



Dallas Park & Recreation

# **Strategies for Department Partnerships**

Park and Recreation Board

April 8, 2021

# Purpose

- This presentation is designed to share three overall strategies of interaction with Dallas Park System stakeholders:
  - Partnership Engagement
  - Communication
  - Increasing Partnership Opportunities

# Outline

- Partnership Framework
- General Structure of Partnership Management
- Engagement Strategies
- Communication Strategies
- Development/Growth Strategies
- Next Steps/ Implementation schedules

# Partnership Framework

- The Dallas Park and Recreation Department (DPARD) recognizes the unique character of its 123 Partnerships and groups them in five distinct categories:
  - Capital Development Partners (9)
  - Inter-Governmental Partners (7)
  - Park/Facility Management Partners (16)
  - Park Operations Partners (3)
  - Beautification Partners [Friends Groups] (88)

# Structure of Partnership Management

- DPARD has a two-tier conceptual approach to partnership management:
  - Park Maintenance Operations Division
    - CPCs – community liaisons
    - Beautification agreements
    - Small maintenance agreements
  - Partnership Development & Management Division
    - Complex management agreements
    - Development agreements
    - Sponsorships

# Engagement Strategies

- Strategy 1: Comprehensive Database
    - Uniform Components
      - Leadership contacts
      - Project History
      - Regular meeting schedules
      - Communiques
      - Logo
    - Centralized management [Partnership Division]
  - Strategy 2: Goal Setting
    - Meet with each group to memorialize goals being pursued
    - Review progress of existing projects
    - Lessons learned of completed projects
      - Create solutions to recurring challenges
      - Solicit help from others with needed resources
      - Create templates to successful projects
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# Engagement Strategies

- Strategy 3: Maintenance Operations Surveys
    - Targeted –
      - seeking specific information: capacity; program knowledge; etc.
    - Customer Satisfaction –
      - Knowledge base; Problem Solving skill-sets; etc.
    - Communication Preferences –
      - Newsletters; Social Media; in-person meetings; etc.
  - Strategy 4: Community Meetings *[OPTIONAL – based on survey feedback]*
    - Open-House Style
      - Promotes new initiatives
      - Targeted live-survey sessions
    - Sensitive Topic Discussions
      - History/Background
      - Analytics
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# Communication Strategies

- Strategy 1: Newsletters
  - Monthly
  - Highlight new/enhanced parks and trail
  - Highlight partnerships with other departments and external organizations
- Strategy 2: Chat Series
  - Initial public discussions regarding challenging topics
  - New initiatives presented to identify potential problems
  - Facilitating Idea transfer sessions among all Partners
- Strategy 3: Workshops [*for Beautification Partners*]
  - Educational opportunities (based on survey feedback)
  - Partner with organizational development trainers



# Development/Growth Strategies

- Strategy 1: Remove Barriers to Partnership—  
Communication Strengthening
  - Notify Beautification Partners before park infrastructure changes
  - Develop protocols to verify directives to front-line staff
  - Function as municipal/governmental liaison for Beautification Partners
- Strategy 2: Stream-line Beautification Agreement process
  - Identify current workflow (3-month)
  - Create detailed workflow diagram highlighting challenges
  - Meet with internal process stakeholders
  - Revise workflow to decrease completion time to 6-8 weeks

# Next Steps

- Engagement

- Strategy 1: Comprehensive Database
  - Summer 2021
- Strategy 2: Goal Setting
  - Fall 2021
- Strategy 3: PMO Surveys
  - Currently On-going
- Strategy 4: Community Meeting
  - Based on need

- Communication

- Strategy 1: Newsletters
  - Currently On-going
- Strategy 2: Chat Series
  - Based on need
- Strategy 3: Workshops
  - Based on need

- Growth

- Strategy 1: Barrier Removal
  - Winter 2021
- Strategy 2: Streamline Process
  - Fall 2021

QUESTIONS?



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