



REQUEST FOR PROPOSAL

The Santa Clara County Open Space Authority (OSA) requires a series of strategic planning sessions that codifies our mission, creates a compelling vision and purpose, clarifies our core values and operating principles and provides guidance and inspiration to our employees, board members and Citizens Advisory Committee.

Our Governance

- (a) In Santa Clara County, open space preservation and creation of a greenbelt are immediate high priorities needed to counter the continuing and serious conversion of these lands to urban uses, to preserve the quality of life in the county, and to encourage agricultural activities.
- (b) In order to deal in an expeditious manner with the current serious loss of these properties, the county needs to develop and implement a local funding program involving properties occupied for urban purposes which give rise to the need for open-space preservation that goes significantly beyond current existing funding which is not adequate to resolve these losses.
- (c) It is in the public interest to create the Santa Clara County Open Space Authority so that local open space preservation and greenbelting decisions can be implemented in a timely manner to provide for the acquisition and maintenance of these properties.
- (d) All persons owning developed parcels enjoy the privilege of using, and benefit from, the availability of open space.

Our History

In the mid 1980s, the City of San Jose and Santa Clara County set up separate task forces to develop ways of preserving the region's open space resources. Both groups recommended establishing a new agency that would serve areas of the county outside the jurisdiction of the Midpeninsula Regional Open Space District.

The new agency would be a key part of a comprehensive, long-range strategy for protecting the county's future quality of life by preserving the overall quality of the environment.

Civic leaders from many sectors of the community formed a committee to organize the new agency. Several attempts to pass legislation and funding measures followed. In 1992, Governor Wilson signed SB2027, which created the Santa Clara County Open Space Authority as of February 1, 1993 without identifying a funding mechanism. An interim governing board was appointed. The cities of San Jose, Campbell, Santa Clara, Milpitas, and Morgan Hill and the County of Santa Clara passed resolutions to be included in the Open Space Authority.

OSA's initial permanent board was elected and met for the first time June 27, 1994. The creation the following month of an assessment district was challenged by a taxpayers association. Funds were held in reserve for four years until the lawsuit was decided in the Open Space Authority's favor.

In January 1999 the Open Space Authority purchased its first property, 3,207 acres on Palassou Ridge east of Harvey Bear Ranch-Coyote Lake County Park. In the same year OSA disbursed its first funds under the [Urban Open Space program](#) to the cities of San Jose and Santa Clara.

OSA dedicated its first trail in May 2002 on [Sierra Vista Open Space Preserve](#) above Alum Rock Park. The following year the Open Space Authority secured its first agricultural preservation easement on irrigated pasture-land in South County. In 2004 the Open Space Authority opened its first preserve, [Rancho Cañada del Oro Open Space Preserve](#) south of Calero County Park. The Open Space Authority's first staging area opened on the preserve in 2005, providing direct access to OSA trails as well as paved parking, an equestrian area and visitor amenities.

Today, as we enter into the second half of 2010, the Santa Clara County Open Space Authority team is moving forward with positive energy, faith and hope for the future of the agency. While every member of the team believes they can make a difference there is a certain amount of completing the past that must take place for the invention of a future as a possibility.

Project Outcome & Deliverables

The Open Space Authority has a compelling vision (Future State), articulated core values, guiding principles and 5-6 specific initiatives which provides structure, inspiration, purpose and guidance as well as serves as the foundation for board directives, day-to-day staff decision-making, sustainable funding initiatives and public relations communications and activities. A bi-product of these planning sessions is that the current state of the team, three fragmented groups (Staff, Board and CAC) become one unified team committed to working together and making a difference.

Project Scope

Based on the fact that all meetings must be open to the public and can only be held for 3-hour sessions one time per month, we believe this process will take approximately six months to complete. The required designated time for these meetings is the 4th Thursday of the month at 3:00 p.m.

Project Requirements

We strongly prefer an expert at strategy facilitation who has worked with organizations in their business adolescence and helped these organizations create compelling and inspiring visions. It is critical to our success in planning that we hire a strategy consultant who has successfully worked with leadership and staff to transform the corporate cultures from surviving and fearful to thriving and empowered.

We strongly prefer the facilitator has background and expertise in the environmental, green, non-profit, or the start up space. It is imperative that the facilitator has successful planning experience working with mission driven organizations committed to making an impact and leaving a legacy.

Timelines and Budget

A mandatory pre-proposal meeting will be held Thursday, July 29th from 2:30-4:00 p.m. at the Open Space Authority office, 6980 Santa Teresa Blvd, Suite 100, San Jose, CA 95119. If you intend on participating you must RSVP by July 22, 2010 to Margaret Graziano at

mgraziano@keenhire.com with your company name and the name of the person attending the session. We are utilizing this time for Q & A and clarification, if you are interested in submitting a proposal we require you attend this session, otherwise there is no guarantee we will have the time or resources to field all the inquiry calls we anticipate receiving.

If you intend to respond to the RFP, a letter of intent, which is not binding but will greatly assist in planning for proposal evaluation, must be submitted to me via email and be received no later than August 3, 2010. Your proposal will not be accepted if you do not complete the letter of intent within the specified time period.

Proposals are being accepted from August 10, 2010 to August 30, 2010. Final selection will be made no later than the first week of September 2010 and the project will commence shortly thereafter.

Our budget is \$30,000-\$45,000 for the facilitation of the strategic planning sessions. We agree to pay your invoices upon receipt on a monthly basis after facilitation work occurs.

If your proposal is accepted, we require that you develop a specific Statement of Work which, once approved by legal counsel, will then become our contractual agreement.

Selection Process

Proposals must be submitted no earlier than August 10th, 9:00 a.m. through August 30th 5:00 p.m.

Submit proposals to: Margaret Graziano
RFP # OSASP07102010
KeenHire Talent Management
560 S. Winchester, Suite 500
San Jose, CA 95128.

We request all RFP submittals include your pricing, reference information from similar projects with CEO and President level contact information, as well as a video of you facilitating a planning or a training session for a group of 20 or more.

General Manager, Patrick Condgon and Chairman of the Board, Sequoia Hall, will evaluate the proposals and the Administration and Budget Committee will interview the final 3 candidates in early September 2010. It is anticipated that the provider whose proposal is the best solution for our project will be selected the week of September 15, 2010.

All candidates who submitted proposals will be communicated with no later than October 10, 2010.

We request you submit your proposal in Microsoft Word format. All proposals are limited to 2 pages and must include examples of similar work and reference information.

Our decision matrix will consider 4 main areas:

1. Type of business's you have worked with

2. Number of people/groups engaged in the planning sessions
3. Your live presentation and facilitation skills (Strong enough to manage the room with finesse, power and control while inspiring and engaging every team member to fully participate.
4. Results you have produced in terms of strategic planning, cultural transformation and planning team engagement. (References)

We ask that you respect our General Manager and Chairman's time and do not send email or call them to inquire about this RFP.