



City of Long Beach
Working Together to Serve

Memorandum

NB-40

Date: June 21, 2016

To: Honorable Mayor Garcia and Members of the City Council

From: Stacy Mungo, Councilwoman, Fifth District *SM*
Daryl Supernaw, Councilmember, Fourth District *DS*
Dee Andrews, Councilmember, Sixth District *DA*
Rex Richardson, Councilmember, Ninth District *RR*

Subject: **AGENDA ITEM: PARKS INITIATIVE FOSTERING PUBLIC-PRIVATE PARTNERSHIP OPPORTUNITY ANALYSIS AND PROPOSALS**

RECOMMENDATION:

Recommendation to request City Manager to authorize the Department of Parks, Recreation and Marine to conduct a parks facilities and recreation programs analysis report to inform the development of a pilot program designed around new public-private partnership proposals to benefit community programs, facilities and services, and report back to City Council with progress update within sixty (60) days.

BACKGROUND:

In 1996 the City Council approved a Citywide Policy on Sponsorships for the Department of Parks, Recreation and Marine (PRM) that was later updated in 2012 at the direction of the Council beginning in the prior year. As part of staff's research at that time into best practices for identifying, evaluating and approving sponsorships, it was determined that utilizing either a Request for Proposal (RFP) or a Request for Information (RFI) was typically relied upon by comparable governmental agencies to invite private vendors to bid on sponsorship opportunities or provide information relative to a particular program, activity or facility.

On March 13, 2012 the Council approved several modifications to the aforementioned policy including a streamlined process for identifying and evaluating potential sponsorships, including seeking competitive bids and selecting the best proposal in accordance with the City of Long Beach's Purchasing Policy. A non-exhaustive list of potential donations and/or sponsorships for items, events, programs and facilities by individuals, companies or foundations, with proceeds going to PRM to offset costs for programming, facility maintenance and/or improvements, ranges from memorial benches to playgrounds. All formal agreements are handled utilizing the City's existing process for purchasing as established by the City Charter, and the City Council also retains the sole authority to (temporarily) name for sponsorship purposes City-owned land, buildings and facilities.

There is a great need for both improved and additional community recreational facilities and programs throughout the City, as more than 6,000 youth and 4,000 adults participate in sports leagues annually. The cost for maintenance of one field alone is \$20,000 to \$25,000 per year, which places an immense burden on park upkeep and upgrade requirements that are not being met.

PRM offers recreation programs and services at 162 parks with 26 community centers and in its most recent Strategic Plan the City sought to achieve a target of eight acres of recreation and open space per 1,000 residents. In order to sustain these much relied upon community assets and programs, without having to potentially eliminate services, the leveraging of innovative public-private partnerships is imperative.

DISCUSSION:

The goal of this particular pilot program is to create a framework for identifying new potential public-private partnership arrangements and/or sponsorship opportunities, including but not limited to with individuals, businesses and charitable organizations, and establishing a process for joint benefit and mutual gain in the community.

These type of programs are not a new concept, rather they have proven to be a valuable tool utilized by cities and counties nationwide as a means to leverage government-owned properties and assets to generate greater efficiency and public benefit. By involving the local community, PRM has the potential to create savings that in turn can be directed toward park capital improvements on a citywide basis.

Furthermore, based on the inventory of existing conditions of all park amenities assembled by PRM staff in September 2015 and as identified in the Countywide Comprehensive Park and Recreation Needs Assessment workshops conducted at the beginning of this year, certain City parks, community facilities and other recreational spaces would be ideal candidates for this pilot program.

These newly cultivated public-private partnerships aligned with particular sites and facilities in need would not only help to serve as a catalyst for greater civic engagement but would also draw on community organizations with the capacity to enhance services and programs within our parks and recreation system.

FISCAL IMPACT:

The approval of the requested action is anticipated to have no significant fiscal impact and feasibly would have a positive effect on potential new revenue sources.



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REQUEST TO ADD AGENDA ITEM

Date: June 17, 2016
To: Maria de la Luz Garcia, City Clerk
From: Councilwoman Stacy Mungo, Fifth District
Subject: Request to Add Agenda Item to Council Agenda of **June 21, 2016**

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

AGENDA ITEM: PARKS INITIATIVE FOSTERING PUBLIC-PRIVATE PARTNERSHIP OPPORTUNITY ANALYSIS AND PROPOSALS

Recommendation to request City Manager to authorize the Department of Parks, Recreation and Marine to conduct a parks facilities and recreation programs analysis report to inform the development of a pilot program designed around new public-private partnership proposals to benefit community programs, facilities and services, and report back to City Council with progress update within sixty (60) days.

Council District	Authorizing Councilmember	Signed by
5	Stacy Mungo	<i>Stacy Mungo</i>
6	Dee Andrews	<i>Dee Andrews</i>
4	Daryl Supernaw	<i>Daryl Supernaw</i>
9	Rex Richardson	<i>Rex Richardson</i>

cc: Office of the Mayor