

The background of the slide is a photograph of three people planting a tree in a park. The image is overlaid with a semi-transparent teal and green gradient. In the background, a city skyline with several tall buildings is visible. The people in the foreground are wearing gloves and using tools to work around a newly planted sapling.

## Austin Parks and Recreation Department Partnerships



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Parks and Recreation Board  
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# Request



- Provide insight into the Austin Parks and Recreation Department's (PARC) 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



[austintexas.gov/departments/partnerships](https://austintexas.gov/departments/partnerships)

# 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



**Industry Best  
Practices**

**Industry  
Trends**

**Limited  
Resources**

**City of Austin Public  
Private & Public  
Nonprofit  
Partnership Summit**

# Examples of Current Public Private Partnerships





# Typical Partnership Beginnings



Unsolicited

Solicited



# Current State



# 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



Public + Private



A photograph of three people planting a young tree in a grassy park. The person on the left is a woman in a pink tank top and a cap, kneeling and using a shovel. The person in the middle is wearing a dark shirt and a wide-brimmed hat, also kneeling. The person on the right is a man in a dark shirt and cap, using a shovel. In the background, there are several tall city buildings under a clear sky. The entire image has a greenish-blue tint.

The Austin Parks and Recreation Department  
**[austintexas.gov/parks](https://austintexas.gov/parks)**