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Title: Recommendation to authorize City Manager to create and implement a Partnerships to Enhance Parks, Programs and Services Program for the Parks, Recreation and Marine Department. (Citywide)

Sponsors: Parks, Recreation and Marine

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Attachments: 1. 032117-R-25sr&att.pdf, 2. 032117-R-25 PowerPoint.pdf

Date	Ver.	Action By	Action	Result
3/21/2017	1	City Council	approve recommendation	Pass

Recommendation to authorize City Manager to create and implement a Partnerships to Enhance Parks, Programs and Services Program for the Parks, Recreation and Marine Department. (Citywide)

BACKGROUND

In 1996, the City Council approved the Citywide Policy on Sponsorships (Policy) for the Department of Parks, Recreation and Marine (PRM), which resulted in several citywide sponsorship agreements. However, in subsequent years, the economic environment changed and sponsorship opportunities were not actively pursued. On July 12, 2011, the City Council requested that the Policy be reviewed and updated to allow PRM to solicit and accept corporate sponsorships. Pursuant to this request, staff researched best practices of comparable governmental agencies for identifying, evaluating, and approving sponsorships. The research revealed that a Request for Proposals (RFP) or a Request for Information (RFI) was typically relied upon to invite private vendors to bid on sponsorship opportunities, or provide information relative to a specific program, activity, or facility.

On March 13, 2012, the City Council approved several modifications to the Policy. A streamlined process for identifying and evaluating potential sponsorships was outlined that included seeking competitive proposals and selecting the best one in accordance with the City’s established purchasing practices. A non-exhaustive list of potential donations and/or sponsorships was included to offset costs for PRM programming, special events, facility maintenance, and/or facility improvements ranging from memorial benches to playgrounds.

On June 21, 2016, the City Council requested that PRM conduct a parks facilities and recreation programs analysis to inform the development of a pilot program designed to

include new public-private partnership proposals to benefit community programs, facilities, and services.

DISCUSSION

In response to the City Council's request, PRM staff performed an analysis in areas outlined below. In doing so, staff kept in mind the clear direction of the City Council to limit opportunities by any new partnership program to the provision of new and enhanced programs, services, facilities, and revenues.

Existing Policies Related to Partnerships and Sponsorships

There are several existing policies and practices in place that allow or encourage partnership opportunities with PRM. They are as follows:

Citywide Policy on Sponsorships for the Department of Parks, Recreation and Marine

This policy has been updated several times since it was first initiated in 1996. In its current state, it covers such practices related to the donation of funds to support programs and services as well as naming rights. Although it is detailed and effective for those types of partnerships, it is limited in scope and does not include other partnership opportunities such as Adopt-a-Park, revenue sharing, or commercial concessions.

Department of Parks, Recreation and Marine Fee Waiver Policy

This policy (Attachment A) allows PRM to recognize the value of partnering with other agencies and organizations to provide services benefiting the community and augmenting PRM's mission. Organizations can apply for a fee waiver of some facility use fees, with the ultimate decision to waive those fees made by formal action of the Parks and Recreation Commission (Commission). This policy is currently under review by the Commission with anticipated changes expected to be implemented in 2017.

Right-of-Entry Permit

This type of permit allows local groups and organizations to enhance or improve a park for the provision of programs, services or maintenance. With this permit, the group or organization is allowed to "enter" the park to provide specific services, which may include clean-up activities, the operation of a community garden, the repair/ replacement/purchase of park amenities, or the provision of community programs.

Additional Agreements

Agreements for use of City facilities with organizations helping to advance PRM's mission, such as numerous groups supporting Animal Care Services (spcaLA, FOLBA, Stray Cat Alliance, etc.), and service organizations for youth and environmental stewardship (Boys and Girls Clubs of America, YMCA, Friends of Colorado Lagoon, community garden operators,

etc.), and recreational activities (LB Casting Club, LB Lawn Bowling Club, etc.).

Existing Partnerships and Sponsorships

PRM currently has more than 100 existing partnerships and sponsors (see Attachment B). Many of these relationships have been long-term, and have provided invaluable benefit to our community. The relationships fall into multiple categories, as noted above. It is clear from the number of partnerships currently in existence that past practices in PRM have been successful and have incubated many long-term community collaborations.

Current Needs Related to Facilities, Programs, and Services

There are several categories for partnerships for enhancements/refurbishments and/or enhanced or new programs and services. The list below is not meant to be all-inclusive, but rather to provide categories for future partnerships.

Parks and Facilities Amenities

Benches, fountains, shade structures, picnic shelters, hydration stations, trash receptacles, playgrounds, restrooms, band shells, tables, chairs, AV equipment, sports fields and rinks, exercise equipment, façade improvements, security systems, fencing, scoreboards, bleachers, trails/bikeways/pathways, pools, animal cages/pens/runs/ cottages, piers, and vehicles.

Programs

New low or no cost youth/teen/adult/senior/aquatics/adaptive/special population programs (fitness, wellness, sports, enrichments, arts, education, entertainment), community special events, program supplies or equipment, pet food, and animal care supplies.

Services

Low or no cost spay/neuter services, animal foster care, park and beach cleanups, trash pickup, park concessions (food, beverage, sundries), play equipment, and entertainment.

Proposed New Partnership Program

Staff is proposing that a new umbrella program be created to (1) incorporate existing policies and procedures, (2) include current partnerships, (3) allow for expanded partner opportunities, and (4) provide a more consistent framework for future opportunities. This new program, *PEPPS Program (PEPPS)*, will allow for a variety of relational opportunities with PRM within a defined framework that ultimately provides greater benefit to the community. PEPPS (Attachment C) outlines partnership values, opportunities, and requirements, while protecting the City of Long Beach brand. PEPPS was informed by research conducted into best practices in the industry, modeling components after successful programs in the cities of

San Francisco, Minneapolis, Seattle, Kansas City, Sacramento, and Portland, and the state of New York.

The main components of PEPPS are outlined below:

Relational Opportunities

PEPPS provides for the following partnership relational opportunities:

- Donations
- Sponsorships
- Program or Service Delivery
- Revenue Sharing
- Volunteer Support
- Park or Beach Maintenance or Stewardship
- Facility or Amenity Naming
- User Fee Waivers
- Commercial Concessions

In addition, PEPPS allows for innovative partnerships by permitting businesses and organizations to submit a Letter of Intent to Partner and propose partnerships for consideration that have not been contemplated in the past.

Finally, PEPPS will include a partnership category for non-profit organizations interested in providing a service that is currently contracted by the City, through the use of volunteers. The organization must be able to meet the minimum qualifications of the scope of work under the previous contract, and, if so, would be entitled to a “grant” for the services provided. For example, during a park maintenance contract RFP period, an organization could propose to provide daily trash pickup, lake clean ups (aquatic weed control), homeless encampment clean-ups, and hand pulling of weeds throughout parks utilizing volunteers to provide these services. As such, the City could choose to enter into an agreement with that organization, offering a grant of a percentage of the anticipated expenditure savings by utilizing the non-profit organization.

Guiding Principles

With PEPPS, partnerships will be solicited and approved based on these guiding principles:

- Partnerships must bring in significant new revenues, resources, ideas, technologies, programs or services that meet current community needs and demands.
- Partnerships must clearly demonstrate positive social, financial, environmental and/or cultural impact.
- Partnerships must protect and enhance the City of Long Beach brand or image. The partners must share a comparable brand or image for quality and excellence, and share the

mission and vision of the City of Long Beach to serve our residents, businesses and visitors.

- Partners in programs or services must possess a proven track record of success to ensure sustainability of the partnership, including an appropriate infrastructure to effectively deliver the program or service.
- Partners for programs and services must be able to demonstrate the financial capacity to offer the program or services, as well as provide indemnification and liability insurance as determined by the City's Risk Manager.
- Partnerships should generally be self-sustaining, not placing undue financial burden on existing City resources and must not have a negative impact on other park or facility programs and services.
- Partnership opportunities should be inclusive and free of participation barriers to the community.
- Partnerships must not be in conflict with any existing City policy, practice, initiative or procedure and partners would be required to follow all City, County, State and Federal laws.

Process

Any business, organization, agency, or individual seeking to propose a partnership with PRM must complete an online Letter of Intent to Partner (LOI Form). A draft of the LOI Form is attached (Attachment E). The form outlines the potential partnership, proposed relationship with PRM, benefits to the community, partner's background and history providing the proposed program or service, support resources requested of the City, other financial supporters of the program or service, other cities or communities where the partner is providing a similar service, and professional references.

PRM staff will initially evaluate the LOI Form, comparing it with the guiding principles listed above. This step may include the request of additional information or research before the proposal is moved forward in the approval process.

If a proposal is deemed by the Director of PRM to meet the intent of this policy, PRM will inform the proposer of all other permits, licenses or other necessary documents that will need to be completed prior to final approval.

A sponsorship or benefiting advertising proposal must be completed on a Sponsorship Approval Form submitted to the City Manager, or designee, for approval prior to verbal or written commitments regarding the program or project.

Except for matters within the purview of the Commission, all contract procurements with a value of \$200,000 or less shall be processed through the City's Purchasing Agent, in accordance with the procedures set forth under Long Beach Municipal Code (LBMC) Section

2.84.010. Contracts with a value over \$200,000 must be approved by the City Council and signed by the City Manager or his/her designee.

This matter was reviewed by Deputy City Attorney Linda T. Vu and by Budget Management Officer Rhutu Amin Gharib on March 1, 2017.

City Council action is requested on March 21, 2017, to begin implementation of the PEPPS Program.

While there is no immediate direct fiscal impact associated with the adoption of the proposed initiative, one of the intents of PEPPS is to provide for a positive fiscal impact for the City. Proposals and contracts resulting from PEPPS will be evaluated to determine any fiscal impact on City resources and to ensure that the proposal does not initiate any issues or concerns related to Proposition L or any other current City, State and Federal regulations.

Approve recommendation.

MARIE KNIGHT
DIRECTOR OF PARKS, RECREATION AND MARINE

APPROVED:

PATRICK H. WEST
CITY MANAGER