

RESOLUTION NUMBER R- 313474

DATE OF FINAL PASSAGE APR 14 2021

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING A MARKETING PARTNERSHIP AGREEMENT WITH DELOITTE CONSULTING LLP TO BE THE OFFICIAL GET IT DONE MARKETING PARTNER OF THE CITY OF SAN DIEGO.

WHEREAS, the City of San Diego (City) has established a Corporate Partnerships and Development Program (CPDP) to generate revenue and develop resources for the City through partnerships with the corporate community; and

WHEREAS, the “Get It Done” program is a customer-centric, streamlined internet website interface and customer relationship management system, built on the Salesforce platform, with proprietary software code owned by the City that offers citizens the ability to obtain information and report problems and issues that require services by the City, along with the tools that the City needs to manage corresponding work orders, inspections, inventory, and cases; and

WHEREAS, as a result of the Get It Done program’s success, the City has received inquiries from other cities and institutions interested in licensing the Get It Done program; and

WHEREAS, the CPDP, in collaboration with the Performance and Analytics Department and the Department of Information Technology, issued a Request for Sponsorship (RFS) in October 2018 for a Get It Done licensing and marketing partner, to package, market and service the Get It Done program to other jurisdictions; and

WHEREAS, this marketing partnership relationship will provide an opportunity for the City to receive revenue, in the form of one-time royalty payments, to offset the Get It Done operating costs; and

WHEREAS, in response to the RFS, Deloitte Consulting LLP (Deloitte) submitted a proposal and was selected through a competitive process; and

WHEREAS, the City determined that Deloitte's proposal meets the objectives of the CPDP and is in the best interests of the City; and

WHEREAS, the City negotiated an agreement with Deloitte for an initial three-year term with one option to renew for an additional two-year term (Marketing Partnership Agreement); and

WHEREAS, under the terms of the proposed Marketing Partnership Agreement, on file in the Office of the City Clerk as Document No. RR-313474, Deloitte shall package, market and service the Get It Done program to other jurisdictions and institutions in exchange for which Deloitte shall have the exclusive right to be designated and referred to as the official "Get It Done Partner" of the City and receive various marketing rights and benefits associated with the City; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego (City Council) that the Mayor, or designee, is authorized and directed to sign the Marketing Partnership Agreement.

APPROVED: MARA W. ELLIOTT, City Attorney

By /s/ Marguerite E. Middaugh  
Marguerite E. Middaugh  
Deputy City Attorney

MEM:jdf  
03/10/2021  
Or.Dept:Economic Development  
Doc. No.: 2608557

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 04/06/2021.

ELIZABETH S. MALAND  
City Clerk

By /s/ Matthew R. Hilario  
Deputy City Clerk

Approved: 4/13/21  
(date)

  
TODD GLORIA, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 06 2021, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery Steppe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 14 2021.

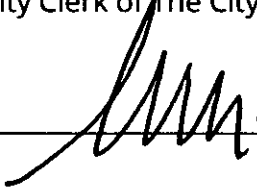
**(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)**

AUTHENTICATED BY:

TODD GLORIA  
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

By , Deputy

Office of the City Clerk, San Diego, California

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