



Request

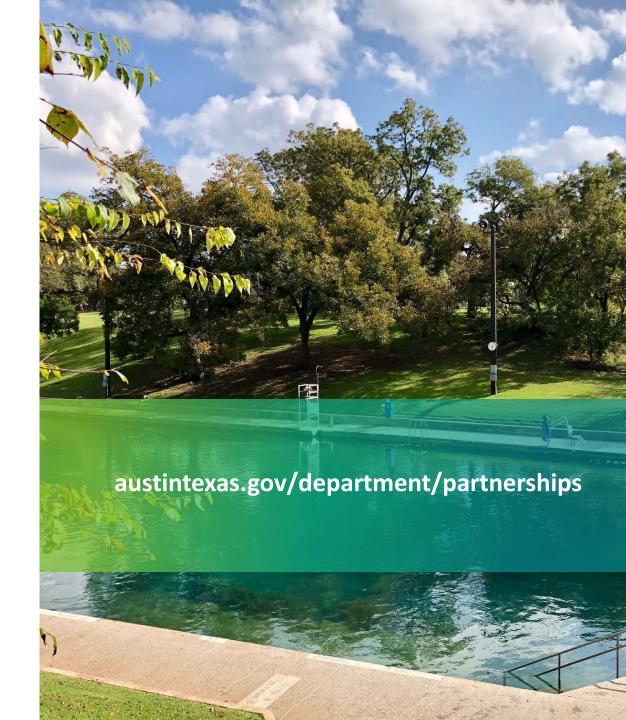
- Provide insight into the Austin Parks and Recreation Department's (PARD)
 Conservancy and Public Private Partnership Philosophy
- Provide information about the current state of those partnership efforts within the Austin Parks and Recreation Department



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

















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







