

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

Date: Friday, December 09, 2016

Subject: Request for Quotes (RFQ) – Research Services: Tourism Jobs

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

The San Diego Workforce Partnership (SDWP) seeks a research vendor to produce a labor market study on the Tourism sector in San Diego County. This report will answer key workforce questions about the industry such as: What are the top in-demand occupations in this sector? What skill sets are employers looking for in the current and future workforce? How do workforce trends vary across various industries engaged in tourism?

Further details are discussed in the “Scope of Work” of this RFQ. The budget for this project may not exceed \$40,000.

Email your quote to [SarahBurns@workforce.org](mailto:SarahBurns@workforce.org) by Tuesday, January 10, 2017 at 3:00 p.m. with the subject of the e-mail titled, “Quote for Tourism Jobs Study.”

## **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**

SDWP is conducting labor market analysis of the Tourism sector in San Diego County. San Diego is one of the country’s top tourist destinations, bringing in more than 34.3 million visitors each year. Further 181,000 San Diegans are employed directly and indirectly by the Tourism sector.<sup>1</sup> There are many industries that participate in tourism, among them restaurants, hotels, theme parks and transportation.<sup>2</sup> Despite the sector’s huge economic impact, many job seekers associate the tourism sector with high turnover and low wages. This study aims to overcome negative employment perceptions of the industry by highlighting employment opportunities and pathways that are sustainable and desirable for job seekers considering this sector. The study will also provide insight into the sector’s overall employment needs and hiring challenges.

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<sup>1</sup> <https://www.sandiego.org/about/industry-research.aspx>

<sup>2</sup> [http://www.sandiegobusiness.org/sites/default/files/Tourism%20Profile\\_0.pdf](http://www.sandiegobusiness.org/sites/default/files/Tourism%20Profile_0.pdf)

## **SCOPE OF WORK**

The winning respondent will conduct a study of a representative sample of the Tourism sector in San Diego County. The resulting report will answer key workforce questions about the sector such as:

- What are the general employment trends in the sector?
- How do these trends differ among companies of different sizes?
- How can the Tourism sector make jobs more desirable and sustainable for job seekers?
- What are the top 15-30 in-demand occupations? What can a worker expect from these occupations in terms of training, wages and other requirements?
- What types of work and educational experience do workers in each of these occupations typically possess?
- What training programs are available in the region for this industry? Do these programs meet employers' needs?
- What knowledge, skills and abilities are employers looking for in the current and future workforce?
- What are examples of sustainable career pathways within the Tourism sector?

The winning respondent will:

- Work with SDWP to create an interview guide.
- Collect primary data and write summary reports of the data collected. Primary data collection includes online surveying and in-person interviews with executives or hiring managers that employ workers in the nonprofit sector.
- Secure a database of employer contacts for the survey and work with SDWP to develop the survey and interview instruments.
- Coordinate with SDWP Business Services staff to accommodate their attendance at executive interviews.
- Participate in monthly check-in meetings with SDWP staff.
- Attend regular advisory group meetings to receive guidance from community stakeholders.

At minimum, SDWP requires 200 responses for the online survey and 30 in-person executive interviews.

SDWP requires that the study include literature review and analysis of secondary data from sources such as the U.S. Bureau of Labor Statistics and/or Dun and Bradstreet. SDWP requires that secondary labor market data for analysis be accessed through Economic Modeling Specialists, International (Emsi). If the respondent does not already have a subscription, they may incorporate this cost into the quote.

SDWP anticipates that the research will benefit from further segmentation by industry subsector. Appropriate segments will be determined by the winning respondent in conjunction with SDWP.

Respondents may propose other methodologies to strengthen their quotes.

## **DELIVERABLES**

- A comprehensive report detailing the workforce needs of the Tourism sector in San Diego County as addressed in the Scope of Work.
  - 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.
  - One appendix must include a sample of job profiles for the top in-demand jobs in the nonprofit sector.
    - See Appendix A in the [2016 In-Demand Jobs](#) report for an example.
- 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).
- Detailed summary report of executive interviews.
- A list of employers interviewed and interview dates.
- List of employers that provided their contact information for follow up after the survey.

## **SUBMITTAL SCHEDULE**

Friday, December 9, 2016	RFQ release date
<b>Tuesday, January 10, 2017</b>	Quotes due at 3:00 p.m. to <a href="mailto:SarahBurns@workforce.org">SarahBurns@workforce.org</a> (electric copy via email)
Tuesday, January 17, 2017	Respondents notified of RFQ selection

## **PROJECT TIMELINE**

The term of service will be from January 2017 to June 2016.

Friday, Jan 20, 2017	Kickoff meeting at SDWP offices
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 due
Friday, June 30, 2017	Final report due

## **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 2 pages)
3. Budget breakdown by deliverables with dates of completion (no more than 2 pages)
4. Minimum of one reference: name, organization, title, phone and description of a similar project (one page)
5. Additional attachments (no more than 2 pages)
6. 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 [SarahBurns@workforce.org](mailto:SarahBurns@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.