

FOR IMMEDIATE RELEASE

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City of San Diego Partnership with California Coast Credit Union Provides Revenue for Critical Programs

NEW FIVE-YEAR AGREEMENT INCLUDES MORE THAN \$1.3 MILLION IN DIRECT REVENUE AND UP TO \$3.7 MILLION IN NO-COST SERVICES

SAN DIEGO – Following a competitive selection process, the City of San Diego today announced a new five-year Marketing Partnership Agreement with California Coast Credit Union, redesignating Cal Coast as the Official Financial Services Partner of the City of San Diego. The agreement represents an expanded investment in City programs, employee resources and community initiatives.

Under the partnership, the City will receive more than \$1.3 million in direct revenue and up to \$3.7 million in services provided at no cost over the full contract term. This represents an increase over the previous partnership agreement with Cal Coast and will help fund a range of programs that strengthen neighborhoods, support small businesses, and expand youth and community services.

“The City is thrilled that Cal Coast Credit Union has once again stepped up to renew a financial partnership opportunity that invests in our residents and the business community, along with our City employees,” said Economic Development Department Director Christina Bibler. **“This continued partnership strengthens our ability to support critical community-serving programs while increasing financial wellness resources for our workforce.”**

City programs that will be supported through Cal Coast’s annual \$275,000 marketing payment include:

- [Community Outreach Program](#) — Offers extensive community outreach through the San Diego Fire-Rescue Department, focused on fire safety education, emergency preparedness and risk reduction.
- [Youth Development Program](#) — Connects youth and young adults to new and existing programs and provides work-readiness skills and an awareness of public-service opportunities.
- [Capacity Building Program](#) — Supports nonprofit organizations that assist small businesses in under-resourced communities.
- [Corporate Partnerships Program](#) — Drives revenue for the City and enhances services by partnering with organizations.

- Small Business Navigator — A new program that will assist small businesses in navigating resources, regulations and opportunities.
- [Non-Profit Academy](#) — Educates local nonprofit leaders on maximizing their operational efficiency to better serve the local community.
- [Youth Career Expo](#) — Designed to help young people connect with employers and job-readiness organizations and gain insights from industry professionals.
- [Volunteer Program](#) — Offers diverse volunteer opportunities in the Parks and Recreation Department, including community clean-ups, youth sports coaching, park patrols, and special event support at recreation centers and parks.

In addition to financial contributions, California Coast Credit Union will provide extensive services at no cost to the City valued at up to \$3.75 million, including financial education workshops, virtual and in-person seminars, youth financial literacy programs and tailored loan programs for public safety recruits.

City employees, retirees and their families will continue to have access to Cal Coast's exclusive financial services package, which includes free financial counseling, early paycheck access, membership fee waivers, scholarship opportunities, charitable donation programs and dedicated ATMs at select City facilities.

“We are honored to be selected as the City of San Diego’s Official Financial Services Partner. This partnership reflects our shared commitment to serving the people who serve our city and to investing in programs that strengthen communities, small businesses, and future workforce opportunities across San Diego,” said Todd Lane, CEO of California Coast Credit Union. **“As the longest-serving financial institution in San Diego, we are proud to continue our support of City employees and residents with trusted financial services and meaningful community impact.”**

The partnership advances the City's Strategic Plan goals to create a resilient, economically prosperous city with opportunity in every community, promoting financial empowerment, community engagement, and support for local businesses and non-profits.

For more information about the Corporate Partnership Program, visit the City's [Corporate Partnership website](#).



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