

Request for Sponsorship

CITY OF SAN DIEGO

WIFI ACCESS PARTNERSHIP

March 2026



Introduction

The City of San Diego (“City”), through its Corporate Partnership Program managed by the Economic Development Department, is pleased to issue this Request for Sponsorship (“RFS”) to identify a distinguished Wi-Fi Services Partner (“Partner”) to enter into a Master Use and Occupancy (“Agreement”) with the City. We propose a partnership to provide free public Wi-Fi hotspots in key areas of downtown San Diego only, enhancing digital equity, supporting economic development, and aligning with the City’s [2023–2026 Economic Development Strategy](#). Additionally, this partnership will enhance communication in public spaces and will enable access to City services and resources online. We propose maintaining wireless access points (Wi-Fi hotspots) on City-owned infrastructure (light poles) in high-trafficked areas in downtown San Diego. This partnership will provide free, high-speed internet access to residents, visitors, and underserved communities, supporting workforce development, tourism, and digital inclusion.

Marketing Program Benefits and Opportunities

The City offers a wide array of sponsorship benefits, including promotions, events, and opportunities to showcase products and services. Additionally, the city encourages potential Partners to propose innovative marketing programs that align with their outreach goals within the San Diego community. Below is a partial summary of potential partnership opportunities and benefits. This list is intended to serve as a starting point, providing potential Partners with initial ideas about the scope of opportunities and benefits available through a partnership with the city:

- **Branding** on Wi-Fi splash pages, signage, and City marketing materials.
- **Web Presence:** Logo and link on the City’s Corporate Partnership webpage.
- **Event Participation:** Presence at City events as mutually agreed upon.
- **Social Media Collaboration:** Joint campaigns highlighting community impact.
- **Communications:** Contributions to the City’s communication efforts internally/externally
- **Non-Exclusive Rights:** Non-exclusive right to operate existing 100 wireless access points in the public right-of-way located in Downtown San Diego (Exhibit A)
- **Desired Term:** Initial 5-year term with one 5-year renewal option.

Technical and Operational Terms

- **Cost Reimbursement Commitment:**
Proposals must include a reimbursement structure that aligns with the FCC’s fee per site per year for wireless access points in the public right-of-way. Due to the unique operational and administrative costs associated with Downtown San Diego—including permitting, inspections, maintenance impact, energy usage, and traffic control—proposals should address cost-recovery \$10,000 total flat fee annually for urban deployment impacts.

- **Compliance:**
All proposals must comply with applicable FCC regulations, City ordinances, and right-of-way management as required in the City’s standard Master Use and Occupancy terms.
- **Provide Media Portfolio:** valued at \$50,000-75,000 per year to maintain goodwill and community benefit – *Media portfolio may include TV broadcasting slots, radio airtime, and access to other media platforms (print, digital, and social) as part of the inventory.* ²

Public Service Campaigns: Deliver messaging that supports community initiatives and public awareness.

City Event Promotion: Highlight major events such as *State of the City, December Nights,* and other citywide programs through multiple media channels.

Digital Video and PSA Creation: Produce high-quality videos and public service announcements for distribution across TV, online platforms, and social media.

- **Maintenance:** All equipment will be maintained in good working order and ADA/public safety compliant.
- **Insurance & Indemnification:** Partner will provide required insurance and indemnify the City.
- **Data Privacy:** Compliance with all applicable data protection and privacy laws including the [TRUST ordinance](#). No Surveillance Technology, as defined in SDMC section 210.0101(m), will be incorporated into the Wi-Fi access points.

Alignment with City Objectives

Proposal should support the City’s goals and Economic Development Strategy to:

- **Bridge the digital divide**
- **Promote inclusive economic growth**
- **Enhance public infrastructure through innovation**

Submission of Proposals

Proposals must be received at the email or physical address listed in the contact information below by 5:00 p.m. on Thursday, April 23, 2026. Proposals received after that time will not be considered. Please obtain confirmation that your proposal was received. Questions may be submitted prior to the proposal submission deadline by 5:00 p.m. on Friday, April 3, 2026.

Contact Information: Sarah Brenha
Corporate Partnerships and Development Director
1200 Third Avenue, 14th Floor (MS: 56D)
San Diego, CA 92101
corporatepartnerships@sandiego.gov

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 full extent permitted by public agencies under California law until after the City and the Partner have entered into the Agreement.

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.

CRITERIA SCORES	WEIGHT
Alignment with City Objectives	35%
Cost Reimbursement Commitment	30%
Experience and Track Record	30%
Overall Proposal Quality	5%

Proposed Partner Selection Schedule

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

- RFS issued – March 27, 2026
- RFS closes – April 23, 2026, by 5:00 pm
- RFS question period ends – April 3, 2026, by 5:00 pm
- Review of proposals – April 28, 2026
- Partner Selection – May 1, 2026
- Agreement negotiation -May 2026
- City Council Committee/Resolution* - June 2026
- Commencement of Partnership(s) - July 2026

*If Council consideration is required, these dates are 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, which is subject to City, State of California, and federal laws and regulations.

Conflict of Interest Disclosure

As part of our commitment to maintaining a fair and transparent bidding process, we require all potential partners to disclose any potential conflicts of interest.

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Exhibit A

ADDRESS	Neighborhood
1504 India St., San Diego, CA 92101	Little Italy
1747 Pacific Hwy., San Diego, CA 92101	Little Italy
390 11th Ave., San Diego, CA 92101	East Village
1065 4th Ave., San Diego, CA 92101	Gaslamp Quarter
1100 3rd Ave., San Diego, CA 92101	Core / City Center
521 Market St., San Diego, CA 92101	Gaslamp Quarter
1290 Columbia St., San Diego, CA 92101	Little Italy
875 G St., San Diego, CA 92101	East Village
1045 F St., San Diego, CA 92101	East Village
789 West Harbor Dr., San Diego, CA 92101	Marina District
531 Broadway, San Diego, CA 92101	Core / City Center
295 G St., San Diego, CA 92101	East Village
436 4th Ave., San Diego, CA 92101	Gaslamp Quarter
877 Island Ave., San Diego, CA 92101	East Village
728 Market St., San Diego, CA 92101	Gaslamp Quarter
598 Union St., San Diego, CA 92101	Columbia District
1502 Market St., San Diego, CA 92101	Gaslamp Quarter
121 Market St., San Diego, CA 92101	Gaslamp Quarter
1002 Pacific Hwy., San Diego, CA 92101	Little Italy
823 5th Ave., San Diego, CA 92101	Gaslamp Quarter
798 F St., San Diego, CA 92101	East Village
939 4th Ave., San Diego, CA 92101	Gaslamp Quarter
238 5th Ave., San Diego, CA 92101	Gaslamp Quarter
1628 India St., San Diego, CA 92101	Little Italy
215 Market St., San Diego, CA 92101	Gaslamp Quarter
226 6th Ave., San Diego, CA 92101	Gaslamp Quarter
1531 Pacific Hwy., San Diego, CA 92101	Little Italy
401 West A St., San Diego, CA 92101	Core / City Center
224 5th Ave., San Diego, CA 92101	Gaslamp Quarter
1194 Kettner Blvd., San Diego, CA 92101	Columbia District
1730 India St., San Diego, CA 92101	Little Italy
1475 Imperial Ave., San Diego, CA 92101	East Village
531 F St., San Diego, CA 92101	East Village
701 B St., San Diego, CA 92101	Core / City Center
411 Market St., San Diego, CA 92101	Gaslamp Quarter
925 B St., San Diego, CA 92101	Core / City Center
1606 Market St., San Diego, CA 92101	Gaslamp Quarter
950 Market St., San Diego, CA 92101	Gaslamp Quarter
1155 Market St., San Diego, CA 92101	Gaslamp Quarter
1002 Market St., San Diego, CA 92101	Gaslamp Quarter
900 K St., San Diego, CA 92101	East Village
1350 Market St., San Diego, CA 92101	Gaslamp Quarter
1061 Market St., San Diego, CA 92101	Gaslamp Quarter
675 B St., San Diego, CA 92101	Core / City Center
716 16th St., San Diego, CA 92101	East Village
541 3rd Ave., San Diego, CA 92101	Core / City Center

Exhibit A

1165 6th Ave., San Diego, CA 92101	Gaslamp Quarter
1568 6th Ave., San Diego, CA 92101	Gaslamp Quarter
1227 J St., San Diego, CA 92101	East Village
888 West Ash St., San Diego, CA 92101	Cortez Hill
1245 Market St., San Diego, CA 92101	Gaslamp Quarter
303 West Beech St., San Diego, CA 92101	Little Italy
202 Park Blvd., San Diego, CA 92101	East Village
1780 Kettner Blvd., San Diego, CA 92101	Columbia District
1100 Kettner Blvd., San Diego, CA 92101	Columbia District
201 A St., San Diego, CA 92101	Core / City Center
101 Broadway, San Diego, CA 92101	Core / City Center
1290 Front St., San Diego, CA 92101	Cortez Hill
929 Broadway, San Diego, CA 92101	Core / City Center
1069 6th Ave., San Diego, CA 92101	Gaslamp Quarter
780 4th Ave., San Diego, CA 92101	Gaslamp Quarter
1409 C St., San Diego, CA 92101	Core / City Center
1195 Island Ave., San Diego, CA 92101	East Village
645 Ash St., San Diego, CA 92101	Cortez Hill
103 F St., San Diego, CA 92101	East Village
539 Island Ave., San Diego, CA 92101	East Village
1250 6th Ave., San Diego, CA 92101	Gaslamp Quarter
861 6th Ave., San Diego, CA 92101	Gaslamp Quarter
427 C St., San Diego, CA 92101	Core / City Center
180 6th Ave., San Diego, CA 92101	Gaslamp Quarter
380 K St., San Diego, CA 92101	East Village
1025 Island Ave., San Diego, CA 92101	East Village
500 5th Ave., San Diego, CA 92101	Gaslamp Quarter
270 16th Ave., San Diego, CA 92101	Gaslamp Quarter
330 Park Blvd., San Diego, CA 92101	East Village
1210 C St., San Diego, CA 92101	Core / City Center
401 B St., San Diego, CA 92101	Core / City Center
500 4th Ave., San Diego, CA 92101	Gaslamp Quarter
1600 Pacific Hwy., San Diego, CA 92101	Little Italy
345 B St., San Diego, CA 92101	Core / City Center
770 Park Blvd., San Diego, CA 92101	East Village
450 A St., San Diego, CA 92101	Core / City Center
592 West G St., San Diego, CA 92101	East Village
1450 Front St., San Diego, CA 92101	Cortez Hill
161 14th St., San Diego, CA 92101	East Village
109 West C St., San Diego, CA 92101	Core / City Center
221 West Broadway, San Diego, CA 92101	Core / City Center
1210 B St., San Diego, CA 92101	Core / City Center
1260 Park Blvd., San Diego, CA 92101	East Village
815 J St., San Diego, CA 92101	East Village
1943 Pacific Hwy., San Diego, CA 92101	Little Italy
1401 J St., San Diego, CA 92101	East Village
200 West Island Ave., San Diego, CA 92101	East Village

Exhibit A

101 Market St., San Diego, CA 92101	Gaslamp Quarter
429 West Broadway, San Diego, CA 92101	Core / City Center
201 Tony Gwynn Dr., San Diego, CA 92101	East Village
751 West G St., San Diego, CA 92101	East Village
320 West Cedar St., San Diego, CA 92101	Unknown
1602 Front St., San Diego, CA 92101	Cortez Hill
639 J St., San Diego, CA 92101	East Village
675 G St., San Diego, CA 92101	East Village