



# Request

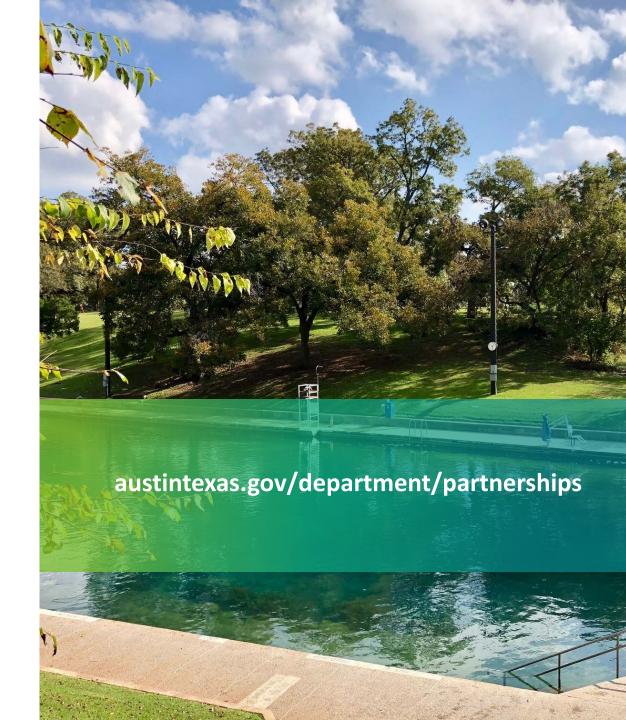
- Provide insight into the Austin Parks and Recreation Department's (PARD)
   Conservancy and Public Private Partnership Philosophy
- Provide information about the current state of those partnership efforts within the Austin Parks and Recreation Department



### **Partnership Goals**

- 1. Enhance and expand public use of Parks' grounds and facilities
- 2. Encourage active recreation and healthy lifestyles
- 3. Improve environmental stewardship through public participation and education
- 4. Celebrate arts, culture, and history to build community
- 5. Maximize public benefit at minimum taxpayer cost
- 6. Bring features or services to the parks system that are not already in place





#### Partnerships within Austin Parks and Recreation

# Neighborhood and Community Partnerships

- Neighborhood Groups
- Community Groups
- Friends of Groups
- Serve as advocates and stewards for their local park or facility

# Nonprofit Conservancy Partnerships

- Nonprofits
- Conservancies
- Mission-aligned with PARD
- Dedicated to a particular park or facility, specific types of amenities, or programs throughout the park system

#### **Business Partnerships**

- Corporations
- Local businesses
- Provide a wide range of activities including:
  - Park improvements
  - Maintenance and management
  - Programs and services
  - Donations and sponsorships



#### **Public Private Partnerships**

Public Private Partnerships typically involve a government agency contracting with a private partner to design, construct, operate, maintain, and/or manage a facility or system in whole, or in part, that provides a public service. This includes leveraging the partner's skills or assets to perform an aspect of the project.

#### Keys to success:

- Public Sector Champion/Political leadership
- Stable Public Sector
   Organizational Structure
- Comprehensive Contractual Plan
- Dedicated Income Stream
- Stakeholder Support and Communication
- Proper Partner Selection



#### **PARD Sequence**

The sequence of events that led up to PARD exploring the Conservancy type Public Private Partnership Opportunities



#### **Examples of Current Public Private Partnerships**











North Austin YMCA

Pease Park

Barton Springs Conservancy

Shoal Creek Conservancy

Republic Square Operations







#### **Current State**

Single Point of Contact (SPOC) assigned to manage Partnership Relationship and Processes

Varying philosophies of "partnership" vs "privatization"

Balancing partner goals with City of Austin goals:

- Alignment with strategic priorities
- Collective impact

**Equity Lens** 

Identifying Appropriate Conservancy/P3 Situational Criteria

- Priorities
- Successful Partnership Criteria
- Matchmaking



#### **Department Philosophy**

Public Private Partnerships can be very beneficial to both the City and the community, providing that the partnerships assist in the following:

- Strengthen the sense of community
- Supports a desired outcome- Health,
   Environment, Culture and/or Lifelong Learning
- Furthers an established strategic goal
- Has a unified public sector champion
- Facilitates community problem solving







