The long-term viability of national parks relies on our collectively engaged stewardship of these areas. Engaging people as stewards is predicated on the relevance of parks to their lives. The National Park Service (NPS) has recognized this relevancy link as a crucial and under-utilized element in creating stewardship connections, especially with urban communities. Engaging fully with these communities, however, cannot be accomplished solely intra-agency; the NPS increasingly relies on augmenting community in-roads through partnerships. We conducted a study in the Bay Area, California, a large metropolis with a prominent NPS presence, to elicit roles that 1) parks play in the cityscape and 2) partnerships play in connecting people to these parks. Through interviews with park and non-profit managers (n=14), themes emerged pertaining to the roles of parks and partnerships in supporting and engaging proximate urban audiences. This paper centers on themes regarding the ways that different organizations express collaboration models and frameworks, success stories, common goals, and the importance of location-based resources. It is necessary to evaluate the desired implementation and realized functionality of these frameworks to provide collaborative flexibility and cross-agency growth, particularly in urban park contexts. This study's findings have applicability to knowledge of collaborative action models and park management beyond administrative boundaries.