



Legislation Details (With Text)

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Title: Actions related to services at Maxie L. Parks and Mary Ella Brown Community Centers:
1. Affirm City Manager’s determination that the West Fresno Health Care Coalition dba the West Fresno Family Resource Center (WFFRC) is uniquely qualified to provide community services at Maxie L. Parks (Maxie) and Mary Ella Brown Community Centers (Mary Ella Brown).
2. Approve a Service Agreement (Agreement) between the Parks, After School, Recreation and Community Services (PARCS) Department and the West Fresno Health Care Coalition dba the WFFRC to provide community services for a three-year term at Maxie Community Center, located at 1802 E. California Avenue, Fresno, CA 93706, for \$1 per year.
3. Approve an Agreement between the PARCS Department and the West Fresno Health Care Coalition dba the WFFRC to provide community services for a three-year term at Mary Ella Brown Community Center, located at 1350 E. Annadale Avenue, Fresno, CA 93706, for \$1 per year
4. Authorize the PARCS Director or their designee to execute both Agreements subject to approval by the City Attorney (District 3).

Sponsors: Parks, After School, Recreation and Community Serv

Indexes:

Code sections:

Attachments: 1. Uniquely Qualified Memo, 2. Service Agreement - Maxie L Parks, 3. Service Agreement - Mary Ella Brown, 4. 2020 - 2021 Annual Report

Date	Ver.	Action By	Action	Result
8/11/2022	1	City Council	ADOPTED	Pass

REPORT TO THE CITY COUNCIL

FROM: AARON AGUIRRE, Director
Parks, After School, Recreation and Community Services Department

BY: ALDI RAMIREZ, Assistant Director
Parks, After School, Recreation and Community Services Department

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Parks, After School, Recreation and Community Services Department

SUBJECT

Actions related to services at Maxie L. Parks and Mary Ella Brown Community Centers:
1. Affirm City Manager’s determination that the West Fresno Health Care Coalition dba the West Fresno Family Resource Center (WFFRC) is uniquely qualified to provide community services at Maxie L. Parks (Maxie) and Mary Ella Brown Community Centers (Mary Ella Brown).

2. Approve a Service Agreement (Agreement) between the Parks, After School, Recreation and Community Services (PARCS) Department and the West Fresno Health Care Coalition dba the WFFRC to provide community services for a three-year term at Maxie Community Center, located at 1802 E. California Avenue, Fresno, CA 93706, for \$1 per year.
3. Approve an Agreement between the PARCS Department and the West Fresno Health Care Coalition dba the WFFRC to provide community services for a three-year term at Mary Ella Brown Community Center, located at 1350 E. Annadale Avenue, Fresno, CA 93706, for \$1 per year
4. Authorize the PARCS Director or their designee to execute both Agreements subject to approval by the City Attorney (District 3).

RECOMMENDATION

Staff recommends the City Council affirm the City Manager's determination that the West Fresno Health Care Coalition dba WFFRC is uniquely qualified, approve the Agreements between the City of Fresno and the WFFRC for services at Maxie and Mary Ella Brown Community Centers, and authorize the PARCS Director or their designee to execute the agreements, subject to approval by the City Attorney.

EXECUTIVE SUMMARY

The WFFRC is a non-profit corporation established in 2001 to serve residents in southwest Fresno with a mission to empower and support the West Fresno community to achieve optimal health and well-being. In 2014 and 2016, the WFFRC entered into multiyear agreements with the City of Fresno to operate at Maxie and Mary Ella Brown, respectively. Both agreements have since expired. The PARCS Department has determined that there is public benefit to entering into a final agreement with WFFRC for services during a transitional period. At the end of the term, PARCS will resume full programming at the centers.

BACKGROUND

In 2010, PARCS began entering into agreements with Community-Based Organizations (CBO's) to keep community centers open and operational during the economic downturn. Past agreements authorized CBO's to occupy and operate Neighborhood Centers throughout the community in exchange for the use of office and programming space at the facility without paying a rental fee. Under these terms, CBO's provided services to community members, assumed responsibility for janitorial services and partial costs of utilities.

On June 1, 2014 the City entered into an Operational Services Agreement with the WFFRC for Secondary Agency Operation of the California and Elm Community Center which is now known as Maxie L. Parks. The term for the agreement was three (3) years with one (1), two-year (2) extension option. The Agreement at Maxie expired on July 1, 2019. On September 15, 2016 the City Council approved an agreement with the WFFRC for Lead Agency Operation at Mary Ella Brown for a five-year (5) term. Prior to this agreement, the Mary Ella Brown Community Center was operated by United One Productions. The Agreement at Mary Ella Brown expired on July 31, 2021. Under both Agreements, the WFFRC Center operated out of the Community Centers, providing social, educational and recreational services to the surrounding community.

Core services offered by the WFFRC at both locations include: educational programming for all ages in the areas of school readiness, housing, prenatal education, parenting, health insurance enrollment, chronic disease management, mental health, and workforce development. Most recently, the WFFRC has collaborated to provide job fairs, pandemic relief, food distribution, health literacy and

entrepreneurship opportunities to community members disproportionately impacted by the COVID-19 pandemic.

The PARCS Department has evaluated the public benefit of entering into service agreements across several centers, assessing the history of services provided, the community need for wrap-around supports provided by non-profit organizations as part of pandemic recovery efforts, and future direction at Mary Ella Brown and Maxie. Based on this assessment, PARCS staff have determined that WFFRC is uniquely qualified to continue services at both locations during a transitional period. The PARCS department has begun offering programming alongside WFFRC at both centers. After the transitional period, the PARCS Department intends to fully reoccupy the centers. Staff requests the City Council affirm the City Manager's determination that WFFRC is uniquely qualified to continue services for a final term at both centers.

Staff also requests approval of the Agreements between the City of Fresno and WFFRC to allow services to continue at both sites. The proposed Agreements with the WFFRC are for a term of three (3) years, running through 2025. As part of the terms, PARCS will assume all costs for operations and maintenance including utilities and janitorial. In exchange for the services outlined in Exhibit A, the WFFRC will be provided space at Maxie and Mary Ella for \$1 per year at each location. This space allocation is subject to change depending on operational needs. PARCS staff will remain on site to offer recreation, sports and other programming, working collaboratively with the WFFRC to maximize impact and avoid any duplication of efforts.

The City Attorney's office, Risk Department and Purchasing Department have reviewed and approved the agreements as to form.

ENVIRONMENTAL FINDINGS

An Agreement for Services is not a project pursuant to section 15378 of the California Environmental Quality Act.

LOCAL PREFERENCE

Local preference is not applicable because the service provider has been deemed uniquely qualified by the City Manager.

FISCAL IMPACT

These Agreements will have no impact on the General Fund. Services offered by WFFRC are not expected to increase operational and maintenance costs outside of what is already budgeted.

Attachment(s):

Uniquely Qualified Memo
Service Agreement - Maxie L Parks
Service Agreement - Mary Ella Brown
2020-2021 Annual Report