



Meeting Today's Workforce Challenges With a Family Friendly Workplace

If you're like many San Francisco business owners and managers, you are faced with the daunting challenge of finding and keeping committed employees and increasing their productivity.

Creating a Family Friendly Workplace is part of the solution. It addresses the dramatic growth of women in the workforce, an overall aging of America's population, and the corresponding needs of your employees to balance work and caregiving for their kids, parents, and other family members.

It's also a way to increase your business' productivity!

"More executives and managers recognize that workplace flexibility is critical for managing talent, maximizing productivity and achieving strategic goals."

– Leveraging Workplace Flexibility for Engagement and Productivity, Society for Human Resource Management Foundation, 2014

Technology for the workplace

There are many online and cloud-based employee scheduling applications that may be ideal for managing a Family Friendly Workplace. Today, most people have smartphones, so they can create and access schedules online conveniently. Managers and employees can also stay in touch with text, emails, and calls.

What is a Family Friendly Workplace?

It's simply a workplace where employees may request a predictable and/or flexible schedule, when needed, to meet their caregiving responsibilities. How you organize a Family Friendly Workplace may vary by business type, but successfully addressing the needs of today's workforce could help you:

- **Reduce Absenteeism**
- **Improve Recruitment and Retention**
- **Lower Costs**
- **Solve Employee Scheduling Challenges**
- **Enjoy Better Productivity!**

Be Recognized as a Family Friendly Workplace

Offering a Family Friendly Workplace can help your company attract talented people who have or may have caregiving needs.

Download the Family Friendly Workplace logo and place it on your website job page, recruitment websites, in your personnel manuals and in other locations where you can promote this valuable employee benefit. Get the logo decal to post in your window.

Please note this is a self-reported designation. The City and County of San Francisco does not endorse or monitor whether your business is family friendly.



Four Simple Steps for a Family Friendly Workplace

- **Communicate the goals** of your Family Friendly Workplace to employees. Explain your goals as a business owner such as sustainability, profitability, customer satisfaction, and that you know a workplace which addresses the needs of employees to care for family members, helps to achieve those goals.
- **Develop a quick and easy process** for employees to request a predictable and/or flexible schedule to accommodate caregiving needs. While you may already have an effective two-way process for employer-employee communication, you may wish to look at using one of many software applications available.
- **Consider creating a predictable schedule for all your employees.** While most businesses have hourly work shifts and many have permanent ongoing monthly schedules for employees, many do not. If your business does not currently have a predictable, multi-week schedule, creating a schedule that covers as little as two weeks can have a significant impact in both minimizing management scheduling challenges and addressing employee needs. A more predictable schedule can also facilitate your ability to offer a flexible schedule to your employees who need it.
- **Follow the law** if your business has 20 or more employees as prescribed in the Family Friendly Workplace Ordinance. The law requires employee's request and employer's response be in writing. For details of the ordinance, see **Information & Resources**.



What Business Leaders Say About a Family Friendly Workplace



"A predictable schedule saves me a lot of time and ensures shift coverage while providing flexibility to my wait staff when they need it."

– Jennifer Piallat, Owner/Manager
Zazie Restaurant, San Francisco

"Our diverse workforce includes students, young parents, and even people with more than one job. Since switching to a more predictable schedule our managers and employees are happier and more productive."

– Paula Brannon, Director of Human Resources
Bi-Rite Markets, San Francisco

"A Family Friendly Workplace is the best way to do business."

– Eddie Tang, Owner
Baldwin Hotel, San Francisco

Information & Resources

The following resources are available to assist you to create a Family Friendly Workplace and, if your business has 20 or more employees, understand the Family Friendly Workplace Ordinance.

- Outreach Specialists to answer questions and make presentations
- Flexible or Predictable Work Arrangement Sample Request Form
- The Family Friendly Workplace Ordinance (FFWO)
- FFWO Frequently Asked Questions

Visit: FamilyFriendlyWorkplaceSF.org

Email: ffwo@sfgov.org or **Call:** 415-554-6424

About the Family Friendly Workplace Ordinance

This ordinance became operative on January 1, 2014 and applies to employers with 20 or more employees. It gives certain employees the right to request a flexible or predictable work arrangement, the right to a process for reviewing that request with the employer, and protection from retaliation for making a request. The ordinance also gives employers the right to refuse employee requests for legitimate business reasons.



San Francisco
Department on the
Status of Women

THE FUTURE OF PRODUCTIVITY

POWERED BY A FAMILY FRIENDLY WORKPLACE

Presented by the
San Francisco Department
on the Status of Women

