



POLICIES AND PROCEDURES PARKS AND RECREATION DEPARTMENT

Subject	Establishment of Public Private Partnerships	Reference Number PR-O-002
Section	Operations	Effective Date
Applicability	All Parks and Recreation Department Personnel	Supersedes Policy Date
Director Approval		

Purpose: To establish standard operational parameters and procedures for partnerships between the Parks and Recreation Department and individuals, for-profit and non-profit organizations who agree to share responsibility for achieving mission-critical goals.

An objective of PARD is to provide quality and accessible public services and facilities while making the most efficient use of public resources in an equitable manner with a strong emphasis on a stable baseline level of service.

Public-private partnerships, when properly applied, have the potential for not only mobilizing additional resources for park and recreation programs citywide, but also promoting greater effectiveness of those programs, and hence greater impact sustaining a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community

This Policy is intended to achieve these results while adhering to the principles of preservation and use of parkland, PARD facilities and resources in the best interests of the public.

This Policy is designed to address the appropriate public and private resources that will lead to the most effective method of providing public services at acceptable levels of quality, cost, and risk.

Authority:

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Policy:

It is the policy of The Austin Parks and Recreation Department to enter into public private partnerships that:

1. are consistent with City of Austin and Parks and Recreation Department values, vision, mission, goals, strategic priorities, and image, and result in mutual public and department benefit
2. bring significant new revenues, resources, ideas, innovations, specialized expertise, technologies and/or partners to advance or enhance park or recreation facility or amenity development through the investment of private resources;
3. achieve a common purpose by the sharing of resources, responsibilities and rewards, while minimizing risk;
4. ensure no legal, regulatory or legislative prohibition to involving the private partner in the provision of the service or the project,
5. are likely to result in a significant and measurable public benefit, in relation to the potential public costs; and
6. will allow park and recreation services to be established, continued or enhanced, while maintaining or reducing public tax support

The following comprises some, but not an exhaustive list, of the review criteria and/or conditions of a proposal that staff will consider in its evaluation of a specific partnership proposal:

- a. The proposal meets the guiding principles outlined in this Policy and is otherwise consistent with this Policy;
- b. The activities and terms of the proposal acceptable for coverage of PARD's risk by the City of Austin;
- c. The proposed project consistent with existing PARD policy plans, or has been identified by PARD and/or Parks and Recreation Board for a potential partnership;
- d. The proposed project clearly designate the roles and responsibilities/risks and rewards of each partner;
- e. The anticipated short and long-term costs to PARD in resources, including workload and CIP or operating and maintenance budget impacts;
- f. The proposed project include a level of quality consistent with standards established by PARD for projects of a similar nature
- g. The proposed project address the public's interests with regard to access, affordability, customer service, hours of operation, variety of programming, and diversity of staff;
- h. The proposed project has local ownership and/or leadership, and involves local leadership and beneficiaries in design and implementation;
- i. The proposed project has a high level of support and/or high likelihood of support for the partnership from the community and proposed users of the service or project proposed;
- j. The partnership provides opportunities for access for underserved communities;

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- k. The private partner have experienced and, if applicable licensed professionals, dedicated to the project to support private sector responsibilities;
- l. The private partner has the financial capability, a sound financial plan and an appropriate level of experience to deliver the project and/or conduct the activities required of it in the partnership;
- m. The proposed project has a clearly identified and dedicated funding source to support the obligations of the private partner;
- n. The level of entitlements and rights of the private partner are supported by economic value consistent with such partner's contribution to the partnership in resources and risks;
- o. The project proposal include milestones to assure timely delivery of a partnership product;
- p. The output of the service can be measured and valued in a manner that allows PARD to easily determine compliance with the purpose of the partnership;
- q. The proposed project and activities are consistent with PARD and the City of Austin's environmental stewardship goals.
- r. The partnership activities and the partnership agreements have appropriate, crime prevention measures in place if necessary; and
- s. PARD has the availability to effectively oversee the partnership, including design and construction of the project, and on-going activities of the partnership

Public Private Partnerships Defined:

A public private partnership is a cooperative relationship between the Parks and Recreation Department and a private sector entity through which the skills, assets and resources of PARD and the partner are shared in delivering a service or facility for the use of the general public. The roles, risks and rewards must be contractually agreed, setting forth incentives for maximum performance while allowing for the flexibility necessary to achieve the desired results.

Types of Public Private Partnerships

There are several types of public private partnerships. The following are examples, but not an exhaustive list, of existing or potential types of partnerships appropriate for PARD:

- *Maintenance and/or Improvement* - Private partner agrees to maintain and/or upgrade a specified PARD-owned field, playground or facility and the maintenance or upgrade is in accordance with established PARD standards.
- *Operations and Maintenance* - Private partner operates and maintains a specified PARD-owned facility.
- *Design-Build-Donate* - PARD provides access to the land to a private partner for a park and recreation purpose. The design and construction of the facility is fully or partially funded by the private partner, who donates the resources to PARD. PARD may be responsible for, or have oversight and review for a portion of the design or

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construction of the facility (including necessary infrastructure), as agreed in a development agreement between PARD and the partner, and PARD operates the facility.

- *Design-Build-Operate* - PARD provides access to the land to a private partner for the design, construction and, ultimately, operation of the facility. Responsibility of the respective partners for the design and construction of the facility (including necessary infrastructure) is negotiated through a development agreement. The private partner maintains and operates the facility under the lease.

Attachments:

Supersession History

- 1.
- 2.
- 3.

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