

GENERAL SERVICES AGENCY  
OFFICE OF LABOR STANDARDS ENFORCEMENT  
PATRICK MULLIGAN, DIRECTOR



## Solicitation OLSE #2019-1

### Outreach to Employers on New Labor Ordinances: Lactation in the Workplace, Paid Parental Leave, and Consideration of Salary History Ordinances

Date Issued: Friday, November 22, 2019

Questions due to OLSE: Friday December 13, 2019 5:00 PM P.T.

OLSE answers provided: Friday, December 20, 2019

**Proposals due not later than: Friday, January 17, 2020 5:00 P.M. PT**

**Estimated Contract Amount: Not to Exceed \$100,000. Contract period is anticipated to be six months from March 1, 2020 to August 31, 2020.** Actual contract term may vary, depending upon service and project needs.

#### I. Introduction

In recent years, the City and County of San Francisco has adopted several new local labor laws, including the Lactation in the Workplace Ordinance, the Paid Parental Leave Ordinance, and the Consideration of Salary History Ordinance. Owners of small and medium-sized businesses, particularly those with limited English proficiency, may not be fully informed about their rights and responsibilities under these new citywide laws.

The Office of Labor Standards Enforcement (OLSE) is soliciting proposals to conduct **outreach on these three labor laws to small and medium-sized employers in targeted business corridors, with a focus on business owners and managers with limited English proficiency.** Outreach should include information on the Lactation Accommodation Ordinance (LAO) (S.F. Police Code, Article 33I), the Consideration of Salary History (COSH) (S.F. Police Code Article 33J), and the Paid Parental Leave Ordinance (PPLO) (S.F. Police Code, Article 33H). Information on the Paid Parental Leave Ordinance should incorporate expanded employer requirements that will take effect on July 1, 2019.

The selected proposer must have the capacity to conduct outreach to small and medium-sized business owners and managers in English, Cantonese, Spanish, and Filipino.

#### II. Questions and Communications

To ensure fair and equal access to information about this solicitation, email your questions about the solicitation to [greg.asay@sfgov.org](mailto:greg.asay@sfgov.org). Questions must be in writing and received before 5:00 PM P.T. on **Friday, December 13, 2019.**

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A summary of all questions received and answers given pertaining to this solicitation will be posted on the OLSE website on the “Contracting Opportunities” page (<http://sfgov.org/olse/contracting-opportunities>) by 5:00 PM PT on **Friday, December 20, 2019**.

### III. Requested Scope of Work

The scope of work for this contract will include the following:

#### a) Multilingual Materials

Working closely with OLSE staff, develop, design, and translate succinct materials summarizing the ordinances below to disseminate both electronically and in print to business owners and managers. All materials should be provided in English, Spanish, Chinese, and Filipino.

- i. Lactation Accommodation Ordinance
- ii. Consideration of Salary History
- iii. Paid Parental Leave Ordinance

#### b) Employer Outreach in Targeted Neighborhoods

Develop and implement a multilingual employer outreach program to inform small businesses of their rights and responsibilities. Proposers should focus on outreach to businesses whose owners have limited English proficiency in the following commercial corridors, as defined by the Office of Workforce and Economic Development Invest in Neighborhoods Initiative:

- i. Chinatown;
- ii. Larkin Street;
- iii. Lower 24th Street;
- iv. Mission Street (Excelsior); and
- v. Geary Boulevard.

(Download the [Invest in Neighborhood Initiative fact sheet](#), and see the map that includes these targeted neighborhood corridors on page 2).

The outreach program should include door-to-door outreach, and may also include additional outreach methods, including, for example, presentations to business organizations and associations such as neighborhood economic development organizations, merchants associations, and accountants and payroll companies.

Outreach staff should be able to provide detailed responses to questions on the PPLO, LAO, and COSH, and should also be able to provide general responses and appropriate referrals to OLSE staff on other citywide labor laws.

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**c) Media Outreach**

Draft press materials and assist OLSE in obtaining press coverage regarding these three labor laws in Chinese, Spanish, and Filipino media outlets.

**d) Reporting**

- i. In the targeted corridors, collect and provide to OLSE a list of businesses with contact information including business name, contact names, email addresses, and languages spoken other than English.
- ii. Provide monthly reports on the development of multilingual materials, employer outreach in targeted neighborhoods, and media outreach.
- iii. Provide any supplemental information regarding coordination and reporting upon request by OLSE.

**IV. Minimum Qualifications**

- a) Prime proposer must have at least two years of experience providing ongoing business consulting or technical assistance to employers about their responsibilities under federal, state, or labor laws. Such experience must include ongoing consulting that address at least one of the following:
- Employee job protection laws for family or medical leaves
  - Employee job accommodation for pregnancy, lactation, or disability; or
  - Employee hiring discrimination
- b) Project staff (including the prime proposer's staff and any subcontractors' staff) must, among them, have at least one staff member fluent in Spanish, Cantonese, and Filipino.

**V. Chapter 14B Local Business Enterprise (LBE) Sub-consulting Requirement Waived**

The Local Business Enterprise (LBE) sub-consulting goal for this solicitation and resulting contract(s) has been waived. The City recommends that vendors selected pursuant to this solicitation seek LBE status at a later date.

**VI. Proposals**

Interested firms and organizations are invited to submit a proposal for the services described in the Requested Scope of Work above.

Please provide the following:

- a) **Minimum Qualifications Summary:** Describe how the proposer satisfies the minimum qualifications set forth in Section IV above (1-page total).

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- i. Provide the time frame during which the prime proposer provided ongoing business consulting or technical assistance to employers about their responsibilities under federal, state, or local labor laws.
  - ii. Names, phone numbers, and email addresses for **two references** with knowledge of the proposer's experience providing ongoing business consulting and/or technical assistance to employers about their responsibilities under federal, state, and/or local labor laws.
  - iii. List prime proposer and subcontractor project staff, languages spoken, and description of proficiency level (for example, native speaker, fluent non-native speaker, conversational).
- b) **Approach and Methodology:** A proposal for outreach and education that addresses each of the areas identified in the scope of work description above, including a timeline for activities and a description of what makes the proposer's approach likely to improve understanding of San Francisco's newest labor laws among small business owners, particularly those with limited English proficiency (not to exceed 3 pages);
- c) **Budget:** A proposed budget showing the names of project staff, the hourly rate for each staff member, the number of hours to be performed on the project for each staff member, and the total budget for the project;
- d) **Organizational Qualifications:** Examples of 1-3 projects that the proposer completed and that included business consulting and/or technical assistance on employers' responsibilities under federal, state, and/or local labor laws. Please provide: a) time frame for the project; b) group or communities targeted; c) summary of all outreach conducted and messages or information conveyed; and d) the results of the project (not to exceed 3 pages).

## VII. Evaluation

Proposals that satisfy the minimum qualifications will be evaluated using the following criteria:

- a) **Quality of Proposal (15 points)** – Clarity of organization and exposition, and overall quality of presentation including completeness and accuracy of information.
- b) **Approach and Methodology (35 points)** – Likely effectiveness of proposed activities to improve the understanding of San Francisco's labor laws, with an emphasis on its newest laws, among targeted business owners, particularly those with limited English proficiency.
- c) **Organizational Qualifications (35 points)** – Proposer's experience conducting outreach to small and medium-sized businesses on labor law compliance in multiple languages, and proposer's experience reaching San Francisco employers. Preference will be given to

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organizations with experience reaching out to private businesses (rather than City or State contractors) and to businesses with experience conducting outreach on paid leave or lactation accommodation laws.

- d) **Cost (15 points)** – The lowest fee proposed will receive the total 15 points available. All other fee proposals will be scored by dividing the amount of the lowest fee proposal by the fee proposal being scored and multiplying the result by the 15. For example, if the lowest fee proposal is for \$65,000 per year, a fee proposal of \$70,000 per year would receive a score of 13.9 ( $(\$65,000 / \$70,000) \times 15$ ).

**Total: 100 points**

### VIII. Proposal Submission

**Send proposals via email to:**

**Greg Asay, Deputy Director**  
**Office of Labor Standards Enforcement**  
[greg.asay@sfgov.org](mailto:greg.asay@sfgov.org)

**Proposals are due by Friday, January 17, 2019, 5:00 P.M.**  
**No fax, mailed, or hand-delivered proposals will be accepted.**