



Expression of Interest for a Public Benefit Partnership

The County of Santa Clara, Department of Parks and Recreation (Parks) welcomes partnerships with innovative entrepreneurs, non-profit and community organizations, and successful business operators with a desire to benefit county residents and park visitors. Parks is looking for partnerships that help expand resources for recreation opportunities, improve the way we deliver our services and programs, and enhance the amenities offered at our facilities.

Public Benefit Partnerships must support Parks' mission to Provide, Protect and Preserve Regional Parklands for the Enjoyment, Education and Inspiration of This and Future Generations. By partnering with Parks, you are helping to connect people to parks, conserving Santa Clara County's unique places and providing needed benefits beyond department resources.

The Expression of Interest process is designed to give all interested parties an opportunity to suggest public partnerships, including those which may require permits, licenses, leases and concession agreements, as well as encourage competition. Partnerships may be exclusive or non-exclusive, depending on the nature of the interest.

Parks hopes to stimulate new investment and new practices using public benefit agreements where appropriate. These shared partnerships can stimulate and refresh underutilized public assets.

Guiding Principles of Public Benefit Partnerships

The following principles have been established to ensure all agreements are aligned with park management objectives, consistent with existing master plans, the Department Strategic Plan, and that agreements are mutually beneficial while providing added public benefits to parks and recreation users.

Agreements are expected to bring new resources to Parks; new revenues, resources, ideas, technologies and/or partners to address community needs and demands where Parks has a presence. Park sites can be found at: [Park Maps](#)

Proposed partnerships should demonstrate financial sustainability without direct financial contribution from Parks. In addition to monetary or capital investments, in-kind resources such as services, property, volunteer time, equipment, and supplies are also valuable contributions.

Partnership proposals must clearly specify what each party is contributing. Proposals must explain how the interests and objectives of each party converge and will produce clearly defined positive financial, social, environmental and/or cultural impact. Proposed activities must demonstrate that they serve a park purpose and contribute to the visitor experience.



PARKS PROGRAM OBJECTIVES

The Expression of Interest process seeks to support multiple activities that will be quick to start and responsive to critical community needs, the Parks Department Strategic Plan, adopted master plans and site plans. To learn about specific Parks interests, potential applicants are encouraged to review the Parks website: ParkHere.org

The items listed below represent the current high priority areas that Parks is particularly interested in pursuing:

- Capital investments and programming promoting physical activity, environmental education, and a healthy lifestyle consistent with Parks [Strategic Plan](#).
- Water related recreation including boating, as well as dock use.
- Investments and program services for special populations including immigrant and refugee populations, adults 50+ years, disabled children, youth and adults.
- Concessions and access to healthy food consistent with the County's nutrition standards at park facilities.

This list will be updated periodically highlighting new Parks areas of priority.

Evaluation of Your Proposal

When Parks staff evaluates your proposal, we will consider various County policies and park plans. By following the guidance outlined above review will be expedited. Some, but not necessarily all, factors that will be considered during staff review are:

- (1) Organization and succinctness of proposal.
- (2) Consistency with Parks' mission and regional recreation focus.
- (3) Consistency with the Board approved Commercial Development on Parklands policy, Parkland Range Management policy, and any other relevant policies.
- (4) Consistency with relevant park master plans and the Countywide Trails Master Plan.
- (5) Preliminary assessment of potential environmental impacts and regulatory requirements.
- (6) Evaluation of public benefit and demand.
- (7) Analysis of alternatives to proposal. Staff will evaluate whether the proposed activity is more appropriate to another park or if modifications should be considered to better meet the needs of the public, department and tenant.
- (8) Preliminary marketing and financial analysis.
- (9) Preliminary risk analysis and analysis of liability concerns.
- (10) Evaluation of neighborhood impacts. If appropriate, a public workshop may be held to



identify issues, concerns and needs of adjacent neighbors.

- (11) Proposer's financial ability to perform public service activities for the entire period of operations (including restoration of property, if appropriate).

Selection Process

Expressions of Interest will be received and reviewed on an ongoing basis. The attached form must be used to submit your proposal. Please fill the form out completely. Incomplete applications will not be reviewed.

Following the evaluation of the Expression of Interest, Parks has three options: Approval of the proposal and enter negotiations; Request additional information from the proposers; or Reject the proposal.

In addition to Parks agreement approval, all projects will be required to follow other City, County, State or Federal planning and business operation regulations as mandated by law. While Parks staff will attempt to support potential partners through required approval processes, it is the sole responsibility of the private partner to acquire all necessary project approvals, unless agreed upon otherwise.

Respondents are encouraged to label proprietary information as CONFIDENTIAL in their proposals. Submissions are subject to the California Public Records Act and may be made public if so requested by a citizen. Questions and requests for clarification regarding this Request for Expression of Interest must be directed in writing, via email or fax, to the person listed below. *Expression of Interest submittals will be received on a rolling basis.*

Submission

Please direct any questions about this form or any of its contents to Parks Partnership Manager. Completed forms can be mailed to Melissa Hippard, Program Manager, 298 Garden Hill Drive, Los Gatos, CA 95032 or emailed: Melissa.hippard@prk.sccgov.org. Phone: 408-355-2278



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Be sure to address the Public Benefit Partnership Guiding Principles as completely as possible. It is critical for the department to understand how the proposed project or activity aligns with our mission, adopted plans and priorities and adds to our ability to serve the community.

1. APPLICANT INFORMATION			
Sponsor Organization			
Mailing address			
	City, State, Zip		
Applicant Contact	Name	Secondary	Name:
	Title	Contact	Title
Phone	Cell	Phone	Cell
Email		Email	
Website Address:			
California State UBI Number:			

2. PROJECT SUMMARY

Provide a description of the activity or program, proposed capital investment, and any positive financial, environmental, social or cultural benefit to Santa Clara County Parks and its visitors. Please be as complete as possible.

<p>Proposed ACTIVITY or PROGRAM</p>	
<p>How would this partnership enhance Parks' vision? Refer to park master plan, Strategic Plan and/or other documents.</p>	
<p>Why is a Public Park or Facility the desired location for your program?</p>	
<p>Explain how the project benefits park visitors (e.g. scope of services and population(s) served).</p>	
<p>Describe new facilities needed and/or use of existing facilities.</p>	



Additional information	
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3. PROJECT FUNDING AND BUSINESS OFFER

Please estimate the cost of your proposal and the business offer to Parks.	What are your funding sources and what is Parks role?
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How did you arrive at this figure?	
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What is your source of funding?	
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Please attach your proposed business plan (Parks template available upon request) and attach photos, maps, drawings or renderings or any other documents that help us understand your proposal.

5. SIGNATURE	I certify that the information that I have provided on this application is true and accurate to the best of my knowledge. I understand all information contained in this application is subject to public disclosure.
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Applicant Signature Date	Applicant Printed Name