



M E M O R A N D U M

Date: August 8, 2019
To: Board of Park Commissioners
From: Paula Hoff, Strategic Advisor
Subject: Public Benefit Policy

Requested Board Action

This is a briefing to gather Park Board input on a public benefit policy and expectations for staff when entering into SPR property agreements.

Project or Policy Description and Background

Seattle Parks and Recreation (SPR) negotiates and executes a variety of agreements including leases and concession agreements. In recent prior years, both the City Council and City Auditor have communicated guidance and expectations to SPR for public benefits to include in these agreements. Public benefits include, but are not limited to, free public access, scholarships, programs, community events, volunteer service events, and capital improvements. In response to the City Council and City Auditor feedback, SPR is developing a draft public benefit policy, procedures for negotiating public benefits in contracts, and outreach/reporting requirements for vendors so that public benefits are widely marketed to the public. SPR is committed to negotiating public benefits that:

- Align with SPR's Mission and Values
- Provide free public access and/or free programming
- Name the population(s) who would benefit
- Address/meet a community need

PUBLIC BENEFIT MATRIX

Category	Examples	Methods of Quantifying for Inclusion in RFP Submittals, Contracts
Public Access	Programs, classes, park facility amenities, workshops, exhibits, shows, rentals, other events and activities offered to the public free of charge at leased space	<ul style="list-style-type: none">• # of people served• # of events• estimated value of events, classes, etc. offered on annual basis



Scholarships	Scholarships for low-income individuals and underserved populations	<ul style="list-style-type: none">• # of scholarships• estimated value of scholarships provided on annual basis
Programs	Provision of classes, workshops, shows and camps to youth, seniors, families or other underserved populations, at leased facility, at local schools, or in partnership with other organizations	<ul style="list-style-type: none">• # of programs offered• # of students served• estimated value of classes, workshops, camps, etc.
Community Outreach Events	Provision of programs, classes, volunteer projects etc. for the general public at community celebrations or other locations	<ul style="list-style-type: none">• # of events• estimated value of activities
Volunteer Time	Volunteer time expended in the provision of public benefits	<ul style="list-style-type: none">• # of hours• estimated value of volunteer hours should be described (Volunteer time is valued annually by the Independent Sector at independentsector.org: WA State Value)
Capital Improvements	Improvements made without charge to City that are beyond the required maintenance and repair activities	<ul style="list-style-type: none">• Description of types of improvements and proposed value to be amortized across agreement term

Questions for further consideration:

1. What public benefit criteria do you view as important for partners to bring to the table in entering into a public/private partnership with SPR?
2. What does alignment with SPR's mission, vision and values look like for a partner organization?
3. Is paying market value rent and/or making significant investments in a park facility enough to qualify as a public benefit? If not, what types of additional contributions could be provided to qualify as a public benefit?
 - a. A commitment to events and activities that expand our capacity to meet our current organizational goals?
 - b. Public access to the facility that furthers our mission and vision?



Seattle Parks & Recreation

- c. Additional funding that can be directed to filling program and operational gaps in SPR?
- 4. Do you have other considerations/thoughts for staff as we develop our public benefit policy?

Next Steps

SPR staff will draft a public benefit policy following Park Board feedback and continue to implement the negotiation and reporting requirements in our lease and concession agreements.