



The City of San Diego

Staff Report

Budget NOV 15 2017 0 6

DATE ISSUED:

TO: City Council

FROM: Corporate Partnerships and Development

SUBJECT: Corporate Partnership Agreement with Sharp HealthCare

Primary Contact: Natasha Collura

Phone: (619) 533-3822

Council District(s): All

OVERVIEW:

Corporate Partnerships and Development (CPD) is proposing to enter into an agreement with Sharp Healthcare to be the City's official Health and Wellness Partner. As the City's official Health and Wellness Partner, Sharp HealthCare will provide an annual partnership fee of one hundred thousand dollars (\$100,000) which includes funding for a mutually agreed upon annual program at various city parks and recreation centers, flu vaccinations for City employees, and community benefit based programs free to City employees and residents at city parks, libraries and public offices.

PROPOSED ACTIONS:

This action is to authorize via resolution a corporate partnership agreement with Sharp Healthcare for a three year term with two one-year renewal options.

1. Authorize the Chief Financial Officer to increase the budget in the General Fund, Fund 100000, Parks and Recreation Department, appropriate and expend fifteen thousand dollars (\$15,000) for the purpose of executing this agreement to support an agreed upon Parks and Recreation Program, contingent upon the adoption of the Appropriation Ordinance for the applicable Fiscal Year, and contingent upon the Chief Financial Officer furnishing a certificate certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.
2. Authorize the Chief Financial Officer to increase the budget in the Risk Management Administration Fund, Fund 720048, Business Area 1515, appropriate and expend ten thousand dollars (\$10,000) for the purpose of executing this agreement to support employee flu vaccinations, contingent upon the adoption of the Appropriation Ordinance for the applicable Fiscal Year, and contingent upon the Chief Financial Officer furnishing a certificate certifying that funds necessary for expenditure are, or will be, on deposit with the City Treasurer.

DISCUSSION OF ITEM:

In May of 2017, the City's Corporate Partnerships and Development Program (CPD) issued a Request for Sponsorship (RFS) to eight healthcare organizations for a sponsorship in the Health and Wellness

category. In response to the RFS, three companies indicated interest. Sharp HealthCare submitted a comprehensive proposal and was selected to be the City's Official Health and Wellness Partner based on their ability to provide the best overall benefit to the City.

A Corporate Partnership Agreement has been negotiated between the City and Sharp HealthCare and is based upon a three year term with two one-year renewal options (see Sharp HealthCare Corporate Partnership Agreement).

The benefits to the City upon entering into a Corporate Partnership Agreement with Sharp HealthCare are:

PARTNERSHIP FEE: Sharp HealthCare shall pay the City an annual fee of one hundred thousand dollars (\$100,000). Seventy-five thousand dollars (\$75,000) will be unrestricted funding to the General Fund and twenty-five thousand dollars (\$25,000) will support the annual employee flu vaccinations outlined in Exhibit A and an annual Parks and Recreation program (see Sharp HealthCare Corporate Partnership Agreement). In addition, Sharp HealthCare agrees to make available in-kind services valued at approximately one hundred fifty thousand dollars (\$150,000) annually.

PROGRAM SUPPORT: Funding of fifteen thousand dollars (\$15,000) provided from the annual partnership fee will be allocated to a mutually agreed upon annual Parks and Recreation summer program.

GENERAL PUBLIC HEALTH AND WELLNESS PROGRAMS: Sharp HealthCare shall provide a total of 54 classes (6 classes per council district) annually to the general public, free of charge, which will identify specific needs for each community based on Sharp HealthCare health assessments. Program will target needs of vulnerable populations. Program value of staffing, supplies and materials for these events is valued at approximately fifty thousand dollars (\$50,000).

EMPLOYEE HEALTH AND WELLNESS PROGRAMS: Sharp HealthCare will offer on-site flu vaccinations at three employee locations annually with funding up to ten thousand dollars (\$10,000) provided from the annual partnership fee. Sharp HealthCare will also provide educational content on health and wellness topics for City employees and implement the Passport to Health program for all City employees at no charge and encourage employees to adopt healthy habits through interactive workshops, roundtables and screenings as well as offering other programs online. In addition, Sharp HealthCare will offer employee discounts to access other education, exercise and health programs offered at Sharp HealthCare sites regardless of if the employee is a member of Sharp HealthCare. Program value of staffing, supplies and materials for these events is valued at approximately one hundred thousand dollars (\$100,000) annually. Sharp will also support the annual Employee Appreciation Month and have the opportunity to sponsor health and wellness challenges for City employees.

City Strategic Plan Goal(s)/Objective(s):

Goal 3: Create and sustain a resilient and economically prosperous City

Objective 1: Create dynamic neighborhoods that incorporate mobility, connectivity, and sustainability.

Fiscal Considerations:

Total revenue to the City of San Diego will range from three hundred thousand dollars (\$300,000) for a three year term to five hundred thousand dollars (\$500,000) if renewal

options are exercised. In addition, in-kind and promotional value is estimated at four hundred fifty thousand dollars (\$450,000) over a three year term and seven hundred fifty thousand dollars (\$750,000) if renewal options are exercised. Between two hundred twenty-five thousand dollars (\$225,000) for a three year term to three hundred seventy-five thousand dollars (\$375,000) pending two one-year renewal options will be deposited into the General Fund revenue and seventy-five thousand dollars (\$75,000) for a three year term to one hundred twenty-five thousand dollars (\$125,000) pending two one-year renewal options will fund the specified annual General Fund and Risk Management Administration programs. Total combined in-kind and cash value to the City will range from seven hundred fifty thousand dollars (\$750,000) for a three year term to one million two hundred fifty thousand dollars (\$1,250,000) pending two one-year renewal options.

Environmental Impact:

This activity is not a "project" and therefore not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c) 3.

Equal Opportunity Contracting Information (if applicable):

Due to the nature of this Marketing Partnership Agreement, Sharp HealthCare is not subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2708) or the City's Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517). However, non-discrimination language is included in the agreement.

Previous Council and/or Committee Actions:

This item will be heard at Budget & Government Efficiency Committee prior to Council.

Key Stakeholders and Community Outreach Efforts:

Sharp HealthCare

Natasha Collura

Executive Director

Stacey LoMedico

Assistant Chief Operating Officer

