

# City of Austin Parks and Recreation Department Community PARKnerships Program



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Park Planning Division

# Community PARKnerships Briefing Overview

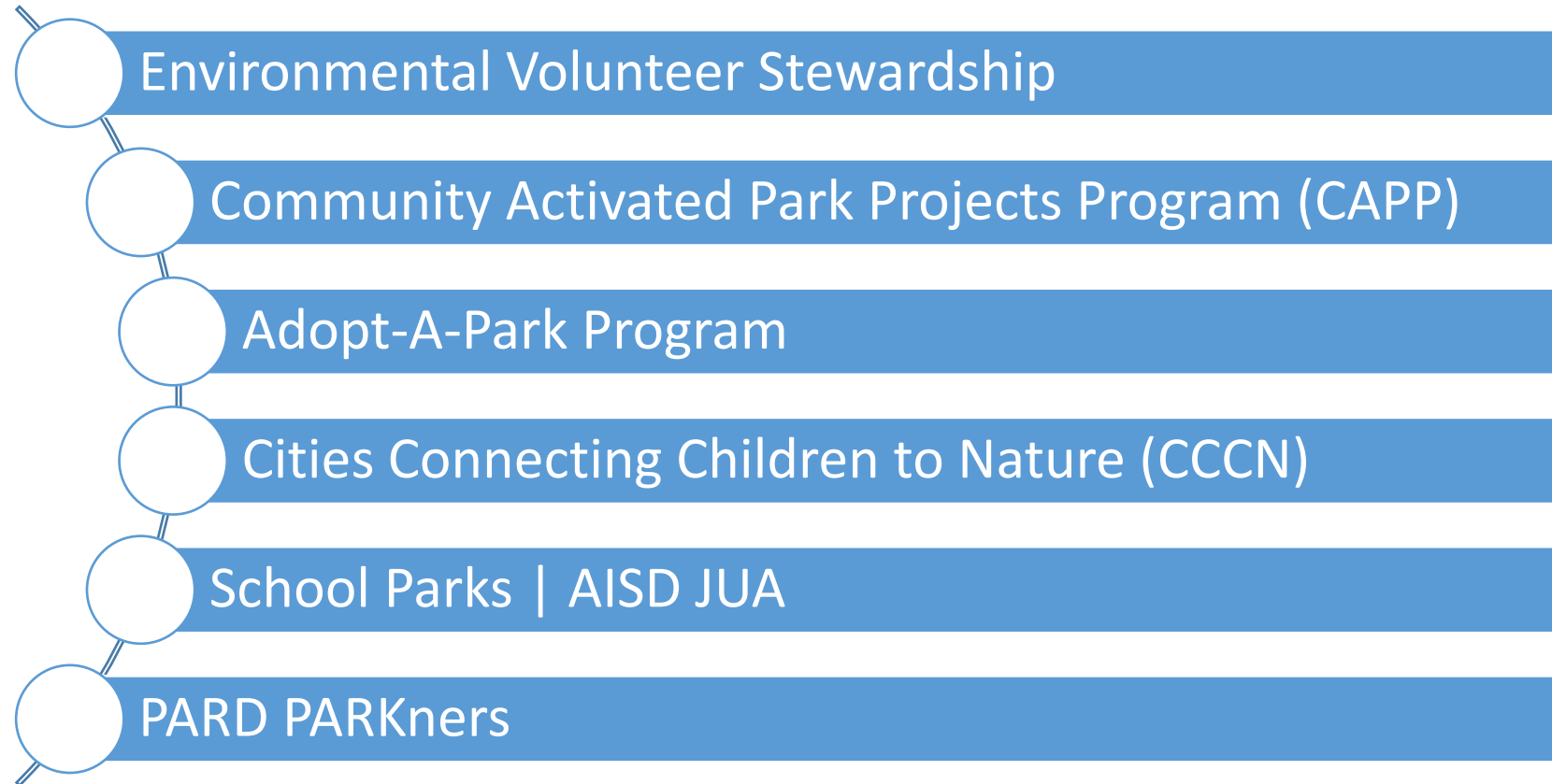
## **PARKnerships Program Briefing Includes:**

- Programs and Initiatives Overview
- Alignment with City and Department Goals
- PARD PARKners
- PARKnership Configurations and Collaborative Partnership Agreements
- Program Impact

## **Does Not Include:**

- Lease, Usage and License Agreements
- Contractual Obligation and Service Agreements
- Concession Contracts

# Community PARKnerships | Encompasses the Following Programs & Initiatives





# Environmental Stewardship

Volunteers on City parkland annually provide **over \$1 million in labor**—they pick up litter, mulch trees, remove invasive species, plant saplings, serve as citizen scientists, and more. Partners **facilitate stewardship events** that are aligned with City standards for **safety and environmental compliance**. PARD reviews these events and provides guidance on all projects proposed on parkland.

- Over **11,900 volunteers** worked more than **31,000 hours** in FY23
- FY23 volunteers planted over **1,400 trees** and collected over **82,000 lbs.** of trash





# Adopt-A-Park

This collaboration between PARD and the Austin Parks Foundation (APF) helps community members become stewards and civic leaders. Leaders organize a **community-based group** that makes an **ongoing commitment** to engage their neighborhood around park related issues. Adopt-A-Park aims to **build community agency and ownership** around every neighborhood park in Austin.

- **108 parks** had adopters in FY23
- An additional **106 eligible parks** (district, neighborhood, and pocket) were not adopted



Adopt-A-Park group volunteering with It's My Park Day at St. John Pocket Park, District 4

# Community Activated Park Project (CAPP) Program



Lighting at Heath Eiland and Morgan Moss  
Skatepark, District 9

The CAPP Program streamlines a **proposal and implementation process** for our **nonprofit partners and community members** seeking to initiate, engage, plan, design and implement **improvements on parkland**.

- **133** CAPP proposals received in FY23
- **549** CAPP proposals received since program launch in 2018



# Examples of CAPPs, FY23



Lighting at Davis White  
Neighborhood Park, District 1

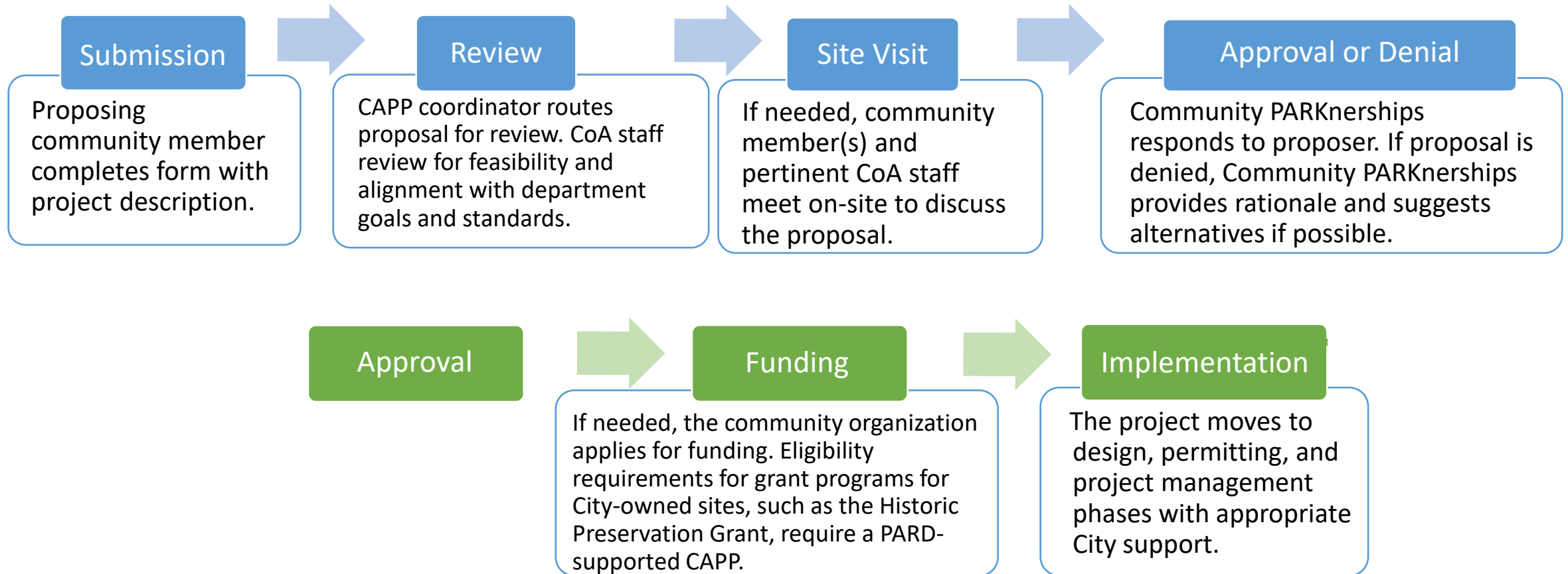


Basketball court resurfacing at  
Dove Springs (*pictured*)  
& Garrison District Parks, District 2



Bike polo facilities  
at Metz Neighborhood Park, District 3

# Community Activated Park Project Program Feasibility Review





# Cities Connecting Children to Nature (CCCN)

CCCN supports robust citywide action plans to implement **policy**, develop new **partnerships**, amplify nature-based **programming**, and create more equitable **nature access**.

- Green School Parks
- Nature Play
  - Loose Parts Lending Kits
  - Nature Play Guidelines
- Youth Leadership
- Outdoor Learning Environments (OLE!) Austin
- Nature Smart Libraries



Green School Park at Sanchez Elementary, District 3

# PARD Commitment to Collaborative Partnerships

PARD adopted the *Our Parks, Our Future* long-range plan in December 2019. Specific recommendations included:

- Develop a partnership **assessment and framework** for many **types of partnership** models and expand FTE staff to create **greater support and oversight** of the partnership agreements. *(Complete)*
- Develop **goals and metrics** to evaluate partnership impact and **share results** within the community. *(Ongoing)*
- Communicate **areas of need** and **opportunity** with existing and potential partners. *(Ongoing)*
- Provide opportunities for partners to engage with each other and find potential **ways to work together** where interests and areas of high need overlap. *(Ongoing)*
- Consider an advanced **donor recognition** program that provides structure and opportunities for enhanced public-private partnership and financial support from the Austin community. *(Complete)*

# City Council Commitment to Partnerships

March 12, 2020 Council resolution ([20200312-041](#)) directed the City Manager to

- work with nonprofit partners that have established relationships with PARD
- create opportunities for partnership agreements that benefit the community
- outline roles and responsibilities between those groups and PARD





# How Austin Got Here: Need for Collaborative Partnership Program

- Exponential growth
- Streamline community and partner communication
- Consistency in partnerships and agreement terms
- Internal communication and guidelines
- Equity and accessibility
- Alignment with city and department goals
- Track and collect impact and data



# Partnership Configurations



# Partnership D - Emerging/One-Time Partnerships

- **Criteria:** Collaborative partner providing funding or resources to PARD-led project or program. Includes local businesses and national organizations.
- **Scope:** Support of PARD-led initiatives
- **Agreements:** Might have contracts for specific projects
- **Examples:**
  - 4ATX Foundation (Austin Football Club)
  - City Parks Alliance
  - San Antonio Spurs





# Partnership C - Community-Based Partner Organizations

- **Criteria:** “Friends of,” neighborhood, community garden, neighborhood association, or Adopt-A-Park group stewarding parkland
- **Scope:** Community events and activities, stewardship, park improvements
- **Agreements:** Informal partnership; must follow PARD processes procedures and guidelines.
- **Examples:**
  - Amigos de Parque Zaragosa
  - Friends of Grand Meadow Park
  - Friends of Patterson Park
  - Keep Walnut Creek Wild
  - Neighbors of Dottie Jordan Park & Garden



# Partnership B - Nonprofit Partners

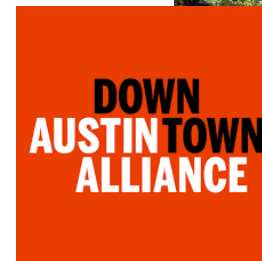
- **Criteria:** Nonprofit with a history of leading events/programs or funding projects in cooperation with PARD
- **Scope:** Programming, stewardship, park improvements (NOT operations and maintenance)
- **Agreements:** Depends on partner. Currently drafting an agreement to formalize and streamline certain permissions that would tentatively last 5-8 years.
- **Examples:**
  - Fruitful Commons (Festival Beach Food Forest)
  - Ecology Action
  - Shoal Creek Conservancy
  - TreeFolks





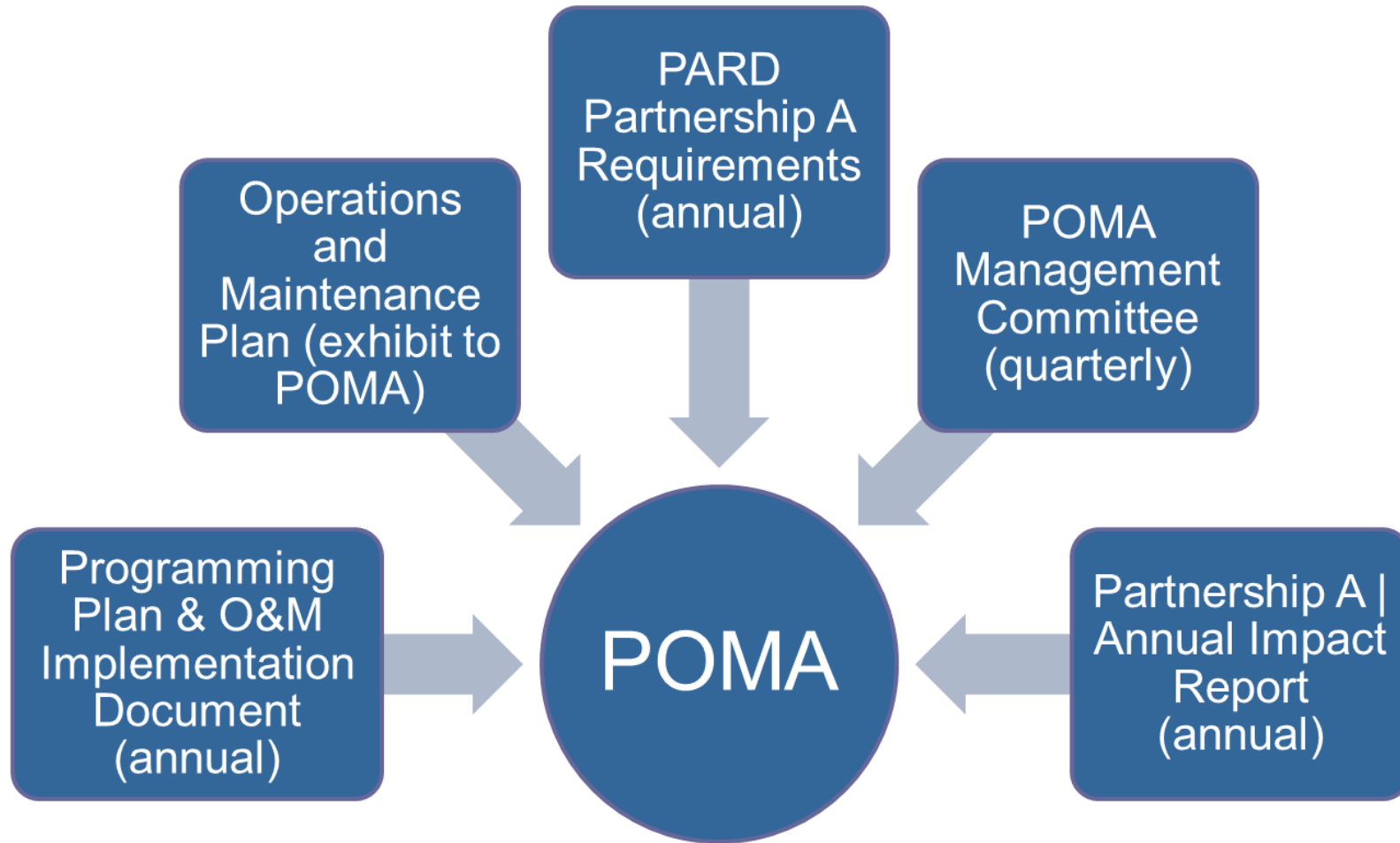
# Partnership A - Partnerships for Public Purpose

- **Criteria:** Nonprofits with at least 7-year history of collaboration with City of Austin
- **Scope:** Park operations, maintenance, and programming
- **Agreements:** Agreements encompass the rights, responsibilities, reporting, review process, and deliverables. City Council approval is required.
- **Examples:**
  - Downtown Austin Alliance (Republic Square)
  - Pease Park Conservancy
  - The Trail Conservancy





# POMA Agreement Oversight and Reporting



# Collaborative Partnership Agreement Impact

## Pease Park Conservancy - Kingsbury Commons

- 10-million-dollar renovation of Kingsbury Commons
- The Park Operations and Maintenance Agreement (POMA) executed in January of 2023, formalizing shared responsibilities for the Operations, Maintenance, and Programming of Pease Park between Pease Park Conservancy & the City of Austin
  - Operate and maintain water feature
  - Daily park servicing
  - Maintain park amenities
  - Native plantings & land management



# Collaborative Partnership Agreement Impact

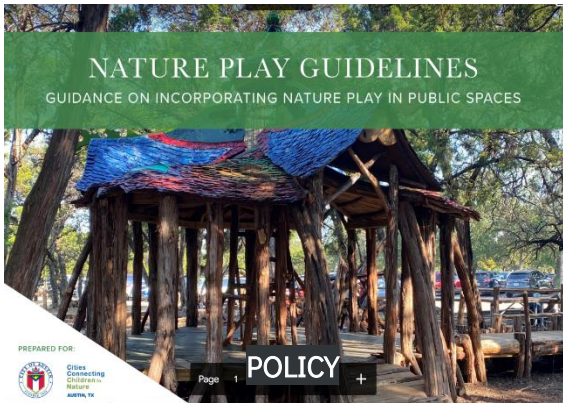
## The Trail Conservancy – Town Lake Metro Park

- POMA executed in 2022, outlines city-dictated deliverables and benchmarks required of TTC over the next ten years. TTC provides direct investment through general maintenance of specified project areas (zones) as outlined in the POMA
- Capital Projects
  - Butler Shores Project – TTC Maintain
  - Rainey Street Trailhead – TTC Maintain
- Volunteer Management
- Ecological Restoration & Maintenance
- Native Plantings
- General Park Maintenance
- Contractor Management



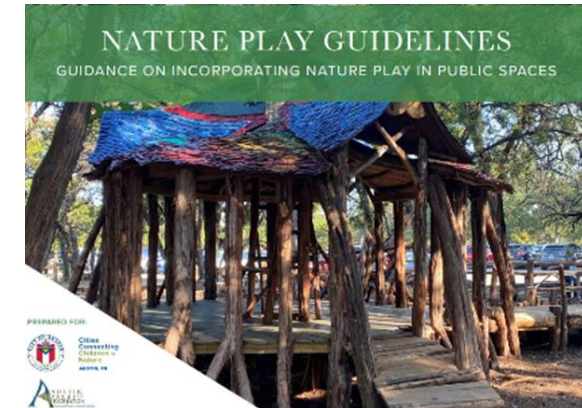


# Collaborative Partnerships Impact: Nature Play





# Community PARKnerships Program | Thank you!





# Thank You!



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