



Legislation Details (With Text)

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Title: Approval of a five-year agreement with West Fresno Family Resource Center for lead agency operation at Mary Ella Brown Neighborhood Center (Council District 3)
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Attachments: 1. CBO - Mary Ella Brown Agreement - West Fresno Fam Res Ctr_Granicus v8.30.16.pdf

Date	Ver.	Action By	Action	Result
9/15/2016	1	City Council	approved	Pass

REPORT TO THE CITY COUNCIL

September 15, 2016

FROM: MANUEL A. MOLLINEDO, Director
Parks, After School, Recreation and Community Services

BY: KYLE B. JEFFCOACH, Recreation Manager
Parks, After School, Recreation and Community Services

SUBJECT

Approval of a five-year agreement with West Fresno Family Resource Center for lead agency operation at Mary Ella Brown Neighborhood Center (Council District 3)

RECOMMENDATION

Staff recommends that the City Council approve the attached agreement for lead agency operation of a neighborhood center with West Fresno Family Resource Center (Operator) for the Mary Ella Brown Neighborhood Center and authorize the PARCS Director to sign the agreement.

EXECUTIVE SUMMARY

The attached agreement will begin a five-year partnership with Operator for the lead agency operation of the Mary Ella Brown Community Center. This agreement will allow Operator to expand services in the West Fresno community by facilitating and operating Mary Ella Brown through 2021. This agreement grants permission to Operator to utilize the Community Center in exchange for

providing social service programs to the surrounding community. Operator specializes in offering programs that meet the needs of the community including job training, specialty camps, community service projects and community outreach. As part of the agreement, the City of Fresno will pay Operator \$50,000 in FY17 for the operation and janitorial services needed to operate the community center. Operator understands that this money is only guaranteed for one year and that they will need to find an alternate funding source once they establish themselves in the community. While Operator will be focusing on the operation and community services programs, the City of Fresno will continue to facilitate organized recreational activities for youth and teens from 3:00 pm to 7:00 pm Monday through Friday. If approved, this agreement will continue through July 31, 2021.

BACKGROUND

On October 1, 2010, the City of Fresno PARCS Department agreed to terms with several community-based organizations (CBO) to operate several neighborhood centers for recreation services throughout the community. Operator has been one of these partners since 2013 and is currently the CBO at the California and Elm Gymnasium. Over the past three years, Operator has been able to offer a variety of community service programs, specialty camps, job training and community outreach, while PARCS has offered organized recreation programs for youth and teens during the critical hours of 3:00 pm to 8:00 pm Monday through Friday. This joint venture has helped make the California and Elm Gymnasium a focal point of west Fresno for the community. Because this partnership is beneficial to the community, PARCS and Operator would like to replicate its success at Mary Ella Brown and the surrounding community.

Effective June 30, 2016, the former CBO at Mary Ella Brown, United One Productions, was no longer able to fulfill the responsibilities of operating a neighborhood center. Once the City of Fresno was notified of this upcoming change, the City began negotiations with Yolanda Randles, Executive Director of Operator. During negotiations, Operator requested \$50,000 from the City of Fresno to assist with the operation and janitorial services of Mary Ella Brown. This request was approved in the City of Fresno FY17 budget. This money is only guaranteed for the first year of operation and will help Operator begin operations at Mary Ella Brown until they can find an alternate funding source. With City Council's approval, PARCS desires to expand the partnership with Operator to include both the California and Elm Gymnasium and the Mary Ella Brown Center.

The attached agreement was created by the City of Fresno for consideration and approval by the Fresno City Council. The agreement for the lead agency would establish a five-year commitment. The Operator will maintain and operate programs in the building and will have discretion to facilitate programs in partnership with PARCS staff that are operated inside the facility. The buildings and green space around the center will remain the responsibility of the City for maintenance in a manner consistent with the majority of other similar neighborhood parks and center facilities. Enhanced maintenance requested by an Operator above the department's standard levels of service can be arranged, but will be paid for by the Operator. The City will continue to pay for gas, electricity, water, sewer, and garbage. However, if the monthly gas and electricity expense at the Operator exceeds 5.00% of the expense for the same quarter in the prior fiscal year, the Operator will be required to reimburse the City for the overage on a quarterly basis.

If an Operator wishes to conduct religious, political, or other activity outside the scope of services outlined in this agreement, those activities are subject to a separate rental agreement with the City. This department will reserve the right to make the center available for reservations and will confer with the Operator to ensure that center activities are minimally disrupted.

ENVIRONMENTAL FINDINGS

By definition provided in the California Environmental Quality Act (CEQA) Guidelines Section 15378, this item does not qualify as a “project” for the purposes of CEQA.

LOCAL PREFERENCE

Not implemented because this item does not include a bid or award of a construction or service contract.

FISCAL IMPACT

Approval of the attached Agreement will impact the General Fund for FY17. PARCS included an additional funding request of \$50,000 for operation and janitorial services at Mary Ella Brown for one year. Facility maintenance, utilities, and field/landscape maintenance have been budgeted at minimum levels for all neighborhood center sites in FY17. As noted above, gas & electric expenses incurred at the centers that are more than 5.00% above current levels will be reimbursed to the City.

Attachments:
Agreement