

SAN DIEGO  
**WORKFORCE**  
**PARTNERSHIP®**

Due Date: Monday, March 27, 2017

Subject: Request for Quotes (RFQ) – Research Services: Employer Benefits and Support for Working Parents in San Diego - Practices, Perspectives, and Needs

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## **REQUEST FOR QUOTES – RESEARCH SERVICES**

The San Diego Workforce Partnership (SDWP) seeks a research vendor that can collect and analyze data from a representative sample of San Diego businesses and employers related to benefits and support for working parents. Key research questions include: What types of benefits and/or amenities (e.g. child care, paid family leave, pumping room, flexible schedules) do San Diego employers offer to their employees in their role as parents? What are San Diego businesses attitudes toward providing support for working parents? Are there differences by sector, size, or geographic location of business? What, if any, support or technical assistance would businesses need to expand their supports for working parents?

Further details are discussed in the “Scope of Work” of this RFQ. The budget for this project may not exceed \$49,000.

Email your quote to [procurement@workforce.org](mailto:procurement@workforce.org) by March 27th at 3:00 p.m. with the subject of the e-mail titled, “Quote: Research on Employer Support for Working Parents.”

## **ORGANIZATIONAL OVERVIEW**

The SDWP is a 501(c)(3) chartered by the County and City of San Diego to fund and deliver employment and training programs in the San Diego region.

For additional information, please visit [workforce.org](http://workforce.org).

## **BACKGROUND**

[The American Dream](#) – meaning the opportunity to get a good education and work hard in order to rise from the lower class to the middle or upper class – is fading...[especially in California](#). Diminished opportunities mean worse life prospects and economic vibrancy for American families, communities, and businesses. In contrast, greater equality of opportunity leads to a larger, more talented, and more diverse workforce, supporting business growth in local and regional labor markets. Guided by the research of

Raj Chetty and the [Equality of Opportunity](#) project<sup>1</sup>, SDWP will be launching the Center for Local Income Mobility (CLIMb) in April/May of 2017.

One of CLIMb's focus areas will be child care and early childhood development. Research suggests that effective child care solutions not only have long term social mobility impacts on young children, but also immediate gains for local economies as parents, especially but not exclusively women, are more likely to fully participate in local labor markets. This broader participation can lead to 1) increases in household income 2) a larger and more diverse talent pool 3) and a more competitive local labor market.

As more and more businesses in San Diego report skill and labor shortages, working parent support benefits – whether publicly or privately funded - may increasingly become a talent attraction and retention strategy for individual businesses, and perhaps a broader economic development strategy for local government and business associations.

To support the upcoming work of CLIMb in the child care space, this study will collect and analyze data from San Diego businesses on the current practices, perceptions, and opportunities to work with businesses to provide more robust family supports.

### **SCOPE OF WORK**

The winning respondent will conduct a study of working parent support strategies, perceptions, and needs from a representative sample of companies in San Diego County. The resulting report will answer key workforce questions about the industry such as:

- Above what is legally required, what kind of support for working parents do companies in San Diego provide?
- What are business perceptions of working parents support (i.e. cost required by law, talent attraction strategy, etc.)?
- What working parent supports are not provided that are needed by San Diego working families?
- Are there differences in support for working parents based on the type of businesses (sector, size, geographic location, etc.)

SDWP is looking for bidders to present strategies and methodologies to collect data from a representative sample of businesses/employers in San Diego County.

The winning respondent will:

- Work with SDWP to create a data collection methodology and tool.
- Collect primary data on a representative sample of San Diego businesses. Primary data collection may include survey data, publicly available information, focus group data, and other forms of data proposed by the bidder.

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<sup>1</sup> Equality of Opportunity Project. <http://www.equality-of-opportunity.org>

- Provide all data collected (primary and secondary) with employer contact information to SDWP.
- Write a summary report using all data collected and all secondary data/lit review information.
- Participate in monthly check-in meetings with SDWP staff.
- Attend regular advisory group meetings to receive guidance from community stakeholders.

Respondents may propose other methodologies/deliverables to strengthen their quotes.

## **DELIVERABLES**

- A comprehensive report detailing the family support practices, perceptions, and needs of San Diego businesses.
  - The report must be an electronic document in Microsoft Word, produced in a report template to be provided by SDWP.
  - Graphs and charts within the report must also be provided in a Microsoft Excel spreadsheet file so that they may be replicated by SDWP.
  - The report should include a detailed description of methodology, sampling plan, and data sources used as an appendix.
- A 2-page executive summary that highlights the most important graphs and tables from the report.
  - See an example of a previous 2-page executive summary [HERE](#).
- 200-250 word summary of the report to be featured on SDWP website.
- Summary topline report of survey responses, including absolute and percentage values for all survey questions as well as the final sample disposition.
- Raw data files (in Excel).
- A list of employers interviewed and interview dates.
- List of employers that provided their contact information for follow up after the survey.

## **SUBMITTAL SCHEDULE**

Tuesday, March 14, 2017	RFQ release date
<b>Monday, March 27, 2017</b>	<b>Quotes due at 3:00 p.m. to via email to:</b> <a href="mailto:procurement@workforce.org">procurement@workforce.org</a>
Friday, March 30th, 2017	Respondents notified of RFQ selection

## **PROJECT TIMELINE**

The term of service will be from April 1 2017 to June 30 2016.

April 2017	Project Start/Kickoff/Begin Survey
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Friday, May 26, 2017	Interview summaries and data file from surveys due
Friday, June 2, 2017	First draft of full report due
Friday, June 16, 2017	Second draft of full report
Friday, June 30, 2017	Final report (and final invoice) due, all data

**QUOTE FORMAT**

Respondents must submit the following information:

1. Cover page (one page)
  - Name and contact information (email, phone number) of the respondent
  - SSN or tax ID
  - Authorized signature and job title
2. Short description of the approach to this study (no more than 5 pages)
3. Budget breakdown by deliverables with dates of completion (no more than 2 pages)
4. Additional attachments (no more than 2 pages)
5. Conflict of Interest Disclosure Form - Attachment A

SDWP prefers quotes with the following formatting:

- Font size: 12 point
- Spacing: 1.5
- Margins: 1 inch
- Pages: Single-sided
- Page numbering: Bottom right of page
- Language: English

**EX-PARTE COMMUNICATION**

All inquiries must be emailed to [procurement@workforce.org](mailto:procurement@workforce.org). No phone calls will be accepted. No other individuals related to the SDWP (e.g., staff, board) are to be contacted regarding this matter. No other sources of responses or clarifications are considered valid.

**SELECTION**

Award will be based upon an assessment of experience, qualifications and cost.

**LIMITATIONS**

*Right To Cancel*

SDWP reserves the right to cancel, delay, amend or reissue all or part of this RFQ at any time without prior notice. This RFQ does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any respondent after the quote(s) are reviewed, if such action is deemed to be in the best interest of SDWP. Such negotiation should not be viewed by any respondent as an indication of contract award.

*Cooling Off Period*

SDWP shall not contract with any respondent whose quote was submitted by an individual or entity who, within the preceding twelve months, was themselves or employs anyone who is a current, dismissed, separated or formerly employed person of SDWP, and:

- Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
- Participated in any way in the negotiations, transactions, planning, arrangements or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
- Is an owner, officer, principal, partner or major shareholder of the proposed Contractor.

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to any procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period.