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Corporate Partnerships Program Economic Development Department

The City of San Diego

Request for Sponsorship

Education Partnership

May 2024



Introduction

The Corporate Partnerships and Development Program (“CPD”) in the Economic Development Department is issuing this Request for Sponsorship (“RFS”) to identify entities that are qualified and interested in developing a non- exclusive partnership with the City of San Diego (“City”) in the education partnership category.

This program seeks to enhance the morale and productivity of City employees through partnerships with businesses, colleges, and universities that will provide employees tuition discounts, varied educational and development opportunities and scholarships. In exchange, the program partner receives the opportunity to familiarize City employees with its educational programs and services through its promotional offers, participate in on-site events, exclusive informational opportunities, and will take part in other marketing and promotional opportunities as negotiated. The City prefers partnerships that will not require City funds for implementation of the program.

Background

The City of San Diego’s 2023 [Employee Survey results](#) stated that learning and development is important to employees. In fact, 48% of survey respondents stated they were interested in pursuing professional certification or obtaining a degree. There was the highest interest in bachelor’s and master’s degrees in the higher education category. We want to create a culture of learning in the City and provide pathways for career growth and development, and remove potential barriers to further our progress on the [City of San Diego’s Strategic Plan goals](#). We wish to identify and engage in education partnerships, and create development opportunities to support employee immediate and long-term career goals.

Scope of Partnership

To be considered as a program partner in the City’s Employee Education Partnership, please provide detailed information as requested below. In exchange for offering varied educational opportunities to City of San Diego employees, the City will provide marketing benefits and opportunities listed in the section below.

Promotional Benefits and Opportunities

The City offers multiple program benefits such as promotions, branding, events, and opportunities with access to over 11,500 employees. Marketing benefits and opportunities below are current examples. Additional opportunities can be negotiated to fit partner(s) needs.

Exposure:

- The opportunity to host on-site tabling/ informational presentations events as appropriate.
- Host informational webinars.
- Presentations at New Employee Orientation, Benefit Fair Open Enrollment, Employee Appreciation Events, and other events as mutually agreed upon.

Promotional:

Partnership will be promoted through the City’s existing communication systems:

- Selected partner(s) shall be provided the opportunity to have logo presence and information placed on sandiego.gov, social media platforms, and the City’s intranet site subject to City approval in its sole discretion.
 - Citywide internal email Employee Notifications
 - City’s digital employee newsletter “The Insider”
 - City’s learning and development newsletter “POD Cast”
 - Incorporation of programs and benefits into existing training/career development programming
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- **Media Rights.** The selected partner(s) may be provided media opportunities to promote official partnership as mutually agreed upon.
- **Advertising Rights.** The selected partner(s) shall have the right to promote the education partnership when offering products and services to City of San Diego employees.
- **Education Program Partner.** The selected partner(s) shall have the right to be designated and referred to as an “Education Program Partner” or a similar title as mutually agreed upon and to use said designation in marketing efforts. In exchange for this designation partner(s) shall at all times during the term comply with Council Policy 000-41, Endorsement Policy.
- Any and all promotional materials must be consistent, in both form and content, with all current and future City policies related to web sites including Council Policy 000-40 Marketing Partnership Policy, and the City’s Web Sponsorship Guidelines

Proposal Elements and Additional Agreement Terms

The City anticipates entering into an agreement with each of the selected partners to memorialize in detail the elements of the selected proposals. The following terms and conditions will be incorporated into the agreement to be negotiated and executed between each selected partner and the City, subject to modification, deletion, and additional terms and conditions as determined by the City, in the City’s sole discretion: [Marketing Partnership Agreement](#) (“Agreement”).

Evaluation/Selection Consideration

Each proposal will be evaluated by a selection panel. The evaluation will be based on the individual merits of the proposal, whether it meets the general provisions outlined in the RFS, and whether it is consistent with City policies and in the best interests of the City. Evaluation criteria will include:

- Experience, Background and Qualifications for this partnership
- Municipal partnership references (2)
- Types/subject areas of educational programming offered.
- Discount opportunities for employee tuition for Bachelors/Masters degrees and certifications (Such as Leadership, Project Management, Business Software, and Tools, etc.) with estimated fair market value
- Verification process of employee status for discount eligibility and registration process for City employees
- Student customer service provided to City employees
- Class locations including alternative venues and delivery platforms available for education such as online options and willingness to offer classes at City facilities.
- Scholarship opportunities for City employees
- Complimentary professional development or skill training workshops/seminars
- Restrictions and qualifications upon enrollment if any
- Address City of San Diego employee time and monetary barriers to education
- Communication plan template for current partners educational offerings
- Included potential added value to the City of San Diego

Partner Selection Schedule

The following is the proposed schedule and key dates for finalizing the Agreement. All dates are subject to change:

- RFS issued- May 1, 2024
- RFS closes- May 30, 2024, by 5:00 pm
- RFS question period ends- May 15, 2024, by 5:00 pm
- Review of proposals- June 1-15, 2024
- Partner Selection- June 30, 2024
- Agreement negotiation- July 1-31, 2024
- City Council Committee/Resolution* - September/October 2024
- Commencement of Partnership(s)- November 1, 2024

*Based on available docket dates and overall availability of Council meetings.

The City may reject any or all proposals at its discretion. The City will, in its sole discretion, choose the company/or companies it determines will best meet the City's overall objectives for this partnership. The City reserves the right to select partners based on its review of the submitted proposals, without requiring interviews or presentations. Interviews may be held to determine the final successful partner(s). If interviews are required, the schedule above may change to accommodate scheduling. If an insufficient number of proposals are received or the proposals received are inadequate or do not meet the terms of the RFS, the City may, at its sole discretion, reissue the RFS or enter into an agreement with partners of its choice. If selected, the parties will enter into the Agreement that is subject to City, state, and federal laws and regulations.

Conflict of Interest Disclosure

Proposal should disclose any conflict of interest, as set forth in the City's Ethic's Ordinance (Chapter 2, Article 7, Division 35, of the San Diego Municipal Code).

Confidentiality and Ownership of Proposals

All discussions between the City and a potential partner, all materials exchanged between the parties, and all proposals submitted will be held confidential to the extent permitted by public agencies under California law until the City and the partner have entered into the Agreement.

Proposal Submission

Proposal forms must be received by **Thursday, May 30, 2024 at 5:00PM PST via email to corporatepartnerships@sandiego.gov**, The City reserves the right to reject any or all proposals, in whole or in part, and to negotiate with any company after proposals are received, if such action is deemed to be in the best interests of the City. A written letter of intent will memorialize the proposal accepted by the City. The proposer is welcome to contact Corporate Partnerships' Assistant Deputy Director Sarah Brenha via email at corporatepartnerships@sandiego.gov with questions submitted by **Wednesday, May 15, 2024 at 5:00PM ST**. If a response to a submitted question is generally applicable to all proposers or to the general process, we will notify all proposers of the response.

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