



The City of San Diego

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Economic Development Department
in partnership with
Fire-Rescue/Lifeguard Division

Request for Sponsorship

Lifeguard Vehicle Partnership

February 2025



Introduction

The City of San Diego, through its Corporate Partnership and Development Program (CPD), seeks opportunities for the City to generate revenue from various business endeavors or opportunities. CPD's goal is to generate revenue by leveraging the City's assets within the guidelines established by the Mayor and City Council, municipal law, City ordinances and sound policy. For this opportunity, the City is seeking an automobile partner that will provide the City of San Diego Lifeguards with a fleet of vehicles in exchange for marketing and recognition opportunities.

The City of San Diego Lifeguards provides the highest quality service possible through innovation, community education and outreach and maritime emergency service response. San Diego Lifeguards are a 24 hour rescue agency whose service area covers approximately 46 miles of coastline from the tip of Point Loma to Torrey Pines and Mission Bay. Popular beaches within their jurisdiction include Ocean Beach, Mission Beach, Pacific Beach and all of La Jolla. In total, San Diego City beaches receive over **21 million visits each year**. Lifeguards at the beaches are responsible for water rescue, boat rescue, marine fire suppression up to three miles offshore, coastal cliff rescue, underwater search and recovery, swift water and flood search and rescue, and emergency medical response on and around beach, bay and ocean areas. San Diego Lifeguards also handle enforcement of city and state laws and regulations through public education, citation and arrest. There are approximately 400 lifeguards. All full-time lifeguards are classified as public officers.

Additionally, the popular Junior Lifeguard Program serves over 1,500 children every summer.



Association with Lifeguards

Our lifeguards are recognized and respected as a model organization that has the confidence of the public. This recognition is well deserved. On average, San Diego Lifeguards make over 8,041 rescues and conduct over 450,000 preventative actions per year. San Diego Lifeguards have been featured in national television productions and social media influencers have collaborated to showcase our personnel and scope of work. On the worldwide scale, Mattel requested licensing rights to produce and distribute Matchbox Lifeguard trucks worldwide. All further highlighting the notoriety of City of San Diego Lifeguards.



Partnership Benefits

The City offers multiple sponsorship benefits and recognition, such as promotions, events and exclusive opportunities. In addition, the City encourages potential Partners to suggest additional marketing programs that will achieve their outreach goals.

Recognition as the “Official Vehicle” or similar designation of San Diego Lifeguards will be recognized in a variety of ways. There would be publicity opportunities such as Mayoral and elected officials media event, website exposure on lifeguard website, opportunity to promote Lifeguard programs such as water safety, competitions and use of San Diego beaches for advertisements.

Partnership Terms

The City and Partner will negotiate a Corporate Partnership Agreement based on fleet value for benefits which could include publicity efforts, promotional and branding opportunities, and other programs that are only available to corporate partners.

Attachment A provides details on vehicle requirements with additional considerations given to proposers who include partial or full outfitting or service on vehicles outlined on Attachment B. Attachment C provides details on potential marketing opportunities.

Proposal Elements

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. The City may require Respondents to interview and/or make an oral presentation.

Proposals should follow section numbers and titles consistent with the format outlined below.

1. History, Background and Qualifications
2. Proposed Vehicle Fleet, Outfitting Information and Maintenance
3. Partnership Fair Market Value
4. Additional Value

CRITERIA SCORES	WEIGHT
PARTNER EXPERIENCE, BACKGROUND & QUALIFICATIONS	30%
VEHICLE FLEET/OUTFITTING/MAINTENANCE	35%
PARTNERSHIP FAIR MARKET VALUE	30%
ADDITIONAL VALUE	5%

Partner Selection Schedule

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

- RFS issued- February 21, 2025

- RFS closes- March 21 , 2025, by 5:00 pm
- RFS question period ends- March 11, 2025, by 5:00 pm
- Review of proposals- March 24-28, 2025
- Partner Selection- April 4, 2025
- Agreement negotiation- April 7-June 7, 2025
- City Council Committee/Resolution* - July 2025
- Commencement of Partnership(s)- March 1, 2026

*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.

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, **March 21, 2025 at 5:00PM PST via email to corporatepartnerships@sanidiego.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 Program via email at corporatepartnerships@sanidiego.gov with questions submitted by, **March 11, 2025 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.

ATTACHMENT A

City of San Diego Vehicle Needs

In consideration of the marketing rights and partnership benefits granted by City to an automobile partner, Partner agrees to provide 43 fully warranted new vehicles for use by Lifeguard Services during the term. Contract should be a period of five years, with two additional optional five-year periods. Total contract period of should be 15 years. Partner shall add 1 vehicle for every five additional lifeguard personnel hired during the contract term.

The next fleet of City of San Diego Lifeguard Division Vehicles should consist of the below vehicles. A Partner should propose a mix of vehicles that are viewed as equivalent or that can accomplish the same functionality.

- Seven (7) 4WD SUVs
- Fifteen (16) Mid size double cab 4x4 trucks (short bed)
- Nineteen (19) Full size crew cab 4X4 pickup. Bed size to be determined.
- One (1) Full size 4x4 Truck

The City will entertain the use of hybrid/electric vehicles.

Preventative Maintenance as well as major repairs for proposed fleet should be addressed.

All vehicles should include the following features:

- a. Undercoating
- b. Tow package
- c. All terrain and/or upgraded tires appropriate for sand and off-road work
- d. Air conditioning
- e. Bed mats for mid-size double cab 4x4 trucks
- f. Options for short and long beds
- g. Power locks and windows
- h. Automatic transmission
- i. Roof racks (if supported by the vehicle model)
- j. Back up monitors (if supported by the vehicle model)
- k. Fog lights (if supported by the vehicle model)
- l. All weather mats
- m. Off road package for trucks
- n. Partner and Emergency Marking Decal production and application

The mix of vehicles proposed should be based upon the specifications set forth above and must be available for delivery within the first year of contract execution. Please see Attachment B for fleet outfitting specifications.

ATTACHMENT B

Vehicle Outfitting Specifications

Light bar

Wig-wag style emergency lights

700 MHz radio

PA speakers

System amplifier

Light/siren module

Equipment Racks

Modular truck bed storage system

Running boards/running bars

Sliding storage system

Stainless steel hardware for racks

Seat Covers

Pads/straps

Graphics

Vehicle undercoating

Truck Shell

ATTACHMENT C
Marketing Opportunities

1. Official Partner

- Partner shall be designated the “Official Vehicle of the San Diego Lifeguards.”
- Partner shall have the right to use said designation in promotional initiatives including events, press releases, stories, features, media programming, website content and other communications to the public.

2. Sponsor of Water Safety Days or Similar Event at Beaches and Parks

- Partner shall have the right to sponsor up to twelve (12) Water Safety Days and set up display area to support the presentation of safety information to the public through Safety Talks and distribution of written materials and promotional items. Display area may contain up to two partner vehicles, a Lifeguard vehicle, a non-permanent tent, a table, partner branded materials, staff and other components to be agreed upon by the City and consistent with City policies.

3. Promotional Events at City Facilities

- Partner shall have the right to conduct promotional events at non-park and non-beach City facilities. Events may include vehicle displays and product specialists on site collecting data information and distributing Toyota branded materials.
- Partner shall have the right to conduct such promotional events a minimum of four times per year.

4. Lifeguard Special Events

- Partner shall have the right to participate in the vehicle sponsorship category during Lifeguard Special Events including, but not limited to, parades, job fairs, recruiting events, safety fairs, academies and personnel operational trainings, and the Junior Lifeguard Program.

5. Commercials

- Partner shall have the right to produce two television and two radio commercials per year that include a minimum of one Lifeguard and one Lifeguard vehicle.

6. Media Exposure

- As the official vehicle for the City's Lifeguards, the City shall include a minimum of one Lifeguard vehicle in selected media appearances and interviews by Lifeguards.
- The City will strive to fulfill this right at every opportunity but cannot guarantee a minimum number of media appearances.

7. CityTV

- Partner shall have the right to air public service messages (PSAs), educational workshops and to participate in other programs on CityTV a minimum of four times per year that promote beach safety.

8. Website Presence

- City shall provide Partner logo exposure, a description of the Partnership and a Partner link on the Corporate Partnership Program page of the City's website.
- City shall include a calendar of Water Safety Days or similar event on the City of San Diego Lifeguard's home page describing Partner sponsorship with logo exposure and click through to Partner website.

9. Direct Marketing To City Employees and Other Groups

- Partner shall have the right to market its products and services directly to City Employees and their families through on-site events, email blasts, intranet and other programs.

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Corporate Partnerships and Development
1200 Third Ave. MS 56D
San Diego, CA 92101
619-533-3837
www.sandiego.gov/corporatepartnership


CITY OF SAN DIEGO
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Request for Sponsorship (RFS): Lifeguard Vehicle Partnership
RFS Closing Date: March 21, 2025 @ 5:00 p.m.

The following changes to the specifications are hereby made effective as though they were originally shown and/or written:

1. Add two (2) pages of "Questions and Answers." (NOTE: These questions and answers are being provided for information purposes only and are not part of any resulting contract from this RFS).

City of San Diego Economic Development Department


Sarah Brenha
Assistant Deputy Director
(619) 533-3837

Addendum B
March 14, 2025

Request For Sponsorship, Lifeguard Vehicle Partnership

Questions and Answers

- Question 1:** Is there infrastructure for electric vehicles (charging station) at the lifeguard headquarters or the city facilities?
- Response:** **There currently is no infrastructure in place at the lifeguard headquarters or other city lifeguard stations for electric vehicle charging.**
- Question 2:** Is the current increase in vehicles due to additional staff added throughout the years?
- Response:** **Yes, the increase in the quantity of vehicles reflects anticipated personnel growth over the term of the contract.**
- Question 3:** What is the average number of lifeguards added on an annual basis?
- Response:** **1 -2 permanent positions annually over 20 years.**
- Question 4:** What additional 4WD SUV is needed – Sequoia or 4Runner?
- Response:** **There is no preference on model.**
- Question 5:** Will SD entertain responses with models that don't fit entire scope of needs? Hyundai doesn't currently offer a "Mid-Size" or "Full Size" Pickup truck in the U.S.
- Response:** **Yes, the City will entertain response that don't fit entire scope of needs.**
- Question 6:** Is there a specific exterior color required? If so, any issue with "color wrap" to meet requirement?
- Response:** **Yes, in consistency with San Diego Fire-Rescue fleet the color must be red signifying it is an emergency vehicle. Color wraps is an option the City of San Diego will entertain.**
- Question 7:** Modifications create a high additional cost as well as liability and warranty concerns. Confirm Sponsor is not required to provide upfit (though understandably preferred)?
- Response:** **Sponsor is not required to provide upfit.**
- Question 8:** Can you confirm if vehicle modifications with current Sponsor vehicles result in drill holes (and where)?
- Response:** **There are no holes resulting from drilling in our current fleet of vehicles.**

Question 9: What does the “Prospective Bidders” list in the PlanetBids website represent? Some don’t seem vehicle related, and I don’t see any other OEMs/Dealer Ad Groups.

Response: This is autogenerated from the PlanetBids system. This auto function pulls similarly registered vendors in the system and references them as “prospective bidders”. This does not reflect vendors who have submitted proposals.

Question 10: Is there opportunity for special consideration for fleet sales to other City departments as part of agreement (Parks, Zoo, Golf Course, General Services, Parking Enforcement, Motor pools, etc)? Being a preferred fleet vendor would be a helpful addition to the sponsorship and designation as Official Lifeguard Vehicle.

Response: Access to fleet personnel could be a point of negotiation for selected partner.

Question 11: Would bid winner have exclusive filming rights for Lifeguard vehicles on SD Beaches?

Response: Filming rights would a point of negotiation and currently allowed under the agreement in place.

Question 12: Beyond TV and Radio opportunities, what consideration is there for other media use including blogs/podcasts and social media?

Response: The City would be open to blogs/podcasts and social media as marketing tools for selected partner. The marketing terms are negotiable.

Question 13: At which beach locations, have the past “Water Safety Days” been held and during what months?

Response: Water Safety Day events have been generally held in Ocean Beach, La Jolla and Mission Beach. The events usually begin Memorial Day and end Labor Day.