

Addendum A

Submitted RFP Question/Answers

The City of San Diego- Economic Development Department

Request for Proposal – Education Partnership

1. Beyond what is [stated in the RFS](#), are there any guidelines for the format of a proposal?

There are no specific format guidelines you must follow, and we specifically did not list formatting guidelines in this request to allow for creativity.

Do you prefer to see a narrative style proposal or headings & bullet points?

There is no preference for the proposal format.

2. Are public institutions of higher education eligible to apply?

Yes, public institutions are eligible to apply.

3. Will there be any restrictions on indirect or administrative costs?

The City is hoping to put an arrangement in place that is mutually beneficial to both parties with no costs to the City of San Diego's budget associated with the partnership. As stated in the RFS "The City prefers partnerships that will not require City funds for implementation of the program".

4. What/who qualifies as a "Municipal partnership references (2)"?

A working relationship of any capacity with a government entity. If you do not have two municipal references, please provide 2 references of current partners of your program. Experience working collaboratively with a corporate or municipal partner is what we are hoping to see.

5. What type of "Verification process of employee status for discount eligibility and registration process for City employees" does the city prefer/typically see?

The city can assist and this can be negotiated with interested partners. Past and current partner verifies by receiving communication from a .gov domain verifying a government email address assigned to City of San Diego employees only. The City is open to discussing other ways to verify employment for the student to assist with enrollment.

Can the City assist with employee verification? If so, what assistance can the City provide?

Yes, the city can assist, and this can be negotiated with interested partners. Past and current partner verifies by receiving communication from a .gov domain verifying a government email address assigned to City of San Diego employees only. The City is open to discussing other ways to verify employment for the student to assist with enrollment.

6. Do you prefer to see a narrative style proposal or headings & bullet points?

There is no preference for the proposal format.

7. What will be the modality of payment for enrollments? For example, will students pay education partners directly or will payment for enrollments be provided by the City?

The modality of payment for enrollment will be direct pay by the student.

8. Are there any areas of study that are of particular interest? As stated in the RFS the survey had the following topics of interest?

Leadership, Project Management, Business Software and Tools, Career Development, Wellness, Business Analysis and Strategy, Finance and Accounting, Human Resources, and Customer Service as seen in the embedded [Here are the Employee Survey results](#) as listed in the RFS.

9. What will be the scope and scale of the agreement? Does the City has an idea of what number the number of students will be, particularly for continuing education and certifications rather than degree paths?

A template of a city agreement is embedded into the RFS for scoping reference. ([Blank University Contract](#)) This is the current agreement that has been in place for the last 10 years. The City has 39 students enrolled in undergrad and graduate studies with our current education partner.

10. Will the City be providing reimbursement to participating employees? If so, how much is provided and does it depend on the type of program that the employee enrolls in?

The City of San Diego has a reimbursement policy in place for students. Please see [Administrative Regulation](#)

<https://www.sandiego.gov/sites/default/files/legacy/humanresources/pdf/ar/ar7030.pdf>

With regard to the City's [Tuition Reimbursement benefit](#). I found a site that says, "Full-time and Part-time City employees enjoy a number of great benefits including paid holidays, paid leave, tuition reimbursement up to \$2,000 per year, access to the City's Transportation Alternative Program and much more". Is this accurate? If so, are there any restrictions/conditions associated with this benefit i.e., only specific departments, only specific titles (ex. Manager and above), or length of employment?

The City of San Diego has a reimbursement policy in place for students. Please see [Administrative Regulation 70.30](#). This will be set up as direct pay by students as they are reimbursed by the City for classes they take. Restrictions are stated in the Administrative Regulation. The student/employee's supervisor discretion is used on tuition reimbursement.

11. What, if any, marketing and promotional activities will the City conduct to help promote educational partners?

The promotional/marketing opportunities are listed within the RFS. All of them are negotiable and we are open to your marketing and promotional activity suggestions. The RFS lists the following as marketing and promotional activities below:



Economic Development

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
- 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.

12. Will educational partners have the opportunity to collaborate with City staff and be apprised of any further contract or grant opportunities.

Yes, the education partners will have one main point of contact that will manage the agreement and will provide consistent communication about any future opportunities to collaborate with our workforce.

13. Can you elaborate on what you are looking for in response to "Communication plan template for current partners educational offerings"? Are you referring to how we, Rady, would market this benefit to City Employees (ex. lunch and learns at city events/facilities) or are you looking for content to share with City Employees (ex. program 1 pager)?

Yes, we are referring to how you (potential partner) normally market your program/s to your partners. Do you have an editorial calendar or communication plan you negotiate with your current partners to ensure consistent program communication to audience? If you have marketing materials but no communication plan template to share we would be happy to review your marketing materials.

Could you provide an example or further detail on what is expected by a "Communication plan template for current partners educational offerings"

Yes, we are referring to how you (the potential partner) normally market your program/s to your partners. Do you have an editorial calendar or communication plan you negotiate with your current partners to ensure consistent program communication to audience?

14. Could you provide the pdf or a different link for the employee survey results? The link you provided in your prior email and the link in the RFS do not seem to be working.

Attached as a [pdf](#).