

City of Richmond Community Services Department – Recreation Division

Partnership Policy

I. Policy Purpose & Background

The purpose of the Partnership Policy is to establish policies, guidelines and procedures that govern how partnerships between the City of Richmond Community Services Department - Recreation Division (Recreation) and external entities are evaluated, entered into and managed. This allows the agency to be proactive rather than reactive when presented with a partnership opportunity. It also sets a “level playing field” for all potential partners, so that they know and understand in advance the parameters and selection criteria for a proposed partnership.

The main goal for these partnerships is enhancing public offerings. Recreation is interested in promoting partnerships which involve cooperation among many partners, bringing resources together to accomplish goals in a synergistic manner. Proposals that incorporate such collaborative efforts will receive priority status.

II. Background

For many years, Recreation has worked with a variety of individuals and organizations to provide programs and services to Richmond residents. These arrangements, or partnerships, have steadily grown in numbers causing Recreation to recognize the need to create more formal policies and procedures to ensure that the partnerships are consistent with the mission and values of Recreation and that partners are treated with consistency and equity.

III. Partnership Purpose

Recreation seeks to establish partnerships with non-profit and other public agencies to enhance recreation opportunities for Richmond residents. Recreation’s goal in partnering is to improve service by providing a wider range of recreational services to the community.

The purpose of a partnership is to expand or enhance the services Recreation delivers to Richmond residents. Partnerships should positively affect the quality of recreational, cultural, and outdoor experiences. A major component in exploring any potential partnership will be to identify additional collaborating partners that may help provide a synergistic working relationship in terms of resources and community contributions. The City will post the Partnership Policy on the City’s website.

IV. Partnership Categories

Recreation engages with partners that fall into one of the following categories:

- Individuals
- Businesses or corporations
- Social service or community organizations
- Non-profit organizations
- Volunteer/neighborhood organizations (including 'friends of' groups)
- Districts and Quasi-governmental entities
- Governmental entities
- Public School Districts

V. Required Conditions

The Partner must:

- Align with Recreation's mission, values, and goals.
- Comply with all applicable laws, rules, policies, and health guidelines
- Have the necessary competency, resources, or license(s) (if applicable) to engage in the proposed activity.
- Meet insurance coverage requirements as determined by the City's Risk Management Office.
- Submit proposed activities to Recreation for review and approval.
- Meet all applicable Recreation maintenance standards and construction requirements (if applicable)
- Provide programs that compliment City programming efforts and are not in direct competition.
- Present their current year budget
- Attest to receiving and agree to following all communication requirements
- Demonstrate the activity provides a community benefit or significant value to the community or a significant portion of its residents.
- Prove that they are serving the residents of Richmond through their general program operations.
- Agree to or submit a policy demonstrating that they do not deny participants due to their inability to pay registration or participation fees.
- For youth serving organizations, show proof of performing background screenings of coaches and administrators.
- Demonstrate that the proposed partnership has no significant impact on the facilities or department activities, that the partner will provide volunteer services and materials to mitigate any impacts created by the event or program, or that the impacts are adequately offset by the public benefit provided by the program or event.

VI. Expectations for Partners

Partners will generally provide one or more of the following activities:

- Funding for programs or projects
- Park and/or facility operational support, maintenance and improvements
- Tabling at City events
- Volunteer time including but not limited to conducting at least one (1) quarterly clean-up of utilized spaces encouraging participant and community participation
- Keep all areas clean and free of debris after every scheduled use
- Provide in-kind services and goods
- Help the City activate and promote ownership of spaces
- Park and facility operational support and improvements
- Programs at reduced or no cost to constituents
- Fulfill the City's fingerprinting and TB testing requirement
- As required, provide the City's requirement for proof of vaccination

VII. Process

The steps for the creation of a partnership with Recreation are as follows:

A. Notification

Recreation may release a Request for Proposal (RFP) through BidsOnline and/or via the City's website that will inform all interested partners of the availability of partnerships with the City. This will be done at a minimum annually on December 1st through notification in social media post, flyers and through any other notification method that is feasible. Based on need, Recreation also reserves the right to reach out directly to organizations that provided specific services to discuss the possibility of partnering.

B. Preliminary Proposal

The proposing partner takes the first step to propose partnering. To help in reviewing both the partnerships proposed, and the project to be developed in partnership, Recreation asks for the entity to complete the Partnership Application Form.

C. Review and Planning

If initial review of the Partnership Application Form yields interest and appears to be mutually beneficial, the Recreation Supervisor will work with potential partners to negotiate a scope of work for inclusion in the Recreation Memorandum of Understanding.

The Recreation Supervisor is available to answer questions related to the creation of an initial proposal, and after initial interest has been indicated, will work with the proposing partner to create a checklist of what actions need to take place next. Each project will have distinctive planning, design, review, and support issues. The Recreation

Supervisor will facilitate the process of determining how the partnership will address these issues. The Recreation Supervisor and the proposing partner can also facilitate input from the Library and Community Services Director, Deputy Director for Community Services-Recreation, Recreation and Parks Commission and City Manager providing guidance for the partners as to necessary steps.

D. Cost Evaluation

The partnership must cover the costs the partnership incurs, regardless of how the partnered project is staffed. If City of Richmond - Recreation staff resources are to be used by the partnership, those costs should be included in its project proposal and budget.

It is important to note that for most proposed partnerships, there will be considerable staff time spent on the review and approval process once a project passes the initial review stage. This time includes discussions with Proposing Partners, exploration of synergistic partnering opportunities, possible RFP processes, facilitation of the approval process, and assistance in writing and negotiating agreements, contracting, etc.

VIII. Definitions

- Partnership: A partnership is a cooperative venture between two or more parties with a common goal, who combine complementary resources to establish a mutual direction or complete a mutually beneficial project. Partnerships can be facility-based or program-specific.
- Partner: an individual, organization or group that, through a written agreement, provides a service or benefit to Recreation and/or Richmond's residents and in exchange gets some benefit from Recreation.
- Partnership Application: a standardized application each potential Partner completes and submits to Recreation.
- Partnership Agreement: a written and formally executed agreement between Recreation and an outside party that details the terms of the Partnership. The Partnership Agreement must be signed by all parties, including formal execution in accordance with City laws, before Partner work can begin.
- Public Benefit: an activity or service that accomplishes a public purpose promoting the needs, interests, social, economic, and cultural well-being, or the health and safety of a community and complements the vision and direction of Recreation.

PARTNERSHIP APPLICATION FORM OVERVIEW

CITY OF RICHMOND
COMMUNITY SERVICES-RECREATION
3230 Macdonald Avenue
Richmond, CA 94804
csdregistration@ci.richmond.ca.us
(510) 620-6793



The Community Services Department-Recreation Division for the City of Richmond is seeking partnerships to expand resources for recreation opportunities, improve service delivery and enhance the amenities offered at our facilities. A partnership is a working relationship between Community Services-Recreation and another entity with compatible values and goals that results in clear and measurable public benefits. The partnership will expand the Community Services-Recreation's ability to promote healthy people, a healthy environment, and/or strong communities. Partnerships can range from simple agreements regarding single events or activities to long-term, multi-faceted contractual relationships. Programs provided at the neighborhood centers and/or parks should serve the residents of that geographic location, as well be available to the rest of the community. Emphasis should be placed on utilizing neighborhood resources. More than one individual or group may be selected to partner at a facility. Facility usage fees may be reduced, or waived, based upon whether programs are free, or fees are being charged for programs/activities being offered.

The selected individual, group or organization should offer programming and services consistent with the Center's preferred facility uses. These preferred uses include the following:

- Youth and teen activities
- Adult activities
- Fitness and athletic activities
- Senior program activities
- Health and Wellness program activities

Selection Process

The Partnership Application Form (Application) must be completed and submitted to initiate the partnership process. The Application Form must be printed or typed and entirely completed in order to be considered; incomplete forms will not be reviewed.

The Application will be reviewed by appropriate Community Services Department-Recreation Division staff per the stated guidelines. Following the evaluation of the Application, staff may (1) approve of the proposal and enter negotiations, (2) request additional information from the applicant, or (3) reject the proposal.

In addition to the Community Services-Recreation's application approval, all projects will be required to comply with all applicable local, state, and federal laws and regulations.

Submission

Printed or typed forms can be submitted in the following manner:

Mail:

Partnership Application
Community Services-Recreation
3230 Macdonald Avenue
Richmond, CA 94804

Email: csdregistration@ci.richmond.ca.us; with a subject line of "Partnership Application"

Apply online: link to be provided

Questions regarding the Partnership Application should be submitted to:

Troy Porter, Recreation Supervisor
Phone: (510) 620-6822
Email: troy_porter@ci.richmond.ca.us

PARTNERSHIP APPLICATION FORM

Review Partnership Policy prior to completing this Partnership Application Form. If approved for partnership, your organization's Certificate of Insurance and Additionally Insured Form and Richmond business license will be required.

Type or print the form clearly.

1. APPLICANT INFORMATION	
Name of Group/Organization:	
Is this a non-profit organization: <input type="checkbox"/> Yes <input type="checkbox"/> No Tax ID # (Non-profit only): If a non-profit, attach copy of 501(c)3 determination letter	
Applicant Name/Person Responsible:	Title:
Phone:	Alternate Phone:
Email Address:	
Website Address:	
City of Richmond business license # (if applicable):	
Name and location of facility of interest:	
Date, Times, Months, Hours needed:	
Briefly describe your organization's history, mission, and reason for partnering with the Community Services-Recreation (<i>Attach additional sheets if necessary</i>)	
Are other organizations collaborating with you on this project? Name them and describe their role of contribution? (<i>Attach additional sheets if necessary</i>)	
Who is your Community Services-Recreation contact (if applicable)? Name and Email Address:	

2. PROJECT DESIGN Please be as complete as possible. Attach additional pages if necessary.
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Provide a description of the proposed partnership activity or program.
Who is the target audience for your program? What is the age range? How many individuals will you have the capacity to serve?
What is your recruitment plan for getting individuals to participate in this program(s)?
Describe which specific areas of the facility you will be needing? For example, community center gym, multi-purpose room, specific room, park, field, etc.
Has your organization led this activity/program in the past at another location? If yes, when and at which location(s)?
How does the proposed partnership align with the Community Services-Recreation's mission, vision and values?
Why is your organization interested in partnering with the Community Services-Recreation? Please individually list and discuss the benefits (monetary and non-monetary) for your organization.
Describe any enhanced ADA accessibility needs for your program.

3. BENEFIT TO RECREATION AND PUBLIC
Does Community Services-Recreation already offer a service or program similar to the one you are proposing? If so, why would adding another be a good idea?
Describe the specific public benefits (i.e., environmental, social or cultural benefits, increased access to programming, etc.) your proposed partnership will generate.
How will you measure those public benefits to demonstrate if the partnership is meeting its goals? (Regular public benefit reports are required as part of any Partnership)

Does your proposal increase Community Services-Recreation's capacity to support underserved communities? If so, how?

4. PROJECT FUNDING AND BUSINESS OFFER

What is the estimated total cost of your partnership proposal? Provide a copy of your organization's current year budget. Provide a proposed budget for your program offer.

What in-kind support does the proposal request from Community Services-Recreation? What would it be used for?

Does the proposal include an expectation that it would generate revenues? If so, what is the revenue source? What portion of revenues would be directed to Community Services-Recreation?

Describe any anticipated fees you may charge and how you will address financial barriers for participation?

Are you requesting a reduction or waiver of fees as part of your partnership proposal? If so, please describe.

5. SUPPORT FOR YOUR PROJECT

Please list community and public support for this proposal.

6. COMMUNITY SERVICES-RECREATION FIELD PARTNER APPLICATION (IF APPLICABLE)

Providing routine and minor maintenance services is part of our partnership program. Select from below and/or add any specific maintenance tasks your organization will offer.

- Remove trash and debris. How many times per week?
- Remove weeds and vines from around trees, plants, shrubs, fences and/or park buildings. How many times per week?
- Coordinate quarterly community clean ups and/or beautification events. During which months?
- Prepare and/or line ball fields.
- Remove graffiti.
- Rake leaves as needed.
- Other services