

SAN DIEGO
WORKFORCE
PARTNERSHIP®

Date: Tuesday, May 31, 2016

Subject: Request for Quotes (RFQ) – Market Research Services for Retail
Perception Reports

REQUEST FOR QUOTE – MARKET RESEARCH SERVICES

The San Diego Workforce Partnership (SDWP) seeks a market research vendor that can produce two market perception reports on retail careers in San Diego County. The report will answer key questions about retail careers such as: “What is the public perception of retail jobs?” and “Would existing retail workers encourage others to work in retail?”

Further details are discussed in the “Scope of Work” of this RFQ.

Email your quote to heathermb@workforce.org by Friday, June 17, 2016 at 3 pm with the subject of the e-mail titled, “Quote for Retail Perception Study.”

ORGANIZATIONAL OVERVIEW

The SDWP is a 501(c)(3) that funds and delivers job training programs in the San Diego region. For more information, please visit www.workforce.org.

SCOPE OF WORK

Second to only Los Angeles, San Diego County is California’s largest retail economy, employing over 163,000 people in more than 16,000 businesses. Each year between 2010 and 2015, retail positions rank in the top ten in-demand jobs in San Diego County by the number of online job postings. SDWP seeks market research services to benchmark the public perception of retail jobs. The winning bidder for this RFQ shall conduct a pre- and post-awareness campaign study of a representative sample of San Diego County residents, ages 16+. The pre-campaign study shall be used to determine the current perception of retail jobs and to develop a campaign to increase awareness of career opportunities within the retail sector as a viable career pathway. The post-awareness campaign study will measure the awareness campaign’s effectiveness. The resulting reports shall answer key workforce questions about the industry such as:

- How would you describe retail careers?
- Who works in retail?
- What is expected of workers who want a retail career as opposed to a retail job?
- Is there encouragement from retail companies to advance their staff?
- Do retailers provide professional development for line staff to move up into management or are retail jobs only considered “dead-end” jobs?

- What types of companies are in the retail sector?
- What do employers expect of employees in the retail sector in order to promote them?
- What do job seekers and/or the general public think of the retail sector? Do they only use retail as a part-time job until they can move on to a different industry sector? Or do they prefer to stay in the retail industry and move up to management levels?
- What career pathways exist within the retail industry? How does a retail worker advance from entry-level to middle management, from middle management to upper management, and so on?
- Would you consider working or encourage others to work in retail?

SDWP anticipates that the research will be conducted using a combination of methodologies including, but not limited to:

- Focus groups
- Web-based or telephone surveys

Bidders must determine which methodologies shall accomplish all that is requested in this Scope of Work.

SUBMITTAL SCHEDULE

RFQ release date	Tuesday, May 31, 2016
Quotes due via email	Friday, June 17, 2016 at 3 pm
Vendor selected	Tuesday, June 21, 2016

Email your quote to heathermb@workforce.org by Friday, June 17, 2016 at 3 pm with the subject of the e-mail titled, "Quote for Retail Perception Study."

PROJECT TIMELINE

The term of service will be from July 2016 to March 2018. The first draft of the pre-awareness campaign report is due on September 30, 2016. The final report is due on October 28, 2016. The first draft of the post-awareness campaign is due January 30, 2018. The final draft is due February 27, 2018.

QUOTE FORMAT

Respondents must submit the following information:

1. Cover page (one page)
 - Name and contact information of the bidder
 - SSN or tax ID
 - Authorized signature
2. Short description of the approach to this study– no more than four (4) pages

3. Budget by deliverables (a budget for the pre-awareness campaign study and a separate budget for the post- study) with dates of completion
4. Reference: Name, organization, title, phone and description of a similar project
5. Conflict of Interest Disclosure Form - Attachment A

Formatting Requirements

- Font size: 12 point preferred
- Spacing: 1.5 preferred
- Margins: 1 inch
- Pages: Single-sided
- Page numbering
- Language: English

EX-PARTE COMMUNICATION

All inquiries must be emailed. No phone calls will be accepted. No other individuals related to the SDWP (e.g., staff, board) are to be contacted regarding this matter.

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 bidder 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 bidder as an indication of contract award.

Cooling Off Period

We shall not contract with any proposal submitted by an individual or entity who within the preceding twelve months was themselves or employs anyone who:

1. Is a current, dismissed, separated or formerly employed person of SDWP, and
 - a. Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
 - b. 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

- c. 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.