

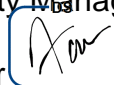


PARKS, AFTER SCHOOL, RECREATION AND COMMUNITY SERVICES

MEMORANDUM

DATE: July 11, 2022

TO: GEORGEANNE A. WHITE, City Manager

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

ALDI E. RAMIREZ, Assistant Director
Parks, After School, Recreation and Community Services

SHELBY D. MACNAB, Business Manager
Parks, After School, Recreation and Community Services

SUBJECT: AFFIRM THE WEST FRESNO HEALTH CARE COALITION DBA THE WEST FRESNO FAMILY RESOURCE CENTER IS A UNIQUELY QUALIFIED SERVICE PROVIDER FOR COMMUNITY SERVICES AT MAXIE L. PARKS AND MARY ELLA BROWN COMMUNITY CENTERS

The purpose of this Memorandum is to request that the City Manager establish the West Fresno Health Care Coalition dba the West Fresno Family Resource Center (WFFRC) as a uniquely qualified service provider for community services at Maxie L. Parks Community Center located at 1802 E. California Avenue, and Mary Ella Brown Community Center located at 1350 E. Annadale Ave.

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. Core services offered include: education, outreach, counseling, and advocacy in the areas of prenatal education, parenting, school readiness, health insurance enrollment, chronic disease management, mental health, and workforce development.

In 2014, the WFFRC began operating at the Maxie L. Parks Community Center and expanded operations to include Mary Ella Brown Community Center in 2016. Most recently, the WFFRC has provided job fairs, pandemic relief, food distribution, health literacy and entrepreneurship opportunities to community members disproportionately impacted by the COVID-19 pandemic.

The WFFRC is a qualified service provider with expertise in community services and a track record of positive impacts in the southwest Fresno community. A copy of the

July 11, 2022

Page 2 of 2

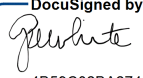
WFFRC 2021 Annual Report is included with this memo to highlight organizational impacts which include reaching 10,000 clients with COVID-19 services, partnerships with 35 organizations, engaging 50 families in events and support groups, and securing over \$2 million in revenue to serve the community.

The Parks, After School, Recreation and Community Services (PARCS) Department has evaluated the public benefit of entering into service agreements across several centers, assessing the history of services provided, community need for wrap-around supports as part of pandemic recovery efforts, and PARCS' future direction at Maxie L. Parks and Mary Ella Brown Community Centers. As part of this evaluation, staff recognized that WFFRC has built long standing relationships by providing services that are key to the social, emotional, health and economic wellbeing of southwest Fresno residents. Based on this information, PARCS staff recommends the City enter into a Service Agreement to allow WFFRC's to continue offering services at both centers while the community recovers from the impacts of the pandemic.

Under the proposed agreement, WFFRC will be responsible for providing services to the community which complement the recreational, sports, senior and enrichment programming offered by PARCS. The PARCS Department is currently offering programming alongside WFFRC at both centers. The contract term of three years will act as a transitional period to allow PARCS to increase the Department's programming at the centers. After the transitional period, PARCS intends to fully reoccupy and operate programming at both locations.

Over two decades the WFFRC has built strong relationships, formed cross-sector collaboratives, earned trust and become attuned to the supports and services desired by the southwest Fresno community. For these reasons, we request the City Manager find WFFRC uniquely qualified to provide community services at Maxie L. Parks and Mary Ella Brown Community Centers during a transitional period at the centers.

Approved Denied

DocuSigned by:

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Georgeanne A. White, City Manager

7/21/2022
Date

Attachment(s)
West Fresno Family Resource Center 2021 Annual Report

cc:
TJ Miller, Assistant City Manager