



## Austin Parks and Recreation Department | Partnership Levels

### **Partnership Configuration A (Non-profit Public Partnership NP3)**

#### **Partnership A - Definition**

A 501(c)(3) Non-profit partner mission closely aligns with PARD mission, vision, and values; aligns to the public land/public facility owned by the City of Austin Parks and Recreation Department. Partner within configuration A seeks a level of autonomy to construct, operate, maintain, and/or program projects on parkland.

Parks partnerships successfully combine the assets of the public and private sectors in novel ways to create new and refurbished parks, greenways, trails, and other public assets in our community. Partnerships between public agencies and private nonprofits can help effectively build, renovate, maintain, and program parks. By teaming up, parks agencies and nonprofits can help cities do a better job of meeting citizens' demands for more and better parks in the face of limited public resources.

PARD review and oversight is meant to ensure Partners within Configuration A demonstrate the following values:

- ✓ **ORGANIZATIONAL GOVERNANCE/CONSTITUTION**
- ✓ **DEMONSTRATION OF CAPACITY**
- ✓ **INCLUSIVITY**
- ✓ **TRANSPARENCY**
- ✓ **PUBLIC BENEFIT**

Common attributes for Partnership A include:

- Partner has history of collaborating with PARD to lead major capital improvement projects on parkland, has co-collaborated with recognized entities to lead a major capital improvement project on parkland and/or has successfully independently led a major capital improvement project. (Demonstration of Capacity)
- Partner can support project management for design and construction projects or has capacity to financially support third-party project management. (Demonstration of Capacity)
- Partner has previously demonstrated integration of maintenance considerations into capital or Community Activated Park Projects. (Demonstration of Capacity)
- Partner has a minimum 7-year history of collaboration with the City of Austin, with all levels of engagement recognized in the historical collaboration. (Demonstration of Capacity)
- Partner maintains annual 990s. (Governance)
- Partner has favorable Charity Navigator and Guidestar ratings. (Governance/Government Oversight)
- Partner is committed to cooperative community engagement with PARD and has integrated community engagement into their organization's goal(s). (Inclusivity/Transparency/Public Benefit)
- Partner clearly articulates the public benefit from the organization's role and mission. (Public Benefit)

PARD Partners are integral to PARD and help further the mission and reach of the Department. PARD seeks to fully develop the umbrella program for partnerships within the Department's Community PARKnerships program.

## Partnership A - Criteria

This level of partnership requires a formal partnership review process. The review process will take up to four months beginning on receipt of required documentation. The organizational review will include:

- In alignment with Council Resolution 20120405-052-Park Master Planning Resolution, a Master plan, capital improvement design plan, ecological restoration plan, visioning plan, interpretive plan, or similar planning document must exist for the parkland/facility, or the organization must have the capacity to support development of such plan(s).
- Assessment that the partner organization:
  - Is in alignment with CoA and PARD mission, vision, and values.
  - Has a minimum 7 year history of collaboration with PARD/CoA. All levels of partnership are recognized in the historical collaboration.
  - Has a minimum 5 years of proven philanthropic fundraising with sustained and/or year-over-year growth related to specific master plan projects, operational items, maintenance, and/or program activation.
  - Maintains level of Liability Insurance.
  - Salary of CEO/ED and Development Director of partner organization to be funded exclusively by private philanthropic dollars and not through revenue earned from the usage of park space.
  - Uses revenue earned utilizing park space for event rentals, third party rentals and concessions to directly benefit the park via operations, maintenance, programming, or park improvement.
  - Has robust professional fund accounting practices, including:
    - Separate dedicated Fund Accounts
    - Annually audited financial statements
    - Audits submitted within 6 months after the end of the fiscal year
    - Demonstrates sufficient organizational reserves (three months, or another agreed upon time period, worth of funding) at all times, and reserves for six months of funding for park operations at or above the level maintained by the city.
    - Has a Capital Project Fund (funds for capital maintenance and repair based upon the city's asset management assessment).
  - Leads community engagement that includes coordination and cooperation with PARD with regular reporting requirements and is consistent with the City of Austin's Public Participation Principles, and coordinates outreach with PARD's Communications & Engagement Unit.
- A feasibility study completed for proposed improvements, programming, operations, and maintenance. PARD will not require a third party to draft the feasibility study but will require the partner organization's board of directors vote to approve.
- A Resiliency Plan drafted and adopted by the organization's Board of Directors. The Resiliency plan will include an organizational and operational plan in event of a major catastrophe that could affect the ability of the organization to program or provide revenue earning services at the site.
- A Business Plan and/or Strategic Plan.
- Organization's governance practices reviewed for the following:
  - Board Inclusion Matrix
  - Alignment with CoA and PARD Goals (SD2023/Long Range Plan/Strategic Plan)
  - Conflict of Interest policy
  - Maintenance of corporate minutes
  - Gift/Donor Policy alignment with PARD policy
  - Disclosure to the public the nonprofit's three most recently filed annual returns with the IRS.
  - Annual Reporting Requirements/Performance measurements per PARD Director
  - Bylaws/Organizational Documents include:
    - Monthly meetings with the PARD Director and organizations CEO/Director.

- PARD Director will participate annually in a Board of Directors meeting in which the partner organization will provide an update on the specific metrics, deliverables, and goal alignment as laid out in the organizations Partnership Agreement with PARD.

### **Partnership A - Partner Activities**

Leveraging resources to protect, enhance, maintain, operate, and program Austin parkland and COA/PARD enables the following terms within the Partnership Agreement (pending Council approval):

- Collaboratively partner with PARD for community engagement (the ability to engage the community and collaborate with PARD for community engagement)
- Exclusive right to fundraise for the named park space including on-site signage recognition and exclusive right to promote the park
- Independently lead Capital Improvement Projects as mutually agreed upon via a separate agreement
- Meet annual performance and benchmarking goals established by the Director related to general fundraising
- Authority to maintain (based upon established minimum standards), program and operate site
- Signage Branding opportunities
- Realize earned revenue opportunities:
  - Operate/administer concessions at site
  - Programming (Free and fee based)
  - Special Events
  - Other revenue opportunities

### **Partnership A – Recognition Provided by PARD**

- Listing on future PARD partners web page (cross-linking required)
- Recognition in PARD’s Annual Report with opportunity to feature one story
- Followed by official PARD social media accounts
- Sharing partner’s social content via PARD social media accounts
- Support for special ceremonies based on staff and resource capacity (e.g. ribbon cuttings, ground breakings, anniversary celebrations, AV equipment, etc.)
- Opportunity to co-submit for professional and trade conferences to highlight partnership projects (eg. National League of Cities, National Recreation and Park Association, International City/County Management Association, etc.)
- News releases and media outreach by PARD’s Communications and Engagement team
- Co-branding at site on signage, improvements, and amenities
- On-site donor signage for large-scale capital projects (required PARD review/approval in planning process)
- Interpretive signage permitted on project sites with review from PARD

### **Partnership A - PARD Responsibilities**

- Partnership Agreement Oversight and Management
- Standard City-sponsored park related emergency and safety services: Police, EMS, Fire
- Outline responsibilities associated with flooding, drainage, utilities, and roadways
- PARD liaison assigned to navigate permits, approvals, and events and ACE with partner park
- PARD staff will provide general oversight over partner led community engagement events/projects/program meetings (needs to be consistent, refer to above notes)
- PARD will collaborate on programming and projects when relevant
- PARD will provide partners with training and networking opportunities on relevant PARD/CoA initiatives, goals, and/or programs
- City obligation to provide Insurance and Indemnification at agreed upon park/site (under consideration)
- Review for construction projects of a predetermined threshold to allow for City specific expertise (construction criteria, permitting, ordinance, and regulation expertise)



## **Austin Parks and Recreation Department | Partnership Levels**

### **Partnership Configuration B (Program and/or Project Non-profit Partner)**

The Austin Parks and Recreation Department is committed to growing partnerships that align with our overall mission, vision, values, and that provide benefit to the public and the Austin parks system.

The PARD PARKnership program seeks to leverage partner resources while streamlining the partnership process with the goal of furthering the mission and reach of the Austin Parks and Recreation Department.

#### **Partnership B - Definition**

Partner organization's program activities align closely with PARD. Partner organization **has a history of leading events/programs or funding specific projects in cooperation with PARD** parks, recreation centers, cultural centers, and other facilities. The projects should enhance the lives of Austinites and further the Department's mission.

Non-profit partner mission aligns closely with Parks and Recreation Department's programming, events, or land development strategies as outlined in the City's guiding documents (PARD Long Range Plan; Imagine Austin; SD 2023).

Partner seeks an opportunity to launch specific/individual space activations, built environment improvement(s), and/or ecological restoration investment on PARD property. Partner not limited to a specific site/park.

#### **Partnership B -Criteria**

- Partner's proposed program or project in alignment with City and Department strategies.
- Partner has a minimum of 3+ year history of collaboration with PARD/CoA in a project, event, or programming capacity of the proposed magnitude.
  - Has 3+ years of proven fundraising capabilities associated with the proposed magnitude or
  - Demonstrates capacity to support the proposed program/project via an established event, project, or program specific fundraising plan.
- Partner has a sustainability plan for proposed programs, if applicable.
- Partner is committed to cooperative community engagement **with PARD** and has integrated community engagement into the goal of PARD partnership programs and projects.
- Partner organization clearly articulates the public benefit for the organizations role and mission as it relates to PARD.

- Partner lead community engagement to include review by PARD with regular reporting requirements and consistent with the City of Austin's Public Participation Principles. Coordinate outreach with PARD's Communications & Engagement Unit.
- Partner completes PARD Partner annual report.
- When applicable, Partner will enter into a Partnership Agreement with PARD. The Agreement will provide clear roles and responsibilities for both PARD and the partner for any future partnership activities. Pertinent metrics and deliverables will be determined and included in the Partnership Agreement.

### **Partnership B - Partner Activities**

- Follows established PARD process to propose programming and/or volunteer projects on parkland.
- Considers Equity in programming, project, and event delivery.
- Follows established best practices associated with program/project delivery.
- Follows established PARD process to propose construction/renovation projects on parkland (Community Activated Park Projects program - CAPP).
- Fundraises for projects approved through the CAPP program and works collaboratively with PARD on the implementation of projects.
- PARD leads the implementation and timeline based on PARD/Staff resources or, with proven capacity, partner may lead implementation with PARD oversight.

### **Partnership B – PARD Responsibilities**

- Partnership B projects proposed through the CAPP process will be reviewed on quarterly basis (projects with budget under \$2,000 reviewed on a monthly basis).
- CAPP projects supported by PARD are assigned a PARD Project Manager to assist with next steps, including design review and permitting.
- Partner organization with history at a specific site will be included in PARD-led stakeholder meetings and engagement. PARD intends to honor established relationships and build collaborations among interested partner organizations.
- PARD Special Events to provide guidance on events, pop-ups, and programming on parkland.
- PARD partner liaison made available to assist with questions related to PARD and other city department processes and programs.
- Meet with PARD Director and/or relevant PARD Leadership on a quarterly basis.
- When applicable, PARD, in collaboration with partner organization, will draft Partnership Agreement and/or Parkland Improvement Agreement. The Agreement will include:
  - Roles and responsibilities
  - Reporting and metric deliverable requirements
  - Insurance and liability responsibilities
  - Timeline and project/programming scope
  - Funding and budget details
  - Recognition

### Partnership B - PARD Recognition

- Listing on future PARD partners web page (cross-linking required).
- Recognition in PARD's Annual Report, with the opportunity to feature one story.
- Followed by official PARD social media accounts.
- Sharing partner's social content via PARD social media accounts.
- Support for special ceremonies based on staff and resource capacity (e.g. ribbon cuttings, ground breakings, anniversary celebrations, AV equipment, etc.).
- Opportunity to co-submit for professional and trade conferences to highlight partnership projects (eg. National League of Cities, National Recreation and Park Association, International City/County Management Association, etc.).
- News releases and media outreach by PARD's Communications and Engagement team.
- Logo featured on temporary construction project signage until project completion.
- On-site donor signage for large-scale capital projects (required PARD review/approval in planning process – see **PARD Donor Recognition Guidelines**).

Final



## Austin Parks and Recreation Department | Partnership Configurations

### **Partnership C (Community-Based Partners (e.g., Adopt-A-Park, Community Support Groups, Park Stewards, and “Friends of” groups))**

The Austin Parks and Recreation Department is committed to growing partnerships that align with our overall mission, vision, values, and that provide benefit to the public and the Austin parks system. The PARD PARKnership program seeks to leverage the time, talent, and resources of community stakeholder groups, while offering clear avenues for volunteer stewardship, park improvements, and programming, with the goal of furthering the mission and reach of the Austin Parks and Recreation Department.

#### Partnership C - Definition

Community-based partner that seeks to provide stewardship, fundraising, and activation/programming activities in cooperation with PARD parks, recreation centers, cultural centers, and other facilities. The projects and programming should enhance the lives of Austinites, reflect the desires of the community, and further the Department’s mission. Adopt-A-Park, Park Stewards, and “Friends of” groups build an active, consistent volunteer presence in the park or PARD facility of their focus. Partner seeks an opportunity to launch stewardship initiatives (regular volunteer days), specific/individual space activations, built environment improvement(s), and/or ecological restoration investment on PARD property. Partner is limited to a specific site/park, typically in the neighborhood where they reside (some exceptions apply and are detailed below).

#### Partnership C - Criteria

##### *Adopt-A-Park*

- Partner completes the Adopt-A-Park application and completes required steps to officially Adopt-A-Park.
- Partner lives in the immediate vicinity of the requested park (district, neighborhood, and pocket parks). Parks that are undeveloped or “managed habitat” spaces are reviewed on a case-by-case basis due to specific maintenance constraints and/or requirements.
- Partner follows Adopt-A-Park guidelines, including: completes at least one volunteer project, holds at least one community meeting, and attends Adopt-A-Park orientation before adoption is approved

- Partner commits to at least one year of adoption, with stewardship (i.e., volunteer projects) and group organizing/building as the primary focus in the first year of being active
- Partner commits to at least one volunteer project or programming event each year to maintain adoption status
- Partner commits to creating an inclusive, volunteer-based group with minimal barriers for entry
- Partner works with the Adopt-A-Park program's non-profit partner, Austin Parks Foundation, to coordinate volunteer projects and gain access to resources (e.g., project supplies, tools, collaborative meetings, grants)
- Partner commits to conducting regular outreach to community to gain project and programming support
- Adopt-A-Park groups cannot be formed by businesses or civic/church groups to ensure that projects and activities most reflect the neighborhood's desires, though such groups are welcome to offer labor and fundraising support to neighborhood groups.

#### *"Friends of" Groups / Community Support Groups (Recreation Centers)*

- Partner commits to the support of a PARD facility (recreation or cultural center) through fundraising, programming support, and project planning in close coordination with the facility's staff and PARD Planning
- Partner commits to at least one year of support
- Partner commits to creating an inclusive volunteer-based group with minimal barriers for entry
- Partner is encouraged to identify a fiscal sponsor (e.g., Austin Parks Foundation, Austin Community Foundation) in order to meet fundraising goals for the facility
- "Friends of" groups cannot be formed by businesses or civic/church groups to ensure that projects and activities most reflect the needs of the facility as determined by PARD, or, in the case of recreation centers, the neighborhood's desires. Such groups are welcome to offer volunteer labor assistance and participate in fundraising initiatives in support of these "Friends of" partners.
- Community Support Groups will comply with the PARD Community Support Group Guidelines.

#### *Park Stewards*

- Partner provides regular stewardship to parks and greenbelts that are not eligible for adoption (e.g., metro parks, greenbelts)
- Partner commits to at least one year of stewardship (i.e., volunteer projects) and group organizing/building as the primary focus in the first year of being active
- Partner commits to creating an inclusive volunteer-based group with minimal barriers for entry



- Partner works with a non-profit PARD partner, like Keep Austin Beautiful or Austin Parks Foundation, to coordinate volunteer projects and gain access to resources (e.g., project supplies, tools, collaborative meetings, grants)
- Partner commits to conducting regular outreach to community to gain project and programming support
- For businesses and civic/church groups that wish to provide stewardship on PARD land, please see details in Partnership D.

### *Community Gardens*

- Partner commits to recruiting at least four committed volunteers who can demonstrate the need for a garden at the identified site
- Partner must obtain a Community Garden Permit through the Sustainable Urban Agriculture & Community Garden program.
- Community Garden Partners on city property must find a nonprofit to act as a fiscal sponsor for the garden. Endorsement from a non-profit, like the Austin Parks Foundation, is required for liability insurance, utility accounts, and the licensing agreement with the City of Austin.
- Partner must secure endorsements from the community. Make sure that neighborhood associations, community residents, and surrounding schools and businesses support your plans.
- Partner commits to regular work days and maintenance of community gardens, once established, within a sustainable organizational framework that is easily understood by members.

### Partnership C - Partner Activities

- Follows established PARD process to propose programming and/or volunteer projects on parkland or in PARD facilities.
- Follows established PARD process to propose construction/renovation projects on parkland (Community Activated Park Projects program - CAPP) or in PARD facilities.
- Seeks fundraising opportunities for projects approved through the CAPP program (e.g., grants, neighborhood fundraising)
- PARD leads the implementation and timeline based on PARD/Staff resources or, with proven capacity, partner may lead implementation with PARD oversight (especially for approved volunteer-based project plans).

### Partnership C – PARD Responsibilities

- Partnership C projects proposed through the CAPP process will be reviewed on quarterly basis (projects with budget under \$2,000 reviewed on a monthly basis).
- CAPP projects supported by PARD are assigned a PARD Project Manager to assist with next steps, including design review and permitting.
- PARD Special Events to provide guidance on events, pop-ups, and programming on parkland.

- PARD Community Garden Coordinator will oversee the Community Garden permitting process and ensure gardens are being managed according to PARD guidelines.
- PARD partner liaison made available to assist with questions related to PARD and other city department processes and programs.
- Depending on scope of project/program, PARD may draft an agreement with the partner defining roles and responsibilities, scope and timeline.

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