requesting a new updated MOU be approved covering the baseline services the City of Fresno is offering as of July 1, 2022.

ENVIRONMENTAL FINDINGS

This is not a project for CEQA purposes

LOCAL PREFERENCE

N/A

FISCAL IMPACT

There is no additional fiscal impact on the General Fund or any other funding sources as these services are currently budgeted.

Attachments:

Exhibit A: Memorandum of Understanding (MOU)