



Purpose:

Austin Parks and Recreation actively recruits and provides a process for prospective partners to form public-private agreements in order carry out projects and activities that are in alignment with PARD plans and strategic priorities.

Department Process

In order to develop the Public Private Partnership Process PARD took the following steps:

- Assembled a team
- Researched best practices
- Drafted a policy and procedures
- Reviewed and improved the policy via internal PARD review
- Initiated a legal review

Definition:

Public/Private Partnership – Private partner shares significant risks, resources and responsibilities with PARD such as operating and maintaining an existing PARD park or facility, building and donating a PARD park or facility, or building and operating a park or facility that has a complete or partial PARD purpose.

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

Procedure:

Expression of Interest

In most cases the process begins with a brief expression of interest. This will filter out proposals that are clearly not going to move forward without too much work going into it. This also gives the public a user friendly forum to submit ideas that may fall into other partnership categories.

Full Proposal

In most cases a full proposal will be submitted after the expression of interest. While PARD recommends that an expression of interest be the starting point a full proposal can be submitted as a starting point

Proposal review

Review team conducts according to established criteria. An example of some of the key criteria (comprehensive list is in the draft policy) are:

- a. Does the proposed project clearly designate the roles and responsibilities/risks and rewards of each partner;
- b. What are the anticipated short and long-term costs to PARD in resources, including workload and CIP or operating and maintenance budget impacts;
- c. Does the proposed project include a level of quality consistent with standards established by PARD for projects of a similar nature
- d. Does 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;
- e. What is the level of support and/or likelihood of support for the partnership from the community and proposed users of the service or project proposed;
- f. Are the level of entitlements and rights of the private partner supported by economic value consistent with such partner's contribution to the partnership in resources and risks;
- g. Can the output of the service be measured and valued in a manner that allows PARD to easily determine compliance with the purpose of the partnership; and
- h. Does PARD have the availability to effectively oversee the partnership, including design and construction of the project, and on-going activities of the partnership

Next Steps:

- 1. Parks Board Review - please email comments and suggestions**
- 2. Staff will make changes as needed**
- 3. Staff will present the final policy. Either via email or if the agenda permits, staff will come back to a future meeting.**

Attachments:

Draft PARD Public Private Partnership Policy