Public / Private Partnerships

A BEST PRACTICES - EXAMPLE

CALIFORNIA STATE PARKS

SINCE 1864

AMERICAN LAND & LEISURE

NATIONAL FOREST RECREATION ASSOCIATION

2012
Park Management Contracts

We will cover:

- CA State Budget Status
- Decision to use a PPP
- Contract Overview

Woodson Bridge
How did California get here?

Budget Shortfall of $22 million

Figure 3

State Park System Funding

(In Millions)

- Bond Revenue
- Special Funds
- Fee Revenue
- General Fund

03-04 04-05 05-06 06-07 07-08 08-09 09-10 10-11 11-12 12-13 Proposed

$450 400 350 300 250 200 150 100 50

NFRA 2012
Facility Maintenance Is the Largest Cost to the Park System

Figure 4

Facility Maintenance
Education
Resource Protection
Recreation
Public Safety

2011-12
Deferred Maintenance Backlog

Figure 5
Deferred Maintenance in Parks Is Substantial and Growing
(In Billions)

$2.5
2.0
1.5
1.0
0.5


NFRA 2012
On May 13, the Department of Parks & Recreation released a list of 70 state parks facing closure due to reductions in state budget funding, totaling $225 million from state parks funding. Per Department officials, closures are expected to begin by July 2012.
Partnership Development Strategies

- Partnership Workshops (February 2012)
- AB 42 Non-Profit Operating Agreements
- Public Agency Operating Agreements
- Donor and Recognition Guidelines
- Concession Contracts
- Legislative Approval
- State Park Commission Approval
- Valley Five Park-RFP Released March 2012
Concession RFPs Advertised

- **Evaluation criteria:**
  - Small business preference: 5 points
  - Experience: 25 points
  - Operation Plan: 40 points
  - Rental Offer (Facility Maintenance Account): 30 points
  - Multiple Bid bonus: 2 points each
  - Bundled all parks bonus: 2 points
Headquarters in Orem, Utah.
Contract Highlights

- Five Year Contract
- Operate Campgrounds, Day Use & Boat Ramps
- Coordinate on facility upkeep
- Keep park in compliance with all laws and CSP mission.
- Insure facilities and activities
- Pay Rent for use
State Parks Responsibilities:
- Contract oversight
- Reservation System
- Major infrastructure repairs
- Water system testing and treatment
- Lead for natural, cultural resource projects & CEQA
Stay Open at least 60 days

Contract Highlights
Concessionaire Must:
Concessionaire Must:

Enforce Standards & Maintain the Mission of the Park
It is all about customer service!
Report on Activities
Rental payments invested into a maintenance account.
Challenges
Can be overcome!
Current Partnerships

- 23 Parks with Donor Agreements
- 11 Parks with Public Agency Agreements
- 4 Parks with NPO Agreements
- 6 Parks with Concession Contracts
The End Result

Closed

VS.

Public Access
Obama Wins...

"Hey Barack, can we revisit this health care deal?"