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**Paid Family Leave Market  
Research (Appendix)**

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July 13, 2015

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 **ANDREW CHANG & Co, LLC**

The logo for Andrew Chang & Co, LLC, featuring a stylized blue triangle inside a circle.

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**About Andrew Chang & Company, LLC:**

The professionals at Andrew Chang & Company work with our clients to achieve tangible results by combining our best-in-class research and analyses with unique insights into public policy, business and government strategy and operations. Using advanced economic, statistical and business administration techniques, we provide strategy and operations consulting to Fortune 1000 firms and provide policy, economic, fiscal and operations consulting for public sector agencies and non-profit organizations to improve operations.

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## Appendix A: Literature Review

Prepared by:

*Andrew Chang & Company, LLC*

July 13, 2015

## Appendix A – Literature Review (pg. 1 of 4)

Study	Key Findings
<p>AARP Public Policy Institute (2005) Valuing the Invaluable: A New Look at State Estimates of the Economic Value of Family Caregiving (Data Update).</p>	<ul style="list-style-type: none"> <li>▪ At the state level, the economic value of informal caregiving activities meets or exceeds total Medicaid spending in 40 states</li> <li>▪ Economic value of informal, unpaid caregivers is estimated at \$350 billion in the U.S. and \$45 billion in California 2006</li> <li>▪ There are an estimated 4 million caregivers in the state of California in 2006</li> </ul>
<p>Appelbaum, E. &amp; Milkman, R. (2004) Paid Family Leave in California: New Research Findings. University of California Press.</p>	<ul style="list-style-type: none"> <li>▪ 22.0% of respondents had “seen, read or heard” of the PFL program</li> <li>▪ 44.4% of employed respondents had taken a family or medical leave at some point during the past five years</li> <li>▪ 84.9% of respondents favored a paid leave program</li> <li>▪ A somewhat higher proportion (86.8%) of Los Angeles respondents favored the idea than 81.7% of San Francisco respondents</li> <li>▪ In establishments that provided leave benefits beyond the law, 87.7% of workers returned to their jobs following a leave, whereas only 75.8% returned in establishments that did not provide benefits beyond the law</li> </ul>
<p>Applebaum, E. &amp; Milkman, R. (2011) Leaves That Pay: Employer and Worker Experiences with Paid Family Leave in California. Center for Economic and Policy Research.</p>	<ul style="list-style-type: none"> <li>▪ 42.7% of respondents had “seen, read or heard” of the PFL program</li> <li>▪ 22.3% of those who are aware of PFL were not aware that it could be used for care of a family member</li> <li>▪ Awareness varied geographically, with the highest level in the San Francisco Bay Area and the lowest in Los Angeles County</li> <li>▪ Awareness was substantially lower among key disadvantaged groups: lower incomes, limited education and renters (as opposed to homeowners)</li> </ul>
<p>Appelbaum, E. &amp; Milkman, R. (2013) Unfinished Business: Paid Family Leave in California and the Future of U.S. Work-Family Policy. ILR Press.</p>	<ul style="list-style-type: none"> <li>▪ Documents the history and impact of California’s paid family leave program</li> <li>▪ PFL is generally well managed and easy to access, but awareness of the program remains limited</li> <li>▪ Populations with the most need for PFL benefits – low-wage workers, young workers, immigrants and disadvantaged minorities – are less likely to know about it</li> <li>▪ The long-standing pattern of inequality in access to paid leave has remained largely intact</li> </ul>
<p>Baker, M. &amp; Milligan, K. (2005) How Does Job-Protected Maternity Leave Affect Mothers’ Employment and Infant Health? National Bureau of Economic Research.</p>	<ul style="list-style-type: none"> <li>▪ Analysis of the introduction and expansion of job-protected maternity leave in Canada</li> <li>▪ Modest mandates of 17-18 weeks do not increase the number time mothers spend at home</li> <li>▪ Mandates do decrease the proportion of women quitting their jobs, increases leave taking and increases the proper proportion returning to their pre-birth employers</li> <li>▪ Increasing the job-protected leaves to lengths up to 70 weeks increases the time spent at home</li> </ul>
<p>Baker, M. &amp; Milligan, K. (2008) Evidence from Maternity Leave Expansions of the Impact of Maternal Care on Early Child Development. National Bureau of Economic Research.</p>	<ul style="list-style-type: none"> <li>▪ Following a leave expansion in Canadian maternity leave, mothers who took leave spent between 48 and 58 percent more time not working in the first year of their children’s lives</li> <li>▪ Extra maternal care primarily crowded out home-based care by unlicensed non-relatives and replaced mostly full-time work</li> <li>▪ Estimates suggest a weak impact of the increase in maternal care on indicators of child development</li> </ul>
<p>Bartel, A. PhD, et. al. (2014) California’s Paid Family Leave Law: Lessons from the First Decade. United States Department of Labor.</p>	<ul style="list-style-type: none"> <li>▪ The number of claims per 100 live births rose from 24 to 30 between 2004 and 2009</li> <li>▪ Utilization of PFL in 2005-06 was lower for workers with household incomes of below \$12,000 or above \$72,000 than for those with household incomes between the given range</li> <li>▪ 51.4% of workers surveyed in 2009-10 were unaware of PFL; these individuals were most likely to have the greatest potential need (younger respondents, non-Whites and less education or household income)</li> <li>▪ Most studies suggest that parental leave rights yield positive effects on labor market outcomes</li> <li>▪ Roughly 90% of firms surveyed said the law had either a positive effect or no effect on productivity, profit, morale and costs</li> </ul>

## Appendix A – Literature Review (pg. 2 of 4)

Study	Key Findings
Baum, C. L. & Ruhm, C. J. (2013) The Effects of Paid Family Leave in California on Labor Market Outcomes. National Bureau of Economic Research.	<ul style="list-style-type: none"> <li>▪ PFL increases leave-taking: on average, mothers use two to three additional weeks of leave and fathers just under one additional week</li> <li>▪ PFL is associated with greater probabilities that mothers have returned to work nine to twelve months after giving birth</li> <li>▪ Medium-term increases in the probability of working may reflect increases in job community, as paid leave reduces the probability that some expectant mothers quit their jobs prior to giving birth</li> </ul>
Berger, L.M. & Waldfogel, J. (2004) Maternity Leave and the Employment of New Mothers in the United States. Journal of Population Economics.	<ul style="list-style-type: none"> <li>▪ Women who were employed before birth are working much more quickly post-birth than women who were not</li> <li>▪ Among mothers who were employed pre-birth, those in jobs that provided leave coverage are more likely to take a leave of up to 12 weeks but return more quickly after 12 weeks</li> <li>▪ Research suggests that maternity leave coverage is related to leave taking as well as the length of time that a new mother stays home after a birth</li> </ul>
Byker, T. (2014) The Role of Paid Parental Leave in Reducing Women's Career Interruptions: Evidence from Paid Leave Laws in California and New Jersey. University of Michigan.	<ul style="list-style-type: none"> <li>▪ Paid leave laws are associated with a substantial increase in labor-force participation in the months directly around birth but have little impact beyond six months after birth</li> <li>▪ Findings imply paid leave laws induce some women to stay more attached, particularly low-skilled women</li> </ul>
Dahl, G.B. et. al. (2013) What is the Case for Paid Maternity Leave? The National Bureau of Economic Research.	<ul style="list-style-type: none"> <li>▪ No reforms seem to crowd out unpaid leave. Each reform increases the amount of time spent at home versus work by roughly the increased number of weeks allowed</li> <li>▪ Expansions have little effect on a wide variety of outcomes, including children's school outcomes, parental earnings and participation in the labor market in the short or long run, completed fertility, marriage or divorce</li> <li>▪ Maternity leave is regressive in the sense that eligible mothers have higher family incomes compared to ineligible mothers or childless individuals</li> </ul>
DiCamillo, M. & Field, M. (2015) The California Field Poll. California Center for Research on Women and Families.	<ul style="list-style-type: none"> <li>▪ 36% of voters are aware of the PFL program</li> <li>▪ 79% of those who are aware of PFL know that the program applies to care for family members</li> <li>▪ 39% of those who are aware of PFL know that the program applies to care for extended family members</li> <li>▪ Women, non-white voters, those under 50 and parents are most likely to take advantage of PFL</li> </ul>
Employment Development Department (2014) Paid Family Leave: Ten Years of Assisting Californians in Need.	<ul style="list-style-type: none"> <li>▪ The SDI program has paid 1.8 million claims and authorized \$4.6 billion in benefit payments</li> <li>▪ There has been a 43.4% increase in claims filed</li> <li>▪ There has been an 87.5% increase in benefits paid to California workers</li> <li>▪ Approximately 90% of claims are for bonding while 10% are for caring</li> <li>▪ PFL claims filed by males have increased by more than 400%</li> </ul>
Employment Development Department (2014) Paid Family Leave Overview: Presentation for the Organization for Economic Cooperation and Development Visiting Delegation.	<ul style="list-style-type: none"> <li>▪ Approximately 90% of PFL claims are for bonding and 10% are for caring</li> <li>▪ 13.1 million Californians are covered by PFL</li> <li>▪ The Legislature provided PFL with funds for outreach for the next three fiscal years: \$1 million for 2014-15; \$2.5 million for 2015-16; and \$3 million for 2016-17</li> </ul>
Evercare (2008) Hispanic Family Caregiving in the U.S.: Findings From a National Study. National Alliance for Caregiving.	<ul style="list-style-type: none"> <li>▪ One-third of Hispanic households report having at least one caregiver with an average of 1.83 caregivers per household</li> <li>▪ 74% of Hispanic caregivers are female and, on average, 43 years of age</li> <li>▪ Hispanic caregivers spend more hours per week giving care than non-Hispanic caregivers (37 hours vs. 31 hours, on average)</li> <li>▪ Two-thirds of Hispanic caregivers report they are the primary caregivers</li> <li>▪ There are strong expectations to provide care to family members within the Hispanic community</li> </ul>

## Appendix A – Literature Review (pg. 3 of 4)

Study	Key Findings
Fass, S. (2009) Paid Leave in the States: A Critical Support for Low-Wage Workers and Their Families. Columbia University Academic Commons.	<ul style="list-style-type: none"> <li>▪ Low-wage workers, in particular, would benefit from expanded paid leave policies, as they are less likely to be covered by the federal policy and are in greater need of pay during time-off</li> <li>▪ Future policy changes should: ensure adequate wage replacement; guarantee job-protection; extend coverage to both full- and part-time workers and to employees in small businesses; ensure that the length of leave is sufficient; and use a broader definition of family</li> </ul>
Goodman, J. M. (2012) Did California's Paid Family Leave law affect mothers' time spent on work and childcare? PAA Final Submission.	<ul style="list-style-type: none"> <li>▪ Evidence suggests there is a significant association between PFL in California and time spent caring for children among mothers of infants</li> <li>▪ This association was stronger among women with less than a college education whether they had a spouse present or not</li> </ul>
Han, W., et. al. (2009) Parental Leave Policies and Parents' Employment and Leave-Taking. Journal of policy analysis and management.	<ul style="list-style-type: none"> <li>▪ Expanded leave entitlements are associated with increased time on leave by both mothers and fathers but are not linked to changes in overall employment rates</li> <li>▪ These relationships vary by gender, education and family structure</li> <li>▪ Higher leave-taking by women in the birth month and the succeeding two months is confined to highly educated and married mothers</li> </ul>
Hanratty, M., & Trzcinski, E. (2009) Who Benefits from Paid Leave? Impact of Expansions in Canadian Paid Family Leave on Maternal Employment and Transfer Income. Journal of Population Economics.	<ul style="list-style-type: none"> <li>▪ Estimates impact of a recent expansion in Canadian paid family leave from 25 to 50 weeks on maternal employment and transfer of income</li> <li>▪ Expansion coincided with increases in transfers to mothers of children age zero to one relative to mothers of children age three to four</li> <li>▪ Changes were concentrated among economically advantaged groups of women, defined by marital status, education and non-wage income</li> </ul>
Huang, R. & Yang, M. (2014) Paid Maternity Leave and Breastfeeding Practice Before and After California's Implementation of the Nation's First Paid Family Leave Program. Economics & Human Biology.	<ul style="list-style-type: none"> <li>▪ Rates of breastfeeding through the first 3, 6 and 9 months of infancy increased by 10-20 percentage points after PFL</li> <li>▪ Rates for exclusive breastfeeding saw an increase of 3 to five percentage points</li> <li>▪ Evidence suggests that PFL program could contribute to the increased breastfeeding rates</li> <li>▪ Study supports the recommendation of the Surgeon General to establish paid leave policies as a strategy for promoting breastfeeding</li> </ul>
Lake Snell Perry & Associates (2001) A Report on Formative Focus Groups. The Family Caregivers Self-Awareness and Empowerment Project.	<ul style="list-style-type: none"> <li>▪ Family caregivers are not comfortable with caregiver terms or labels</li> <li>▪ Caregivers generally focus on their loved one rather than themselves and often rely on only themselves</li> <li>▪ Parent caregivers differ, as they are more open to viewing themselves as caregivers and are more open to discussing their needs</li> </ul>
Lalive, R. & Zweimuller, J. (2009) How Does parental Leave Affect Fertility and Return to Work? Evidence from Two Natural Experiments. Oxford Journals: The Quarterly Journal of Economics.	<ul style="list-style-type: none"> <li>▪ Analysis of major Austrian reform increasing the duration of parental leave from one year to two years for any child born on or after July 1, 1990</li> <li>▪ Mothers who give birth to their first child immediately after the reform have more second children than pre-reform mothers</li> <li>▪ Extended parental leave significantly reduces return to work</li> <li>▪ Employment and earnings also decrease in the short run but not in the long run</li> <li>▪ Increasing parental leave for a future child increases fertility strongly but leaves short-run post birth careers relatively unaffected</li> </ul>
Liu, Q. & Skans, O.N. (2010) The Duration of Paid Parental Leave and Children's Scholastic Performance. Institute for the Study of Labor.	<ul style="list-style-type: none"> <li>▪ On average, Swedish extended parental leave benefits had no effect on children's scholastic performance</li> <li>▪ However, study finds positive effects for children of well-educated mothers, a result that is robust to a number of different specifications</li> <li>▪ There were no found effects on intermediate outcomes such as mothers' subsequent earnings, child health, parental fertility, divorce rates or the mothers' mental health</li> <li>▪ Overall, results suggest positive casual interaction effects between mothers' education and the amount of time mothers spend with their children</li> </ul>



## Appendix A – Literature Review (pg. 4 of 4)

Study	Key Findings
National Alliance for Caregiving (2009) Caregiving in the U.S.. MetLife Foundation.	<ul style="list-style-type: none"> <li>▪ Roughly 28.5% of surveyed respondents reported being caregivers; does not appear to have changed significantly since 2004</li> <li>▪ Contains demographic statistics of caregivers in the nation</li> <li>▪ The top two reasons individuals need care are old age and Alzheimer's or dementia</li> <li>▪ Caregiving can be particularly time-intensive, averaging 20.4 hours per week providing care</li> <li>▪ Most caregivers have at least one other unpaid caregiver who helps them</li> <li>▪ 73% of caregivers work while providing care and 70% of them experience some negative affect on their career</li> </ul>
Neighbours, A. (2014) Disability Insurance Branch: Customer Satisfaction Survey. Employment Development Department.	<ul style="list-style-type: none"> <li>▪ Respondents found out about PFL benefits from their employer (38%) followed by family, friends or coworkers (29%)</li> <li>▪ 51% of PFL claimants obtained claim forms from filing online</li> <li>▪ 90% of respondents indicated that it was somewhat or very easy to file their PFL claim</li> <li>▪ 84% of respondents rated EDD's efforts to process their claim as excellent or good</li> <li>▪ 97% of respondents prefer to complete their form online in the future</li> </ul>
Small Business Majority (2013) Opinion Poll: New York Small Businesses Support Family Medical Leave.	<ul style="list-style-type: none"> <li>▪ 59% of New York small business owners support publicly administered family and medical leave programs</li> <li>▪ 86% of entrepreneurs support the federal Family and Medical Leave Act</li> <li>▪ 83% of New York small business owners favor expanding the program to provide paid leave for a new baby or ill family member</li> </ul>
Pronzato, C.D. (2008) Return to Work After Childbirth: Does Parental Leave Matter in Europe? ISER University of Essex.	<ul style="list-style-type: none"> <li>▪ Right to long and paid leaves gives mothers the opportunity to remain at home with a child at a lower cost</li> <li>▪ Lengthy statutory leaves are associated with being more likely to be at work in the period following the leave</li> </ul>
Rossin-Slater, M., et. al. (2011) The Effects of California's Paid Family Leave Program on Mothers' Leave-Taking and Subsequent Labor Market Outcomes. Institute for the Study of Labor.	<ul style="list-style-type: none"> <li>▪ PFL more than doubled the overall use of maternity leave, increasing it from three to six or seven weeks</li> <li>▪ Less advantaged groups saw a particularly large growth</li> <li>▪ PFL increased the usual weekly work hours of employed mothers of one-to-three year-old children by 6 to 9% and their wage incomes may have risen by a similar amount</li> </ul>
Ruhm, C.J. (2011) Policies to Assist Parents with Young Children. The Future of Children.	<ul style="list-style-type: none"> <li>▪ Parental leave and early childhood education and care are two possible policy changes to ease the difficulties for working parents</li> <li>▪ Comparative evidence does suggest desirable directions for future paid leave policy in the United States</li> <li>▪ Policies establishing rights to short parental leaves increase time at home with infants and slightly improve the job continuity of mothers, with small, but positive, long-run consequences for mother and children</li> </ul>
Zigler, E. et. al. (2011) Time Off With Baby: The Case for Paid Care Leave. Zero To Three.	<ul style="list-style-type: none"> <li>▪ A significant number of mothers return to work before they are physically ready</li> <li>▪ Babies whose mothers work in the first three months of life are less likely to be breastfed, taken to the doctor for well-baby visits or up-to-date immunizations</li> <li>▪ It takes at least several months for a pattern of interaction to begin to develop between parent and child where they recognize and learn to respond to each other's distinct cues</li> <li>▪ Short-changing this time for parents to learn to be responsive caregivers may have impactions for children's cognitive as well as social emotional development</li> </ul>

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## Appendix B: List of Key Informants Interviewed

Prepared by:



ANDREW CHANG & Co, LLC

July 13, 2015

## Appendix B: List of Key Informants Interviewed (pg. 1 of 2)

Key Informant	Organization	Interview Date
Ana Gregory	EDD Disability Insurance Branch, Education & Outreach Unit,	03/19/15
Mai Do	EDD Disability Insurance Branch, Education & Outreach Unit	03/19/15
Dan Henderson	EDD SDI Online Business & Technical Integration	03/19/15
Regina Luster-Shaw	EDD Disability Insurance Branch, Program Development Section	03/24/15
Pauline Sing	EDD Disability Insurance Branch	03/25/15
Mitch Seaman	California Labor Foundation	03/30/15
Sandra Poole	California Black Health Network, Inc.	03/31/15
Genevieve Thomas Colvin	Worksite Lactation Accommodations	03/31/15
Eileen Appelbaum	Center for Economic Policy Research	03/31/15
Kim Cardoza	EDD PFL Call Center, Fresno	04/01/15
Rafaeil Gonzales	EDD PFL Call Center, Fresno	04/01/15
Joy Perry	EDD PFL Call Center, Fresno	04/01/15
Denise Williams	EDD PFL Call Center, Fresno	04/01/15
Sharon Terman	Legal Aid Society-Employment Law Center	04/01/15
Julia Parish	Legal Aid Society-Employment Law Center	04/01/15
Jessica Bartholow	Western Center on Law and Poverty	04/02/15
Noreen Farrell	Equal Rights Advocate	04/03/15
Netsy Firestein	Institute for Research on Labor and Employment, UC Berkeley	04/06/15
Jennifer Richard	Office of Senator Hann-Beth Jackson	04/06/15

## Appendix B: List of Key Informants Interviewed (pg. 2 of 2)

Key Informant	Organization	Interview Date
Sarah Crow	Next Generation	04/10/15
Jenya Cassidy	Next Generation	04/10/15
Hong Van Pham	Next Generation	04/11/15
Loree Levy	EDD, Public Affairs	04/13/15
David Chase	California Small Business Majority	04/16/15
Kristen Sliger	San Francisco General Hospital (Per Legal Aid Society)	04/24/15
Tahnee Gant	San Francisco Department of Public Health (Per Legal Aid Society)	04/27/15
Lauren Brown	UCSF, Social Worker (Per Legal Aid Society)	04/27/15
Julie Paster	UCSF, Social Worker (Per Legal Aid Society)	04/27/15
Judy Holmes	Help One Child	05/11/15
Jolene Hui	National Association of Social Workers	05/12/15
Donna Benton	Los Angeles Care Giver Resource Center/CA Association of Caregivers Resource Centers	05/12/2015 & 05/17/2015
Jennifer Anderson	REACH Contra Costa County	05/14/15
Leah Eskenazi	Family Caregiver Alliance	05/19/15
Blanca Castro	AARP California	05/21/15
Anni Chung	Self Help for the Elderly	05/29/15
Ken Devore	National Federation of Independent Businesses (Per EDD)	06/22/15
Jennifer Barrera	California Chamber of Commerce (Per EDD)	06/22/15

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## Appendix C: Market Data Analysis

Prepared by:



July 13, 2015

## Overview

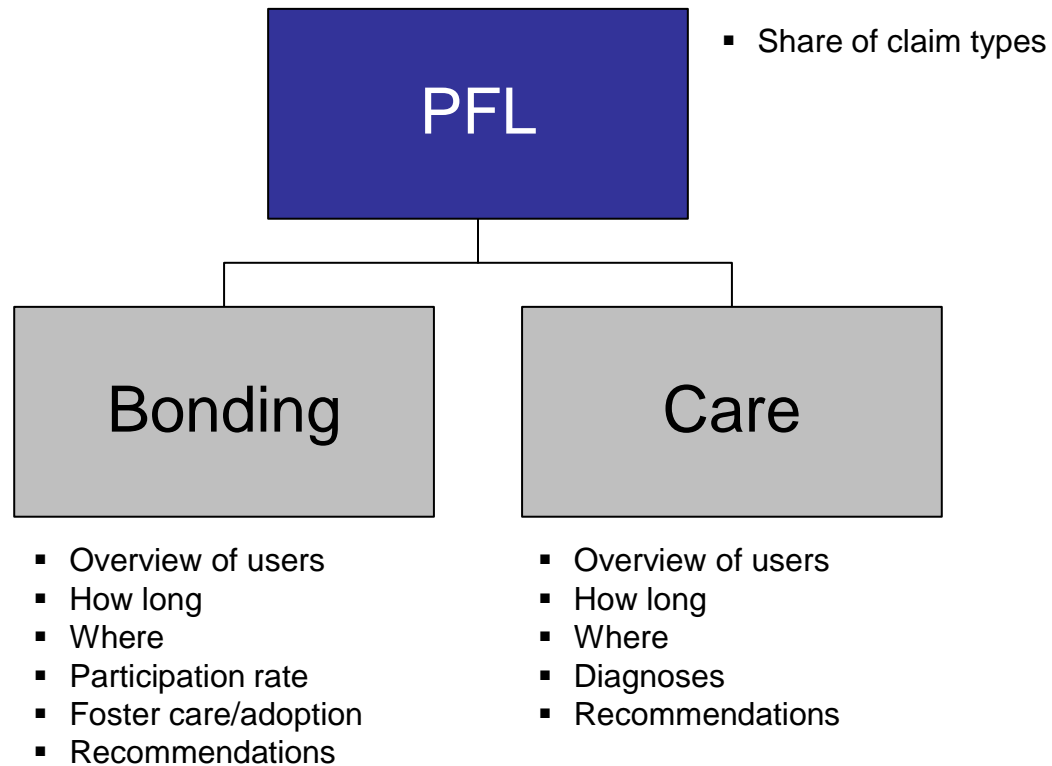
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- In order to support the development of robust outreach and education campaigns, Andrew Chang and Company has been retained to conduct a market research study to assess why or why not potential recipients choose to use or not use PFL
- To guide this research, we are conducting a data review to assess where the most significant gaps and opportunities exist in making PFL available to more eligible Californians
- This report was developed using Employment Development Department (EDD), Office of Statewide Hospital Planning and Development (OSHPD), Department of Finance, U.S. Census and other data sources. These are the best available data sources on EDD programs, healthcare in California, California birth rates and the general California population
- There are some limitations, including imperfect alignment between data sets, limitations in EDD data prior to SDI Online and OSHPD's focus on hospital admissions. However, we have accounted for them in our analysis and recommendations

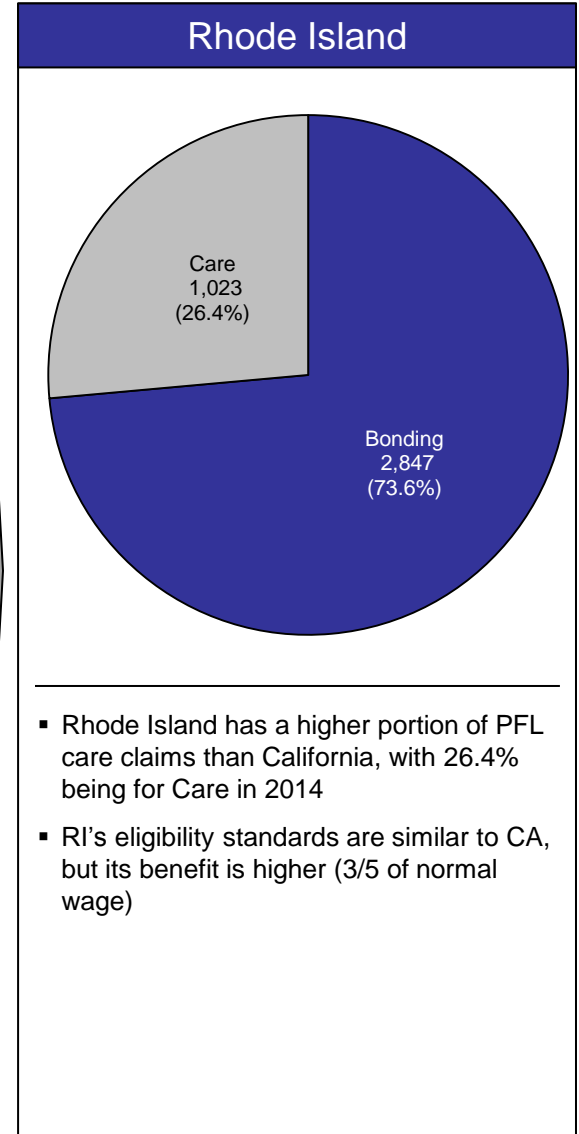
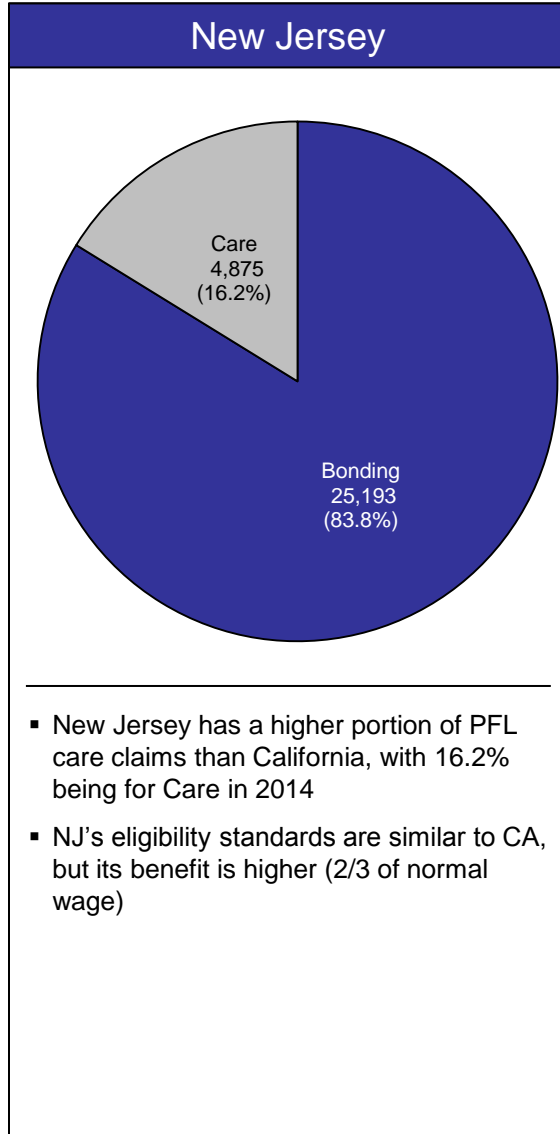
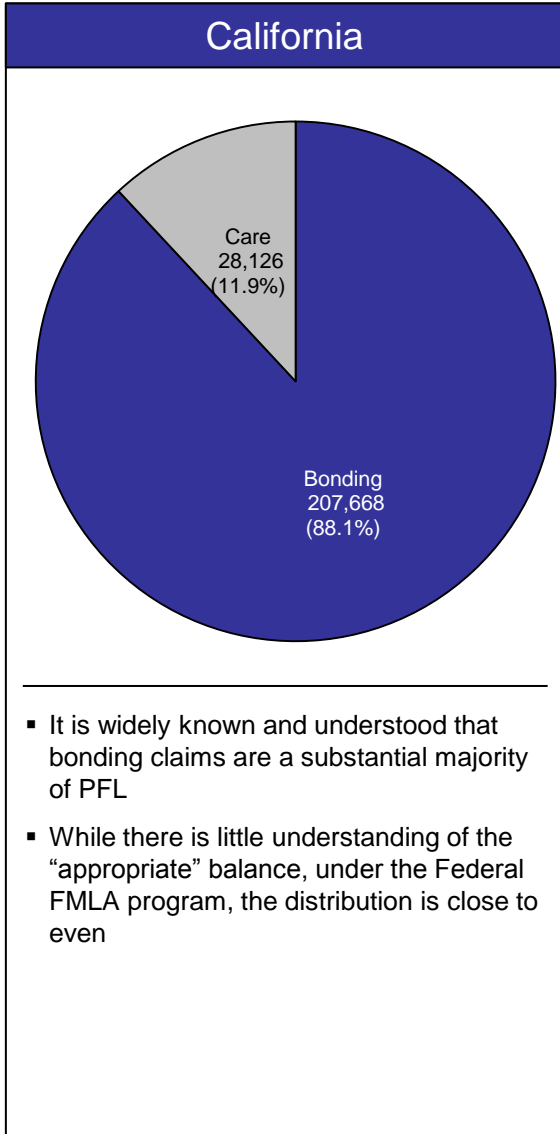
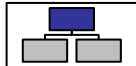


# Our report details data for bonding and care claims

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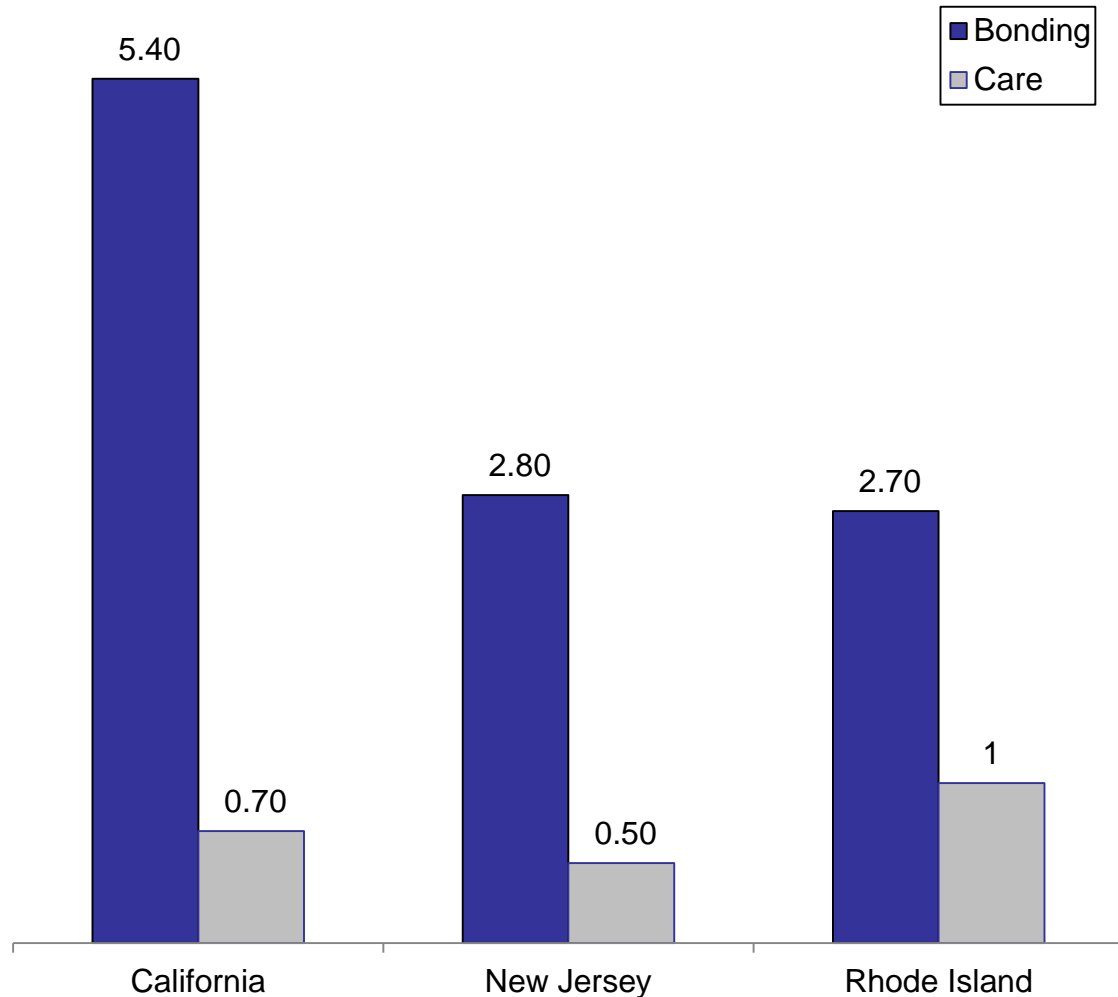


# PFL bonding claims are much more common than PFL care claims in all three states with PFL



# California residents make far more bonding claims and a moderate amount of care claims per capita

## Claims per Thousand Residents

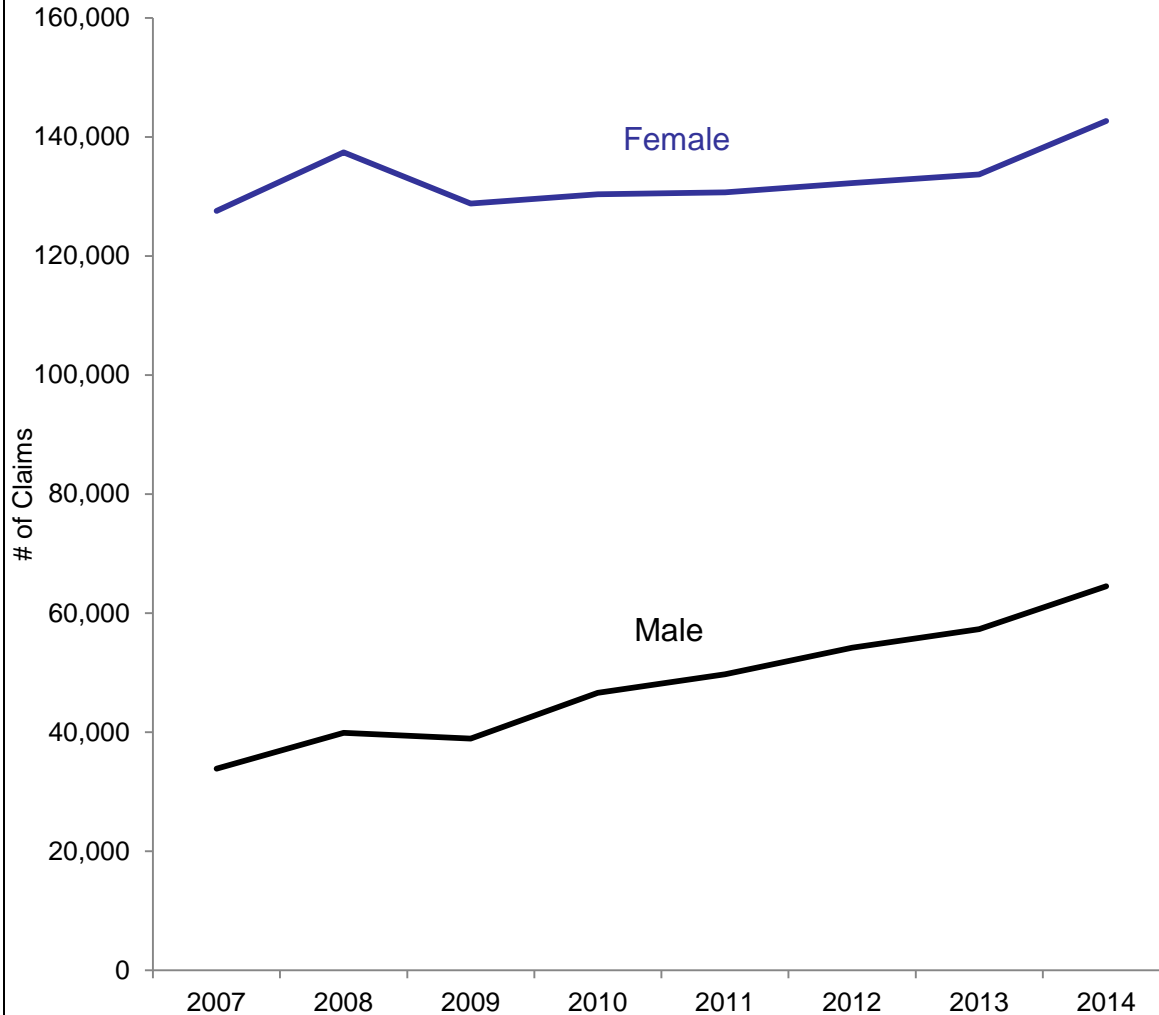


## Key Observations

- Currently only California, New Jersey and Rhode Island have active PFL programs
- New Jersey and Rhode Island's programs are much newer than California
- California has far-and-away the largest per capita rate of using bonding benefits, however Rhode Island uses care benefits more frequently
- California has the highest working mother fertility rate of 46.2 per 1,000, RI has 42.2 and NJ has 43.5, although this only accounts for a very small share of the discrepancy
- California also has a relatively young population with 23.9% (23.3% national average) of the population under 18 and 12.5% over 65 (14.1% national average), while Rhode Island has a relatively old population with 20.4% of the population under 18 and 15.5% over 65

# More bonding claims are from females but they are increasing more slowly than claims from males

## Bonding Claims by Year

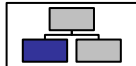


Source: 2007 - 2014 EDD Data.

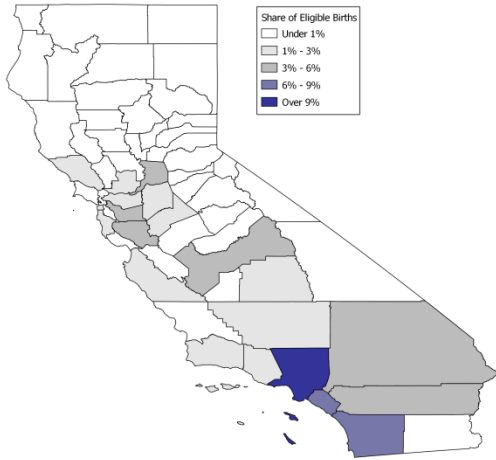
## Key Observations

- Claims for bonding by new mothers has been relatively steady over the history of the program
- Claims by new fathers, however, has increased rapidly nearly doubling from 34,000 in 2007 to 65,000 in 2014 and now accounting for nearly 1/3 of bonding claims
- DiCamillo (2014) finds that awareness is modestly higher among women but that women are much more likely to say that they are very likely to use PFL, suggesting the difference is likely more related to choice, culture or workplace factors than awareness
- DiCamillo also finds that awareness of PFL has dropped since 2011 for both genders. The increased usage rate suggests that prior awareness may not be critical to usage
- Neighbors (2014) found that only 10% of users found out about PFL through a medical provider, social worker or hospital employee

# Mothers in Inland Southern California and Central Valley counties are underusing PFL bonding benefits

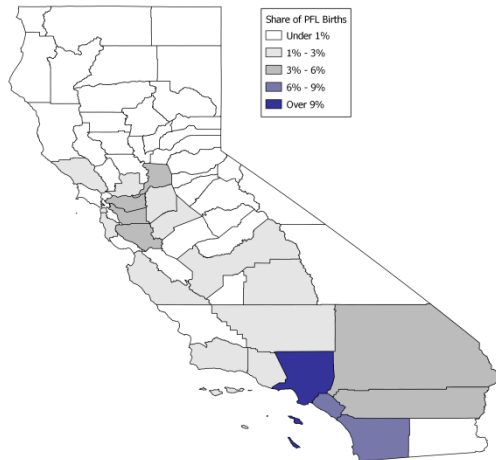


## Share of Eligible Births



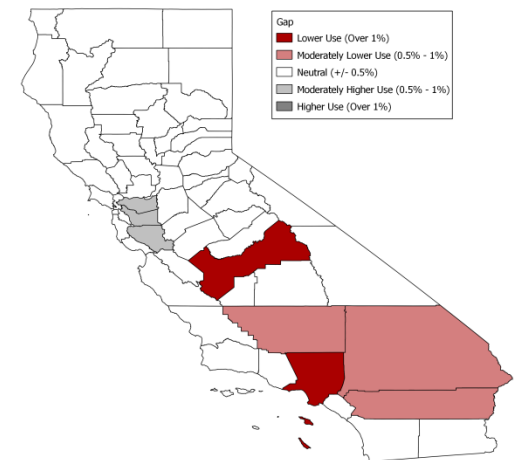
- Most eligible births occur in the most densely populated counties
- The methodology for estimating eligible births is detailed in Appendix C

## Share of PFL Claims



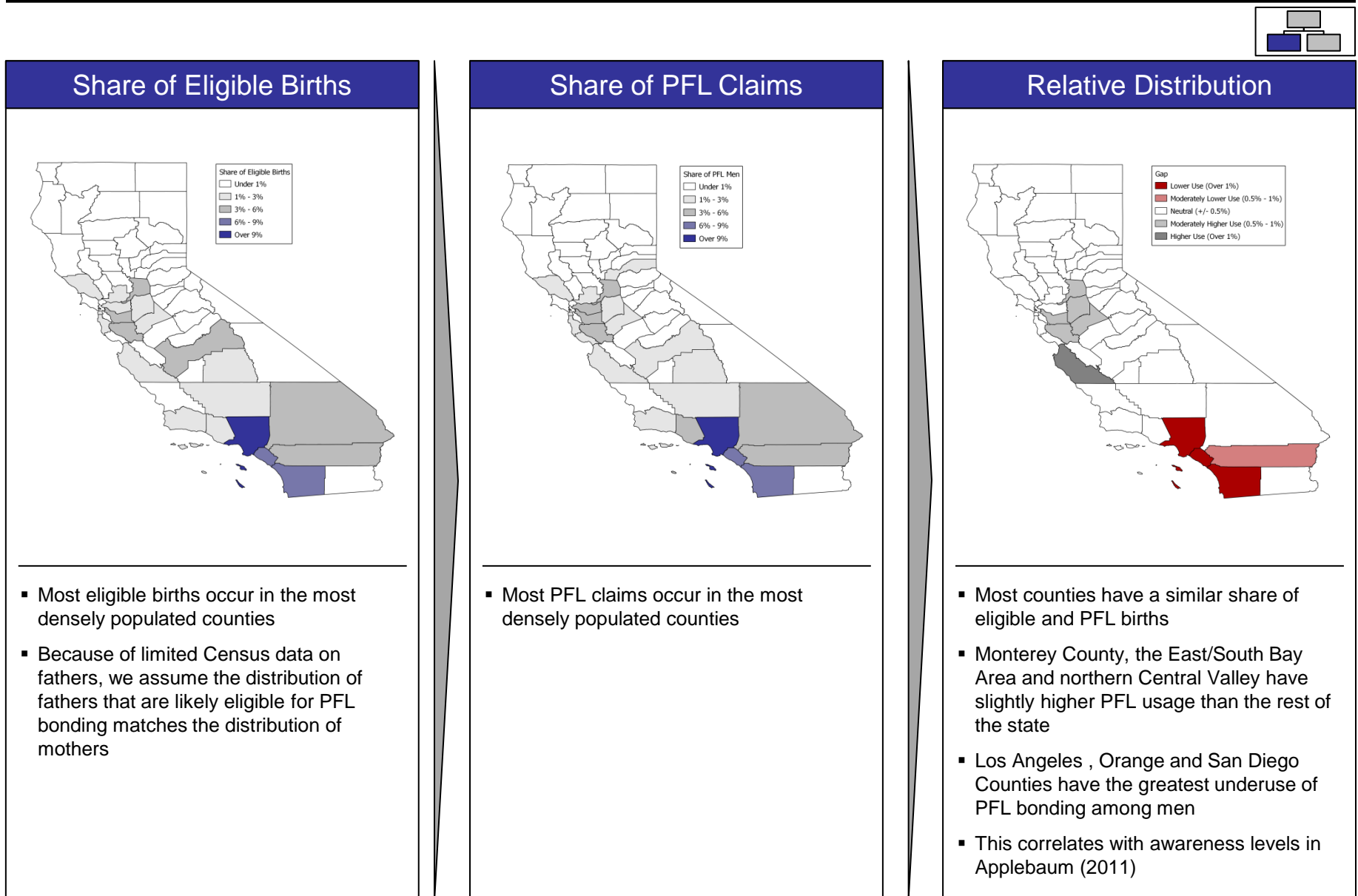
- Most PFL claims occur in the most densely populated counties

## Relative Distribution



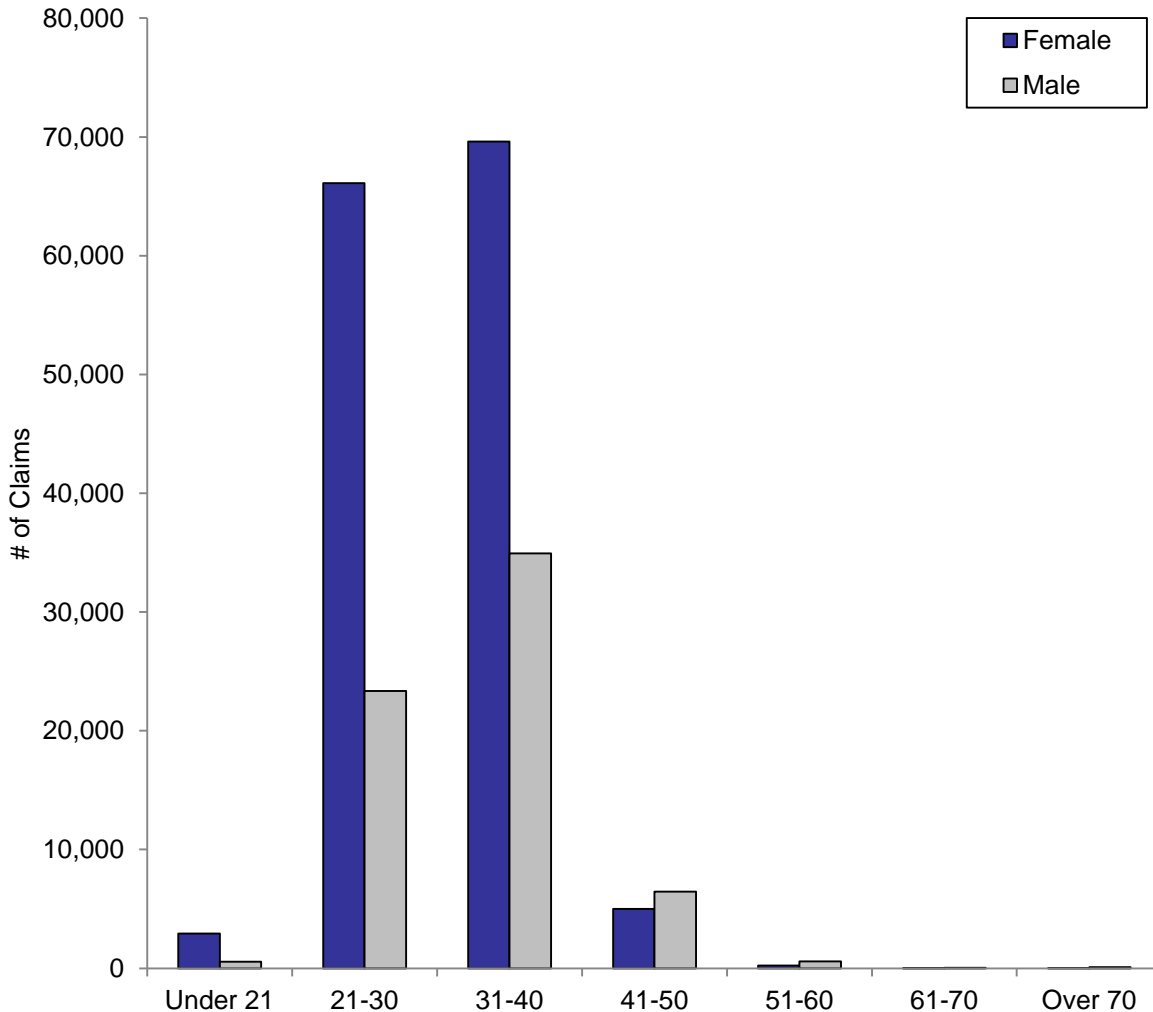
- Most counties have a similar share of eligible and PFL births
- The East/South Bay Area has slightly higher PFL usage than the rest of the state
- Los Angeles and Fresno Counties have the greatest underuse of PFL
- This correlates with awareness levels in Applebaum (2011)

# Fathers in Southern California appear to be underusing PFL bonding benefits



# Most bonding claims occur between ages 21 and 40

## Bonding Claims (2014)

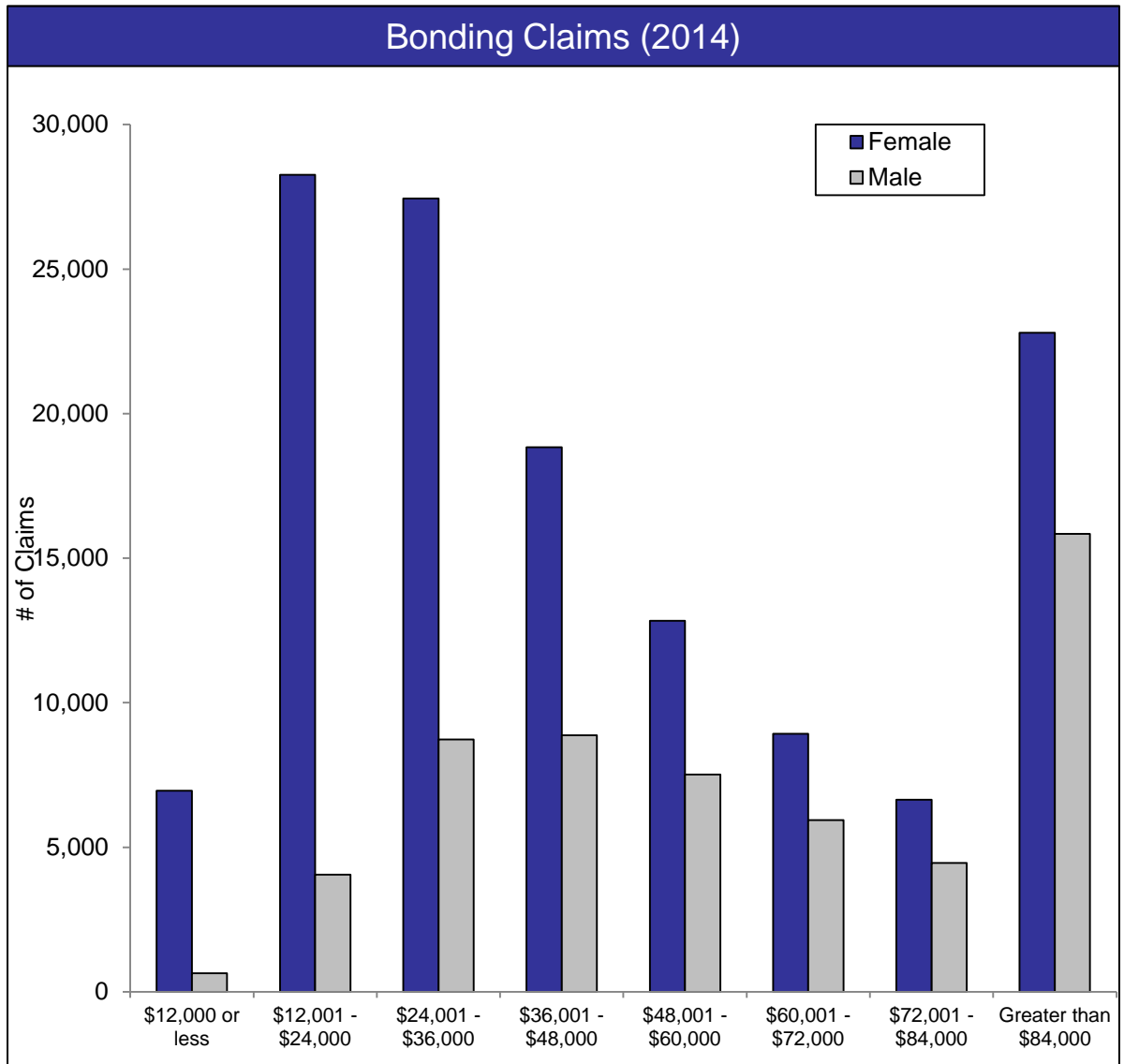


Source: 2014 EDD Data.

## Key Observations

- Virtually all bonding claims occur from both mothers and fathers between 21 and 40
- Fathers trend slightly older than mothers
- The average age at birth of mothers in California is 29.8 and 87% are between 21 and 40, compared to 94% of the PFL population
- There are large numbers of bonding claims among parents between 21 and 30, despite DiCamillo (2014) finding relatively low awareness rates within the comparable age group (18-29)

# PFL bonding benefit recipients are primarily lower income

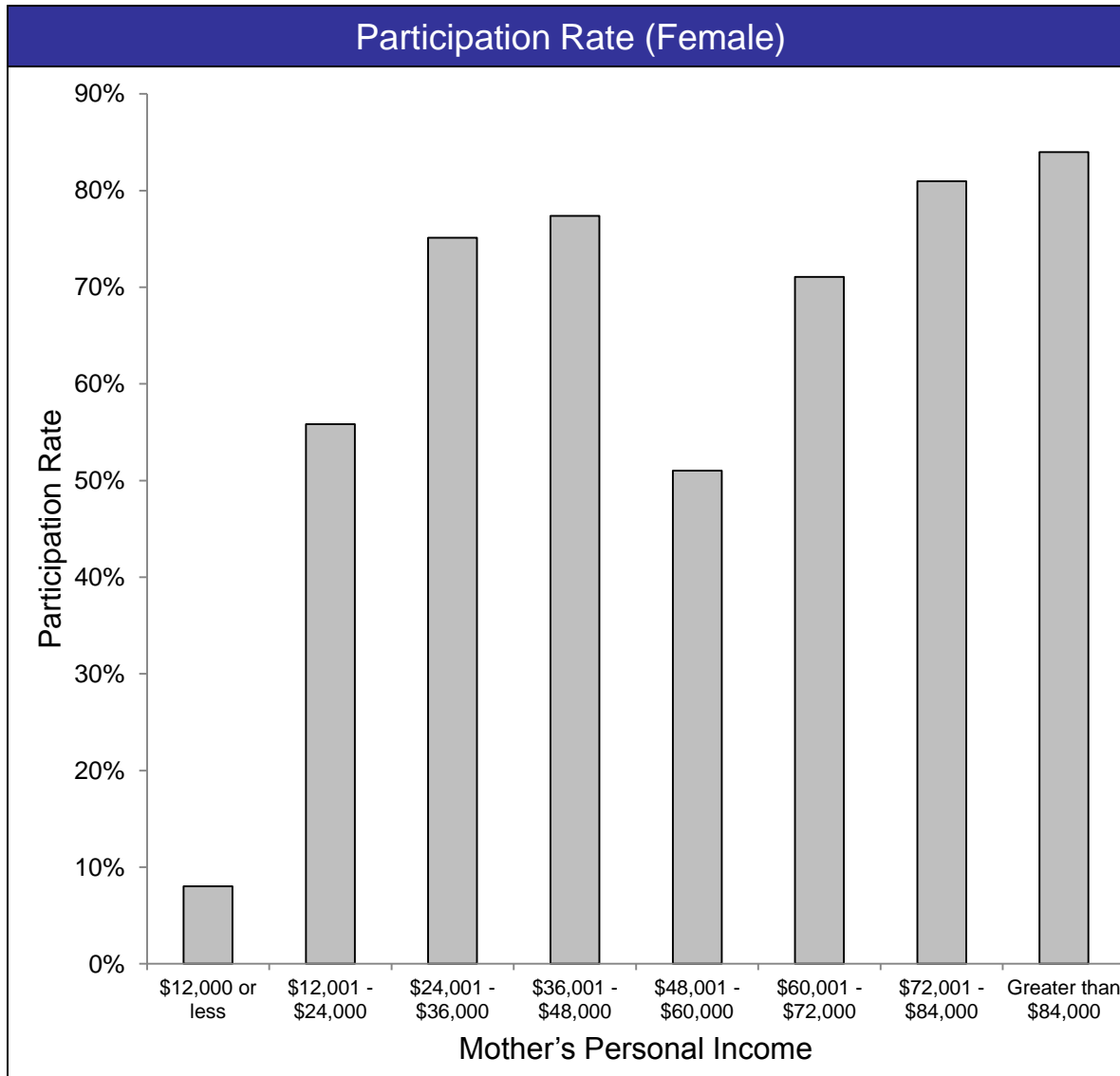


## Key Observations

- Consistent with other literature and their younger age profile, bonding claimants tend to be in lower income groups, with the largest share (47%) earning under \$36,000
- These large numbers occur despite lower rates of participation from lower income groups



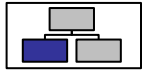
## However, lower income women are less likely to use PFL bonding benefits



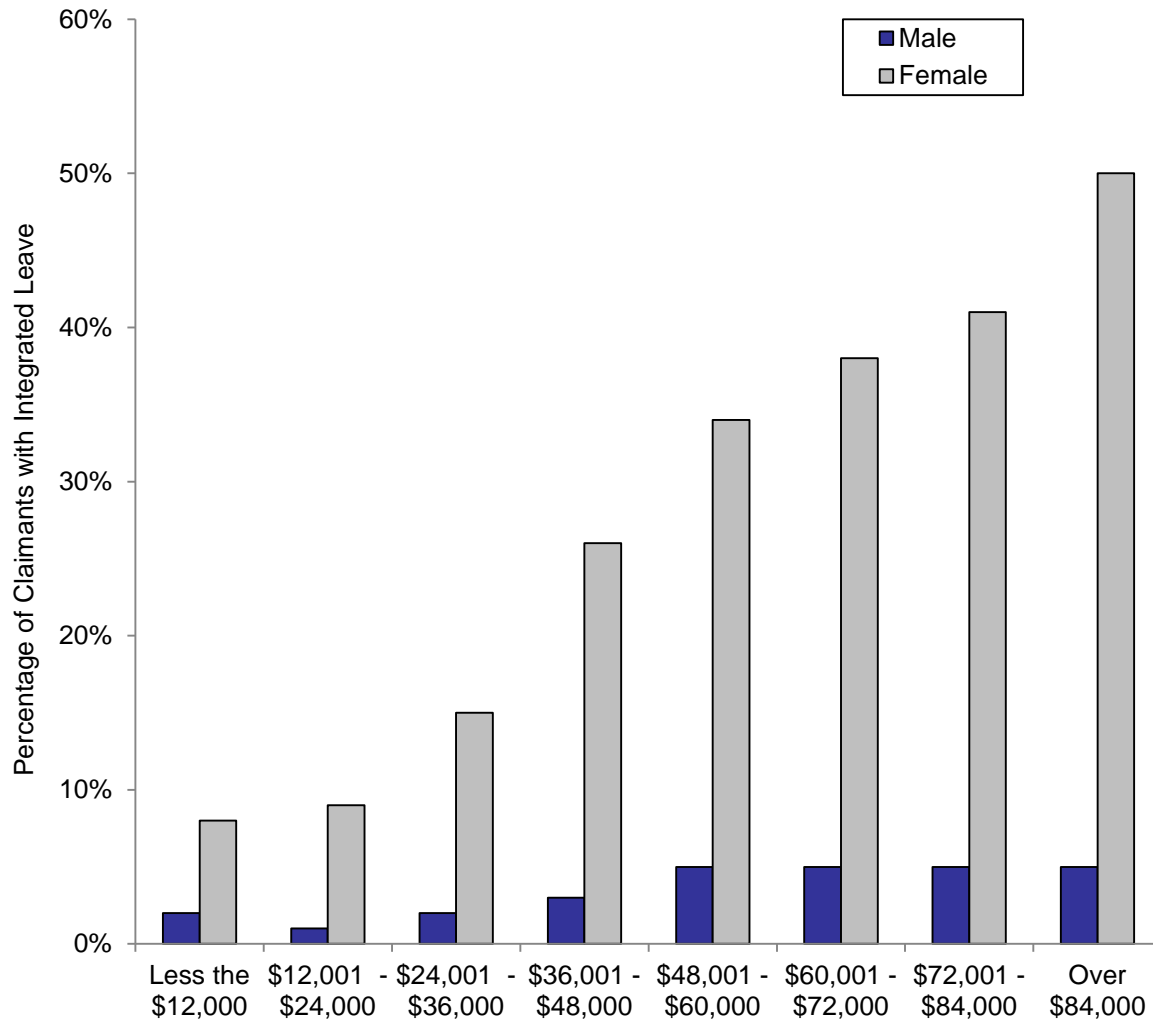
### Key Observations

- Women who earn over \$24,000 appear to use PFL bonding benefits at high and mostly stable rates that correlate with the share of women DiCamillo (2014) found would be likely to choose to use PFL
- Women earning the highest wages appear to use PFL bonding benefits at the highest rates
- This correlates with awareness rates found by Applebaum (2011) and Bartel (2014)
- It is unclear why a “dip” occurs in the \$48,000 - \$60,000 group. This group has been consistently low over the period we have data

# Higher income women use integrated leave at much higher rates



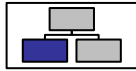
## Bonding Claimants with Integrated Leave (Percent)



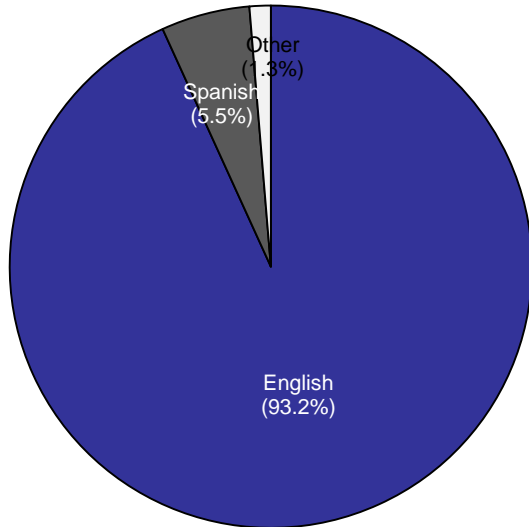
## Key Observations

- Integrated leave is when an employer allows the employee to take earned leave benefits to supplement PFL paid time off to avoid losing income for the period of leave
- Higher income women are much more likely to use integrated leave available from their employer
- Very few men at any income level use integrated leave

# Spanish is significantly more prevalent among DI and PFL covered births

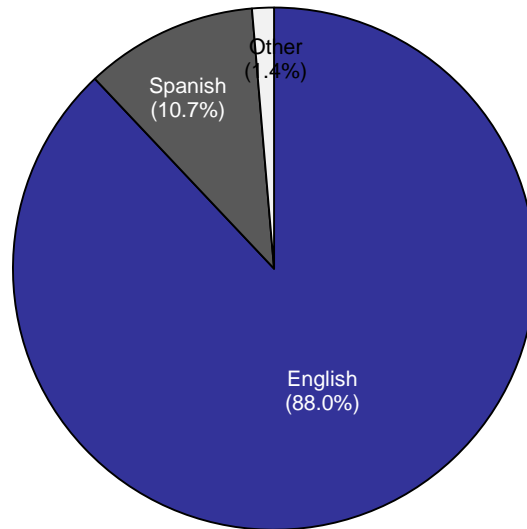


## All Births (with Income)



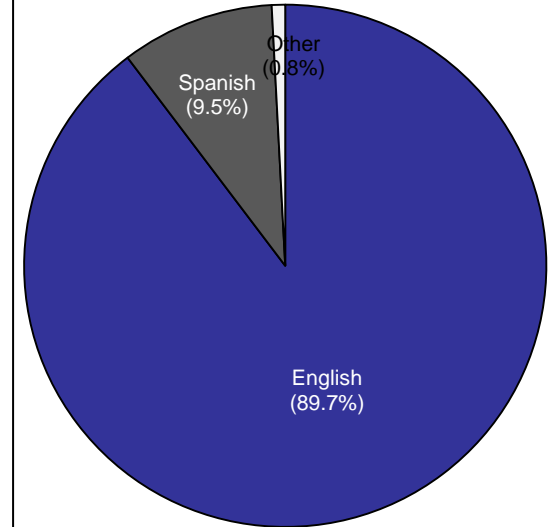
- Defined as women who speak no English or English Not Well
- Other includes:
  - Chinese (0.31%)
  - Vietnamese (0.24%)
  - Hindi and related (0.12%)
  - Korean (0.07%)
  - Filipino, Tagalog (0.06%)
  - Others (0.5%)

## DI Claimant Pregnancies



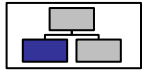
- Reported Language Preference
- Other includes:
  - Mandarin/Cantonese (0.41%)
  - Vietnamese (0.24%)
  - Punjabi (0.05%)
  - Korean (0.04%)
  - Tagalog (0.03%)
  - Others (0.6%)

## PFL Claimant Births

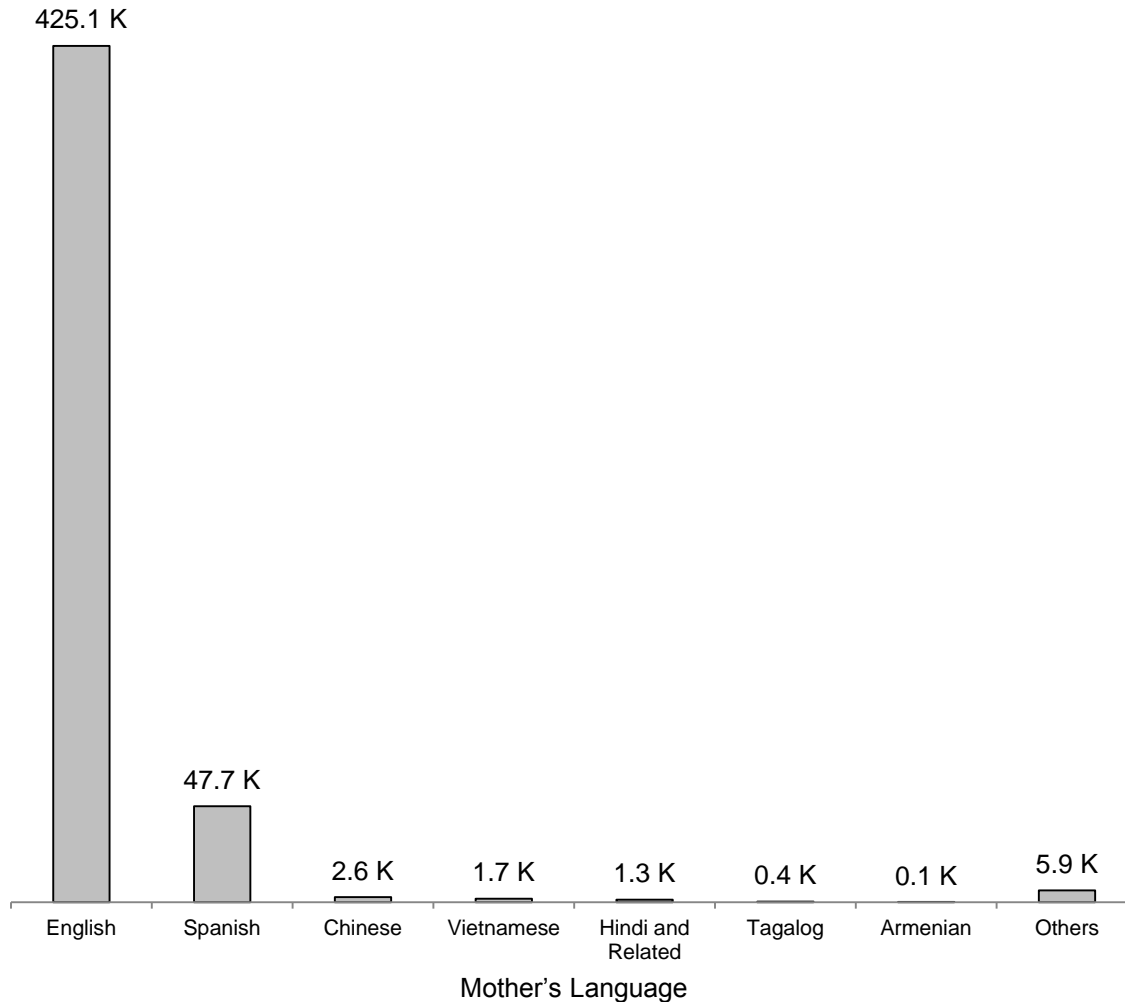


- Reported Language Preference
- Respondents that select other do not have the opportunity to specify a language
- Language does not appear to be a significant barrier for use of the PFL system

# Virtually all births in California are to English or Spanish speakers



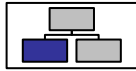
## Births by Language



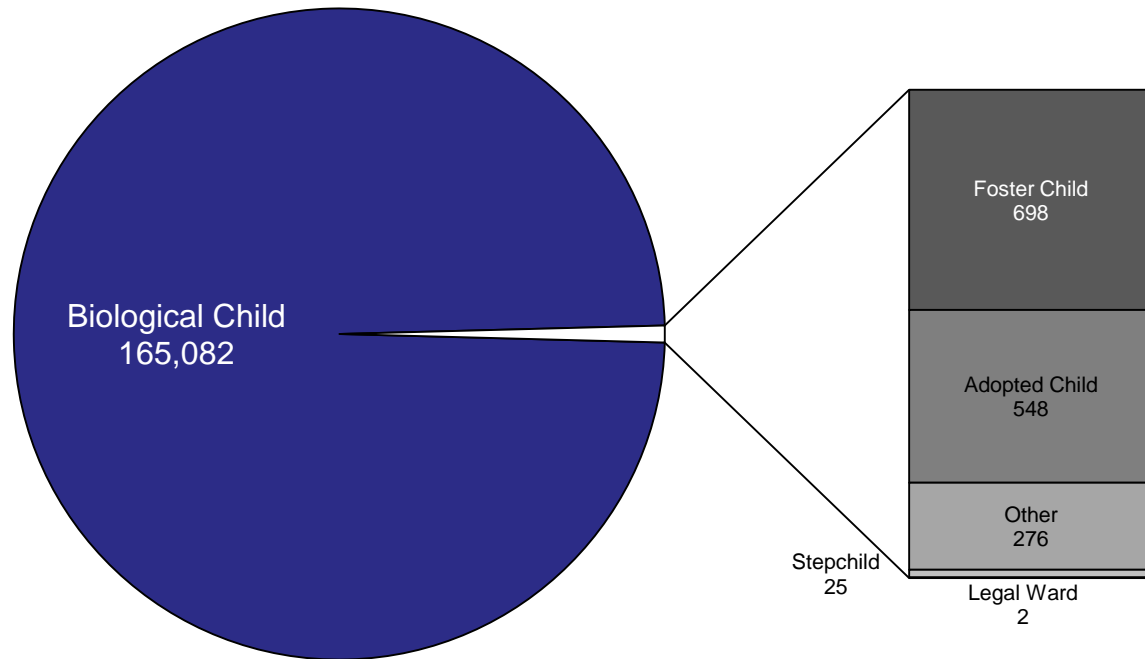
## Key Observations

- Most Californians who speak a language other than English also speak English “well” or “very well”
- This data represents women that do not speak English or speak English “not well”
- The largest language groups in the “Other” category are Arabic (1,324), Korean (796), Dravidian (498), Other E/SE Asian (447) and Persian/Iranian/Farsi (417)

# Virtually all bonding claims are from biological parents



## Bonding Claim Relationships (2014)

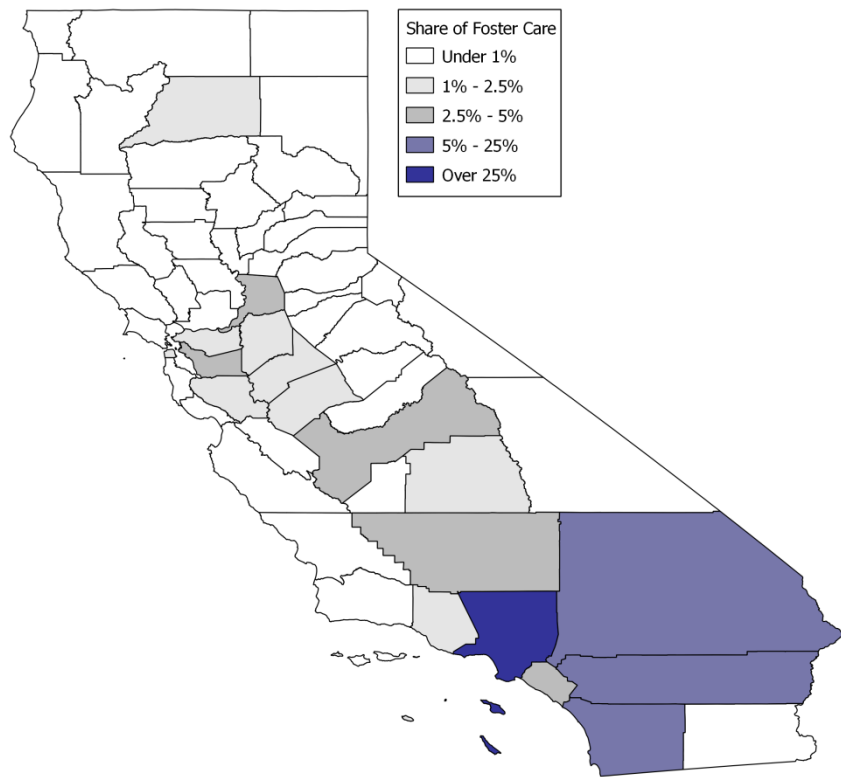


## Key Observations

- While PFL bonding benefits are available to people with a wide range of relationships to a new child, virtually all of the claims are for parents of a biological child
- Approximately 6,000 to 8,000 children are adopted in California annually and 32,000 to 36,000 children enter foster care in California annually, so it appears that these families are using PFL at a very low rate

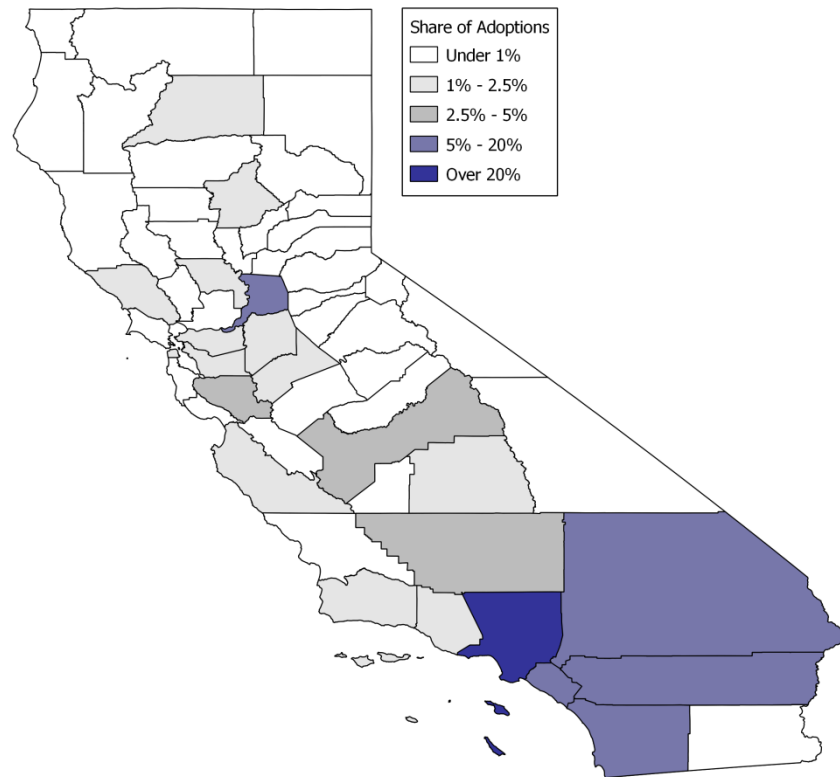
# Most foster care placements and adoptions occur in Los Angeles and greater Southern California

## Foster Care Distribution (2013)



- Los Angeles had over 33% of the state's foster care placements in 2013
- San Bernardino, Orange, Riverside and San Diego combine for an additional 25%

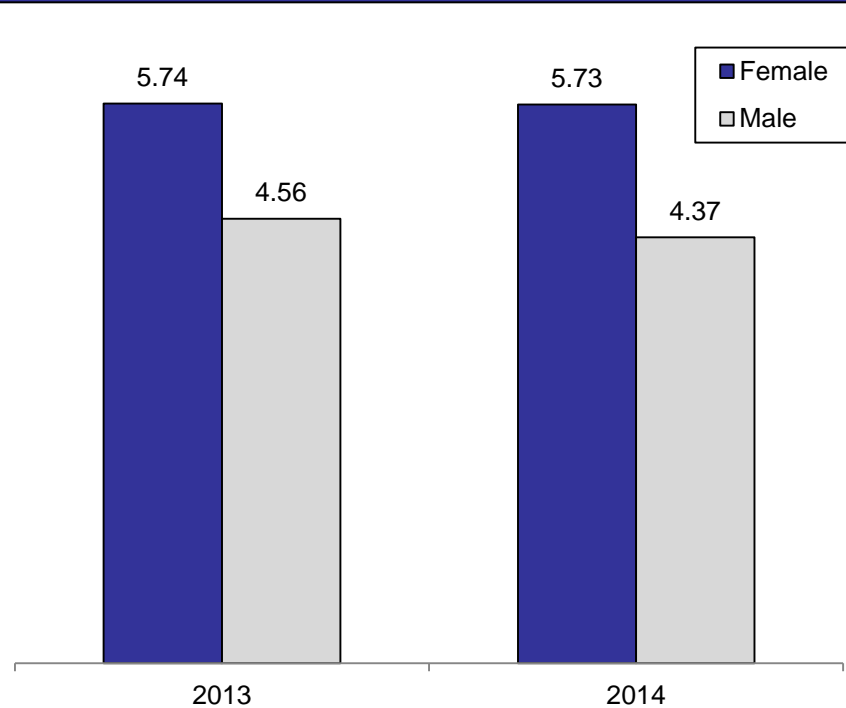
## Adoption Distribution (2000-2009)



- Los Angeles had nearly 25% of the state's adoptions between 2000 and 2009
- San Bernardino, Orange, Riverside and San Diego combine for an additional 28%
- Sacramento also had nearly 6%

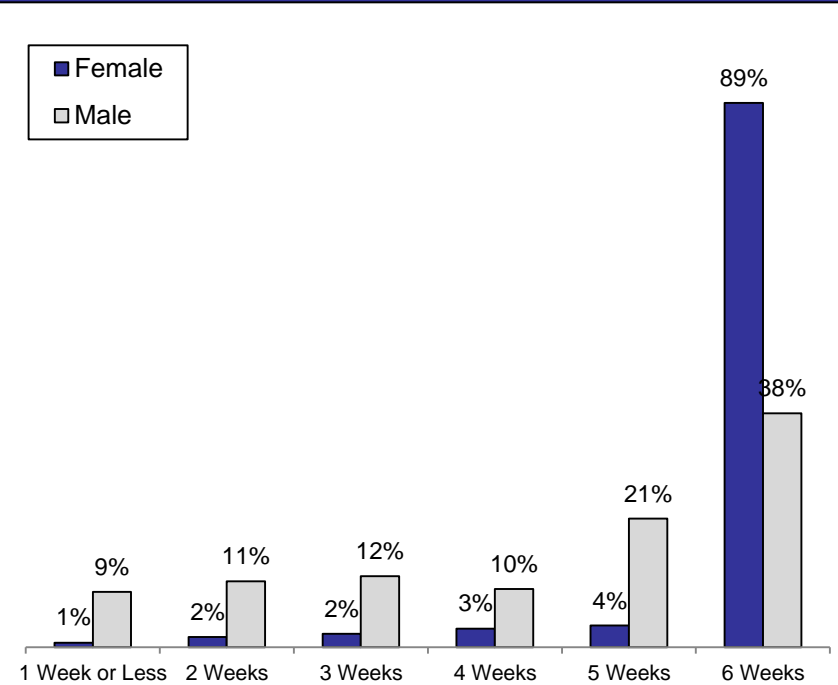
# Women use virtually all of their PFL bonding benefits, while men use over two-thirds

## Average Duration of PFL Bonding Leave



- On average, women use over all but 1.3 days of bonding leave they are eligible for under PFL, suggesting that virtually all women use the full six weeks
- Men take a shorter leave, but still use three quarters of the eligible duration, on average

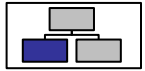
## Share of Claimants by Duration (2014)



- 89% of women use the full six weeks of bonding leave available
- Most men also use most of their leave with 69% using over three weeks and 38% using the full six weeks

## Bonding summary

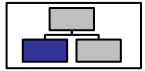
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- **Biological mothers** use bonding PFL at very high rates across most income groups and use virtually all of the leave available to them, however the lowest wage groups use benefits at a significantly lower rate. Use is lowest in Southern California and Central Valley counties with high poverty, especially Los Angeles and Fresno and highest in more affluent Bay Area counties
- **Biological fathers** use bonding PFL at lower rates and for slightly shorter periods, however the rate is increasing rapidly. Fathers appear to be even more income sensitive than mothers. Use is lowest in Southern California
- **Non-biological parents**, especially foster parents, appear to use PFL benefits at extremely low rates
- **Integrated leave** may be a substantial factor in the decision to use PFL benefits, suggesting the wage replacement rate is a large factor in participation rate.
- **Language** appears to have little impact on use of PFL bonding benefits



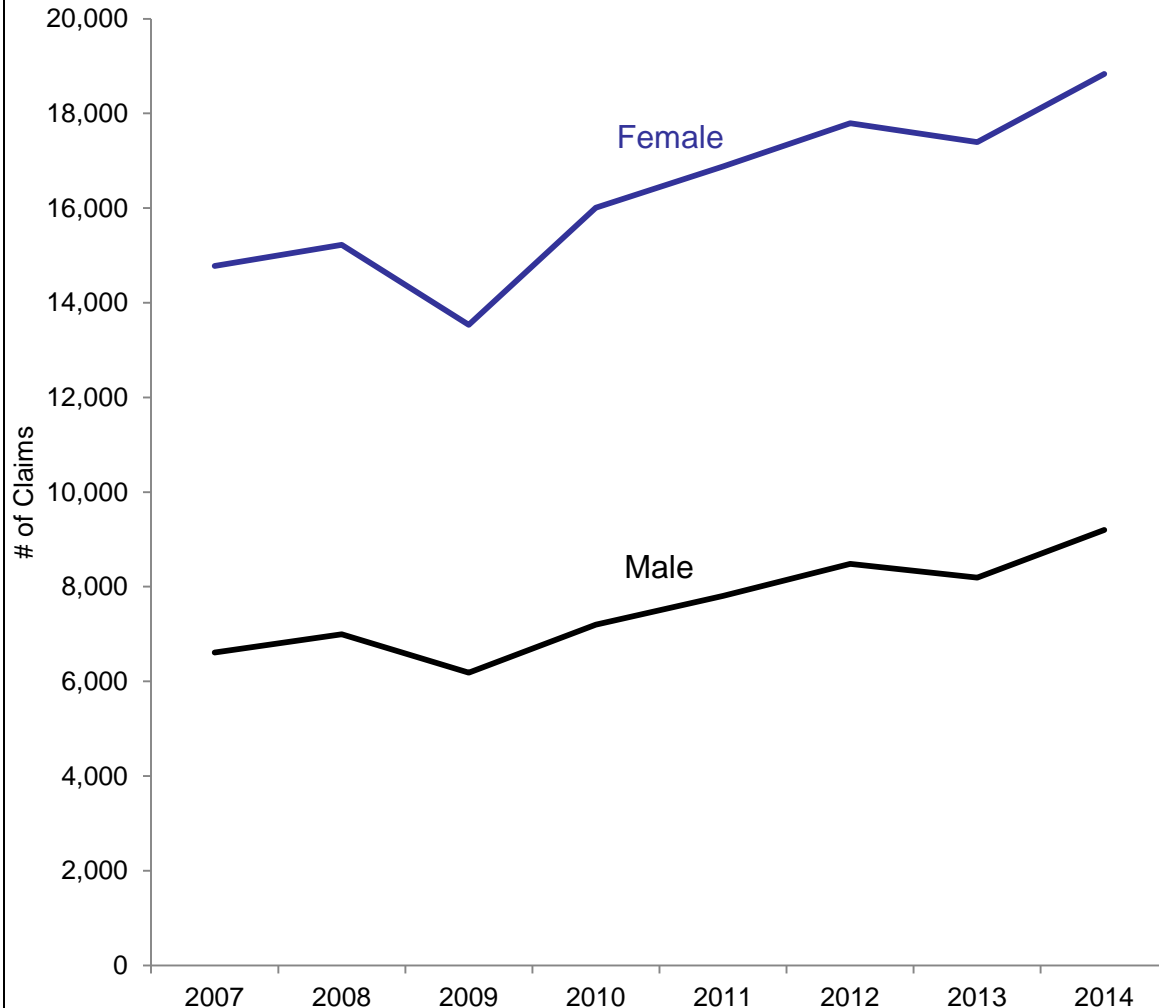
# Potential Focus Groups



	Bonding			Languages					
	Mother	Father	Adopt/ Foster	Spanish	Chinese	Vietnamese	Tagalog	Armenian	Punjabi
San Francisco					✓			✓	
East Bay	✓	✓							
South Bay						✓			✓
Fresno	✓								
Los Angeles	✓	✓	✓	✓	✓		✓	✓	✓
Other So Cal		✓	✓	✓		✓			

# Care claims for both genders are increasing rapidly

## Care Claims by Year

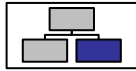


Source: 2007 - 2014 EDD Data.

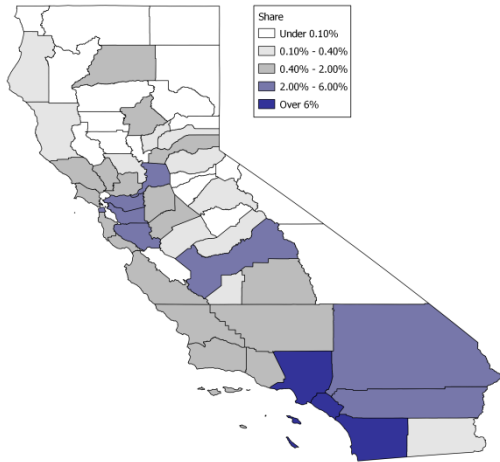
## Key Observations

- Care claims are increasing at a more rapid pace than bonding, increasing by 33% since 2007
- Men consistently accounting for about 1/3 of total claims. This appears similar to FMLA usage for care-related events
- While care claims are growing at a much faster relative rate, because of the smaller starting amount it adds far fewer claims per year meaning the current growth rate will not meaningfully impact the share of bonding v care claims
- DiCamillo (2014) finds that awareness is modestly higher among women but that women are much more likely to say that they are very likely to use PFL, suggesting the difference is likely more related to choice, culture or workplace factors than awareness
- DiCamillo also finds that awareness of PFL has dropped since 2011 for both genders. The increased usage rate suggests that prior awareness may not be critical to usage
- Neighbors (2014) found that only 10% of users found out about PFL through a medical provider, social worker or hospital employee

# Los Angeles, Orange and San Francisco Counties appear to be under-using PFL care benefits

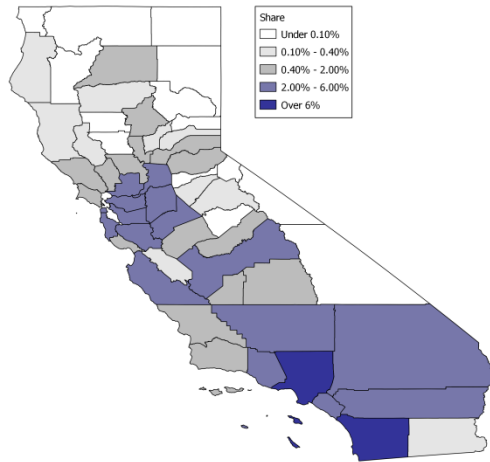


## Share of Cases



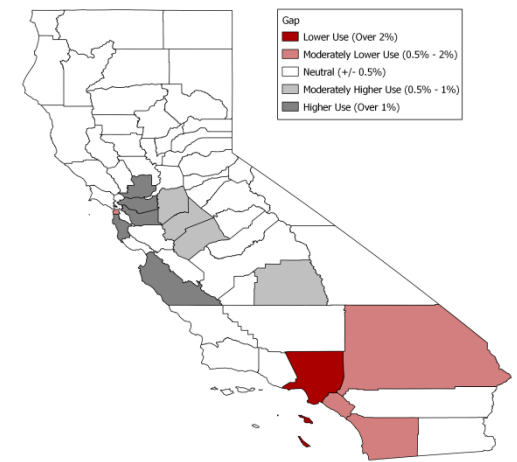
- This map displays the share of cases of diagnosis (weighted by their correlation with PFL claims) distributed by county
- Most cases occur in the most densely populated counties

## Share of Claims



- This map displays the share of PFL care claims distributed by county
- Most cases occur in the most densely populated counties

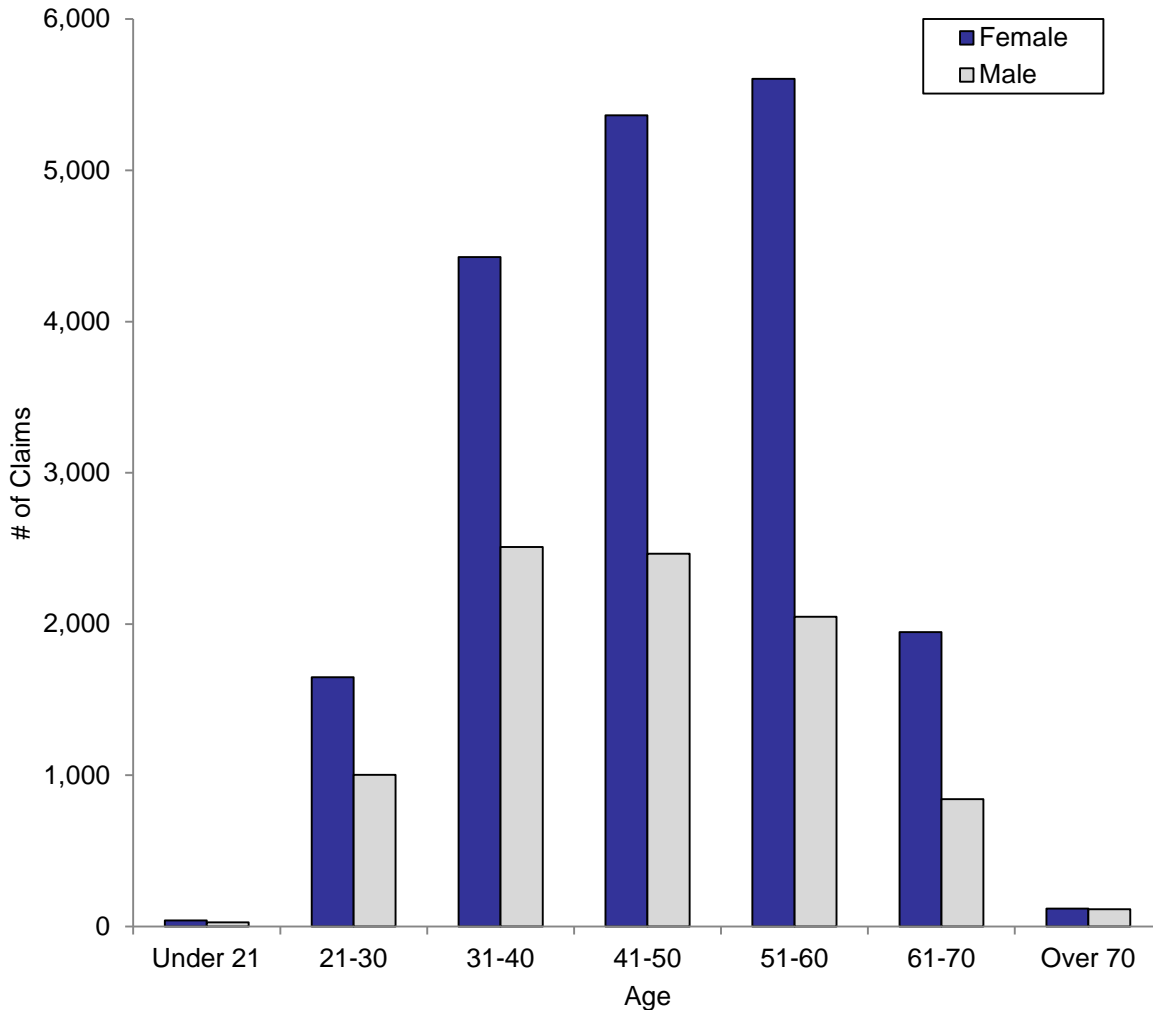
## Relative Distribution



- This map displays the difference between share of claims and cases
- Lower use of PFL care benefits occur in Southern California, especially Los Angeles County, with Orange, Riverside and San Diego also having gaps
- This correlates with awareness levels in Applebaum (2011)
- San Francisco appears to have a large gap, but high neighboring usage suggests it may be the result of hospital choice

## Most care claims occur between 31 and 60

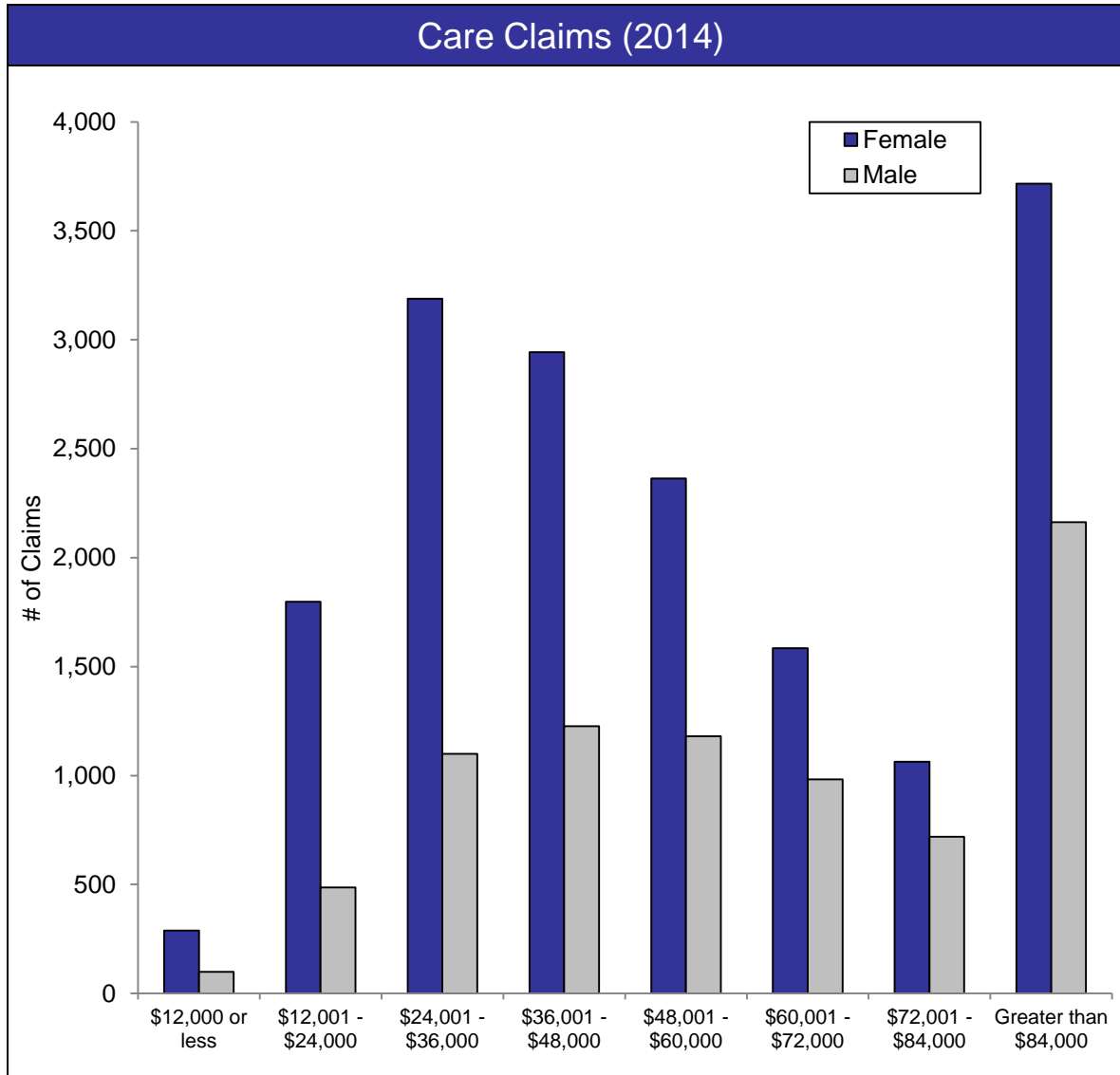
### Care Claims (2014)



### Key Observations

- Care claims occur from a wide range of age groups, with significant numbers from age 21 to 70, however the largest share are between 31 and 60
- The broader age distribution is consistent with the range of common relationships that make care claims
- Curiously, men trend slightly younger than women

# PFL care benefit recipients come from a broad range of incomes

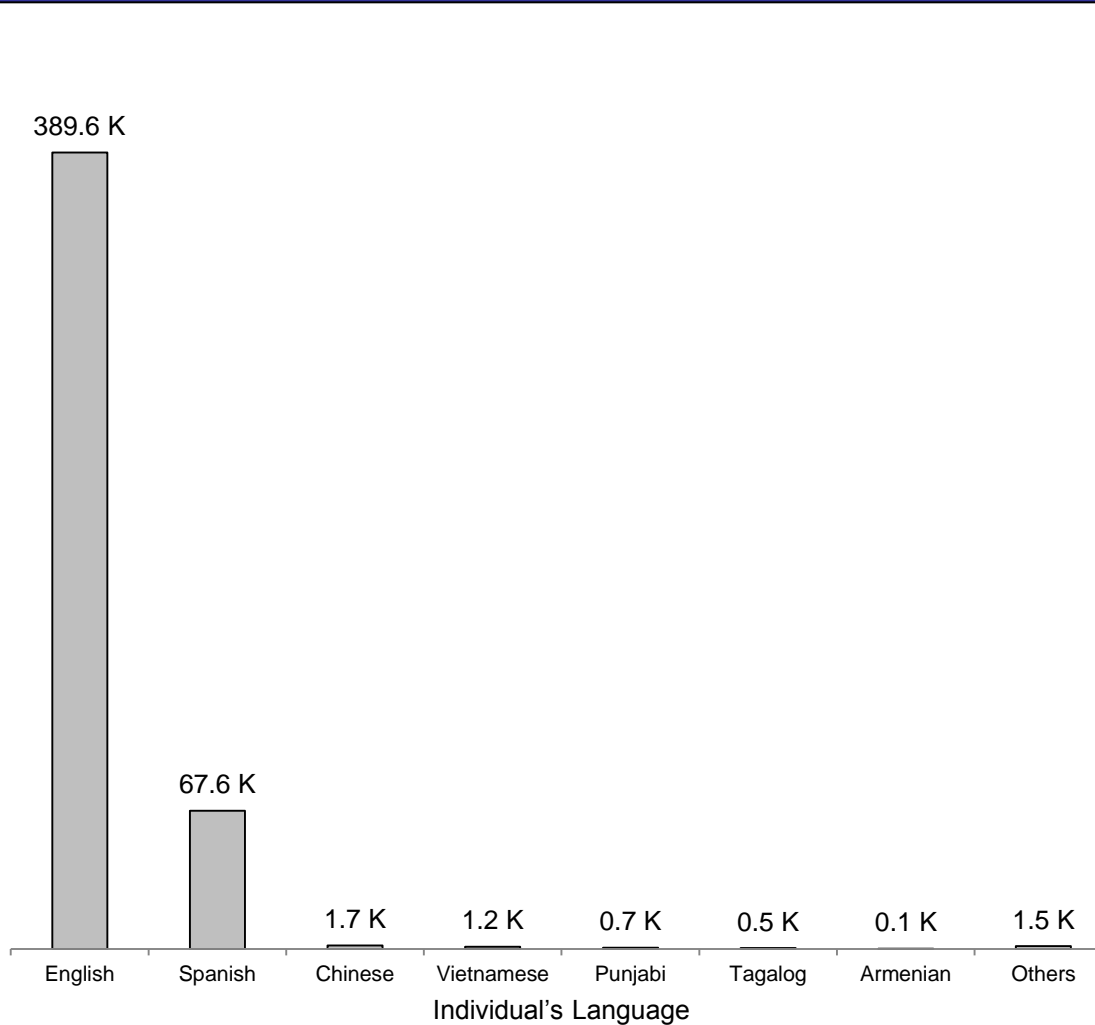


**Key Observations**

- Care claims occur across a wider range of incomes, but skew significantly higher income than bonding
- This is consistent with the distribution among age groups

# Virtually all Californian workers speak English or Spanish

## DI Claims by Language

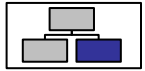


Source: 2014 EDD Data.

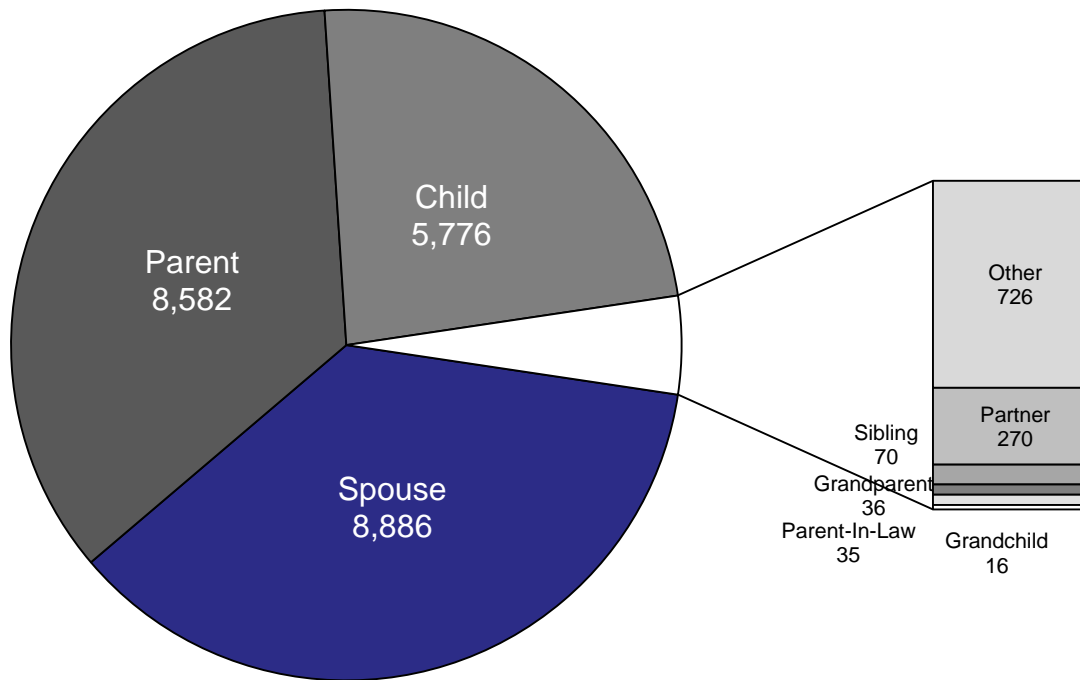
## Key Observations

- We use DI non-pregnancy claims as a proxy for the likely distribution of PFL care claims. The covered population for these to programs is well aligned and we assume that the likelihood of injury/illness creating a DI claim relatively to the likelihood of a family member's injury/illness creating the potential for a care claim does not vary across language groups. (Although the rate of using PFL might vary)
- This data represents DI claimant's reported language preference
- 83% of claimants prefer English
- 98% of claimants prefer either English or Spanish

# Most care claims are for parents, spouses or children



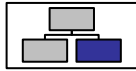
## Care Claim Relationships (2014)



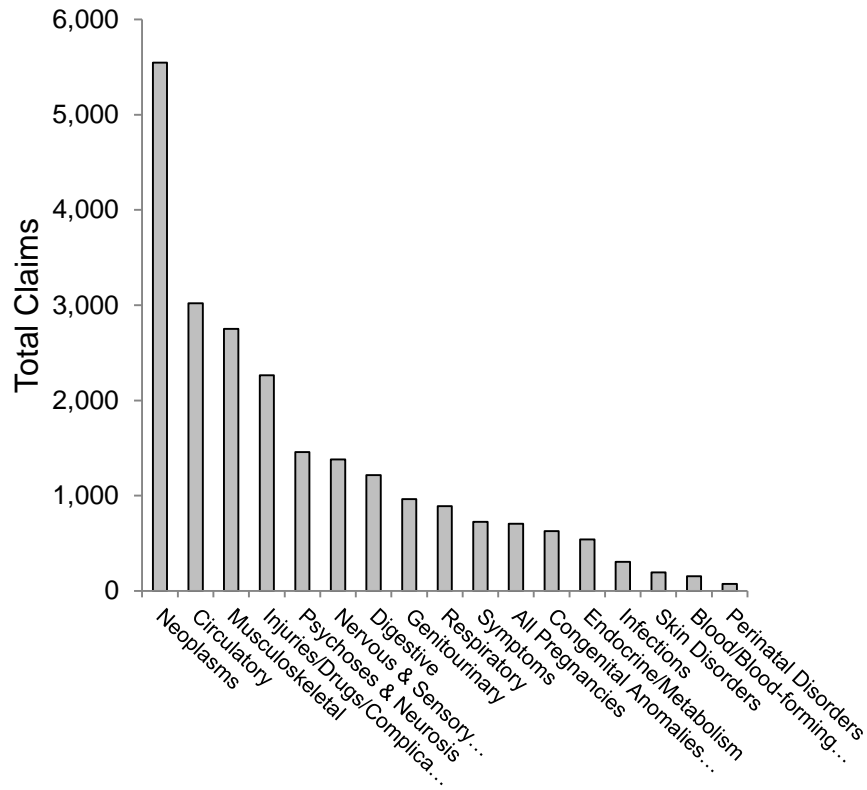
## Key Observations

- The relationship listed is of the person receiving care, ie for “parent”, the claimant is the child and the care recipient is the parent
- Claims for PFL care benefits are primarily initiated by a spouse caring for their spouse (36%), a child caring for a parent (35%), or a parent caring for a child (24%)
- While this data includes the expanded eligibility, so far it has only very infrequently been used. This may be due to a variety of factors, including awareness, interest or job protection

# PFL care claims are most common for cancer, circulatory and musculoskeletal diagnoses

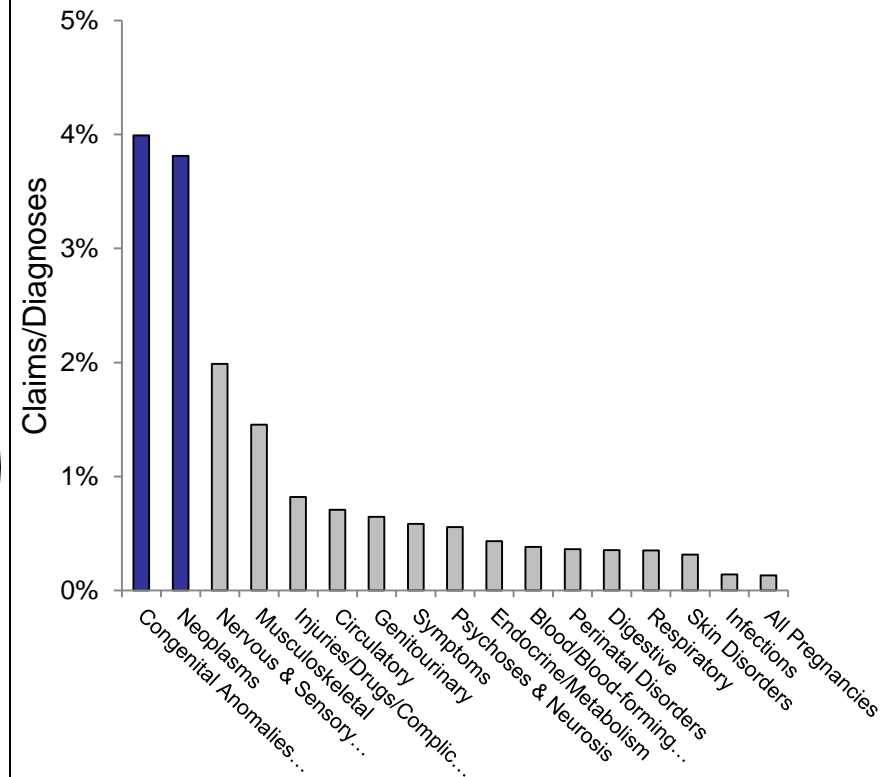


## PFL Care Claims by Diagnosis



- PFL care claims occur in all diagnosis groups
- The largest share of claims are for neoplasms (24%), circulatory (13%), musculoskeletal (12%) and injuries/drugs/complications (10%)

## PFL Claims as a Share of Diagnoses

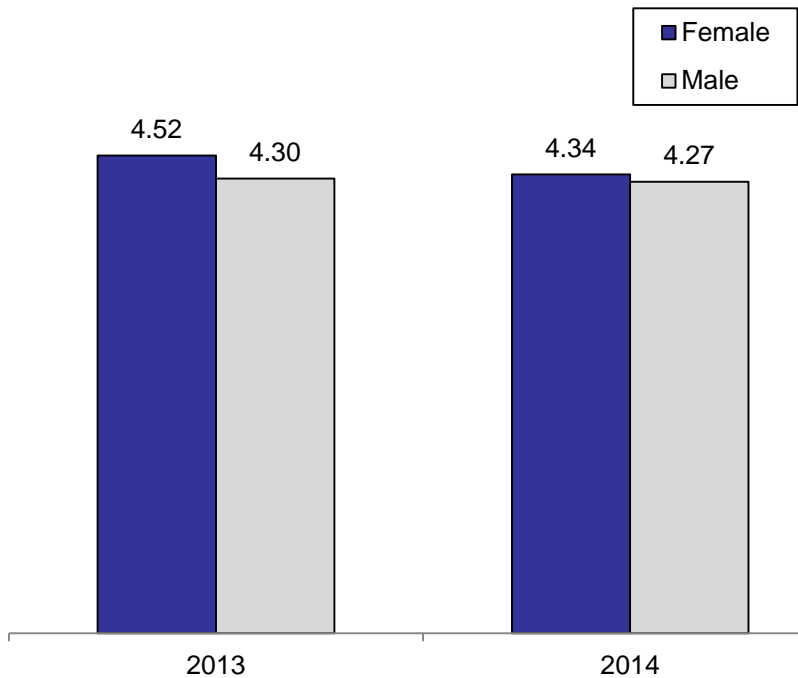


- PFL care claims occur most frequently, relative to the frequency of the diagnosis for birth defect (congenital anomalies) and cancer (neoplasms)



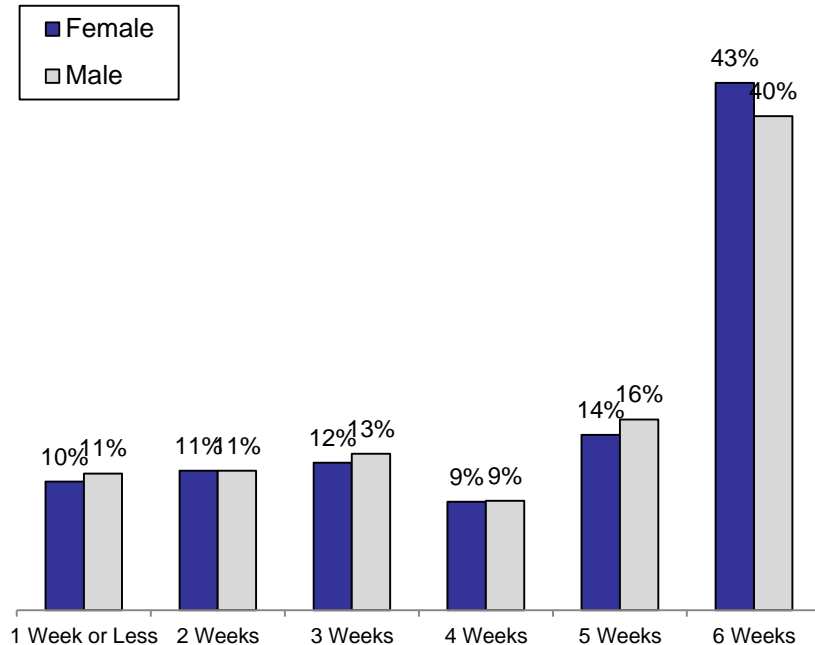
Both genders use care leave for similar periods, taking about 4.5 weeks each with over 40% using the full six weeks

### Average Duration of PFL Care Leave



- Both genders use about 70% of the six weeks of leave they are eligible for

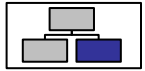
### Share of Claimants by Duration



- Over 40% of claimants use the full six weeks of care leave available. Only 22% use leave for less than two weeks
- By contrast, 40% of FMLA applicants use leave for less than two weeks. It appears Californians are less likely to choose to use PFL for relatively short claims, perhaps choosing other paid leave options and/or not viewing the short leave as worth the effort

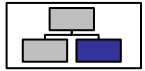
## Care summary

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- **Low use counties** are primarily in Southern California, especially Los Angeles, as well as San Francisco
- **High use counties** are primarily in the Bay Area (aside from San Francisco)
- **Relationships** that are likely to use PFL care benefits are primarily spouses, children caring for parents and parents caring for children. Recently expanded eligibility has resulted in little use thus far. Women use PFL benefits approximately twice as frequently as men and both are growing at similar rates. The wide range of relationships included has led to a wide range of age and income groups participating
- **Diagnoses** associated with high PFL usage include Cancer (Neoplasms), Circulatory, Musculoskeletal and injuries/complications/drugs. PFL leave appears to be most closely associated with relatively uncommon, high intensity diagnoses and the long duration suggests it is rarely used for shorter term issues

# Potential Focus Groups



	Care	Languages					
		Spanish	Chinese	Vietnamese	Tagalog	Armenian	Punjabi
San Francisco			✓			✓	
East Bay	✓						
South Bay				✓			✓
Fresno							
Los Angeles	✓	✓	✓		✓	✓	✓
Other So Cal	✓	✓		✓			

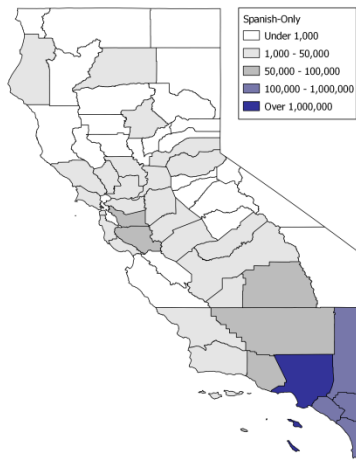
## Appendix

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- Appendix A: Distribution of Non-English Speakers by Language
- Appendix B: Application Method
- Appendix C: Participation Rate Methodology
- Appendix D: Share of Employees by Employer Size
- Appendix E: Share of Adoptive Parents by Race/Ethnicity
- Appendix F: Share of Female Bonding Claims by Age and Income

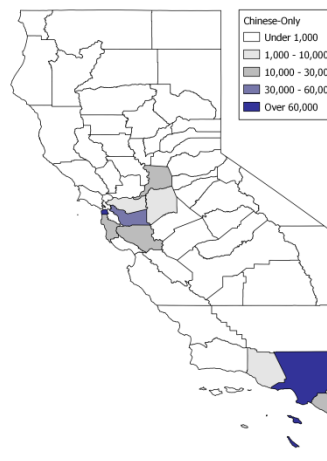
# Appendix A: Distribution of Non-English Speakers by Language (pg. 1 of 2)

## Spanish



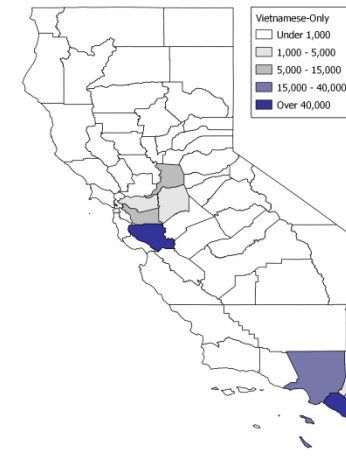
- Spanish speakers are by-far the largest group of non-English speakers in the state
- While there are significant numbers in many counties, the largest portion live in Los Angeles and the surrounding Southern California counties

## Chinese



- Chinese speakers are the second largest group of non-English speakers in the state
- Chinese speakers are concentrated in Los Angeles, San Francisco and Santa Clara Counties
- Cantonese, Mandarin and other dialects are grouped as “Chinese” because the largest share of Census responses indicate the generic “Chinese” not a specific language

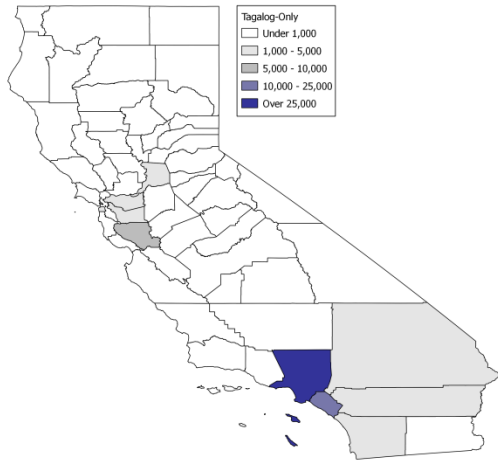
## Vietnamese



- Vietnamese speakers are the third largest group of non-English speakers in the state
- Vietnamese speakers are concentrated in Orange and Santa Clara Counties with significant numbers in Los Angeles and San Diego as well

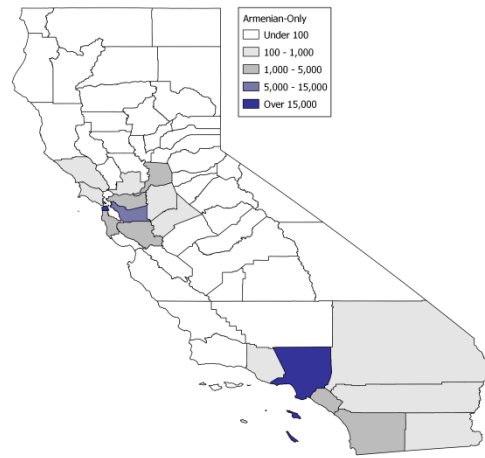
# Appendix A: Distribution of Non-English Speakers by Language (pg. 2 of 2)

## Tagalog



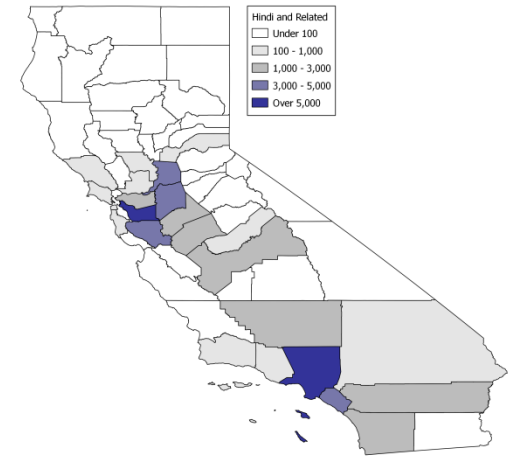
- Tagalog speakers are concentrated in Los Angeles County and neighboring Orange County

## Armenian



- Armenian speakers are concentrated in Los Angeles County and San Francisco County

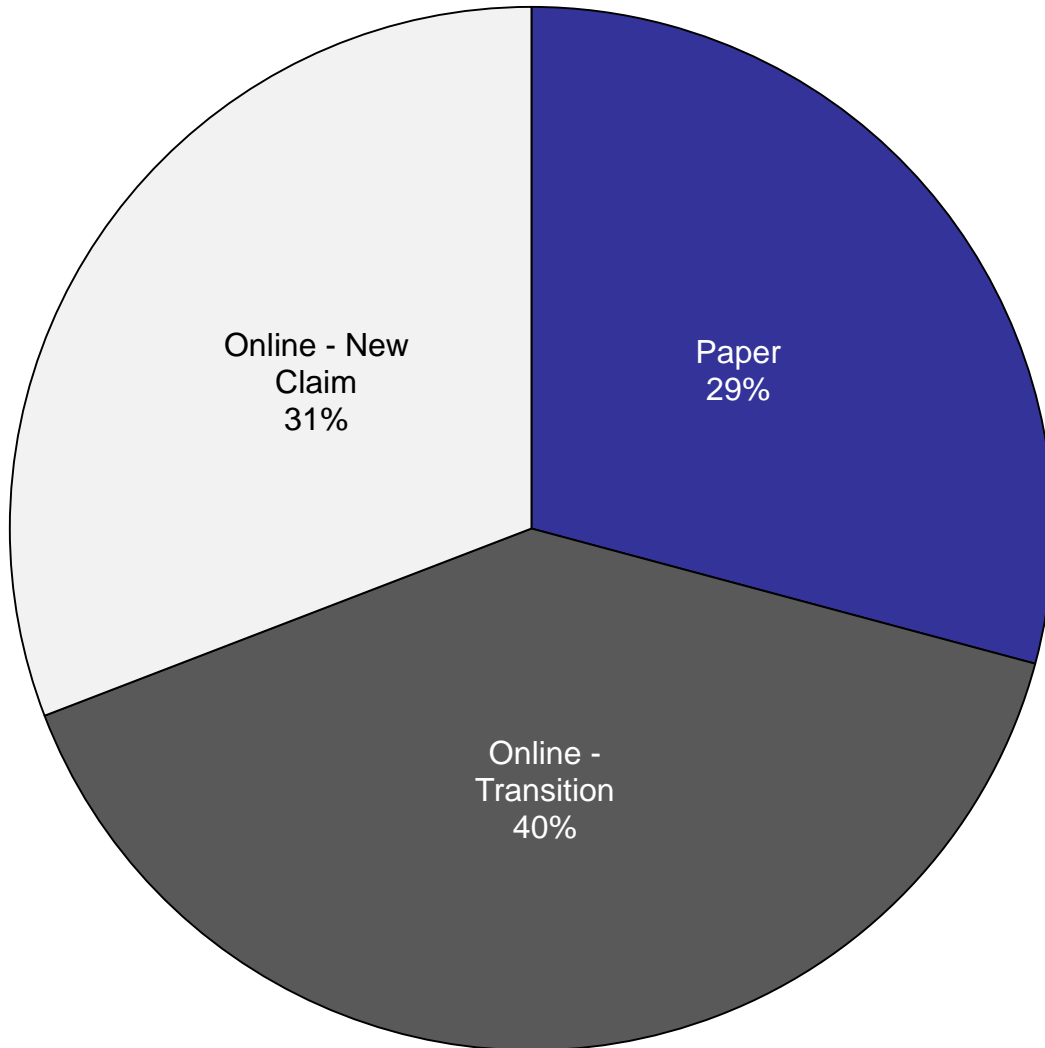
## Punjabi and Related



- Punjabi and related speakers are relatively dispersed around the state with the largest numbers in Los Angeles and Alameda Counties

## Appendix B: Application Method (pg. 1 of 2)

### Bonding Application Method

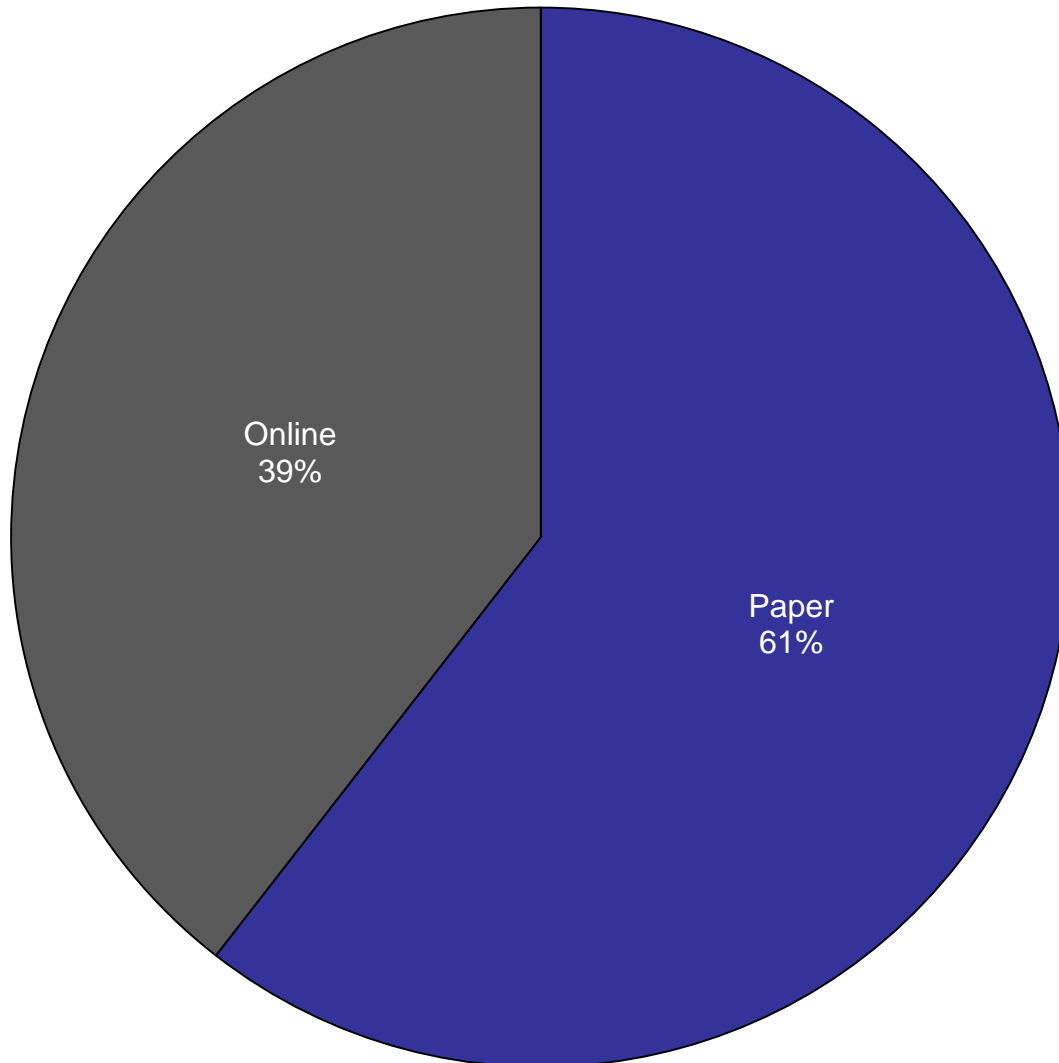


### Key Observations

- The largest share of women making a PFL bonding claim do so through the online transition claim form. This is the simplest option, since there is no need for additional paperwork proving the birth
- The second largest group is among claimants making a new claim online
- The smallest share is among claimants making using a paper application

## Appendix B: Application Method (pg. 2 of 2)

### Care Application Method

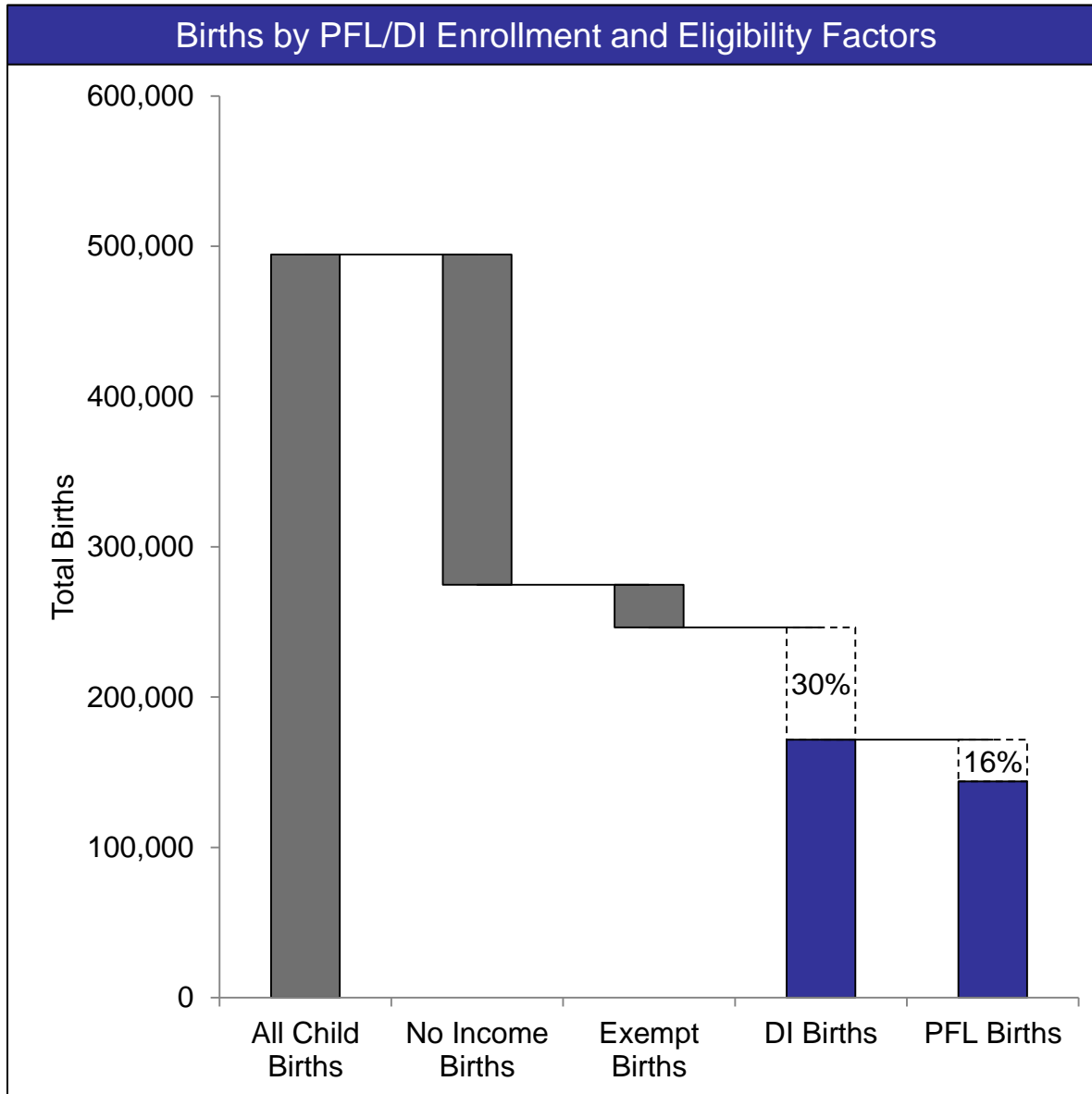


### Key Observations

- PFL care claims are available online and through paper, there is no “transition” program
- The largest share of applications are through the paper process. Some suggest this may be related to the preference of medical providers



## Appendix C: Participation Rate Methodology

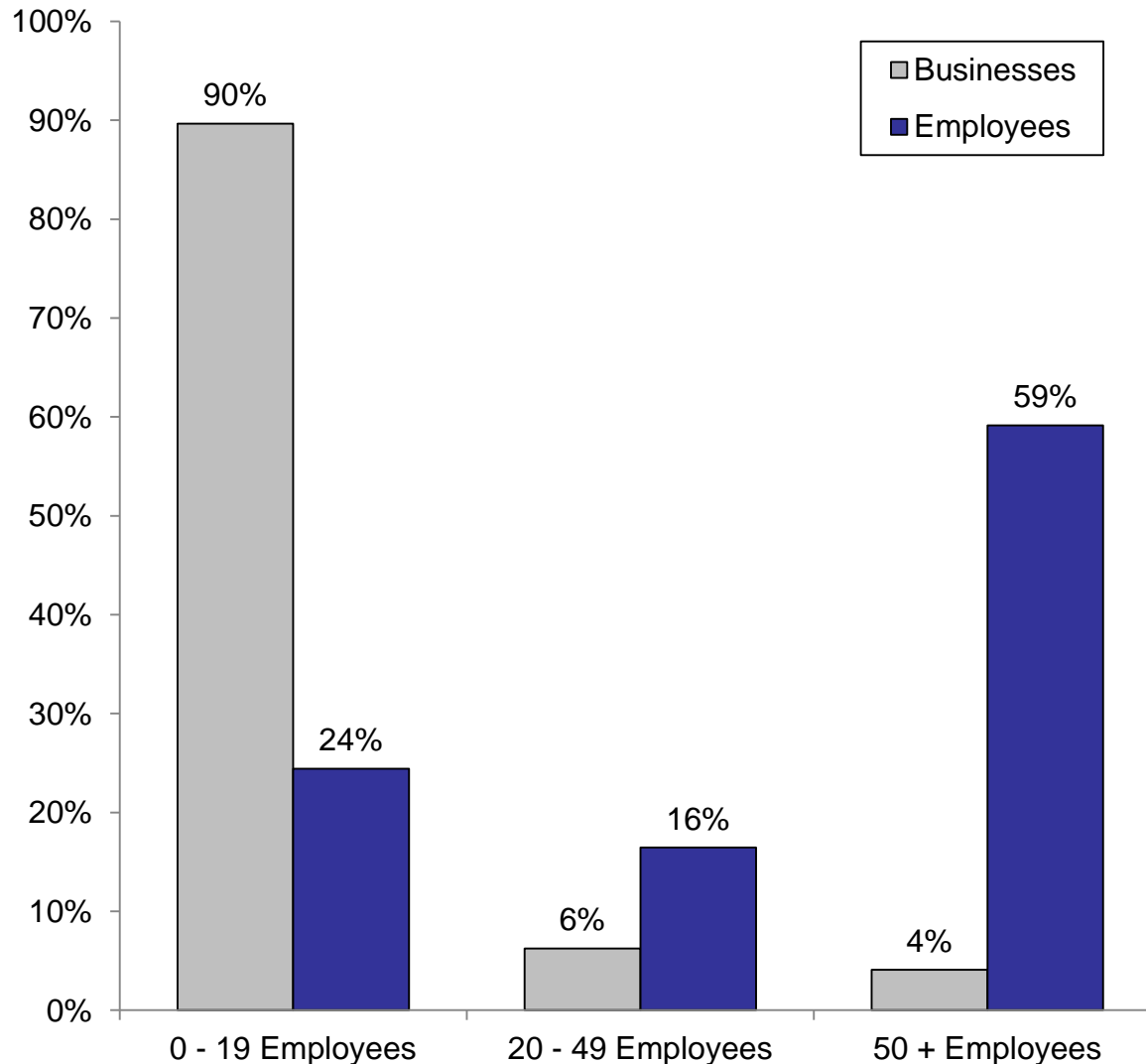


**Key Observations**

- Most non participation is accounted for by disqualifying factors, primarily the lack of salary/wage income (defined as under \$1,000)
- Low rates of participation among very low earners appears to account for the great majority of the gap in use
- Exempt births include public sector workers with NDI covered births and estimates of births to religious, school and federal employees. Other exempt classifications are typically not paid compensated with wage income so are included in the category “No Income Births”

## Appendix D: Share of Employees by Employer Size

### Employees by Firm Size (% Share)

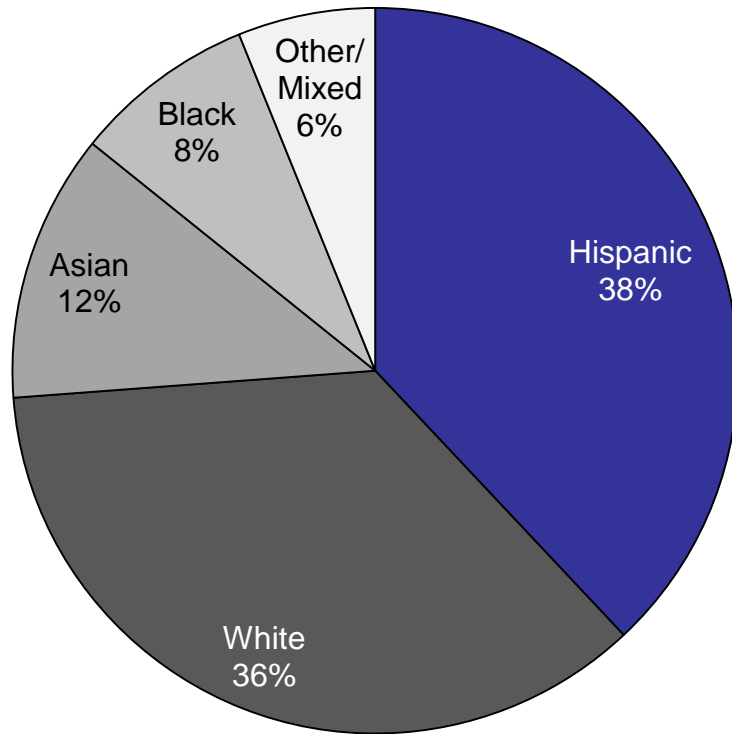


### Key Observations

- 59% of California's workforce is employed by firms of 50 or more employees and 16% is employed by firms of 20-49 employees

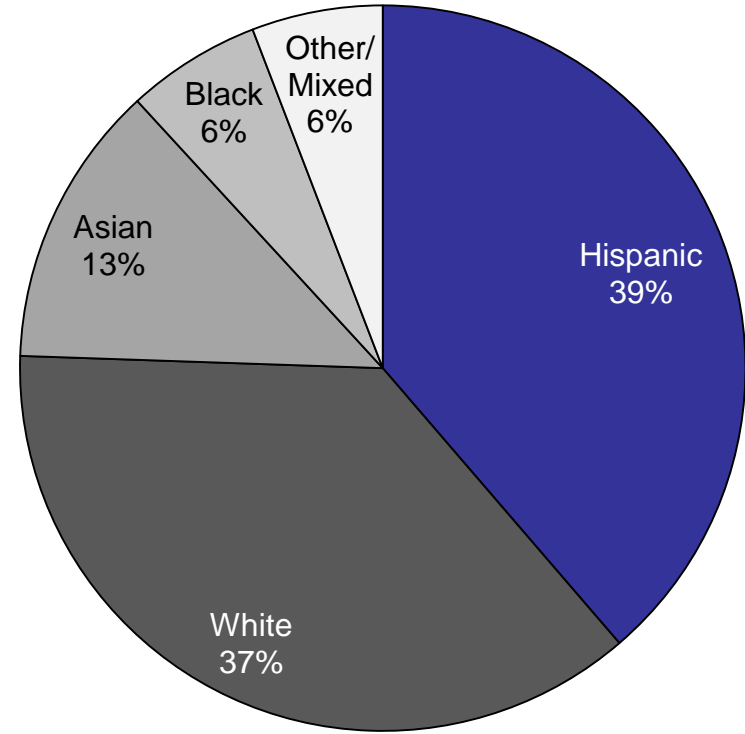
## Appendix E: Share of Adoptive Parents by Race/Ethnicity

### Adoptive Mothers



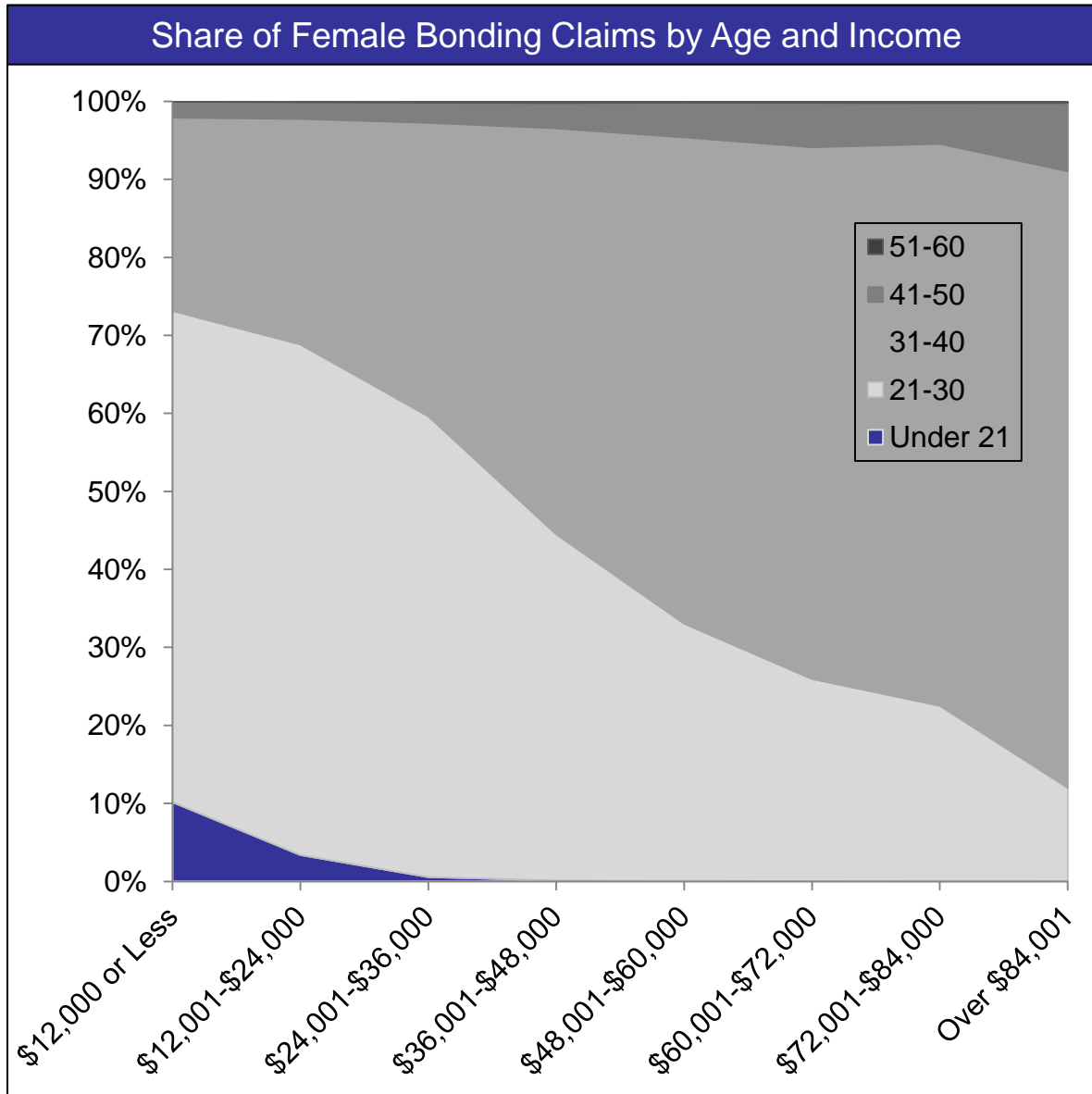
- Adoption status as reported to the Census
- All races exclude individuals who identify as ethnically Hispanic
- Asians are predominantly Chinese (4.4%), Filipino (2.3%), Korean (1.4%) and Vietnamese (1.1%)
- Over 98% of adoptive mothers speak English “Only”, “Well” or “Very Well”

### Adoptive Fathers



- Adoption status as reported to the Census
- All races exclude individuals who identify as ethnically Hispanic
- Asians are predominantly Chinese (4.5%), Filipino (2.4%), Korean (1.5%) and Vietnamese (1.2%)
- 98% of adoptive fathers speak English “Only”, “Well” or “Very Well”

## Appendix F: Share of Female Bonding Claims by Age and Income



### Key Observations

- Age and income correlate strongly, older mothers are much more likely to be higher income than younger mothers

## Contact information

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## Paid Family Leave Market Research (Appendix)

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## **Appendix D: Summary of Focus Group Sessions**

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July 13, 2015

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**About Andrew Chang & Company, LLC:**

The professionals at Andrew Chang & Company work with our clients to achieve tangible results by combining our best-in-class research and analyses with unique insights into public policy, business and government strategy and operations. Using advanced economic, statistical and business administration techniques, we provide strategy and operations consulting to Fortune 1000 firms and provide policy, economic, fiscal and operations consulting for public sector agencies and nonprofit organizations to improve operations.



## Appendix D: Summary of Focus Group Sessions

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# 1. Biological Mothers

**Used PFL:** Yes

**Annual Personal Income:** Under \$24K

**Date:** May 21, 2015

**Location:** Pasadena

**Host Organization:** Pasadena/Altadena Coalition of Transformative Leaders (PACTL)

## Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrived or any other outside knowledge that you might have?

- **'If you pay into SDI taxes at any place (of employment), plus some other requirements like number of paychecks your received or how long you've paid into SDI, then you qualify for PFL for that set amount of weeks, no matter how long you've been at your job. You can take it following disability leave, or on its own, like paternal leave. And its 6 weeks in length I think'**
- **Another person added 'I know if you have a baby you have up to 12 months to take it, so it doesn't have to be taken immediately after taking disability leave'**

## Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

## Survey:

After that brief description, can we verify that all of you used PFL to bond with your new child in the last 2 years?

- **All raised their hands to confirm they had taken PFL to bond with new child in last 2 years**

1. How did you hear about PFL?

- **From HR person at work**
- **From the doctor**
- **My doctor and the group I'm in, Black Infant Health**

- **My coworkers**
- **My doctor**
- **My employer**
- **Friends**
- **Maybe a family member**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **'EDD call line/PFL 800 number'**
- **'Black Infant Health- they have classes on different topics before and after babies are born'**
- **Another woman said she also went to Black Infant Health. She and 2 other women agreed that Black Infant Health is a really good resource for mothers (a total of 4 respondents seemed to have used Black Infant Health as a primary channel)**
- **'I feel like there was nowhere to go, because I work for a nonprofit so we don't have a solid HR department. A lot of places have that. I had to ask my sister-in-law like how did you deal with EDD?' "I hate EDD." 'It was really, really hard to find a clear cut answer on anything.' 'My sister just finished taking leave, we were still confused on whether what she did was PFL or FMLA, are they the same? Are they different? No one had any real answers.' "And no one answers the phone"**
- **'Yeah, it's hard to get through to anyone.' 'It took me like 4 months just to talk to someone'**
- **'Yes, I agree'**
- **"When I had my first kid, I had no idea. Actually, I had my son 1 week after I stopped working and I went back to work 2 weeks after I had him. I had no idea about the disability or the PFL, I had no idea until my coworker had her baby and she told me. I just went right back to work; I had no idea of the bonding or the weeks after"**
- **Proctor asked: "Did your employer have an HR department?"**
- **'They do, however they're not very informative. I don't know if it affects them or what. They would rather have me there I guess, rather than not have me there. It wasn't until my second son that I learned that I was going to take 8 weeks because I had a C-section and then the 6 weeks after'**
- **'I'm an internet junkie so I figured out how much I was going to get paid before I started. It's all on the website'**
- **'I'd ask the Doctor'**
- **'I'd go to my insurance company. Because they have certain life insurance policies these days to where it's like if you're sick or have any type of medical condition, you can take money off your policy to take care of your medical situation'**
- **'Look online, state departments or state agencies or something along those lines'**
- **WIC**
- **Google**
- **'Yeah, but when you look on the internet you don't always get good information, because sometimes somebody says one thing and, somebody else says another thing'**

- **211 phone number**
  - 3. Has your employer ever provided information on benefits available to you regarding any of those topics?
    - **'Yes'**
    - **'No'**
    - **'Yes, when you first start they give you all the information, or if you've been at the company for a while, when you say you are expecting a baby or will soon have to care for someone, they will send you the information'**
    - **Proctor asked: "So, did everyone else's employer react pretty much the same way?" 4 women said 'No'**
    - **One of those 4 stated: "I quit my job for my first (child), because I didn't know it (PFL) existed, or I thought you had to be working at like some high paying career for a long period of time, and I didn't take it (PFL). But for my second (child), my director just took PFL 3 years back, and she still had no idea what it was"**
      - a. Has your family and/or friends ever provided that type of information?
      - b. Have social workers ever provided that type of information?
  - **"I thought a social worker would only talk to you if you were depressed or something"**
    - c. Have community-based organizations (CBOs) ever provided that type of information?
- **No**
  - 4. Do you know if you used any other benefits, such as the Family Medical Leave Act (FMLA) or the California Family Rights Act (CFRA) while you used PFL?
- **'I think I've seen that, like don't most employers post something about Family Medical Leave Act on the wall at work?'**
- **'I've used it'**
- **'Me too'**
  - 5. What were the most important benefits of PFL for you?
    - **'The consistency of my pay. Like when I was on PFL I got paid every 2 weeks as if I was at my job working. So I knew exactly when I was going to get paid and I could keep up with all my bills'**
    - **They all agreed that being paid once a month would be a lot worse**
    - **'I got to spend time with my baby and not stress about money'**
    - **'Yes, spending time with my child. "That's the most important thing"**
    - **'It made it easier, I didn't have to think about work, didn't have to think about anything but being there with your baby, being able to make all your baby's doctor**

appointments, just taking care of all the things that you normally wouldn't be able to take care of if you had to go right back at work'

- Proctor asked: "And you all thought that made a big difference?"
- 'Yes'
- 'I spread mine out, so I didn't return to work until my son was like 4 months, so I've only been back to work like 2 months now. It's going really good, but some days I wish I was still off. I miss it [laughs]'

6. Did you have any challenges with the PFL application process?

- 'Mine was horrible because I went into labor 3 weeks earlier, so I didn't get paid right away'
- 'PFL was so easy because they already let me know online because they already let me know before my disability ended that this is where I have to go to apply for PFL, and it was like click, click, click so easy'
- 'Or, like in the mail, it gives you a paper ahead of time and it lets you know and you have to fill it out if you want PFL in addition to your disability. And it's like a simple red and white form that you just fill out, it's easy to fill it out'
- 'It took me a bit to get my form, but once I got it I had to have it resent several times, because usually it was going to the wrong address'
- 'It was easy after disability'
- 'With me it (the issue) was the disability, because like they had scheduled my C-section, I was only 19, they changed the date, so when I got my application, I went to the doctor, and they said don't put a date there, because we don't know (that yet). Then I had the C-section on the 3rd, I had the baby, and I didn't think about the date, and sent it, and it wasn't until a month later that I realized that I still had not received any money. So I called them and they asked me if I had the date'
- None of the women really needed or used any help

7. We understand the replacement wage rate can represent a significant pay cut when using PFL (at least 45%). How were you able to compensate for the lost wages?

- All the women agreed that this was a problem that was very difficult to overcome
- One said she saved her tax refund and bought supplies in advance to prepare for the time period she would be on a lower wage rate
- Others talked about how they saved money wherever they could, for example, because they weren't going to work during this time, they were having to pay for gas to get to and from work and they didn't have to buy lunch or pack a lunch for themselves
- One woman said she ended her cell phone plan and stopped using her cell phone
- The women all agreed that if they were wealthier, they would not be so worried about receiving partial pay but that given their low incomes it was very hard to live off of 55%
- Another woman said that there is no way she could have financially taken the cut in wages if she was living off her pay check alone. Her husband makes enough to

**support them, but if he wasn't around she would not have been able to survive off of her salary alone**

8. Was your employer supportive of you taking time off?

- **One said she was fired for taking disability (so she took PFL too, because she had already lost her job). Another said she was fired from her previous job for taking PFL but this time with new employer they were more understanding**
- **Another said she was too afraid to ask her employer when she had her first child, but did ask when she had second child. This employer tried to convince her not to use PFL but when she continued to push her employer then said that if she took it she could only take the leave 6 weeks all at once or in 2 week chunks. She believed her employer on that regard**
- **Several others said that their employers were very supportive**
- **Proctor asked: "Were any of your friends and/or family unsupportive of your using PFL benefits?"**
- **All but one said her families/friends were supportive**
- **The one exception said that her family was completely unsupportive but said she had no idea why**

9. Were there any other issues or factors that concerned you before you used PFL?

10. Which of the things we have been discussing most concerned when you were deciding whether or not to use PFL?

- **"Money, money, money" – they all agreed**
- **'Having health insurance while on PFL'**
- **Issues arose both in terms of ensuring continuity with employer provided plans and continuing to pay their portion of health premium, knowing when to start paying it now that it's not being automatically taken from paycheck. They had a hard time making these payments and dealing with medical insurance. Also, several women were suddenly removed from their health care plans without warning. They received no warning that they were missing payments from employer or health insurance company**

11. In your household, who does the most to take care of the child? The mother, father, or is it about equal?

- **The role of the mother is to care for the child, cook, clean, and generally do everything around the house**
- **Most frequently, if they got help it came from other family members (not the father), for example, their mothers, cousins, siblings, etc.**
- **Only 1 woman said her husband watches the children on weekends**

a. Do you think your experience is normal in your community?

- Overall everyone agreed that their situation reflected that of most of their friends/rest of the community, except that things were sometimes more equal between men and women

12. Is it common or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?

- Most of the women were single (father not present), so they were solely responsible
- Of the 3 cases in which the father was present: one shared responsibility equally, one had all the responsibility and one stated it was the father's responsibility. But it is normal for mother and father to share financial responsibility equally these days

13. Did the father use PFL?

- None of the fathers used PFL, for most this was because the father was not present
- One reason was because the father was not eligible because he did not have a job but as soon as he has been at his job long enough he will apply for PFL
- Another was because they tried to apply for PFL for the father but could not succeed because of difficulty with application process. It was not worth it for the man to figure it out because he was only going to use it for a few days so he had limited incentives
- Did not seem like cultural barriers played much of a role in fathers not applying for PFL

14. How could PFL be made more useful for new parents?

- 'My husband and I tried to apply for PFL for him, but it was so confusing that we finally just gave up and he didn't apply for PFL'
- More time off would be very, very helpful. All the women agreed on this
- 6 months would be very nice and a year would be ideal. Several women brought up the fact that they get much more paid leave for bonding with newborns in Europe
- This would give the mother more time to bond with child, but also it would give her time to breast feed the child and store up breast milk for when she goes back to work
- Most of the women mentioned that their employers did not provide a clean, private place (or any place at all) for them to breast feed
- One woman made the point that employers are required to provide a private, clean place by law, but they still usually do not
- More time, more money. Everyone agreed on this
- 'Even though I also had the money from my tax (tax refund) it was still really hard, and the 55% really helped but if they could just do like 85% that would be so much better, or even 100% would be ideal but like 80%-85% would help so much more'
- 'You're holding the baby thinking "damn I have to get back to work"'
- 'Having more people pick up the phone. I wish they would like walk me through the process, or like have a live chat online'
- "Especially for fathers, it's just, it's difficult. I still don't even know to this day (how to sign my husband up for PFL)"

- **Everyone agreed that it would be better if there was a way to keep their health insurance while getting PFL without having extra payments or deductions from their tax refunds. 'That way you don't have to worry about getting cut off, especially now that you get charged if you don't have health insurance'**

Questions:

- **They almost all wanted to know about FMLA and CFRA, only one woman seemed to have any real idea what FMLA was and none knew about CFRA**
- **One woman was very interested in making sure that her husband could also take PFL (he is the one who was not working, but he just started working again and she just had the baby)**
- **Also, she had 2 babies in one year (not twins). She asked if she could get PFL for both**
- **Another woman asked about how her husband could take PFL**
- **One of the women mentioned that she had to exhaust all of her vacation time; she thought EDD made her employer do it that way**
- **Another woman agreed, she thought EDD required employers to have their employees use up all vacation days while using PFL**
- **These women would have preferred not to do this. It would have been nice to keep their vacation days for some other time when they might need them**
- **Another woman said they made her spend down her vacation time too but that she was not told this until after her first PFL check came to her**
- **One woman asked if you could take PFL after the end of first year**

Other Takeaways:

- **Yoland (participant recruiter in LA) mentioned that many city county workers and potentially others were very interested in learning about PFL in a presentation from us**



## 2. Biological Mothers

**Used PFL:** No

**Annual Personal Income:** Under \$24K

**Date:** May 21, 2015

**Location:** Pasadena

**Host Organization:** Pasadena/Altadena Coalition of Transformative Leaders (PACTL)

### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

- **“It’s money you get from your job when you’re about to give birth or after you give birth and for when you stay at home to look over someone sick”**

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program’s replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

1. Had you heard anything about PFL before this evening?
  - **‘I had a little bit. I thought the employer paid you though’**
  - **‘I heard a little bit from the doctor’s office’**
  - **‘I thought your employer paid you’**
  - **‘I think I heard about it through my job packet; me and my friends were talking about it’**
  - **‘I thought paid maternity leave was the same thing?’**
  - **‘Yeah, my job packet’**
2. Where would you go to get advice or information in the event of any of the following occurring in your life?
  - **The internet**

- **Doctor**
  - **A support group**
  - **I went to 211**
  - **'There were some nonprofit organizations I talked to'**
  - **The county office**
3. Has your employer ever provided information on benefits available to you regarding any of those topics?
- **Yes, in a packet**
  - **'They really didn't want us taking time off though'**
    - a. Has your family and/or friends ever provided that type of information?
  - **'My mom helps me out a lot'**
  - **Coworkers from the job might help too**
  - **One participant asked, "How does job protection work with PFL?"**
    - b. Have social workers ever provided that type of information?
    - c. Have community-based organizations (CBOs) ever provided that type of information?
- **See above**
4. Knowing what you know now about PFL, would you have used it to bond with your child?
- **Yes**
  - **'Well, I'm concerned because I'm pregnant with my second child now. But I was fired just recently so do I now not qualify?'**
  - **How does it affect taxes?**
  - **'I'm concerned because my place of business went out of business while I was out on maternity leave, so it was closed when I was gone on paid maternity leave, so then do I still get to take PFL or not?'**
  - **'Sometimes I am [concerned], because if I don't have job security then what is the point? It's not worth the risk'**
  - **'Yes, if my job was in danger I would not take it or use it'**
  - **'It's not worth the risk for only half the pay. You have to look more in the future than just six weeks'**
5. In your household, whose job is it to take care of the child? The mother, father, or is it about equal?
- **Mine[mother's]**
  - **Mine[mother's] and the child's dad**
  - **Mine[mother's] and my family**
  - **"It should be equal but I don't let it be, I want to spend time with my baby"**

- **It's mine[mother's] but my husband and my mom help out also**
- **It's equal, we both do it**

6. Is it normal or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?

- **I [mother] do**
- **I have a huge family so we all pitch in. His dad, my mom, His dad's mom, my grandma, my daddy, everybody chips in**
- **His dad didn't take time off, but that's because he didn't need to, I needed to recover, and we needed money. He had just got this job 2 or 3 months prior too, so did we not want to leave it to chance**

7. What would make you more likely to use PFL?

- **'It should be something you have continual access to. I mean, I've been working with the same employer for ten years but I've just now been laid off and now I don't get it? That doesn't seem fair'**
- **'And why is it capped? It sounds like it's not being used and everyone pays into it but where is all that money going?'**
- **'It should be something we have access to; there seems like there's enough money'**
- **'Job security is a huge problem'**
- **'Yeah, job security is [the] number one [problem]'**

8. Did any of you guys try to apply for PFL in the past?

- **'I saw them [PFL] on the website, but I didn't try to apply because of the lack of job security'**
- **'How do you find out if you have job security or not then? I did not know about FMLA or anything with the job security. if I did not know whether I had job security or not then I would probably would have not done it'**

9. Where would you go if you had questions?

- **'I would call EDD'**
- **'I think we could get good information from EDD but you could tell they did not want it to be protected or did not guarantee protection'**

### 3. Biological Mothers

**Used PFL:** No

**Annual Personal Income:** Under \$24K

**Date:** May 26, 2015

**Location:** Fresno

**Host Organization:** West Fresno Family Resource Center

#### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

- **'You can take time off working to go on leave'**
- **'Separate from breast feeding; I always thought it was for the first 2 or 3 months and they pay you some money to spend time with your family'**
- **'Is it also for before you have your baby? A couple of weeks before?'**

#### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

#### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

1. Had you heard anything about PFL before this evening?

- **'Yes, from work'**
- **From friends**
- **From Facebook; from different posts and groups on there**
- **Participants did not hear about PFL from social workers, hospitals or CBO's**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **My mom**
- **My brothers and sisters and/or other family**

- **Parenting classes**
  - **Google**
  - **Online in general**
  - **African American CBOs – “Black Infant Health Program”**
3. Has your employer ever provided information on benefits available to you regarding any of those topics?
- **‘Yes, but you have to ask for the information’**
  - **‘Human resources is not helpful; you have to talk to the employer themselves’**
  - **‘Sometimes they provide the information but they do not provide all of the information’**
    - a. Has your family and/or friends ever provided that type of information?
  - **‘If they know about it or use it they will tell us’**
    - b. Have social workers ever provided that type of information?
  - **No, not really**
  - **‘They provided plenty of information on breastfeeding and WIC but nothing on PFL’**
4. Knowing what you know now about PFL, would you have used it to bond with your child?
- **Yes**
  - **Yes, absolutely**
  - **‘Yes, because we pay into it’**
  - **‘Yes because it can decrease stress. Stress can affect milk production, which is bad for the baby if you’re breast feeding’**
  - **‘I had to go back due to finances; PFL could have helped’**
    - a. What concerns and/or considerations would you have had?
  - **‘The wage replacement rate is a concern and it should be higher, especially for a single parent’**
  - **Job protection is a significant concern**
  - **“It was already hard enough to find one job”**
  - **“I was terrified” [to ask employer for time off]**
  - **“I didn’t know my rights as a mom”**
  - **“[My employer] never told me anything about PFL ... they just tell you go to disability”**
  - **‘There should be PFL-specific in-person consultations like with breast feeding’**
  - **No one noticed the EDD slip about PFL to transition from Disability**
  - **‘There needs to be increased education and training of the program’**
  - **Was there a question here because it goes from concerns to whether they felt if there was a negative connotation with PFL**

- **'There is no fear of a negative connotation (with program use) because there is not enough awareness of the program'**
- **Friends and family would have been supportive**

5. How do you balance work and child care?

- **CalWorks Program**
- **Family and friends**
- **After school clubs**

a. How do you manage child care? Other family member support? Day care?

- **Coordinating with partner and/or spouse**

b. How do you manage and/or share finances?

- **It's shared**
- **'The father might help when he feels like it'**
- **'I am the breadwinner so taking time off on my partner's salary was very difficult'**

c. Do you think your experience is normal in your community?

- **'Depending on if a father is present, yes'**
- **If free child care was made available, we [mothers] could do it all**
- **"Free child care would make it possible"**

d. Are there other factors or concerns that you would have in using PFL?

- **Financial advising would be helpful**
- **Someone to help walk you through all the financial implications**

e. Of those factors, what do you think is the most important one?

- **Job protection**
- **Is the I.N.S. [Immigration and Naturalization Service] a threat to those that apply?**
- **The threat of deportation might scare some applicants off**

6. Did any of you guys try to apply for PFL in the past?

- **No**
- **'There should be someone to help you apply correctly'**
- **'Phone lines can be tough – might not have the correct information'**
- **'Should increase education by hosting teaching seminars in schools, even elementary schools so kids can tell their parents'**

7. Why weren't you able to use it?

- **I was ineligible**

## 4. Latina Biological Mothers

**Used PFL:** No

**Annual Personal Income:** Under \$24K

**Date:** June 4, 2015

**Location:** Pasadena

**Host Organization:** Pasadena/Altadena Coalition of Transformative Leaders (PACTL)

### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

- **'It's a focus for families with young children'**
- **'We are given 12 months for take this benefit'**

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

- **They all said no,**
- **One woman said yes.**
- **Another asked if it was okay that she used PFL about 10 years ago but not in the last 2 years**

1. Had you heard anything about PFL before this evening?

- **'I got the maternity leave, but I didn't get the extended, the PFL. This time when I tried to apply for maternity leave I was denied. Proctor asked where she heard of PFL and she said the Pasadena Clinic**
- **"I heard of it from the Clinic program but I didn't want to use it because I am not sure if my job would let me come back." General agreement about job security**

- **'When I was at medical appointments my doctor told me [about PFL]' Proctor asked 'From your medical doctor or a nurse?' She answered: 'My gynecologist told me we have 6 weeks of the disability time and after that we have 6 weeks for this time, that's what I was told'**
- **"They gave me the application but I never filled it out because I was also unsure about my job too. I didn't know exactly how much the pay would be"**
- **"I heard about it from my girlfriends at work"**
- **Proctor asked: 'Why she did not use it?'**
- **'Because I quit my job before I had my baby'**
- **Proctor asked: 'So you would not be qualified for PFL in that case?'**
- **She agreed**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **The clinic**
- **The hospital**
- **The unemployment office**
- **Social worker**
- **'Before I applied I went to my work's HR department to ask if I had the right to use this leave'**
- **Friends**
- **Family**

3. Has your employer ever provided information on benefits available to you regarding any of those topics?

- a. Has your family and/or friends ever provided that type of information?
- b. Have social workers ever provided that type of information?
- c. Have community-based organizations (CBOs) ever provided that type of information?

- **No**
- **Proctor talked about how employers often give employees a paperwork and information about benefits when they first start working, and asked if the women remembered experiencing something like that**
- **'I did' and several others agreed**
- **'Yes, but I have many questions. Because I just started working in a school district and I don't know if I can't use this program because, when I started they told me that I cannot get unemployment, so since PFL is from the same thing, does that mean I don't qualify for PFL?'**
- **Proctor explained that often employees of school districts do not qualify for PFL because they do not pay into SDI**
- **Another woman said that you also can't qualify if you are working part time**
- **Proctor clarified that you can qualify if you are working part time**



- **‘Many people have been telling me that I should try to get PFL because in the job I was working at before, I was paying into these benefits. If I left my job less than 12 months ago, does that mean I still have these benefits in the background?’**
- **Proctor answered that she was likely to qualify**
  - 4. Knowing what you know now about PFL, would you have used it to bond with your child?
- **Almost all said yes**
- **Because they are still little and they need their mother. For that reason, I quit my job. Because you have the right to take 3 months to care for your child. My baby is 9 months old. So once a baby is about 6 months old it is best to quit your job to care for the baby’**
- **I would not since I am not going to work**
  - a. What concerns and/or considerations would you have had?
- **‘Losing my job’**
- **Proctor asked how they felt about the wage replacement rate and if they would be able to compensate for that**
- **‘Yes that would be economically very difficult’**
- **Proctor asked: ‘Would it be so difficult that you wouldn’t use PFL? Or would it be difficult, but you could still manage to use PFL and compensate for the wage reduction’**
- **‘Right now, for me, yes I would use it but at other times in my life it would have been too difficult. I wouldn’t have been able to compensate’**
- **‘Is it a strict requirement that you have to work in order to use this program? If I don’t want to work, I can’t use it?’**
- **Proctor answered: ‘That it is a strict rule, because you have to pay into SDI in order to use PFL and you generally have to work to receive SDI’**
- **‘So if I leave my job after, I can’t use PFL?’**
- **Proctor clarified that you have to have been working until you went on maternity leave (still employed), in order to take PFL**
- **‘And when it ends? Do we still have to be employed?’**
- **Proctor answered that you do not have to keep working after PFL ends**
- **‘Do you have to notify PFL of your intention not to go back to work?’**
- **Proctor answered, ‘No’ and explained further**
- **‘Okay, because when I finished this [summer] vacation time at my work started’**
- **‘Can I say something? You don’t have to leave your job completely in order to qualify for PFL, because what they told me was that they could reduce the number of hours per day that I worked, or reduce the number of days that I worked and I would still qualify for PFL’**
- **Another said ‘I couldn’t do that thought because that is why I was denied because I was part-time’**

- Proctor clarified that typically you should be able to take maternity leave and PFL even if you are working part-time. Potentially there are some specific rules of her particular employer
- ‘It could be that the people who said that to her were mistaken because I ...because like them, I had fear that I would lose my job. They didn’t let me take time off work until 2 weeks before my child’s first birthday, so I called EDD and they said I did not qualify for PFL until my child turns 1 year old but at that time there was only 2 weeks left until my child turned 1. So you need to apply for this a certain amount of time before. But I could not get any days off until my child was almost 1. They told me I could work part-time and still qualify. So I went and protested the case because the information I was getting always turned out to be wrong. So I called EDD to ask them’
- ‘They told me that like if I started taking time off from my job today, I could send the application in online tomorrow but if I send it by mail I can send it in 3 weeks in advance. So if I stop working already then I can apply online.’

b. Would friends and/or family have been supportive of you using PFL?

- Everyone said yes
- ‘Because they want you to be at home with your kids. They want you to take care of the baby’
- Proctor said: ‘So the men don’t want to take care of the babies?’
- ‘Yea if the baby won’t stop crying and they are there; they [the fathers] will start crying (laughter)’

5. In your household, who does the most to take care of the child? The mother, father or is it about equal?

- Almost everyone said the mom does the most
- ‘In my house both [parents] take care of the child’
- ‘It depends if the mother works’
- ‘I think that sometimes he (the father) does more, because he has more time at home. Because I work at a school so I work my 8 hours all together but he is a school bus driver. So he works 3 hours in the morning, he comes home and has a rest, then he works like 4 more hours during the day and then he can come home again. So it depends on the circumstances’

a. Do you think your experience is normal in your community?

- ‘In my case he works a lot of hours, he leaves at 6am and returns at 6pm. But during the little time that he is home he does help’
- ‘My case is the same’
- Proctor said: ‘So basically as long as the baby is cared for and someone is earning enough to keep the house going it does not matter who is doing what right?’ All respondents seemed to agree

6. Is it normal or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?

- **They all agreed that this responsibility is shared between both parents**

7. What would make you more likely to use PFL?

- **'More time'**
- **'More money, it's not the same'**
- **'It would be good if we could take some of the time during our pregnancy'**
- **'Many mothers today don't go back to work. It is very important to care for children'**
- **Proctor asked: "You almost all said you would use PFL if you qualified, would the fathers also use it?"**
- **'Both parents can use it at the same time?'**
- **'For example, I am not working but my husband is. So he could use it?'**

8. Did any of you guys try to apply for PFL in the past?

- **Yes**

9. Why weren't you able to use it?

- **'I did. But I applied online for disability and that's where I received the form to apply for PFL. I decided to call to see if I could use PFL after disability or if I had to go back to work first because my disability ended right when summer school started, and I sometimes work summer school. But I didn't want to do that this time and I applied for PFL. I don't know if it was approved but I think it was'**
- **The women who had applied or tried to apply all said the application itself was pretty simple and easy**
- **'Yeah the application is really simple. I could have applied, I knew about it, but I chose not to'**
- **Proctor asked: "Why?"**
- **'Because I work for a school but not directly. I actually work for a private company and I am sent to work at the school. And since I had already taken my disability, I wasn't sure if they were going to keep my job. Because I am a 1018 and I care for a young girl and I am the only one who cares for her, so if I don't work she might lose the ability to go to school'**

Questions:

- **'I just want to make sure. So if the mother isn't working but the husband is, he can take PFL, right?'**
- **One woman talked about how she broke her pelvis during her pregnancy, so she quit her job, but she wanted to know if there was any way she could still use PFL. Proctor explained that if she had taken disability to allow her pelvis to heal, she could have started her PFL directly after her disability ended, and she would not need to return to work between**

- **Proctor explained how FMLA can provide job protection when combined with PFL**

## 5. Latino Biological Fathers

**Used PFL:** No

**Annual Personal Income:** Under \$24K

**Date:** June 4, 2015

**Location:** Pasadena

**Host Organization:** Pasadena/Altadena Coalition of Transformative Leaders (PACTL)

### Introduction:

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Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

- **'Yes, I've heard of the program before. It is 6-8 weeks to care for the baby. The man gets 6 weeks and the woman gets 6 weeks or more if she has complications'**
- **'Also, when you have sick family members like an aunt or an uncle or grandparents, parents then you can ask for leave from your job and they can't fire you. And reimburse you 55% of your wage'**
- **'Your employer is not required to accept your return to your job after PFL. They can basically fire you for no reason, legally'**
- **'Also it could be a husband or wife'**

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

- **They all said they had not used it**

1. Had you heard anything about PFL before this evening?

- **Just about all of them answered 'yes'**
- **'Yes I have a question about how the leave works. Because my uncle's father had a heart attack and after this he had problems with his gallbladder. So he needed more time to take care of his father'**

- **'I heard about it from a coworker. She took her maternity leave but then she took more time after that because she had a baby. I don't know details, but I have heard of it'**
- **'My wife used it but there was a lot of confusion. Like when you should take it and how to apply. My wife called EDD and asked what she could do. At first she thought she was supposed to apply on the last day and then they told her she should have done it 30 days earlier. There was a lot of confusion'**
- **'He said they got most of their information from her employer and a social worker. When Obamacare started it seemed like the whole structure of the system changed. We had one social worker and then we had a new one. At first we were told that we could apply any time during the year and could still qualify. Then we were told it was too late and we should have applied earlier. They told her she didn't qualify because she had waited too long. In the end, she used it but only for a very short time'**
- **'How can they have that problem? If this program has been active for 10 years then I don't understand why they would make it such a hassle and if they qualify; why would that happen?'**
- **'The first time I heard about this program was when I entered this room today'**
- **Family**
- **Employer**
- **There are several laws starting, and they should mention PFL too, along with the others'**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **Internet**
- **Doctor**
- **Books**
- **The community, fliers that are posted**
- **'If your wife got sick and you wanted to stay with her, the doctor, the OBGYN could tell you about the program'**
- **'Social workers need to do a better job of giving accurate information'**
- **'I think the companies need to train employers to know about this'**
- **'I think lots of employers just don't care. They are not obligated to inform their employees. Although they might if they are very moral, but I think doctors, nurses and others that work in hospitals should be the ones to spread this information since this is closer to what their job is. But an employer, does not have much interest in this, he won't want to take his time to inform you well about these benefits. Maybe the information is in those pamphlets employers are required to hang up, but if you don't read it, you don't read it. And the employer isn't obligated to really make sure you get the information'**

3. Has your employer ever provided information on benefits available to you regarding any of those topics?

a. Has your family and/or friends ever provided that type of information?

- b. Have social workers ever provided that type of information?
- c. Have community-based organizations (CBOs) ever provided that type of information?

- **See above**

4. Knowing what you know now about PFL, would you have used it to bond with your child?

- **'Yeah I would use it, because it is very important to take time to be with your children, to be a good family member'**
- **All but 2 raised their hand to say they would use PFL if they qualified**
- **1 said no because he just doesn't like to not work. He really likes to work. The other said it was because he could not compensate for the reduced wage rate**
- **'If I had known about the program, I definitely would have used it'**
- **'Yea I think this program is very important because here in this country your whole family isn't here with you, and so if your wife gets sick, who is there to care for her? I have to be there for her'**

a) What concerns and/or considerations would you have had?

- **'Whether my job is secure'**
- **I'm self-employed so I wouldn't be able to**
- **'The only thing that worries me is that they only pay your 55% of your salary'**
- **'Also, you don't have to completely stop working to qualify'**
- **'I understand that you can work part-time and still qualify, right? At first they told my wife that she couldn't'**
- **Almost all of them thought they have to have papers and be legal to get PFL**
- **Proctor asked: 'Would you have any hesitations about using a government program?'**
- **'Well a lot of Latinos feel like we are taking a handout and we don't like to do that. A lot of Latinos would not use the program because they think it is a handout. But the truth is it is not a handout; this is our money that we paid and if you don't use it in a year, you lose it'**

a. Would friends and/or family have been supportive of you using PFL?

- **Most all answer yes**
- **'It is something very modern; because it used to be that the parents were never like this. The father would keep working if the wife or kids got sick and they would have to find someone to take care of the wife or kids. This is something very modern'**

5. In your household, who does the most to take care of the child? The mother, father, or is it about equal?

- **'It is different in many cases. Some people have to work double shifts so they don't have as much time to be at home with the kids. In my case, I help care for the kids except on the weekends because on the weekends I work double shifts'**
- **'For me I do about 10% and my wife does 90%. She doesn't work, she is a homemaker'**
- **'I work from 6:30am-4pm and my wife leaves at 5pm and I take care of the kids at night'**

a. Do you think your experience is normal in your community?

- **Many said it's pretty normal in their community for both to be pitching in but that it also depends on the situation**
- **'Over here you both have to work. Nothing stops. The rent doesn't wait for you'**
- **'Although I make enough for our family, if something happened to me then our family wouldn't be secure. That is why my wife needs to work too. My family can't depend 100% on me because if something were to happen to me then they would have nothing. We have to be realistic'**
- **'In my case, my wife also does most of the care of the child because I work 12 hours a day'**

6. Is it normal or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?

7. What would make you more likely to use PFL?

- **'More information'**
- **'In reality if someone qualifies and fills out the forms you have to send it in the mail; that can take several days'**
- **'You can apply online too'**
- **'It would be really great if they could pay us 100% of our wages'**
- **'Yeah if they paid 100%, all of us could use this program'**
- **'It would be also be good if they would let us use this whether or not we have papers'**
- **'Many companies still have you paying taxes and into SDI, and you might not have papers but you still have the right to use PFL'**
- **'I think if they made a commercial about it more people would use it'**
- **'It would be much better if employers knew more about this. My wife and I are in WIC and it helps a lot'**
- **'Yeah I agree that employers and human resource people should get better training on this stuff. I am a manager at VONS and they didn't train us on this. I know a little about it but we were never trained and that would be much better'**

8. Did any of you guys try to apply for PFL in the past?

- **They all said no**
- **'Online there are lots of qualifications for the application and it is very confusing'**

9. Why weren't you able to use it?



- Proctor asked: 'Would you have hesitations about telling your employer that you want to use PFL?'
- 'An employer will always think about how they can cover your shift if you have to leave. We have to be realistic, that will be the first thoughts of the employers. If it is possible that 3 or 4 people could cover – but if not what can he do?'
- 'But also the employer doesn't have to let you come back, and that is a serious problem. Maybe the state should protect these people like they protect mothers on disability'
- Proctor explained FMLA
- 'Like some have said, for some they cannot go one week without pay, because they are living week to week, day to day. It is not worth the risk to use PFL if you might get fired and then it could take you 3 weeks to find a job and if you have to pay rent every month, you can't survive 3 weeks without a job'

Questions:

- 'What was that about 50 employees?'
- 'If I work at a nonprofit can I still qualify?'

## 6. Armenian

**Date:** June 9, 2015

**Location:** Glendale

**Host Organization:** Karamanoukian Glendale Youth Center

### **Introduction:**

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### **Description:**

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we want your perspective on how language and cultural issues may impact PFL use in the Armenian community.

### **Survey:**

1. In your experience, do new parents and those who provide care for family members in your community know about PFL?
  - **'Is this different from maternity leave?'**
  - **'I heard about it but I did not know about any of the details'**
  - **'I heard about it internationally (in Canada & France) but not here; the governments there have evangelized it so successfully that everyone knows about it'**
  - **'I am familiar with it because we have residents and employees that use it and we compliment the rate with vacation time, but I did not know about the care side'**
  - **'I did not know about care either'**
  - **'I've heard it's very easy to apply online, but not a lot of men use it mostly for cultural reasons'**
  - **'I think the community has Americanized so I think the challenge now is less cultural and more educational'**
  - **'I have been to EDD before and there is "no literature" to promote the program. When people think of EDD they associate it with unemployment and disability, not PFL'**
  - **'Government entities must do a better job of increasing the education and awareness'**
  - **'There is also employer pressure that does not foster any interest or awareness of PFL; you are expected to plan your pregnancy so you are not away from your work for very long'**
2. Where do members of your community typically go for support and/or advice on the following issues?
  - **Parents, web, peers and friends and books**

- **“It take a village to raise a child ... I don’t think there’s much room for something else”**
- **‘If EDD wants to increase education they need to find the right outlet; I can’t find it on their website even now as I am looking for it’**
- **‘People don’t go to EDD because they do not want the [negative] perception**
- **‘That [the negative perception] is a generational issue though; second generation is better than the first with pride. Subcultures (based on geography) are different too**
- **They would not talk about it outside of their family’**
- **‘We are very insular “you gotta keep up appearances”; Armenians are very private and we do not publicize issues like that’**
- **‘Part of it is cultural and part is economic; you don’t hear about these benefits if you are a small self-owned business, as many Armenians are’**
- **‘The replacement wage rate is a problem too for those who are struggling economically’**

3. What kind of community organizations, including nonprofits and churches, are in your community?

- **‘Armenian Relief Society is a go-to hub for Armenians’**
- **So are schools, churches and active organizations. As well as Saturday school, school PTAs and social media sites of Armenian people and organizations – any alternative media is a good source**
- **Churches are very active; western diosis, Catholic and evangelical are the largest groups**
- **‘[EDD] could speak to students to reach the children’**
- **‘Armenians are good at creating organizations, they’re very organized’**
- **‘Despite the fact that we are a smaller population, we are very well organized’**
- **‘Yes, only in Glendale we have 7 Armenian TV channels. It’s very well integrated with one another and the community’**

4. Here is a copy of the current application (and Armenian directions) (and brochure). Please look it over for a minute (brochure first):

- **‘I think the brochure is intimidating. There is a language barrier’**
- **“Where do I start? There is too much information without saying enough, there should just be a link and some simple information”**
- **“The colors and the theme are very sad – there is a nuance that is lost here. It is not a disability, there is already a stigma against it, don’t reinforce its use by making it look like it’s a disability”**
- **‘There should be a very different tone in the messaging’**
- **There is no communication of the benefits it offers**
- **‘There is no encouragement, the first bullet point is that it does not offer job protection – why start with a negative?’**
- **‘Why isn’t there any information regarding FMLA?’**

- **‘It’s not representative of men and women. It’s just women at first then gay men and a single man’**
- **“It’s not for me” – you have to better market it and better package it**
- **“It’s very important for people to know it’s their right”**
- **“I want to know practical steps” – include pertinent examples for each population**
- **Yes, they should take demographics into account**
- **‘My guess would be that the Armenian population is 10% new immigrants, 25-40% Americanized immigrants and the rest are American born Armenians; EDD should increase education so the choice is made available to those populations’**

5. Why would people in your community choose not to use PFL? (What disadvantages or challenges does the program represent?)

- **‘There is a gender stigma here; friends will say ‘you need to get to work;’ the family would be the first to say that actually’**
- **‘Things are changing now though, women and men are taking equal responsibility for their family and their finances’**
- **‘Employees should understand that the barriers are not just financial but competitiveness at work; if you take time off work, even if it is protected, that is going to be remembered when it comes to you moving up in your career’**
- **‘Armenians are very private, that might keep them from using it as well’**
- **‘I disagree, I think they wouldn’t feel bad (at least some of them)’**
- **‘Yes, you cannot generalize the whole population’**
- **‘I think its use could be spun in a positive way’**
- **‘I have heard of some issues with women being forced to go back before they were ready, so I think that men could help in that area. Men could take it to help support women going back to work’**

6. How could the program be more useful or accessible for your community?

- **See above**

7. What could be done to increase the outreach and understanding of the program?

- **See above**

## 7. Chinese

**Date:** June 15, 2015

**Location:** San Francisco

**Host Organization:** Self-Help for the Elderly

### **Introduction:**

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### **Description:**

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### **Survey:**

1. In your experience, do new parents and those who provide care for family members in your community know about PFL?
  - 'I work at a nonprofit so we educate our clients on this'
  - 'Sometimes our staff chooses not to use it because don't want to receive half pay'
  - One person asked what is difference between PFL and disability
  - The focus group had a lot of questions about details of PFL and amount of reimbursement as compared to disability
  - 'I think most people associate PFL with post-natal care. If they are older or not pregnant they don't even think of it. You have to educate them''
  - 'Could it be used by the father as well as the mother? What is the difference between disability and PFL?'
  - 'Is PFL taxable?'
  - 'What is required to prove the individual is actually doing what they are filing the PFL claim for?'
  - 'Another really important thing to know is whether or not this money is coming from the employer'
  - 'The state updates us every quarter, so the employers first have to advocate. So I think we need to educate from the top'
  - 'If you go to the for profit side there is some selfishness'
  - "Sometimes people don't want to take 6 weeks from employer, because they are so loyal to the employer." "That is the cultural thing. Somehow our culture causes us to be loyal to the position"
  - 'Payroll services update us and we get info from EDD'

- It has to come from the top down
- EDD website or the human resources department; we go over this stuff in our company once a year
- ‘Some employees are very ingenious in getting this type of benefits, friends talk to friends. I think doing outreach through ethnic media would be very helpful’
- “The media is very powerful”
- Newspaper presentations
- The community has many different presentations
- You learn from people who have benefitted from it [PFL] before
- CPA’s are first person to be asked in small companies when they don’t have a human resources department, these people need to be trained on PFL
- ‘Any question, go to the CPA’
- “We only have 4 members, when human resource questions come up I consult with the attorney – I knew about PFL but I didn’t know it would be paid”
- ‘Younger families go to youth centers etcetera’

2. Where do members of your community typically go for support and/or advice on the following issues?

- Clinic, doctors
- Healthcare centers
- Childcare centers
- ‘Clinic or doctors or insurance companies health care centers employee cafeteria bulletin boards etcetera’
- Most small businesses/employers give CPA the roll of an HR person
- They [CPAs] are the first person the employer will ask about these types of questions
- Tax preparers are another good source
- ‘Normally we know the term; we just don’t know the details, that is when we go to the website or to the CPA’
- New immigrants will go to self-help agencies
- ‘If I have an human resources question I will check with an attorney or someone else, as the director I am the one who needs training, I knew about family leave, but I didn’t know they would get paid’

3. What kind of community organizations, including nonprofits and churches, are in your community?

Other Questions:

- Yeah that [reading the information in English] is going to be really hard. It really needs to be in Chinese. Even for someone who is learning English it can be really hard, and so a bilingual website would be really helpful
- Chinatown is pretty well established but there may be other pockets of people who do not have as many resources
- ‘People don’t like the fact that they call and they are waiting on a line. They would prefer to have a direct line’

- **'When you call their number you just get a translator (3<sup>rd</sup> party translator). They don't explain well, they just translate verbatim'**
- **'It is important to have a knowledgeable person who speaks the language, not just a translator that can answer people's questions'**
- **'People have lots of questions; the person would have to be patient enough and be able to talk about other related programs'**
- **'Employers need to know that this is not going to be like unemployment where it might increase your rates. Every employer is important about that. You don't want your rates to be affected and that is why education of the employers is so important. If employers were better educated on program they would speak about it more freely'**
- **'You also need to mention it is the worker's right to get this benefit'**
- **'As an employer, my concern would be that just want to make sure the employee comes back'**
- **'In our culture we do a round-about way of asking questions'**
- **'I think education is necessary'**
- **'Employees need to know that that this won't affect their job'**

4. Here is a copy of the current application (and Chinese directions). Please look it over for a minute.

- **'There is a lot of information. So there is one week that they have to lose wage completely before they start?'**
- **'This is a lot of information to digest. It overwhelms people and what they want to know is if they are eligible or not. I think it would be easy if there was a chart of yes-no questions like a road map of whether or not they qualify to help them make a decision, because otherwise people read it and they feel like, "Where am I?"'**
- **Another person agreed with this idea and said they use that road map method in his business**
- **'Some FAQs listed would be good'**
- **'A Q&A plus the road map would be really good'**
- **'Also it says here to check online for more information. But you have to understand that some employees don't feel comfortable going online and if the phone number takes too long they might give up'**
- **'People feel birth is more natural rather than sickness, so they are more likely to think of PFL as in bonding'**
- **There is a stigma around talking about illness**

5. What is the best way to communicate with your community? What advice would you have for EDD?

- **'I think with this kind of information a workshop would help. People will have a lot of questions, so definitely an educational, bilingual workshop would really help. Also for this particular topic, I think if EDD could partner with nonprofit agencies who work with our community that could be very helpful'**
- **Workshops for employers and other ones for employees**

- **'Employers would probably be interested but if it has the name of someone other than EDD, someone they can trust like a small business owner'**
- **'There is no Pacific Islander/Asian represented on this pamphlet'**
- **'I see they have it in Cantonese but no Mandarin'**
- **'It would be good to have a poster of PFL brochure to put up'**
- **'It would be nice if there could be a fluent Mandarin/Cantonese speaker with EDD that we could really have a dialogue with'**

6. Why would people in your community choose not to use PFL? (What disadvantages or challenges does the program represent?)

- **'Lots of Chinese are very poor and would still not take money; they have dignity and want to serve parents. You feel loyal to employer and don't want to take any time off. I never took a sick day. Most other Chinese do not either. They are worried they will cause problems for employer or that when they return their job will be gone'**
- **'Some see government benefits as handouts, no matter how you explain that they deserve it and it is their money they still won't do it'**
- **'Do a lot of people abuse this? What is the documentation necessary to prove that they are actually bonding or providing care?'**
- **'That might be another reason, people do not want to show their parent's medical records or info-because this is private information'**
- **'It would be easy if there was a chart like a yes-no road map of whether or not they qualify'**
- **'Some employees are afraid of having to pay taxes later since none is taken off during'**
- **'The newer generation is more entitled, more likely to take benefits'**

7. How could the program be more useful or accessible for your community?

- **'This kind of informational workshop would help. Bilingual workshops would be particularly important. These workshops should be for employers and employees'**
- **'As an employers, I need to know what the next steps are to direct the employee to'**
- **'If there is some way to get to the physicians and staff'**
- **'Private doctors' offices don't have social workers, have to go through them'**
- **'Most people would rather not go to the hospital'**
- **'Should reach out to gynecologists'**

8. What could be done to increase the outreach and understanding of the program?

- **Outreach through media**
- **I' think you have to customize outreach plan because one size does not fit all'**
- **CalChambers**
- **Small business owners**
- **Nonprofits**



## 8. Social Workers

**Date:** June 16, 2015

**Location:** San Francisco

**Host Organization:** Family Caregivers Alliance

### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we want your perspective as it pertains to care providers.

### Survey:

1. We understand that the groups you work with are incredibly diverse, but can you tell us what you can about your clients? Who is the family caregiver?
  - **'We can probably all give you a typical client: one is a mother of adult children who is married and carrying for a mother, father or both usually in the home. She and her husband are working, but she has probably cut down on hours to provide care. She is in the 50's age range. I wouldn't say there is a typical family. Sometimes she has to quit her job to provide care and is not getting help from adult children'**
  - **'Elderly spouse caregivers who are in their 70's and 80's and are not usually working but we do see a lot of those'**
  - **'30 year old children caring for either their single parent or a significantly younger parent with an older spouse. They see the healthy parent as a victim as much as the ill parent'**
  - **'2 sisters in their early 30s who are caring for mom. The dad is much older than the mom and can't care for her'**
  - **'Daughters usually see their dad as one of the victims of the problem. So they help him because he is getting worn out trying to help, but can't because his age or maybe illness of his own'**
  - **'Parents who are caring for adult children with a TBI (traumatic brain injury). One example are parents who are not working (one is doing IHSS)'**
  - **'Quite a few people are working full time and caring full time but they don't qualify for medical. This is not the kind of thing that you could take off 6 weeks and then come back'**

2. What are the types of issues that the caregivers that you work with face and need help on?

- **Finances**
- **How do you pay for home services, medical care, supplies, etc.?**
- **'The people calling us are not the people who have money, it is the people who are struggling'**
- **90-95% of calls I get are about "how can I get paid to care for my family member?"**
- **'It's money to purchase support so that they can get respite at some point'**
- **'The picture of the care receiver has changed, maybe not. The people who have dementia has increased, and that requires more hands on care'**
- **'Also someone with a cognitive impairment because you constantly have to be trying to figure out what their needs are'**
- **'Cognitive illness is different from physical illness because the doctor will say that "mother needs 24 hour care" which is difficult for working children'**

3. Besides Family Caregiver Alliance, where do your clients typically go for support and/or advice on the following issues?

- **'Probably the very first place they go is the doctor and that is probably where they get the least amount of information about what they do and then they struggle'**
- **'It is very confusing. There is a whole variety of services and there is not a really good centralized place people can go to get help with what they need'**
- **'Area Agencies on Aging would be a good source but people do not tend to go there because people do not tend to plan for this'**
- **Alzheimer's association if there is dementia**
- **'Kaiser. They have social workers that specialize in dementia. I would guess they know about PFL but I'm not sure'**
- **'Place of diagnosis, usually a clinic'**
- **"Kaiser is hit or miss"**
- **'There don't seem to be a lot of social workers there [Kaiser]'**
- **'If they get into a home health program that gets us [FCA] a lot of referrals, but that is a small minority of Kaiser patients'**
- **'If you are not really proactive and vocal about needing help you will not be referred to social workers'**
- **"We rarely get referrals from doctors" 'usually the referral will be a nurse or social worker'**
- **'Doctors do not have time and they are not up to date on these types of programs'**
- **'We will get referrals after a crisis'**
- **'This[referrals] happens when people fall down for example (acute situations)'**
- **'We get a lot of calls from Adult Protective Services'**
- **'On Lok is a nursing home without walls concept for people who need hands on chronic care It is part of the PACE [Program of All-Inclusive Care for the Elderly] program nationally'**

- 'It is probably the same as Kaiser with other hospitals, hit or miss. If they get to a social worker we [FCA] will probably get a referral'
- 'The other main channel is word of mouth. Neighbors, friends and coworkers maybe'
- 'Word of mouth is pretty close. Maybe higher [rate of referrals] than social workers'
- Adult care centers
- We [FCA] are seeing more people who found us through google/internet
- 'Home health workers have more knowledge of community program than hospital social workers'
- 'I get a lot of referrals from hospitals'
- 'We have large Spanish-speaking and LGBT populations'
- For Spanish speaking referrals, a lot are word of mouth, but there's not a lot of a difference

4. In your experience, do the caregivers you work with know about PFL?

- 'Most people don't'
- 'I see the brochures around but I don't know if people are really reading them or talking about them'
- 'I think a lot of people know about it for having a baby'
- 'I don't think I have ever heard about it from someone for other than that exact purpose [having a baby]'
- 'People don't talk about it at work, they are afraid to bring it up;' There was general agreement about talking about PFL at work
- They [caregivers] are afraid of losing their jobs
- "I do think there is a lot of stigma around it"
- 'The patient doesn't want the caregiver to talk about it due to privacy'
- 'This tends to fall on women more often'
- Proctor asked: "Where do you [social workers] go for info about PFL?"
- Google, EDD website

5. Have you worked with people who have taken PFL?

- a. In general, what is their opinion of the program?
- b. What were the strengths and limitations of the program from their experience?
- c. Did many have challenges completing the application process?

- **See above**

6. How do you provide information about PFL to your clients?

- a. In person consultation?
- b. In-house written material?
- c. EDD online material?
- d. EDD written material?

- e. Third party online written material?
- f. Third party written material?
- g. Other?

- **'When the conversation comes up we [social workers] are usually in the home, I will print out EDD brochures and then explain it, how to do it, that they should go to their human resources person'**
- **'I go to .org site not EDD site because it is a pain to find stuff'**
- **'We do follow up calls with them'**
- **'If they are not willing to talk to their employer about it, they won't change their mind'**
- **'I talk about both FMLA and PFL so they can combine the 2'**
- **'There is one pamphlet that combined the 2, that is really helpful'**
- **'They definitely don't understand the distinction between the 2'**

7. What material do you find most useful?

- **See above**

8. How often do clients ask for help to fill out the PFL forms?

- **'We don't do case management so that is not really what we would help them with'**

9. In your experience, what factors of the PFL application process causes the most problems?

- **See above**

10. Why would your clients choose not to use PFL? (What disadvantages or challenges does the program represent?)

- **'People want to wait until they really need it'**
- **'If it is [an] acute [illness] you know right away that you need it, but chronic [illness] is harder to know when to take time off'**
- **'Most caregivers don't really know about intermittent leave'**
- **'[I'm] not going to use it till it's raining'**
- **'They are caring for such a long time, they don't realize that it's pouring'**
- **'The people that really need it often don't work at organizations that pay into SDI'**
- **I get a lot of people saying 'I can't get by with 55%'**
- **'I've heard someone say they were afraid of demotion or retaliation'**
- **'There are a lot of LGBTQ that have not been married or legally registered'**
- **'One [problem] is trying to get paper work back from doc, the other is knowing what conditions qualify'**
- **Proctor asked: "Is there confusion about what caregiver means?"**
- **'I think so, lots of people don't call themselves caregivers even if that's what they are doing, we [social workers] are the ones that define it that way'**

- 'I think most people that get to us know this, but the people that don't are the ones who don't know'
- Different perception of bonding that is positive, whereas caregiving has a perception of being burdensome, negative
- There is also significant Paperwork with PFL
- 'Typically men look at caregiving as a job, they take a practical look'
- 'Often men tend to not do as much hands on care, so their jobs can be done evenings and weekends. Whereas, women doing more hands on [care] means they have to be there more which means they have to take more time off'
- 'Yea like if there is brother and sister, the man does finances and the woman does the bathing, grocery shopping, etcetera'
- 'Men tend to have higher salary so women have to take time off or quit because they are earning less'

11. What could be done to increase the outreach and understanding of the program?

- 'Having information in writing in the simplest possible way because the second a caregiver has to figure something out, or call a number, that is a barrier because they feel they don't have the time and give up'
- 'PFL hotline might be good, but not if they have to wait'
- Online application
- 'Something that is a clear graphic to show when you are eligible for what, need a visual need to be simple'
- 'As straight forward, visual and not having to read though things, because they do that [reading] so much, they are tired of that'
- 'Shame is important to remember, there is shame to have to ask for time away from work, so it would be good to create this graphic in a more positive light'
- 'It's pretty much impossible to get to the doctors to pass on but if we could get it into waiting rooms that might really help'
- 'Give info to discharge planners so they can talk about it and train them'
- 'Rehab centers where they have lots of people coming in and out'
- 'From what I hear most people don't get this info from their HR people'

12. How could the program be more useful or accessible for your clients?

- *See above*

## 9. Biological Mothers

**Used PFL:** No

**Annual Personal Income:** \$48-60K

**Date:** June 17, 2015

**Location:** Sacramento

### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

1. Had you heard anything about PFL before this evening?

- **Heard from husband's work and he used it**
- **Heard about it because she works at Kaiser**
- **Didn't know that people paid into PFL**
- **I just found out too**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **'Human resources is a really good resource'**
- **'Human resources can be outsourced though'**
- **"I talk to my therapist if I need advice"**
- **'A friend or a physician if it is a medical issue'**
- **Facebook Support groups**

- **“I am self-employed so I do my own research”**
- **Workplace’s hotline**
  3. Has your employer ever provided information on benefits available to you regarding any of those topics?
    - a. Has your family and/or friends ever provided that type of information?
    - b. Have social workers ever provided that type of information?
    - c. Have community-based organizations (CBOs) ever provided that type of information?
- **See above**
  4. At the time you were pregnant, what were the most significant expenses you faced?
    - **Already standard, Bills, Mortgage, car, etcetera**
    - **“I make more money Working”**
    - **‘55% of my income without family support is impossible’**
    - **Doctor’s bills**
    - **‘Mom’s house was second home for baby’**
    - **‘Lack of family financial support’**
    - **‘Having to pay for benefits after leaving work’**
    - **‘Balancing leave and finances’**
    - **‘Phased back into work because had to provide childcare’**
  5. At the time you were pregnant, what type of responsibilities did you have at work?
    - **“I had too large of a role to play at work”**
    - **“Obligation at work was more important than childcare”**
  6. Knowing what you know now about PFL, would you have used it to bond with your child?
    - **‘I would have liked to but I was the sole bread winner’**
    - **‘Brought the baby to work a lot’**
      - a. What concerns and/or considerations would you have had?
        - **Increasing the income replacement rate**
        - **‘I was the sole bread winner’**
        - **‘All the Paperwork was stressful and financial stress’**
        - **Application difficulty**
        - **Long process to get paid after taking PFL**
        - **“The wait time was a big deal I was back at work by the time that the money got to me”**
        - **General frustration with the EDD website and phone number**
        - **The website is bad and 800 number will hang up on you**
        - **‘People need the money more quickly’**

- **'Eliminating the need to scan or fax paperwork'**
  - **Mexican Cultural need**
  - **"It's a cultural thing where you just got to get back to work"**
  - **Respondents had to pay for health insurance bills while gone**
7. In your household, who does the most to take care of the child? The mother, father, or is it about equal?
- **'65% of the time Dad cared for child and 35% of the time mom cared'**
  - **Just the mother**
  - **'We try to balance the care'**
8. Is it normal or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?
- **The father is usually the one**
9. What would make you more likely to use PFL?
- **"Once people realize that it's 'my money' they will want that money back. They will be more likely to take it"**
  - **"People don't understand that it is their money"**
  - **"You have to tell people their rights", people don't know PFL is included**
  - **'Plenty of people take time off to care but don't know they qualify. They call in sick to work in order to care'**
  - **Post the qualifications and information in break room or doctor's office waiting room**
10. Did any of you guys try to apply for PFL in the past?
- **Husband used PFL and human resources filled out his paperwork**
11. Why weren't you able to use it?
- **'Sole Bread Winner'**
  - **'Contractor instead of full time employee'**
  - **'Supportive boss- Didn't need to use it and didn't want to'**



## 10. Biological Mothers and Fathers

**Used PFL:** No

**Annual Personal Income:** Under \$24K

**Date:** June 18, 2015

**Location:** Redding

**Host Organization:** Shasta County Child Abuse Prevention Council

### Introduction:

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

Before we begin, we would like to discuss your general awareness of PFL. Our research so far has revealed that there is most often either a lack of knowledge or confusion surrounding the program so we would love to hear what your first impressions are. Could someone tell us what they know about the Paid Family Leave program based on the flyer that you should have received when you arrive or any other outside knowledge that you might have?

### Description:

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we will be talking specifically about use of PFL for bonding with a new child.

### Survey:

After that brief description, can we verify that none of you used PFL to bond with your new child in the last 2 years?

1. Had you heard anything about PFL before this evening?

- **Twice from her employer (supervisor)**
- **'Administrators at my facility know and have brochures**
- **'Friend took it before I did'**
- **Employer told one woman that it was 6 weeks for natural birth and 8 weeks for a C-section**
- **Employer said that she should be back at work in 2 weeks**
- **Employer seemed to be reluctant talking about leave**
- **Only one person had heard about PFL from a health care professional (Doctor)**
- **Employer said that they couldn't hold her position after 6 weeks so she worked during pregnancy**
- **No one heard anything from CBOs or social workers**

2. Where would you go to get advice or information in the event of any of the following occurring in your life?

- **Mother**
- **WIC (Women, Infant, Children)**
- **Google**
- **Social Services**
- **'WIC has brochures about everything available PFL may have one but I might have just not seen it'**
- **'Website is confusing and doesn't answer any questions'**
- **'Phone is either a long wait or it is a hang up'**
- **'Waiting on the phone ends up with them hanging up'**
- **'You are already tired because you are taking care of a baby so you are waiting on the phone while tired'**
- **'If you can't reach anybody [at EDD] you go back to work'**
- **"It would be so much nicer if I could walk into an office"**
- **'I can't even get a real person on the EDD phone'**
- **The availability to talk and ask questions makes WIC easier and more likely to be used**

3. 3. Has your employer ever provided information on benefits available to you regarding any of those topics?
  - a. Has your family and/or friends ever provided that type of information?
  - b. Have social workers ever provided that type of information?
  - c. Have community-based organizations (CBOs) ever provided that type of information?

- **'Bigger companies don't have the personalized human resources help that people need'**
- **'The smaller the business the better they can help'**
- **'Midsize businesses are the best sources of information'**
- **'Personalization is key'**
- **'Huge posters have too much little information'**
- **'Papers would be more useful at places where pregnant moms would be instead of work'**
- **'Confused people just turn the other way and end up not using them [EDD]'**
- **"Phone numbers and e-mails at the bottom don't bring you to a person they take you to some machine rather than just being redirected to someone to talk to"**
- **"Personalization will make information faster and easier to get instead of trying for a week and sitting there without a pay check"**
- **"I knew you should receive some help after pregnancy but I didn't know who to ask"**
- **'When you are making too much to qualify for food stamps you feel like you have to work through it'**
- **'We know that there is a paid decrease with PFL'**
- **'I worked into when I was bleeding at work with the twins before I took off on disability. You keep pushing yourself because you can't afford to take the 35% less'**
- **"It takes weeks to receive your first payment and you have to not work until you receive the check"**

- **'My paycheck was based on 75% commission which makes the 55% of my weekly check not be able to cover what I need'**

4. Knowing what you know now about PFL, would you have used it to bond with your child?

- **"Depends on the type of job"**
- **'Wage replacement rate is a huge deciding factor'**
- **'If one of you is going to take the pay cut then the other one can't take it'**
- **"If we didn't have family support in town to help we would have sunk"**
- **'Paying rent with another child on the way is stressful'**
- **"Any kind of pay decrease is detrimental these days without having family support around"**
- **'There's no one helping us get back to work afterwards'**
- **Proctor asked: 'If you had public coaching and advice in order to get back to work would that help?'**
- **"Yes, It would feel like we would have more of a safety net"**
- **'People get more [money] quicker when they quit their jobs and go on unemployment than if they take PFL'**
- **'Mothers will quit and would rather spend that time with their baby instead of working that minimum wage job'**
- **'Have a longer time available with PFL'**
- **'The more financial trouble that a family has the more likely [they are] to abuse children, drugs, and be homeless'**

a. What concerns and/or considerations would you have had?

- **'Wage replacement is the biggest barrier that lower income people have'**
- **'By the time you start getting money you are half way through your leave'**
- **'Need more job protection assurances'**
- **'Six weeks isn't long enough because of physical pains and uncomfortableness'**
- **'The pain and discomfort makes wearing a uniform or business attire in order to go back to work impossible'**
- **Low income childcare is unavailable**
- **"The program [PFL] is inefficient where other programs are more effective"**
- **'Lack of public knowledge about the programs available'**
- **"I didn't know what might be offered to me in some programs"**
- **Need people to direct them to which program will be the most effective for them**
- **"There should be some sort of case worker or specialized person"**
- **"It would be nice if it was its own government office where you could go"**
- **"Where you can put a face to a name and you can ask which programs are available and effective for you"**

5. In your household, who does the most to take care of the child? The mother, father, or is it about equal?

- **Mother did because the child was more attached to her**
- **“Depends on who is working, you do what you have to do”**
- **“My husband is in the army so when he is gone it is me but when he comes home we split it”**
- **“We split because we had alternate schedules”**
- **“We have my sister babysit the kid in order to help out around our schedules”**
- **“My clients tend to be working moms whose husbands are unemployed”**

a. Do you think your experience is normal in your community?

- **I think so**
- **It varies, but mostly**

6. Is it normal or expected for the mother and father to share the responsibility of providing financially for the family equally or is one more responsible than the other?

- **‘If we both worked than we would have to have a daycare’**
- **‘It was solely on me because of my spouse’s health’**
- **“Job flexibility allows me to take on multiple jobs and then my spouse can take care of the kids”**
- **‘Working to support your spouse and switch off taking care of the kids’**

7. What would make you more likely to use PFL?

- **It would help put out more information**
- **‘Not paper information face to face time’**
- **‘Number one thing is job security’**
- **“Maybe extensions [for time off] that are different from case to case”**
- **‘Individualize the plans and the information’**
- **“Have someone who can hold your hand through the process and makes sure that everything is working effectively and customizable”**
- **‘Behavior issues in kids is also a problem’**
- **“‘Cookie cutter’ is not the solution”**
- **“It would be nice to have connections that you can find out about other programs you can use at the same time in order to stay afloat”**
- **‘Government programs have to work better together’**
- **‘Employers weren’t super helpful or open with information for PFL’**

8. Did any of you guys try to apply for PFL in the past?

- **No**

## 11. LGBTQ

**Date:** June 22, 2015

**Location:** Sacramento

**Host Organization:** Sacramento LGBTQ Center

### **Introduction:**

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### **Description:**

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently.

For this group, we want your perspective on how issues unique to the LGBTQ community may impact PFL use by members of the community. We understand that the LGBTQ community is a highly diverse community, so if there are questions to which the answer would be different for different subpopulations of the community, we are interested in hearing about those distinctions.

### **Survey:**

1. Do people in your community know about PFL?
  - **"It depends on whether or not they are in a long term relationship, and whether or not they are registered domestic partners"**
  - **'Don't want to push too hard, afraid you'll lose rights you already have "you don't want to rock the rights boat" so we don't even want to ask'**
  - **'And people may not want to out themselves, depending on where you work, you may feel you need to keep your LGBTQ identity a secret'**
  - **"There are certainly jobs where you don't want your employer knowing that you are LGBT"**
  - **"We [married lesbian couple] personally used it for the birth of our son and to care for our sick daughter"**
  - **'There are a lot within our community that aren't parents and so their friends and community etcetera are less in tune to these issues'**
  - **'I think it depends on how the employers address PFL at beginning of employment, and also how willing you are to read all that paperwork. There are quite a few people who wouldn't know about it'**
  - **'If English isn't your first language you are less likely to even try to read all that stuff you are given when you first start your job'**
  - **'Mostly you hear about this stuff through your employer or through EDD if you are specifically looking for something like this'**
  - **"I have worked in the community for a long time and I've never heard of PFL"**

- “Yeah all I’ve heard about is FMLA, is that the same as PFL?”
- They asked a lot of questions about the details of PFL. It was clear that no one fully understood all the details of PFL before the focus group; not even the women who had used PFL
- “I’m sure ignorance of government programs is not unique to our community, but what might be a nuance to any disenfranchised community is cobbling together support networks and made families rather than reaching out to another institution that tells you yet again[that] you don’t qualify”
- “You come up with your own solutions”
- “It’s not just that you go over there and they tell you know. It is that they treat you as less than human quite often.”
- ‘And that creates triggering for a lot of people, they walk away not only feeling rejected from that program, but also feeling like they are not respected as a human being, so that makes them not want to even seek out these types of things [programs] again’
- ‘Some people don’t want to be registered partners and marriage was only legalized very recently, so there may be many who didn’t think they qualified in the past’
- ‘We have a very high level of suspicion, scrutiny and distrust of government programs’
- “I have heard all up and down the state that people cannot be out at work”( in a variety of fields) “so the minute you access anything like this you are outing yourself” ‘and that is a big deterrent’
- ‘People are concerned that if one person finds out [about sexuality] then it will spread like brush fire, this is more likely in smaller, more rural locations’
- ‘Lots of people are afraid they will lose veteran benefits if they are outed’
- ‘As LGBTQ, you have to be an advocate for yourself because often times people working in the system are not aware of all the rights we do have’
- ‘There are a lot of people who are already disenfranchised and disempowered and they will not push back the way that you often need to if you are LGBTQ. And class plays out, education plays out, and usually the folks that need it the most are probably the ones that won’t use it’
- “I would think that, since there is no employment protection that goes along with PFL, that the usage in this community would be quite low because for all the reasons that you’ve heard. I’m going to go to my employer and out myself to get a benefit that will last for 6 weeks and then chances are that I won’t even have my job at the end because now they aren’t required to keep me, so why would I do that?” ‘Basically they can fire me for being LGBTQ without facing consequences; without having to worry about the laws that protect me from being fired for that reason’
- “A lot of LGBTQ people work for smaller companies because that’s the safe place and they can get to know the work environment.” ‘And most small businesses won’t be able to hold a job for someone. That is why FMLA doesn’t extend to companies with less than 50 employees’
- There is a selection bias sometimes in that LGBTQ people work for disproportionately small businesses more often.

- **(There wasn't consensus on this) Based on anecdotal evidence this might be true. But there is no way to prove or verify this at the moment because such data hasn't been collected**
- **It is not always true but the general belief in the community is that it is safer to be in nonprofit organization than in a county or a state organization. Also, it is safer to be in a smaller business than a large one**

2. Where do members of your community typically go for support and/or advice on the following issues?

- **Human resources**
- **The internet**
- **“You have to be an advocate for yourself about everything, especially government programs. I navigated the EDD site myself to find out what I needed to know about PFL, because I felt uncomfortable talking to a representative about this”**
- **“There is a lot of Q and A that you face, there is always a big pause when I have to say something that demonstrates that I'm LGBTQ”**
- **“Anyone who is working in California should have at least the opportunity to pay into SDI, even if they are not required to”**
- **Hospital social worker**
- **“I'm going through with an adoption right now and I haven't heard about this”**
- **Community members and friends**
- **“Direct service providers that are in and from the community”**
- **LGBTQ centers**
- **Community gender health centers**
- **“There is probably the assumption that we don't have a kid, so why ask for it or talk about it”**
- **Mental health providers and therapists**
- **“I think there is a mistaken belief that we are either part of this community or we don't exist. I have the same community everyone else has, this is just one of my communities”**
- **“People of color are not equally represented in LGBTQ centers and so that is where you have to start thinking about intersecting communities. You might have to go to the black churches and so on to talk about PFL but add something in your messaging that would tell the LGBTQ individuals who may not be out, that PFL is safe and works for them”**
- **“Outreach to LGBTQ community is not just about reaching this room and this center, but about making everything out there have language in it that is inclusive not just of this community but of all communities”**

3. What kind of community organizations and groups do LGBTQ individuals participate in?

- **See above**

4. In addition to what we have already discussed, are there any other channels that would be particularly good ways for your community to be reached with information about PFL?

- **See above**

5. Is PFL useful to members of your community?

- **'Our family needs are the same as all other families' needs, so if it is good for other families it is good for us'**
- **'We tend to take care of a parent more over a heterosexual sibling, so PFL is very relevant. This is basically because our families assume we have more availability to help because we don't have 'real' families of our own'**
- **'When a transgender person has fully transitioned and now identifies as their new gender, they may not consider themselves LGBTQ, even though they may face some of the same discrimination. So you cannot reach the full LGBTQ community just by coming to LGBTQ centers'**
- **Proctor asked: "If you knew you were eligible, would you be willing to talk to your boss?"**
- **'Depends, because even if they can't fire you they can make your workplace a hostile environment, you have to consider how this will affect your future in the company'**
- **"My work place made it very clear that I should not bring my husband to a work party"**
- **'But there are still people with friendly employers, and in that case people would generally feel comfortable'**
- **"It is very important for people to know that they do not have to disclose the relationship they have with the person they are caring for to their employer, because my assumption would be that I would have to tell them, and that would be a deterrent"**
- **"Even if you write in that you won't disclose this to my employer, I would still be scared"**
- **'This issue is likely more extreme for folks who are in intersectional communities, who are already being marginalized for other reasons'**
- **"You also have to train the people working at EDD really well, because if they are calling our boss and they say they are confirming 'her' application, but our boss knows us as a 'he' then we have just been outed"**

6. Are the eligibility requirements, or knowledge of the eligibility requirements, a major barrier to PFL use in your community?

- **See above**

7. Is lack of awareness of PFL a major barrier?

- **See above**



8. Assuming they are eligible and aware, why wouldn't members of your community choose to use PFL?

a. With regards to all of the potential barriers to PFL use that we have discussed, are there differences in how much those barriers influence different types of community members?

- **'I'm going to take a quick guess based on how much money we make (based on a Williams Institute study) a lesbian couple generally makes less than a straight couple, gay men make less than straight men, trans individuals make less than that, so this may be an income issue. We just can't afford it'**
- **"But this is better than nothing"**
- **"I didn't take PFL as a choice, I had to"**
- **"You're surrounded by people without children, you don't realize that bonding is so developmentally significant for your child"**

9. Here is a copy of the PFL informational pamphlet. Please look it over for a minute.

a. Is it a culturally inclusive and effective tool for informing your community about PFL?

- **"It would be nice if there was an image that was an inclusive one, with an obvious LGBTQ couple"**
- **'On the 2<sup>nd</sup> page there is a note that is bolded that says registered domestic partners have to register with secretary of state and meet other requirements. That is threatening; it can scare people off. It doesn't make sense because registered domestic partners are registered with secretary of state by default. Also there are no other requirements so why are they saying that?'**
- **'If you want to include this note you should make it a general note that you must be married or registered domestic partners to qualify for particular relationships because the straight couples who are unmarried wouldn't know that they don't qualify'**
- **"There is sort of the assumption that your relationship will be questioned. LGBTQ individuals are very used to their relationships being questions. If you are apparently a same-sex couple and you are walking into a situation where hetero-sexual couples would not be asked for proof of their relationship, you can be certain that you will be asked for your marriage certificate"**
- **'The pamphlet should include a bullet that EDD doesn't discriminate based on race, gender, gender-identity, sexual orientation, etc.'**
- **'EDD's pamphlet has a picture of 2 guys that could be gay, but it is not obvious so that doesn't do anything. But if you have an image of an obviously LGBTQ couple, that shows us that you are serious about not discriminating'**
- **'It would be nice if at least one of the pictures showed someone with a partner, they are all single parents in the pamphlet now'**
- **'Where it says press 2 for Spanish and so on for all the languages, that should be in the language that we are calling for'**
- **'Step child isn't listed on here'**

- **‘This is a very bureaucratic language and I would like to read this in more compassionate language’**
- **“I think this [using government programs] applies to any community that has low trust of government”**
- **“It’s too dry”**
- **The pamphlet should promote ‘why you want this [PFL] over all the rules’**

10. Here are copies of a sample PFL application form and the directions that accompany it.

- a. What is effective and culturally inclusive about this, and what, if anything is not effective and culturally inclusive about it?

- **‘The application should list more than just male and female. Do not list ‘other;’ that is insulting’**
- **“If you want gender information for demographic reasons they you should explicitly state that and make it optional”**
- **‘The form should be in other languages as well. Not just explained in the other language how to fill out the form in English. That is an added barrier’**
- **“Page 2 references something on page 3 and that is confusing”**
- **‘Paragraph 3 on page 2 implies that my information isn’t completely confidential and that is another cause of hesitation and fear’**
- **‘The section about HIV and AIDS diagnoses should be clearer. As is, it is misleading and very scary. “It is a very scary form and if I were already sick, I might just tell my wife, no I’m no signing that”’**
- **“Why is authorization in effect for 10 years?”**

11. How could PFL be more useful to your community?

- **See above**

12. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **‘Speak directly to us, using explicit, specific language telling us that you are not discriminating and you are supporting, serving and including us too’**
- **‘Use language that is inclusive of everyone’**
- **‘Be very intentional with every sentence that is written, and the tone that is being conveyed, if it is a benefit then I want to feel warm and fuzzy about it’**
- **‘There are a lot of emotions wrapped up in this, and you are dealing with someone who has already been marginalized, so you should keep that in mind when writing and designing this stuff. Do not ask for information that is not absolutely necessary. If you want demographic information explain that you are doing this for the benefit of the community and make it optional’**
- **‘Because LGBTQ people are in all communities, just use the same materials for all your outreach and make sure they are inclusive of everyone’**

## 12. Vietnamese

**Date:** June 25, 2015

**Location:** San Jose

**Host Organization:** Cay Da Foundation

### **Introduction:**

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### **Description:**

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we want your perspective on how language and cultural issues may impact PFL use in the Vietnamese community.

### **Survey:**

1. In your experience, do new parents and those who provide care for family members in your community know about PFL?
  - **“No” from all participants except one**
  - **She had heard about it from her brother “if [he] didn’t tell me I wouldn’t have known,” she and her husband both used it to bond with new child**
  - **Most expect to hear about this stuff from employer**
2. Where do members of your community typically go for support and/or advice when they are expecting or caring for a new child?
  - **“Normally they go to a social services agency; they get a lot of help over there”**
  - **Internet, for young members of community**
  - **Friends**
  - **‘Cay Da Foundation, VIVO and ACI (Asian-American Community Involvement), they advertise on radio and this is very effective’**
  - **Social media is somewhat used by young generation**
  - **‘Older generation doesn’t really know how to use internet, they need a lot of help, we offer free computer classes for them. They know how to use it for email**
  - **Use email, use the phone call to membership and advertise though newspaper and radio**
  - **‘Older generation is very fond of newspapers’**
  - **‘Use free public service announcements as well on Vietnamese radio, TV and magazine’**

- **'The Vietnamese population reads the newspaper a lot'**
- **This newspaper and radio are very important ways to reach the Vietnamese population**
- **Word of mouth**
  - 3. What kind of community organizations, including nonprofits and churches, are in your community?
- **See above**
  - 4. Here is a copy of EDD's PFL brochure. Please look it over for a minute. Is this an effective tool for informing your community about PFL?
- **"It would be nice to have a familiar face"**
- **The participants want a picture of a Asian or Pacific Islander**
- **"It would be easier to read if the background was white and the words were black"**
- **Having posters and physical paper materials about PFL is important to the community**
- **"The translation is very funny"**
- **"It doesn't make sense at all, it sounds really funny"**
- **If I read this, I wouldn't know what it is"**
- **"In Vietnamese, if you say this, it says 'get money to stay home'"**
- **'It is important to have materials in Vietnamese'**
- **'It would be a problem if PFL information only offered in English'**
  - 5. Here is a copy of the current application. Please look it over for a minute.
- **One participant who took PFL (as bio mom) said application was easy**
- **I think the requirement to get certification from doctor is "complicated for some people"**
  - 6. Is PFL useful to members of your community?
- **Definitely**
- **"The only reason we don't use it is that we don't know about it"**
  - 7. If they were eligible and aware of PFL, why might members of your community choose not to use PFL?
- **'I think it is mainly that they are not aware'**
- **'Some people don't want to ask to take time off, because they are afraid of losing their job' (repeated by several participants)**
- **'It is very important to talk about FMLA when talking about PFL'**
- **'It's not always the boss, it is just that our community is afraid to even ask'**
- **"My father wouldn't even take a sick day when he was sick, because he was afraid, I think that is a cultural thing"**
- **'I think employers should be educated about PFL'**

- **'If information about PFL comes from the employer that might dissuade fears more'**
- **Younger generation doesn't have problem with men taking PFL. But the generation just before that, the men have greater worry about that. "If I take time off, when it comes time to do layoffs, I'll be top on the list, so better I don't take the time"**
- **Yeah I think in the older generation, men would be made fun of. "Vietnamese men don't do that [take care of/bond with child]." Mostly, Vietnamese women provide care**
- **Participants did not seem reluctant to work with the government**
- **Consensus was that lots of people in the community would have problems applying for PFL due to the language barrier**
- **"A lot of Vietnamese people would be reluctant to go to government office, if they know there may be no one there who speaks Vietnamese"**
- **Wage replacement rate is not a very influential factor. "It would be nice to get more but of course anything would help"**
- **'Most important thing is to include it in informational promotional materials is the benefits of this program' (repeated by several participants)**
- **'Also include that these benefits are their right; this makes people feel more comfortable, so they don't feel like their boss is doing them a favor'**
- **'Having representatives who speak Vietnamese and preferably are of the community come out and make presentations and answer questions'**
- **Face time is highly valued and contributes to building trust**
- **"People value time rather than money"**
- **'It is important to build trust because otherwise this program might look like a scheme to get easy money'**
- **'Working through a community based organization or a nonprofit that people trust would be very effective as well'**
- **"Trust takes time"**
- **'We had an event here where we invited experts to tell people about the Affordable Care Act. We had a full room'**
- **One person suggested working with churches. But there was not consensus on that point. Others thought churches would not want to be involved**
- **It is always best to go through someone who is known in the community, "That all goes down to trust"**

8. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **'Work with local organizations that truly serve the Vietnamese community'**
- **'Use events like the lunar new year festival, set up a booth and talk to people about PFL'**
- **'Focus on the people, devote time to them'**
- **'Put out information in Vietnamese newspapers and radio stations, and have a line for people to call with a culturally and linguistically competent person'**
- **Newspapers are important**

## 13. Pilipino

*Date:* June 26, 2015

*Location:* San Francisco

*Host Organization:* Self-Help for the Elderly

### **Introduction:**

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### **Description:**

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to 6 weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we want your perspective on how language and cultural issues may impact PFL use in the Pilipino community.

### **Survey:**

1. In your experience, do new parents and those who provide care for family members in your community know about PFL?
  - **“No”**
  - **“I heard about it, but it is not being widely broadcast or pushed through”**
  - **‘If it was communicated properly then I am sure people would use it, but they do not know’**
  - **‘Our staff knows about it but that is because we are very intentional with providing them all the resources available. Other employers do not though. It depends on the employer’**
  - **‘There is fear of job protection, that is a big concern’**
  - **“Can you still take PFL if you are part-time? Or is it only full-time?”**
  - **“Can you use PFL and FMLA together?”**
  - **“Do weekends count too as time off that you can be paid for? If you work the weekends I mean”**
  - **“What is the process of application then? Can you walk us through it? What does it look like?”**
  - **There is not a lot of in-depth knowledge within the community**
2. Where do members of your community typically go for support and/or advice when they are expecting or caring for a new child?
  - **“Family members too. Some Pilipinos don’t go outside of the family for information or help”**

- **'Schools too, newspapers and media; Pilipinos have great newspapers and TV shows, they like to bring something physical home with them like a newspaper, and watch TV'**
- **'Could find out from the bulletin board at your job, the one with all of the information on it'**
- **'Social media too, we are into that, we use it a lot'**
- **Primarily employers**
- **'People need to know about the program, should go out to the community and increase awareness'**
- **"Is this information provided in the hospitals?"**
- **'CalWorks can provide information sometimes too'**
- **"A few agencies in local cities or counties are very good also"**
- **Churches are good. Evangelical or Catholic**
- **Some CBOs are helpful as well**

3. Here is a copy of EDD's PFL brochure. Please look it over for a minute. Is this an effective tool for informing your community about PFL?

- **"Can you put Pilipino families here? Why is it in our language but there is no pictures of Pilipinos?"**
- **"Do they give these at the hospital?"**
- **"Does the employer know they are supposed to give out this information?"**
- **'There has to be an incentive for the employer to make them give out this information'**
- **'The language is too deep, too "archaic" like old English. The older generation might understand it but I don't know what some of these words even mean.' "It would be a lot easier for us to read it in English"**

4. Here is a copy of the current application (and Pilipino directions). Please look it over for a minute.

- **"This looks pretty easy"**
- **'The application process would work for the community if the community knew about it, but they don't know about it'**
- **'Might be unlikely for both parents to apply for PFL though, it would be very difficult for both people to take that pay cut'**
- **"55% is not enough for many people, that would be very difficult"**
- **'If documents for care were also made available then it would be fine'**
- **'Social workers would be great and there is an expectation that they will help too'**
- **'There is a very good connection amongst Pilipinos. So people would not hesitate to ask questions or to bring other family members along to help them translate'**

5. Is PFL useful to members of your community?

- **"If they knew about it, yes, very"**
- **"What about if they have 3 jobs though? Could they still use PFL with 3 jobs?"**

- **‘Many Pilipinos work multiple part time jobs; it is difficult with the economy to get full-time work these days’**

6. If they were eligible and aware of PFL, why might members of your community choose not to use PFL? (What disadvantages or challenges does the program represent?)

- **‘It is just a question of capability, if they are aware and capable, then they will use it’**
- **‘Job protection and the wage replacement are issues, but I do not think there are many others’**
- **‘Most men would not consider using it though. There is a stigma’**
- **‘Depends on who earns more money though. It is dependent on salary at least somewhat’**
- **“Overseas mothers are starting to not stay in the home as often” [‘Overseas’ refers to Pilipino women who are arriving in the U.S. either with or without their husbands in order to find work]**

7. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **‘You have to compel employers to provide information, there has to be a stick’**
- **‘Pilipino members of EDD should put on a press conference to reach out to the community’**
- **“You just have to increase education”**
- **‘Should connect specifically with the Pilipino CBOs. They are a great resource’**
- **‘As a graphic designer, you should distinguish the flyer from FMLA, but also market it together. EDD should market it in conjunction with an event, like how you have certain months or gay pride and anything like that. Tie this to one of these events**
- **‘Should make the flyer more eye catching too, color is too muted’**
- **“Listing the lack of job protection first on the flyer is a bad idea”**
- **‘Should reach out to hospitals so they can provide the information also’**
- **‘Could use churches, Catholic or Christian’**
- **‘[EDD] should increase the wage replacement and include job protection’**
- **‘The pamphlet should address undocumented workers as well. They would be scared to apply for this’**



## 14. Punjabi

**Date:** July 9, 2015

**Location:** Fremont

**Host Organization:** Sikh Coalition

### **Introduction:**

Welcome. Thank you for participating in this focus group today. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

### **Description:**

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to six weeks paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently. For this group, we want your perspective on how language and cultural issues may impact PFL use in the Punjabi community.

For this focus group, we would like to get your perspective on how issues unique to the Punjabi community may impact PFL use within the community.

### **Survey:**

1. Generally do people in your community know about PFL?
  - **'I went to HR and researched it myself. She gave me the information she could, and then I also talked to nurses in my OBGYN office and they didn't have much information, and my HR person just told me to figure it out myself or ask my doctor. At the time I didn't want to do all the paperwork'**
  - **Culturally never put elders in a "home"**
  - **Low awareness in generally**
  - **Letting people know there rights is helpful**
  - **Partly because lots of people don't have big HR depts. At their work**
  - **One woman used PFL for care, she found out by hunting down the information herself**
  - **Friends, family and community members**
  - **'I'm in a Punjabi and Sikh community group that meets weekly; it's something we started on our own, it's kind of like a bible study group. This is where I would go to find support'**
  - **Newer generation uses internet a lot**
  - **'Lots of Punjabi printed newspapers are great, put pamphlet in Punjabi newspaper and that will catch a lot of attention'**
  - **Especially for older generation print media is important**
  - **Younger generations goes to internet more**

- Radio and TV are very important, they talk about legal issues, adds, medical information, immigration issues, how to tell you are having a heart attack, etc.
  - These (especially radio) are on in the background all day in the house
  - Sacramento has a TV show that airs everywhere
  - Best strategy is to start with radio, and back it up with tabling at events/Gurdwaras
  - “Print media and radio is huge here”
  - Most of the newspapers are free so every family gets them, they are in every south Asian grocery store and Gurdwara
2. Where do members of your community typically go for support and/or advice when they are expecting a child, or need to care for a loved one, or are experiencing financial problems?
- ‘We get calls at the coalition from people who need help with social issues and various things people need help with, and if we can help them directly we refer them. We research a lot to make good references’
  - Clinical psychologist works with Punjabi speaking social workers to start these sorts of conversations
  - ‘Fremont is a more educated pocket, people can reach out to the Sikh Coalition, but in more rural areas like Fresno and Sacramento, people might not know to go to a Sikh Coalition, they just go to less formal “community leaders” people who have made themselves leaders’
  - Building rapport is important, “there is always fear of what will be asked of them, this is too much work”
3. What kind of community organizations, including religious groups and non-profits, do members of the Punjabi community participate in?
- *See above*
4. Is PFL useful to members of your community?
- ‘Yes, I think especially for taking care of elderly. In that situation both wage and time are very helpful. Because of cultural stigma against not caring for elderly, all households will eventually need to care for parents’
  - ‘I think the care side is not well known, a lot of people think it is only for child care’
  - ‘People might not try because they are not sure what they need to do to prove someone is sick and needs care, so they might give up if they are unsure they qualify’
  - People might feel guilty about taking leave, “If I did not know I was eligible and I could get by without the leave then I would feel guilty about trying to take that leave, but if I knew I was eligible I would not feel guilty”
  - Received pressure from employer for taking disability
  - People don’t know you can use care claim every year, guilt comes in because we might worry if we take six weeks now, but what if mom gets much worse and then we really need it, but then we wasted that time

- I think it is unique because with the elderly, we have to care for them, whether we get the time off or not
- People feel guilty about “taking pay to care for relatives”
- People worry a lot about people thinking they are doing this for the money, they are not, they would do it either way, the money is extra
  5. Are the eligibility requirements, or knowledge of the eligibility requirements, a major barrier to PFL use in your community?
- **See above**
  6. Is lack of awareness of PFL benefits a major barrier?
- ‘At first with Obamacare people were going into the Gurdwaras but then they left quickly and people were left feeling confused. It needs to be broken down. It was overwhelming. People just know they need to look for Obamacare and then they feel like it is not for them’
- ‘I was very confused about what the eligibility requirements were and I was confused about what was FMLA and PFL’
- There is confusion about the process, where to go? HR? EDD?
  7. Here is a copy of EDD’s PFL brochure. Please look it over for a minute. Is this an effective tool for informing your community about PFL?
    - No one had ever seen the pamphlet
    - ‘I would add some images that Punjabi people can see and say “oh that person looks like me” If there is not someone they can visually connect with they are much more likely not to follow through’
    - Need more elder care images, mostly just looks like bonding
    - Having images makes people feel like they thought of us, we now have more trust for them
    - If there are no Punjabi images then it just looks like they didn’t put much effort in and they just translated it from English
    - Translations are a bit off, sentence structure is strange
    - ‘Anywhere I see a turban that makes me pick up the paper, which is a hook. This makes us feel more understood and represented and this build trust and draws us in. This doesn’t happen often’
    - There was a social worker who was Punjabi that set up the Obamacare tabling at the Gurdwara-but they were just trying to get tons of applications through and not taking time to explain it
      8. The application form is not offered in Punjabi would this be a barrier for members of the Punjabi community?
- ‘There are sometimes not enough Punjabi translators. There needs to be more’

- **No because either the leader or the kids will come with them to translate and walk them through it**
- **'Punjabi is very different written to spoken and it is much more important to have the pamphlet in Punjabi than the application form in Punjabi, that actually might be harder on people to try to read it in Punjabi'**
  - 9. Assuming they are eligible and aware, why wouldn't members of your community choose to use PFL?
- **'Employers not knowing, because people usually go to employer first, and if the employer says PFL is only for bonding then that's that'**
- **'I think knowledge sharing among peers will be helpful'**
- **'There is a huge micro aggression happening, people are very fearful about job security, people struggle.'** **"Is it worth me pushing for this and losing my job"**
- **Not just losing your job, but you are worried about you promotion track be affected, will my performance review be affected? I don't want to disappoint my employer**
- **One person's company counted the disability time she took off against her when it came time to get bonus, but they do not do that to people for taking vacation time**
- **"A lot of people are self-employed in the community and business owners" If they knew they had to pay themselves that would be helpful, especially since they don't have that other "employer barricade"**
- **"I'm scared of my boss. I'm afraid of retaliation"**
- **As a culture the way work ethic is taught to us is that bosses are "worship worthy" very patriarchal hierarchal, you have to respect their boss**
- **Having someone knowledgeable go with you and knowing your rights well does help reduce the fear and makes people more comfortable advocating for themselves**
- **"It is shocking the lack of knowledge of rights in our community"**
- **Explain that you don't have to ask your employer, it is your right, you just tell your employer your dates, this helps empower people too**
- **'It is very important to empower members of our community, letting them know they have rights, and they will spread the work in their families and community networks too'**
- **We did workshops in the community, explain in person, hand out information and then tell them to go spread the word**
- **Trust is a big issue in this community, "It is hard to get the trust of the self-made community leaders, it is a I scratch your back you scratch mine, if you don't follow up with community leaders they forget about you, you really have to work to get in good with them, and then it is much easier to get things done. If I went to a temple right now in a town I'm not from they wouldn't let me speak, if my parents are trusted in the community I can rely on their reputation, but I would need that"**
- **Work through cultural brokers who are well-known at major temples**
- **If you go to a temple they will tell you who is in charge**
- **'Sikh temple is a place of political and religious action, people sitting there are going to be both Punjabi and English speaker, if an English speaker comes in, people will zone out. But if a cultural broker is saying it people will really listen, audience doesn't**

know what some random EDD person will say, so that is the trust, they need to know you will say what you have told them you will say'

- Cultural brokers need to be at all levels – various age generations
- People take an elderly man with a turban and a beard seriously, often they won't take a woman seriously
- They won't take you seriously if you are not Punjabi-English bilingual
- Language is a matter of pride, you build trust automatically by speaking Punjabi language
- "Everything we do in the temple is in Punjabi"
- 'Faith and culture are so intertwined that it is hard to separate them in our community'
- 'It is easier to reach people if you also talk to them more individually maybe at a booth outside afterwards'
- For many people 55% is not enough
- Usually an elder female helps you care for young children, so that lessens the need for PFL-man doesn't need to take leave because mom and wife are caring for child
- "Collectivistic nature of Punjabi culture"
- Culturally where domestic violence is occurring, they will not apply for government programs because they don't want people to find out what is going on in the family – this happens in all cultures
- Immigration issues, if you are first generation you might not do this (if you are on an H-1 visa employers can hold that over you, and pressure you not to take things like PFL) H-1 has to be renewed and you have to get green card and that has to go through employer. Employer can delay green card process if they are disappointed that you took time off-this happens a lot in Fremont, H-1 people are being overworked and underpaid because of this same pressure
- 'People on green cards are always worried about losing their green card, so they would never even think to apply for something like this because it might endanger their green card status, a lot of new green card holders work at a gas station where they know they are extremely replaceable'
- "We are not a community that is cool with unemployment" "we are a prideful community" "someone who is unemployed won't go to temple because they are embarrassed"
- Job protection is number one issue
- 'Punjabis are marginalized in India much worse, so people don't even think they are worthy of the rights they are getting here' they won't demand rights
- Stigma against unemployment is stronger against men
- But even for women leaving their jobs, your rights as a woman, independence etc. culturally will be hampered if you don't have a job

- a. With regards to all of the potential barriers to PFL use that we have discussed, are there differences in how much those barriers influence different types of community members?

i. For instance, are there differences amongst members in varying socioeconomic statuses?

▪ **See above**

ii. Are there differences between generations?

▪ **See above**

iii. Are there differences between men and women?

- **Women will take PFL way more than men will, the breadwinner thing is still very much male and woman either doesn't work or her position does not contribute as much so it is less to sacrifice**
- **This is same through almost all generations, it is improving but slowly**
- **There is still an expectation that women do home-making duties even if working equally to the men**
- **Older generation men will not take PFL because they are "too committed to their jobs"**
- **Younger male in the group said he would take PFL**

10. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **Biggest is availability, having someone who can actually speak to you in the language and express the benefits in a clear and concise manner so they are not left confused**
- **No one wants to go to EDD and stand in line, they want a middle man cultural broker to take all their questions and explain it to them**
- **There are a lot of cultural organizations that do social services work, EDD should go through them**
- **'Be patient, very important to break things down into segments to educate community'**

## Paid Family Leave Market Research (Appendix)

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## **Appendix E: Summary of Administered Surveys**

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July 13, 2015

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The professionals at Andrew Chang & Company work with our clients to achieve tangible results by combining our best-in-class research and analyses with unique insights into public policy, business and government strategy and operations. Using advanced economic, statistical and business administration techniques, we provide strategy and operations consulting to Fortune 1000 firms and provide policy, economic, fiscal and operations consulting for public sector agencies and nonprofit organizations to improve operations.

**Appendix E: Summary of Administered Surveys**  
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# 1. Caregivers

1. Can you tell me a little bit about your history in caregiving?

- A little over 5 years ago, my mother-in-law flew out for a 6 week vacation and 2 weeks in had a stroke and was told she could not live alone
- My husband and I were the first to volunteer for care and were the only kids to do so
- I quit my job and my mother lives in the room on the second floor now; my employer wanted me to stay but I couldn't work around the schedule
- In the last year my father-in-law has been declining mentally and physically. He just recently got diagnosed with early stage Alzheimer's so we had to hire more people in order to care for him
- One of us now goes by every single day so that someone is checking in on him
- I take care of all the medications and doctors' visits; I can get off work easier and I have a mobile job so I can go anywhere
- My dad passed away in 2007 and I am a caregiver for my mom
- My mom went through a grief process and quickly became frailer. She did not take care of her health well and I realized I needed to be building a stronger relationship with my mother
- I planned for end of life and other serious events as my mom's health dropped and built up to that event
- I provided care for my mother; my mother was at work and had an aortic dissection. She ended up having open heart surgery and during surgery had a stroke
- I am an only child and the only one physically able and close by because she needed the assurance that there would be someone there overnight
- I had to quit my job
- I spend my savings on her and her care and sold her house. I had to care for her full time for five months, this included staying separate from my husband and home
- I provided care for 7 years after she was laid off from work and diagnosed
- I lived close by and was the sole family member who volunteered; I had no family support
- I provided care for my father because he was widowed and had dementia
- I was the only family member best situated financially to take care of him; I also had the best relationship with him
- Had to move him to California in order to oversee his care, which was extremely difficult. I had to find a place for him to stay before we moved him and I had to find a network of care providers for him before he came
- My mom is now 82 and my dad died about 10 years ago. Her mother remarried and my sister and I realized that she can't take care of herself anymore. We did an

intervention to move her to across the states. I am taking care of my mother and my sister is taking care of her mother in-law

- My mother is in early stages of dementia. We don't know the exact diagnosis but she is losing her short term memory
- My husband had early onset Alzheimer's
- It was a slow disease and so I worked 2 to 3 part time jobs
- Had to put my husband in adult day care and started looking for a place for him to live and assess how much time I needed to be with him
- I thought I had everything figured out but then it hit me how much I had to do. I decided I needed time off in order to figure everything out
- Started about 4 years ago. My wife fell and broke her hip. I took care of her some and her family came to help also. In the recovery we realized something was going on and they think it was some sort of dementia
- She deteriorated quite rapidly. For a couple of years she totally retired from work. I started to take her to work and my travels for work in order for me to watch her. As she deteriorated it became increasingly challenging; it got to a point that we couldn't travel together anymore
- About a year and a half ago I had to place her in an assisted living facility
- I am very fortunate, I don't think that many other jobs would have given me the flexibility and support that I had at work

2. What were the major challenges that you faced as a caregiver?

- Finding care and balancing his care was certainly the toughest spot
- It is simply a challenge of time, if I had an hour every day I could go find PFL, it's just hard to get that information in front of people
- Finding information is the biggest barrier for a lot of people. I can jump on the internet and find information but elderly spouses struggle with technology
- The toughest part though is getting hooked up to the right thing
- All the channels that were logical to try first all ended up being dead ends; a lot of help was one time only and did not provide the continuous service or help I needed
- The hardest part was finding support groups. Once I found the Alzheimer's association I moved from support group to support group and belong to multiple different groups now
- Alzheimer's is a long term illness so no one considers PFL; there is a certain sense of denial as well, you don't want to believe the condition and her health continued to progress farther into the disease
- I only do caregiving part-time so I don't know how people who do it full-time manage
- There is a huge risk for these people who need care too; people scam them all the time
- A lot of it is social; all of the emphasis is on the person who is sick, it seems selfish for you as the caregiver to say there is something wrong with you as well

- There is not a lot of “what are we doing to take care of the family?” Once you’re caregiving and you are so busy caring for you and your loved one you forget to take care of yourself
- Employers and society don’t put out support for you, you are too busy taking care of someone else, and that all leads to no one taking care of you
- No one talks about the resources that are available to caregivers
- I had never experienced this in my life; when you raise your hand to take care of an elderly parent you don’t know what happens later
- Incredibly large emotional strain on the family
- It is incredibly stressful, both mentally and physically
- You can’t help your loved one if you are physically injured
- If people don’t have a good support network then they won’t be able to get through this
- What most caregivers need though is respite and emotional support
- Emotional support is incredibly important because you are dealing with grief and unpredictability all the time
- It’s very hard to get time to yourself. Unless we have someone coming in to help
- Family caregivers don’t get paid and we are very isolated in our homes. I was diagnosed with acute PTSD at the beginning of the year and my psychologist said I’m doing as well as I am only because I have a great support network of friends
- My husband and I wouldn’t be able to do this all by ourselves; we need the help. Could not have done this without the support of others
- This is a real financial strain, during the last year or so when I had my wife in the assisted care facility, the costs were phenomenal
- If you need that sort of help you have to have some resources available or be in good financial standing
- Financially it was a burden also, but that’s life; I was lucky enough that I had the ability to take that loss
- There is real financial strain; during the last year or so when I had my wife in the assisted care facility the costs were phenomenal, from \$6,500 a month to \$10,000
- I have spent all the money from rainy-day fund and PTO hours that I had to spare
- Now my retirement is different but I’m privileged to be able to take care of my father
- I want to say that I am in a different position because some people need the financial support, most people really struggle

3. What type of leave did you take and why?

- There was just no one else. It kind of fell to me
- We just didn’t have another choice. She had to be looked after every day
- I knew I would have to leave my work
- I am the oldest sibling and this was something my dad said he wanted me to do when he was gone so the responsibility naturally fell to me
- I started taking time off in order to provide care; I had a flexible work schedule to provide care

- **As illness increased I had less notice when I needed to leave work and it became more difficult to plan any of the care he needed; after a year it was too unpredictable to hold down a full-time job**
- **I needed to be involved in advocating for my mom at health care appointments and be there to take care of my mom; it was a progressive process that slowly led to my caregiving**
- **I had to take PTO to cover the days that I couldn't come to work**
- **I am afraid to take vacation time**
- **From what I understood, PFL is 12 weeks and I did not want to be a burden to my employer as the work I would miss would still need to be finished, so I would wind up doing twice the amount of work in half the time**
- **My work was absolutely wonderful and provided a lot of support; it helped me cope as well. I don't think others should follow my example, but working while providing care helped me stay focused and deal with everything that was going on**

4. What concerns did you have when you took leave?

- **Managing the time and the challenge, it just soon became impossible or at least very difficult to do**
- **Luckily I work for a job that is very flexible and they are able to work around it; other people work for someone where there is pressure not to take time and that is problematic**
- **The biggest concern was just making sure she was okay and taken care of. That was becoming increasingly difficult and while I had some flexibility in my work I did not have enough as she continually grew worse**
- **Being self-employed gives me some flexibility in my schedule also**
- **I didn't take any time off while taking care of my wife; if I wasn't working then I was taking care of my wife. I know that other people should take time off because it is stressful both mentally and physically; if people don't have a good support network then they won't be able to get through this**
- **I needed that time off, the money was less important**
- **Good news is I could plan for this and I could save money and plan a little bit in order to take care of him**
- **If that money wasn't there I'm not sure I would have taken the time off; I don't think I could have gone cold-turkey unpaid time off**

5. You indicated a couple of places you usually went to for your information, can you tell us more about them and what information they provided to you?

- **You have to know where to look; since I have experience (in HR) I know where to look; if I was older and more isolated then I would have had a lot more challenges**
- **It was hard to get the initial connect, but once you get that initial contact it's easier. We need more nonprofits in order to help caregivers**
- **The resources are there but there isn't any guidance as to how to easily find them, but once found the network is very responsive**

- Generally I had to rely on my own research to get these answers. I made lots of phone calls and did as much research as I could. I had a friend who used the FCA website to get connected and once I went there I found all the information that I had already found through all my research, it was a little affirming. Once you get connected into that network of help it is very open and connected, but you have to make that initial contact
- I am used to doing a lot of research in my work; I found the resources I needed to find but they were all fostered by myself, I made contact rather than the other way around
- I've done a lot of research online
- Even looking at the internet is difficult
- I was able to connect with facilitators who connected me with care facilities and were able to take me and show me the facilities and how much they were and find us a fit; it helped having someone who was able to guide me through the differences in types of facilities
- I heard about resources from friends and from nonprofits, and now friends will call me for advice because they know I've been through it
- I was plugged in by a friend and the organization I was with was very helpful; it specifically provided support to caregivers with loved ones with dementia. They ran caregiver support groups and were linked with the Alzheimer's Association. It was invaluable to have that manager who knows the ins and outs of the situation and provide much needed respite
- I went to my wife's doctor and got a referral to a neurologist
- My wife's sister is an occupational therapist and she was able to help out with her contacts as well
- I also went to an Alzheimer's support group but I can't remember anyone who brought up PFL
- Everything I learned and found I did so on my own, there was no advertisement or pamphlet that caught my eye before I found the information myself
- We went through friends, local churches and other support groups, but no one ever talked about PFL. No one had ever heard of it or mentioned it if they had
- Social workers were really good and very helpful, but that is not true in other counties I've heard
- Social workers did provide some information but my father did not have a lot of access and exposure to them as I had to change doctors when I transferred him to California
- Social workers were so important. They are underutilized and seemed to be able to get me the help right away. They had case managers at the facility my mother was in and they were able to help organize assistance for my mother and I and helped with any forms I had to deal with
- A lot of it was my own research, but social workers did provide some significant help
- The Davis Senior Center has also been incredibly helpful; FCA helped a lot also
- It can feel like an incredible weight when you have questions but don't know where to turn to look for answers

6. What had you heard about PFL and from where?

- I knew about it from my work
- My impression was that care and using PFL would be a burden to my employer because I know the personality of my employer
- You're not going to get a lot of support talking about PFL at the workplace and that's a big hit for the employer because they are missing you for so long
- I can see why the employers wouldn't like it because if someone walked out on my family's small business it leaves you in a heck of a bind
- I have never administered a claim for an employee to use PFL for care provision in my career as an HR professional; communication that PFL can be used for care is lacking, most employees don't know that PFL can be used for care
- I would have never thought to go to EDD for information
- My brother-in-law took FMLA but I didn't know about PFL
- I didn't even know what you are talking about (PFL) existed, even with all the research I was doing
- I had never heard of the program until recently and then I thought it could only be used for babies
- PFL never came up in any of the support groups though, which is surprising but it never came up
- It seems like there is very little conversation about PFL; I have never seen anyone use PFL for care instead of bonding, never
- Support groups focused more on the care recipient rather than what was there for the caregiver
- I don't think people who are employed think about that stuff, there has to be some cultural work done there
- With PFL, there isn't that kind of cut and dry qualifications
- I had thought PFL was not supportive of intermittent care. You can break it up into a couple of time bundles but that doesn't work well when you have to take care of someone. Having it for a day a week and flexing is important
- I remember seeing it on the disabilities website when I was trying to have my mother apply for disability; I clicked on it in order to see the application then I mentioned it to my husband and he said that he knew about it through his work
- My sister also tried to use it years earlier to take care of my mother who was dying of cancer, but the paperwork was never properly processed and my sister never got the money. Her bad experience sort of put me off from using it
- I sort of always knew about PFL, it was just a generic understanding; I knew enough to know I was not eligible
- The amount of paperwork necessary though many times makes it not worth it, which is unfortunate because it is so beneficial to have that benefit there
- I know there should be multiple points of contact but I have no clue what those would be; maybe the internet would work too
- During this time, people shut down. It is an incredibly stressful and horrible time of their life and it is difficult for them to function during that time. You have to have



multiple points of contact in order that the information is easily available when the person is ready to look for it

7. How could PFL be made more useful for family caregivers and how could awareness be improved?

- You have to respect the community first of all; people do not identify with the word “caregiver”
- People see caregiver as a paid position, it’s demeaning; “It’s like using the word babysitter for mother”
- People need the information in a way that respects their own self-identification; this has been found in research several times
- You should have the information available in places like doctors’ offices, geriatric centers, etc.
- The first point of contact should probably be with the person’s doctor. Help the doctors direct people towards some sort of support network that is out there
- You need to talk to all of the hospitals so that when you get that stack of paperwork there should also be a packet about PFL
- Doctors should be required to provide resources and brochures to the family members who receive these diagnoses. I would say less than 50% of patients are actually given their diagnosis from their doctor though, it comes from case workers sometimes but that information should still be available
- Doctors must mention PFL with the diagnosis. There is legislation right now being proposed that would require doctors or the hospital to provide this information; that would be a huge help
- Doctors should deliver brochures with this information when giving a diagnosis
- I think it can be really useful to make patients and visitors to the hospital aware of it; you should have caseworkers talk to the family and the patient about options and availability
- Hospitals are good about treating the patients but they are not good about taking care of the families
- It would be nice too if the hospital staff were trained to note that something had changed: my mother stopped coming to appointments by herself and came with me or my sister instead. That should trigger something at the hospital where they realize that a caregiver is now present and they should provide information on the subject. I started calling instead of my mother and no-one noticed that or did anything different
- Employers need to talk about this stuff too. PFL just isn’t something that HR talks about; maybe it’s something that should be handed out with the FMLA paperwork. I remember getting information about FMLA but nothing about PFL
- You are going to have to be able to get employees and employers excited about this; it does drain their staff and doesn’t provide relief for the employer. My experience is that employers are not happy with the program
- The required postings aren’t very effective because reading a labor poster in the lunch room isn’t really the most important thing for someone to do. Plus employer’s policies are different

- There is a lot of resistance about using PFL. There is a lot of resistance. People who are older white men discourage using it. Employees should tough it out. I might be getting push back from the executive to use or talk about PFL. There is a lot of resistance
- HR people keep the companies out of trouble. Give the HR professionals the tools that they need to push back. I remind them it is the right thing to and that employees would leave if they don't get it
- You should reach out to HR professionals. I know HR and I've done it for a while but they don't know as much about PFL as I do
- HR professionals are the people who administer the backside of the claim so they are already going to be part of the process
- Most of my education has come from the doctor's office or the support group; these places would be a great spot to bring a guest speaker; most people in support group were spouses who were retired. Support groups with speakers seems like it would be the best avenue to educate people
- Send a speaker to every caregiving support group in California
- Should also do a presentation in senior centers and provide community education in hospitals
- Should post flyers in senior centers as well. Local senior centers would be a great start
- You should have a speaker from a different organization in order to educate the elder population
- You should link up with these organizations and support groups, like the Alzheimer's association. They do presentations and seminars all the time; EDD should do one of these. Caregivers also need legal advice, advice on wills and trusts
- E-mail blast list where you can push information out from the local agency on aging
- You have so many places you can be at with this: conferences and workshops through the nonprofits and support groups; brochures that are simple and easy to understand. There is confusion about the program still as far as confusing it with FMLA; if you could distinguish it clearly that would help
- You should connect with cancer associations, churches, HR associations, the walk for cancer like the walk for Alzheimer's – they could have a table with information on PFL
- Should connect with other organizations that serve Alzheimer's and dementia so that PFL can be more regularly discussed; connect the outreach with various diseases that might need caretaking
- County and City governments would be a huge resource for distributing information
- I also noticed when searching online that there wasn't a lot locally but everything is connected to something on a national level. Local sources might be in San Francisco which isn't nearby at all
- Should maybe have PFL information come up with the search for caregiver sources
- Maybe tie PFL to Social Security in order to get the information out there
- If you are just looking for somewhere to give care then maybe you should tie PFL to disease searches for long term illness

- I also went to the Alzheimer's association's website and they have tons of local options
- You also have to battle the societal challenge of worrying about yourself as well as the loved one you are caring for
- There should be information about "post-PFL" as well, such as what happens afterward, how does that money get counted, etc. I had no guidance of what I had to do after PFL
- It would be great to have a guide or something like that
- Social workers would be another good point
- EDD should have a social media presence
- You need tailored education channels; everyone's case is different
- It is incredibly important to have one on one information sessions to help applicants
- HICAP counselors should consult with seniors in order to understand this issue
- It seems like you need the training of a HICAP counselor in order to explain PFL
- Filling out the form was very difficult; I thought to myself "I have a college degree. I should be able to figure this out"
- There were times when I was filling out the paperwork and I thought "wow, how could people who are caring and under pressure fill out these forms?" There needs to be not just pamphlets but an individual, like a case manager that can help you through all of the paperwork and jargon
- Hopefully the form gets streamlined and easier
- The information needs to be much clearer, but the awareness is the biggest issue; you have to have decent information and decent website and decent product in order to get people to talk about it in the first place
- Even after finishing the process it was a pain; the consecutive and intermittent form process was confusing and keeping track of the dates was difficult

8. We have found that a significant majority of caregivers are female, why do you think that is in your experience?

- I think that this is a traditional gender role thing
- Women take charge in care giving situations
- This is economic and cultural; we see females as nurturers/ caregivers and women live longer than men so they are expected to provide the care
- I've had to push my husband in order to participate in care; he wants to help he just doesn't know how. Women are more nurturing and it comes more naturally to women
- Daughters are more likely to provide care to older mothers and women live longer than men. Daughters also have a strong bond with their parents
- There is certainly a cultural issue though, pressure to not leave your job for men
- Men don't leave their jobs to care for people; it's a societal issue
- There is definitely a pressure for men to stay in work and women to take time off
- Bosses give fathers a hard time for taking time off. They don't give mothers the same hard time. Their lawyers taught them about that
- Women are expendable; they are the caregivers and they have lower income
- I think it's gender roles and whoever makes less money, which is often the woman

- **Men are probably making more money than the women so women are then more likely to provide care**
- **Women make less money. Pay equality is a part of why women are the caregivers. You will take the hit on the smaller wage**
- **The male is the one who makes the most money; do you really expect a different outcome?**
- **It's probably an economic and a social issue**
- **I would think that it is economic and cultural issue**

## 2. Latino

**Introduction:** Hello, thank you for devoting some time today to contribute to our research. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to six weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently.

For this call, we would like to get your perspective on how issues unique to the Latino/a community may impact PFL use within the community?

1. Generally do people in your community know about PFL?

- **I don't think they know enough about it**
- **There is a challenge to using a program they are entitled to because what happens is we have a large immigrant population and a portion of them are undocumented and for them, not only is there benefits eligibility concerns but even asking for a benefit that they are entitled to is challenging. So even if they have rights for something as simple as a minimum wage it is hard to assert those rights, even for naturalized citizens**
- **And then if you are dealing with immigrants, lots of Latino clients have multiple jobs. So which job should they go to? Which pays benefits? I think like 37% of our clients are basically earning minimum wage or less. So for them taking family leave off isn't an option because 55% of minimum wage, is that sustainable?**
- **Then a lot [of the population] are working under the table so they are not eligible**
- **"There are lots of people working under the table not just undocumented"**
- **Also, if they can't get a job elsewhere it is common that people are starting their own enterprise**
- **We did a survey of Latino parents in the Mission District of San Francisco, results were that there are a lot of people being entrepreneurs, working under the table or working multiple jobs**
- **Also a large percent of the population are unemployed**
- **"No"**
- **I can take it from personal experience and I hear this from our community as well**
- **We don't understand it. Me, working at the university, you think that we would understand it**
- **We are so dependent on making money in order to feed out family**
- **When I was pregnant, I worked until I couldn't work anymore. They said I could take extra time off and I told them I didn't want to**

- I did PFL and by the time I got my check from my benefits, I had to borrow \$1000 from my family in order to pay mortgage. [She is actually referring to maternity leave here]
- I got 8 weeks of family leave because of my C-section but as soon as I was able to work I was back and I didn't take my full 8 weeks
- For my second pregnancy my husband was working and the check came a little quicker
- I was still a little hesitant to take it
- I have a college degree. So I should be able to figure it out
- As a community, we struggle to work and support ourselves and our community while getting our work done
- There still needs to be more communication about what this [PFL] is and who is eligible
- Employers aren't that receptive of PFL. The HR department was not encouraging and didn't make me feel comfortable when I was talking about it to them
- A lot of us live paycheck to paycheck
- As a community, we are very loyal to our workplace
- We will work 100%. We are afraid to take time off because we are afraid of losing the work
- Everyone is nervous about the way that the economy is. Other groups tend to be active and vocal in what their rights are and the Latino community is more humble and aren't comfortable telling employers what our rights are
- Proctor asked: Do you think if we tell people that their employee is guaranteed by law that their job is safe they will take PFL?
- No, I think they would still be scared
- A long time ago, companies were loyal to their employees but now a days that's changed
- People are really scared with what the economy is
- My husband just had neck surgery and I got the surgery date off but after that I started working half-days in order to take care of him
- Even then I was still worried about my job
- I can understand people who have jobs like Target or a hotel. In this community, there are a lot of seasonal employers where the job availability is dependent on the season
- A friend of mine just had a baby and he told me he didn't take PFL because he thought it had to be taken all at once. We were both thinking that FMLA and PFL were the same thing
- Even people who are educated and in the know are confused and arguing with each other about what is FMLA and what is PFL and how they work
- When going to EDD's office to get paperwork for using FMLA to care for my mom, no one ever told me about PFL (5 years ago). My employer tried to discourage me from using FMLA and in human resources no one told me about PFL. I think the reason why my employer was trying to discourage me was because he said "well isn't there anyone else who can do it?" and when I said "no", he said "well, have you considered a nursing home?" I was working at a nonprofit community health clinic at the time

- **My employer tried for a good 5-10 minutes to talk me out of using FMLA**
- **I think employers might be more against PFL if they are thinking it has to be taken all at once. Employers might be more supportive if they knew it were offered consecutively**
- **If Latinos have heard of anything it would be FMLA but definitely not PFL**
- **I think often times Latinos make assumptions about what they qualify for or not, like I was surprised to hear you say that undocumented people could potentially qualify for this program**
- **If you are trying to reach that population they want limited interaction with any agencies that has their info, they don't want any red flags to fly up on their social security number**
- **I think that also from a cultural standpoint this isn't something that is similar in Latin American countries that I know of**
- **Latin American counties tend not to sustain mothers**
- **A lot of them think this is for people who have office jobs. They have a perception that "this program is not for me"**
- **Often times Latinos get stuck in that belief**
- **For monolinguals you need to do outreach in Spanish**
- **Sometimes awareness depends on how good human resources is, like "why would employers want to let their low wage low skill employees know that they can take leave that is paid?"**
- **Does human resources let people know? Do they communicate with employees in Spanish?**
- **Also, sometimes human resources gives convoluted directions**
- **Technology is also a barrier. Latinos are very savvy when it comes to internet on mobiles, [but] not on desktop computers. That begs question are [PFL] websites mobile friendly? Research shows most Latinos use internet via mobile phone**
- **PFL is fairly new; you don't have mothers telling daughters yet, that is embedded in culture. Moms, aunts and older sisters are who you look to**
- **For Latinos word of mouth is going to be huge, [but] that doesn't mean you don't invest in collateral materials. But it is important to know a lot of info travels by word of mouth**
- **"Not much. I don't think many people know about it [PFL]"**
- **There's really very low awareness that it [PFL] even exists and that it's even an option**

2. Where do members of your community typically go for support and/or advice when they are expecting a child, or need to care for a loved one, or are experiencing financial problems?

- **Family members and fellow immigrants**
- **Those are the types of bonds they turn to first**
- **Seldom the government**
- **Nonprofit agencies are second after friends and family**
- **"Yeah, religious organizationss would be in top 3 places they'd turn"**
- **Look to city or community [Latino] associations**

- There is trust with [the] consulate but it varies a lot, based on party ties and who is in power administration
- Hospitals and OBGYNS
- El Concilio which is a non profit
- They [El Concilio] have a clinic and a presence at health fairs where people who already have health issues are, which could be a good way to spread PFL
- Catholic Church
- Priest can reach out to the elders and the younger generation
- Elders can teach their kids about PFL
- “Latinos are also huge Facebook fiends”
- “Spanish radio stations would also be a good partnership”
- Univision and Telemundo for Spanish speaking television
- Entrovision has for Spanish-speaking radio stations
- Church community
- Catholics don’t like to complain that is why you go to close friends (cultural stigma against complaining), but you can reach out for help and that is something we are now encouraging in the Latino community
- Neighbors
- Latino community is very close-knit
- Churches, especially Catholic Churches, although protestant churches are adding Latinos at increasing rate
- Flea markets
- Trusted organizations in the community that disseminate info to Latinos,
- When dealing with Latinos, especially undocumented and monolingual, it is going to need to be trusted community organizations to be the messenger, not government
- OBGYNs also. Women trust their providers
- Media and radio play a huge important role. Most Latinos listen to talk radio while working; longstanding radio stations that cater to the community
- Whether that [EDD radio advertisement] is PSA or an investment in radio marketing, that is your number one way
- Also Univision. They could do some public service announcements, which are free
- I think Communities for a Better California, or Coalition for a Healthy California, the Center for Immigrant Policy in LA or UC Davis Center for reducing health disparities
- I think that first they go to their peers and their family; I think it depends on the situation such as if their first generation or second generation. First and second generation Latinos are more likely talk to their friends about these issues. Many who have immigrated here might not speak to their parents because their parents may not have that experience

3. What kind of community organizations, including religious groups and nonprofits, do members of the Latino/a community participate in?

- Parents will go to school teachers at their kids’ schools (schools generally including administrators, bus drivers, etc.)
- Schools would be a good avenue for disseminate information on PFL



- La Familia Counseling Center is really good at identifying families who need support and helping them find that support. they are another good place people will go to find help or advice
- Specifically nonprofits related to family support and counseling
- They might turn to some different community-based organizations depending on what community they are in. There are some really great CBOs that work well with the Latino community, but again that depends on which community you're talking about; because some people have that experience and others don't
- Sacramento has Sol Collective, which is an opportunity to come together and share culture. I don't remember a lot of names but that was one. Community based organizations do a lot of good education work. There are some good ones in San Francisco as well
- I think churches can be a good source, they have been historically; but I feel like a lot of younger Latinos aren't as engaged prominently because mainly Latinos are Catholic and the rigidness of the religion is not always compatible with a lot of younger Latinos. Once people start their careers, religion takes a back seat. At least that's what I have seen in my experience and that's probably true across the board

4. I sent you a copy of the PFL pamphlet in English and Spanish. Could you take a moment to look that over?

- Where possible you should use self-explanatory pictures because we have a large Mayan population and literacy is an issue
- It looks pretty good
- I really like the design and the message I think it is really well done
- Lots of people go to the 800 number when they have questions
- The community is still confused where the money comes from
- It would be important to explain that you pay into SDI
- It is very easy on the eye; I like how the information is separated
- Oh yeah this is perfect. I love how they show a woman holding a child and [it] also shows someone taking care of a senior citizen
- I like the bulleted lists
- The language seems appropriate
- Yeah the brochure looks excellent. The only thing that might be helpful would be to put the program name in English in parenthesis under the Spanish version of the title Because the person will usually have to talk to someone in English about this program and it is helpful for them to have the name in English
- This would be extremely helpful
- It is okay
- It would be good if the photography were more relevant to Latinos
- The translation is technically correct, but doesn't reflect the relevant colloquialisms
- It is clearly just a straight translation of the English version
- I think it's appropriate I don't know if the language is necessarily approachable. I like the vocabulary. It's not like it's high but a lot of times when you read translations they keep it at a third grade reading level and, to me, this seems like it's written by a

person who has been educated beyond that level so it's not just conversational Spanish, it's very educated

- The way that it's presented – to me when I first read it I felt a little surprised, it does read at a higher level. Almost feels like reading the New Yorker vs the New York Times

5. Is PFL useful to members of your community?

- It is useful but I worry it misses the portion of the population that need it most
- Yes
- “Yes, especially the intermittent leave piece”
- Yeah. Well, the other thing is the wage replacement rate. If you don't earn very much you can't afford it that is a huge reason why especially Latinos underutilize this program. They can't afford the pay reduction
- Yes, I think it would be very useful

6. Are the eligibility requirements, or knowledge of the eligibility requirements, a major barrier to PFL use in your community?

- Access is the toughest part
- I think awareness is always helpful
- I consider myself pretty good at defending my rights and asserting myself. I can hold strong when people are trying to convince me not to take PFL, but I think a lot of people are scared even to take a day off to take their kids to the doctor. They are worried about all sorts of retaliatory behavior like being passed up for a promotion or getting a bad review. So I think a more timid person would just back off
- “The big challenge is that so many people don't want to make waves at work”
- “Most people don't want to ask for something at work, they see that as a last resort”
- Even though people might know their rights, many people find it challenging and uncomfortable exerting their right to take PFL
- People don't want to lose their job or go down in their employers eyes
- Definitely, this [awareness] is a particular challenge for the predominantly Spanish-speaking or newer immigrant; this is a serious issue
- People in those positions can often feel so lucky to be where they are and have a job that they are afraid to even take a vacation day and these can be very educated people too
- So more of the immigrants put the job first and themselves last
- If you are second or third generation then they are more comfortable asserting their rights; but they still might have second thoughts and be talked out of it by employer
- It is important to let people know they don't have to ask for a favor from the boss. You are telling them you are going to do something that you are entitled to
- What are they? I just know that you have to have paid into SDI (Proctor explained eligibility requirements)
- The requirements are fine

- I would encourage you to take a further look at the way in which one has to file their claim
- Doing a better job in letting people know that the eligibility standards are quite vast. That this isn't just bonding it is also care which is huge in the Latino community, we take care of our elders, we don't put them in homes, we will quit our job to take care of a parent that is what has happened in earlier generations of my family. There is a big stigma against putting parents in a 'home'
- Letting people know that care is part of it [PFL] too, would increase PFL use by a lot
- The community would likely have equal needs for care side and bonding

7. Is lack of awareness of PFL benefits a major barrier?

- **Yes this awareness is definitely a problem. People don't know the difference between FMLA and PFL and they don't know what each one does**

8. The form is not fully offered in Spanish (explain crosswalk) would this be a barrier for members of the Latino/a community?

- **There is definitely a problem with keeping things accessible language wise. There aren't enough services that help clients**
- **Our clients have a 25% reduced access to internet at home. So having to access things online is a problem**
- **We've had issues where we are trying to sign up kids; we found that if we do not have Spanish speaking staff in-person, then our clients will not be able to access that. Over the phone is better than online but it is still tough**
- **I think that that would be a problem**
- **People would be hesitant to use that**
- **They will bring home the English form and the Spanish helper and would fill out the form but have their English speaking relative or children double check**
- **The English form is confusing**
- **It would be a lot more effective to get all of the form in Spanish**
- **People would feel a lot more comfortable filling out the form in Spanish**
- **There are so many different resources for people who don't speak English, typically people are always able to find someone to translate within the close-knit community**
- **It would really helpful if the application came translated**
- **It would be nice for someone to know exactly what these forms say since they are signing something. They don't want to be in the position of having to worry about whether or not they did it right**
- **In terms of forms, I think that the forms only being in English will promote a huge barrier. Yes you can have an interpreter or relative to help them and that happens in some cases, but if you are trying to get people to access your program; that is a barrier**
- **This is the same population that wants limited interaction with government having their info. So the fact that they don't know exactly what the form says compounds**

this barrier. They don't want to rock the boat, unless you have a trusted organization telling people that they qualify (like they do for WIC) who is there to help you

- You have to look at how many are single income and low income. This makes replacement wage harder
- It [PFL] may also not be needed because in our culture you usually leave the baby with a family member. So you don't need to lose half of your pay if you already have someone to care for baby
- I do think it makes it more difficult because it is another barrier they have to overcome. It's adding another hurdle for these individuals. Realistically, a lot of people have their children fill out the forms for them or other English speaking people; so it might be helpful to have someone walking them through the process but I don't know if people would actually utilize it
- I think it would be more helpful to have the form in Spanish. Even though many know individual English speakers, it's a huge loss of autonomy. You also don't want to ask people for help on a form that can be so sensitive such as this (finance and health). So it could become a barrier to them even even asking for help

9. Assuming they are eligible and aware, why wouldn't members of your community choose to use PFL?

- Even though it is important to spend time with children you are still looking at a 50% reduction in income, more than half our clients are spending half their income on rent. So they just can't handle that reduction
- Yeah, job protection is definitely is a reason why they don't invoke a lot of these benefits
- No, I don't think there is a stigma issue. This population is looking for any benefit they can get
- I think they'd be happy to access any benefit they are entitled to. They are just not aware of it
- Wage replacement rate is the main obstacle
- That is the major issue with PFL, when you are only making 8 or 9 dollars an hour you have no way to make up the difference
- There would be a little bit of pressure that may push people away
- "Why aren't you working? You don't need time off"
- Maybe they believe the process is too much of a hassle. I remember thinking that, I thought the doctor's note will be easy. But that was actually time-consuming and required planning
- The whole process seems arduous to some people
- "The process is thought of as arduous and confusing and multifaceted"
- Most people will just use their vacation time or take unpaid leave
- Yeah, wage replacement rate is discouraging
- Job protection is definitely a concern especially in a hard job market
- Yeah, community will be supportive of taking leave. There are people who might say "are you sure you want to do that? Your job might be at risk"

- People worry that next time you could be up for an advancement that you won't be pick because you took that one day
- That is specific to population but mainly because they can't afford it, Many are not highly educated and do not make a lot of money
- Concerns about job protection would definitely be an issue but that depends on how well they know they're rights; if they do then it is just a matter of if they can afford it
- It is a wage cut, so that's going to be an issue. Some people just can't afford to not work, they need their full income
- There is a privilege of being so close to family in the Latino community because you have friends and family that can help to look after your child
- But another big thing is that employers really don't support this. So if you know someone who tried to take PFL and their employer pressured or punished them for that, that will frighten you from trying it
- There should also be information on the flyer about the impact on their legal status because if there is not they might be hesitant or frightened to
- I think stating that if you have an ID number then it means you're paying into social security, but also hints that you don't have to be a legal immigrant
- Job protection is also a large issue; especially if your employer has a history of not giving jobs to people who take time off
- I think FMLA, and I didn't even know about that before this call, should certainly be included in the discussion. Some people need that information and might help encourage them to take time off
- I have heard that before but mainly from employers. They are generally not understanding at all and will ask questions like that, assuming that the employees are taking a handout
- But I don't think, or at least I can't imagine that people wouldn't take or use the program because of that stigma
- There is a lot of Latino pride but there is also a willingness to use a benefit that you have worked for
  - a. With regards to all of the potential barriers to PFL use that we have discussed, are there differences in how much those barriers influence different types of community members?
- Potentially there would be a stigma against men taking PFL. Probably a moderate stigma
- There is a lot more pressure on the men to stay in the workforce
- Women get pregnant so it makes sense that mothers take time off but fathers would not take time off
- Women are also the ones who would primarily take care of loved ones
- "If you aren't working then there isn't a roof over your head"
- Yes, most people assume that women are caretakers and men are not. Employers will put more pressure on men than women
- But in the family, people are supportive of men being caretakers

- **No stigma about using a government program because this is paid for by you. It's not a handout**
- **Understanding the difference between it being paid into versus paid for by taxpayers is hugely important, that makes a big difference, "they put into it, so they might as well use it"**
- **Not a stigma, but it is more the economic issues**
- **Women won't get push back for taking PFL. It is all economic. If women can afford to take it they will**
- **Men would get push back for taking time off; there is definitely a stigma there**
- **I certainly think there is a gender stigma. It's much less common for men to take time off**
- **They could be made fun of in the community**
- **In my experience, people may get teased for a number of reasons. So it will likely happen no matter what their circumstances are**
- **I think it depends on what age for how much the teasing or social pressure might affect you. I think for younger Latino men they may be less willing to take PFL because they are already feeling isolated and they don't want to be made fun of. But for older men who grew up here, I think there would be less of an issue there**
- **I wouldn't see many older men as willing to look to PFL though because that's just not the way things are done. They don't take care of the children – that is the woman's role. So if they grew up in Mexico and did not assimilate then I do not see them as really seeing PFL use as a beneficial thing or as their role in the family**

10. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **I would provide some case examples of looking at the Latino population and some of the main concerns that the Latino community would have upfront, like low income, multiple jobs and no time**
- **List examples to make them [the community] feel like they are in the right place, otherwise they will assume they are not eligible**
- **Making people aware they are eligible is "tremendously important"**
- **I think this would promote health and relieve stress in this community. I just hope that programs like these have room to be flexible in the future. I hope EDD tries to capture the majority of the Latino population, and proportionately so**
- **I think the radio partnerships would be effective**
- **They do phone banks with help and the phone banks go crazy with people trying to find help**
- **Having a person to help you personally and answer your questions would help**
- **Knowing exactly how much you would earn would also be a huge barrier**
- **Knowing that you will have money coming in versus not being sure when you are paid by PFL**
- **People didn't know that you could take PFL intermittently and I had to ask around to know**
- **Students are worried about taking care of their families as well**

- **The Latino community doesn't read flyers we need someone there talking to us and explaining the process**
- **EL Concilio CEO is Jose Rodriguez, University Of the Pacific Alumna**
- **Basically, help people understand differences between FMLA and PFL**
- **Educate HR professionals and employers so they have better information**
- **Have a support line for HR people and supervisors specifically so they are not misinforming employees**
- **It takes a long time to find accurate information online and human resources people and supervisors would be worried that they might not be finding the right information**
- **This would go a long way toward dispelling myths**
- **First make sure that the information about the program is available in Spanish**
- **Work with trusted organizations that already disseminate information to the Latino community**
- **Partnership with Univision and radio announcements would be key. This will contribute to word of mouth. "You want to reach the masses"**
- **Make sure to mention this is not just for mothers but also for care**
- **In care situations 55% of your wage is better than having to quit your job**
- **Grassroots organizations are really the most important thing for the Latino community. That works and has worked and that is how Latinos come to know about the program; by hearing about it through people they trust**
- **I know that takes a lot of time and energy but really that is the best way for this community**

### 3. Punjabi

**Introduction:** Hello, thank you for devoting some time today to contribute to our research. We are working with the Employment Development Department, or EDD, to help increase the education and awareness of a specific program that could benefit families: Paid Family Leave, or PFL.

The Paid Family Leave Program, or PFL, is a state insurance program that most employees pay into under the State Disability Insurance tax, or SDI. PFL is designed to provide employees who have paid into SDI up to six weeks of paid leave to bond with a new child or care for a sick loved one. The program's replacement wage rate is up to 55 percent of your weekly income and you are able to take time off either consecutively or intermittently.

For this call, we would like to get your perspective on how issues unique to the Punjabi community may impact PFL use within the community?

1. Generally do people in your community know about PFL?

- **No I haven't heard of this program. Is this program offered through your employer? I ask because I have my own corporation and I pay myself and I just want to understand it better so that I can answer better. No I haven't heard of anyone in my community using this.**
- **I have heard of the program from a friend because his mom was sick, my employer was very generous and he let me take care of my mom and work around my schedule. Proctor found out he was actually talking about FMLA and he has not heard of PFL)**
- **I don't have any quantitative data to back this up, but there is a huge rural, agrarian community living in central valley and Sacramento**
- **A lot of Punjabis are farm workers and landowners. I'm not sure if this would apply to them**
- **Honest answer is that I don't know. The Punjabi community that I interact with is through the church circuit and the temple. This has never come up in conversation**
- **I was not aware of this until a short time ago and I have lived here for 10 years**
- **Like everything else you are eligible for, it is important to know what you qualify for**
- **Not at all. That's the main barrier that the Punjabi community faces is having access to that knowledge. We just don't know about a lot of things and that's why we don't take advantage of it. There are announcements at the Temple where they make announcements about what is going on in the community. They could make announcements there. If one person in the community advocates for it, others are more likely to jump on the boat**
- **No not at all**
- **I had no idea until you just told me**
- **Can you use that as paternity leave?**
- **Proctor said: "Yes you can, you can use it for adopting and foster as well"**



2. Where do members of your community typically go for support and/or advice when they are expecting a child, or need to care for a loved one, or are experiencing financial problems?
- **Mostly doctors' offices, for example if they have insurance and they want to find out about their medical coverage, they would heavily rely on the doctor's office for that information. Secondly, I would say that if they are employed they would learn about it from their employer or HR department. I am the secretary of a Gurdwara Sikh Institute in Fresno and people come to our organization for information. From time to time, we run informational campaigns, like teaching new immigrants how to apply for driver's license**
  - **Yes, a lot of the community comes to these types of organizations. Every Sunday we have almost 1500 people. We run a Punjabi school and other social programs like classes for recent immigrants**
  - **We have boards where people can post jobs, or help they need, or other info they want to get out to the community**
  - **In Sacramento, there are a couple Gurdwaras probably about 700 at each of those each Sunday and also the religions part. These places are combined community centers and religious centers**
  - **You won't find as many youngsters at the Gurdwaras. Now, I'm getting well educated Sikh people who are working on different causes to come and speak at our Gurdwaras to connect with the young people**
  - **We have two kinds of congregations: the first generation and the second generation young people**
  - **Proctor asked about use of social media**
  - **Yea, the new generations especially. It's not the same as it used to be. For example, there was a program about giving phones to low income people. So we had vendors come out and people from the community were lining up to come. People respond once they know something is out there and they can benefit from it. There are good organizations; mostly they work on different issues or platforms or they mostly work on legal issues, like if someone is being discriminated against. This cause that you are talking about, I can definitely help you to get the word out**
  - **You would go talk to human resources or your employer, or I would go online**
  - **I only look online**
  - **I would ask my employers and colleagues who know about the subjects**
  - **I know community organizations exist but I do not go to any of them, except the church. That is the only one I can think of**
  - **This church network is pretty strong in the Punjabi community**
  - **Just in the bay area there are like 5-6 Punjabi religious centers**
  - **Regardless what demographic they [Sikhs] are, they have a strong bond to the church. Typically people go to the church close to their home and there is always the discipline to go to church everyday**
  - **I would imagine when people have these nice advertisements that they would come to people in the temple to talk**

- **It is definitely important that information comes from within the community instead of EDD. There is just a comfort factor when it comes to interacting with people from within the community, especially someone active within the community. They are more open to an idea if someone they trust from the community is providing the information. Temples include Gurdwaras and Hindu temples. Within the Punjabi community you have Sikh and Hindi people. Those are the religions, but we're the same culture. Sikh is more common**
- **They would go to their network, sisters and friends in the community. Using the networks, they'll connect with others in the community to connect them to people with key knowledge**
- **People would go to their personal social network, they would go to their friends and family**
- **If people don't know about a program it is because they don't know anyone who has used it**
- **If no one has used it would just take someone using it and then telling others**

3. What kind of community organizations, including religious groups and nonprofits, do members of the Punjabi community participate in?

- **We take dancing very seriously in our culture. It allows elders to connect with the youth. There are annual "mele" that happen in many cities. The women and men and children do folk dancing performances. During those events, there are opportunities for leaders from the community to speak about important issues**
- **Punjabi newspaper and radio is important for the elderly in the Punjabi community. On the radio stations they play music and hymns, but [they] also talk about health care issues. They have special radios that only play this one Punjabi station**
- **Punjabis are really family based**
- **Other than going to families there isn't any official group that I can think of off the top of my head**
- **People go to the Sikh temples for food and help but not for financial help**
- **They [the temples] may have a message board or something**
- **It serves more of a hub for their personal social network of friends and family**
- **You would get the most exposure at the Sikh temples**

4. In addition to what we have already discussed, are there any other channels that would be particularly good ways for your community to be reached with information about PFL?

- **I can't think of any. I am aware of unemployment benefits but I haven't used it [unemployment] in last 18-19 years**

5. Is PFL useful to members of your community?

- **Yea definitely, a lot of them are self-employed, but also a lot work for different companies**
- **I think it would be pretty beneficial**

- I think so. Currently, my grandma is in the hospital and family members wish they could take the time off work; but they can't.
  - "Heck yeah"
  - I may use it myself
  - I don't know how the older generation would feel about maternity leave but with my generation (30 year olds) I know that I would use it and that friends of mine would use it
  - In all honesty, when people hear EDD all they think about is unemployment
  - We don't utilize the tools we have just because no one knows about it
  - I work for Caltrans and for a lot of state organizations they make the system overbearing and cumbersome but once you get into the system it becomes easier
6. Are the eligibility requirements, or knowledge of the eligibility requirements, a major barrier to PFL use in your community?
- *See above*
7. Is lack of awareness of PFL benefits a major barrier?
- *See above*
8. The form is not fully offered in Punjabi (explain crosswalk) would this be a barrier for members of the Punjabi community?
- No, I don't think so, not really. I know DMV offers tests in Punjabi now, but I don't think that would be a big worry. The people who are working can speak English and for those who don't speak English well, there are always kids in the house who speak English well and can help them. It would be nice to have it in Punjabi but that is not really a barrier. And usually when someone translates to Punjabi it is very high level academic Punjabi and that is not as accessible for people
  - Again, I think that is a little segment-specific but for blue collar workers it would be a barrier
  - the majority of working Punjabis can speak English
  - My gut says that this shouldn't be an impediment, people will find ways. I have filled forms for Punjabis at the airport who don't speak English
  - Most people are pretty much bilingual. The ones who aren't are older and not working. So many speak English there are likely opportunities for help.
  - Are there hard copies of the application?
  - Proctor answered: "Yes"
  - Language could be a barrier but everyone would know at least one person who could help them with the English
  - I don't think anyone would be hesitant to have someone help them with the application
  - The bigger obstacle if you don't know English would be to navigate the website and find yourself a hard copy of the form

9. Assuming they are eligible and aware, why wouldn't members of your community choose to use PFL?

- I don't think so. I think the job security would be important to them. If the employer indicates that their job may not be safe that may be a concern.
- There is not any community distrust using government programs
- People don't want to take financial help and don't like to take things like food stamps. People probably would view PFL as another form of government assistance
- It is important for us to know that it is our own money, not public assistance
- Awareness is a main issue but besides that it would be societal pressure
- Then there is reasons related to career progression or how taking this leave would affect their job
- Working is a staple in the community. There is a stigma in the community if you aren't working. Probably won't extend to taking care of children or parents though; those would be understandable
- Uncertainty about wage replacement rate could also be an issue, especially when they don't know much about the exact details
- They will be more willing to do these things if someone they know has already done it
- Job protection would be one of the biggest reasons people in our community wouldn't do it. There is a hierarchy, your possessions are important, your house, your car, in order to show that you deserve respect. If losing your job would threaten that; it would be a severe issue
- Currently people just make it work; take care of grandma as a team so no one has to miss work. We rely on each other so much, including family and friends. Family units are really strong and you get used to looking to the family; you don't even think about the government
- A small number of people are against taking a hand out
- I know that people in my parents' generation would use unemployment and I don't think that if they are willing to do that that they would not be willing to use PFL
- Having to take the pay cut would encourage people not to abuse it
- If they had 100% of the wage people would just find a way to abuse it
- Job protection would definitively make people shy away from it, especially if their English isn't as strong and they heavily rely on their job
- I have heard of FMLA, but I have never heard of PFL
- Proctor asked: "Do you think in the community that there is fairly decent knowledge of FMLA"
- I think that they do but I wouldn't know why
- I had friends that were using FMLA and mentioned FMLA but weren't using PFL
- My cousin about a year ago used FMLA and he got paid which it sounds like he was talking about PFL
- I was studying for an HR position a couple of years ago and they had a bunch of FMLA packets but they didn't have anything about PFL

- a. With regards to all of the potential barriers to PFL use that we have discussed, are there differences in how much those barriers influence different types of community members?
    - i. For instance, are there differences amongst members in varying socioeconomic statuses?
      - **Not really, but the people who are well off or self-employed won't use it, but blue collar jobs people will use it**
      - **It is definitely going to be more difficult for lower income people who are relying on their incomes more, especially because of job protection issues**
    - ii. Are there differences between generations?
      - **Yeah the second generation will definitely use it more because of knowledge, knowing how to process these kinds of things, and having better control of language**
      - **Yeah, getting the word out and publishing advertisements in Punjabi**
      - **I think the care aspect would also be very beneficial**
      - **Yeah the more you are brought up here you think more on an egalitarian basis when it comes to these kinds of situations**
      - **People, who have been here longer, especially young people, are more likely to take advantage of government programs. They are also more likely to influence the older generations to use it. The older generation relies on their kids and grandkids to tell them about things. For example, now it's a normal and accepted thing to be on unemployment**
    - iii. Are there differences between men and women?
      - **To a certain extent yes. Men's role is to work and women's role is to care, men don't want to sit at home if their wife is working. But now in this culture both men and woman are working so that might not be an issue**
      - **In general yeah, the Punjabi community is a patriarchal society, or it has been. It still is in California especially in the rural areas, but in the urban areas you will see that less. You see two income households**
      - **It is possible that you will find that it is less likely that men would be open to taking it [PFL] compared to women**
      - **Not really much of a stigma, but it is more expected for a woman to take care of the elderly. Women would likely use it more**
      - **"I would say yeah"**
      - **"I would say that there is because all the guys in my generation are taking paternity leave but I never heard about anyone in my father's generation taking paternity leave"**
      - **It is a "woman's" job to take care of the kids instead of the men**
      - **I think that the gender gap would also apply to care**
      - **I think that the gender perception might be more of a generational thing**

- **However, all the people I am talking to are the “professionals” who are my age and if you asked the people who were more blue-collared they might have a completely different answer**

10. If you could sit down and give EDD advice on increasing the use of PFL in your community, what would that advice be?

- **Like a poster, that they can mail out and mandate in the work place. Send it to the Gurdwaras, the Sikh community centers**
- **I think if you tell people that when they are stuck in a situation that they can take something they are entitled to versus not knowing and feeling helpless at the hands of the employer is the best alternative. I think messaging around this will not necessarily put you in a bad place at work, make assurances that employer cannot retaliate or affect your career**
- **I would tell EDD to go to the Sikh temples and do some targeted marketing because I'm sure it is on a webpage somewhere but most webpages are so crowded that it becomes white noise**
- **Get the word out through Sikh Temples and word of mouth**
- **You have to make people aware and then they will do the research on their own**
- **I think the awareness is the first problem and social stigma is the second. You should talk about it through temples, churches and community organizations**
- **Get someone within the community to be able to advocate for the program itself. That would make a huge difference. Someone who is well spoken and can communicate the program well. They can go to the temple and speak about it regularly. Be available for questions afterwards. Outreach on the Punjabi radio (based in Yuba City) and newspaper would make a huge difference. At the West Sacramento temple they have at least 200 to 300 people come out**

## Paid Family Leave Market Research (Appendix)

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Appendix E: Summary of Administered Surveys
Appendix F: California Society for Human Resources Management Survey
Appendix G: Family Caregiver Alliance Survey
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Appendix J: PUC Community Outreach RFP



## Appendix F: California Society for Human Resources Management Survey

Prepared by:



ANDREW CHANG & Co, LLC

July 13, 2015

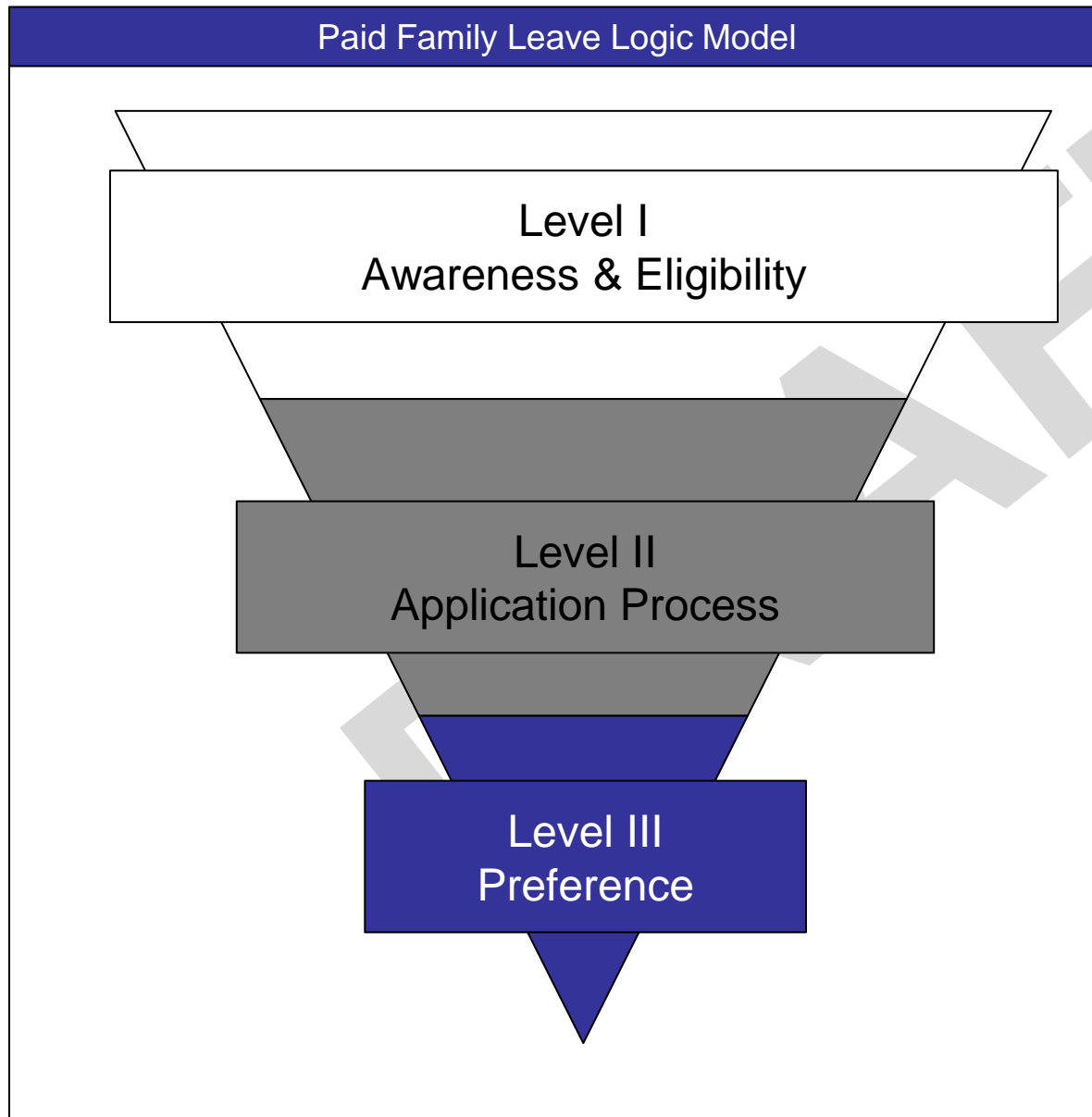


## Our current situation

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- In 2004, California became the first state in the nation to implement a Paid Family Leave (PFL) program to provide paid benefits to workers on leave from their jobs to bond with a new child or care for a seriously ill family member. By May 2014, 1.8 million Californians benefitted from PFL
- While the Employment Development Department's (EDD) administration of the program is well regarded in the literature, advocates have pointed out potential areas for improvement and the need for higher awareness and corresponding usage rates. To this end, EDD has retained Andrew Chang & Company (ACC) to conduct market research
- This research should explain why individuals do or do not use PFL
- ACC has partnered with the California Society for Human Resource Management (CalSHRM), Affiliate of the Society for Human Resource Management, to administer a survey of Human Resources professionals
- With this survey, ACC sought to identify the effectiveness of HR professionals as a channel for information about PFL, as well as the degree to which HR professionals are or are not already being used for that purpose
- It should be noted that, as the respondents for this survey were all found through CalSHRM, there may be some degree of bias within our data
- This bias comes from the fact that anyone involved in CalSHRM is likely to be more interested in and aware of programs like PFL, and the majority of these individuals come from large businesses
- A total of 168 responses to this survey have been received to date
- The survey was administered May 26 through June 20
- Email reminders to participate in the survey were sent out through CalSHRM's network on May 26, June 8, June 16 and June 19

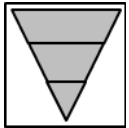
## Our survey design is structured after our logic model for PFL use



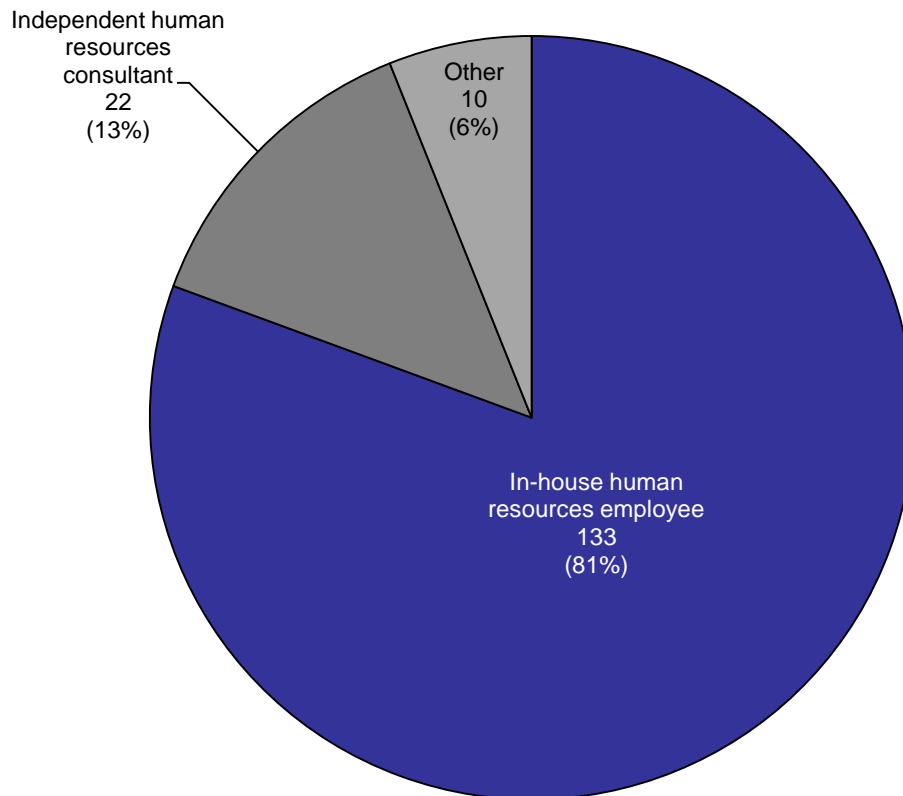
### Key Observations

- Our logic model is a simplified structure to explain how individuals come to use PFL. The model is intended to be comprehensive of all drivers of PFL use and enables us to probe deeply in a systematic manner into the key factors that determine PFL usage on an individual level.
- At a high level, our model is divided into three levels:
  - Awareness & Eligibility: Are employers and potential applicants aware of PFL in a meaningful manner? Are potential applicants eligible for PFL?
  - Application Process: Do applicants have the means to complete applications and other administrative requirements with relative ease?
  - Preference: Are other factors or personal circumstances driving the decision to ultimately use PFL?
- This logic model is used as a key throughout this presentation to represent what level each question is addressing

# Overwhelmingly our survey respondents are in-house HR professionals



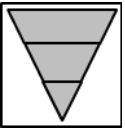
## Professional Status of Respondents (n=166)



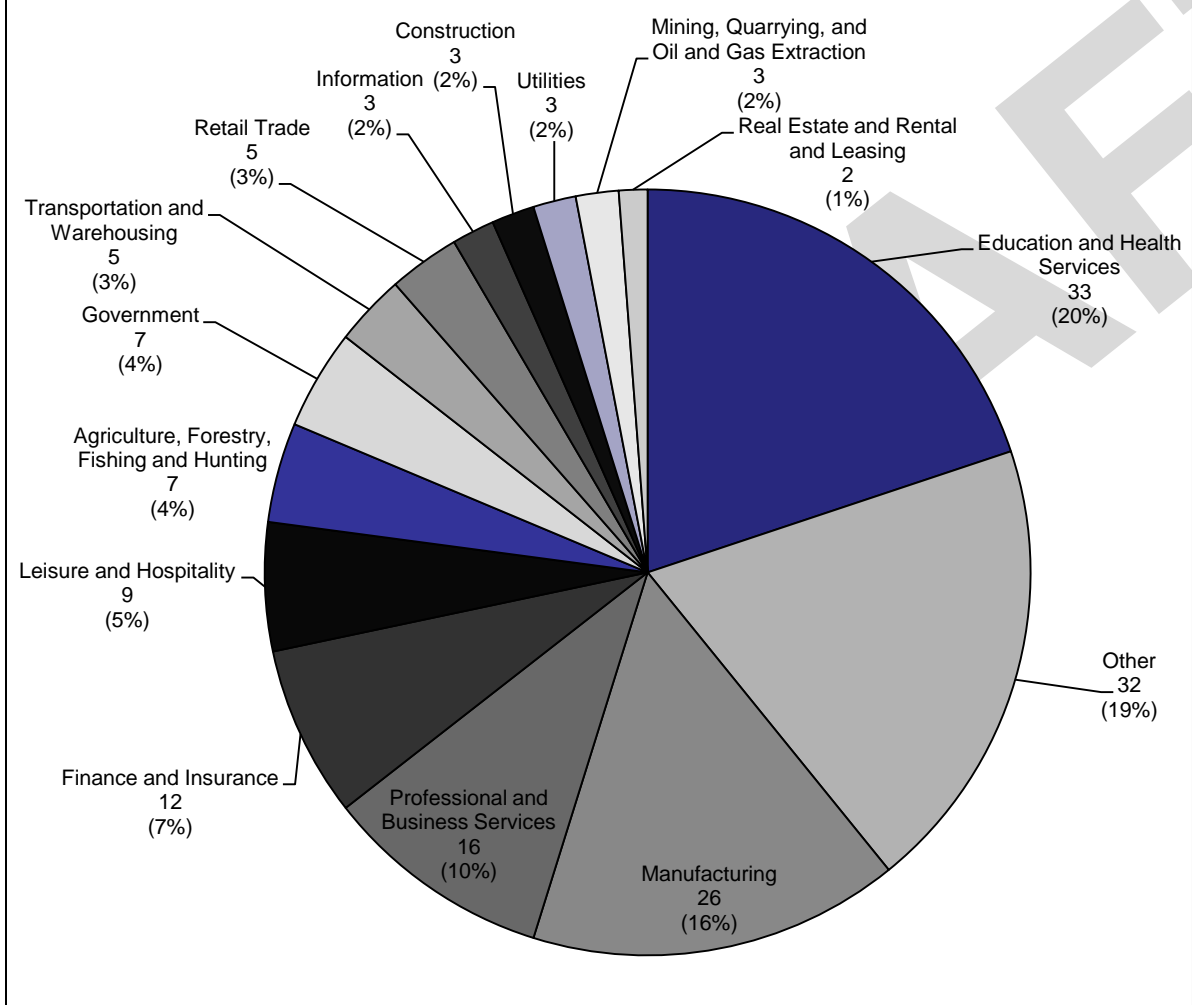
## Key Observations

- This generally means that the majority of respondents work at a single organization and with a single group of employees
- A small minority of our respondents are independent human resources consultant
- These are people who are brought in my companies to provide human resources services when those services are needed
- 6% of respondents listed 'Other' here. Some of the answers respondents wrote in here include; manager, business owner, attorney, and CPA
- This is background information, so none of the areas of our logic model icon (located top right) are shaded with blue

# Our respondents work in a variety of different industries, but Education and Health Services is the industry that was selected most often



## Professional Status of Respondents (n=166)



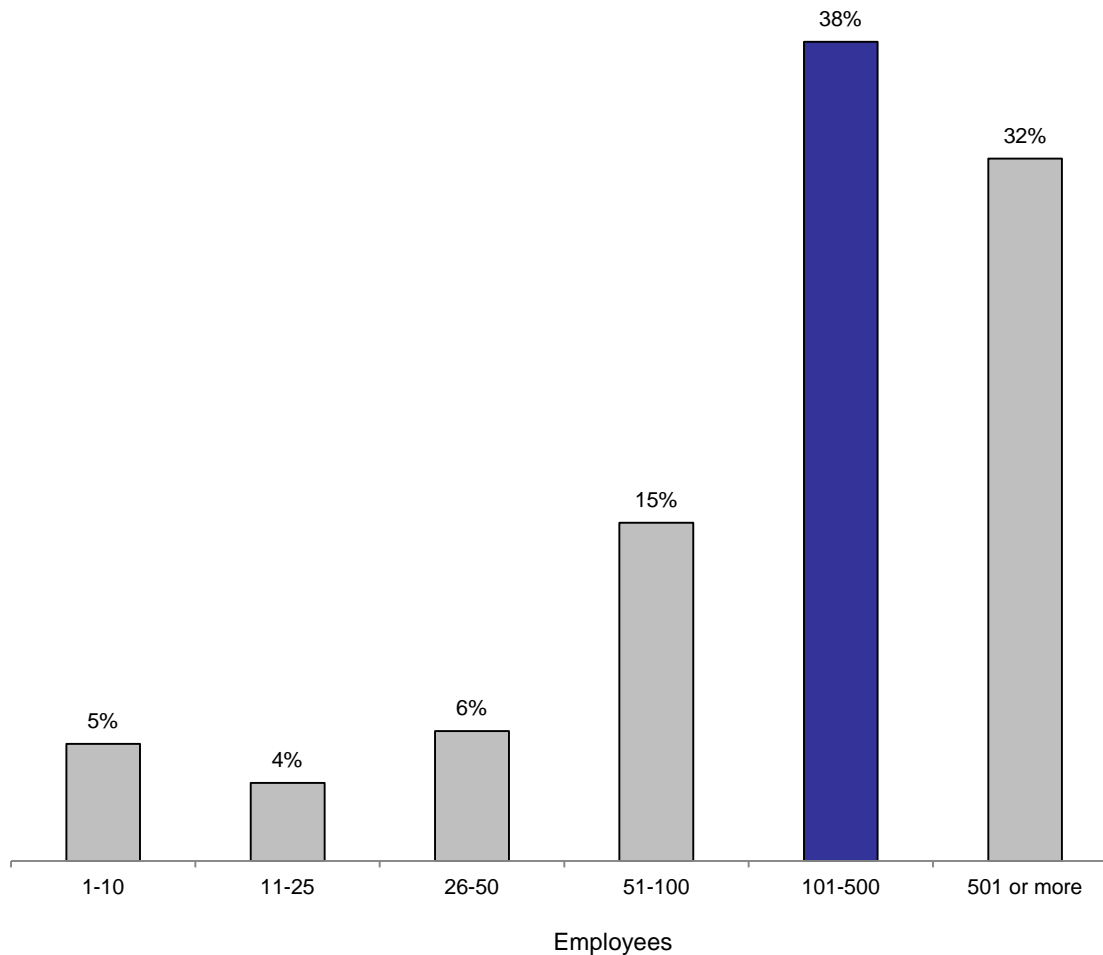
## Key Observations

- 20% of our respondents categorized themselves as part of the Education and Health Services industry
- The second most selected category was manufacturing, which was selected by 16% of the respondents
- Some of the answers listed by the 19% of respondents who selected “Other,” were ‘the non-profit sector,’ ‘multiple industries,’ ‘management,’ the ‘bio technology,’ and ‘food services.’ By far the most common answer listed was ‘multiple industries’

# Most respondents work at large businesses with more than 101 employees



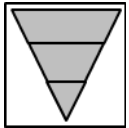
## Number of Employees Respondents Serve (n=168)



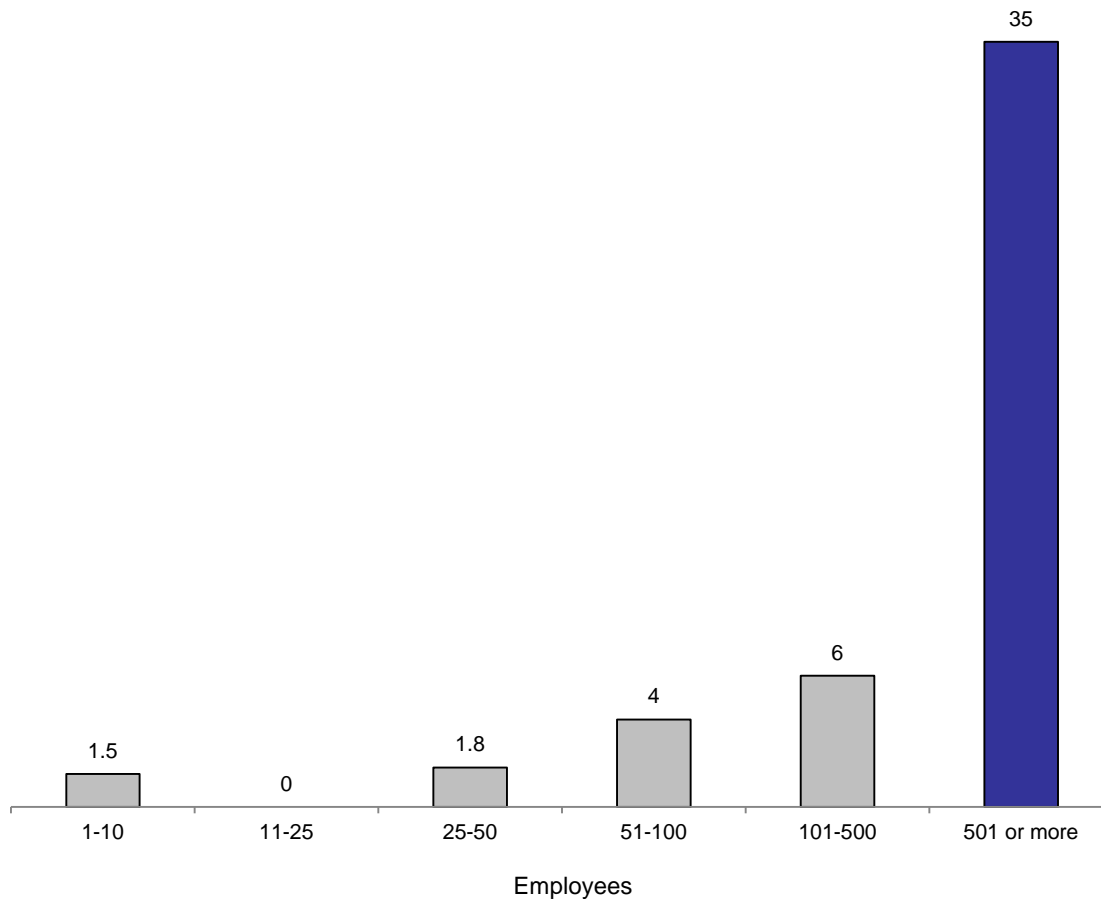
## Key Observations

- Of the 6 answer choices, '101-500' was the most often selected
- 70% of respondents work at companies with more than 101 employees
- 32% of those work at companies with 501 or more employees

The median estimate of number of employees to use PFL in a year is 5



### Median Number of Employees That Use PFL per Year (n=155)



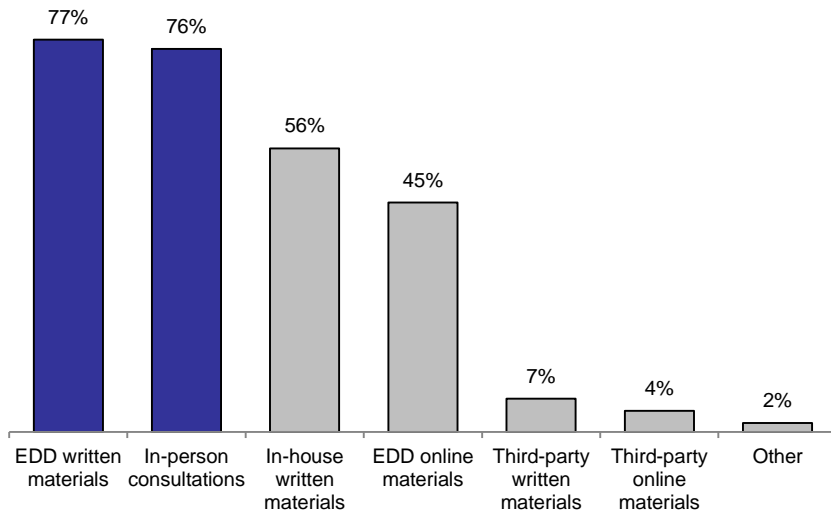
### Key Observations

- These bars show the median response given by respondents (per company size category) as to the number of employees in their respective companies that will use PFL in a given year
- By far the highest median of PFL use per year is 35, and it occurs in the 501 or more category
- For the 101-500 category, the median is 6
- The sample size for the 11-25 group was 0; this very small sample size (5) explains why this grouping seems like such an anomaly
- 1-10 and 26-50 also had very low sample sizes: (8)

# In-person consultations are the highest ranked, and one of the most used methods of providing information about PFL to employees

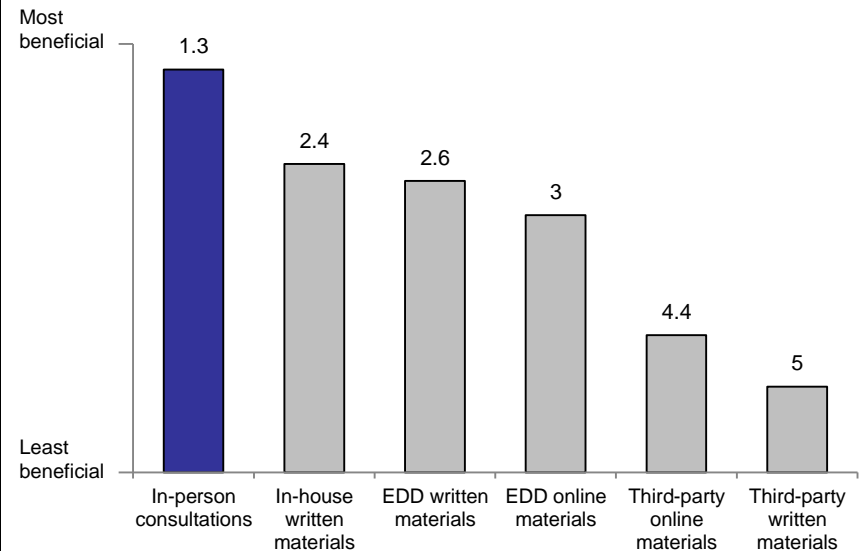


## Methods Used to Provide Info. About PFL (n=168)



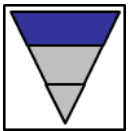
- EDD written materials and In-person consultations are the two methods of providing information about PFL that are most often used by HR professionals
- The fact that these two methods were selected by the nearly the same number of respondents could mean that these methods are used simultaneously
- This might speak to the fact that these two methods are more successful when combined

## Most Beneficial Methods (n=166)

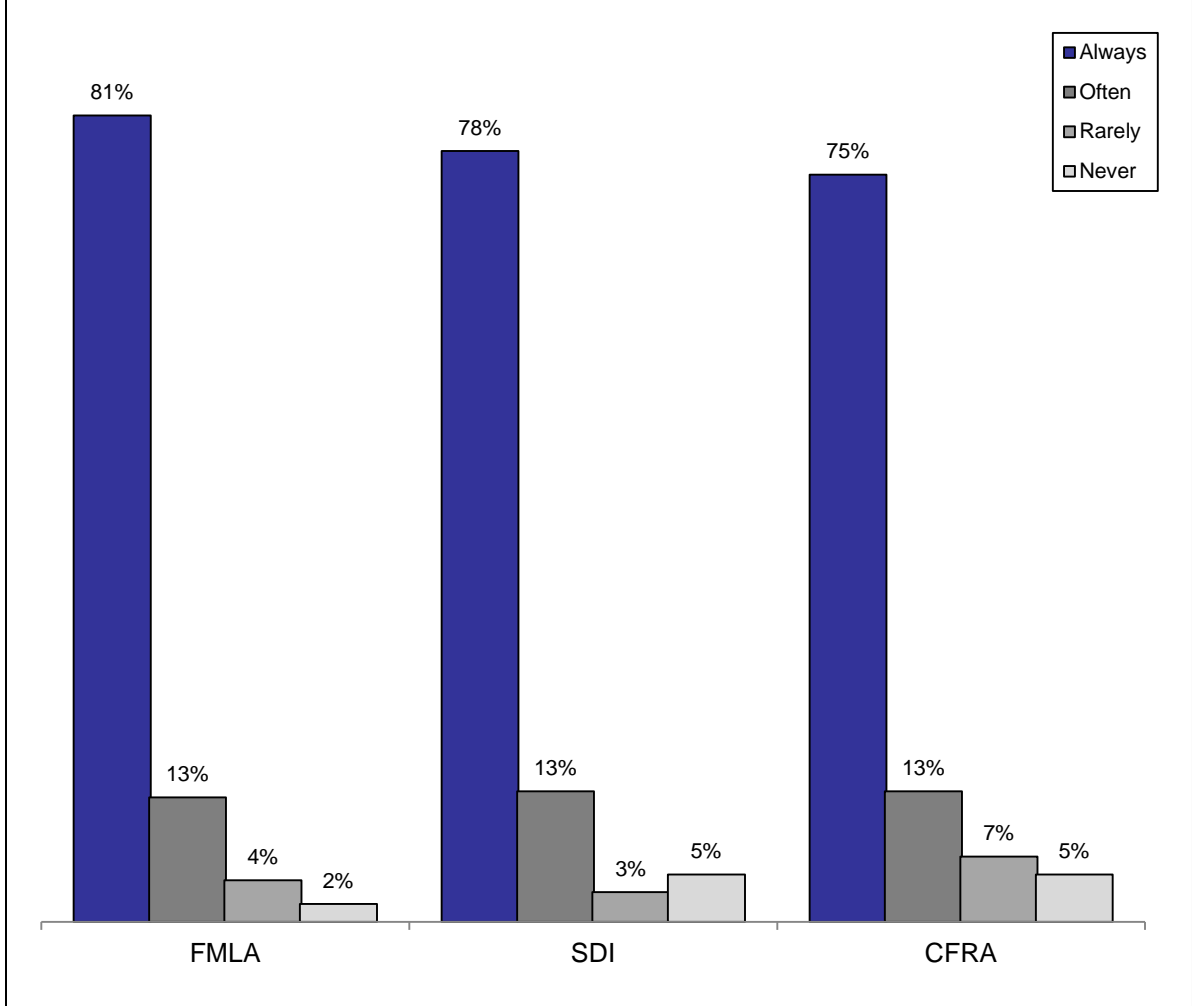


- This graph shows the average rank (1 being most beneficial, and 6 being least beneficial) that each of the methods of providing information was given by respondents
- In-person consultations are the top ranked method of providing information about PFL to employees
- In-house written materials and EDD written materials were nearly ranked the same, both being popular second choices
- This further contributes to the idea that written materials, when combined with in-person consultations form the ideal method

# Just under 95% of our respondents often or always discuss at least one other government program when discussing PFL



## Government Programs Discussed with PFL (n=167)

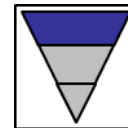


## Key Observations

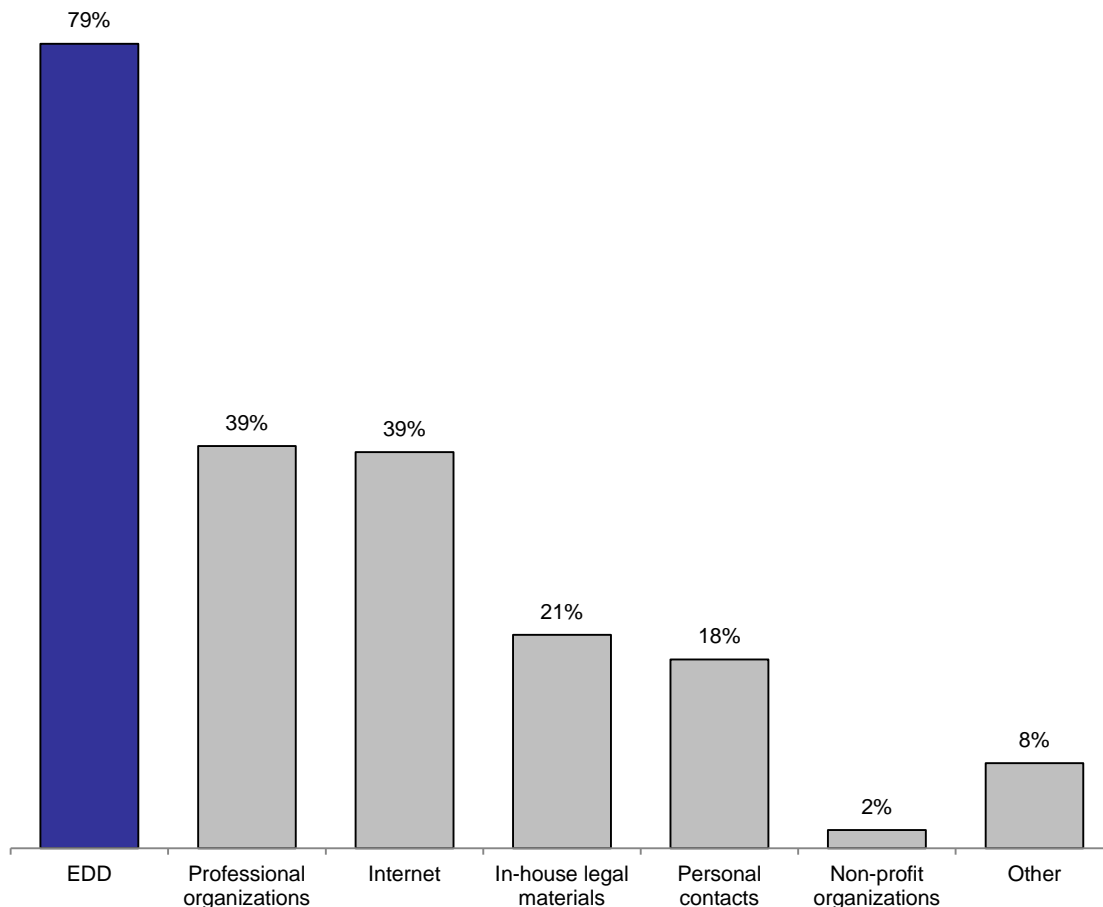
- Always is by far the most selected response to this survey question (75% at the lowest), which asked how often respondents discuss FMLA, SDI, and CFRA respectively with employees
- No more than 5% of respondents reported that they never discussed each of these programs with employees (of course those may not be the same 5% for each) additional program
- About 4% of respondents listed 'Other' programs that they talk about with employees while discussing PFL, including the following: education leave benefits, tribal ordinances, Voluntary Disability Insurance, PDL, and an additional SDI program that pays 75% of workers' wages



# The majority of HR Professionals report that they go to EDD for information regarding PFL



## Sources of Information about PFL (n=168)



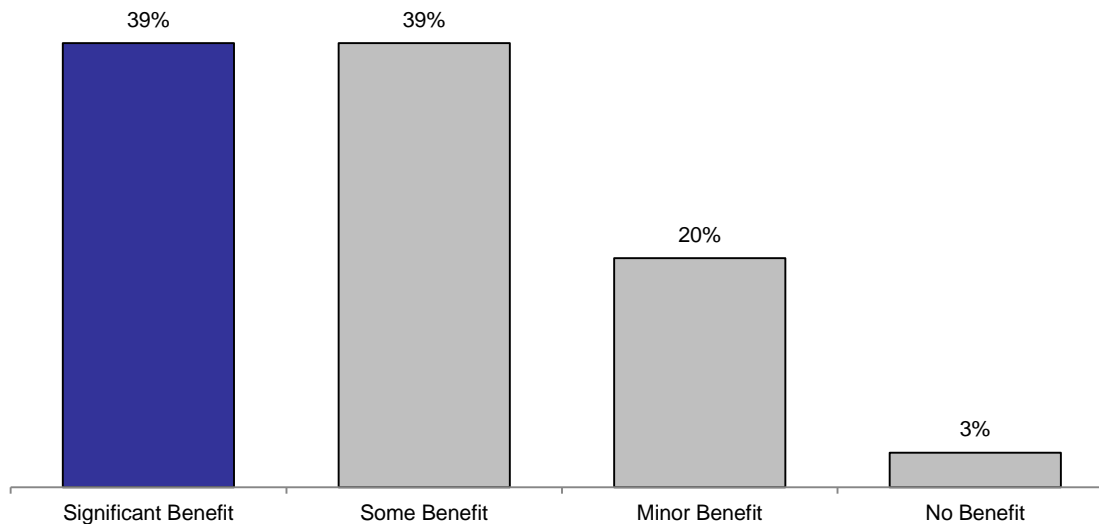
## Key Observations

- 79% of respondents turn to EDD when they have questions about PFL
- Another 39% report turning to professional organizations and the internet
- We can also see that many respondents have multiple sources of information about PFL
- 8% of respondents selected "Other," the most common answer written in here was Cal Chamber. There were several other answers given as well, including CalSHRM and outside legal counsel

The majority of respondents reported that their profession would gain significant or some benefit from training opportunities about PFL



### Potential for Benefit of Additional PFL Training (n=166)



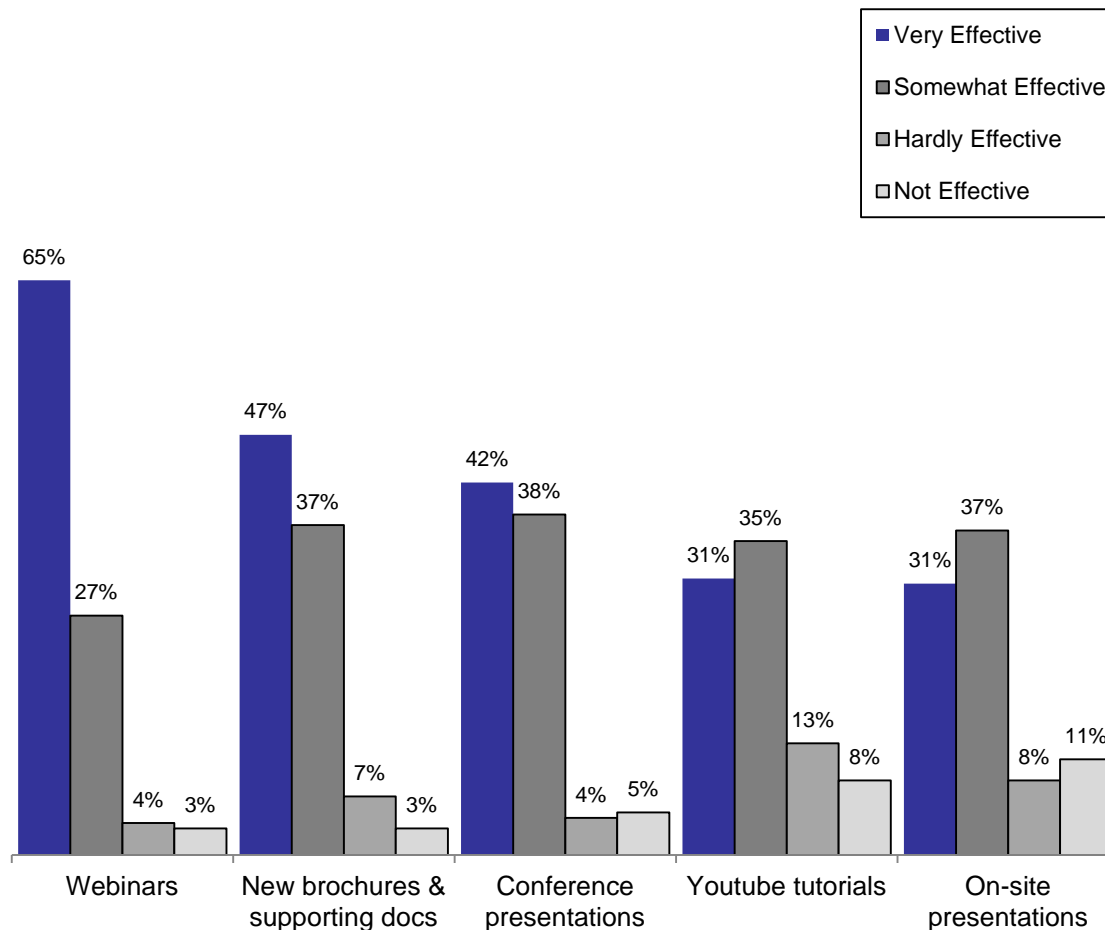
### Key Observations

- Roughly 78% of respondents indicate that additional PFL training would be of significant or some benefit to HR professionals
- Only 3% of respondents reported that no benefit could be gained from additional training on PFL
- This demonstrates that HR professionals are interested in learning more about PFL

# Respondents consider webinars to be the most effective form of training



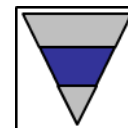
## Effectiveness of Training Tools (n=167)



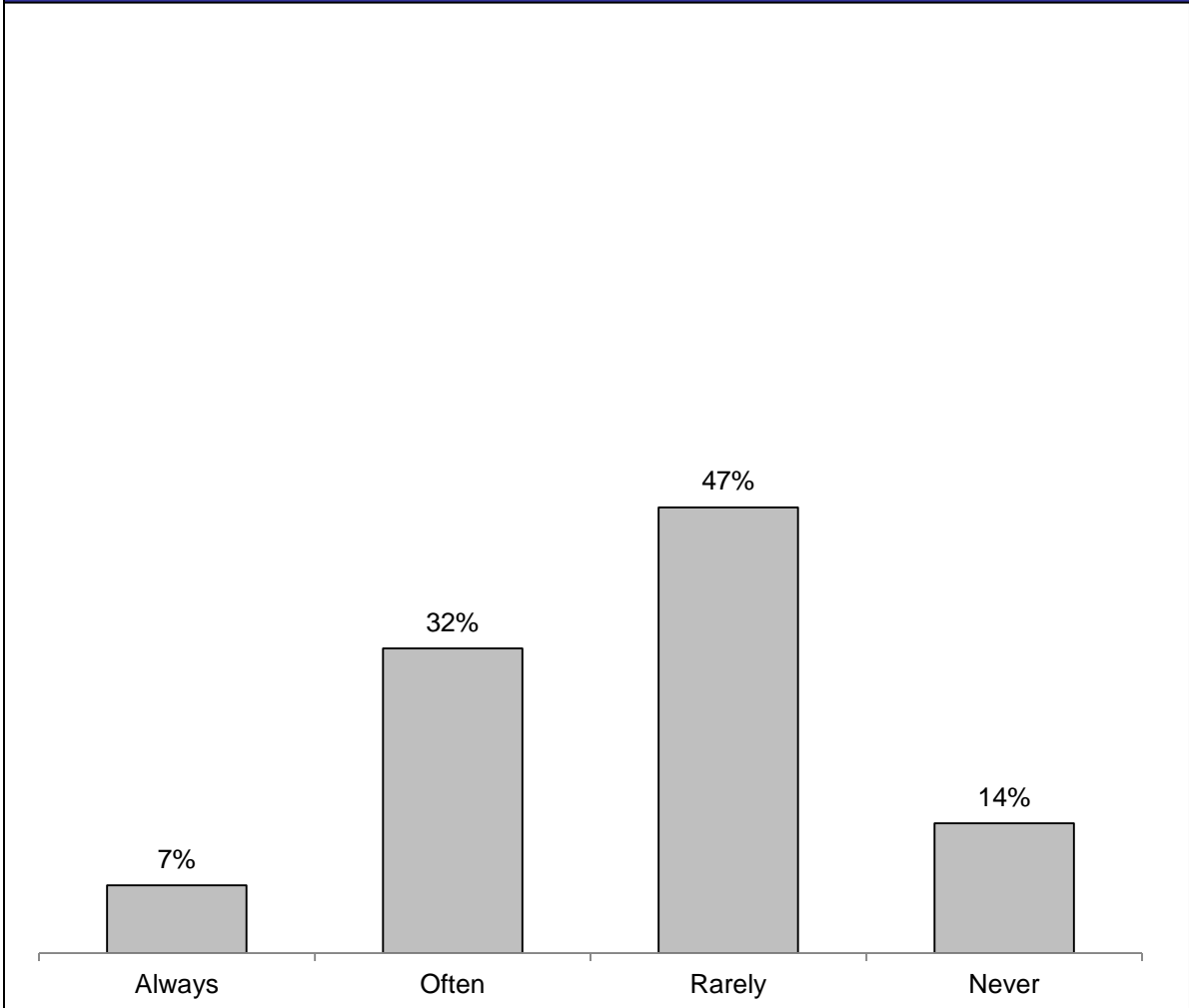
## Key Observations

- Nearly 95% of respondents reported webinars as very or somewhat effective
- New brochures & supporting documents and conference presentations are also highly rated as effective tools for training

Just under 40% of all respondents report that they always or often receive requests for assistance with the PFL application process



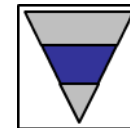
### Requests for Assistance with the PFL Application (n=168)



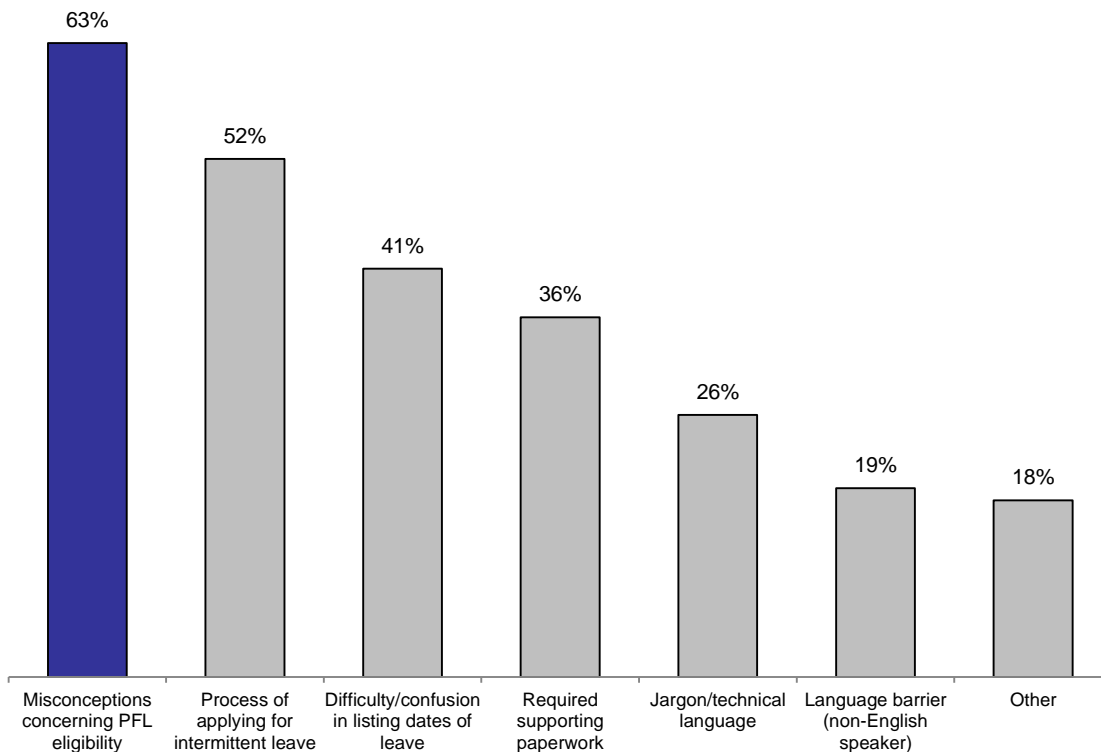
### Key Observations

- That is, 39% of respondents report that they are always or often asked for help with the PFL application process

# HR professionals report that the most difficult part of the PFL application process for their employees is misconceptions about eligibility



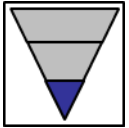
## Causes of Confusion During Application Process (n=165)



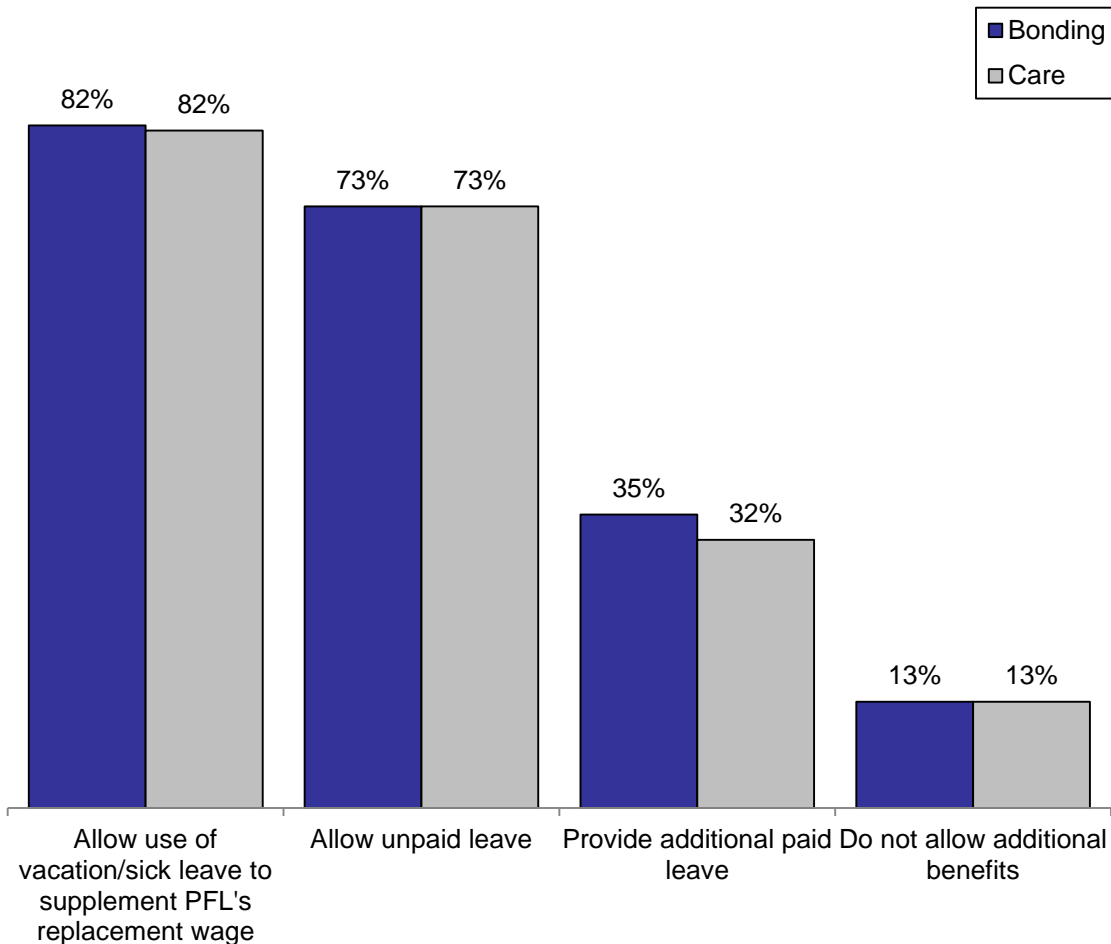
## Key Observations

- Misconceptions about eligibility were reported as a cause of confusion by 63% of respondents
- None of the potential barriers to successful application process completion were not reported as an issue by at least some (19% at the lowest) respondents
- 18% of respondents reported that there were other barriers to application process completion
- Among those, some of the more prominent answers were: confusion about how PFL works in conjunction with CFRA, FMLA, SDI, and/or PTO, process as a whole is “too complicated to bother” with, and confusion over calculating exact wage replacement rate

# Allowing employees to use vacation/sick leave to augment PFL use is the most common form of additional benefits offered with PFL



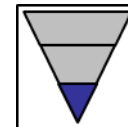
## Benefits Offered by Employer to Augment PFL (n=164)



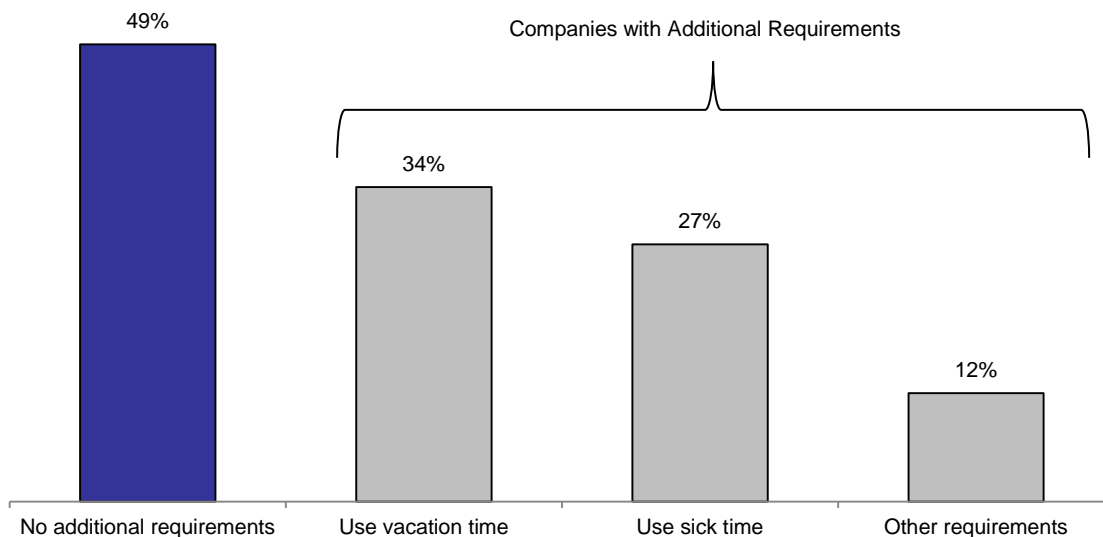
## Key Observations

- Over 80% of respondents work for companies that allow employees to use vacation/sick leave to augment PFL
- Just over 70% allow employees to take unpaid leave in addition to PFL
- And over 30% allow employees to take additional paid leave
- Only about 13% do not augment PFL use in any way
- Overall, the data shows that there is little difference in the amounts and types of benefits offered to augment PFL use for bonding as compared to PFL use for care

# Nearly half of all respondents' employers do not place additional requirements on their employees as conditions of PFL use



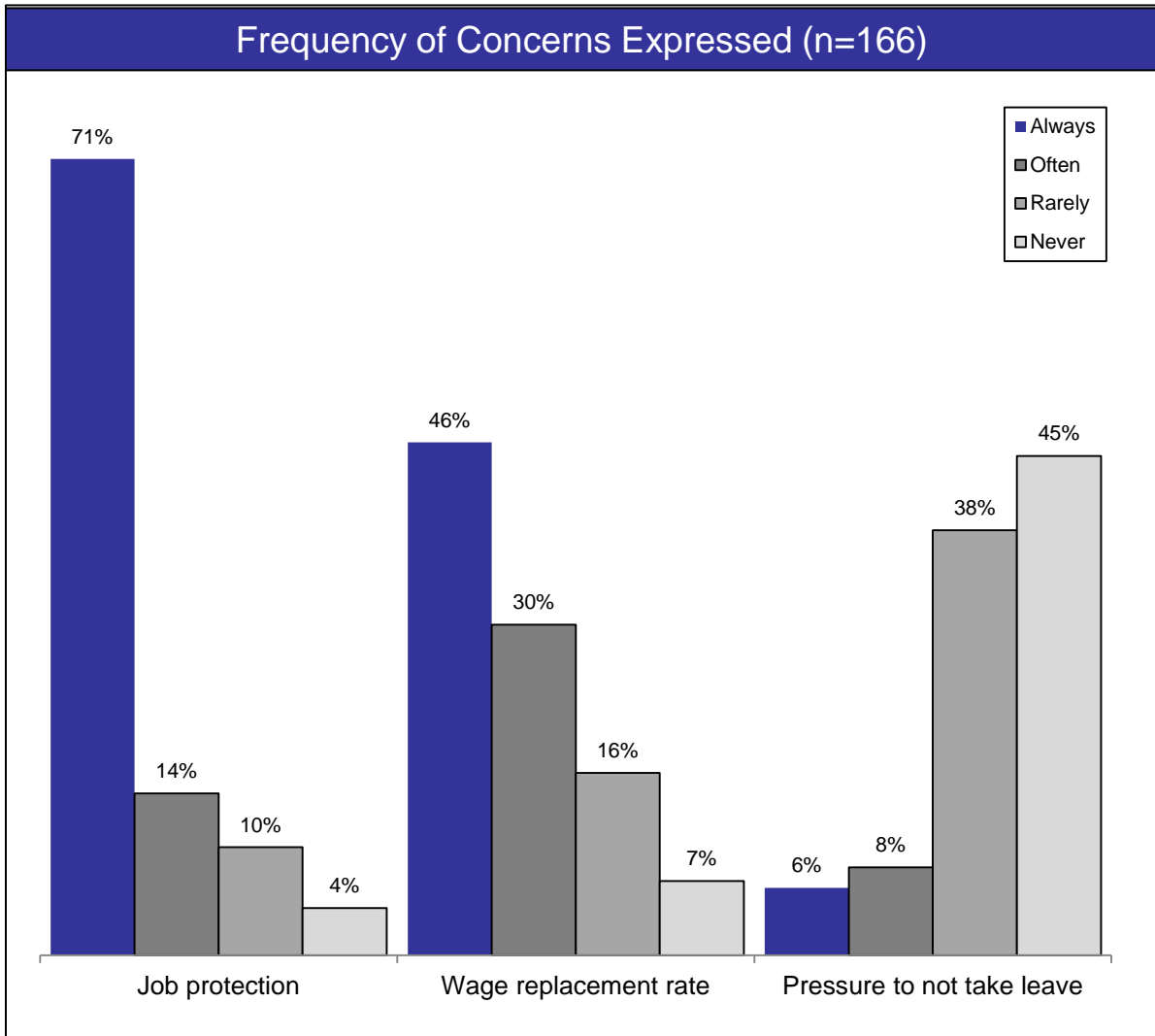
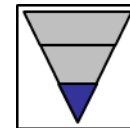
## Additional Employer-Specific Actions Required to Take PFL (n=164)



## Key Observations

- 49% of respondents' companies do not require employees to use up any other benefits in order to use PFL
- This data combined with the data shown in the previous slide demonstrates that most of the companies respondents work for are supportive of their employees using PFL
- 12% of respondents selected 'Other.' Some of the most common responses here were 'not sure,' employees are required to use PTO, and employees do not pay into SDI

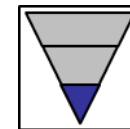
# Roughly 85% of respondents report that job protection is often or always brought up as a concern when discussing PFL with employees



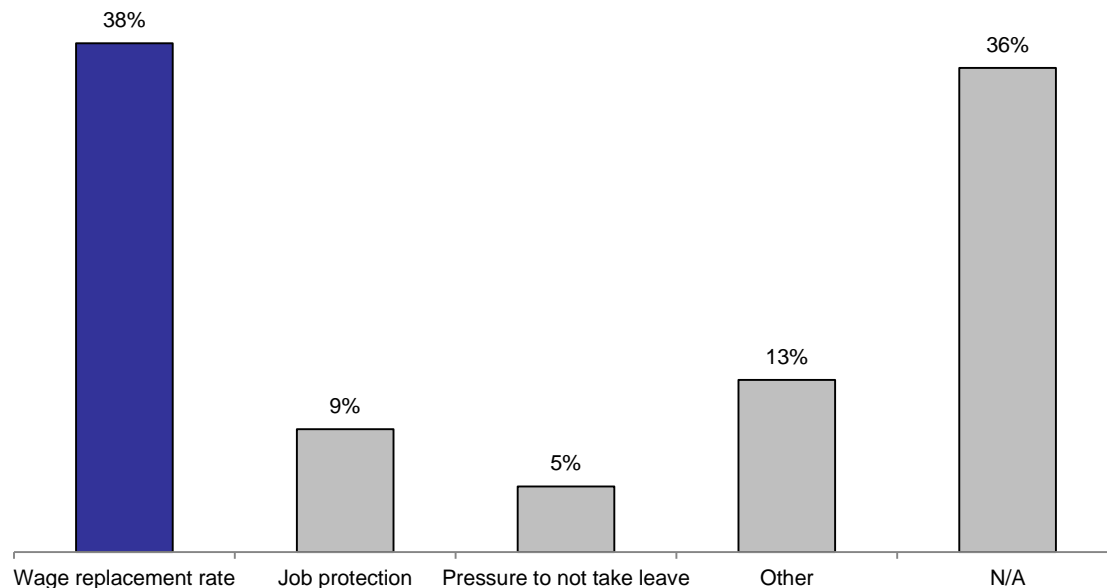
- ### Key Observations
- Job protection is the concern most often brought up by employees to Human Resources staff
  - Wage replacement is brought up most often after job protection, as 77% of respondents report that wage replacement is always or often brought up when discussing PFL
  - About 83% of respondents report that pressure not to take leave is never or rarely brought up in discussions about PFL
  - Of the 6 respondents that selected 'Other,' a few reported that PFL was not offered at his/her company, and another reported that misconceptions about what PFL is was also a recurring issue



# Wage replacement rate was chosen as the biggest decision-influencing concern among employees



## Employee-Identified Concerns About PFL Use (n=165)



## Key Observations

- 38% of respondents report that the wage replacement rate was the biggest concern leading to employee decisions not to use PFL
- 9% of respondents report that the job protection was the biggest concern leading to employee decisions not to use PFL
- Job protection is brought up to HR staff more often than wage replacement, yet wage replacement is more often noticed as the key concern preventing PFL use. This is most likely because the majority of our respondents work for large businesses, thus the employees they work with qualify for FMLA, and that likely resolved the concerns about job protection
- 13% of respondents reported that there were other factors that were the primary factors to dissuade employees from using PFL
  - By far the most common answer given in the 'other' category is that the application process is too complicated to be worth it
  - The second most common answer was that the employee's company offers better benefits than those included in PFL

## Key Findings

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- In-person consultations are the top ranked and one of the most utilized ways to convey information about PFL to employees
- Roughly 90% of respondents bring up FMLA, CFRA, and SDI when talking with employees about PFL
- 79% of respondents already report going to EDD when they need information on PFL
- 78% of HR professionals believe additional PFL training would be of somewhat or significant benefit
- For that training, webinars are considered somewhat or very effective by 92% of survey respondents
- 63% of respondents think misconceptions about PFL eligibility is a common cause of confusion application process
- Over 82% of the employers respondents work with allow employees to use vacation and/or sick leave to augment PFL benefits, and 49% of employers respondents work with do not place any additional requirements on their employees before they use PFL
- Job protection and wage replacement are the biggest concerns respondents notice among employees

## Appendix

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- Appendix A: Copy of Survey
- Appendix B: Copy of Email Blast

# Appendix A: Copy of Survey (pg. 1 of 4)

## EDD/CalSHRM Survey

### Paid Family Leave: Market Research

The California Society for Human Resource Management (CalSHRM) is working with the Employment Development Department (EDD) to make Paid Family Leave (PFL) more accessible to those eligible for the program. The specific goal of this survey is to identify opportunities to improve PFL benefits in California, and we hope to gain valuable insight from CalSHRM Subscribers who work with and advise potential users of PFL on a daily basis.

The following survey will help to inform our research and should take no more than ten minutes. We ask that you complete this survey by COB Friday, June 19. Please note that a \$100 Amazon Gift Card will be awarded to one lucky winner if subscribers chose to provide their contact information in the survey. However, contact information IS NOT required and subscribers may remain anonymous if they prefer not to enter in the drawing.

Thank you for your assistance. If you have any technical issues or have general questions about the survey, please contact Joshua Rayburn at [joshua.rayburn@AChangLLC.com](mailto:joshua.rayburn@AChangLLC.com) or at 916-538-6091 ext. 3.

#### 1. What is your professional status?

- In-House Human Resources employee
- Independent Human Resources consultant
- Other (please specify in the text box below)

#### 2. How many employees work in the organization(s) you provide HR services to? (If you provide services to multiple organizations, please select the average number)

- 1-10
- 11-25
- 26-50
- 51-100
- 101-500
- 501 or more

#### 3. In what industry do you primarily provide HR services?

#### 4. Do all or most of the employees at the organization(s) you provide HR services to have State Disability Insurance (SDI) withholdings deducted from their paycheck?

- Yes
- No

#### 5. Does the organization(s) you provide HR services to, as a policy, provide additional benefits beyond what is established in law to employees who wish to take leave to bond with a new child or care for a sick loved one? (Select all that apply)

	For bonding with a new child	For caring for a sick loved one
Yes, we allow employees to use vacation leave and/or sick days to supplement PFL's replacement wage	<input type="checkbox"/>	<input type="checkbox"/>
Yes, we provide additional paid time off beyond PFL for employees	<input type="checkbox"/>	<input type="checkbox"/>
Yes, we allow unpaid leave for employees	<input type="checkbox"/>	<input type="checkbox"/>
No, employees are not granted additional benefits	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify the benefit provided in the text box below)

#### 6. Does the organization(s) you provide HR services to have additional requirements for using Paid Family Leave? (Select all that apply)

- Yes, employees are required to spend down all or some vacation time
- Yes, employees are required to spend down all or some sick time
- No, we do not require employees to spend down vacation or sick time
- Other (please specify in the text box below)

## Appendix A: Copy of Survey (pg. 2 of 4)

7. How do you provide information regarding Paid Family Leave to the employees? (Select all that apply)

- In-person consultations
- In-house written materials
- EDD online materials
- EDD written materials
- Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)
- Third-party written materials
- Other (please specify in the text box below)

8. Of the materials you provide, which do the employees generally find to be most beneficial? (Rank the materials provided as 1 being 'Most Beneficial' and each following number less beneficial. If you do not provide the particular materials, please select 'N/A')

NOTE: The rows will automatically reorder themselves when you make a selection

<input type="checkbox"/> In-person consultations	<input type="checkbox"/> N/A
<input type="checkbox"/> In-house written materials	<input type="checkbox"/> N/A
<input type="checkbox"/> EDD online materials	<input type="checkbox"/> N/A
<input type="checkbox"/> EDD written materials	<input type="checkbox"/> N/A
<input type="checkbox"/> Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc)	<input type="checkbox"/> N/A
<input type="checkbox"/> Third-party written materials	<input type="checkbox"/> N/A

9. When you talk to employees about Paid Family Leave, how often do you also mention other government programs?

	Always	Often	Rarely	Never
California Family Rights Act	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Medical Leave Act	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Disability Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

10. How often do employees ask for assistance to complete the Paid Family Leave application and required documents?

- Always
- Often
- Rarely
- Never

11. In your experience, what factors of the Paid Family Leave application process are common causes of confusion for employees? (Select all that apply)

- Misconceptions concerning PFL eligibility
- Language barrier (employee is non-English speaker)
- Jargon and/or technical language of form and directions
- Difficulty and/or confusion in listing dates of leave
- Process of applying for intermittent leave
- Required supporting paperwork
- Other (please specify in the text box below)

12. When discussing Paid Family Leave with employees, how often are the following issues discussed?

	Always	Often	Rarely	Never
Job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure to not take leave (i.e. familial, cultural or other)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## Appendix A: Copy of Survey (pg. 3 of 4)

13. Of those employees who choose not to take Paid Family Leave, what was generally the biggest concern leading to their decision?

- Job protection
- Pressure not to take leave (i.e. familial, cultural or other)
- Wage replacement rate
- N/A
- Other (please specify in the text box below)

14. In your experience, how many employees in the organization(s) you provide HR services to take Paid Family Leave in a year? (If you provide services to multiple organizations, please enter the average number)

15. Where do you commonly go when you have questions concerning Paid Family Leave? (Select all that apply)

- Employment Development Department
- In-house legal services
- Professional organizations
- Other non-profit organizations
- Personal contacts
- The internet
- Other (please specify in the text box below)

16. What benefit do you think there would be to HR professionals if training opportunities regarding Paid Family Leave were offered?

- No Benefit
- Minor Benefit
- Some Benefit
- Significant Benefit

17. What methods of training do you think would be effective for HR professionals?

	Very Effective	Somewhat Effective	Hardly Effective	Not Effective
New brochures and supporting documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional conference presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube tutorials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## Appendix A: Copy of Survey (pg. 4 of 4)

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### EDD/CalSHRM Survey

#### Closing - Sign-up Request

Thank you for taking our survey!

**18. Thank you for your time. Please indicate below if you are interested in either obtaining more information about Paid Family Leave from EDD and/or entering the raffle for a chance to win the \$100 Amazon gift card. Your contact information, should you choose to provide it, will not be used for any reason other than those selected below. (Select all that apply)**

- I would like to learn more about Paid Family Leave
- I would like to enter the raffle
- No thank you

### EDD/CalSHRM Survey

#### Closing


**19. Please enter your name and email address below. We will not use your contact information for any purpose other than the one requested. Thank you again!**

First and Last Name

Email Address

## Appendix B: Copy of Email Blast

**We Value Your Time!**  
Please take 5 minutes to answer 20 questions for CalSHRM and EDD.





**Take Survey Here**

**HR Professional?**  
Would your employees benefit from PFL?

Please take a short survey on

**Paid Family Leave**

CalSHRM is working with the Employment Development Department (EDD) to make Paid Family Leave (PFL) more accessible to those eligible for the program.  
**The specific goal of this survey is to identify opportunities to improve**

*PFL benefits in California, and we hope to gain valuable insight from CalSHRM One Voice subscribers who work with and advise potential users of PFL on a daily basis.*

**PLEASE COMPLETE THE SURVEY NO LATER THAN END OF BUSINESS ON JUNE 19.**

Thank you for your help. We know your time is valuable and this information will truly help you and your employees as we make PFL more accessible in California.

If you have any technical issues or have general questions about the survey, please contact Joshua Rayburn at [joshua.rayburn@AChangLLC.com](mailto:joshua.rayburn@AChangLLC.com) or at 916-538-6091 ext. 3.

**TAKE SURVEY  
HERE**

*We are looking for 300 responses in the next two weeks. Please take this quick survey and help us exceed our goal! Every response is counted - and YOU will be helping CalSHRM make a difference.*

*Thank you in advance!  
Your CalSHRM Board of Directors*



## Contact information

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Andrew Chang & Company, LLC  
1107 9<sup>th</sup> Street #501  
Sacramento, CA 95814  
Office: 916-538-6091  
Website: [AChangLLC.com](http://AChangLLC.com)

## Paid Family Leave Market Research (Appendix)

(Table of Contents)

Section
Appendix A: Literature Review
Appendix B: List of Key Informants Interviewed
Appendix C: Market Data Analysis
Appendix D: Summary of Focus Group Sessions
Appendix E: Summary of Administered Surveys
Appendix F: California Society for Human Resources Management Survey
Appendix G: Family Caregiver Alliance Survey
Appendix H: National Association of Social Workers Survey
Appendix I: Potential Outreach Partners
Appendix J: PUC Community Outreach RFP



## Appendix G: Family Caregiver Alliance Survey

Prepared by:



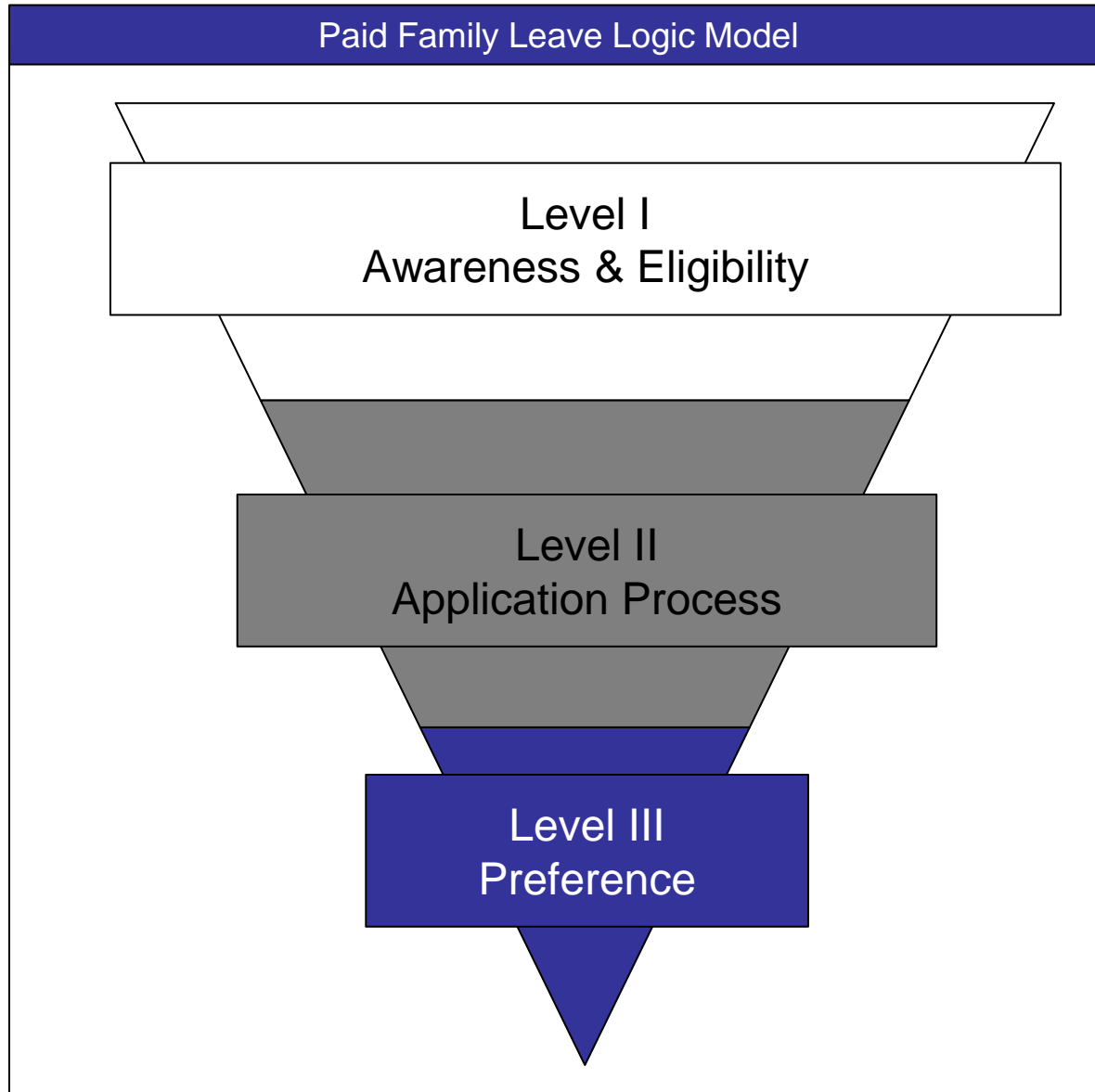
July 13, 2015

## Our current situation

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- In 2004, California became the first state in the nation to implement a Paid Family Leave (PFL) program to provide paid benefits to workers on leave from their jobs to bond with a new child or care for a seriously ill family member. By May 2014, 1.8 million Californians benefitted from PFL
- While the Employment Development Department's (EDD) administration of the program is well regarded in the literature, advocates have pointed out potential areas for improvement and the need for higher awareness and corresponding usage rates. To this end, EDD has retained Andrew Chang & Company, LLC to conduct market research
- In the instance of PFL care claims, family caregivers have consistently remained a minority of claimants, accounting for less than 12% (28,000) of total claims in 2014. Advocates point out that PFL is likely significantly underutilized by family caregivers as there are roughly 4 million caregivers in the State of California alone. However, very little information exists concerning family caregivers, their needs, awareness of PFL and why they did or did not use the program
- In order to increase the understanding of family caregivers and identify opportunities to better reach this population, Andrew Chang & Company (ACC) partnered with Family Caregiver Alliance (FCA) – a national nonprofit organization that supports and sustains family caregivers with national, state and local programs and resources
- FCA was founded in the late 1970s in San Francisco. It was the first community-based nonprofits in the nation to focus on the needs of family caregivers. FCA is the National Center on Caregiving (including a 1-800 number and the Family Care Navigator) and is the Bay Area Caregiver Resource Center where it coordinates with CRCs statewide
- With FCA's assistance under the oversight of EDD, ACC designed a survey targeted towards family caregivers using SurveyMonkey, which allowed ACC to design a 'Smart' survey that directed survey respondents to various specific questions based on previous answers
- The survey was distributed to FCA members through an email-blast and posted on FCA's Twitter and Facebook on June 1, 2015 with a reminder sent on all channels June 15. A total of 270 respondents took the survey by the close of the survey on June 19
- This survey provides invaluable information and insight into the community of family caregivers. However, it is noteworthy that there is a selection bias in that survey respondents are members of FCA and therefore generally knowledgeable and connected to existing non-profit services and its community
- Respondents were asked at the end of the survey if they would be interested in participating in a focus group at a future date to further inform our research. Those who answered 'Yes' were sent a pre-screening questionnaire that is attached in the Appendix

## Our survey design is structured after our logic model for PFL use

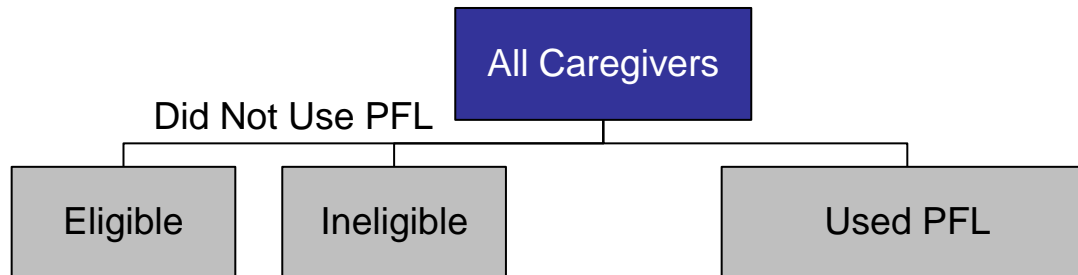


### Key Observations

- Our logic model is a simplified structure to explain how individuals come to use PFL. The model is intended to be comprehensive of all drivers of PFL use and enables us to probe deeply in a systematic manner into the key factors that determine PFL usage on an individual level
- At a high level, our model is divided into three levels:
  - Eligibility & Awareness: Are employers and potential applicants aware of PFL in a meaningful manner? Are potential applicants eligible for PFL?
  - Application Process: Do applicants have the means to complete applications and other administrative requirements with relative ease?
  - Preference: Are other factors or personal circumstances driving the decision to ultimately use PFL?
- This logic model is used as a question key throughout this presentation in the top right hand corner to represent what level each question is addressing

## Our survey design allowed us to identify three key groups within respondents

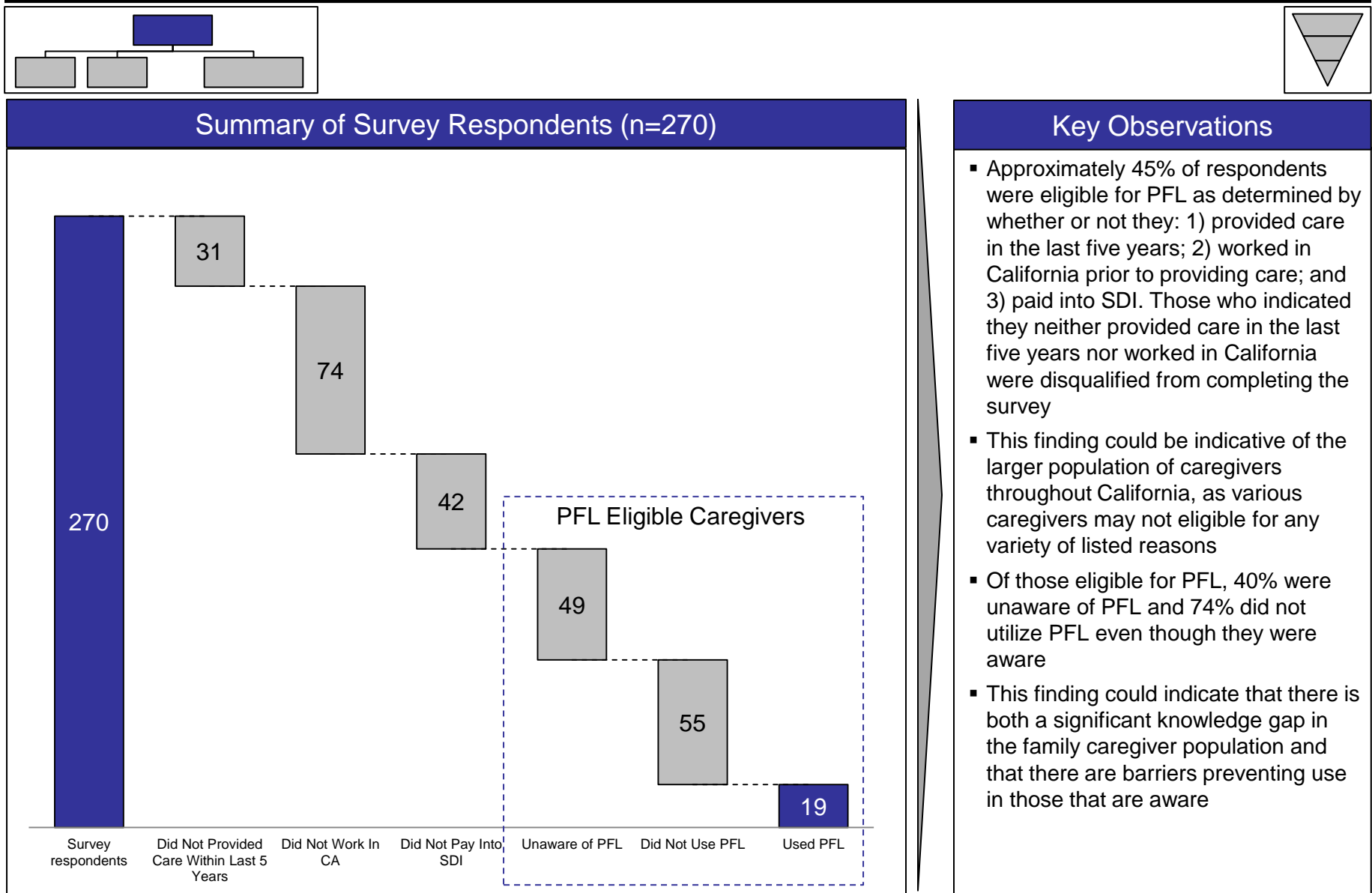
### Survey Logic Model



### Key Observations

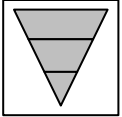
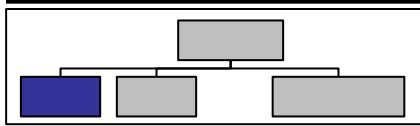
- The 'Smart' survey option in Survey Monkey allowed us to direct participants based on whether or not they used PFL
- This allowed us to segregate respondents into three key groups: 1) those who are eligible for PFL as they pay into SDI; 2) those who are ineligible as they do not pay into SDI; and 3) those who have used PFL
- This logic model is used as a respondent key to discern which groups are represented
- In order to best represent the survey data to the respective stakeholders, this presentation is divided into two sections:
  1. Survey results of respondents eligible for PFL who did not use PFL
  2. Survey results of all respondents who did not use PFL (eligible and ineligible)
- As only a fraction of respondents had used PFL (8 total), their demographic information is included in the general analysis and all other analysis specific to their information can be found in Appendix C

# Only 15% of eligible caregivers in our survey used PFL

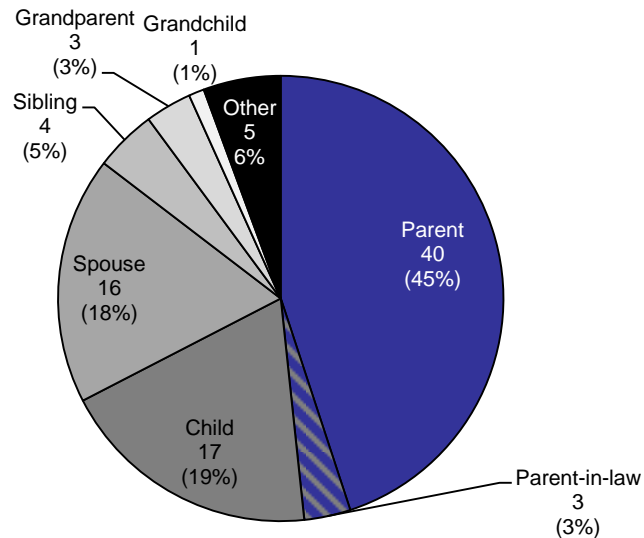


NOTE: This graph is a summary of all survey respondents, representing responses to six different questions. For all survey questions, please see Appendix A.

# SECTION 1: Eligible caregivers generally provide care for a parent and receive assistance from their family

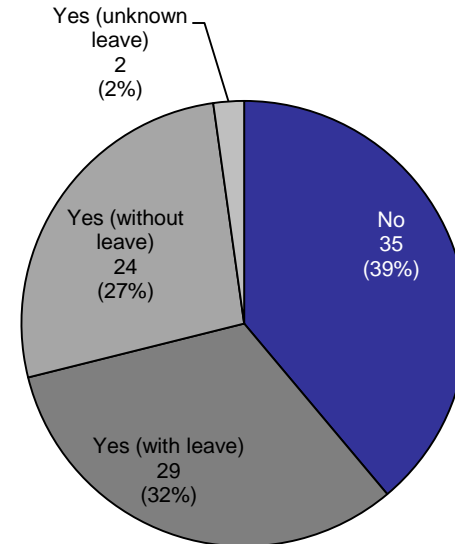


## Relationship of Care Recipient (n=89)



- Respondents providing care for parents who are eligible for PFL, biological and in-law, represented just under half of all those surveyed; total PFL claims for parents account for roughly a third of all claims
- Those providing care for a child and spouse are also underrepresented in the survey responses as well, accounting for only 17 and 16% of survey responses (respectively) compared to roughly a third of PFL claims
- All other groups are fairly similar to their respective portions of PFL claims

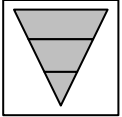
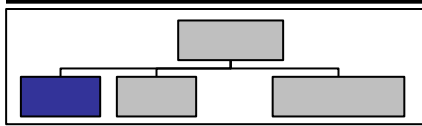
## Assistance From Other Family Members (n=90)



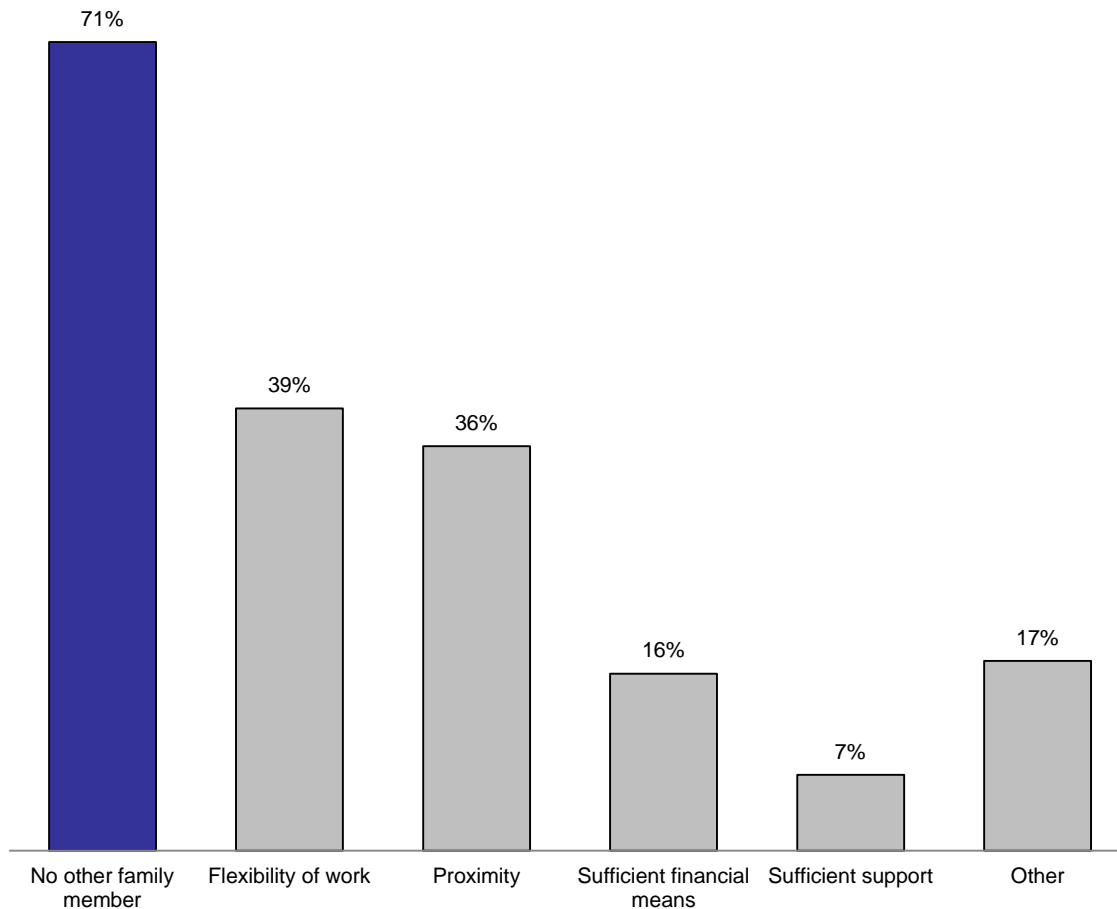
- Just over 60% of respondents eligible for PFL had support from their family in providing care, while 39% felt they had no assistance from other family members while providing care
- In the instances when family members did provide assistance, roughly half of the family members took leave off to do so and the other half did not take time off to do so



# Most family caregivers provide care because they believe no one else is able or willing to help



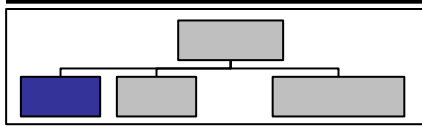
## Reasons for Providing Care (n=90)



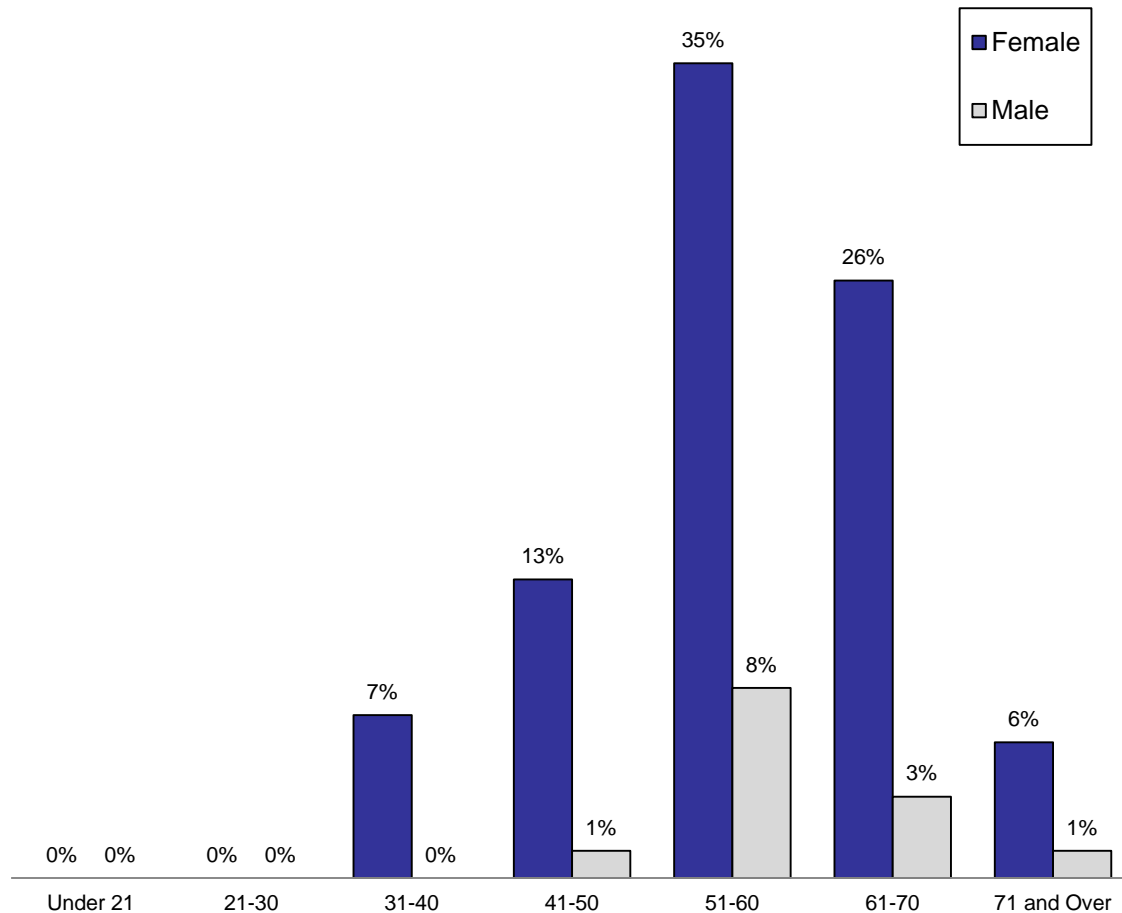
## Key Observations

- Respondents were asked to select all reasons why they provided care rather than another individual or family member
- “There was no other family member available to provide care” scored higher than any of the other options, with external financial support the lowest reported option
- 14 respondents indicated that they had sufficient financial means to provide care, meaning roughly one of six caregivers have that ability
- Of those who selected ‘Other’ the most reported justification provided was that they felt it was their responsibility to provide care for the particular loved one and that the responsibility was shared or taken intermittently in order to keep up with work

Almost all caregivers are female; 70% of female caregivers are between 51-70 years of age



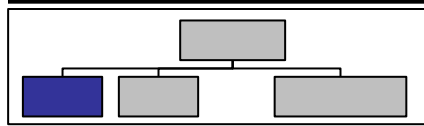
Respondents by Gender and Age (n=86)



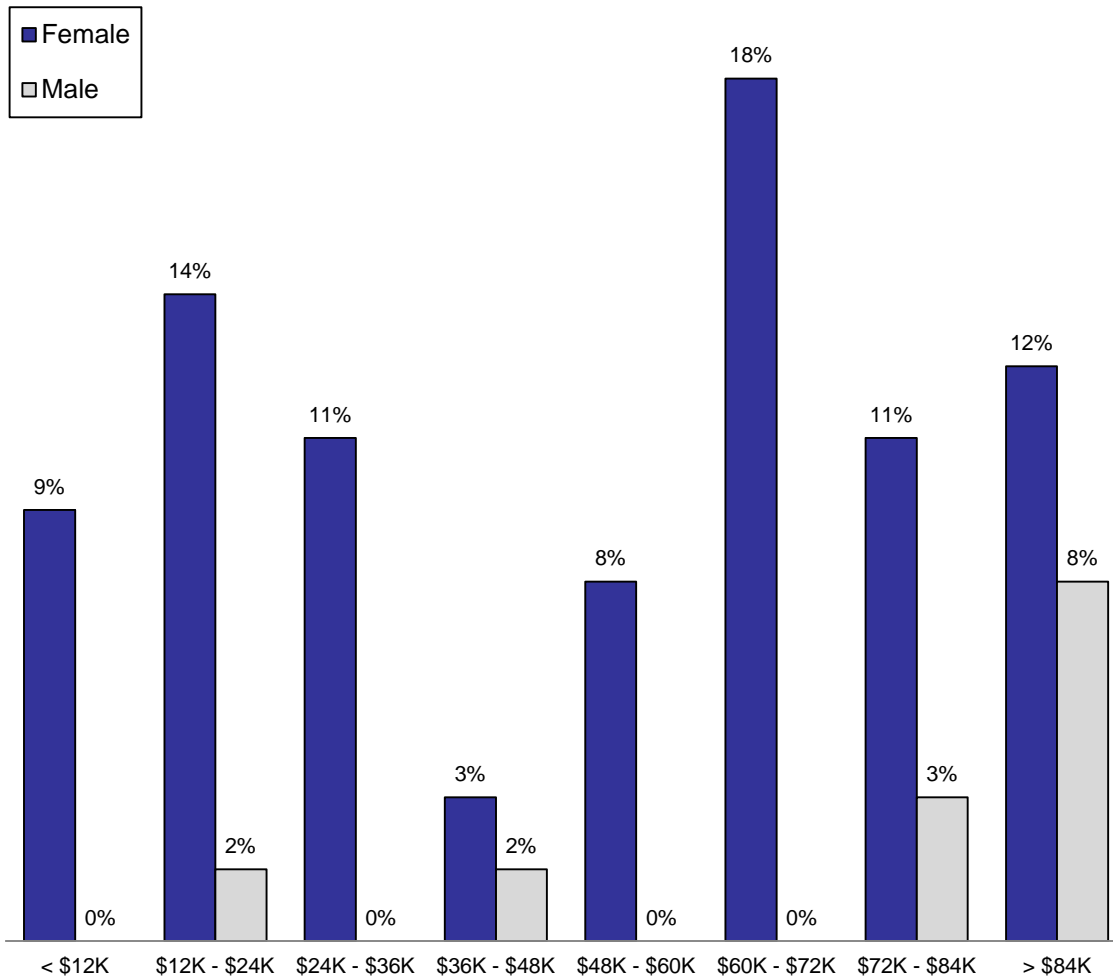
Key Observations

- 86% of all respondents were female, and 70% of those women are between the ages 51-70
- These results differ from PFL usage rates, where women age 31-60 account for the three groups of highest usage; this could be due to the fact that women may retire between the ages of 51-70 and will therefore not be eligible for PFL but still provide care
- The largest group of male caregivers also fell within the 51-70 age range, but remain a small minority of total caregivers
- Similarly to women, these results differ from PFL usage rates, as the male age range with the highest usage rate is 31-40; this could also be due to the age of retirement and its effect on eligibility

## 52% of survey respondents make \$60,000 a year or more



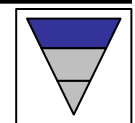
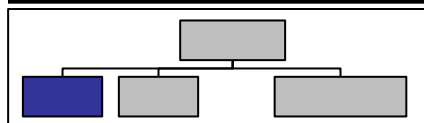
### Respondents by Gender and Annual Personal Income (n=65)



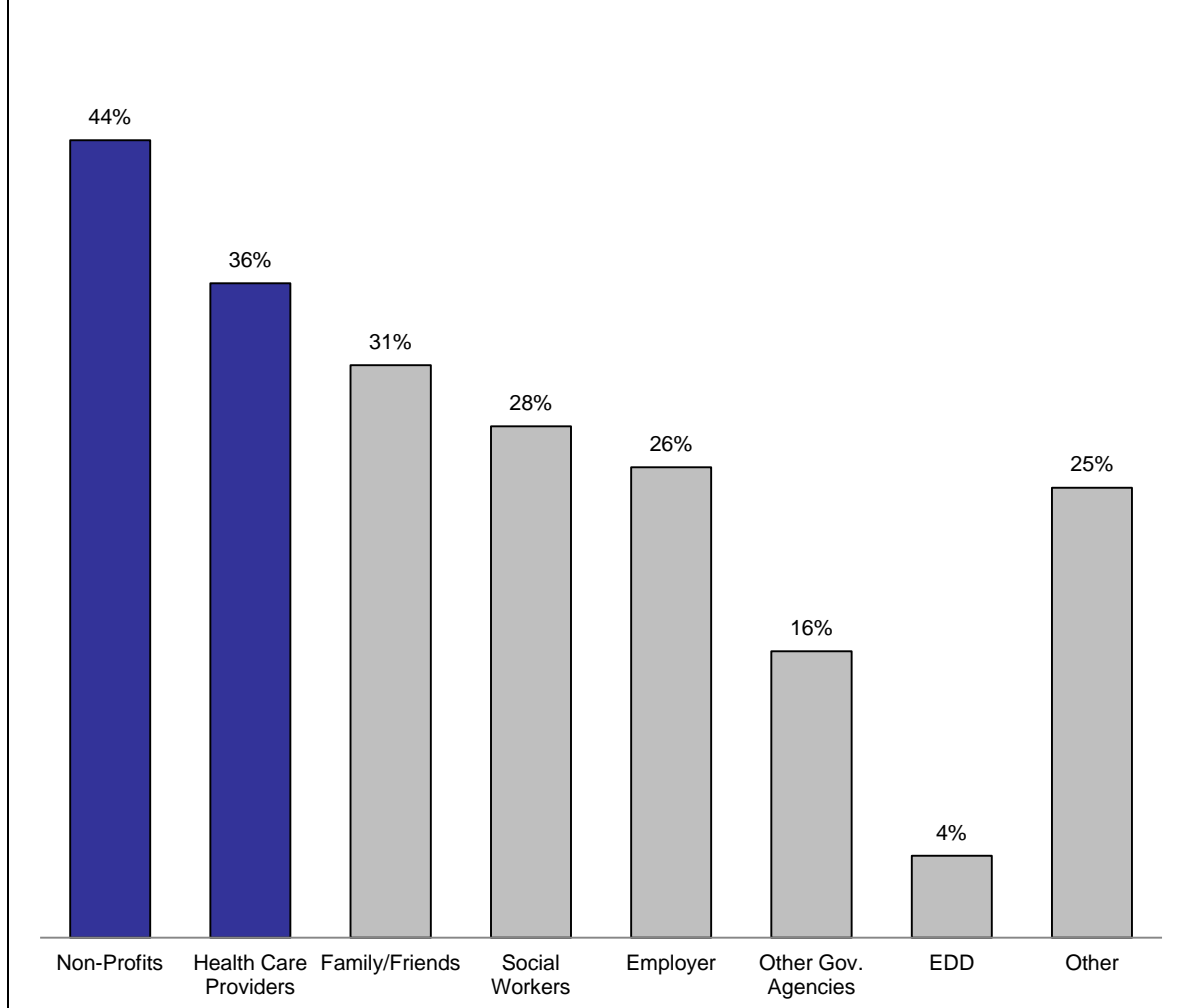
### Key Observations

- Over half of the survey respondents make \$60,000 per year or more in personal income; this differs from total PFL usage rates, where the three socioeconomic groups with the highest usage rates were :1) greater than \$84,000; 2) \$24,000 - \$36,000; and 3) \$36,000 - \$48,000
- While the income levels of female caregivers vary slightly, male caregivers are predominantly in the higher income bracket of \$84,000 or greater
- This reflects PFL usage rates, where the largest portion of male caregivers make \$84,000 or greater

# Non-profits and health care providers are the most cited sources of information for family caregivers who have not used PFL



## Sources of Information (n=89)

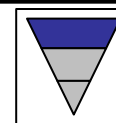
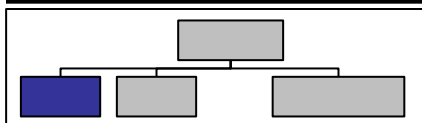


## Key Observations

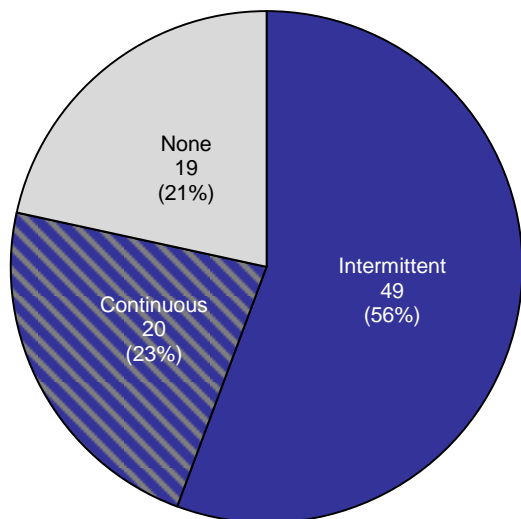
- Caregivers go to a variety of sources of information with questions or concerns regarding providing care for a loved one
- While non-profits and health care providers ranked highest, EDD ranked last with only four participants stating they went there with questions; 'Other Government Agencies' also ranked relatively low
- The selection bias of survey respondents may affect this question, as they are previously connected to an existing non-profit
- Respondents who selected 'Other' provided several alternative sources, including the internet and support groups, however many also stated they did not discover sources of information and instead quit their job

See Appendix A: Q13 – "Where do you go for advice or information on resources available to you as a family caregiver?"

# While just under 80% of eligible caregivers take time off to provide care, less than half have heard of PFL

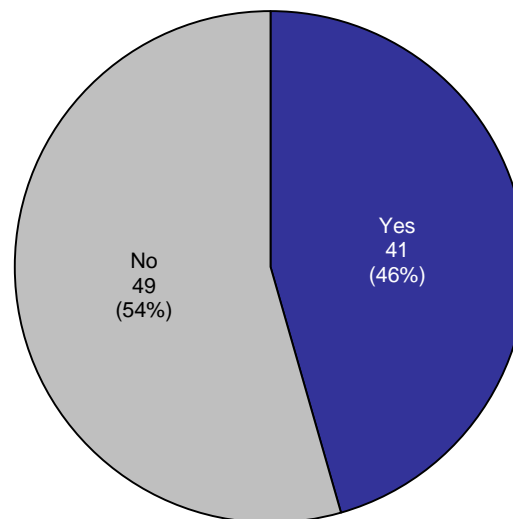


## Leave Taken (n=88)



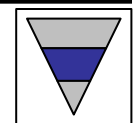
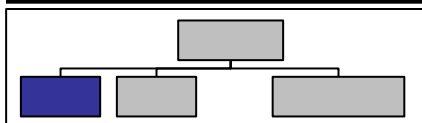
- 79% of family caregivers took some time of leave from their employment in order to provide care, with 60% taking intermittent leave and 19% taking continuous leave
- Roughly one-fifth of respondents did not take any time off work to provide care

## Heard About PFL (n=90)

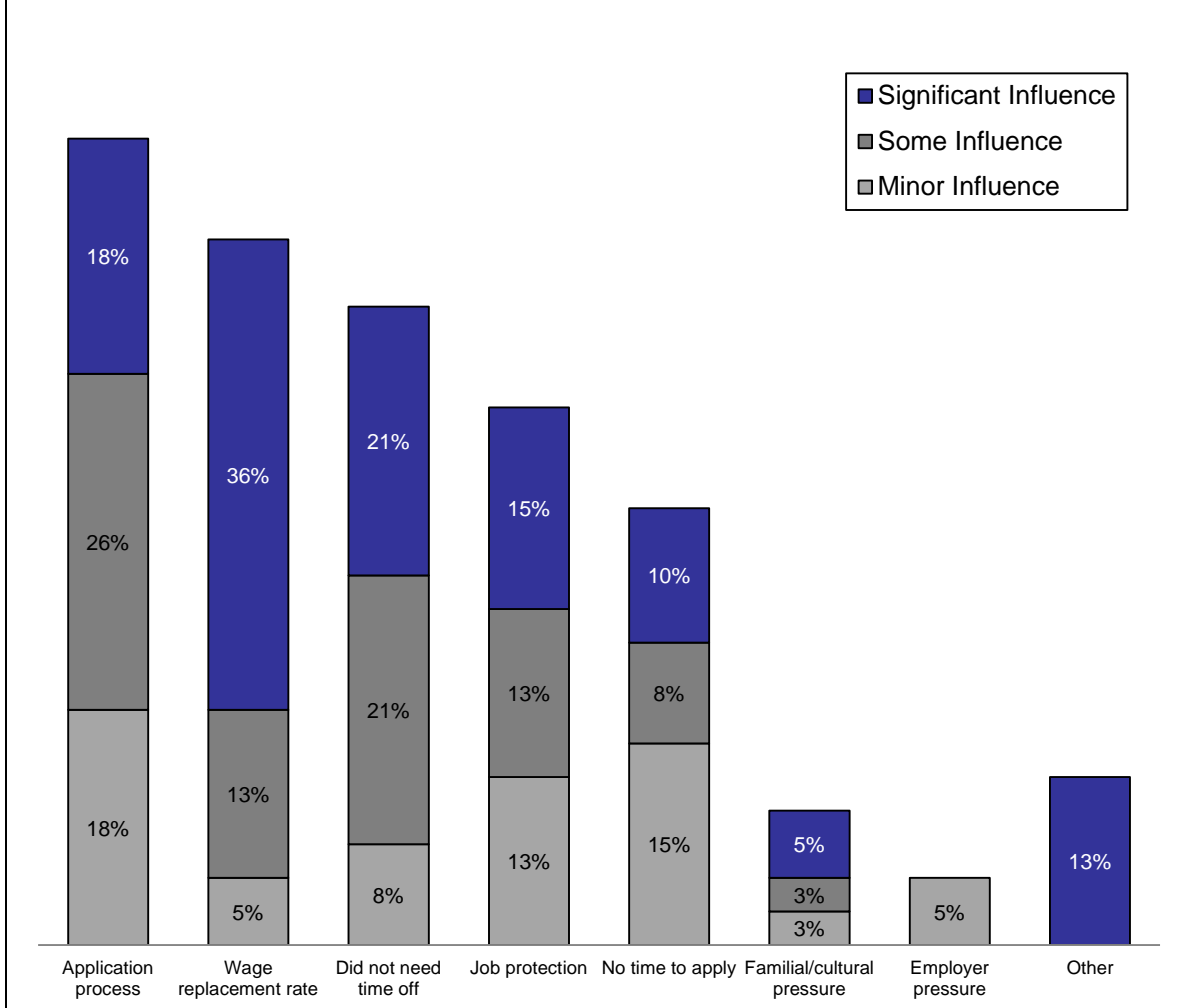


- Only 46% of caregivers eligible for PFL had heard of the program, far less than the 58% of total respondents who had heard; this finding could indicate that the information regarding the program is not reaching those who need and are eligible for it

For those who had heard of PFL, the application process was the highest reported concern that prevented use of the program



Concerns Preventing PFL Use (n=39)

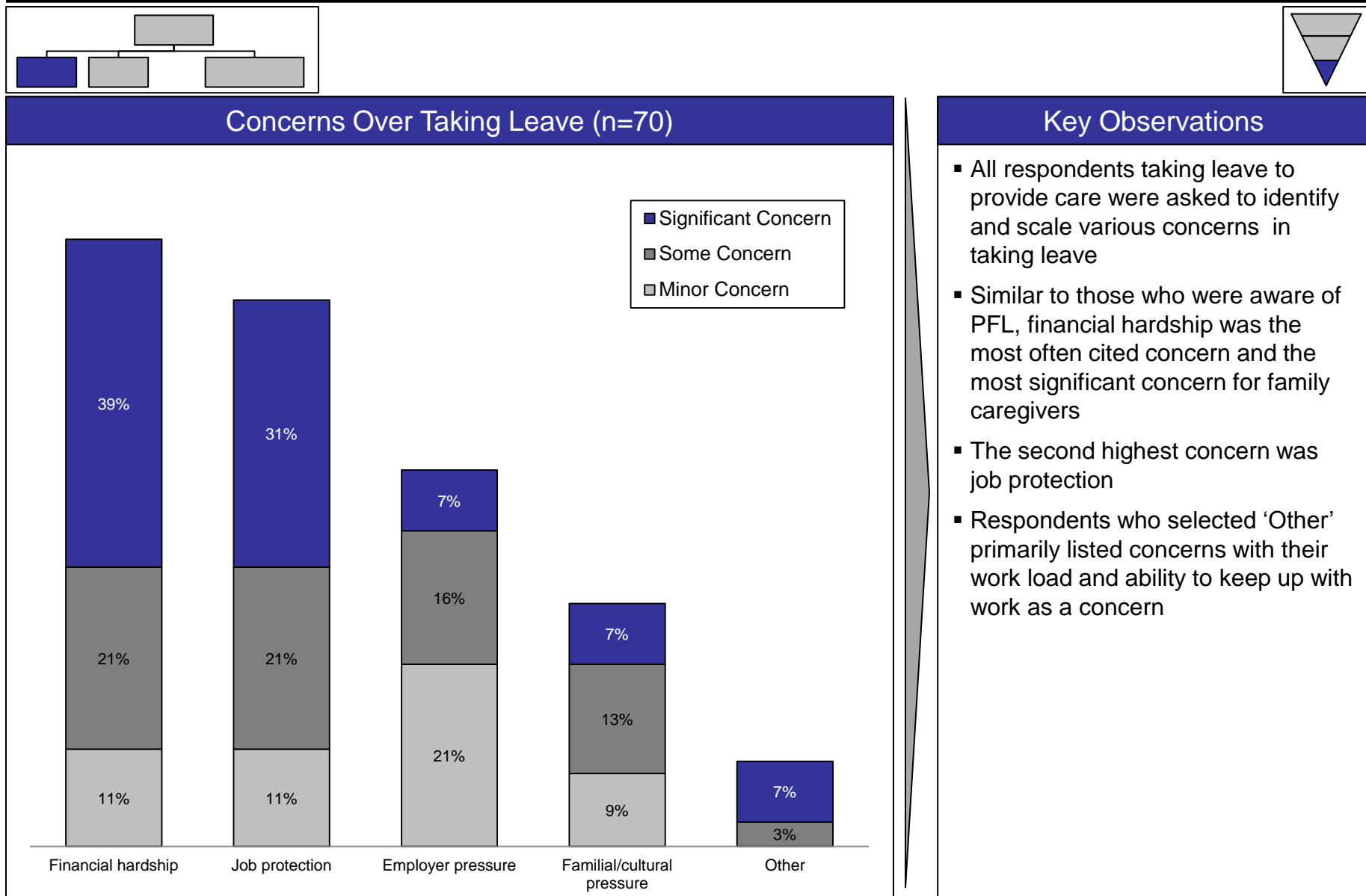


Key Observations

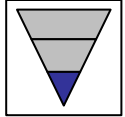
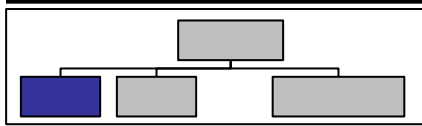
- Those respondents who knew about PFL but still did not use it were asked to identify concerns and scale the influence those concerns had when considering PFL
- 62% of respondents highlighted the application process as a concern that prevented use of the program; 18% highlighted the process as a significant influence preventing use
- However, 36% of respondents highlighted the wage replacement rate as the most significant issue preventing use, making it the most significant concern amongst potential users
- All respondents who selected 'Other' also scaled the concern as a significant concern; some examples included saving PFL use for when they felt it was needed, the seven-day waiting period and the feeling that they did not apply

See Appendix A: Q16 – “What influenced your decision to not use PFL?”

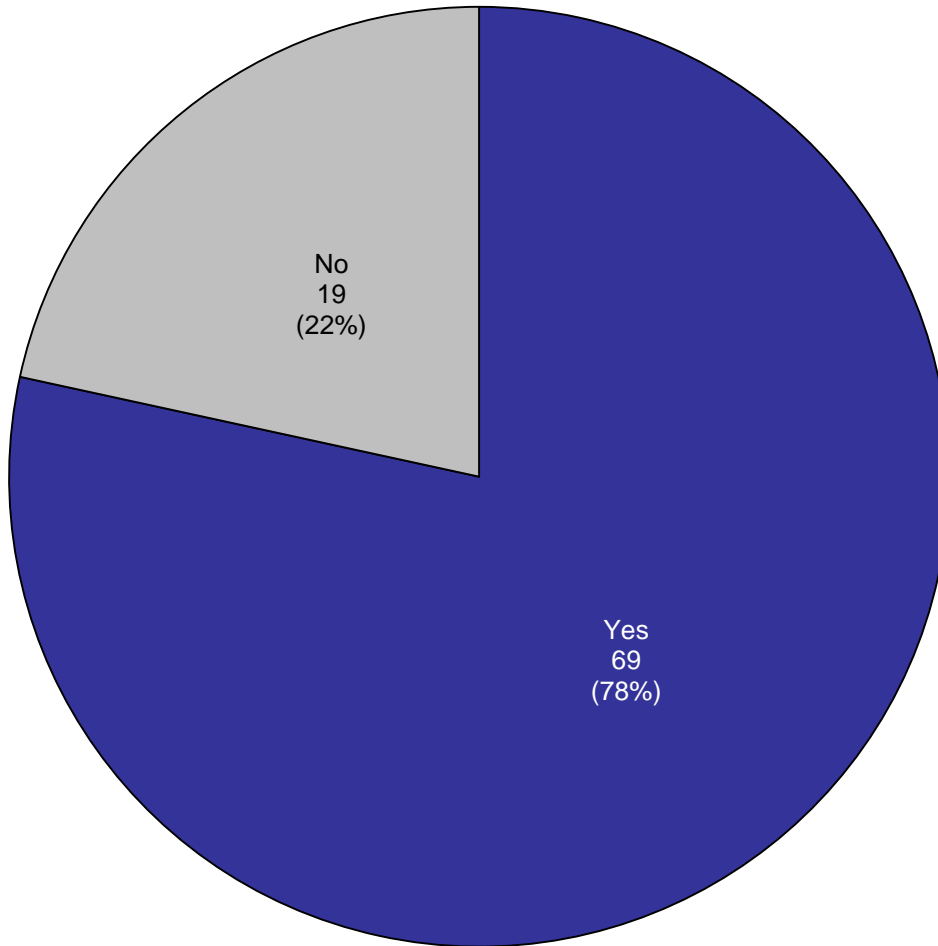
# All family caregivers who took leave also listed financial hardship as the chief concern when taking other leave



## Over three-quarters of caregivers would use PFL if necessary in the future



### Interested In Using PFL In The Future (n=88)

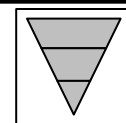
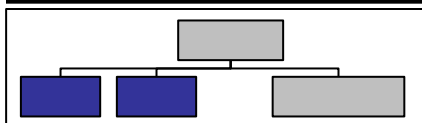


### Key Observations

- 78% of respondents who had not used PFL previously reported that they would use PFL in the future if the need presented itself
- Those who said they were interested in using PFL in the future listed several reasons as to why, including:
  - That they had not known before but with the knowledge now would be interested
  - That finances were very difficult so any replacement wages would help
- Those who said they were not interested listed reasons as well, including:
  - Confusion over the source of funds and corresponding personal beliefs
  - The application process
  - Insufficient financial support and/or time off provided

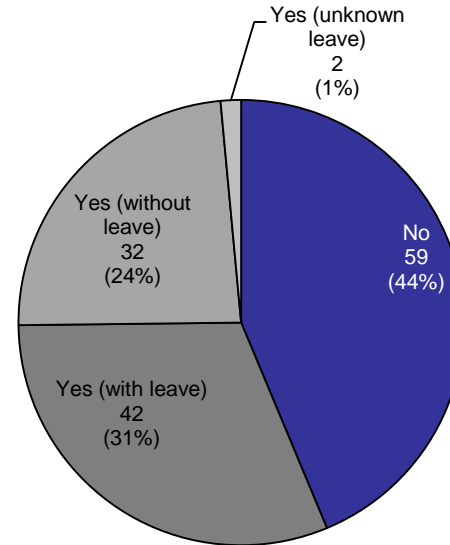
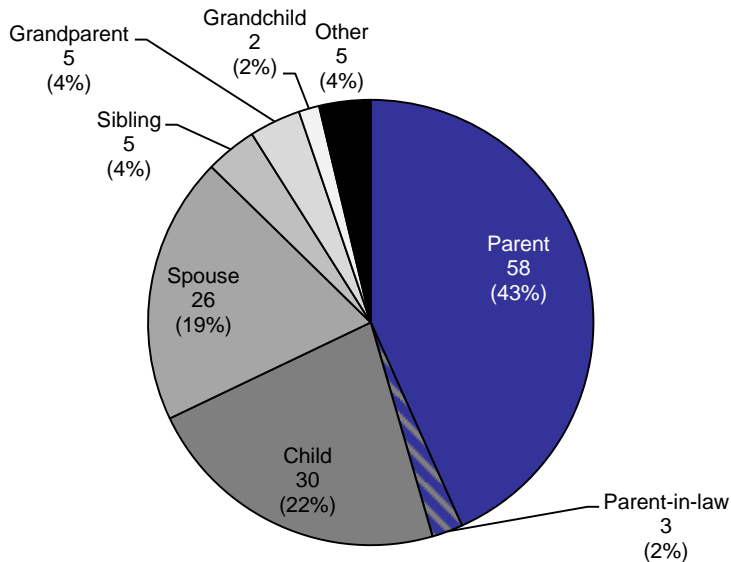


# SECTION 2: Caregivers generally provide care for a parent and over half receive assistance from family



**Relationship of Care Recipient (n=134)**

**Assistance From Other Family Members (n=135)**

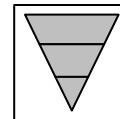
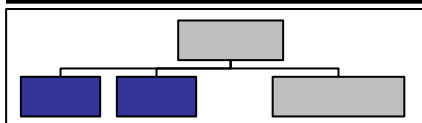


- Respondents providing care for parents, biological and in-law, represented 45% of all those surveyed; total PFL claims for parents account for roughly a third of all claims
- Those providing care for a child and spouse are underrepresented in the survey responses as well, accounting for 22 and 19% of survey responses (respectively) compared to roughly a third each of PFL claims
- All other groups are fairly similar to their respective portions of PFL claims

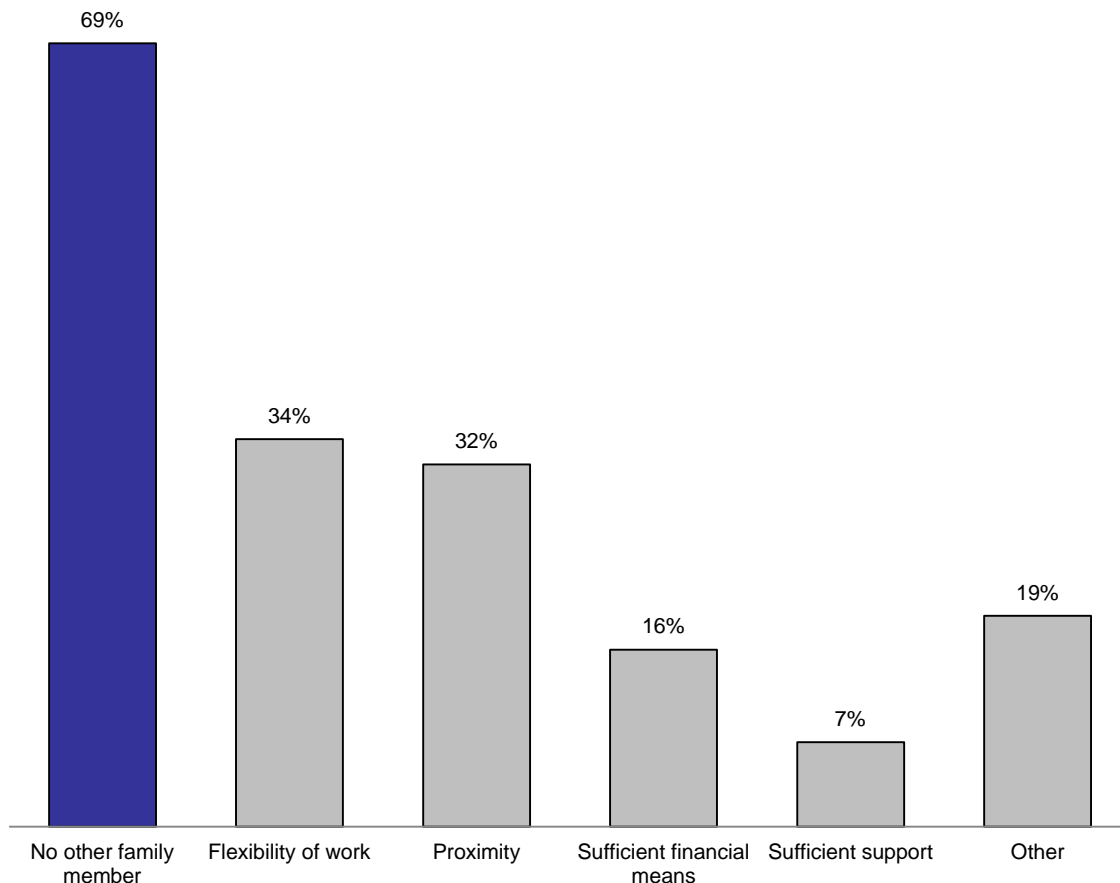
- 44% of respondents reported that they had no assistance from other family members while providing care
- In the instances when family members did provide assistance, 31% of respondents had family members who did so while taking leave and 24% had family members who did so without leave

See Appendix A: Q3 – “What is your relationship with the family member you provided care for?” and Q4 – “Did other family members also provide care for the same individual at any time?”

# 69% of family caregivers provide care because they believe no one else is able or willing to help



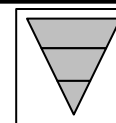
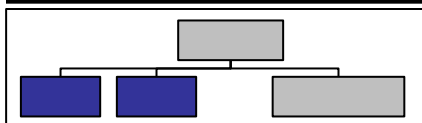
## Reasons for Providing Care (n=135)



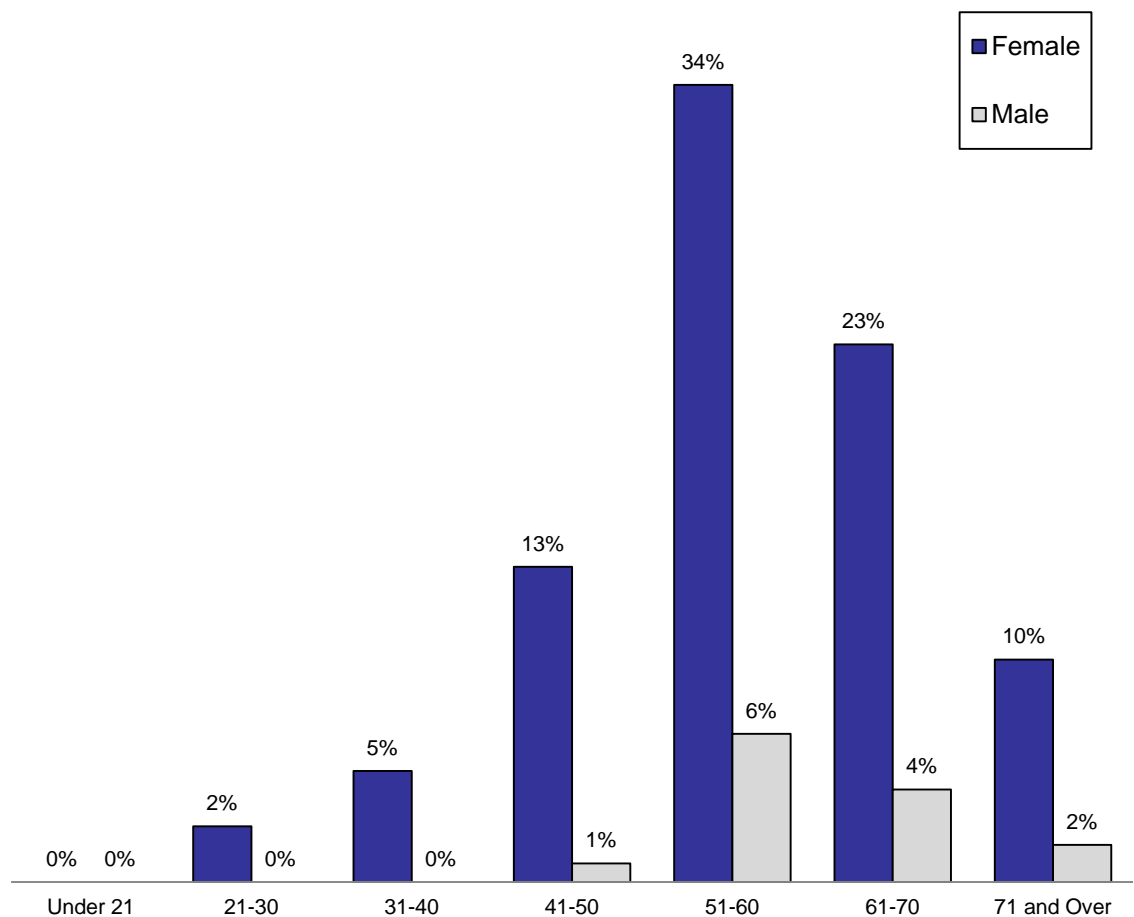
## Key Observations

- Respondents were asked to select all reasons why they provided care rather than another individual or family member
- “There was no other family member available to provide care” scored more than twice as many answers as any of the other options, with external financial support the lowest reported option
- Of those who selected ‘Other’ the most reported justification provided was that they felt it was their responsibility to provide care for the particular loved one

Almost all caregivers are female; 65% of female caregivers are between 51-70 years of age



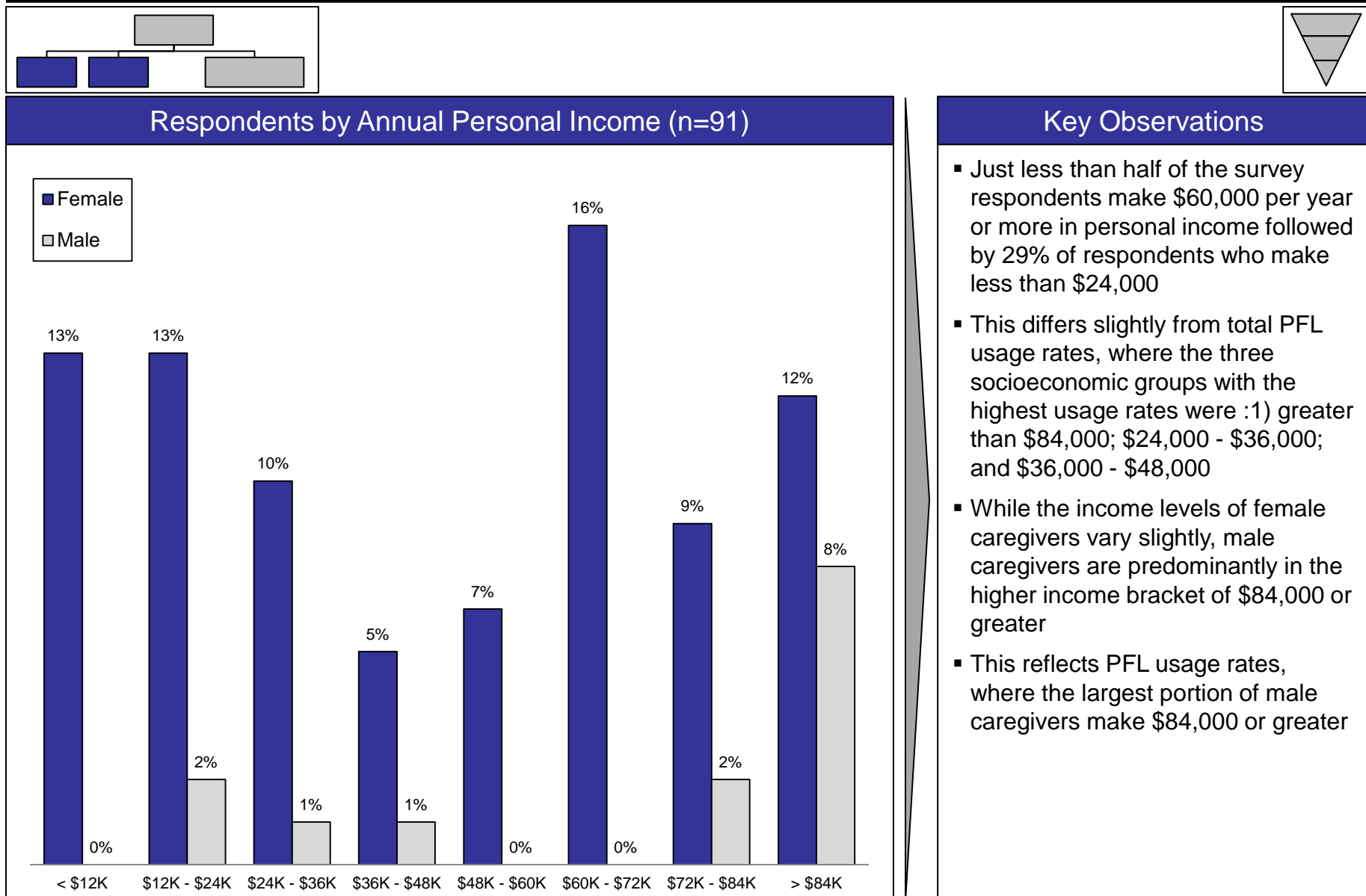
Respondents by Gender and Age (n=126)



### Key Observations

- 87% of all respondents were female, and 65% of those women are between the ages 51-70
- These results differ from PFL usage rates, where women age 31-60 account for the three groups of highest usage; this could be due to the fact that women may retire between the age of 51-70 and will therefore not be eligible for PFL but still provide care
- The largest group of male caregivers also fell within the 51-70 age range, but remain a small minority of total caregivers
- Similarly to women, these results differ from PFL usage rates, as the male age range with the highest usage rate is 31-40; this could also be due to the age of retirement and its affect on eligibility

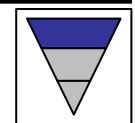
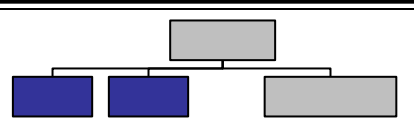
## 47% of survey respondents make \$60,000 a year or more



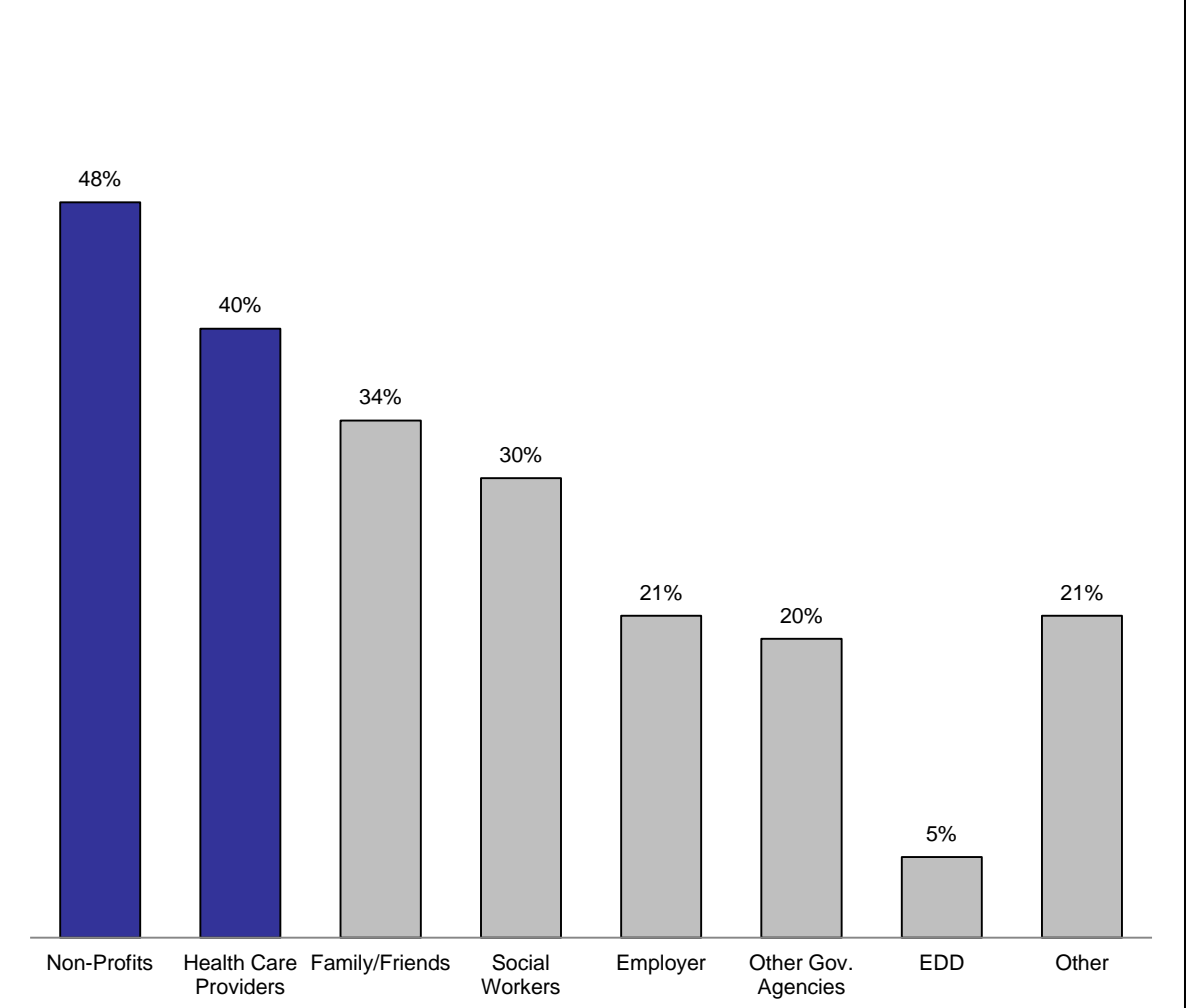
### Key Observations

- Just less than half of the survey respondents make \$60,000 per year or more in personal income followed by 29% of respondents who make less than \$24,000
- This differs slightly from total PFL usage rates, where the three socioeconomic groups with the highest usage rates were :1) greater than \$84,000; \$24,000 - \$36,000; and \$36,000 - \$48,000
- While the income levels of female caregivers vary slightly, male caregivers are predominantly in the higher income bracket of \$84,000 or greater
- This reflects PFL usage rates, where the largest portion of male caregivers make \$84,000 or greater

# Non-profits and health care providers are the most cited sources of information for family caregivers who have not used PFL



## Sources of Information (n=132)

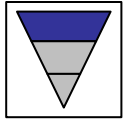
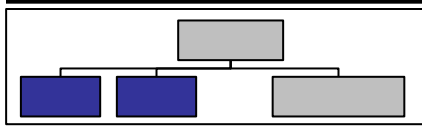


## Key Observations

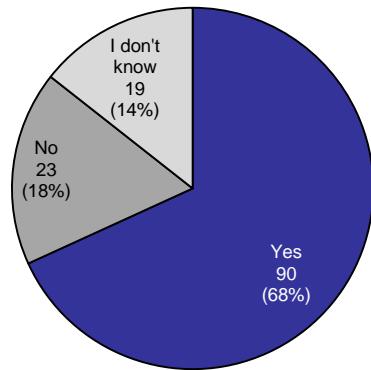
- Caregivers go to a variety of sources of information with questions or concerns regarding providing care for a loved one
- While non-profits and health care providers ranked, highest, EDD ranked last with only four participants stating they went there with questions; 'Other Government Agencies' also ranked relatively low
- The selection bias of survey respondents may affect this question, as they are previously connected to an existing non-profit
- Respondents who selected 'Other' provided several alternative sources, including the internet and support groups, though some reported that they were unable to find sources and quit their jobs instead

See Appendix A: Q13 – "Where do you go for advice or information on resources available to you as a family caregiver?"

While most respondents were eligible and took time off to provide care, less than half of them have heard of PFL

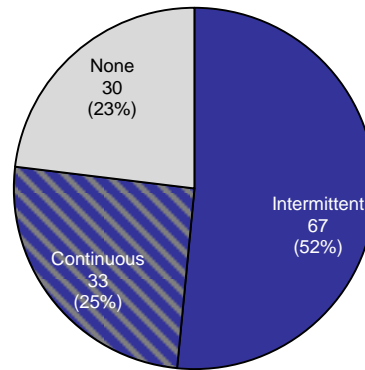


### Paid Into SDI (n=132)



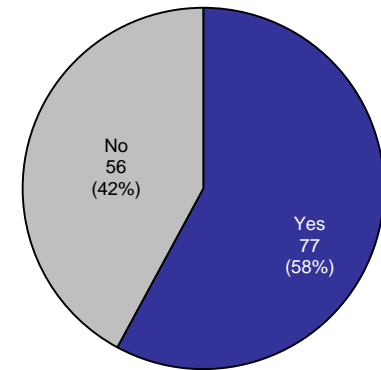
- Almost three-quarters of respondents pay into SDI, and potentially more as those who listed 'I don't know' may have
- Only 18% had definitively not paid into SDI
- These question was only asked to those participants who had said they had not taken PFL

### Leave Taken (n=130)



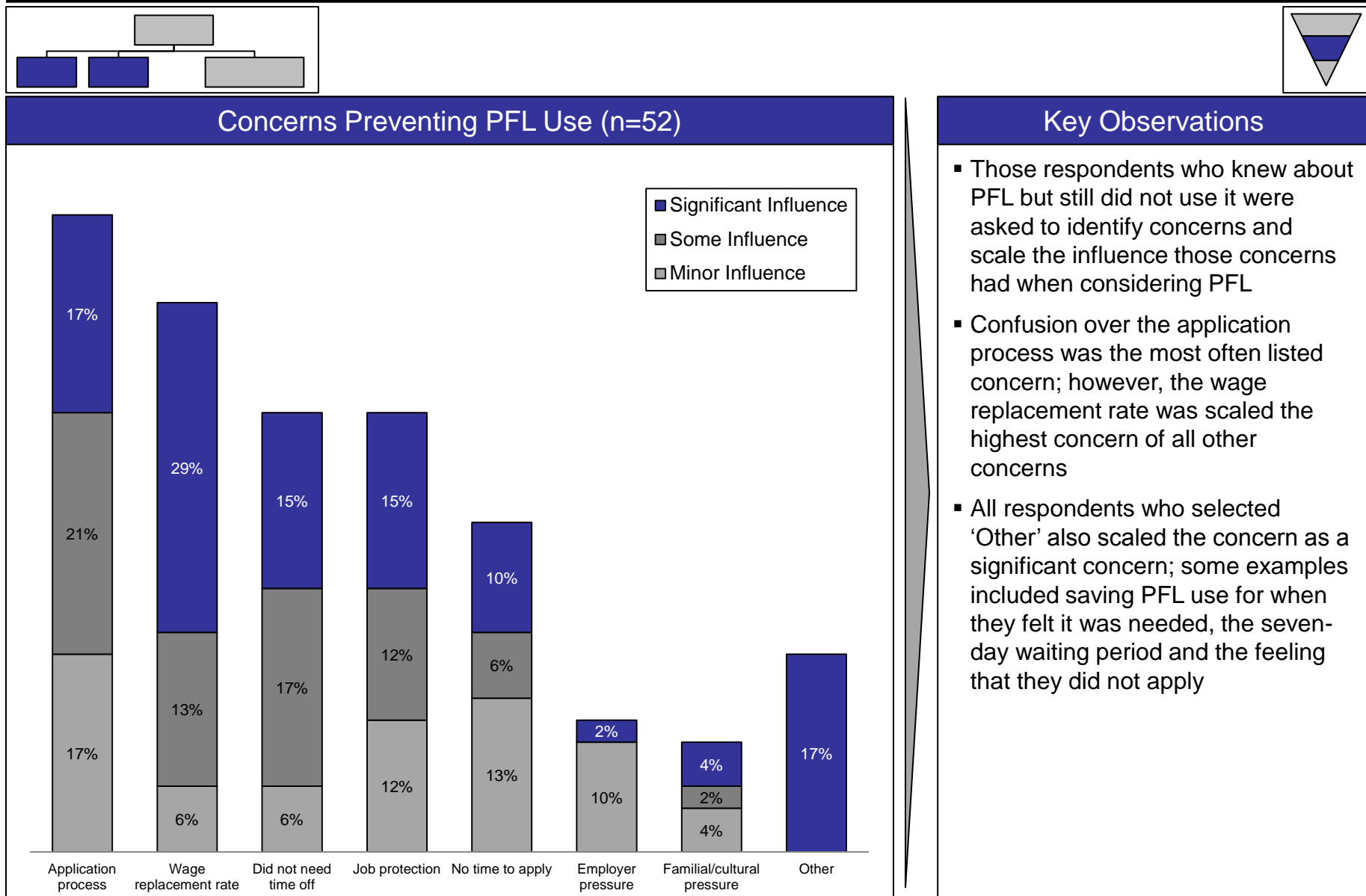
- Over 75% of family caregivers took some time of leave from their employment in order to provide care, with over half (52%) taking intermittent leave and 25% taking continuous leave
- Less than one-quarter of respondents did not take any time off work to provide care
- This is representative of all survey respondents who did not use PFL; some of those who took leave may not have paid into SDI

### Heard About PFL (n=133)



- 58% of family caregivers had heard of PFL, still less than the roughly three-quarters of respondents who had paid into SDI and taken leave

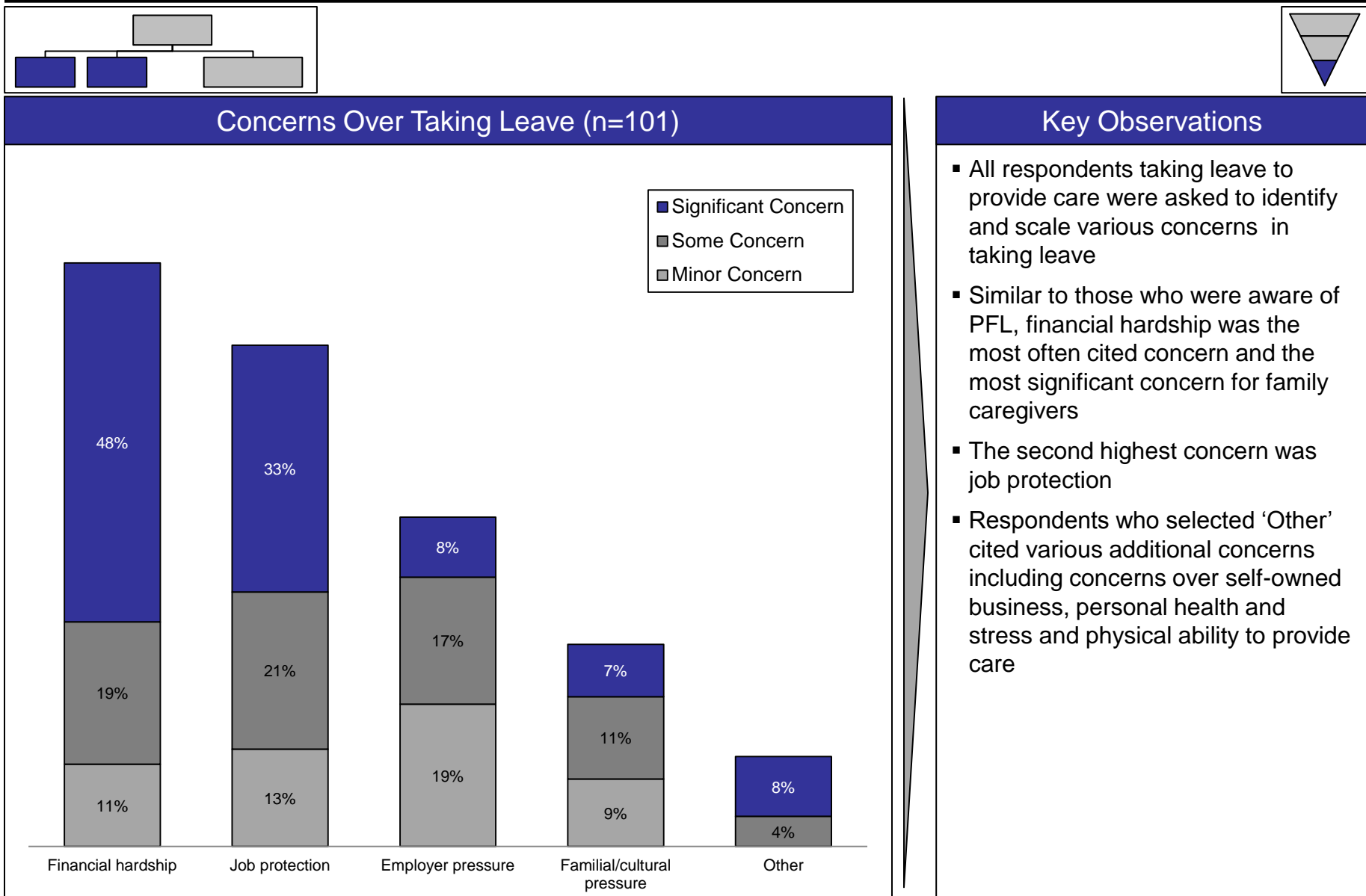
For those who had heard of PFL, application process and wage replacement rate were the highest reported concerns that prevented use of the program



### Key Observations

- Those respondents who knew about PFL but still did not use it were asked to identify concerns and scale the influence those concerns had when considering PFL
- Confusion over the application process was the most often listed concern; however, the wage replacement rate was scaled the highest concern of all other concerns
- All respondents who selected 'Other' also scaled the concern as a significant concern; some examples included saving PFL use for when they felt it was needed, the seven-day waiting period and the feeling that they did not apply

# All family caregivers who took leave listed financial hardship as the chief concern when taking leave

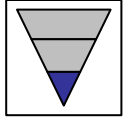
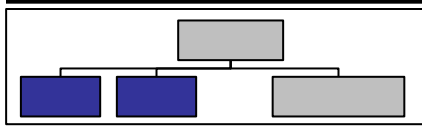


## Key Observations

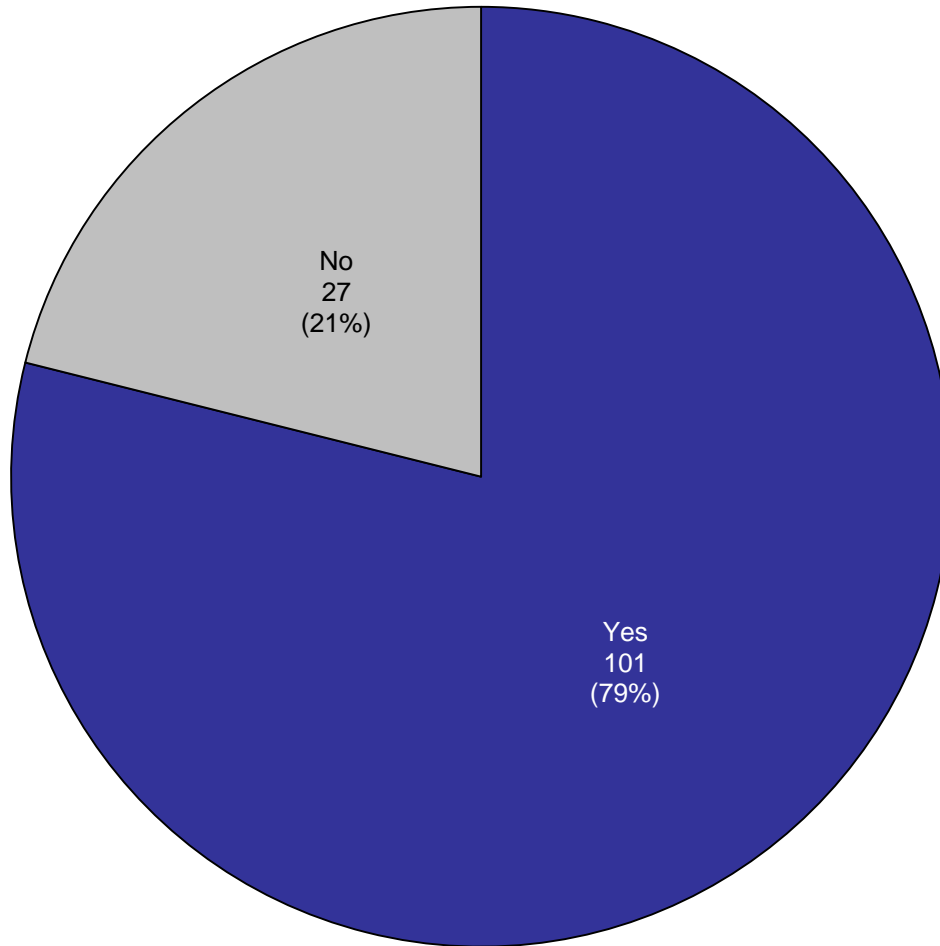
- All respondents taking leave to provide care were asked to identify and scale various concerns in taking leave
- Similar to those who were aware of PFL, financial hardship was the most often cited concern and the most significant concern for family caregivers
- The second highest concern was job protection
- Respondents who selected 'Other' cited various additional concerns including concerns over self-owned business, personal health and stress and physical ability to provide care



## Most caregivers would use PFL if necessary in the future



### Interested In Using PFL In The Future (n=128)



### Key Observations

- 79% of respondents who had not used PFL previously reported that they would use PFL again if the need presented itself in the future
- Those who said they were interested in using PFL in the future listed several reasons as to why, including:
  - That they had not known before but with the knowledge now would be interested
  - That finances were very difficult so any replacement wages would help
- Those who said they were not interested listed reasons as well, including:
  - Confusion over the source of funds and corresponding personal beliefs
  - The application process
  - Lack of eligibility
  - Insufficient financial support and/or time off provided

## Conclusion

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- Approximately 45% of respondents were eligible for PFL as determined by whether or not respondents provided care in the last five years, worked in California prior to doing so and paid into SDI; only 12% of those eligible used the program when providing care
- 79% of eligible caregivers have taken some kind of leave but only 46% have heard of PFL
- Roughly half (48%) of eligible family caregivers are caring for the parents and over one third (39%) do so without outside assistance from their family
- The most often cited reason for providing care is the lack of other available options(i.e. other family or affordable professional services)
- A significant majority (86%) of family caregiver respondents are women, with 70% of them between the ages of 51-70
- Nonprofits and health care providers are the two main sources of information for family caregivers
- Financial security was the major concern for caregivers who had and had not used PFL
- Over three-quarters of all respondents say they would use PFL in the future if necessary

## Appendix

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- Appendix A: Copy of Survey
- Appendix B: Copy of Email Blast Flyer & Materials
- Appendix C: Copy of Pre-Screening Questionnaire
- Appendix D: 'Yes' PFL Results
- Appendix E: Household Income Data

# Appendix A: Copy of Survey (pg. 1 of 8)

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## Family Caregiver Survey

Family Caregiver Alliance (FCA) is working with the California Employment Development Department (EDD) to make Paid Family Leave (PFL) more accessible to those eligible for the program, specifically family caregivers. EDD has retained Andrew Chang & Company to conduct market research for PFL with the goal of identifying opportunities to improve the program. EDD hopes to gain invaluable insight from those family caregivers who have provided or are currently providing care to an ill or frail family member.

This survey is anonymous and should take **no more than ten minutes**. However, if you would like to obtain more information and/or participate in our raffle for a chance to win a **\$100 Amazon gift card**, you can, at your option, provide contact information at the end of the survey. Your contact information, should you choose to provide it, will not be used for any other reason.

Thank you for your assistance. We ask that you complete this survey by Friday, June 19. If you have any technical issues or have general questions about the survey, please contact Joshua Rayburn at [joshua.rayburn@AChangLLC.com](mailto:joshua.rayburn@AChangLLC.com) or at 916-538-6091 ext. 3.

### 1. In the last five years, have you provided care for an ill or frail family member?

- Yes, I provided care for an ill or frail family member and took some time off work to do so
- Yes, I provided care for an ill or frail family member and did not take any time off work to do so
- No, I have not provided care to an ill or frail family member in the last five years

## Family Caregiver Survey

### 2. Were you working in California prior to providing care to an ill or frail family member?

- Yes
- No

## Appendix A: Copy of Survey (pg. 2 of 8)

### Family Caregiver Survey

#### 3. What is your relationship with the family member you provided care for?

- Child
- Grandchild
- Grandparent
- Parent
- Parent-in-law
- Registered domestic partner
- Sibling
- Spouse
- Other (please specify in the text box below)

#### 4. Did other family members also provide care for the same individual at any time? ('Providing care' includes all instances of spending time to aid or support the ill or frail family member)

- Yes, other family members provided care and took some time off work to do so
- Yes, other family members provided care and did not take time off work to do so
- Yes, other family members provided care but I do not know if they took time off work to do so
- No, I was the only one to provide care

#### 5. Why did you provide care for your ill or frail family member rather than or in addition to another family member? (Select all that apply)

- There was no other family member available to provide care
- My work allowed me the flexibility to do so
- I lived nearby
- I had sufficient financial means to take time off in order to provide care
- Other family members had sufficient means to support me taking time off in order to provide care
- Other (please specify in the text box below)

### Family Caregiver Survey

Paid Family Leave (PFL) is a California State program administered by the California Employment Development Department (EDD). PFL provides up to six weeks of partially paid leave to workers in order to bond with a new child or care for an ill or frail family member, including a child, grandchild, grandparent, parent, parent-in-law, sibling, spouse and registered domestic partner. These six weeks can be taken all at once or intermittently throughout the year. During this leave, workers receive roughly 55 percent of their normal weekly pay.

#### 6. Did you use PFL for the same time that you provided care for an ill or frail family member?

- Yes
- No

# Appendix A: Copy of Survey (pg. 3 of 8)

## Family Caregiver Survey

This page is for individuals who have used or currently use PFL to care for an ill or frail family member. If you have not used or do not currently use PFL, please click the "Prev" button at the bottom of this page.

### 7. Did you use PFL all at once or intermittently?

- All at once (up to 30 work days taken together)
- Intermittently (up to 30 work days taken sporadically throughout the course of a year)

### 8. How did you hear about PFL? (Select all that apply)

- Employment Development Department
- Other Government agencies (State, County or City)
- Non-profit organizations
- Social workers
- Health care providers
- Your employer
- Family and/or friends
- Other (please specify in the text box below)

### 9. Where do you go for advice or information on resources available to you as a family caregiver? (Select all that apply)

- Employment Development Department
- Other Government agencies (State, County or City)
- Non-profit organizations
- Social workers
- Health care providers
- Your employer
- Family and/or friends
- Other (please specify in the text box below)

### 10. Were there factors of the PFL application process that were confusing or difficult to understand? (If yes, please select all that apply)

- Uncertainty concerning PFL eligibility
- Jargon and/or technical language of the form and corresponding directions
- Difficulty and/or confusion in listing dates of leave
- Unclear process of applying for intermittent leave
- Required supporting paperwork from doctor and care recipient
- Other (please specify in the text box below)

### 11. Were the following factors a concern when using PFL? (Select 1 - 4 for each factor, with 1 being 'No Concern' and 4 being 'Significant Concern')

	1 - No Concern	2 - Minor Concern	3 - Some Concern	4 - Significant Concern
Job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not use PFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not use PFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (if selected, please specify in the text box below)

### 12. In the event that you need to provide care for an ill or frail family member in the future, would you be interested in using PFL again? (Please provide an explanation as to why or why not in the text box below)

- Yes
- No

Why or why not? (please specify in the text box below)

# Appendix A: Copy of Survey (pg. 4 of 8)

## Family Caregiver Survey

This page is for individuals who have not used PFL to care for an ill or frail family member. If you have used or currently use PFL, please click the "Prev" button at the bottom of this page.

### 13. Where do you go for advice or information on resources available to you as a family caregiver? (Select all that apply)

- Employment Development Department
- Other Government agencies (State, County or City)
- Non-profit organizations
- Social workers
- Health care providers
- Your employer
- Family and/or friends
- Other (please specify in the text box below)

### 14. State Disability Insurance (SDI) is a program of the State of California for short-term disability income replacement. If employees pay into SDI, as most do, the deduction is itemized on the employee's paycheck stub. Did you pay into State Disability Insurance during or prior to providing care?

- Yes
- No
- I don't know

### 15. Did you know of or hear about PFL before or while you were providing care?

- Yes
- No

## Family Caregiver Survey

### 16. What influenced your decision to not use PFL? (Select 1 - 4 for each factor, with 1 being 'No Influence' and 4 being 'Significant Influence')

	1 - No Influence	2 - Minor Influence	3 - Some Influence	4 - Significant Influence
Concerns about job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficult and/or confusing application process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not use PFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not use PFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not feel that I needed time off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not have time to apply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (if selected, please specify in the text box below)

## Appendix A: Copy of Survey (pg. 5 of 8)

### Family Caregiver Survey

17. Did you take time off work, paid or unpaid, while providing care for your ill or frail family member?

- I took consecutive time off work (i.e. days, weeks or months taken together)
- I took intermittent time off work (i.e. days taken sporadically throughout the year)
- No, I did not take time off work while providing care

### Family Caregiver Survey

18. Were the following factors a concern when taking time off work? (Select 1 - 4 for each factor, with 1 being 'No Concern' and 4 being 'Significant Concern')

	1 - No Concern	2 - Minor Concern	3 - Some Concern	4 - Significant Concern
Job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial hardship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (if selected, please specify in the text box below)



## Appendix A: Copy of Survey (pg. 6 of 8)

### Family Caregiver Survey

19. In the event that you need to provide care for an ill or frail family member in the future, would you be interested in using PFL? (Please provide an explanation as to why or why not in the text box below)

- Yes  
 No

Why or why not? (please specify in the text box below)

### Family Caregiver Survey

20. What is your gender identity?

- Male  
 Female  
 Decline to state  
 Other (please specify in the text box below)

21. What is your age?

- Under 21  
 21-30  
 31-40  
 41-50  
 51-60  
 61-70  
 Over 71  
 Decline to state

22. What is your annual personal income?

- Less than \$12,000  
 \$12,001 - \$24,000  
 \$24,001 - \$36,000  
 \$36,001 - \$48,000  
 \$48,001 - \$60,000  
 \$60,001 - \$72,000  
 \$72,001 - \$84,000  
 \$84,001 or greater  
 Decline to state

## Appendix A: Copy of Survey (pg. 7 of 8)

### 23. What is your annual household income?

- Less than \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001 - \$100,000
- \$100,001 - \$150,000
- \$150,001 - \$200,000
- \$200,001 or greater
- Decline to state

### Family Caregiver Survey

We value the information you provided by completing this survey. Thank you. This information will help shape our understanding of potential and past users of PFL as well as identify opportunities to improve the program.

Please read below for information regarding the raffle entry, additional opportunities to participate in the market research and more.

#### Additional Information

If you are interested in learning more about PFL, please indicate below and EDD will email you with information regarding the program. Your contact information, should you choose to provide it, will not be used for any reason other than those you have selected.

#### 24. Would you like to know more about PFL by receiving information from EDD via email?

- Yes
- No

#### Focus Groups

We are conducting a focus group of family caregivers. Participants will provide invaluable information to improve the program and help meet the needs of family caregivers. We are conducting these focus groups either in person or digitally (via webcam) depending on the availability and location of the participants. Food is provided if meeting in person. Please indicate below your interest in potentially participating in a focus group. Interested participants will need to provide their first and last name as well as their email address and will be contacted within five business days of submitting the survey. Your contact information, should you choose to provide it, will not be used for any reason other than those you have selected.

#### 25. Would you be interested in participating in a focus group?

- Yes
- No

#### Raffle

To thank you for your involvement in our survey, we would like to offer you the opportunity to enter a raffle for a chance to win a \$100 Amazon gift card. In order to enter the raffle you will have to provide your first and last name as well as an email address to contact you. The winner of the raffle will be announced June 22nd, 2015 and the winner will be contacted via email with their gift card. Your contact information, should you choose to provide it, will not be used for any reason other than those you have selected.

## Appendix A: Copy of Survey (pg. 8 of 8)

---

26. Would you like to participate in the raffle?

- Yes  
 No

### Family Caregiver Survey

27. Please enter your name and email address below. We will not use your contact information for any purpose other than the one(s) requested. Thank you again!

First and Last Name

Email Address

# Appendix B: Copy of Email Blast Flyer & Materials (pg. 1 of 3)

6/13/2015 campaign.r20.constantcontact.com/render?ca=0d552b5c-f21c-4688-9897-67b50fe34a4f&c=ccf15970-e795-11e4-8129-d4ae5292c3f3&ch=ccf59f30-e795-...

Having trouble viewing this email? [Click here](#)

## Important Survey on Paid Family Leave in California!



## IMPORTANT SURVEY Paid Family Leave in California

[LINK TO THE SURVEY HERE.](#)



[Family Caregiver Alliance](#) is working with the [California Employment Development Department \(EDD\)](#) to make Paid Family Leave (PFL) more accessible to those eligible for the program. PFL provides partial paid leave for California employees to bond with a child or care for an ill or frail family member. EDD seeks to identify opportunities to improve PFL outreach and increase its overall usage.

This survey will provide invaluable information as to the needs of

family caregivers and how EDD can better serve them all.

http://c.ampaign.r20.constantcontact.com/render?ca=0d552b5c-f21c-4688-9897-67b50fe34a4f&c=ccf15970-e795-11e4-8129-d4ae5292c3f3&ch=ccf59f30-e795-1... 1/2

6/13/2015 campaign.r20.constantcontact.com/render?ca=0d552b5c-f21c-4688-9897-67b50fe34a4f&c=ccf15970-e795-11e4-8129-d4ae5292c3f3&ch=ccf59f30-e795-...

The survey should take no more than 10 minutes and we ask that you complete it by Friday, June 19.

Thank you!

[LINK TO THE SURVEY HERE.](#)



**FOLLOW FCA ON**

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and  
Twitter [twitter.com/CaregiverAlly](https://twitter.com/CaregiverAlly)

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This email was sent to fpera@caregiver.org by [fca@caregiver.org](mailto:fca@caregiver.org) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Family Caregiver Alliance | 785 Market Street | Suite 750 | San Francisco | CA | 94103

http://c.ampaign.r20.constantcontact.com/render?ca=0d552b5c-f21c-4688-9897-67b50fe34a4f&c=ccf15970-e795-11e4-8129-d4ae5292c3f3&ch=ccf59f30-e795-1... 2/2

## Appendix B: Copy of Email Blast Flyer & Materials (pg. 2 of 3)

### Timeline Photos

[Back to Album](#) · [Family Caregiver Alliance's Photos](#) · [Family Caregiver Alliance's Page](#)

[Previous](#) · [Next](#)



Like

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**Family Caregiver Alliance**

California caregivers: Please take 10 minutes for this important survey on Paid Family Leave sponsored by Family Caregiver Alliance and CA Employment Development Dept.  
<http://conta.cc/113cwHh>

Album: Timeline Photos

Shared with: Public

[Open Photo Viewer](#)

## Appendix B: Copy of Email Blast Flyer & Materials (pg. 3 of 3)

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**FamCaregiverAlliance**

@CaregiverAlly

 Follow

Important Survey on Paid Family Leave  
[#constantcontact conta.cc/1JkU7Es](https://constantcontact.conta.cc/1JkU7Es)



RETWEET

1



3:28 PM - 1 Jun 2015

# Appendix C: Copy of Pre-Screening Questionnaire



## Family Caregiver Focus Group

Dear <<Name>>,

Thank you for taking the Paid Family Leave (PFL) survey distributed by Family Caregiver Alliance. Your participation has helped to inform our process of finding ways the Employment Development Department (EDD) can improve awareness and usage of the program.

We wanted to thank you for expressing your interest in participating in a focus group specifically for family caregivers. These one-hour focus groups allow us to interact personally with family caregivers and get a more detailed understanding of your needs and concerns when providing care.

To help guide our scheduling and selection process, please answer the short set of questions below. Please submit your answers by listing them in your response.

Please confirm the following information that you provided in the survey is correct. Please indicate in your response whether it is correct or, if not, what corrections should be made:

1. Did you use PFL? <<Response>>
2. Gender: <<Response>>
3. Age: <<Response>>
4. Personal Income: <<Response>>
5. Household Income: <<Response>>

Please answer four short questions to help us accommodate you as best as possible if you are selected:

1. What is your zip code?
2. What is your ethnicity?
3. What is your availability to participate in a one-hour focus group? (For each day listed, please list the times you are generally available for; for example: "12:30pm-3:00pm" on Tuesday or "10:00am-11:30am and 7:00pm-9:00pm" on Fridays)
  - o Monday:
  - o Tuesday:
  - o Wednesday:
  - o Thursday:

- o Friday:
4. How would you prefer to participate in the focus group?
    - o In-person, i.e. at a nearby designated location
    - o Digitally, i.e. remotely via webcam services
    - o Call-in, i.e. remotely via telephone

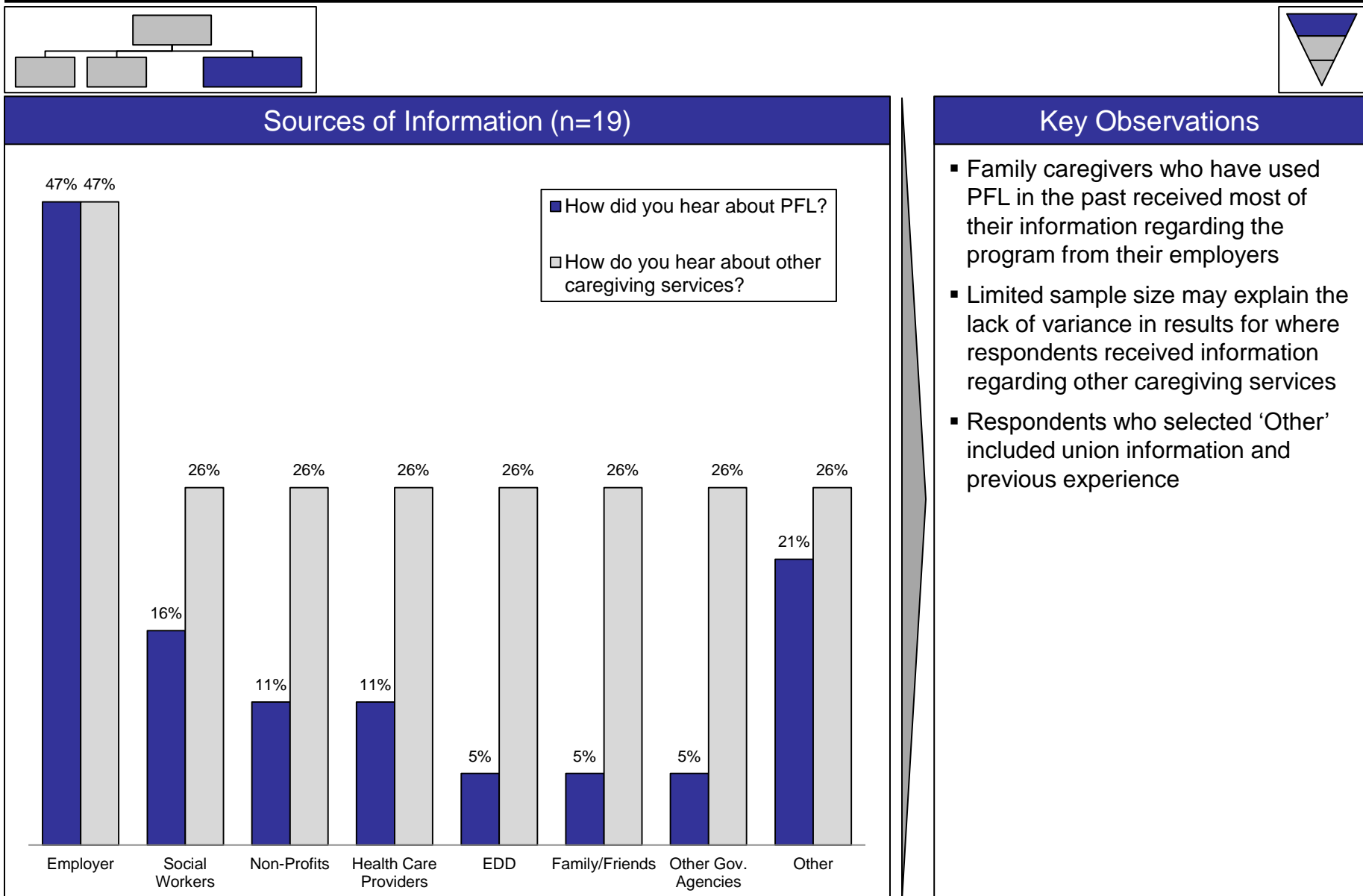
Thank you again for your interest. We will be in contact with you soon!

Kind regards,

Joshua Rayburn  
Business Analyst  
Andrew Chang & Company  
[916-538-6091](tel:916-538-6091)

Template for Yet Another Mail Merge, created by [Romain Vialard](#)  
You can replace this text by your own footer

## Appendix D: 'Yes' PFL Results (pg. 1 of 5)

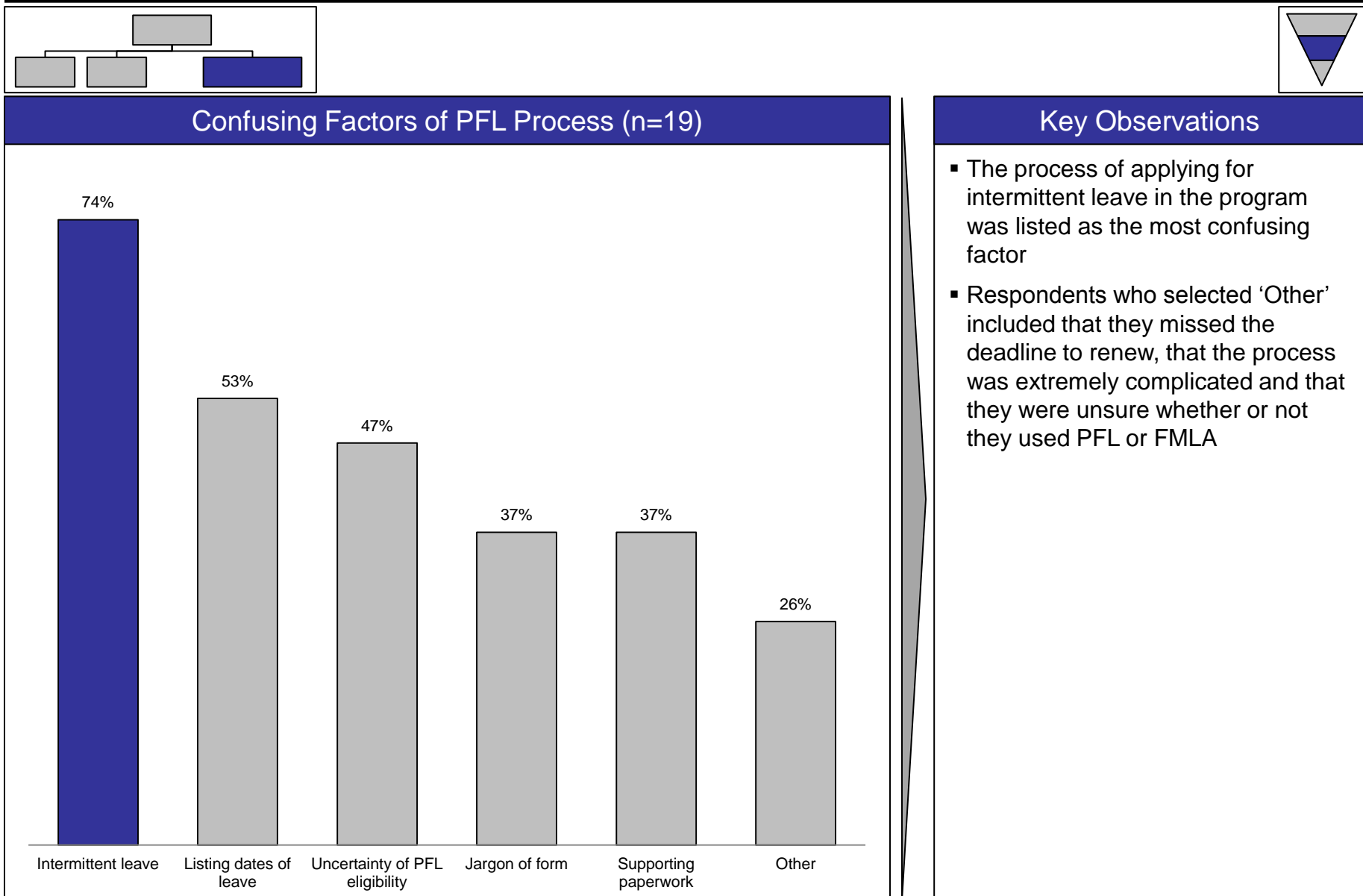


### Key Observations

- Family caregivers who have used PFL in the past received most of their information regarding the program from their employers
- Limited sample size may explain the lack of variance in results for where respondents received information regarding other caregiving services
- Respondents who selected 'Other' included union information and previous experience

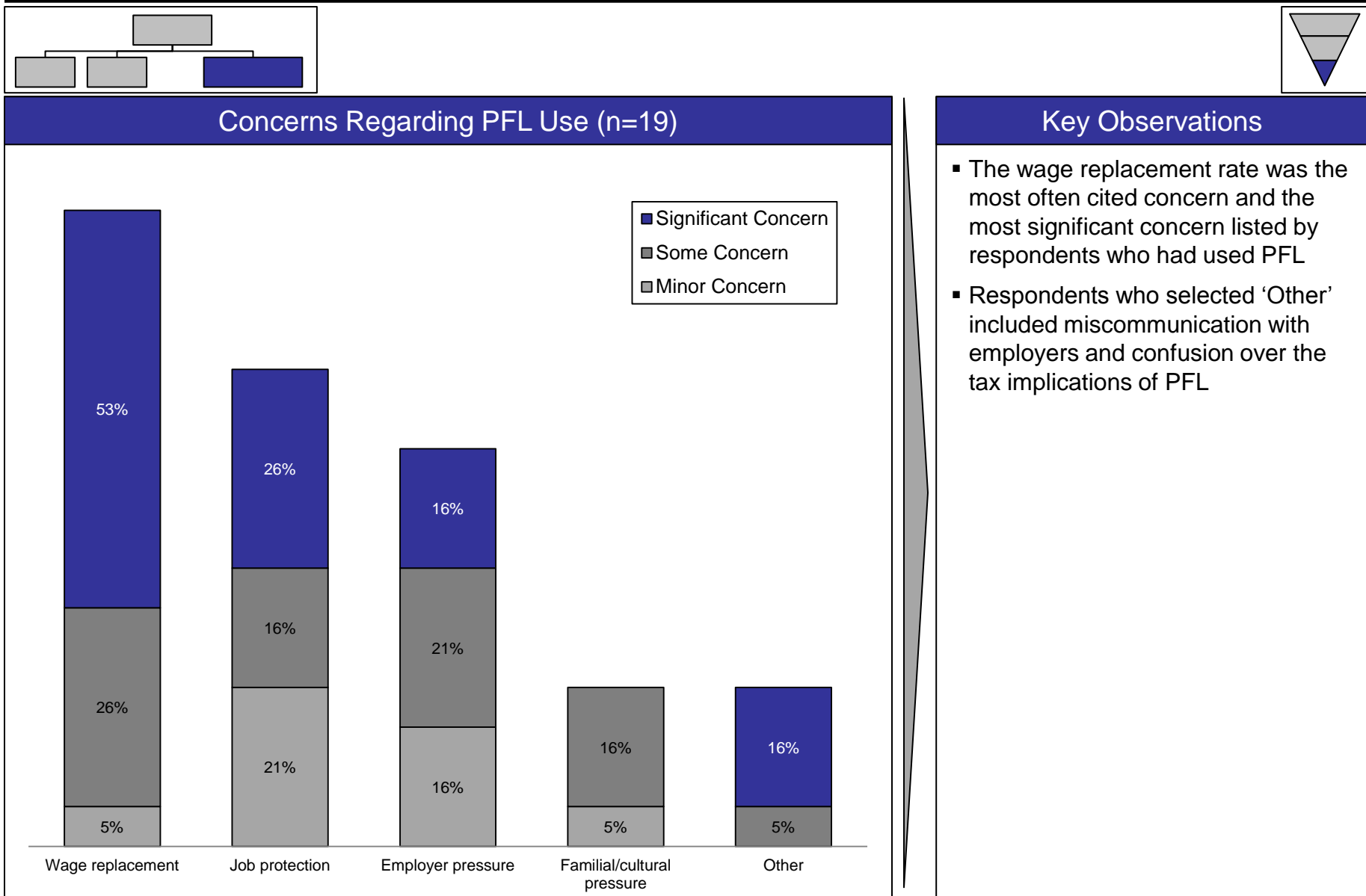


## Appendix D: 'Yes' PFL Results (pg. 2 of 5)



See Appendix A: Q10 – “Were there factors of the PFL application process that were confusing or difficult to understand?”

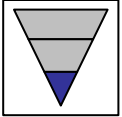
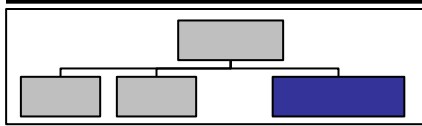
## Appendix D: 'Yes' PFL Results (pg. 3 of 5)



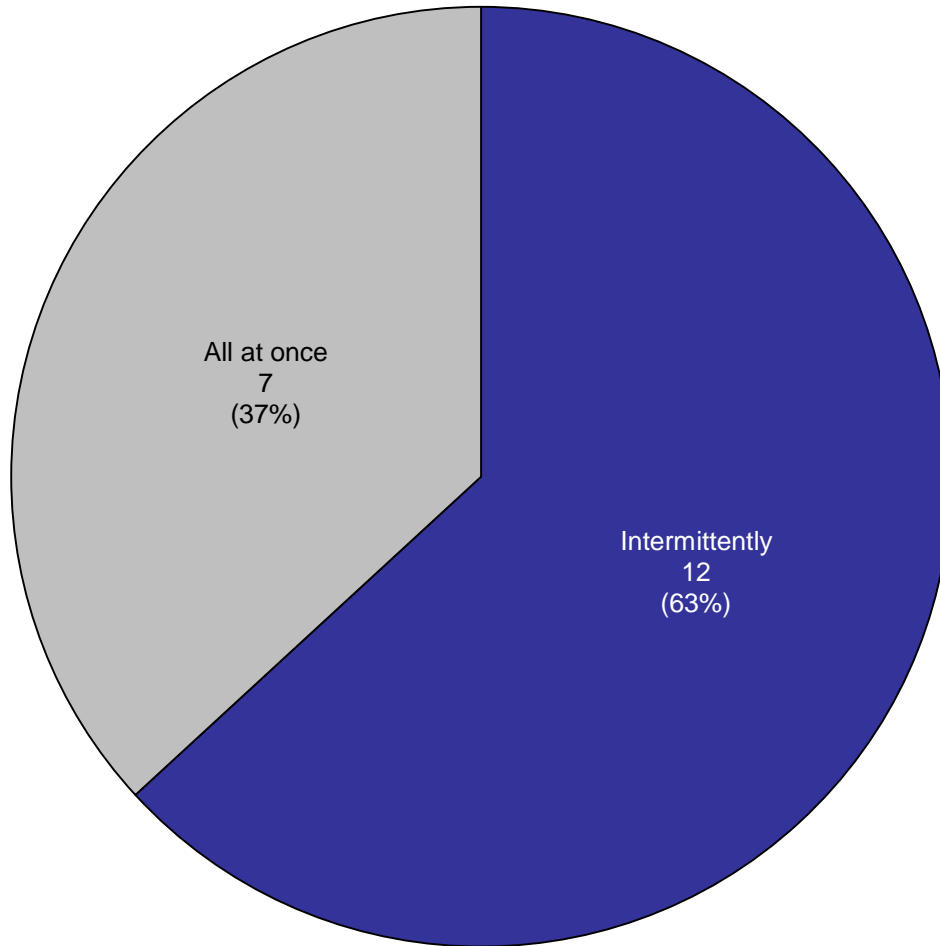
### Key Observations

- The wage replacement rate was the most often cited concern and the most significant concern listed by respondents who had used PFL
- Respondents who selected 'Other' included miscommunication with employers and confusion over the tax implications of PFL

## Appendix D: 'Yes' PFL Results (pg. 4 of 5)



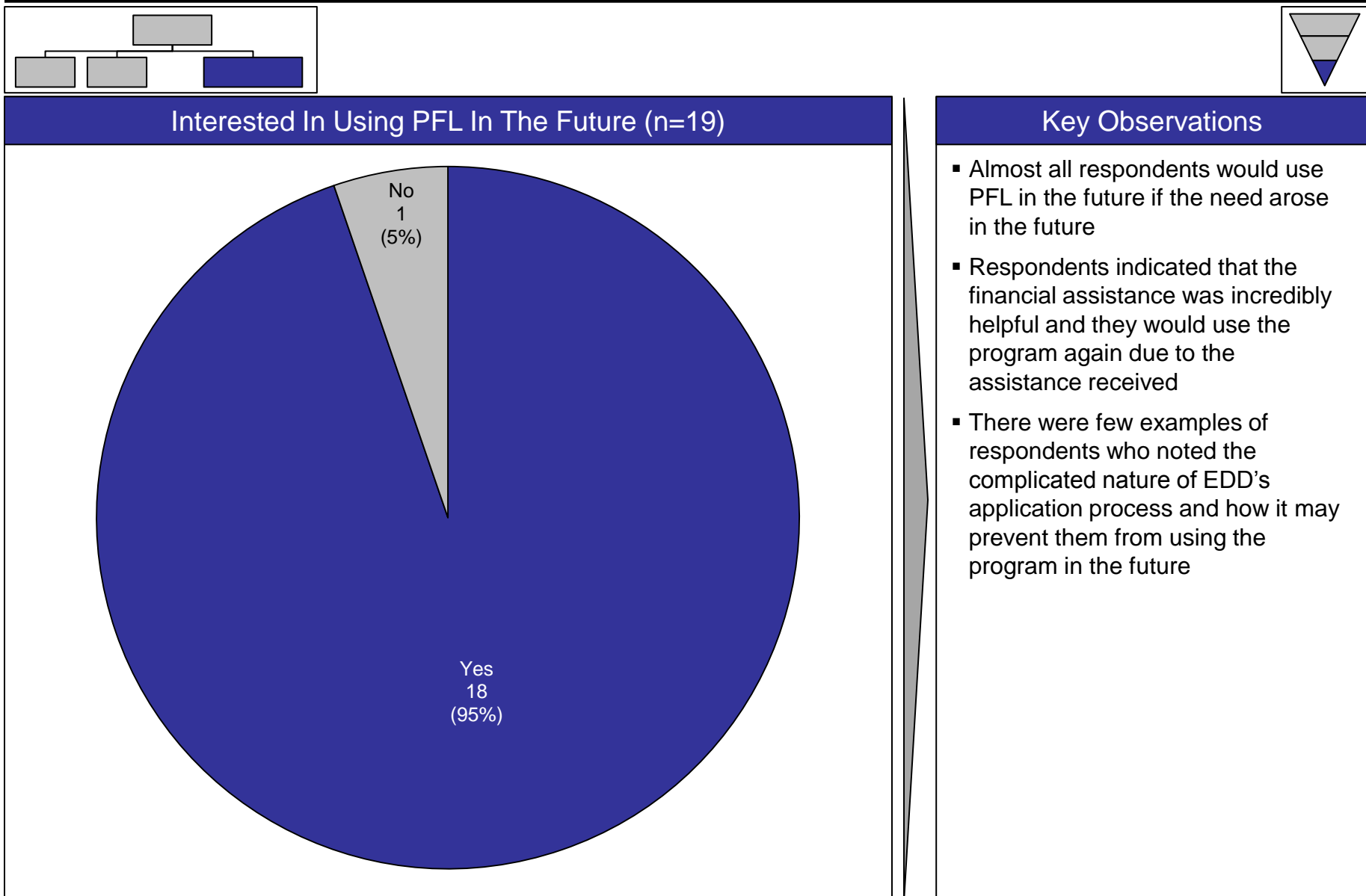
## Use of PFL (n=19)



## Key Observations

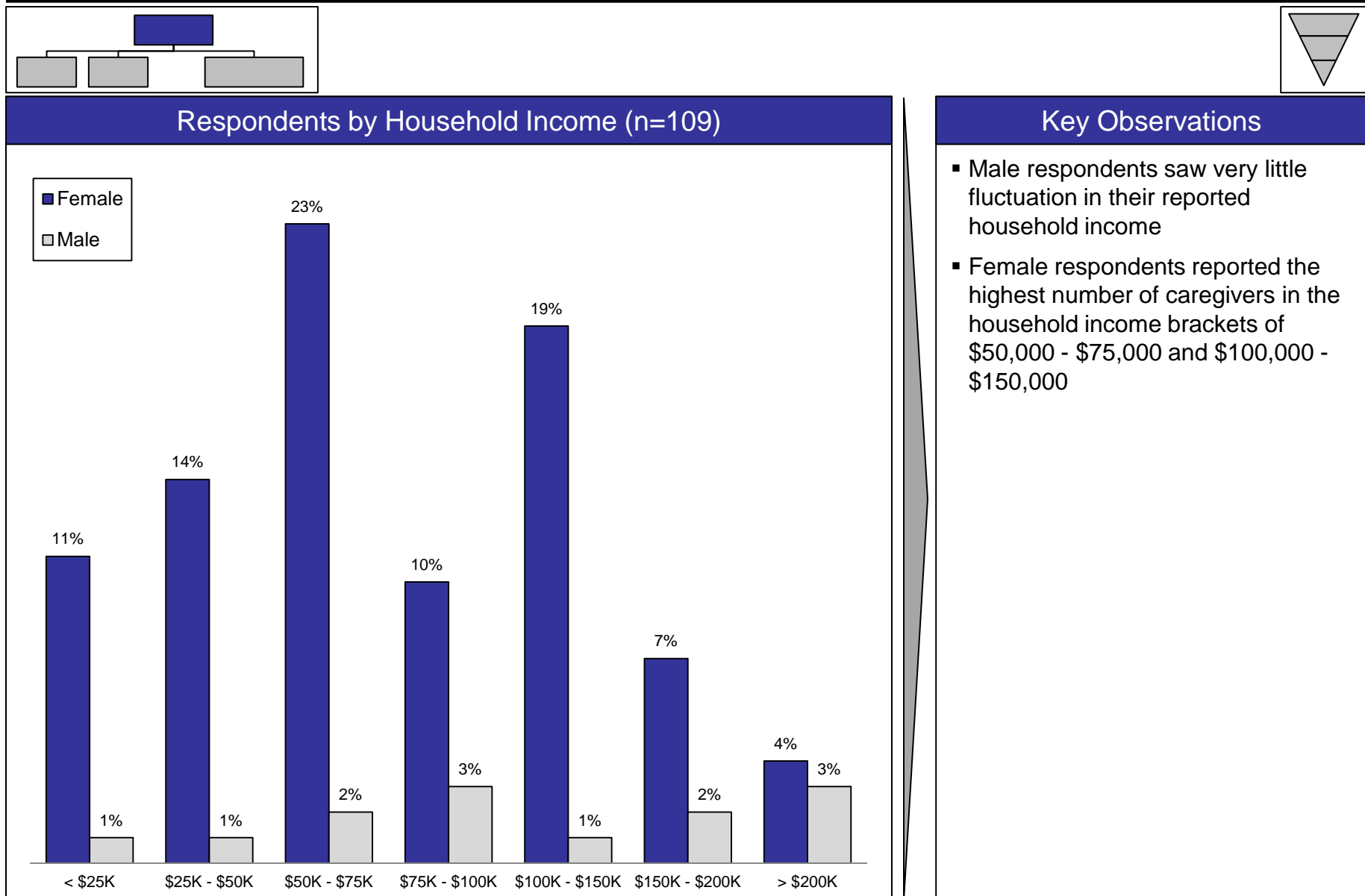
- Of those respondents who used PFL, 63% of them used the program intermittently rather than all at once

## Appendix D: 'Yes' PFL Results (pg. 5 of 5)



See Appendix A: Q12 – "In the event that you need to provide care for an ill or frail family member in the future, would you be interested in using PFL again?"

## Appendix E: Household Income Data



See Appendix A: Q20 – “What is your gender identity?” and Q22 – “What is your annual personal income?”

## Contact information

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Andrew Chang & Company, LLC  
1107 9<sup>th</sup> Street #501  
Sacramento, CA 95814  
Office: 916-538-6091  
Website: [AChangLLC.com](http://AChangLLC.com)

## Paid Family Leave Market Research (Appendix)

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Appendix G: Family Caregiver Alliance Survey
Appendix H: National Association of Social Workers Survey
Appendix I: Potential Outreach Partners
Appendix J: PUC Community Outreach RFP



## Appendix H: National Association of Social Workers Survey

Prepared by:



July 13, 2015

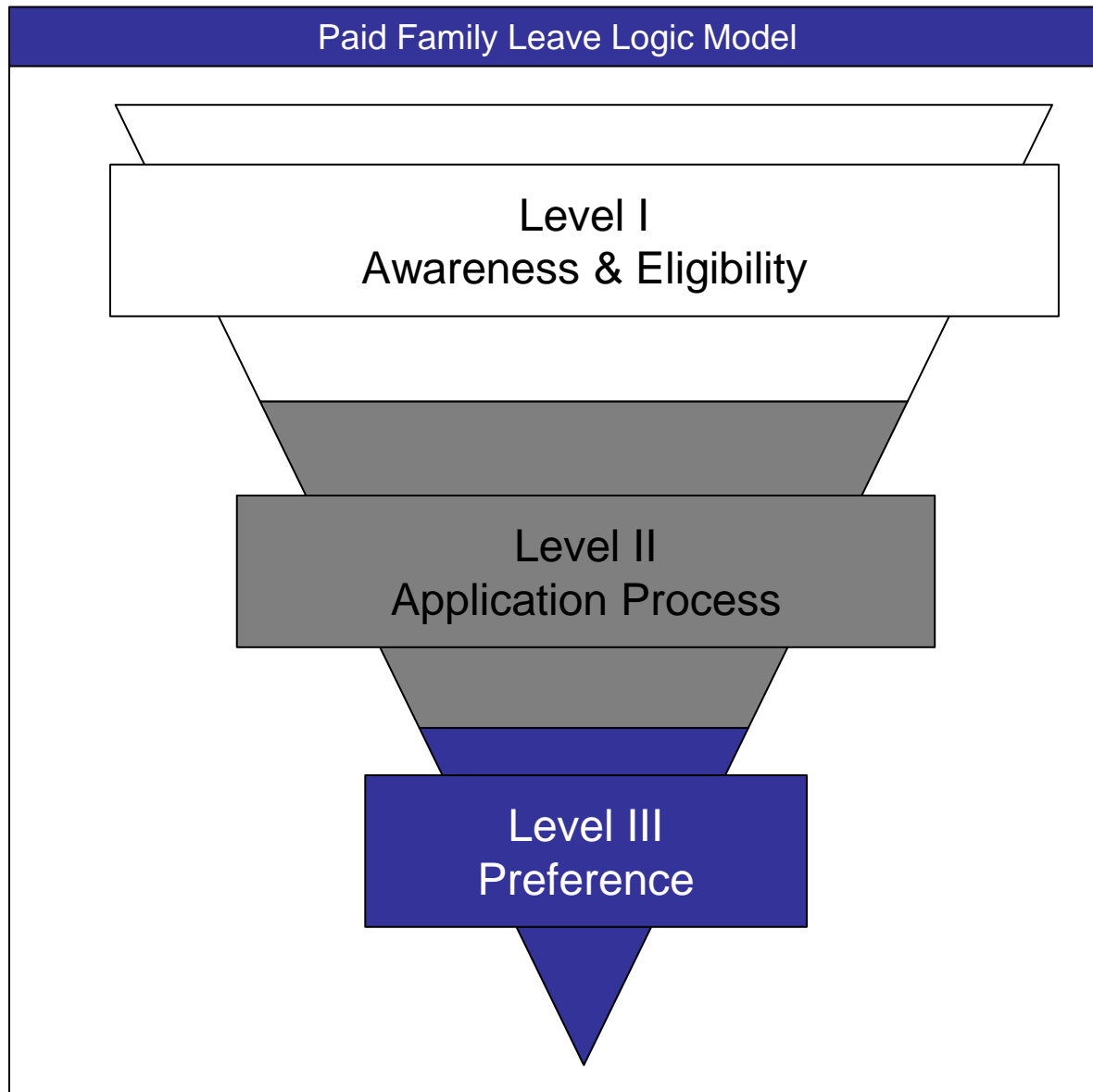


## Our current situation

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- In 2004, California became the first state in the nation to implement a Paid Family Leave (PFL) program to provide paid benefits to workers on leave from their jobs to bond with a new child or care for a seriously ill family member. By May 2014, 1.8 million Californians had benefitted from PFL
- While the Employment Development Department's (EDD) administration of the program is well regarded in the literature, advocates have pointed out potential areas for improvement and the need for higher awareness and corresponding usage rates. To this end, EDD has retained Andrew Chang & Company, LLC (ACC) to conduct market research
- In preliminary subject matter expert interviews, social workers were identified as a key channel to share information regarding PFL, as many social workers meet with potential PFL users on a daily basis
- To this end, ACC sought out a California-wide social worker organization with subject matter experts that could inform the research process and an extensive membership list for a social worker survey regarding PFL
- The National Association of Social Workers (NASW) is the largest membership organization of professional social workers in the world, with over 132,000 members. With 11,000 members, the California chapter of NASW (NASW-CA) is the largest chapter within the nation
- With NASW-CA's assistance under the oversight of EDD, ACC designed a survey targeted towards family caregivers using SurveyMonkey, which allowed ACC to design a 'Smart' survey that directed survey respondents to specific questions based on previous answers
- The survey was distributed to NASW-CA membership through their Facebook page on June 1, 2015 with a reminder sent out on June 15. A total of 91 respondents took the survey by the close of the survey on June 21
- While this is a typical survey approach for business marketing analysis, there are certain caveats. In a random sample, the number of responses would produce a 95% confidence level, +/- 10%, however, due to our targeted outreach method, we cannot claim the sample is truly random. It is important to keep in mind the biases that particular surveys may have when using this technique. For example, since these respondents are members of NASW and closely follow the email list, they may be better informed than their peers
- As there is no comparable data or research we believe this represents the best available data and use it in conjunction with other research including subject-matter expert interviews, focus groups and literature review

## Our survey design is structured after our logic model for PFL use

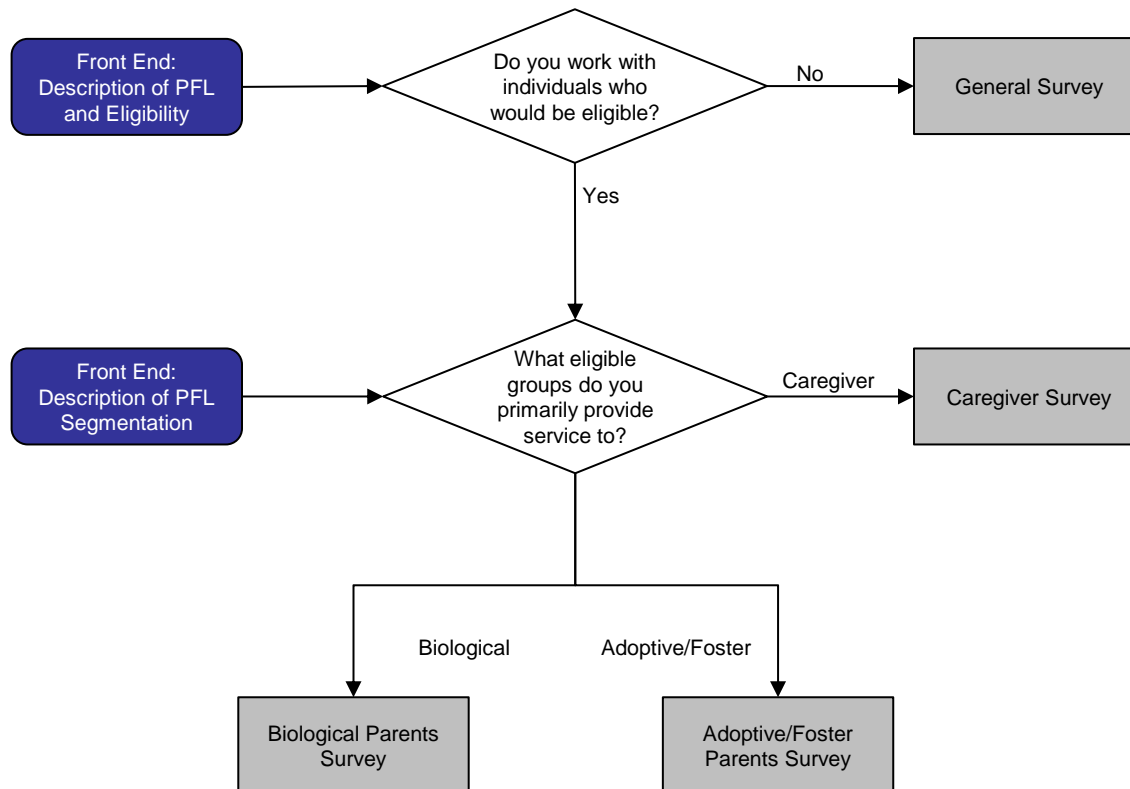


### Key Observations

- Our logic model is a simplified structure to explain how individuals come to use PFL. The model is intended to be comprehensive of all drivers of PFL use and enables us to probe deeply in a systematic manner into the key factors that determine PFL usage on an individual level
- At a high level, our model is divided into three levels:
  - Eligibility & Awareness: Are employers and potential applicants aware of PFL in a meaningful manner? Are potential applicants eligible for PFL?
  - Application Process: Do applicants have the means to complete applications and other administrative requirements with relative ease?
  - Preference: Are other factors or personal circumstances driving the decision to ultimately use PFL?
- This logic model is used as a question key throughout this presentation in the top right hand corner to represent what level each question is addressing
- In the case of background or demographic questions, no piece of the key is shaded

# Our smart survey design directed respondents to four potential surveys based on their answers to two filter questions

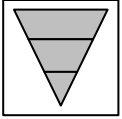
## Survey Site Map: Filtering



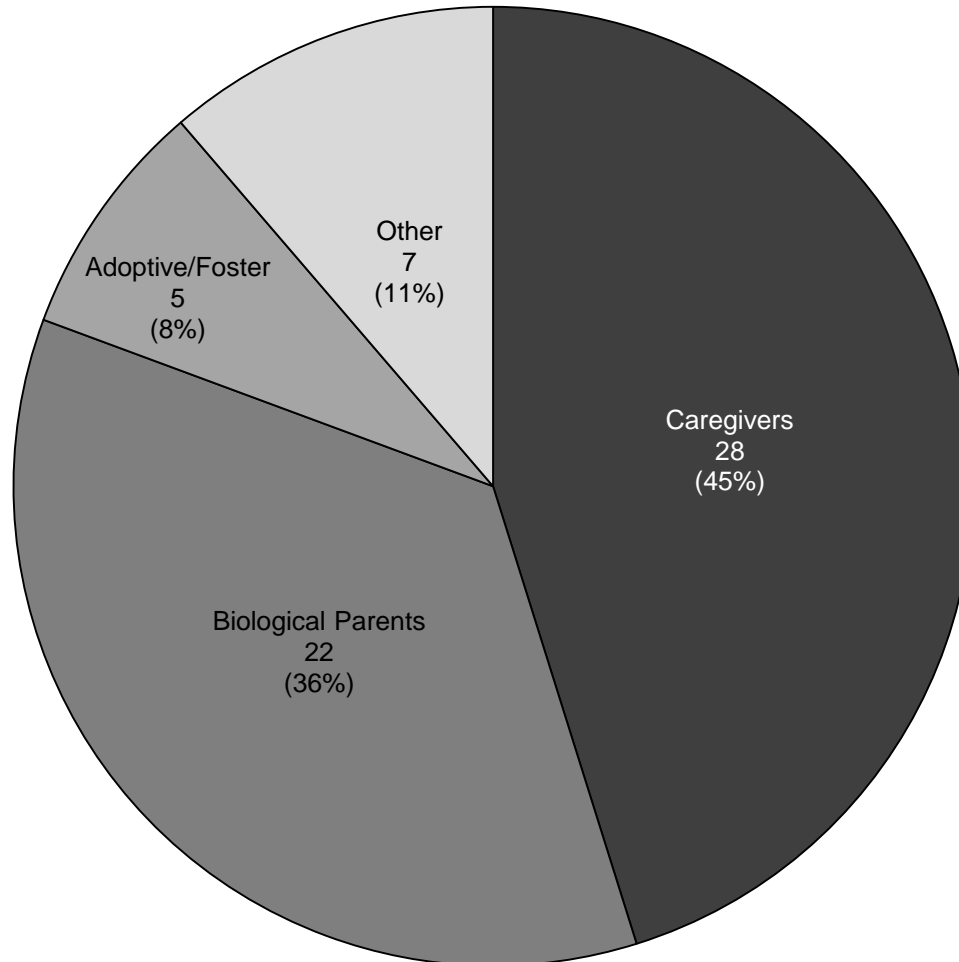
## Key Observations

- The first question is preceded by an explanation of PFL and all eligible parties
- Respondents are then asked if they work with individuals who would qualify for PFL
- Respondents who answer no are taken to the general survey, which assesses the organization itself and training opportunities within the organization
- Respondents who answer yes are taken to a separate page with an explanation of the segmentation of PFL claimants, specifically care and bonding with two subgroups under bonding: biological parents and adoptive/foster parents
- Respondents are then asked which group they primarily provide services to
- Respondents are then directed to either of the remaining three surveys based on their answer

## Just under half of all responding social workers worked with family caregivers



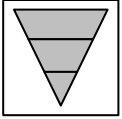
Respondents by Service Groups (n=62)



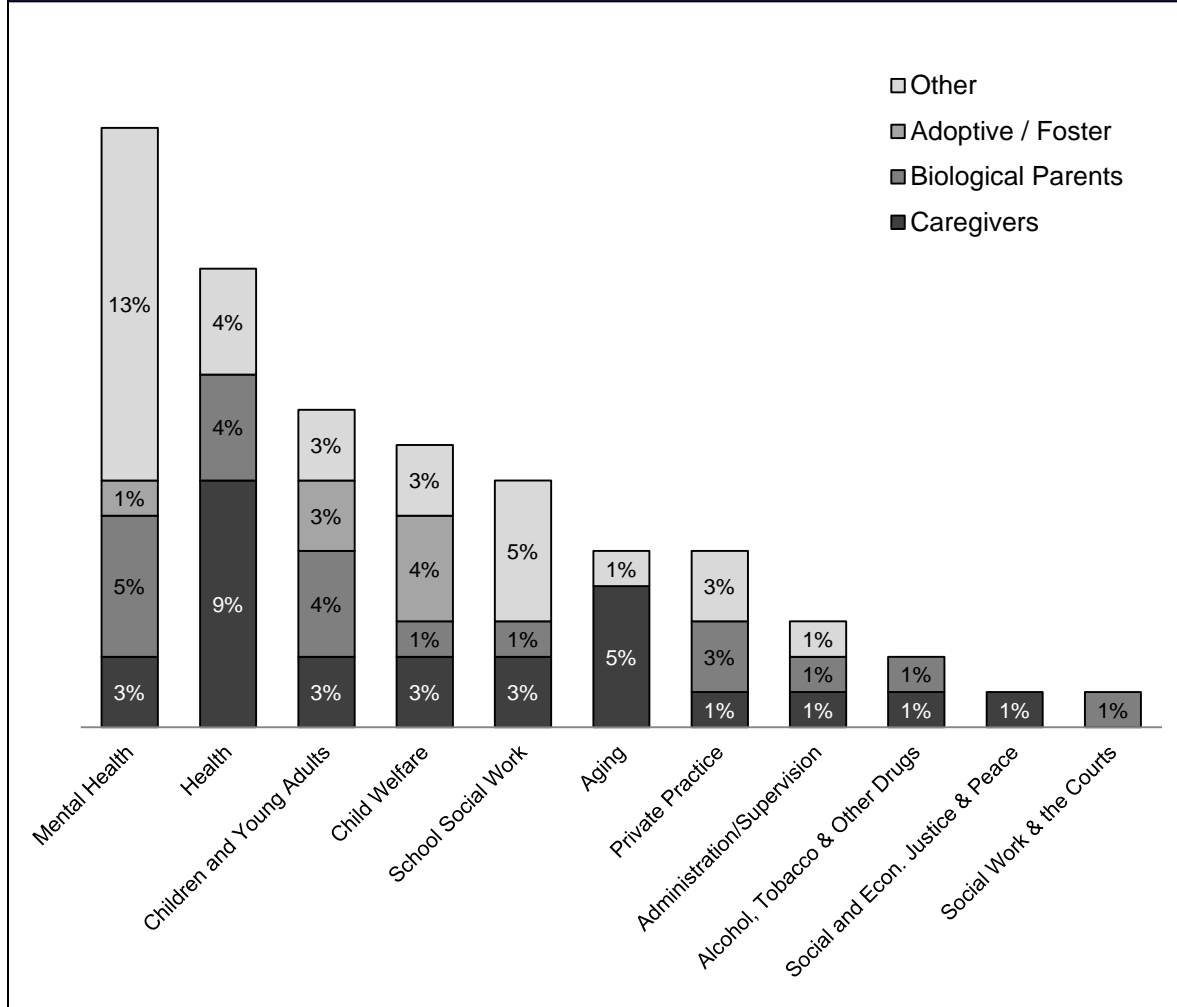
Key Observations

- Respondents were asked what eligible groups for PFL usage they primarily work with in order to direct them to the appropriate survey questions
- Respondents were held to these groups and the corresponding questions for the rest of the survey to help segregate the data and discern if there were meaningful differences between the three different social worker groups
- Those respondents who selected 'Other' (listed as "None of the above" in the survey) were directed to the general survey questions, which assesses the organization itself and training opportunities within the organization

# Respondents predominantly worked in mental health



## Respondents by Social Work Specialties (n=79)



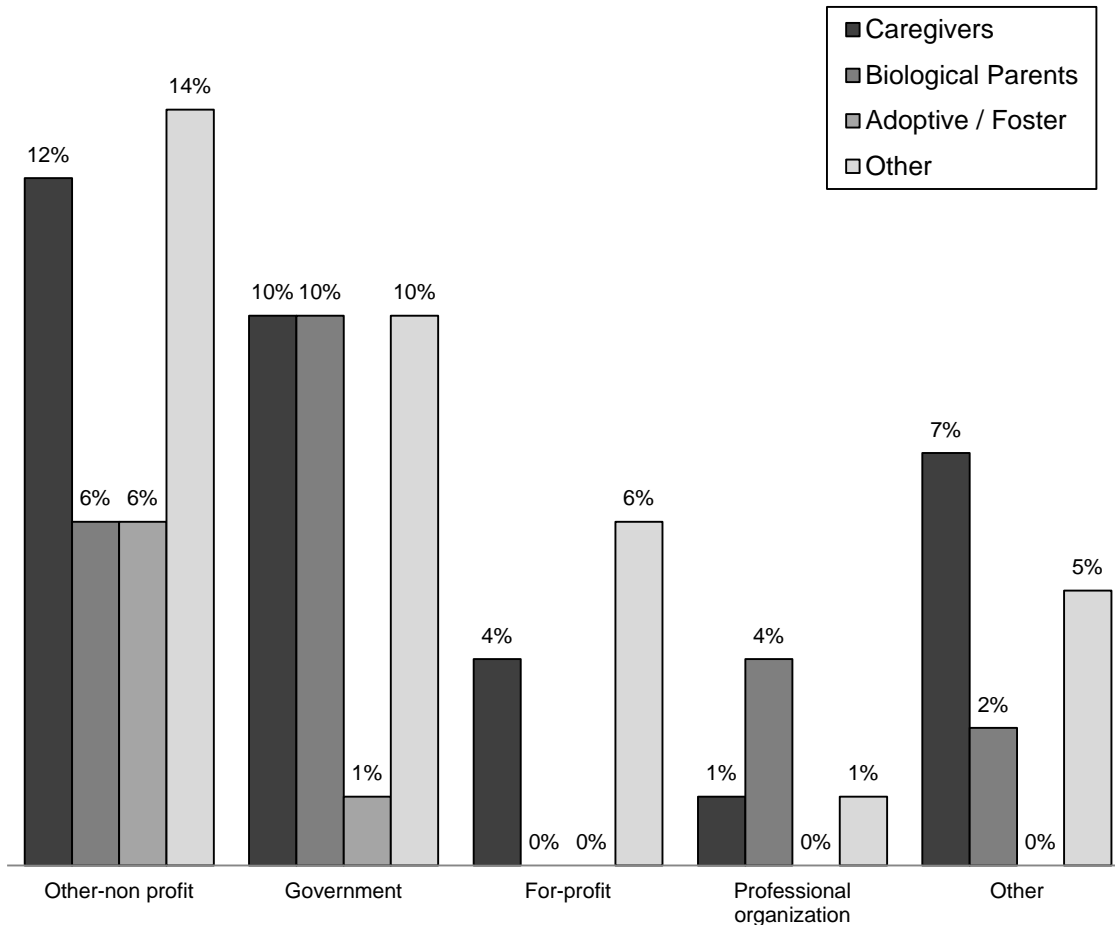
## Key Observations

- 22% of all respondents worked in Mental Health, with the second highest being Health with 17%
- However, Mental Health also had the largest grouping of 'Other' respondents, meaning Health was collectively the largest group of social workers who work with potentially eligible PFL users
- These groupings were provided by NASW-CA, who uses these to delineate between their various members

## 38% of respondents work for other non-profit organizations



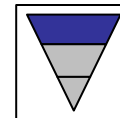
### Respondents by Organization Types (n=81)



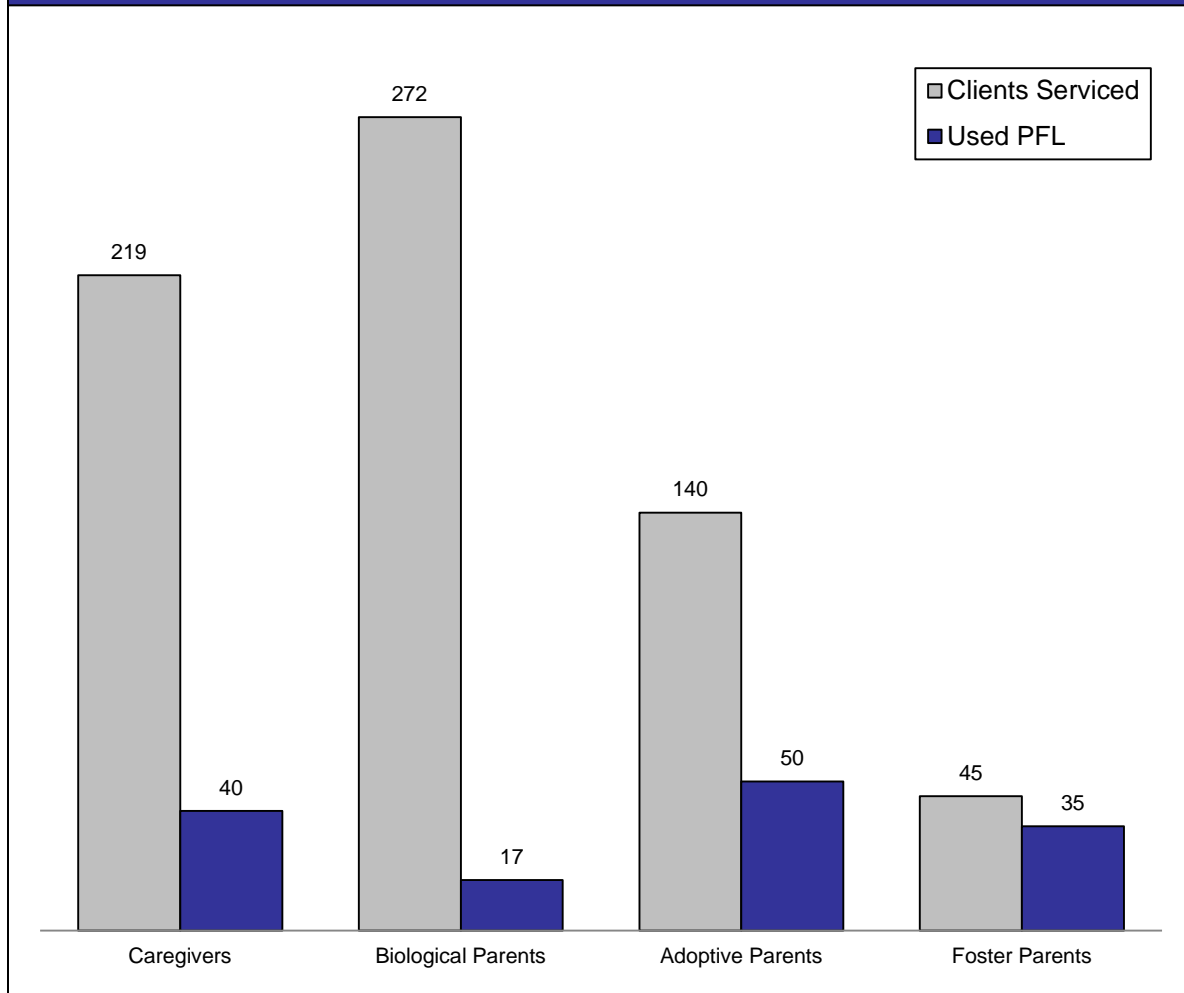
### Key Observations

- Other non-profit and Government organizations housed the largest number of respondents, accounting for 38 and 31% of all respondents, respectively
- While Adoptive and Foster social worker respondents were very few, they reported to only work in other non-profit organizations
- Some answers listed in the 'Other' category included hospitals, school districts, higher education and private practice

# Given usage rates suggest social workers could present significant opportunity for improvement



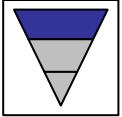
Avg. No. of Clients vs. Avg. No. of Those That Used PFL (n=50)



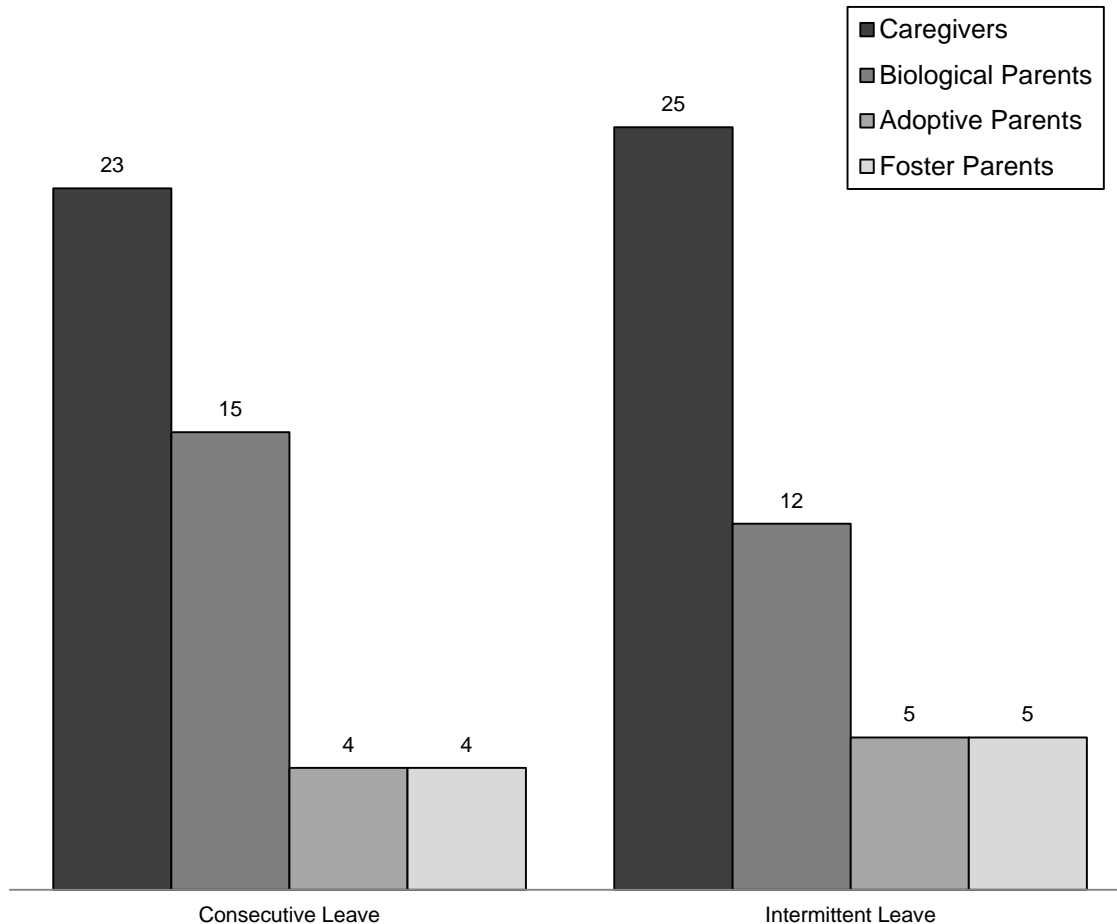
## Key Observations

- Respondents were asked to estimate how many clients they serviced in a given year as well as how many clients, to their knowledge, used PFL in a given year
- Answers were averaged across the different groups to reveal the potential estimated disparities:
  - 18% of caregivers used PFL
  - 6% of biological parents
  - 36% of adoptive parents
  - 78% of foster parents
- These results are not in line with reported PFL usage rates amongst their respective groups; there are several potential reasons for this:
  - Limited sample size may not be reflective of represented population
  - Social workers that work with adoptive and foster parents share much more information with their clients
  - Biological parents do not talk to social workers about PFL usage, meaning social workers may not be aware of usage rates
- The various uncertainties require that more study be done on this particular area

## Both consecutive and intermittent leave are useful to all eligible populations



### Client Use for Consecutive Leave vs Intermittent Leave (n=51)



### Key Observations

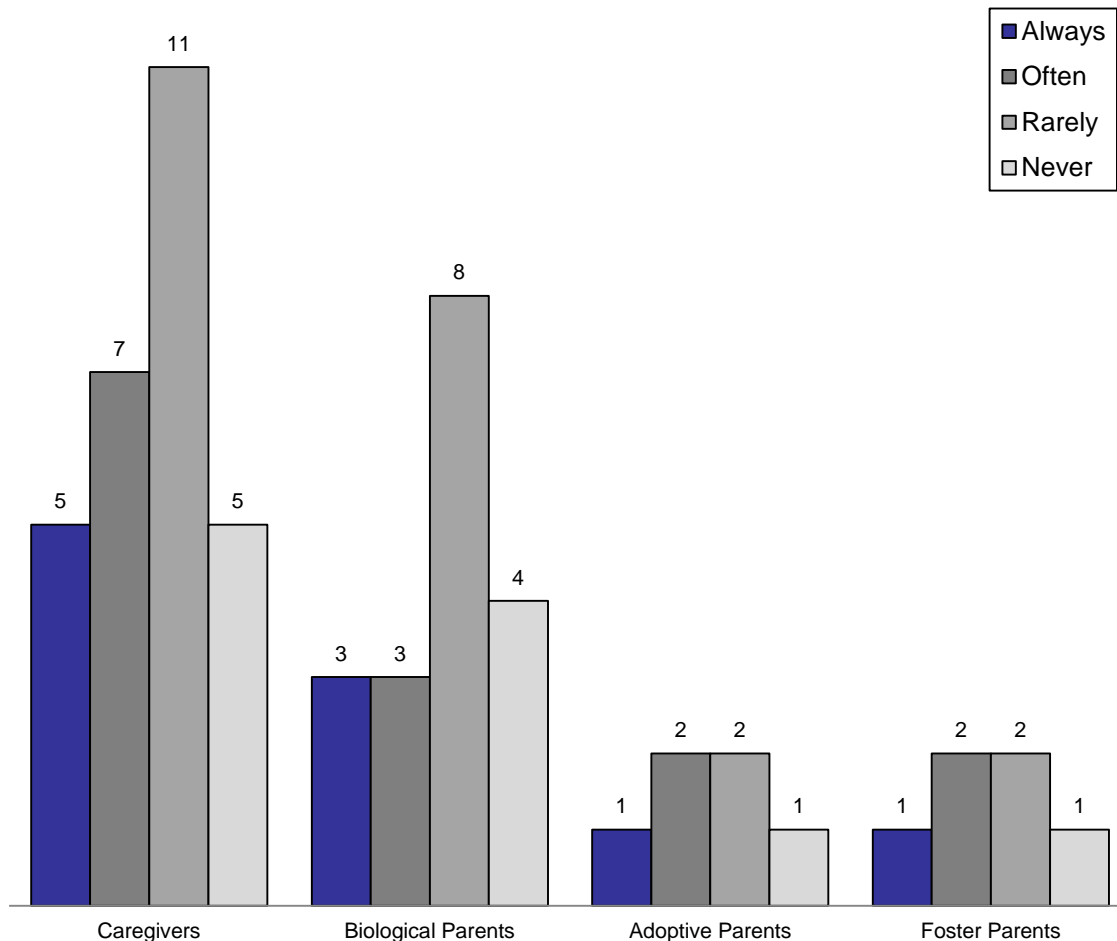
- Almost all respondents indicated that their clients would benefit from PFL whether by taking leave consecutively or intermittently
- All respondents reported a consistent use for consecutive leave, ranging from 80% (Adoptive and Foster Parents) to 88% (Biological Parents)
- Reported use for intermittent leave was higher for all segments (93% for Caregivers and 100% for Adoptive and Foster Parents) except for Biological Parents, with only 70% of respondents reporting that form of leave would be useful



## 59% of social workers never or rarely discuss PFL with clients



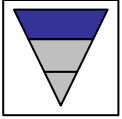
### How often do you discuss PFL with your clients? (n=52)



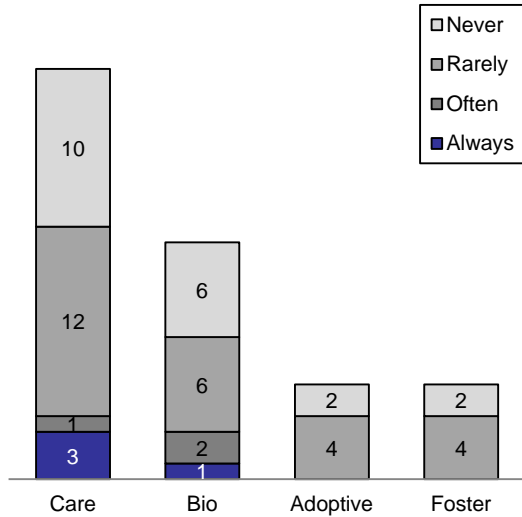
### Key Observations

- When asked how often they discuss PFL with clients, only 17% reported to 'Always' discuss it with clients
- Patterns of frequency of discussion seem consistent across all social worker groups
- This question was also used as a filtering question. All respondents who answered 'Never' were taken to the very end of the survey to identify best training methods and opportunities. All other respondents, however, were taken to questions regarding issues or challenges with the PFL application and its usage amongst their clients
- In effect, 19% (those who responded 'Never') were redirected to the general survey questions

# FMLA is the most frequent topic discussed along with PFL by social workers and their clients

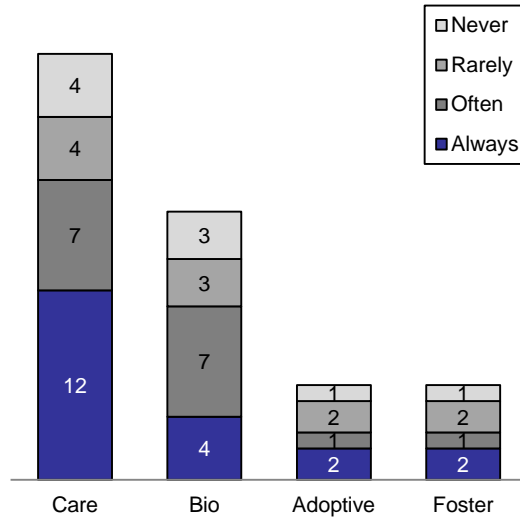


**Discuss CFRA with PFL (n=47)**



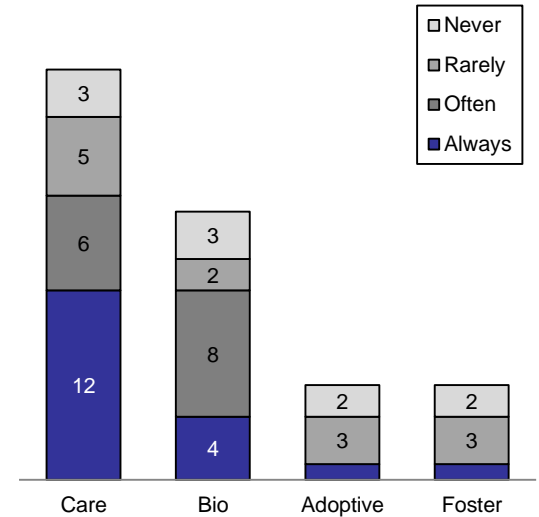
- Respondents reported across all social worker types that CFRA, comparatively, is the topic least discussed in conjunction with PFL
- Social workers that work with adoptive and foster parents only rarely mention it at all

**Discuss FMLA with PFL (n=50)**



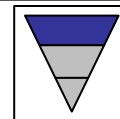
- Respondents reported that FMLA is most often discussed, comparatively, in conjunction with PFL
- 66% of respondents reported that they 'Always' or 'Often' discuss FMLA with clients when discussing PFL

**Discuss SDI with PFL (n=49)**

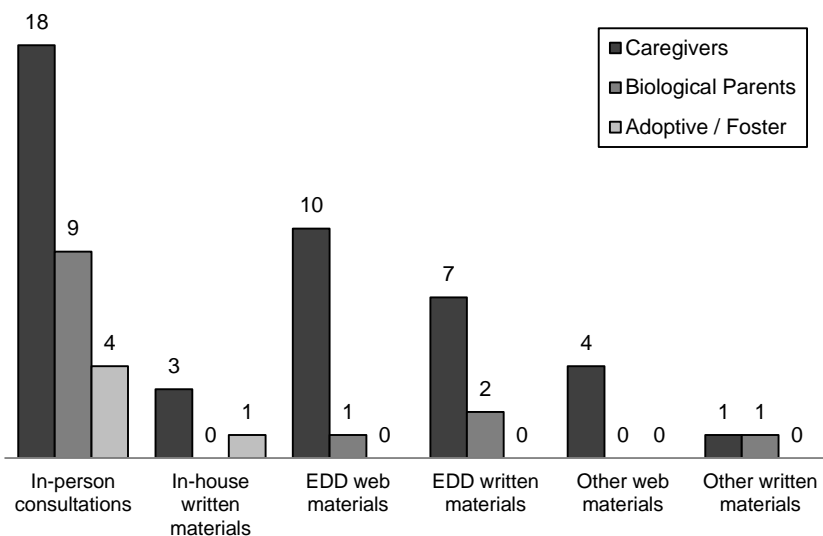


- Respondents who worked with caregivers and biological parents reported that SDI was also frequently discussed in conjunction with PFL
- Social workers that work with adoptive and foster parents only rarely mention SDI in conjunction with PFL

# In-person consultations are the most used and highest preferred method of providing information

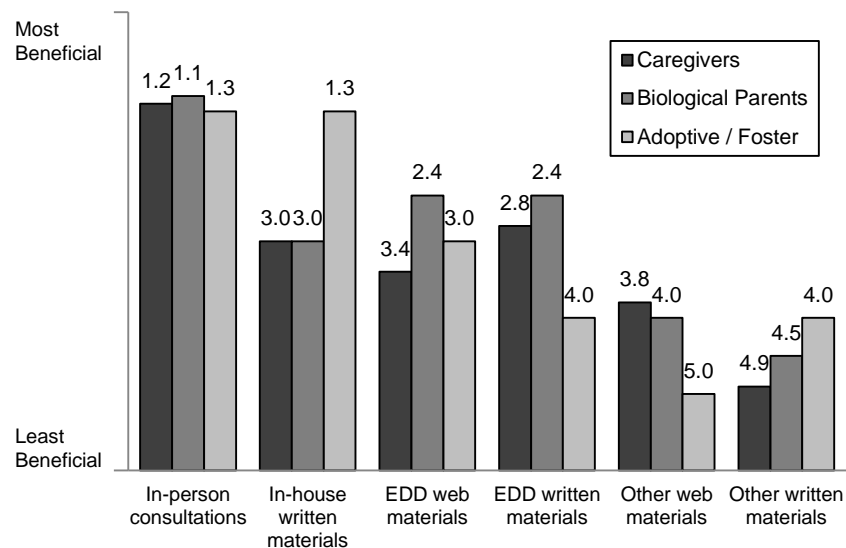


## Methods Used – No. of Times Selected (n=35)



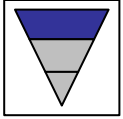
- Respondents were asked what methods they used to provide information regarding PFL
- In total, social workers are most often to provide information through in-person consultations
- Respondents working with caregivers reported to utilize all listed methods, while those working with biological parents primarily used in-person consultations and EDD written and online materials
- Respondents working with adoptive and foster parents exclusively used in-person consultations and in-house written materials

## Methods Preferred – Ranked (n=35)

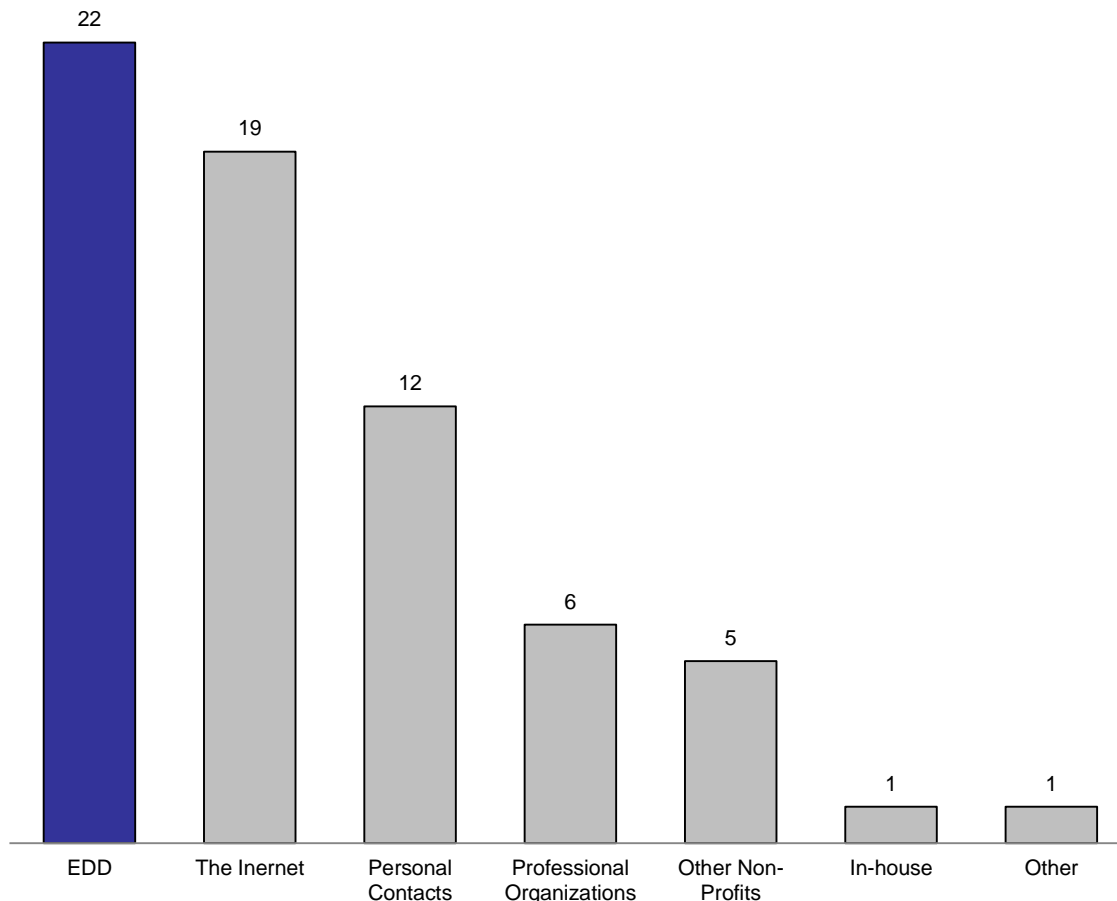


- Respondents were asked to rank the methods that they provided on a scale of 1-4, with 1 being 'Most Beneficial' and 4 being 'Least Beneficial'
- Respondents' answers were then averaged by social worker grouping
- In-person consultations were consistently ranked as the most beneficial method

# Social workers most often turn to EDD and the internet for questions regarding PFL



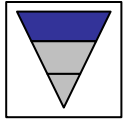
## Sources of Information Regarding PFL for Social Workers (n=35)



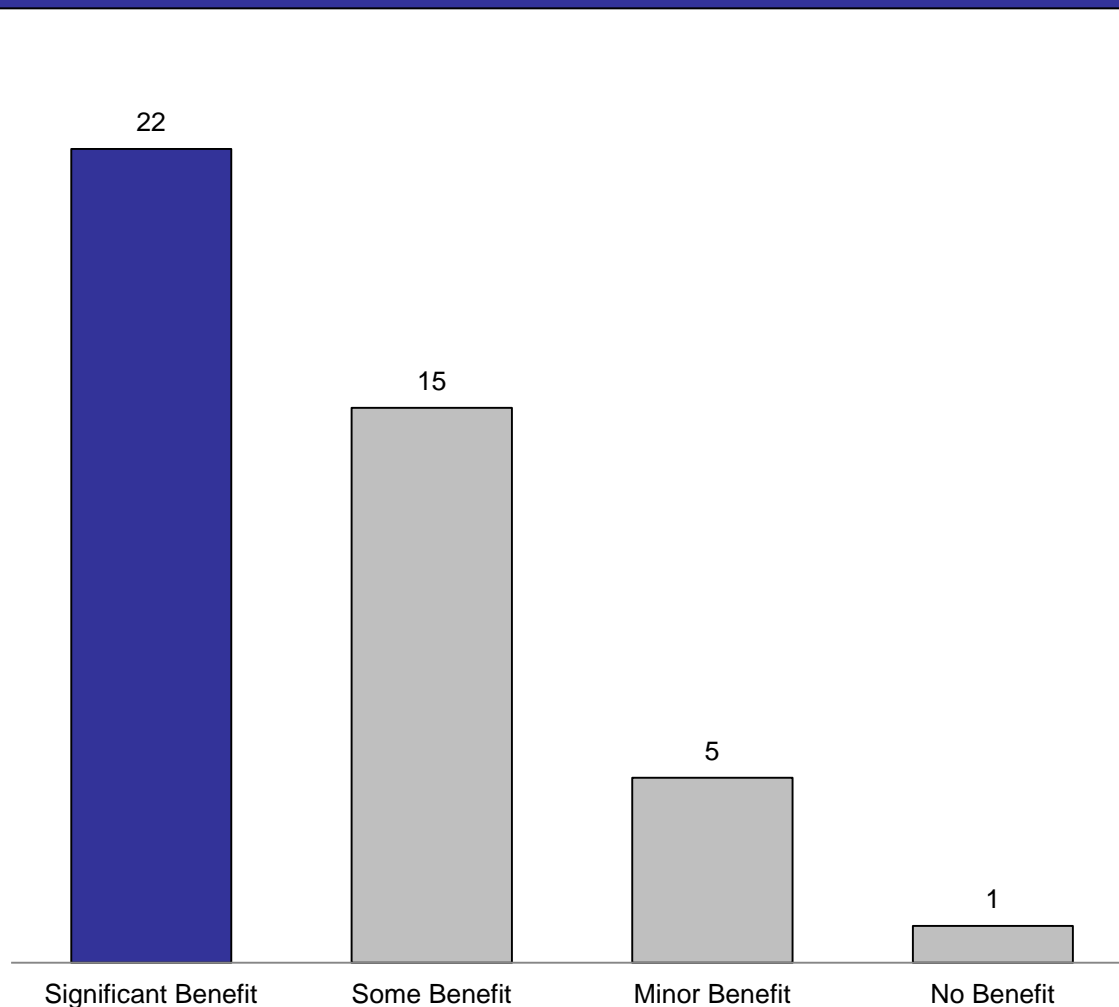
## Key Observations

- Respondents were asked what sources they utilize when they have questions regarding PFL; they were told to select all sources utilized
- This data was consolidated across all segments as there was no reason to believe social workers serving different population segments would utilize different sources for questions regarding PFL
- EDD was the most reported source of information for respondents who work with caregivers and biological parents; respondents working with adoptive and foster parents reported they utilize the internet most, followed by EDD and personal contacts
- One individual that selected 'Other' reported that they advised the client to contact EDD personally because it is a challenge to get information on their client's behalf

# Most social workers see significant benefit in increased PFL training



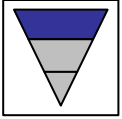
Benefit in PFL Training (n=43)



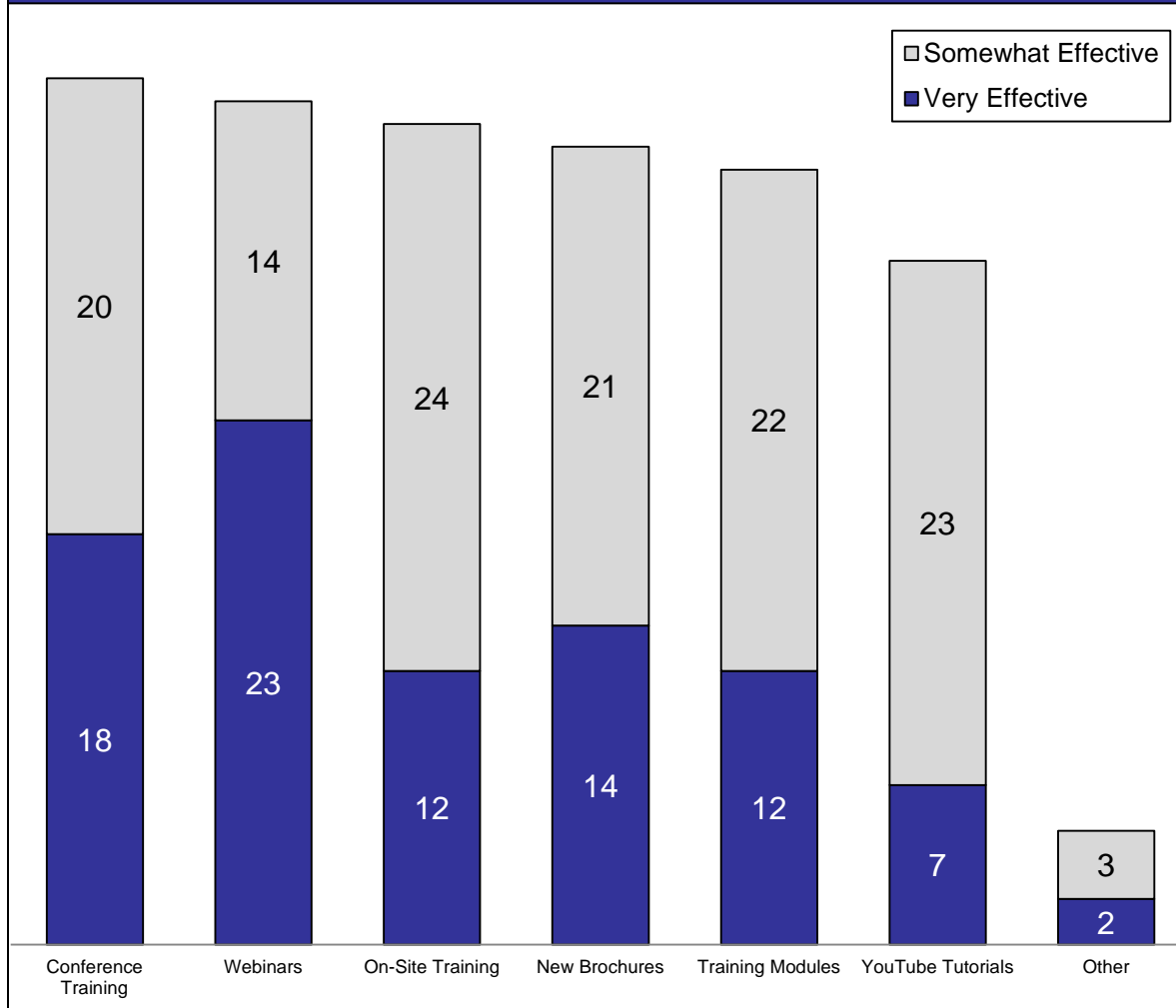
## Key Observations

- When asked if increased training opportunities regarding PFL would provide a benefit, 51% of all respondents reported that it would provide a significant benefit. 86% of respondents reported that training opportunities would provide some or significant benefit
- Only one respondent reported that training opportunities would provide no benefit
- This data was consolidated across all segments as there was no reason to believe social workers serving different population segments would differ on the benefit training would provide them

# On-site and conference training are the most effective methods of training for social workers



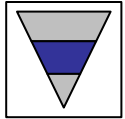
## Effectiveness of Training Tools (n=43)



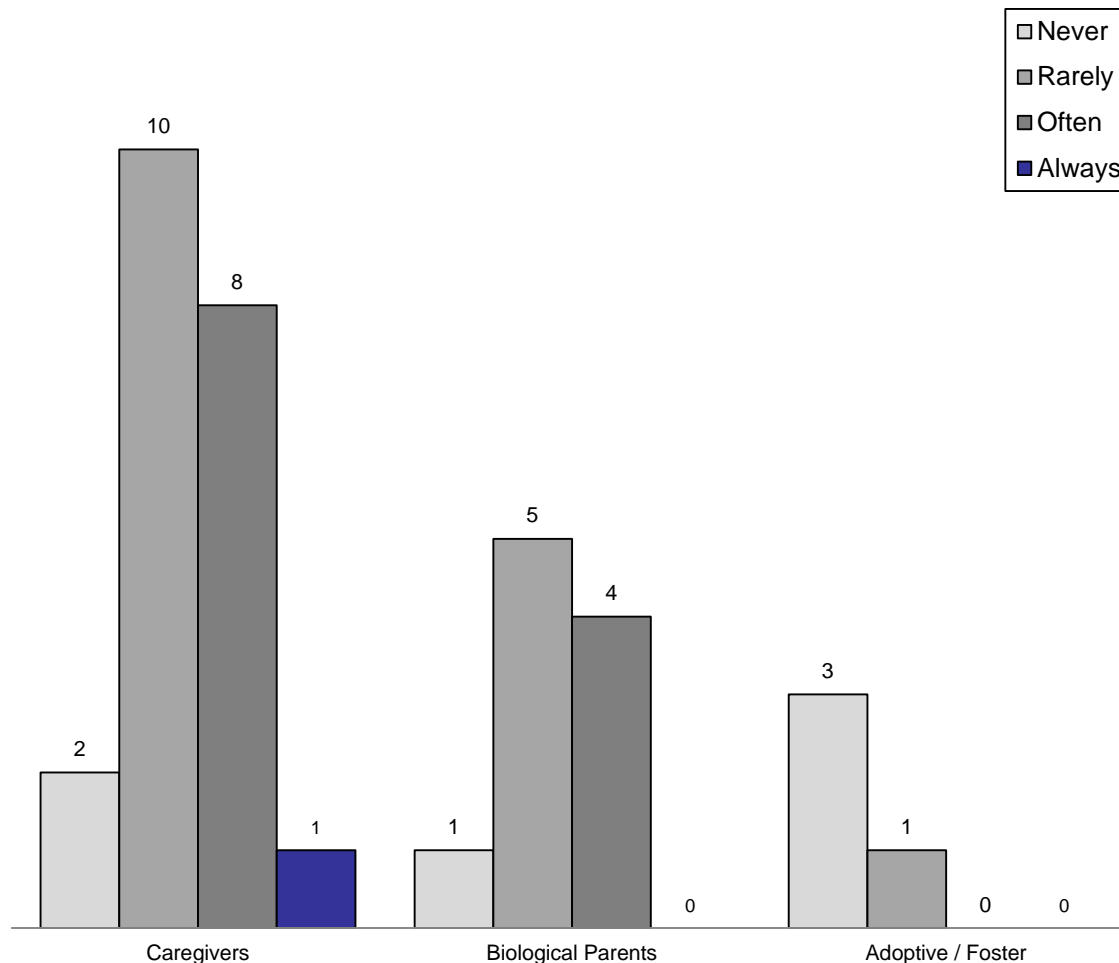
## Key Observations

- Respondents were asked what methods of training would be most effective on a scale of 1-4, with 1 being 'Not Effective' and 4 being 'Very Effective'
- Respondents' answers were then averaged by social worker grouping
- 'Conference Training' was reported the most effective by all respondents, followed by 'Webinars' and added 'On-Site Training'
- Examples of options listed in 'Other' included an online tool with which questions regarding PFL could be submitted
- This data was consolidated across all segments as there was no reason to believe social workers serving different population segments would differ on the method of training effective for them

# 63% of social workers rarely or never work with clients regarding the PFL application process



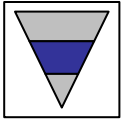
## Requests for Assistance with PFL Application (n=35)



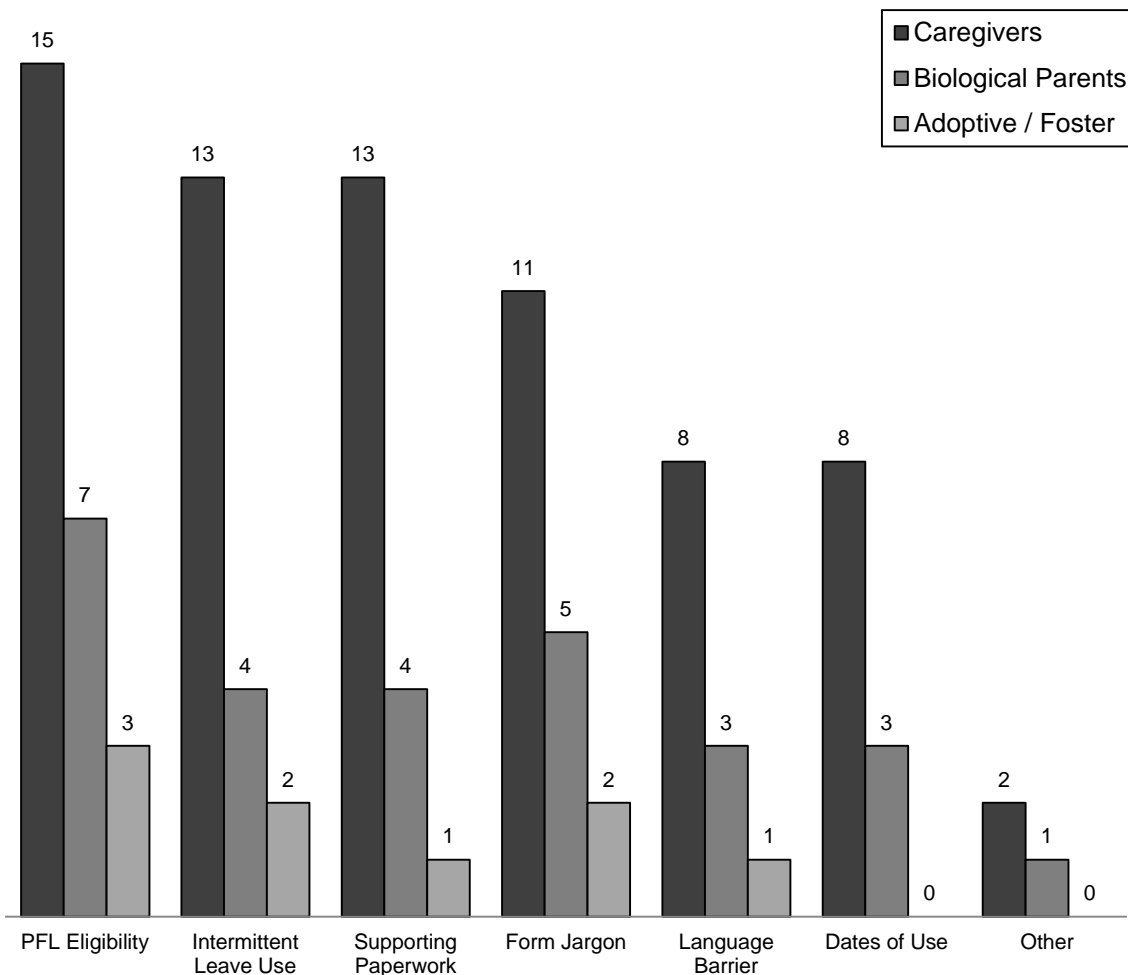
## Key Observations

- Social workers currently seem to work very little with clients when filling out PFL application forms
- 63% of social workers rarely or never receive requests from clients for assistance with the PFL application process
- This could indicate an area for potential improvement or that PFL claimants do not go to social workers with questions regarding their application

# Misconceptions concerning PFL eligibility is the largest factor of confusion



## Common Causes of Confusion in PFL Application Process (n=35)

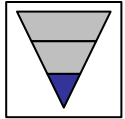


## Key Observations

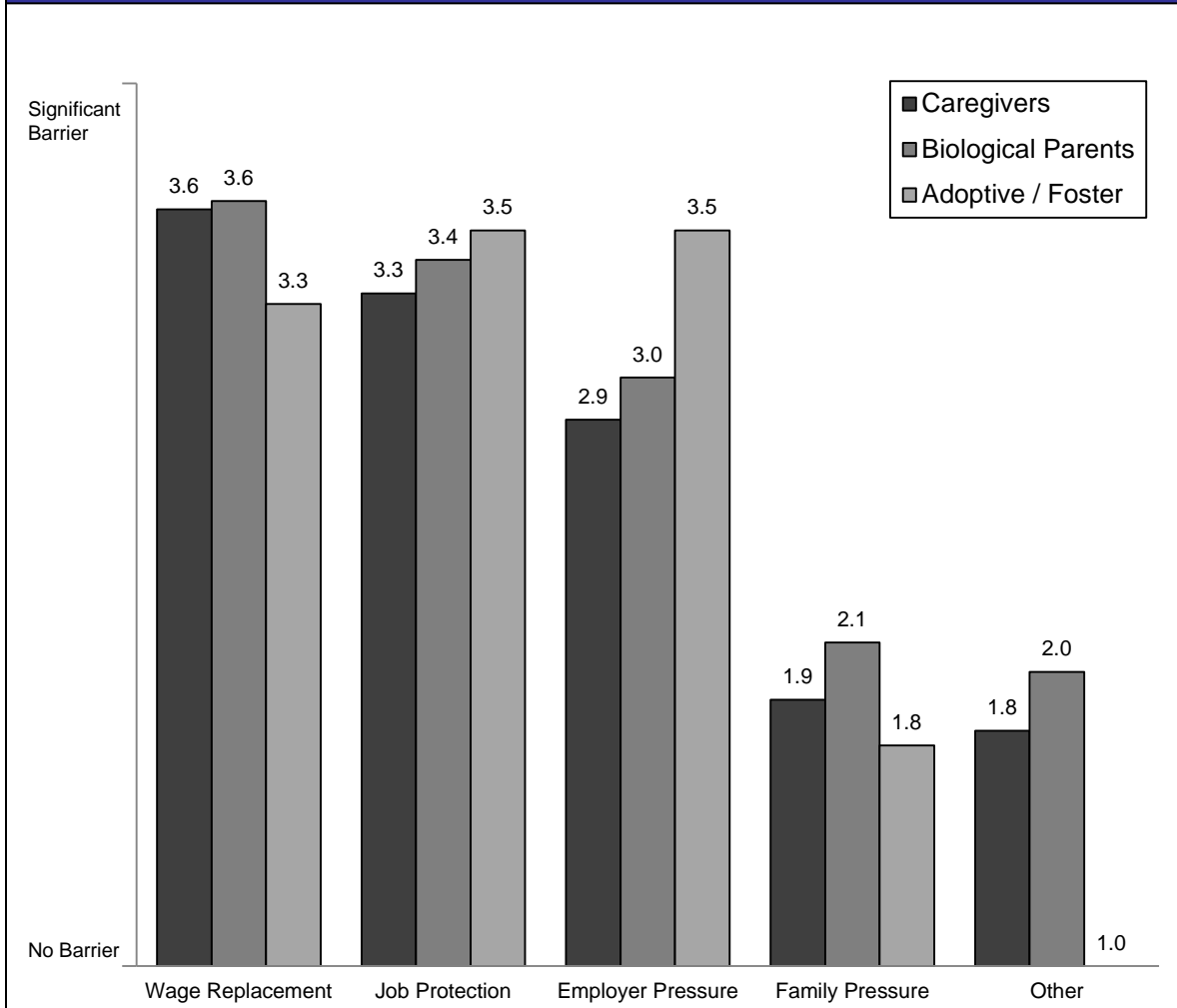
- Despite the fact that many social workers report that their clients rarely or never come to them for help with the PFL application process, respondents did highlight several areas in that process that are common causes of confusion for their clients
- The most reported area of confusion across all respondents was misconceptions concerning PFL eligibility
- The process of applying for intermittent leave was the second most reported cause of confusion as well as the required supporting paperwork
- Those who selected 'Other' listed slow processing time for the application, concerns regarding legal status and questions over the PFL extension documents



## The wage replacement rate is the largest barrier to use



### Avg. Ranking of Reported Barriers to PFL Usage (n=35)



### Key Observations

- Respondents were asked what factors presented a barrier to clients in using PFL on a scale of 1-4, with 1 being 'No Barrier' and 4 being 'Significant Barrier'
- Wage replacement rate was the combined reported highest barrier, followed by the lack of job protection
- 'Other' barriers, when listed, were ranked as a fairly low barrier; examples included not enough time provided in leave and the inability of the social worker to assist in the application process

## Conclusion

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- Most social worker respondents work in Mental Health and Health fields (22 and 17% respectively), and mostly work with other non-profit organizations and government organizations (38 and 31% respectively)
- 59% of respondents report they rarely or never speak with clients about PFL; however, when they do discuss PFL, FMLA is the most common program they discuss in conjunction
- In-person consultations are the most often utilized method of discussing PFL with clients and the most preferred method amongst social workers
- When social workers have questions regarding PFL, they most often go to EDD or the internet
- 86% of respondents reported that added training opportunities regarding PFL would have some or significant benefit for them, with conference, webinar and on-site training sessions reported as the most beneficial method of training
- 37% of respondents Always or Often provide assistance to clients when completing the PFL application process and report that misconceptions of PFL eligibility is the greatest area of confusion and the wage replacement rate and lack of job protection are the greatest areas of concern preventing use

## Appendix

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- Appendix A: Copy of Survey
- Appendix B: Copy of Email Blast Flyer & Materials

# Appendix A: Copy of Survey (pg. 1 of 13)

## EDD/NASW Survey

### Introduction - Paid Family Leave

The California Chapter of the National Association of Social Workers (NASW) is working with the Employment Development Department (EDD) to make Paid Family Leave (PFL) more accessible to those eligible for the program. EDD's specific goal is to identify opportunities to improve PFL. EDD hopes to gain invaluable insight from the members of NASW, many of whom work with and advise potential and past users of PFL on a daily basis.

This survey is anonymous and should take no more than ten minutes. However, if you would like to obtain more information and/or participate in our raffle for a chance to win a \$100 Amazon gift card, you can, at your option, provide contact information at the end of the survey.

Thank you for your assistance. We ask that you complete this survey by COB Friday, June 12. If you have any technical issues or have general questions about the survey, please contact Joshua Rayburn at [joshua.rayburn@AChangLLC.com](mailto:joshua.rayburn@AChangLLC.com) or at 916-538-6091 ext. 3.

**DESCRIPTION OF PROGRAM:** Paid Family Leave (PFL) is a California State program administered by the Employment Development Department (EDD). PFL provides up to six weeks leave in a 12-month period with a partial wage replacement to workers to bond with a child or care for a sick loved one, including a child, parent, parent-in-law, grandparent, grandchild, sibling, spouse and registered domestic partner. In addition to biological parents, adoptive and foster parents are eligible to take leave to bond with a new child. To be considered eligible, workers must have paid into State Disability Insurance (SDI).

#### 1. Based on the description above, are any of your clients eligible to use PFL?

- Yes
- No

## EDD/NASW Survey

### Introduction - Program Segmentation

PFL can be claimed by two different people groups: parents, including adoptive and foster parents, in order to bond with a new child; and family caregivers, in order to care for a sick loved one, including a child, parent, parent-in-law, grandparent, grandchild, sibling, spouse and registered domestic partner.

#### 2. Based on the description above, what group do you primarily provide services to?

- Biological parents
- Adoptive/Foster parents
- Family caregivers
- None of the above

#### 3. Do you work primarily in California?

- Yes
- No

# Appendix A: Copy of Survey (pg. 2 of 13)

## EDD/NASW Survey

### General

#### 4. Which of the following Social Work Specialties do you currently work in?

- Administration/Supervision
- Aging
- Alcohol, Tobacco and Other Drugs
- Children, Adolescents and Young Adults
- Child Welfare
- Health
- Mental Health
- Private Practice
- School Social Work
- Social and Economic Justice & Peace
- Social Work and the Courts
- Other (please specify in the text box below)

#### 5. What type of organization do you work for?

- For-profit organization
- Government agency (State, County or City)
- Professional organization
- Other non-profit organization
- Other (please specify in the text box below)

#### 6. Where do you commonly go when you have questions concerning government programs? (Select all that apply)

- In-house legal services
- Government program literature
- Professional organizations
- Other non-profit organizations
- Personal contacts
- The internet
- Other (please specify in the text box below)

#### 7. What benefit do you think there would be to social workers if training opportunities regarding Paid Family Leave were offered?

- No Benefit
- Minor Benefit
- Some Benefit
- Significant Benefit

Please provide a brief explanation as to why

# Appendix A: Copy of Survey (pg. 3 of 13)

## 8. What methods of training do you think would be effective for social workers?

	1 - Not Effective	2 - Hardly Effective	3 - Somewhat Effective	4 - Very Effective
Added module to your continuing education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New brochures and supporting documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional conference presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube tutorials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please provide explanation in the text box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## EDD/NASW Survey

### Care - Background

## 9. Which of the following Social Work Specialties do you currently work in?

- Administration/Supervision
- Aging
- Alcohol, Tobacco and Other Drugs
- Children, Adolescents and Young Adults
- Child Welfare
- Health
- Mental Health
- Private Practice
- School Social Work
- Social and Economic Justice & Peace
- Social Work and the Courts
- Other (please specify in the text box below)

## 10. What type of organization do you work for?

- For-profit organization
- Government agency (State, County or City)
- Professional organization
- Other non-profit organization
- Other (please specify in the text box below)

## 11. How many clients do you provide service to in a given year? (Please provide answer in numerical value)

## 12. In your opinion, do your clients have a use or a need for PFL if leave (up to six weeks) were used:

	Yes	No
All at once?	<input type="radio"/>	<input type="radio"/>
Intermittently?	<input type="radio"/>	<input type="radio"/>

## Appendix A: Copy of Survey (pg. 4 of 13)

### 13. How often do you discuss PFL with your clients?

- Always  
 Often  
 Rarely  
 Never

### 14. When you discuss PFL with your clients, how often do you also mention other government programs?

	Always	Often	Rarely	Never
Family Medical Leave Act (FMLA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
California Family Rights Act (CFRA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Disability Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

### EDD/NASW Survey

#### Care - Awareness

### 15. How do you provide information regarding PFL to your clients? (Select all that apply)

- In-person consultations  
 In-house written materials  
 EDD online materials  
 EDD written materials  
 Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)  
 Third-party written materials  
 Other (please specify in the text box below)

### 16. Of the materials you provide, which do your clients generally find most beneficial? (Rank the materials provided as 1 being 'Most Beneficial' and each following number less beneficial. If you do not provide the particular material, please select 'N/A')

**NOTE: Rows will automatically reorder themselves when you make a selection**

<input type="text"/>	In-person consultations	<input type="checkbox"/> N/A
<input type="text"/>	In-house written materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD online materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD written materials	<input type="checkbox"/> N/A
<input type="text"/>	Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)	<input type="checkbox"/> N/A
<input type="text"/>	Third-party written materials	<input type="checkbox"/> N/A

### 17. How often do clients ask for assistance to complete the PFL application and required documents?

- Always  
 Often  
 Rarely  
 Never

## Appendix A: Copy of Survey (pg. 5 of 13)

18. In your experience, what factors of the PFL application process are common causes of confusion for your clients? (Select all that apply)

- Misconceptions concerning PFL eligibility
- Language barrier (client is non-English speaker)
- Jargon and/or technical language of form and directions
- Difficulty and/or confusion in listing dates of leave
- Process of applying for intermittent leave
- Required supporting paperwork
- Other (please specify in the text box below)

19. In your experience, do the following factors present a barrier to your clients in taking PFL? (Select 1 – 4 for each factor, with 1 being 'No Barrier' and 4 being 'Significant Barrier')

	1 - No Barrier	2 - Minor Barrier	3 - Some Barrier	4 - Significant Barrier
Concerns about job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors (please provide an explanation in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you selected 'Other factors' above, please specify here:

20. In your experience, how many of your clients take PFL in a given year? (Please provide answer in numerical value)

21. Where do you commonly go when you have questions concerning PFL? (Select all that apply)

- Employment Development Department
- In-house legal services
- Professional organizations
- Other non-profit organizations
- Personal contacts
- The internet
- Other (please specify in the text box below)



# Appendix A: Copy of Survey (pg. 6 of 13)

## EDD/NASW Survey

### Care - Education

22. What benefit do you think there would be to social workers if training opportunities regarding Paid Family Leave were offered?

- No Benefit
- Minor Benefit
- Some Benefit
- Significant Benefit

Please provide a brief explanation as to why

23. What methods of training do you think would be effective for social workers? (Select 1 – 4 for each method, with 1 being 'Not Effective' and 4 being 'Very Effective')

	1 - Not Effective	2 - Hardly Effective	3 - Somewhat Effective	4 - Very Effective
Added module to your continuing education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New brochures and supporting documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional conference presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube tutorials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please provide explanation in the text box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## EDD/NASW Survey

### Biological Parents - Background

24. Which of the following Social Work Specialties do you currently work in?

- Administration/Supervision
- Aging
- Alcohol, Tobacco and Other Drugs
- Children, Adolescents and Young Adults
- Child Welfare
- Health
- Mental Health
- Private Practice
- School Social Work
- Social and Economic Justice & Peace
- Social Work and the Courts
- Other (please specify in the text box below)

25. What type of organization do you work for?

- For-profit organization
- Government agency (State, County or City)
- Professional organization
- Other non-profit organization
- Other (please specify in the text box below)

26. How many clients do you provide service to in a given year? (Please provide answer in numerical value)

27. In your opinion, do your clients have a use or a need for PFL if leave (up to six weeks) were used:

	Yes	No
All at once?	<input type="radio"/>	<input type="radio"/>
Intermittently?	<input type="radio"/>	<input type="radio"/>

# Appendix A: Copy of Survey (pg. 7 of 13)

28. How often do you discuss PFL with your clients?

- Always
- Often
- Rarely
- Never

29. When you discuss PFL with your clients, how often do you also mention other government programs?

	Always	Often	Rarely	Never
Family Medical Leave Act (FMLA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
California Family Rights Act (CFRA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Disability Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## EDD/NASW Survey

### Biological Parents - Awareness

30. How do you provide information regarding PFL to your clients? (Select all that apply)

- In-person consultations
- In-house written materials
- EDD online materials
- EDD written materials
- Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)
- Third-party written materials
- Other (please specify in the text box below)

31. Of the materials you provide, which do your clients generally find most beneficial? (Rank the materials provided as 1 being 'Most Beneficial' and each following number less beneficial. If you do not provide the particular material, please select 'N/A')

NOTE: Rows will automatically reorder themselves when you make a selection

<input type="text"/>	In-person consultations	<input type="checkbox"/> N/A
<input type="text"/>	In-house written materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD online materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD written materials	<input type="checkbox"/> N/A
<input type="text"/>	Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)	<input type="checkbox"/> N/A
<input type="text"/>	Third-party written materials	<input type="checkbox"/> N/A

32. How often do clients ask for assistance to complete the PFL application and required documents?

- Always
- Often
- Rarely
- Never

## Appendix A: Copy of Survey (pg. 8 of 13)

33. In your experience, what factors of the PFL application process are common causes of confusion for your clients? (Select all that apply)

- Misconceptions concerning PFL eligibility
- Language barrier (client is non-English speaker)
- Jargon and/or technical language of form and directions
- Difficulty and/or confusion in listing dates of leave
- Process of applying for intermittent leave
- Required supporting paperwork
- Other (please specify in the text box below)

34. In your experience, do the following factors present a barrier to your clients in taking PFL? (Select 1 – 4 for each factor, with 1 being 'No Barrier' and 4 being 'Significant Barrier')

	1 - No Barrier	2 - Minor Barrier	3 - Some Barrier	4 - Significant Barrier
Concerns about job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors (please provide an explanation in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you selected 'Other factors' above, please specify here:

35. In your experience, how many of your clients take PFL in a given year? (Please provide answer in numerical value)

36. Where do you commonly go when you have questions concerning PFL? (Select all that apply)

- Employment Development Department
- In-house legal services
- Professional organizations
- Other non-profit organizations
- Personal contacts
- The internet
- Other (please specify in the text box below)

# Appendix A: Copy of Survey (pg. 9 of 13)

## EDD/NASW Survey

### Biological Parents - Education

37. What benefit do you think there would be to social workers if training opportunities regarding Paid Family Leave were offered?

- No Benefit
- Minor Benefit
- Some Benefit
- Significant Benefit

Please provide a brief explanation as to why

38. What methods of training do you think would be effective for social workers? (Select 1 – 4 for each method, with 1 being 'Not Effective' and 4 being 'Very Effective')

	1 - Not Effective	2 - Hardly Effective	3 - Somewhat Effective	4 - Very Effective
Added module to your continuing education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New brochures and supporting documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional conference presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube tutorials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please provide explanation in the text box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## EDD/NASW Survey

### Adoptive/Foster Parents - Background

39. Which of the following Social Work Specialties do you currently work in?

- Administration/Supervision
- Aging
- Alcohol, Tobacco and Other Drugs
- Children, Adolescents and Young Adults
- Child Welfare
- Health
- Mental Health
- Private Practice
- School Social Work
- Social and Economic Justice & Peace
- Social Work and the Courts
- Other (please specify in the text box below)

40. What type of organization do you work for?

- For-profit organization
- Government agency (State, County or City)
- Professional organization
- Other non-profit organization
- Other (please specify in the text box below)

41. How many parents do you provide services to in a given year? (Please provide answer in numerical value)

Adoptive Parents

Foster Parents

# Appendix A: Copy of Survey (pg. 10 of 13)

42. In your opinion, do parents have a use or need for the following types of leave provided under PFL?

	Continuous leave only (up to six weeks)	Intermittent leave only (up to six weeks accumulative)	Both types of leave
Adoptive parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. How often do you discuss PFL with parents?

	Always	Often	Rarely	Never
Adoptive Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. When you discuss PFL with adoptive parents, how often do you also mention other government programs?

	Always	Often	Rarely	Never
Family Medical Leave Act (FMLA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
California Family Rights Act (CFRA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Disability Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

45. When you discuss PFL with foster parents, how often do you also mention other government programs?

	Always	Often	Rarely	Never
Family Medical Leave Act (FMLA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
California Family Rights Act (CFRA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Disability Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

## EDD/NASW Survey

### Adoptive/Foster Parents - Awareness

46. How do you provide information regarding PFL to parents? (Select all that apply)

- In-person consultations
- In-house written materials
- EDD online materials
- EDD written materials
- Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)
- Third-party written materials
- Other (please specify in the text box below)

47. Of the materials you provide, which do your clients generally find most beneficial? (Rank the materials provided as 1 being 'Most Beneficial' and each following number less beneficial. If you do not provide the particular material, please select 'N/A')

NOTE: Rows will automatically reorder themselves when you make a selection

<input type="text"/>	In-person consultations	<input type="checkbox"/> N/A
<input type="text"/>	In-house written materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD online materials	<input type="checkbox"/> N/A
<input type="text"/>	EDD written materials	<input type="checkbox"/> N/A
<input type="text"/>	Third-party online materials (i.e. materials from non-profit organizations, professional organizations, etc.)	<input type="checkbox"/> N/A
<input type="text"/>	Third-party written materials	<input type="checkbox"/> N/A

48. How often do parents ask for assistance to complete the PFL application and required documents?

- Always
- Often
- Rarely
- Never

## Appendix A: Copy of Survey (pg. 11 of 13)

49. In your experience, what factors of the PFL application process are common causes of confusion for parents? (Select all that apply)

- Misconceptions concerning PFL eligibility
- Language barrier (client is non-English speaker)
- Jargon and/or technical language of form and directions
- Difficulty and/or confusion in listing dates of leave
- Process of applying for intermittent leave
- Required supporting paperwork
- Other (please specify in the text box below)

50. In your experience, do the following factors present a barrier to your clients in taking PFL? (Select 1 – 4 for each factor, with 1 being 'No Barrier' and 4 being 'Significant Barrier')

	1 - No Barrier	2 - Minor Barrier	3 - Some Barrier	4 - Significant Barrier
Concerns about job protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familial or cultural pressure to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure from employer to not take leave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage replacement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factors (please provide an explanation in the text box below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you selected 'Other factors' above, please specify here:

51. In your experience, how many parents that you provide service to take PFL in a given year? (Please provide answer in numerical value)

Adoptive parents

Foster parents

52. Where do you commonly go when you have questions concerning PFL? (Select all that apply)

- Employment Development Department
- In-house legal services
- Professional organizations
- Other non-profit organizations
- Personal contacts
- The internet
- Other (please specify in the text box below)

## Appendix A: Copy of Survey (pg. 12 of 13)

### EDD/NASW Survey

#### Adoptive/Foster Parents - Education

53. What benefit do you think there would be to social workers if training opportunities regarding Paid Family Leave were offered?

- No Benefit  
 Minor Benefit  
 Some Benefit  
 Significant Benefit

Please provide a brief explanation as to why

54. What methods of training do you think would be effective for social workers? (Select 1 – 4 for each method, with 1 being 'Not Effective' and 4 being 'Very Effective')

	1 - Not Effective	2 - Hardly Effective	3 - Somewhat Effective	4 - Very Effective
Added module to your continuing education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New brochures and supporting documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-site presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentations at professional conferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube tutorials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please provide explanation in the text box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify in the text box below)

### EDD/NASW Survey

#### Closing - Sign-up Request

Thank you for taking our survey!

55. Thank you for your time. Please indicate below if you are interested in either obtaining more information about Paid Family Leave from EDD and/or entering the raffle for a chance to win the \$100 Amazon gift card. Your contact information, should you choose to provide it, will not be used for any reason other than those selected below. (Select all that apply)

- I would like to learn more about Paid Family Leave  
 I would like to enter the raffle  
 No thank you

## Appendix A: Copy of Survey (pg. 13 of 13)

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### EDD/NASW Survey

#### Closing - Raffle Entry

**56. Please enter your name and email address below. We will not use your contact information for any purpose other than the one requested. Thank you again!**

First and Last Name

Email Address



## Appendix B: Copy of Email Blast Flyer & Materials



NASW-CA Chapter

June 1 at 1:34pm · 🌐

HELLO SOCIAL WORK PROFESSIONALS!

Are you interested in winning a \$100 Amazon gift card?

EDD and NASW are working together to ensure ALL eligible Californians have access to the FULL benefits of paying into State Disability Insurance. We need your input on this survey to empower individuals to take advantage of California's Paid Family Leave program. Your insights will help us understand the needs and preferences of the communities you serve, and how best to make PFL accessible to them.

At the end of the survey, you will have an opportunity to enter your name into a raffle for a \$100 Amazon gift card. Please feel free to share this survey link with your fellow social workers!!

### EDD/NASW Survey

The California Chapter of the National Association of Social Workers (NASW) is working with the Employment Development Department (EDD) to make Paid Family Leave (PFL) more accessible to those eligible for the program. EDD's specific goal is to identify opportunities to improve PFL.

[SURVEYMONKEY.COM](https://www.surveymonkey.com)

Like · Comment · Share

Are you a  
**Social Worker?**

Please  
take a short  
survey on  
**Paid Family Leave**

**EDD** Employment  
Development  
Department  
State of California

**NASW**  
National Association of Social Workers  
CALIFORNIA CHAPTER

## Contact information

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Andrew Chang & Company, LLC  
1107 9<sup>th</sup> Street #501  
Sacramento, CA 95814  
Office: 916-538-6091  
Website: [AChangLLC.com](http://AChangLLC.com)

## Paid Family Leave Market Research (Appendix)

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## Appendix I: Potential Outreach Partners

Prepared by:







July 13, 2015

## Appendix I: Potential Outreach Partners (Legend)





Organization	Target Market	Description	Contact Information
Organization Name	<ul style="list-style-type: none"> <li>▪ Target 1</li> <li>▪ Target 2</li> <li>▪ Target 3</li> <li>▪ Target 4</li> </ul>	<ul style="list-style-type: none"> <li>▪ Description</li> <li>▪ Channels available</li> </ul>	Address Line 1 Address Line 2 Phone number E-mail Organization Website

Target Markets	
Adoption	Faith provider
African American cultural group	Pilipino cultural group
Armenian cultural group	Foster parents
Bonding	Latino cultural group
Bonding/ fathers	LGBT cultural group
Businesses	Punjabi cultural group
Caregiver	Social workers
Chinese cultural group	Vietnamese cultural group





# Appendix I: Potential Outreach Partners (pg. 1 of 16)

Organization	Target Market	Description	Contact Information
 <p>Alzheimer's Association Northern California and Northern Nevada</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The Alzheimer's Association serves hundreds of families with a 24/7 helpline, offers one-on-one care consultations, maintains more than 150 support groups and mobilizes 1,000s of volunteers</li> <li>Organizes support groups, Alzheimer's education, local resource referrals and telephone support</li> </ul>	<p>2290 North First St. Suite 101 San Jose, CA 95131 (408) 372-9900 norcal-info@alz.org <a href="http://www.alz.org/norcal/">http://www.alz.org/norcal/</a></p>
 <p>Asian Pacific Islander American Public Affairs Association</p>	<ul style="list-style-type: none"> <li>Chinese cultural group</li> <li>Pilipino cultural group</li> <li>Vietnamese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The mission of the APAPA is to empower Asian and Pacific Islander (API) Americans in civic and public affairs through education, active participation and leadership development</li> <li>Community outreach and education, blog and educational workshops</li> </ul>	<p>4000 Truxel Road, Suite 3 Sacramento, CA 95834 (916) 928-9988 info@apapa.org <a href="http://www.apapa.org/">http://www.apapa.org/</a></p>
 <p>APA Family Support Services</p>	<ul style="list-style-type: none"> <li>Chinese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>APA's mission is to promote healthy children and families by providing family support services to prevent child abuse and domestic violence</li> <li>Parent stress line, parent and employment support and counseling</li> </ul>	<p>10 Nottingham Pl. San Francisco, CA 94133 (415) 617-0061 info@apafss.org <a href="http://www.apafss.org/">http://www.apafss.org/</a></p>
 <p>Armenian American Medical Society of California</p>	<ul style="list-style-type: none"> <li>Armenian cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The mission of AAMS is to cultivate and develop professional, social and friendly relations amongst its members and to contribute toward the improvement of the health services rendered to the Armenian community in the Diaspora and Armenia</li> <li>Educational events, member list and California Health Festival</li> </ul>	<p>P.O. Box 32 Glendale, CA 91209 (818) 980-7777 <a href="https://www.aamsc.com/index.php/site/contact">https://www.aamsc.com/index.php/site/contact</a> <a href="https://www.aamsc.com/index.php/site">https://www.aamsc.com/index.php/site</a></p>

## Appendix I: Potential Outreach Partners (pg. 2 of 16)





Organization	Target Market	Description	Contact Information
 <p>Armenian National Committee of America</p>	<ul style="list-style-type: none"> <li>Armenian cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The ANCA is the largest and most influential Armenian American grassroots political organization. The ANCA actively advances the concerns of the Armenian American community on a broad range of issues</li> <li>Member list, newsletter and fact sheets</li> </ul>	<p>104 N Belmont Suite 200 Glendale, CA 91206 (818) 500-1918 info@ancawr.org</p>
 <p>Asian Health Services</p>	<ul style="list-style-type: none"> <li>Chinese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>AHS is a community health center that offers primary health care services with 36 exam rooms and a dental clinic with 7 chairs whose staff is fluent in English and eleven Asian languages: Cantonese, Vietnamese, Mandarin, Karen Korean, Khmer (Cambodian), Mien, Mongolian, Tagalog, Lao and Burmese</li> <li>Health services and cultural outreach</li> </ul>	<p>818 Webster St. Oakland, CA (510) 986-6800 lcap@ahschc.org <a href="http://www.asianhealthservices.org/">http://www.asianhealthservices.org/</a></p>
 <p>Aspiranet</p>	<ul style="list-style-type: none"> <li>Adoption</li> <li>Foster care</li> </ul>	<ul style="list-style-type: none"> <li>For more than 35 years, Aspiranet has been dedicated to creating permanent, lifelong connections for children and families located in California</li> <li>Educational events, family and community education, foster and adoptive help</li> </ul>	<p>9719 Lincoln Village Drive, Suite # 401, Sacramento, CA 95827 (916) 366-1656 <a href="http://www.aspiranet.org/who-we-are/agency-structure/contact-us-1/">http://www.aspiranet.org/who-we-are/agency-structure/contact-us-1/</a> <a href="http://www.aspiranet.org/">http://www.aspiranet.org/</a></p>
 <p>AU CO Vietnamese Cultural Center</p>	<ul style="list-style-type: none"> <li>Vietnamese Cultural Group</li> </ul>	<ul style="list-style-type: none"> <li>The purpose of the AU CO Cultural Center is to promote and preserve the language and the broad-minded, humanity culture of the Vietnamese people</li> <li>Vietnamese education programs, senior program and educational workshops</li> </ul>	<p>P.O. Box 347042 San Francisco, CA 94134 (415) 828-4754 <a href="http://www.aucocenter.org/home/index.php/us/lien-lc">http://www.aucocenter.org/home/index.php/us/lien-lc</a> <a href="http://www.aucocenter.org">http://www.aucocenter.org</a></p>

# Appendix I: Potential Outreach Partners (pg. 3 of 16)





Organization	Target Market	Description	Contact Information
 <p>Black Infant Health Program</p>	<ul style="list-style-type: none"> <li>African American cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The BIHP provides a support group intervention that encourages empowerment and social support in the context of a life course perspective</li> <li>Education and counseling</li> </ul>	<p>9616 Micron Ave Suite 670 Sacramento, CA 95827 (916) 876-5504 <a href="http://www.dhhs.saccounty.net/PUB/Pages/Black-Infant-Health-Program/SP-Black-Infant-Health-Program.aspx">http://www.dhhs.saccounty.net/PUB/Pages/Black-Infant-Health-Program/SP-Black-Infant-Health-Program.aspx</a></p>
 <p>California Association of Adoptive Agencies</p>	<ul style="list-style-type: none"> <li>Adoption</li> <li>New parents</li> </ul>	<ul style="list-style-type: none"> <li>CAAA is a nonprofit, professional organization of over 70 licensed public and private adoption agencies. Their members are committed to placing waiting children with, safe, permanent, loving adoptive families and establishing ethical standards for adoption policy in California</li> <li>Free adoption education sessions</li> </ul>	<p><a href="http://www.california-adoption.org/contact-us.html">http://www.california-adoption.org/contact-us.html</a> <a href="http://www.california-adoption.org/">http://www.california-adoption.org/</a></p>
 <p>California Community Colleges Chancellor's Office</p> <p>California Community Colleges Chancellor's Office</p>	<ul style="list-style-type: none"> <li>Adoption</li> <li>Bonding</li> <li>Foster parents</li> </ul>	<ul style="list-style-type: none"> <li>The mission of the California Community Colleges Board of Governors and the Chancellor's Office is to empower the community colleges through leadership, advocacy and support</li> <li>Foster care education classes and adoption education</li> </ul>	<p>1102 Q St. Suite 4554 Sacramento, CA, 95811 (916) 445-8752 <a href="mailto:info@cccco.edu">info@cccco.edu</a> <a href="http://californiacommunitycolleges.cccco.edu/">http://californiacommunitycolleges.cccco.edu/</a></p>
 <p>California Culture Change Coalition</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>California Culture Chang Coalition provides support and expertise to California's nursing homes assisting them to become models for quality of care, quality of life and quality of work</li> <li>Monthly workshops to educate and help caregivers</li> </ul>	<p>(916) 969-9738 <a href="mailto:info@calculturechange.org">info@calculturechange.org</a> <a href="http://www.caltulturechange.org/Home.aspx">http://www.caltulturechange.org/Home.aspx</a></p>







## Appendix I: Potential Outreach Partners (pg. 4 of 16)

Organization	Target Market	Description	Contact Information
 <p>California Family Resource Association</p>	<ul style="list-style-type: none"> <li>Bonding</li> </ul>	<ul style="list-style-type: none"> <li>CFRA is a statewide membership association of over 300 organizations that serve children and families</li> <li>Educational news, newsletter and family support</li> </ul>	<p>4700 Roseville Rd North Highlands, CA, 95660 (916) 244-1946 <a href="http://californiafamilyresource.org/pages/1">http://californiafamilyresource.org/pages/1</a></p>
 <p>California Hospice and Palliative Care Association</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>CHAPCA is a membership association that promotes and strengthens the delivery of palliative and hospice care for terminally ill patients and their families through education and advocacy</li> <li>Educational program for caregivers and physicians, list of related organizations and monthly newsletter</li> </ul>	<p>3841 North Freeway Blvd, Suite 100 Sacramento, CA, 95834 (916) 925-3770 <a href="mailto:Info@calhospice.org">Info@calhospice.org</a> <a href="http://www.calhospice.org/">http://www.calhospice.org/</a></p>
 <p>California Hospital Association</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>CHA is a trusted resource, working with members to achieve legislative, regulatory and legal accomplishments at the state and federal level</li> <li>Whether you work in human resources, risk management, reimbursement, disaster planning or plant operations, CHA offers numerous programs designed to meet the needs of hospital executives</li> </ul>	<p>1215 K St, Suite 800 Sacramento, CA, 95814 (916) 443-7401 <a href="http://www.calhospital.org/contact-us">http://www.calhospital.org/contact-us</a> <a href="http://www.calhospital.org/">http://www.calhospital.org/</a></p>
 <p>California LGBT Health and Human Services Network</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The California LGBT Health and Human Services Network is a statewide coalition of nonprofit care providers, community centers and researchers working collectively to advocate for state level policies and resources that will advance LGBT health</li> <li>Member list of organizations with contact information</li> </ul>	<p>(510) 873-8787 <a href="http://www.californialgbthealth.org/">http://www.californialgbthealth.org/</a></p>





## Appendix I: Potential Outreach Partners (pg. 5 of 16)

Organization	Target Market	Description	Contact Information
 <p>California Manufacturers &amp; Technology Association</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>CMTA works to improve and enhance a strong business climate for California's 30,000 manufacturing, processing and technology based companies</li> <li>Weekly legislative and regulatory updates and monthly newsletter</li> </ul>	<p>1115 Eleventh St Sacramento, CA, 95814 (916) 498-3347 <a href="http://www.cmta.net/">http://www.cmta.net/</a></p>
 <p>California Restaurant Association</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>CRA provides ultimate access to the resources and support restaurant professionals need to lead thriving businesses</li> <li>Trade show, legal seminars, newsletter and YouTube videos</li> </ul>	<p>621 Capitol Mall, Suite 2000 Sacramento, CA, 95814 (916) 431-2733 <a href="http://www.calrest.org/">http://www.calrest.org/</a></p>
 <p>California Society for Human Resource Management</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>CalSHRM's professional community of more than 22,000 SHRM members and 120,000+ HR practitioners have unique California specific challenges and can affect change in California employment</li> <li>2015 California State Legislative and HR conference, texts alerts, quarterly meetings and newsletter</li> </ul>	<p>2972 W. Swain Rd, #115 Stockton, CA 95219 Cal.Shrm@gmail.com <a href="http://calshrm.shrm.org/">http://calshrm.shrm.org/</a></p>
 <p>California Society of CPA's</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>California CPA's 40,000 members are indisputably California's finest CPAs, leading business and finance professionals, students and educators, dedicated to an unparalleled level of integrity</li> <li>Education seminars</li> </ul>	<p>1800 Gateway Dr, Suite 200 San Mateo, CA 94404-4072 (916) 551-2961 <a href="http://www.calcpa.org/contact-us">http://www.calcpa.org/contact-us</a> <a href="http://www.calcpa.org/">http://www.calcpa.org/</a></p>





## Appendix I: Potential Outreach Partners (pg. 6 of 16)

Organization	Target Market	Description	Contact Information
 <p>California State Foster Parents Association Inc.</p>	<ul style="list-style-type: none"> <li>▪ Bonding</li> <li>▪ Foster parents</li> </ul>	<ul style="list-style-type: none"> <li>▪ California State Foster Parents Association's main focus is to address issues of foster parents, guardianship and adoptive parents, also kinship placements that now includes over 55% of all children in out-of-home placements in California</li> <li>▪ Quarterly meeting of all members, parent phone network, annual training conference and newsletter</li> </ul>	<p>(510) 569-1124  <a href="http://csfpaonline.org/contact/">http://csfpaonline.org/contact/</a>  <a href="http://csfpaonline.org/">http://csfpaonline.org/</a></p>
 <p>Cay Da Foundation</p>	<ul style="list-style-type: none"> <li>▪ Vietnamese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Cay Da Foundation promotes organizational collaboration to encourage the pooling of resources among organizations and community members and to leverage its individual strengths. Cay Da supports social entrepreneurship to create vehicles for innovative change</li> <li>▪ Blog, Vietnamese cultural events, radio show, newsletter and news board</li> </ul>	<p>(408) 540-6193  <a href="http://www.cayda.org/">http://www.cayda.org/</a></p>
 <p><b>children's</b> institute, inc.  <small>safe children, strong families, healthy communities</small></p> <p>Children's Institute, Inc.</p>	<ul style="list-style-type: none"> <li>▪ Bonding/fathers</li> <li>▪ Caregivers</li> <li>▪ New parents</li> </ul>	<ul style="list-style-type: none"> <li>▪ CII helps children in Los Angeles's most challenged communities heal from the trauma of family and community violence, build the confidence and skills to break through the barriers of poverty and grow up to lead healthy, productive lives</li> <li>▪ Education and care</li> </ul>	<p>2121 West Temple Street          Los Angeles, California 90026          (213) 260-7600  <a href="http://www.childrensinstitute.org/">http://www.childrensinstitute.org/</a></p>
 <p>華埠服務中心  <b>Chinatown Service Center</b></p> <p>Chinatown Services Center</p>	<ul style="list-style-type: none"> <li>▪ Chinese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Chinatown Service Center is a private, nonprofit organization for the purpose of serving immigrants, refugees and others in need of assistance in their adjustment to American life</li> <li>▪ Health education services</li> </ul>	<p>767 N. Hill Street, Suite 200          Los Angeles, CA 90012          (213) 808-1792  <a href="http://www.cscla.org/">http://www.cscla.org/</a></p>




## Appendix I: Potential Outreach Partners (pg. 7 of 16)

Organization	Target Market	Description	Contact Information
 <p>Chinese American Coalition for Compassionate Care</p>	<ul style="list-style-type: none"> <li>Chinese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Chinese American Coalition for Compassionate Care works to educate, train and do outreach about end-of-life issues to the Chinese American community</li> <li>Annual Summit, Health Care Professional workshops, community educational programs and health and hospice care training</li> </ul>	<p>P.O. Box 276 Cupertino, CA 95015 (916) 835-4007 admin@cacccc-usa.org <a href="http://cacccc-usa.org/">http://cacccc-usa.org/</a></p>
 <p>Coalition for Compassionate Care of California</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>CCCC is a statewide collaborative of organizations and individuals representing healthcare providers, assisted living facilities, nursing homes, hospices, consumers, state agencies and others</li> <li>Help with family care planning, physician education and healthcare provider education</li> </ul>	<p>1331 Garden Highway, Suite 100 Sacramento, CA 95833 (916) 489-2222 <a href="http://coalitionccc.org/who-we-are/contact-us/">http://coalitionccc.org/who-we-are/contact-us/</a> <a href="http://coalitionccc.org/">http://coalitionccc.org/</a></p>
 <p>County Behavioral Health Directors Association of California</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Health Directors assure the accessibility of quality, cost-effective, culturally competent behavioral health care for the people of the State of California by providing the leadership, advocacy and support to public behavioral health programs</li> <li>Member handouts and member support</li> </ul>	<p>2125 19th St, Second floor Sacramento, CA 95818 (916) 556-3477 <a href="http://www.cbhda.org/">http://www.cbhda.org/</a></p>
 <p>Davis Senior Center</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Davis Senior center provides the highest quality recreational, social and supportive services for mature adults and their family members by sustaining a warm, inviting place where adults of all ages can explore and enjoy activities</li> <li>Health and wellness educational programs</li> </ul>	<p>646 A St Davis, CA 95616 (530) 757-5696 seniorservices@cityofdavis.org <a href="http://community-services.cityofdavis.org/senior-services">http://community-services.cityofdavis.org/senior-services</a></p>





## Appendix I: Potential Outreach Partners (pg. 8 of 16)

Organization	Target Market	Description	Contact Information
 <p>El Concilio</p>	<ul style="list-style-type: none"> <li>Latino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>El Concilio's services aim to create self-sufficiency through counseling, referrals and education. El Concilio believes that persons empowered to help themselves become significant assets to the community at large</li> <li>Legal services, immigration services, educational and cultural events, counseling, health insurance and enrollment services</li> </ul>	<p>445 N. San Joaquin St Stockton, CA 95202 (209) 644-2600 <a href="http://www.elconcilio.org/Contact-Us.html">http://www.elconcilio.org/Contact-Us.html</a> <a href="http://www.elconcilio.org/">http://www.elconcilio.org/</a></p>
 <p>El Nido Family Centers</p>	<ul style="list-style-type: none"> <li>Latino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>El Nido Family Centers strengthens and empowers disadvantaged children, youth and families</li> <li>Counseling and cultural outreach</li> </ul>	<p>10200 Sepulveda Boulevard, Suite 350 Mission Hills, CA 91345 (818) 830-3646 <a href="http://elnidofamilycenters.org/">http://elnidofamilycenters.org/</a></p>
 <p>Family Caregiver Alliance</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>FCA is a community-based nonprofit organization organized to address the needs of families and friends providing long-term care for loved ones at home</li> <li>Caregiver education, newsletter, support groups, directory and Family Care Navigator, an online resource which helps family caregivers locate public, nonprofit, and private programs and services nearest their loved one</li> </ul>	<p>785 Market St, Suite 750 San Francisco, CA 94103 (415) 434-3388 <a href="https://caregiver.org/contact">https://caregiver.org/contact</a> <a href="https://caregiver.org/">https://caregiver.org/</a></p>
 <p>Filipino Community Center San Francisco</p>	<ul style="list-style-type: none"> <li>Pilipino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Filipino Community Center works to provide a safe space where Filipino families can access services, meet and hold activities and to improve our collective capacity to address our immediate and long term needs, with a commitment to the low-income and underserved, through organizing, advocacy and service</li> <li>Community outreach and fiscal support</li> </ul>	<p>4681 Mission St San Francisco, CA 94112 (415) 333-6267 info @ filipinocc.org <a href="http://www.filipinocc.org">www.filipinocc.org</a></p>





## Appendix I: Potential Outreach Partners (pg. 9 of 16)

Organization	Target Market	Description	Contact Information
 <p>Filipino-American Cultural Organization</p>	<ul style="list-style-type: none"> <li>Pilipino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Filipino-American Cultural Organization exists to promote, preserve and promulgate their cultural heritage through education, cultural and charitable activities; and spread cultural understanding and compassion between people</li> <li>Cultural and educational events and member list</li> </ul>	<p>P.O. Box 6276 Oceanside, CA 92052-6276 <a href="http://www.filamcultural.com/contact.htm">http://www.filamcultural.com/contact.htm</a> <a href="http://www.filamcultural.com/">http://www.filamcultural.com/</a></p>
<p>Gurdwara Sahib</p>	<ul style="list-style-type: none"> <li>Punjabi cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Sikh Temple of Sacramento (commonly known as Gurdwara or “gateway to the guru”) is a place of worship for the majority of the Sikh population residing in the Greater Sacramento area</li> <li>Education and cultural outreach</li> </ul>	<p>2301 Evergreen Ave West Sacramento, CA 95691 (916) 371-5415 <a href="http://sikhtemple.org/contact-us/">http://sikhtemple.org/contact-us/</a> <a href="http://sikhtemple.org/">http://sikhtemple.org/</a></p>
 <p>La Familia</p>	<ul style="list-style-type: none"> <li>Latino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>La Familia provides ongoing workshops and services to assist community members with their employment and education needs</li> <li>Family counseling and educational events</li> </ul>	<p>5523 34th St Sacramento, CA 95820 (916) 452-3601 <a href="mailto:info@lafcc.org">info@lafcc.org</a> <a href="http://lafcc.org/">http://lafcc.org/</a></p>
 <p>Latino Coalition for a Healthy California</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>LCHC advocates to impact Latino health by focusing on policy development, providing enhanced information and community involvement</li> <li>Member list, regional meetings and member alerts</li> </ul>	<p>1225 8th St, Suite 375 Sacramento, CA 95814 (916) 448-3234 <a href="mailto:lchc@lchc.org">lchc@lchc.org</a> <a href="http://www.lchc.org/">http://www.lchc.org/</a></p>

## Appendix I: Potential Outreach Partners (pg. 10 of 16)





Organization	Target Market	Description	Contact Information
 <p>Latino Resource Organization, Inc.</p> <p>Latino Resource Organization</p>	<ul style="list-style-type: none"> <li>Latino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>Latino Resource Organization is a nonprofit, community-based, social service organization whose mission is to provide quality social, economic and community development services so that the lives of low and moderate income people are improved</li> <li>Educational services</li> </ul>	<p>610 California Ave Venice, CA. 90291 (310) 578-6069 info@latinoresource.org <a href="http://www.latinoresource.org/">http://www.latinoresource.org/</a></p>
 <p>League of United Latin American Citizens</p>	<ul style="list-style-type: none"> <li>Latino cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The mission of the League of United Latin American Citizens is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States</li> <li>Health education, women and senior education</li> </ul>	<p>1225 8th Street, Suite 375 Sacramento, CA 95814 (916) 551-1330 <a href="http://lulac.org/about/contact_us_listing/">http://lulac.org/about/contact_us_listing/</a> <a href="http://lulac.org/">http://lulac.org/</a></p>
 <p>Legal Aid Society - Employment Law Center</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The Legal Aid Society–Employment Law Center promotes the stability of low-income and disadvantaged workers and their families by addressing issues that affect their ability to achieve self-sufficiency</li> <li>Legal consultation, education and do-it-yourself guides</li> </ul>	<p>180 Montgomery Street, Suite 600 San Francisco, CA 94104 (415) 864-8848 <a href="https://las-elc.org/">https://las-elc.org/</a></p>
 <p>Lilliput Children's Services</p>	<ul style="list-style-type: none"> <li>Adoption</li> <li>Foster parents</li> </ul>	<ul style="list-style-type: none"> <li>Lilliput Children's Services is a private, nonprofit agency licensed by the State of California. They are Northern California's domestic adoption specialists, completing more foster adoptions than any other private adoption agency . They are a leading kinship care services provider in California</li> <li>Counseling, training and educational services</li> </ul>	<p>8391 Auburn Blvd Citrus Heights, CA 95610 (916) 923-5444 Info@Lilliput.org <a href="http://www.lilliput.org/default.aspx">http://www.lilliput.org/default.aspx</a></p>

## Appendix I: Potential Outreach Partners (pg. 11 of 16)





Organization	Target Market	Description	Contact Information
 <p>Los Angeles LGBT Center</p>	<ul style="list-style-type: none"> <li>LGBT cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Los Angeles LGBT Center provides services for more LGBT people than any other organization in the world</li> <li>Educational workshops and educational events held on their various campuses</li> </ul>	<p>1625 N. Schrader Blvd, Los Angeles, CA 90028-6213 (323) 993-7400 <a href="http://www.lalgbtcenter.org/">http://www.lalgbtcenter.org/</a></p>
 <p>Multi-Ethnic Collaborative of Community Agencies (MECCA)</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The mission of MECCA is to create a sustainable system of integrated health care delivery and human development amongst its members through education, outreach and advocacy in order to increase access and resources to diverse multicultural communities</li> <li>Online resources, training programs and list of collaborative organizations</li> </ul>	<p>1505 E.17th Street, Suite 123 Santa Ana, Ca 92705 (714) 202-4750 <a href="http://ocmecca.org/contact-us/">http://ocmecca.org/contact-us/</a> <a href="http://ocmecca.org/">http://ocmecca.org/</a></p>
 <p>National Association of Social Workers</p>	<ul style="list-style-type: none"> <li>Social workers</li> </ul>	<ul style="list-style-type: none"> <li>NASW works to enhance the professional growth and development of its members, to create and maintain professional standards and to advance sound social policies</li> <li>Professional development classes, annual conference, statewide newsletter and statewide calendar</li> </ul>	<p>1016 23rd St Sacramento, CA 95816-4957 (916) 442-4565</p>
 <p>National Latino Fatherhood and Family Institute</p>	<ul style="list-style-type: none"> <li>Bonding/ fathers</li> </ul>	<ul style="list-style-type: none"> <li>The NLFFI provides culturally competent curriculum, social and educational services with programs designed to influence men to become strong fathers and responsible men and provide culturally competent health and mental health services</li> <li>Newsletter and education</li> </ul>	<p>1550 The Alameda, Suite 303 San Jose, CA 95126-2304 (408) 676-8215 <a href="http://www.nationalcompadresnetwork.com/contact/contact.php">http://www.nationalcompadresnetwork.com/contact/contact.php</a></p>







## Appendix I: Potential Outreach Partners (pg. 12 of 16)

Organization	Target Market	Description	Contact Information
 <p>Network of Ethnic Physician Organizations</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>NEPO is a coalition of more than 50 ethnic physician organizations in California</li> <li>2015 Building Healthy Communities Summit and newsletter</li> </ul>	<p>2230 L St Sacramento, CA 95816 (916) 779-6620 <a href="http://www.ethnicphysicians.org">www.ethnicphysicians.org</a></p>
 <p>Planned Parenthood Los Angeles</p>	<ul style="list-style-type: none"> <li>Bonding</li> </ul>	<ul style="list-style-type: none"> <li>Planned Parenthood Los Angeles is the largest provider of reproductive health care services in Los Angeles County. They provide health services to more than 140,000 women, men and teens in Los Angeles County each year, 94% of whom come to them for family planning services and 78% of whom are at or below the federal poverty level</li> <li>Educational services</li> </ul>	<p>400 West 30th Street Los Angeles, CA 90007 (213) 284-3200 <a href="mailto:PPLA-Education@pp-la.org">PPLA-Education@pp-la.org</a> <a href="http://www.plannedparenthood.org/planned-parenthood-los-angeles">http://www.plannedparenthood.org/planned-parenthood-los-angeles</a></p>
 <p>Planned Parenthood Mar Monte</p>	<ul style="list-style-type: none"> <li>Bonding</li> </ul>	<ul style="list-style-type: none"> <li>Planned Parenthood Mar Monte improves and transforms the lives of over 250,000 women, men and children every year in 29 counties throughout mid-California and 13 counties in Northern Nevada</li> <li>Educational services</li> </ul>	<p>1691 The Alameda San Jose, CA 95126 (408) 795-3600 <a href="http://www.plannedparenthood.org/planned-parenthood-mar-monte">http://www.plannedparenthood.org/planned-parenthood-mar-monte</a></p>
 <p>Planned Parenthood of Orange &amp; San Bernardino Counties</p>	<ul style="list-style-type: none"> <li>Bonding</li> </ul>	<ul style="list-style-type: none"> <li>Planned Parenthood of Orange and San Bernardino Counties provides essential reproductive health care, nutrition services and education programs to more than 160,000 local women and men, regardless of their personal circumstances or ability to pay</li> <li>Educational services</li> </ul>	<p>700 S. Tustin St. Orange, CA 92866 (714) 633-6373 <a href="http://www.plannedparenthood.org/planned-parenthood-orange-san-bernardino">http://www.plannedparenthood.org/planned-parenthood-orange-san-bernardino</a></p>





## Appendix I: Potential Outreach Partners (pg. 13 of 16)

Organization	Target Market	Description	Contact Information
 <p>Punjabi-American Cultural Association</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The Punjabi-American Cultural Association exists in order to create a better understanding among different communities and educate people about the Punjabi culture and Sikh religion</li> <li>Educational classes, heritage festival, mailing list and various Punjabi educational publications</li> </ul>	<p>5055 Business Center Dr, Suite 108, #165 Fairfield, CA 94534 info@PACassociation.org <a href="http://www.pacassociation.org/">http://www.pacassociation.org/</a></p>
 <p>Roman Catholic Diocese of Sacramento</p>	<ul style="list-style-type: none"> <li>Faith providers</li> </ul>	<ul style="list-style-type: none"> <li>The Roman Catholic Diocese of Sacramento provides community outreach and education to the area's church membership</li> <li>Community outreach and education</li> </ul>	<p>2110 Broadway Sacramento, CA 95818 (916) 733-0100 <a href="http://www.diocese-sacramento.org/">http://www.diocese-sacramento.org/</a></p>
 <p>Sacramento Latino Medical Association</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>Sacramento Latino Medical Association is an organization of physicians in the Sacramento Valley advocating for the delivery of high-quality and culturally appropriate healthcare to the Latino community in the Sacramento region</li> <li>Mentorship program and membership contacts</li> </ul>	<p>PO Box 367 Sacramento, CA 95812 info@Salmamd.com <a href="http://salmamd.com/">http://salmamd.com/</a></p>
 <p>Sacramento LGBT Community Center</p>	<ul style="list-style-type: none"> <li>LGBT cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Sacramento LGBT Community Center creates events, programs and pathways to services that help lesbian, gay, bisexual and transgender people feel welcome, needed and safe</li> <li>Educational seminars and community outreach</li> </ul>	<p>1927 L Street Sacramento, CA 95811 (916) 442-0185 info@saccenter.org <a href="http://saccenter.org/">http://saccenter.org/</a></p>


## Appendix I: Potential Outreach Partners (pg. 14 of 16)

Organization	Target Market	Description	Contact Information
 <p>Self-Help for the Elderly</p>	<ul style="list-style-type: none"> <li>Chinese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>Self-Help for the Elderly has provided assistance and support to seniors in the San Francisco area. They provide trustworthy and devoted care for seniors to promote their independence, dignity and self-worth. Their nonprofit services and companionship help guide seniors to wellness and happiness. They want to contribute to longer, healthier, more purposeful lives for seniors</li> <li>Educational events, educational videos,</li> </ul>	<p>731 Sansome St, Suite 100 San Francisco, California 94111-1725 (415) 677-7600 <a href="http://www.selfhelpelderly.org/contact-us">http://www.selfhelpelderly.org/contact-us</a> <a href="http://www.selfhelpelderly.org">www.selfhelpelderly.org</a></p>
 <p>Sikh Coalition</p>	<ul style="list-style-type: none"> <li>Punjabi cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Sikh Coalition is a community-based organization that works towards the realization of civil and human rights for all people. In particular, they work towards a world where Sikhs may freely practice and enjoy their faith while fostering strong relations with their local community wherever they may be</li> <li>Newsletter, reports and publications and Sikh educational presentations</li> </ul>	<p>39055 Hastings Street, Suite 210 Fremont, CA, 94538 (510) 659-0900 <a href="http://www.sikhcoalition.org/about-us/contact-us">http://www.sikhcoalition.org/about-us/contact-us</a> <a href="http://www.sikhcoalition.org/">http://www.sikhcoalition.org/</a></p>
 <p>Sikh Institute</p>	<ul style="list-style-type: none"> <li>Punjabi cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The Sikh Association is a community-based, nonprofit organization, which was established in 1986 to build a stronger Sikh community that will contribute positively to the society and Sikh Diaspora living in the western world</li> <li>Educational events and cultural outreach</li> </ul>	<p>4827 North Parkway Drive Fresno, CA 93722 (559) 221-5141 <a href="http://fresnosikhs.org/contact/">http://fresnosikhs.org/contact/</a> <a href="http://fresnosikhs.org/">http://fresnosikhs.org/</a></p>
 <p>Small Business Majority</p>	<ul style="list-style-type: none"> <li>Businesses</li> </ul>	<ul style="list-style-type: none"> <li>The Small Business Majority is a national small business advocacy organization, founded and run by small business owners to focus on solving the biggest problems facing small businesses today</li> <li>Educational seminars, educational handouts, webinars, newsletter and currently holds PFL training</li> </ul>	<p>4000 Bridgeway, Suite 305 Sausalito, CA 94965 (866) 597-7431 <a href="http://www.smallbusinessmajority.org/contact-small-business-majority/">http://www.smallbusinessmajority.org/contact-small-business-majority/</a></p>

## Appendix I: Potential Outreach Partners (pg. 15 of 16)

Organization	Target Market	Description	Contact Information
 <p>The San Francisco LGBT Center</p>	<ul style="list-style-type: none"> <li>LGBT cultural group</li> </ul>	<ul style="list-style-type: none"> <li>The mission of the San Francisco Lesbian Gay Bisexual Transgender (LGBT) Community Center is to connect our diverse community to opportunities, resources and each other to achieve our vision of a stronger, healthier and more equitable world for LGBT people and our allies</li> <li>Small business training, employment support and educational opportunities</li> </ul>	<p>1800 Market Street San Francisco CA 94102 (415) 865-5664 <a href="http://www.sfcenter.org/">http://www.sfcenter.org/</a></p>
 <p>The Santa Clara County Fatherhood/Male Involvement Collaborative</p>	<ul style="list-style-type: none"> <li>Bonding/ fathers</li> </ul>	<ul style="list-style-type: none"> <li>SCCFMIC represents a large group of community resources committed to supporting healthy fatherhood and male involvement for the benefit of children</li> <li>Parental information for fathers, educational outreach and community education</li> </ul>	<p>1743 Park Avenue #149 San Jose, CA 95126 (408) 641-1323 <a href="http://www.sccfatherhood.org/contact">http://www.sccfatherhood.org/contact</a> <a href="http://www.sccfatherhood.org/">http://www.sccfatherhood.org/</a></p>
 <p>Vietnamese Community of Orange County</p>	<ul style="list-style-type: none"> <li>Vietnamese cultural group</li> </ul>	<ul style="list-style-type: none"> <li>Vietnamese Community of Orange County provides comprehensive supporting services to Vietnamese Americans in order to enable them to become actively participating citizens in the mainstream society through empowerment and capacity enhancement of each citizen</li> <li>Health clinic, program brochures and educational programs</li> </ul>	<p>1618 W. First St Santa Ana, CA 92703 (714) 558-6009 <a href="http://www.thevncoc.org/index.html">http://www.thevncoc.org/index.html</a></p>
 <p>Visiting Nurse Association Hospice and Palliative Care of Southern California</p>	<ul style="list-style-type: none"> <li>Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>The VNAHPC of Southern California is a nonprofit, community-based home care agency, providing high quality home health care and hospice services to people of all ages</li> <li>Educational telephone number with insurance and care information; care nurses are assigned to assist transition from hospital to home and educational events</li> </ul>	<p>150 West First Street, Suite 270 Claremont, CA, 91711 (909) 624-3574 <a href="http://vnasocal.org/">http://vnasocal.org/</a></p>

## Appendix I: Potential Outreach Partners (pg. 16 of 16)

Organization	Target Market	Description	Contact Information
 <p data-bbox="112 472 353 531">Women, Infants and Children</p>	<ul style="list-style-type: none"> <li data-bbox="432 222 568 248">▪ Bonding</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="772 222 1431 319">▪ In California, 84 WIC agencies provide services locally to over 1.45 million participants each month at over 650 sites throughout the State</li> <li data-bbox="772 331 1238 357">▪ Educational services and counseling</li> </ul>	<p data-bbox="1462 222 1750 319">3901 Lennane Drive Sacramento, CA 95834 (800) 852-5770</p> <p data-bbox="1462 331 1870 394"><a href="http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx/">http://www.cdph.ca.gov/programs/wicworks/Pages/default.aspx/</a></p>

## Paid Family Leave Market Research (Appendix)

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PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



## Secondary Request for Proposal Notice to Prospective Bidders RFP 12PS5080

December 18, 2012

You are invited to review and respond to this Secondary Request for Proposal (RFP) for the California Public Utilities Commission (CPUC) program entitled Telecommunications Education and Assistance in Multiple-languages (TEAM). In submitting your proposal, you must comply with the instructions stated in this RFP.

In the opinion of the Public Advisor's Office of the CPUC's Consumer Service and Information Division (CSID), this RFP is complete and without need of explanation. An optional Bidders' Conference, where bidders may discuss the process, TEAM program or contract in person with the Project Manager and a CPUC Contracts Officer, is scheduled for January 9, 2013, at the CPUC Golden Gate Room, 505 Van Ness Avenue, San Francisco, CA. The conference will begin at 1:30 p.m. and adjourn by 3:30 p.m., or once all questions are heard, whichever is earlier. **However, verbal information provided is not binding unless it is included in the written answers, or provided as an official addendum.** Therefore it is recommended that you post all of your questions through Bid Sync. Your written questions must be provided by 5 p.m. January 10. Questions received after that date and time, or questions posed at the Bidders' Conference, but not posted in Bid Sync, will not be included in the written answers. Answers to the questions will be available online through Bid Sync by January 17, 2013. Please see the Table entitled "Schedule of Key Dates" for a complete list of important dates for this RFP.

Please remember that verbal information provided is not binding unless issued in writing as part of the answers to questions or as an official addendum.

**California Public Utilities Commission**  
Consumer Service and Information Division



**Secondary Request for Proposal**  
**RFP – 12PS5080**

**Telecommunications Education and Assistance  
in Multiple-languages**

**(TEAM)**

December 18, 2012



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## I. Purpose and Description of Services

### *A. Introduction*

The California Public Utilities Commission (CPUC) Public Advisor's Office of the Consumer Service and Information Division (CSID), is issuing this Secondary Request for Proposals (RFP). The RFP's purpose is to obtain responses from entities qualified to create, operate, and manage a program which provides outreach, education and complaint resolution assistance to consumers who do not speak, write or read English fluently, also referred to as limited English proficiency (LEP). The CPUC refers to this program as TEAM, or Telecommunications Education and Assistance in Multiple-languages. The TEAM program includes a contractor who subcontracts with a statewide network of community based organizations (CBOs) who will provide services to LEP consumers in the language of their choice.

The TEAM program will advance the CPUC's efforts to educate and assist consumers, which was ordered in the CPUC's Limited English Proficiency Decision (D.07-07-043), which stemmed from the CPUC's Telecommunications Consumer Protection Initiative (CPI) Decision (D.06-03-013).

The budget for the TEAM program may not exceed four million, eight hundred thousand dollars (\$4,800,000) for the entire three years. Note that this is a multiple year contract and funds not expended in one year may be utilized in the other years.

The contractor will work at the direction of the Public Advisor's Office designee to ensure that each component - outreach, education and complaint resolution - of the TEAM program is actualized over the term of the agreement. The term of this agreement will be for three years; however, implementation of the second and third years will depend on the successful implementation of the program and the State's or CPUC's fiscal situation.

This contract may include a mandatory option for online enrollment for California LifeLine. If adopted, this will be funded outside of the TEAM budget not to exceed one hundred fifty thousand (\$150,000) for all three years, with an option to increase funds, depending on performance, demand and the fiscal situation. This option is discussed further under "Statement of Work," and "Statement of Work Tasks." If the CPUC adds this option, the contractor must accept the assignment. Bidders should include their plans to implement it with their proposal.

Any amendments must be agreed upon by the CPUC and the contractor with approval of California Department of General Services, Office of Legal Services (DGSOLS).

The contractor must be a Disabled Veteran's Business Enterprise (DVBE), or must show in its proposal how it will utilize at least one DVBE as a subcontractor with at least three percent of the total contract allocated to DVBE. Proposals which do not include a DVBE, and certification from the DVBE that it agrees to the work for the bidder in the manner defined by the bidder, will be disqualified.

Unlike a "Primary RFP" where a contractor must successfully pass a scoring procedure and have the lowest bid to be awarded the contract, this contract shall be a "Best Value" contract, awarded to the bidder receiving the most points when combining scores achieved in phases II, III and IV of the Evaluation Process/Scoring Methodology – see section IV-E of this document. Please note that in the scoring process, preference points will be allocated in accordance with state contracting laws and guidelines to entities which are qualified and/or certified as Small Business, Micro Business, Non-Small businesses which contract at least 25% of the TEAM program to small businesses, or bidders that qualify under the Local Agency Military Base Recovery Area Act (LAMBRA), Enterprise Zone Act (EZA), or Target Area Contract Preference Act (TACPA). See definitions for explanation of these programs.

The contractor selected through this RFP must meet the Performance Standards, which are set forth in Section V of this RFP, which also will be included in the signed contract. These performance goals reflect the CPUC's desire to:

- Increase consumers' knowledge of rules, regulations, and laws related to telecommunications services.
- Ensure LEP consumers' receive assistance resolving telecommunications services or billing complaints.
- Ensure that the assistance is provided through a statewide network of CBOs, managed by a lead contractor.
- Ensure reporting requirements are met.
- Ensure timely payments to the CBOs.

This RFP is soliciting proposals from highly qualified bidders, who will provide outreach, education, and complaint resolution services to LEP Communities statewide, through a statewide network of CBOs managed by the bidder, under contract to the CPUC. The contractor will be required to provide monthly reports to the Public Advisor's Office, the first one is due 45 days after the contract begins and the rest will follow in 30-day increments. The monthly reports shall provide statistics on all three

elements of the TEAM program (including the total amount of money disputed in complaints that month and money recovered) highlights of activities conducted, planned activities, program successes, obstacles and recommendations for improving the project.

Monthly invoices will be accompanied by documents detailing expenses as well as payments made to CBOs for their efforts. The reports should include a variance analysis of actual expenses verses budget. Any invoices including travel expenses must be accompanied by the State Travel Expense Claim form and must follow the guidelines for travel for state contractors.

## **B. Definitions**

1. Agreement - means the Contract made pursuant to this RFP.
2. California LifeLine - a program which provides discounted telecommunications service to qualified low-income Californians.
3. California Public Utilities Commission or "CPUC" - means any and all of the following as appropriate given the subject and context in which the term appears: The CPUC acting as a deliberative body and/or CPUC employees that the CPUC may delegate or appoint.
4. Community Based Organizations or CBOs - non-profit organizations which provide a variety of services to the communities in which they are located, and sometimes also to additional communities. Activities include some or all of the following: the provision of social services, as well as educational, advocacy, informational and emergency services.
5. Complaint Resolution Service(s) - services provided by the subcontractors for LEP consumers, whereby the consumer provides his/her authorization, according to state and federal laws, for the contractor or subcontractor, to assist the consumer in resolving complaints with telecommunications providers. Assistance should include speaking directly to the telecommunications provider, usually with the consumer present but speaking to the provider also without the consumer present.
6. Consumer - any person residing in California who receives telecommunications services or potentially receives telecommunications services within the State of California.
7. Consumer Protection Initiative (CPI) - CPUC Decision D.06-03-013.
8. Contractor - the entity hired by the CPUC pursuant to this RFP to administer the TEAM program.
9. Disabled Veteran's Business Enterprise (DVBE) - an enterprise that has been certified in California and meets the qualifications established by subdivision (g) of Section 999 of the Military and Veterans Code.

Effective July 28, 2009, Assembly Bill 4x21 eliminated the Good Faith Effort as a means for bidders to satisfy Disabled Veterans Business Enterprise (DVBE) contract participation requirements. Since this contract does have a DVBE participation goal, the contract will only be awarded to a bidder who meets that goal. The DVBE certificate must remain active during the entire contract term, or be renewed before expiration. If the DVBE is a subcontractor, and the certificate expires and is not renewed before the three percent goal is met, then the contractor must contract with another DVBE to meet the agreed upon DVBE goal. The DVBE goal for this contract is a minimum of three percent. More information is available at:

<http://www.pd.dgs.ca.gov/dvbe/default.htm>

10. DGS/OLS (Department of General Services, Office of Legal Services) - the legal services entity of the Department of General Services which provides leadership to state agencies regarding the state contracting process.
11. Enterprise Zone Act (EZA) - to stimulate business and industrial growth in depressed areas of the state (Government Code, Section 7071). Preference points will be given to contractors that meet these requirements. For more information:  
<http://www.pd.dgs.ca.gov/complaints/default.htm>
12. In-language – ability to provide information in the language of a consumer’s choice.
13. Fiscal Year - State of California’s fiscal year runs from July 1 through June 30.
14. Lead Staff - contractor’s supervising staff for each technical area required to fulfill the Statement of Work.
15. Limited English Proficiency (LEP) - individuals who do not speak English as their primary language, or have no ability or have a limited ability to read, speak, write, or understand English.
16. LEP Communities - communities with a significant population of consumers who are not proficient in communicating in English.
17. Limited English Proficiency Decision - CPUC Decision, D.[07-07-043](#).
18. Limited English Proficiency Proceeding - CPUC Order Instituting Rulemaking, R.[07-01-021](#).
19. Local Agency Military Base Recovery Area Act (LAMBRA) - to develop stability, and expansion of private business, industry, and commerce in certain areas within the state that have been or will be severely economically impacted because of the closure of military bases by the Department of Defense (Government Code 7106). Preference points will be given to contractors that meet the requirements. For more information: <http://www.pd.dgs.ca.gov/complaints/default.htm>

20. Maximum Contract Amount - the amount of the Cost Bid of the vendor who is awarded the contract for services under this agreement.
21. Microbusiness - a small business that, together with affiliates, has average annual gross receipts of two million five hundred thousand dollars (\$2,500,000) or less over the previous three years, with 25 or fewer employees. To receive preference points as part of the evaluation process, the business must be certified by the "Office of Small Business and DVBE Certification," Department of General Services as a microbusiness as defined in Government Code Section 14837 and Title 2 of California Code of Regulations, Section 1896 (2 CCR§1896).
22. Network - the combined entity consisting of the contractor and all of its subcontractors.
23. Non-Small Business Qualifying for Small Business Points - must show that it will commit at least 25 percent of the contract to state certified small businesses to receive the small business preference points (2 CCR§1896). For more information:  
<http://www.pd.dgs.ca.gov/smbus/default.htm>
24. Small Business - an independently owned and operated business that is not dominant in its field of operation, the principal office is located in California, the officers are domiciled in California, together with affiliates the business has 100 or fewer employees, and average annual gross receipts of ten million dollars (\$10,000,000) or less over the previous three years. To receive preference points as part of the evaluation process, the business must be certified by the "Office of Small Business and DVBE Certification," Department of General Services. For more information: <http://www.pd.dgs.ca.gov/smbus/default.htm>
25. Target Area Contract Preference Act (TACPA) - preference points will be given to bidders that qualify as California based companies submitting proposals for state contracts to be performed at worksites in distressed areas and by persons with a high risk of unemployment (Government Code 4530 – 4535). For more information:  
<http://www.pd.dgs.ca.gov/complaints/default.htm>
26. Telecommunications - includes any service classified by the Federal Communications Commission (FCC) as information or telecommunications service.
27. Telecommunications Carriers or Providers - companies which provide telecommunications services in California, whether the service is calling cards, local phone service, wireless telecommunications service or toll service. For purposes of this contract, Internet based telecommunications services, also known as Voice over Internet Protocol (VoIP) services are not included in the complaint resolution element of the program.

28. Wireless Service - telephone service transmitted via cellular, Personal Communications Service, satellite, or other technologies that do not require the telephone to be connected to a land-based line.
29. Wireline Service - service based on infrastructure on or near the ground, such as telephone wires or cables underground or on telephone poles.





## II. Statement of Work (SOW)

### A. Overview

#### 1. TEAM

The purpose of the statewide TEAM program is to facilitate outreach to provide telecommunications education, and telecommunications complaint resolution services to LEP consumers. A contractor will be hired by the CPUC to develop and manage this statewide effort under the guidelines established in this Statement of Work (SOW). The contractor will manage a statewide network of CBOs, which in turn will provide most of the program services to LEP consumers throughout California. The contractor will be responsible for identifying and assembling the statewide network of CBOs.

Proposals which do not demonstrate plans for implementing the program at locations throughout the state within 30 days will not be considered.

This contract is for three years. Performance is evaluated on a year to year basis and satisfactory performance must be achieved to ensure contract continuance. The budget may not exceed \$4,800,000 for all three years (this amount may decrease depending on the State's or CPUC's fiscal situation). The actual budget will be dependent on the winning bid. Note that this is a multiple year contract and funds not expended in one year may be utilized in the other years.

Proposals with significantly low bids will not be considered regardless of the scoring in the other components. Since this is a statewide program, we anticipate that most, if not all, of the available funds will need to be spent to ensure statewide coverage, including rural communities. As part of the technical scoring in Phase II, the bids will be opened. Cost/value effectiveness and cost adequacy will be evaluated as part of the technical score, as well as the Cost Bid being scored separately in the cost points section in Phase IV.

The CPUC recognizes that some TEAM CBOs may provide assistance to more than one demographically diverse community, and more than one community may be of the same culture but exist in different locations in California. The contractor should demonstrate how it intends to cover the languages while providing services statewide.

Although the program will not be targeting English-proficient people, they should also receive assistance if they turn to a participating CBO for assistance or information. Likewise, the contractor should consider including one or more CBOs which provide services to the deaf and disabled community. People who communicate using Sign Language may consider Sign as their primary language, and some disabled people have speech or cognitive limitations which make it difficult for them to read, speak or write English. In such cases, deaf and disabled consumers may be considered LEP.

At the time the bidder submits a proposal, it shall provide some type of intent notice from the CBOs and the DVBE which are willing to engage in *this program* with the Contractor. The CBOs may commit to more than one bidder. Our intention in requiring intent notices is to assure that the contractor is able to implement a statewide program with CBOs within 30 days. The bidder or CBOs submitting the notices should indicate where they are located, what languages they cover, and what experience they have had with such a program.

The CPUC provides brochures in the following non-English languages: Arabic, Armenian, Chinese, Farsi, French, Hmong, Japanese, Khmer, Korean, Laotian, Portuguese, Russian, Spanish, Tagalog, Thai, and Vietnamese. The contractor and the CBOs may use the brochures as part of the program but CBOs should also be given flexibility to develop their own materials, provided they are reviewed and approved by the CPUC Public Advisor's Office before being used.

Services should be provided to communities statewide. Languages *must* include Spanish, Chinese, Tagalog, Vietnamese, Korean and Armenian (since they are the most frequently used non-English languages in California). Languages must also include at least ten other languages used in California, for a total of at least 16 non-English languages. Bidders should list the languages they will include in their proposals.

It is the contractor's responsibility to act as the TEAM program administrator, provide the CPUC Public Advisor's Office with program updates, performance measurements and evaluations, manage its statewide network of CBOs and recruit additional groups as necessary to meet program goals, and maintain records regarding the services performed by the subcontractors. To encourage innovation and participation with as many CBOs as possible, the CBOs should be encouraged to develop programs that will be successful, based on the language and social needs of the community the CBO serves. However, all programs should be approved by the contractor and the CPUC's Public Advisor's Office prior to use.

The contractor will be responsible for the training and activities of the subcontractors. The proposal for the project should include details about the method in which the CBOs will be compensated for their work.

It is the contractor's responsibility to create and propose its program, as well as a breakdown of how the contractor and its network will cover each of the three tasks - outreach, education and complaint resolution - for the entire term of the contract. More weight in the scoring process will be provided to those proposals that spend significantly more in compensating CBOs for carrying out the three components of the program and significantly less in administrative costs.

Under the TEAM program, CBOs shall provide linguistic and culturally sensitive outreach to LEP communities to advise consumers that the program exists at the CBOs. Examples of outreach approaches that have been beneficial in the past include:

- Community Events

- Utilizing ethnic media
- Meetings with community leaders
- Distribution/display of materials

The TEAM program will provide current information regarding telecommunications consumer protections and rights, and other information about the complex and ever-changing array of telecommunications choices. Examples of successful education approaches used by CBOs include:

- One-on-one assistance
- Bill Information Fairs
- Home visits
- Classroom instruction
- Computer access to telecommunications educational materials
- Self-paced computer instruction

The TEAM program shall provide in-language telecommunications complaint resolution services to consumers served by the program. The CPUC's LEP decision ordered telecommunications carriers to interact with CBOs on behalf of consumers. The CPUC's Public Advisor's Office will work with carriers to assure that their practices are mutually agreeable while complying with state and federal privacy laws. Likewise, the contractor and its network must follow privacy laws. When CBOs apply to a contractor to conduct complaint resolution for consumers, the CBOs must also indicate how they will keep consumer records confidential or agree to follow the contractor's procedure, which will be approved by the Public Advisor's Office.

The winning bidder must understand the LEP Decision, [D.07-07-043](#), and possess a good understanding of telecommunications issues in California. In addition to the background information in this RFP, additional information about the CPUC's consumer education and informal complaint process can be found online at: <http://www.cpuc.ca.gov/PUC/> and <http://www.calphoneinfo.com>.

## 2. California LifeLine Option

As part of the California LifeLine program, CBOs are encouraged to help consumers fill out the online application and the TEAM Program may include that service as part of the contract. If the CPUC includes this option, it will be added to the contract, as well as funding not to exceed fifty thousand (\$50,000) a year. The actual budget will depend upon the winning bid. Note that this is a multiple year contract and funds not expended in one year may carry over to the next year. Bidders should include how they would administer that component and propose monetary compensation for the TEAM CBOs for providing the assistance if this option is included in the TEAM program.

Duties may include educating consumers about the online process and assisting them with filling out the online application. The bidder must confirm that the CBOs performing this service have access to the Internet. Outreach for

this option may be included in the proposal, but the majority of the funds should be designated for CBOs to assist consumers to enroll online.

## **B. Statement of Work Tasks**

The contractor, in conjunction with all qualified subcontractors approved in the bidder's winning proposal, is expected to perform the following tasks as well as generate additional recommendations and/or tasks that are within the scope of this RFP. Note that the contractor should indicate in its proposal if all of its CBOs will be providing all three aspects of the program, or if not, the CBOs should as a minimum provide education and complaint resolution.

### **1. Outreach: Strategy, Design and Implementation**

The Outreach component is designed to inform the community residents and its leaders of the presence of the program at a given CBO. It is the contractor's responsibility, not the CPUC's, to design the outreach program and encourage the CBO network to participate. Some strategies which have been beneficial include:

- Announcements
- Media interviews, press releases or articles
- Meetings with community leaders
- Notices/flyers posted on public bulletin boards and the internet

### **2. Education Strategy, Design, and Implementation**

**a.** Program Services: Education must be performed by all CBOs in the network in a linguistically and culturally sensitive manner which may vary based on the LEP community's demographics. The contractor must design and implement a program to provide education to the LEP communities, consisting of information about telecommunications choices, consumer rights, and consumer protections.

**b.** Education Topics: Topics should include information on all telecommunications related issues, and must address both wireline and wireless telephone service. Each CBO must provide education on several telecommunications topics and the contractor should include in its proposal how it will monitor and encourage CBOs to provide a variety of issues. Topics may include, but are not limited to issues discussed in the CPUC's brochures and advisories including:

- ***Understanding Your Phone Bill***
- ***Tips for Buying Cell Phone Service***
- ***Slamming***
- ***Third Party Billing***
- ***Take Charge of Your Phone Service***
- ***Who to Complain to***
- ***Late Payment Fees, Disconnected Service and Deposits***
- ***Collection Agencies***

- ***Telephone Use in Emergencies***
- ***Prepaid Calling Cards***
- ***Cell Phone Use While Driving***
- ***Telephone Service Comparison Guide***

**3. Complaint Resolution Services**

**a. Confidentiality:** There are state and federal laws to ensure a consumer's privacy. Before a CBO provides complaint resolution services, it must take measures, which the contractor and CPUC Public Advisor's Office find satisfactory, to secure confidential information related to the consumer. When providing complaint resolution services, the CBO must assure the consumer that the information will be kept confidential, and the CBO will either contact the carrier while in the consumer's presence, or obtain written authorization from the consumer to transact business related to the specific nature of the consumer's complaint without the consumer present.

**b. Analyze Complaint:** The caseworker should analyze the participant's complaint, determining any additional information that may be of use or required and whether the carrier should become involved. If carrier involvement is necessary, the consumer will be encouraged to contact the carrier to attempt to resolve the problem. But if the consumer is reluctant, or has already contacted the carrier but was unable to resolve the problem, then the CBO will assist the consumer with complaint resolution. If necessary, the contractor should assist the CBO. For the most part, complaints should be resolved in this manner. If the CBO or contractor is unable to resolve the problem, the consumer will be directed to contact the CPUC's Consumer Affairs Branch.

**c. Complaint Resolution Services:** The CBOs will provide complaint resolution services for all California-related telecommunications complaints/inquiries with which the CPUC would normally assist consumers. The contractor must include in its proposal how it will monitor the CBOs complaint resolution, provide them training, if necessary, encouragement when necessary, and ensure that the CBO is willing and able to assist with the variety of complaints which may arise. CBOs will not be reimbursed for providing resolution/mediation services for complaints that relate to interstate or international calls, Voice over Internet Protocols (VoIP), or other non-telecommunications utilities, unless the complaint relates to the usefulness of a telecommunications service such as a prepaid calling card or a long distance feature. The CBO shall refer the consumer to the appropriate state or federal agency if appropriate resolution cannot be found through the complaint resolution service.

**d. Toll Free Numbers:** The contractor may utilize toll free numbers to reach out and assist consumers who are situated in locations where there is not a TEAM CBO which speaks their language, but the bulk of the assistance should be provided in person. Bidders who wish to utilize toll

free numbers should provide, as part of their proposal, a description of their use, and how they will fit into the overall TEAM program, as well as cost breakdown in the Cost Bid.

**e.** Meet with Carriers: Together with the Public Advisor's Office, the contractor and subcontractors may meet with a provider if necessary, to discuss activities that may decrease LEP Consumers' need for complaint resolution services or if a barrier to complaint resolution exists between a provider and the contractor or its subcontractors.

**4. Contractor's Program Evaluation, Tracking, Reports, Complaint Database**

**a.** Utilizing a tracking system, the contractor shall track, at least, each CBO's work with consumers, including client demographic information, complaint type, and disposition of complaint. The contractor and the CBO network may use the database already developed for the TEAM program, or they may use their own. However, it must contain sufficient tracking in place and be operable within 30 days after the contract commences, without expending significant TEAM funding to develop it. Regardless, the CPUC must have access to monitor data and extract statistics. The contractor may also use a website to enhance CBO facilitation of information they may need for the program or to access the database. At the end of the contract, the contractor will deliver to the CPUC all of the data, in a format acceptable to the CPUC.

**b.** The contractor will track, in a verifiable format, all outreach and education activity performed by the CBOs.

**c.** Provide monthly and annual reports that will include an analysis of TEAM's impact(s), including outreach, educational activities, and complaint resolution services. Monthly reports must summarize the month's activities. The monthly reports are due 30 days following the month upon which the report addresses. Annual reports are due within 60 days after completion of each 12 month period. Also, detailed expenses, provided on a spreadsheet, as well as copies of the invoices the CBOs submit to the contractor, must accompany the contractor's monthly invoice. The spreadsheet must include month-to-date and year-to-date expenses for the contractor, CBOs and DVBE.

**d.** Develop, distribute, compile, and analyze consumer surveys or other evaluation measurement tool, and report on findings as requested by the Public Advisor's Office Project Manager or designee. The CPUC will own all data, surveys and reports.

**5. Contractor's TEAM Administrative Tasks**

**a.** Electronically archive and index all educational materials originally produced or substantially revised for the TEAM Program, and release these materials to Public Advisor's Office upon contract termination or sooner, if

required. The CPUC will own all data, originally produced data collection tools, surveys and reports.

**b.** Manage all subcontractors utilized by the contractor in fulfilling the tasks listed under the SOW contained in the RFP to ensure timely and professional deliverables.

**c.** Meet with the Public Advisor's Office Project Manager once a month, or as requested, to make recommendations, and discuss TEAM program activities, challenges, and other relevant matters to ensure that TEAM goals are being met in a timely and cost effective manner. Mandatory meetings are at the contractor's expense.

**d.** Other tasks may be required to fulfill the program and shall be within the dollar amount of the signed and approved contract and within the Statement of Work.

**e.** The CPUC reserves the right to monitor the contractor's and/or subcontractors' work, to ensure proper services is provided.

**f.** The contractor must produce all reports, records, and billings (including invoices) required by the TEAM program.

**g.** The contractor will record and aggregate client demographic and participation information, as requested by the Public Advisor's Office.

**6. Implementation of Program Modifications**

All requests for minor changes of work or budget items, but within the original statement of work as outlined in this RFP and approved contract, will be delivered through a Letter of Instruction to the contractor by the Public Advisor's Office project manager. The project manager will meet with the contractor to discuss the additional tasks for the purpose of developing budgets and timelines for delivery of the additional tasks. Any substantive changes to the contract that involve a redefinition of the SOW, extension of the contract and/or addition of funds, shall be made by formal amendment to the contract, signed by the parties, and subject to the approval of DGS/OLS.

**7. Adherence to Time Frames**

The contractor must fulfill all the tasks and meet defined milestones included in the bidder's Work Plan, which may be modified to meet program goals and the timeline set forth by the Public Advisor's Office, and incorporated into the signed and approved contract. Delays in meeting these timetables and milestones shall be subject to the provision found in Section IV, H, the Agreement Execution and Performance, and will jeopardize the reimbursement of retention as defined in the Progress Payments section.

**8. Compensation**

The CPUC will reimburse the contractor for satisfactory services under this Agreement using Progress Payments to be requested no more frequently than

monthly in arrears. Retention of ten percent (10%) will be withheld from the labor portion of the invoice only. The first year's retention shall be paid upon request by the contractor within 60 days of the conclusion of the first year and the second year's retention shall be paid within 60 days of the conclusion of the second year, and so forth, assuming satisfactory performance during the year, and meeting the Performance Standards set forth in Section V, 2.

All travel and meeting-related expenses are considered part of the approved TEAM budget and there will be no additional reimbursements. As such, all bidders must consider meeting and travel expenses within their estimated labor and expenses on the Cost Proposal Worksheet in Section VI, Attachment 3.

**a. Progress Payments**

The contractor shall be reimbursed, using monthly Progress Payments in arrears after submitting invoices for all approved actual contract-related expenses. The state will make every attempt to pay a SB/DVBE Contractor within 30 days after invoice submission and within 45 days for all other contractors. In turn, the contractor is expected to reimburse the subcontractors within 30 days of receiving each payment from the state.

**b. Invoicing**

(1) For services rendered, each invoice shall include the name, address, federal tax and state contractor ID number, and a summary of the service provided including hourly and/or transactional rates, as shown on the Cost Sheet. When an approved subcontractor is used by the contractor to perform the services requested by this RFP, the same information and format, as prescribed for the contractor, shall be used. The amount of dollars remaining in the contract through, and including, the invoicing date shall be included on each submitted invoice.

(2) The contractor will mail or deliver monthly to the CPUC, a signed original invoice and three copies clearly indicating, at a minimum: contractor name, Federal Tax identification number, State contract number, any internal account number, dates of service and billing period, business address, business telephone number of contact individual and email address.

(3) Compensation shall be directly assigned to only those deliverables expressly stated in the Cost Sheet (Section VI, Attachment 3). The contractor shall remit monthly invoices showing charges and rates specified in the Cost Sheet. Each invoice shall include sufficient detail to relate the cost therein to the work performed according to the detailed work plans that were submitted by the contractor and approved by the Contract Manager before submission for payment.



(4) Ten percent retention will be withheld on services (labor) only, not on goods or travel expenses. The contractor may request reimbursement of retention yearly. Retention payments will be made provided that performance standards and other requirements in the contract are met.

(5) The contractor shall invoice the CPUC in arrears, no more frequently than monthly. Payment for the ongoing contractual obligations will be made on the basis of work completion of contractual deliverables. The contractor's invoices may be subject to a financial audit by the CPUC at any time during the contract and within three (3) years of completion of the work.

**c. Funding**

The TEAM Program is entirely funded by a CPUC surcharge on end-user monthly telephone bills. The surcharge revenue is held in a Special Fund within the State Treasury. Expenditures are subject to the State's Annual Budget Act. The California LifeLine program is also funded by a CPUC surcharge.

**d. Exercise of Option to Extend Contract**

The term of this contract is approximately 36 months; however, continuation of the second 12 months and the third 12 months of the program is contingent upon the contractor reaching the goals outlined for the first 12 months.

**e. Subcontractors**

Nothing contained in this RFP or otherwise shall create any contractual relation between the State and any subcontractors, and no subcontractor shall relieve the contractor of its responsibilities and obligations hereunder. The contractor will be fully responsible to the state for the acts or omissions of its subcontractors and of persons either directly or indirectly employed by any of them.

The contractor shall be responsible for all actions of the subcontractors and all payment to subcontractors. As a result the state shall have no obligation to pay or enforce any payment to a subcontractor. Failure of a subcontractor to perform for any reason shall not relieve the contractor of the responsibility for competent and timely performance of duties under this contract. Usually the CPUC will not communicate with subcontractors but if it needs to do so, it will advise the contractor prior to communication and the contractor may be present if it so desires.

***C. Financial Viability***

The bidder must prove financial viability by submitting an audited financial statement, or a compiled financial statement (unaudited) with an outside entity (such as a CPA) providing a confirmation letter, for any 12-month period reporting results not older

than 2010. Should it be discovered that some or all of the information provided by a bidder is incorrect or misleading, the CPUC may disqualify that bidder. If the discovery of incorrect or misleading information is discovered once the contract commences, the CPUC may, at its discretion, cancel the contract making it null and void.

To this end, the evaluation of financial viability will include, but not be limited to, the condition of the bidder's assets, liabilities, deficits, and any other aspect of bidder's financial statements that, in the opinion of the CPUC, may jeopardize the contractor's ability to carry out the term of the contract. A letter of bond ability may be required.

#### ***D. Conflict of Interest***

In addition to compliance with California Public Contract Code<sup>1</sup> (PCC) Sections 10410, 10411 and 10430(e) pertaining to state employees and members of boards and commissions, bidders may be disqualified if they have current contracts that will be in effect during the term of this contract for any aspect of goods or services associated with the TEAM Program, that provide a significant percentage (more than 50 percent) of funding of the contractor's business and/or they will engage subcontractors that is/are primarily funded from TEAM Program funds. It is expected that the current TEAM contract and the new one solicited through this RFP will overlap to ensure continuous service, as ordered through the CPUC. If the winning bidder of this RFP is the same entity as the current contractor, this section will not apply to the overlap portion of the contract.

Bidders will also be disqualified if they plan to subcontract a telecommunications company regulated by the CPUC.

Therefore, in addition to the submission of the Contractor Certification Clause 1005 (Section VI, Attachment 6), the bidder must provide a statement attesting that it has no conflict pursuant to the RFP or State or Federal law nor will engage a subcontractor/subcontractors that is/are in conflict to perform any tasks of this Contract.

### **III. Minimum Qualifications for Bidders**

In order to achieve the maximum point allocation during the Evaluation Process, Section IV, E, the bidder must meet the following qualifications:

1. The contractor must have five years' experience as the administrator for a large and diverse set of Community Based Organizations. More than two-and-one-half years of this experience must include administration, including managing and coordinating the activities of a project providing education services to

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<sup>1</sup> Public Contract Code is available online at:  
<http://www.leginfo.ca.gov/cgi-bin/calawquery?codesection=pcc&codebody=&hits=20>

members of LEP communities. This is the preferred qualification and it will receive four points. However, two points will be awarded to a bidder which has less than five years but more than three years' experience as the administrator for a large and diverse set of CBOs with more than one and a half years of this experience administering activities of a project providing education services to members of LEP communities.

**2.** The bidder must demonstrate that at least 50 percent of its education/training services, as described in "1" above, are related to telecommunications-related products, services, policies or consumer rights.

**3.** The contractor must employ a lead person and management staff, each of whom shall possess at least five years of experience in each of the following areas: project management, fiscal/budget management, program evaluation, and administration of a service provider network, consisting of a large and diverse set of organizations which primarily consist of CBOs statewide including rural communities.

**4.** The contractor must have a minimum of 5 years of training and education experience.

**5.** The contractor must show extensive knowledge of the LEP communities that this contract seeks to reach. If direct knowledge is not demonstrated or verifiable, the contractor must describe or illustrate its process for ascertaining that knowledge from its subcontractors.

**6.** Bidder must have demonstrated experience evaluating the effectiveness of education and complaint resolution programs.

**7.** Bidder must demonstrate the Network's knowledge of California's telecommunications industry and major associated rules, regulations, and utility tariffs.

**8.** Due to the need for expedited implementation of this program, bidders are required to demonstrate their ability to begin education, outreach, complaint resolution services, and data tracking/reporting within 30 days of the execution of the contract. Evidence shall include a copy of the materials to be used, or other such materials (screen shots are acceptable).

**9.** The bidder must provide experience with multiple telecommunications service providers for the purpose of resolving consumer complaints.

**10.** The bidder must provide evidence that the bidder's Network will maintain a close relationship with those communities proposed to be served during the term of the contract.

**11.** At least 50 percent of subcontractors assigned to this contract must have five years of experience providing education services.

- 12.** At least 50 percent of subcontractors assigned to this contract must have two year of experience providing education services related to the telecommunications industry.
- 13.** At least 50 percent of the bidder's subcontractors that will provide a complaint resolution service must have two years' experience in providing complaint resolution support to LEP communities.
- 14.** All subcontractors that will provide a complaint resolution service must have demonstrated the ability to perform language translation for their community and persuasively advocate on behalf of clients.
- 15.** At least 50 percent of bidder's subcontractors that will provide complaint resolution services must have demonstrated experience assisting LEP clients in resolving telecommunications-related consumer complaints.
- 16.** All subcontractors in the network, except those employed for training or other administrative-type of work, must meet the definition of a CBO and possess documented experience serving their communities for at least 2 years.
- 17.** The Bidder must be able to prove financial viability.

If the information from the bidder or other sources is insufficient to satisfy the CPUC's concerns about bidder qualifications, the CPUC may request further information or disqualify the bidder. The CPUC's determination of the bidder's qualifications will occur as part of the Phase II Technical Review, Section IV, E, and for purposes of this RFP, will be final.

## **IV. Proposal Requirements and Information**

### ***A. Key Action Dates***

(These dates may change, depending on when notice is posted on the DGS website and when final approval is obtained)

<b>DATE</b>	<b>ITEM DESCRIPTION</b>
Tue., Dec. 18, 2012	Issue RFP. Post RFP on through Bid Sync.
Tue., Jan 9, 2013	“Bidders Conference,” CPUC, 505 Van Ness Avenue, Golden Gate Room, San Francisco; 1:30 p.m. – 3:30 p.m.
Thu., Jan. 10 - noon, 2013	Written questions from Bidders are due. Post on Bid Sync.
Wed., Jan 16, 2013	Responses to questions from all bidders will be posted on Bid Sync.
Wed., Feb 6, 2013	Bidders’ proposals due by 2:00 p.m. to the CPUC Contracts Office, Eulander Summerville.
Thu., Feb. 7 2013	Contracts Officer begins Phase I of the Evaluation (Contractual Compliance review); issues rejection letters to non-compliant bidders; provides CSID Evaluation Team copies of bids for Phase II review.
Fri., Feb. 8, 2013	Evaluation Team performs independent Phase II (financial viability and technical qualification) review.
Tue., Feb. 12, 2013	Evaluation Team meets to compile Phase II bidders’ scores. Sets up interview appointments for qualified bidders advancing to Phase III.
Wed., Feb. 20, 2013	Interviews completed. Phase IV, cost scores completed and selection made.
Thu., Feb. 21, 2013	Posting “Notice of Intent to Award” and five day Protest Period begins.
Thu., Feb. 28, 2013	Award contract to winning bidder (assumes no protest filed).
Wed., Mar. 6, 2013	Prepare final contract. Obtain Contractor and CPUC signatures. Give documents to Contracts Office to compile Contract package for DGS/OLS approval.
Fri., Mar. 8, 2013	Contracts Office submits Contract to DGS/OLS for approval
Mon., Mar. 25, 2013	DGS/OLS completes review contract package.
Thu., Mar. 28, 2013	Approved contract received from DGS/OLS; Contracts Officer notifies contractor of approval and contract start date.
Mon., Apr. 1, 2013	Contract commences.

### ***B. Work Plan and Work Schedule Requirements***

The bidder shall develop a Work Plan designed to best achieve the goals of operating and managing a statewide telecommunications-related outreach,

education program and complaint resolution service for LEP consumers. The Work Plan shall be designed to outreach to the community, educate LEP consumers about telecommunications choices, as well as consumer rights and related regulations, and to provide telecommunications-related complaint resolution services within LEP Communities.

The bidder's Work Plan will identify each major task, necessary subtask, and/or specific milestones by which progress can be measured and payments made. The Cost Bid will be based on the bidder's submitted Work Plan; developed for outreach, the education program and complaint resolution services.

The Work Plan shall describe how the Bidder will achieve the CPUC's goals including, but not limited to: procedures for planning, scheduling, budgeting, and delivering telecommunications-related outreach, education and Complaint Resolution Services. In addition, the supporting documentation described below should be included in the presentation. In all cases, bidders should include any description of past or current activities related to the bidder's capacity to perform the tasks. The Work Plan must include:

1. A description of the TEAM Program outreach plan, the design of which will ensure reaching LEP consumers.
2. A description of all elements of the education program, the design of which will fulfill the requirements of the elements described in the SOW.
3. A description of all elements of the bidder's plan to successfully assist consumers, and liaison with carriers, to resolve complaints through a complaint resolution service.
4. Identification of each major task, subtask, and/or specific milestones.
5. The bidder's management procedures for planning, scheduling, and budgeting and tracking costs and benefits, as well as the procedures to be used in controlling time used, dollars spent, and the quality to be achieved in performing the SOW.
6. The bidder's data base for tracking complaints.
7. A project organization chart listing all personnel who will be assigned to this contract and their titles; please include the use of subcontractors for any aspect of delivery of the scope of work.
8. Bidder's expectation regarding coordination on the education program and the complaint resolution services with the CPUC.
9. Bidder's expectations regarding working with CBOs not included as part of the bidder's network, community activists, the general public, and others with knowledge of and interest in either the CPI or telecommunications-related consumer education.
10. A description of the bidder's capacity to assist CBOs in developing their programs.
11. A description of the bidder's capacity to train subcontractors so that they may effectively provide telecommunications-related education and training.
12. A description of the bidder's capacity to provide subcontractors with updated resources regarding changes in telecommunications rights and education.

13. A description of the bidder's plan and related capacity to train subcontractors to engage in effective complaint resolution, mediation, and advocacy on behalf of the consumer.
14. Methodology for measuring program successes and failures, including cost-effectiveness, in achieving increased consumer knowledge about telecommunications-related services and resolution of telecommunications-related complaints.
15. Bidder should also include the following attachments:
  - a. Project Personnel: A detailed description of the proposed relationship between the project manager, key personnel, support staff, and other resources that are expected to participate in the contract. Show which aspects of the outreach, education program and complaint resolution services that each person, by name and title, will be responsible for and the approximate percentage of their time that will be devoted to this contract. Resumes of the project manager and all key personnel are required.
  - b. Facilities and Resources: A detailed description of the facilities and resources the bidder proposes to use to perform this contract. The contractor's principal office space must be equipped to fulfill administration of the SOW including such equipment as computers, including all necessary hardware and software, telephones/faxes, and reprographic equipment. All office equipment, supplies, and space related expenses are the sole responsibility of the contractor.
  - c. Subcontractors: A summary of the subcontractors the bidder intends to use to deliver education, outreach and complaint resolution services required under this contract. For each subcontracted organization listed, include the name of the organization, address, city or community, type of clients served, length of time in operation, and experience working with consumers to provide a telecommunications-related outreach, education, and telecommunications-related complaint resolution services. This summary must include the major activities that the subcontractor will perform for the contractor. In addition, the contractor must provide evidence that the proposed contractor and subcontractor have discussed and tentatively agreed to work together to perform the activities/responsibilities discussed in this section. A map of California, showing the general locations of the CBOs, is requested.

### **C. Cost Detail Format and Requirements**

Cost information must be presented as shown on the Cost Proposal Worksheet (or the "Cost Bid"), Section VI, Attachment 3 and any request for Small Business (including non-small businesses that will contract at least 25% of this project to small



businesses), TACPA, EZA and LAMBRA preference points must be submitted in a separate envelope (see definitions for more information about these programs). The final accepted Cost Bid shall be incorporated into the contract. A separate worksheet for each year should be submitted and will contain categories such as:

1. Hourly labor rate, estimated hours and dollar total for each job classification assigned the SOW.
2. Average hourly rate calculated based upon estimate of skill levels and hours expended through the Term of the Agreement to fulfill SOW.
3. Indirect costs including overhead and benefits; dollar totals.
4. Subcontractors' labor cost (by subcontractor); dollar totals.
5. Subcontractors' other (non-labor) costs (by subcontractor); dollar totals.
6. A breakdown of total estimated costs of the outreach, education and the Complaint Resolution Service.
7. Summary and GRAND TOTAL OF BID.

#### ***D. Submission of Proposal***

##### **1. Preparation**

Proposals should provide a straightforward, concise delineation of the bidder's ability to satisfy the requirements of this RFP utilizing most, if not all of the available funds, and **present these statements in the format (i.e., in the same order and using the same outline headings and numbering) as the requirements are presented in this RFP.** Expensive bindings, color displays, promotional materials, et cetera, are neither necessary nor desired. Bidders are encouraged to concentrate on conformity with RFP instructions, responsiveness to RFP requirements and clarity and completeness of bid content. Proposal must be complete and final when submitted. All documents submitted will be considered final documents. A complete submission may be withdrawn by the bidder and resubmitted, provided that it is received prior to the submission deadline.

##### **2. Contractor Certification Clauses**

This document (CCC-1005, Section VI, Attachment 6) is required with the proposal package.

##### **3. Confidentiality Statement**

This document (Confidentiality Statement, Section VI, Attachment 7) is required with the proposal package for each of the contractor's employees, including the lead person who will have access to consumer information/records. The contractor must also obtain, and keep on file during the term of the contract,

signed confidentiality statements from each CBO staff that will have access to the program's consumer information. The CBO statements do not need to be provided with the bid but must be obtained before the CBO begins the program (reference State Administrative Manual Section 4840.4).

**4. Darfur Contracting Act, Vendor Certification**

Pursuant to Public Contract Code Section 10478, if a bidder or proposer currently or within the previous three years has had business activities or other operations outside of the United States, it must certify that it is not a "scrutinized" company as defined in Public Contract Code section 10476. See Attachment 8 for more information and form.

**5. Signatures**

All signatures in at least one copy of a bidder's bid must be in blue ink and executed by an individual authorized to bind the proposing firm contractually. Signatures in all copies of the bid must be above the printed name of the person and indicate the title or position the individual holds in the proposing firm.

**6. Presentation**

**Bidders must submit no less than six hard copies and one electronic copy of their proposal on CD or USB/flash drive.** All proposals must be submitted under sealed cover. The cover of all copies of the proposal must be marked "PROPOSAL RE RFP 12PS5080" and clearly indicate the bidder's legal name and address. One copy must be clearly marked "MASTER COPY" and conform to all requirements identified under Signatures. Improperly marked covers may be rejected.

Cost Bids (including bid price, all cost information and any preference requests and applicable documentation) must be delivered **under sealed cover** and accompanied by a completed Cost Sheet (Section VI, Attachment 3) **in a sealed, separate envelope** affixed to each proposal package and marked "Sealed Cost Bid."

**7. Delivery**

Proposals must be **delivered no later than the date and time** indicated in the Key Action Date Table (Section IV, A) to:

Eulander Summerville, Contracts Office  
California Public Utilities Commission  
505 Van Ness Avenue, Room 2007  
San Francisco, CA 94102-3298

**NOTE: Failure to adhere to the date and time shown will result in automatic rejection of the proposal.**

**8. Receipt**

Proposals will be marked with the date and time of receipt and inspected to determine if they are properly sealed. Improperly sealed proposals and bids or proposals submitted past the deadline will not be considered.

**9. Deviations**

The CPUC will examine each proposal for conformity to the requirements of this RFP. If a proposal fails to meet a requirement, the CPUC will determine if the deviation is material. A material deviation will result in proposal rejection. An immaterial deviation will be evaluated to determine if it will be accepted. If accepted, the proposal will be processed as if no deviation had occurred.

A deviation is material if accepting it would provide the bidder with an advantage over other bidders either for provision of more time to provide needed documents, cost, quantity or quality. A deviation is immaterial when it is determined to be of such a minor concern that it carries little or no importance and its acceptance will not provide the bidder with an advantage over other bidders.

Proposals must pertain to performance of the services described herein. Any proposal deviating from the activities described under Scope of Work will be rejected.

All proposals shall include the documents identified in Section VI, Attachment 1, "Required Attachment Checklist." Proposals not including the proper required attachments shall be deemed non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements.

The State does not accept alternate contract language from a prospective contractor. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions (GTC 1005), attached to this RFP, are not negotiable. Also, the CPUC will not negotiate any other Terms and Conditions found in this RFP or the contract to be awarded as a result of this RFP.

**10. Withdrawal and Resubmittal**

A bidder may withdraw a proposal by mailing or delivering a written notice of withdrawal signed in accordance with the requirements under Signatures (at Section IV, D, 4). The bidder may thereafter submit a new or modified proposal prior to the date and time indicated for submittal under Schedule of Key Action Dates Table, Section IV, A. Modifications requested in any other manner will not be considered.

**11. False or Misleading Statements**

Proposals containing false or misleading statements or which provide references not supporting an attribute or circumstance cited by the bidder may be rejected. If, in the opinion of the CPUC, such information was intended to mislead the CPUC in its evaluation of the proposal, and the attribute, condition, or capability is a requirement of this RFP, it will be grounds for rejection.

12. Rejection

The CPUC may reject any and all proposals and may waive any immaterial deviation or defect in a proposal. The waiver of any immaterial deviation will in no way modify the RFP documents or excuse the bidder from full compliance with the RFP specifications if awarded the contract.

***E. Evaluation Process/Scoring Methodology***

1. Phase I: Contractual Compliance Review – Pass or Fail scoring

In this phase, the Contracts Officer's designee will confirm that all required documents are included and properly signed in the bidder's proposal. This includes the Preference Programs - Small Business, Microbusiness, Non-Small Business Contracting with Small Business (es), Local Agency Military Base Recovery Area Act (LAMBRA), Enterprise Zone Act (EZA), and Target Area Contract Preference Act (TACPA). The Cost Proposal Worksheet should be in a separate sealed envelope. A pass/fail will be issued for Phase I. Those proposals that are given a fail will be rejected by the CPUC's Contracts Officer and not forwarded to the Evaluation Panel for the Phase II, Technical Evaluation. The failing bidder(s) will receive a letter from the Contracts Officer advising the reason for the failure.

2. Phase II: Technical Evaluation

A CPUC Proposal Evaluation Team will assess the bidders who passed Phase I, evaluating each bidder's qualifications in response to the Statement of Work (SOW) for TEAM and the California LifeLine Option, bidder's qualifications, and work plans as outlined in the RFP. In Phase II, points will be assigned to each section as illustrated in the following table, with a maximum total of 145 for the TEAM program and the California LifeLine Option. To move to the Interview, Phase III, a minimum of 116 points (or 80 percent) are required in Phase II. **Please note that in a Secondary RFP the bid may be opened and evaluated in Phase II.**

<b>TASK/TECHNICAL EVALUATION PHASE II</b>	<b>MAXIMUM POINTS ASSIGNED</b>	<b>BIDDER'S POINT SCORE</b>
<b>Bidder's ability to perform Statement of Work (Section II.)</b>		
1. Program Design overall appears targeted to LEP consumers.	5 points	
2. Contractor has "intent" notices from CBOs in various parts of the state including rural communities.	5 points	
3. Has provided program ideas and budget estimates for each of the three components – "in-language" outreach, education and complaint resolution.	5 points	
4. Has shown an organization that includes administration, training and a network of CBOs.	2 points	
5. Network includes CBOs which, collectively, are able to communicate in all of the languages named in the SOW and at least 10 other non-English languages.	5 points	
6. Includes languages beyond the minimum referenced above - 1/3 point for each up to 6 points.	6 points	
7. Demonstrates that Contractor and its network have sufficient staff and resources, and are ready, willing and able to implement an "In Language" outreach, education and complaint resolution program within 30 days after the contract is signed.	5 points	
8. Has described or illustrated an acceptable method for measuring performance.	3 points	
9. Has described how it will assist CBOs develop new programs which will enable them to participate in the TEAM program.	4 points	
10. Has described how it will submit progress reports.	2 points	
11. Has a program which will train CBOs on telecommunications issues and complaint resolution ("Train the Trainer").	3 points	
12. Has described or illustrated an acceptable method for tracking CBOs work.	3 points	
13. The Cost Bid provides a plan for compensating CBOs and shows that a significant part of the total funds is set aside for their compensation.	7 points	
14. The Cost Bid demonstrates a well-developed budget which includes reasonable compensation for the contractor and all subcontractors.	4 points	
15. The Cost Bid clearly specifies funding for a DVBE.	2 points	
16. The Cost Bid utilizes most if not all of the available budget for all three years in a manner that will maximize on statewide coverage including rural communities. The cost value and effectiveness of the proposal demonstrates cost adequacy for the project.	9 points	
17. Bidder has demonstrated knowledge of California LifeLine and online signups.	3 points	
<b>Bidder's ability to perform Statement of Work</b>	<b>73 points</b>	



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2. Bidder has identified each major task, subtask, and/or specific milestones.	2 point	
3. The bidder demonstrates adequate management procedures for planning, scheduling, budgeting and tracking costs and benefits, as well as the procedures to be used in controlling time used, dollars spent, and the quality to be achieved in performing the SOW.	3 point	
4. Bidder provides a project organization chart listing all personnel who will be assigned to this contract and their titles, and notes the use of subcontractors for any aspect of delivery of the SOW.	1 point	
5. Bidder's plan sufficiently provides an education program which coordinates with its complaint resolution service.	2 points	
6. Bidder's plan indicates how it will work with CBOs outside its network, community activists, the general public, and others with knowledge of and interest in either the LEP or communications-related consumer education.	1 point	
7. Bidder has at least three years' experience and demonstrates how it will assist CBOs in developing their programs.	3 points	
8. Bidder has the capacity to provide Subcontractors with updated resources regarding changes in telecommunications rights and education.	2 points	
9. Bidder has three years' experience and shows its capacity to train subcontractors to engage in effective complaint resolution, mediation, and advocacy on behalf of the consumer.	3 points	
10. Project Personnel: Bidder has adequately described the proposed relationship between the project manager, key personnel, support staff, and other resources (including Lead subcontractors, if applicable) that are expected to participate in the contract. Bidder shows which aspects of the education program and complaint mediation/resolution efforts each person, by name and title, will be responsible for and the approximate percentage of their time that will be devoted to this contract. Bidder provides Resumes of the project manager, all key personnel, and any key subcontractors, if applicable, which substantiate their abilities to perform the work described in this RFP.	3 points	
11. Facilities and Resources: The facilities and resources the bidder proposes to use to perform this contract are statewide and at locations conducive to education and complaint resolution services.	2 point	
12. The subcontractors the bidder intends to use and the substantiation of their capacity to deliver education and complaint resolution services required under this contract are sufficient.	5 points	
<b>Bidder's Work Plan addressing each of the required elements listed in Section IV.B.</b>	<b>31 ( ) points</b>	
<b>TOTAL POINTS</b>	<b>145 POINTS</b>	

**3. Phase III, Oral Interview**

Each bidder that earns a minimum of 116 points (or 80 percent) in Phase II, Technical Evaluation, will be asked to participate in an oral interview, which will consist of four questions (each worth up to 25 points). A minimum of eighty points (or 80 percent) must be achieved in Phase III to proceed to the Bid Opening, and Evaluation. The four questions will encompass the requirements stated in this RFP and may include:

- a.** Please describe the network's experience working with the public and/or non-profit sectors to provide outreach and telecommunications-related education to the LEP consumers.
- b.** Please describe the network's capacity to seamlessly provide the services required in this RFP as well as its ability to resolve implementation challenges and ensure accountability among the subcontractors. Specifically discuss the communication, protocols, and relationships between the contractor and CBO subcontractors and among different subcontractors.
- c.** Please expand on the network's ability to provide a complaint resolution service, including: the network knowledge of telecommunications-related laws, rules, and tariffs; plans for staff and/or subcontractor training; and delivery or development of new and/or timely material to the network.
- d.** Please describe how the bidder intends to interact with the CPUC, other organizations in California and telecommunications carriers to ensure that the TEAM program services are properly focused, delivered according to the Work Plan schedule, cost effective, and that any complaints are satisfactorily resolved in a timely manner.

**4. Phase IV Scoring of the Cost Bid**

All bidders who have achieved the qualifying score of 80 points (80%) in Phase III, the Oral Interview, shall have their Cost Bid scored. Subsequently, the final award of up to 82 points (25% of the total score) shall be determined by the "Point Count" method described in Section 5.25 of the State Contracting Manual. The lowest cost proposal will receive the full 82 points. Other proposals will be awarded as follows:

Proposal points = (\$value of the lowest cost proposal) / (\$value of the proposal) X 82;

After adding the scores from the evaluation section, the cost section, and any applicable points for Small or Micro Business, LAMBRA, EZA, or TACPA, the proposal with the highest number of points will be selected for this contract. If there is a tie, and one of them is receiving the Small Business preference points, the winner will be the one receiving the Small



Business preference points. If there is a tie between two small businesses, or between two other like entities, the winner will be determined by coin toss.

## **F. Award and Protest**

1. Notice of the proposed award shall be posted in the CPUC lobby at 505 Van Ness Ave., San Francisco, CA 94102 for five (5) working days prior to awarding the Agreement.
2. If any bidder, prior to the award of agreement, files a protest with the California Public Utilities Commission (CPUC) and the Department of General Services, Office of Legal Services, 707 Third Street, 7<sup>th</sup> Floor, Suite 7-330, West Sacramento, CA 95605. A protest should be based on the grounds that the (protesting) bidder would have been awarded the contract had the agency correctly applied the evaluation criteria located in "Task/Technical Evaluation Table, Phase II," in Section IV, E of this RFP, or if the agency followed the evaluation and scoring methods in the RFP represented on the "Table." The agreement shall not be awarded until either the protest has been withdrawn or the Department of General Services has decided the matter. It is suggested that bidders submit any protest by certified or registered mail.
3. Within five (5) days after filing the initial protest, the protesting bidder shall file with the Department of General Services, Office of Legal Services and the CPUC a detailed statement specifying the grounds for the protest.
4. Upon resolution of the protest and award of the contract, the contractor must complete and submit to the awarding agency the Payee Data Record (STD 204), to determine if the contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found on the Internet at [www.osp.dgs.ca.gov](http://www.osp.dgs.ca.gov) under the heading FORMS MANAGEMENT CENTER. A hard copy will also be attached to this RFP. No payment shall be made unless a completed STD 204 has been returned to the awarding agency.
5. Upon resolution of a protest and or award of the contract, the contractor must sign and submit to the awarding agency, page one (1) of the Contractor Certification Clauses (CCC), which can be found on the Internet at [www.dgs.ca.gov/contracts](http://www.dgs.ca.gov/contracts). A hard copy of the CCC will also be attached to this RFP. It is recommended that the CCC-1005 be signed by the bidder and returned with the bidder's proposal.

## **G. Disposition of Proposals**

1. Upon proposal opening, all documents submitted in response to this RFP will become the property of the State of California, and will be regarded as public

records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.

2. Proposal packages may be returned only at the bidder's expense, unless such expense is waived by the awarding agency.

## **H. Agreement Execution and Performance**

1. Service shall start on the express date set by the awarding agency and the contractor, after all approvals have been obtained and the agreement is fully executed. If approval is received from DGS/OLS in a timely manner, the expressed date for the commencement of the contract may be five business days after approval. Should the contractor fail to commence work at the agreed upon time, the awarding agency, reserves the right to terminate the agreement, upon five (5) days written notice to the contractor. In addition, the Contractor shall be liable to the State for the difference between contractor's proposal price and the actual cost of performing work by another contractor.
2. All performance under the contract shall be completed during the contract.

## V. Performance Standards

The contractor shall not be liable for any delay in or failure of performance, nor shall any such delay in, or failure of, performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" constitutes acts of war and disasters such as earthquakes and floods such that performance is impossible. The contractor shall be excused for the failure to perform during the duration of the Force Majeure as long as the contractor uses reasonable efforts to minimize the impact of the Force Majeure and to perform through alternative means. The contractor shall provide written notice by letter and email to the contract project manager explaining the event and its impact on the performance of this contract.

Achievement of the Performance Standards set forth below ensures that the TEAM contractor and or the subcontractors will receive the full amount withheld as Retention at the end of each contract period. If the Public Advisor's Office determines the Performance Standards goals are achieved in part, but not wholly, a fixed percentage determined by CPUC shall be retained by the CPUC.

### A. *Performance Standard 1:*

1. Education programs shall have commenced in 90 percent of all subcontractor sites within 30 days of contract execution. One hundred days after contract execution, the performance standard will increase to 95 percent. A ten percent (10%) penalty will be assessed against the underperforming subcontractor based on the invoice it submitted to the contractor. The penalty will be assessed every month that education delivery is delayed unless the delay is not the result of the contractor's or subcontractors' failure to perform in a timely manner. The CPUC may choose not to require this deduction if the subcontractor provides a substantial plan to relieve this underperformance. If the underperformance is due to lack of training or assistance by the contractor, the penalty will be deducted from the contractor's compensation.

2. Complaint resolution services shall have commenced in 90 percent of all subcontractor sites providing these services within 30 days of contract execution. One hundred days after contract execution, the performance standard will increase to 95 percent. A ten percent (10%) penalty will be assessed against the underperforming subcontractor based on the invoice it submitted to the contractor. The penalty will be assessed every month that complaint delivery is delayed unless the delay is not the result of the contractor's or subcontractors' failure to perform in a timely manner. The CPUC may choose not to require this deduction if the subcontractor provides a substantial plan to relieve this underperformance. If the underperformance is due to lack of training or assistance by the contractor, the penalty will be deducted from the contractor's compensation.

**B. Performance Standard 2:**

A goal of the TEAM program is to increase the access to information about telecommunications-related rights, laws, regulations, and services and to increase access to the resolution of telecommunications complaints within LEP Communities. As such, the contractor must:

1. Provide quantitative evidence acceptable to the Public Advisor's Office that the education program is increasing the telecommunications-related knowledge of the consumers served through the TEAM program. For every third monthly invoice that is submitted, except for the three monthly invoices after which the contract is executed, the contractor will be penalized one percent (1%) of the amount of that monthly invoice if the consumer survey indicates that the TEAM participants contacted did not meet the benchmark, which will be developed by the contractor and approved by the Public Advisors Office, for increased knowledge of telecommunications-related rights, laws, and regulations either immediately after, or within three months of program participation.

The quantitative method used to measure the success of the education program is to be defined and described by the contractor and this definition and description shall be included in the contractor's proposal.

The contractor shall receive the amount of the 1% penalty after the contractor provides evidence that 55 percent of the TEAM participants contacted increased their knowledge of telecommunications-related rights, laws, and regulations either immediately after, or within three months of program participation. At its discretion, the CPUC may choose not to require this deduction if the contractor provides a substantial plan to relieve this underperformance.

2. Provide quantitative evidence, that the complaint resolution service is successfully resolving/mediating complaints from LEP consumers served through the TEAM program.

For every third monthly invoice that is submitted, except for the three monthly invoices after which the contract is executed, the contractor will be penalized one percent (1%) of the amount of that monthly invoice if more than 50 percent of participant complaints are referred to the appropriate state or federal agency after complaint resolution services have been provided by the network. If the contractor perceives that the underperformance may be attributed to a utility which is not cooperating with CBOs, as directed in CPUC Decision D.07-07-043, the contractor must advise the contract project manager immediately that the problem exists.

The contractor shall receive the amount of the 1% penalty after the contractor provides evidence that less than 50 percent of participant complaints are referred to the appropriate state or federal agency after complaint resolution services have been provided by the contractor. At its discretion, the CPUC may choose not to require this deduction if the contractor provides a substantial plan to relieve this underperformance.

***C. Performance Standard 3***

The contractor is required to submit timely monthly reports and annual reports to the program manager as specified in this RFP, either electronically, postal delivery or hand delivery. Delays in submitting them may result in a penalty of 1% of the contractor's monthly charges (including any monthly billing from a subcontractor charged with the reporting responsibility) every time a report is delayed more than two weeks. If two consecutive reports are delayed, the penalty may increase to 2% of the monthly invoice. The retention may be restored to the contractor if the contractor provides and implements a substantial plan to relieve this underperformance within 60 days and sustains satisfactory performance throughout the balance of the contract. The CPUC may choose not to implement this performance standard.

***D. Performance Standard 4***

The contractor is expected to pay all subcontractors, whose performance is satisfactory, within 30 days of receiving payment from the State and must submit documentation every month certifying that the subcontractors have been paid. Failure to pay subcontractors within the given time may result in a five percent (5%) withholding of the contractor's invoice for any month that payment is late, unless the contractor provides a satisfactory reason for the delay and submits a plan to relieve this underperformance within 60 days and sustains satisfactory performance throughout the balance of the contract.

***E. Performance Standard 5***

The contractor is expected to meet the DVBE contracted agreement. If the DVBE is a subcontractor, the contractor may remove a DVBE subcontractor. However, timely replacement of a DVBE subcontractor must be made if the contract agreement has not been met. Failure to do so may result in withholding of the contractor's retention for the period in which there was no DVBE and/or a negative performance noticed with DGS.

## VI. Required Attachments

*ATTACHMENT 1 - Required Attachment Check List*

A complete proposal or proposal package will consist of the items identified below. Complete this checklist to confirm the items in your proposal. Place a check mark or "X" next to each item that you are submitting to the State. For your proposal to be responsive, all required attachments must be returned *and in the order shown below*. This checklist should be returned with your proposal package also.

<u>Attachment</u>	<u>Attachment Name/Description</u>
_____ Attachment 1	Required Attachment Check List
_____ Attachment 2	Proposal/Bidder Certification Sheet
_____ Attachment 3	Cost Proposal Worksheet
_____ Attachment 4	Disabled Veteran Business Enterprise (DVBE)
_____ Attachment 5	Standard Agreement (STD 213)
_____ Attachment 6	Contractor Certification Clauses (CCC 1005) The CCC can be found on the Internet at <a href="http://www.ols.dgs.ca.gov/Standard+Language">www.ols.dgs.ca.gov/Standard+Language</a> . The form is included in this RFP to allow the bidder to complete and include with the bidder's submittal.
_____ Attachment 7	Contractor Confidentiality Statement
_____ Attachment 8	Darfur Contracting Certification
_____ Attachment 9	Payee Data Record (STD 204)
_____ Attachment 10	Organization Chart
_____ Attachment 11	Resumes

*ATTACHMENT 2 - Completion Instructions and Proposal/Bidder Certification Sheet*

Complete the numbered items on the Proposal/Bidder Certification Sheet by following the instructions below.

Item Number s	Instructions
1, 2, 2a, 3	Must be completed. These items are self-explanatory.
4	Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.
5	Check if your firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill, or some or all of them in lawful commerce or business, with the understanding that there shall be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.
6	Check if your firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
7	Enter your federal employee tax identification number.
8	Enter your corporation number assigned by the California Secretary of State's Office. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.
9	Complete, if applicable, by indicating the type of license and/or certification that your firm possesses and that is required for the type of services being procured.
10,11 12, 13,	Must be completed. These items are self-explanatory.



This Proposal/Proposer Certification Sheet must be signed and returned along with all the "required attachments" as an entire package in duplicate with original signatures. The proposal must be transmitted in a sealed envelope in accordance with RFP instructions.

**An Unsigned Proposal Bidder Certification Sheet  
May Be Cause for Rejection**

1. Company/Organization Name	2. Telephone Number ( )	2a. Fax Number ( )
3. Address		
Indicate your organization type:		
4. <input type="checkbox"/> Sole Proprietorship	5. <input type="checkbox"/> Partnership	6. <input type="checkbox"/> Corporation
Indicate the applicable employee and/or corporation number:		
7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Bidder's Name (Print)	11. Title	
12. <b>Signature</b>	13. Date	
14. Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR) as:		
a. California Small Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter certification number: _____	b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> <input type="checkbox"/> If yes, enter your service code below: _____	
<p><b>NOTE:</b> A copy of your Certification is required to be included if either of the above items is checked "Yes". Date application was submitted to OSBCR, if an application is pending:</p>		

*ATTACHMENT 3 - Sample Cost Proposal Worksheet*

The hours shown by the Bidder on this Cost Bid Sheet should reflect the estimated total hours required to conduct the required education programs and the complaint resolution service. If job descriptions overlap, hours should reflect the total estimated hours required by each job classification. "Program Management" includes evaluation related activities. **Please submit a separate Cost Worksheet for each year of the program.**

<b><u>Education Program:</u></b>	<b>HRS</b>	<b>RATE</b>	<b>and/or non-labor costs</b>	<b>TOTAL</b>
<b>Contractor Costs:</b>				
Education Program Management	_____	@ _____	_____	_____
Budget/Fiscal	_____	@ _____	_____	_____
Subcontractor Training	_____	@ _____	_____	_____
Other Training	_____	@ _____	_____	_____
Technology Management	_____	@ _____	_____	_____
Coordination with like Organizations/activities	_____	@ _____	_____	_____
Education Program Material Development	_____	@ _____	_____	_____
Direct Service Provision To TEAM Participants	_____	@ _____	_____	_____
Administrative Support	_____	@ _____	_____	_____
Other (please describe) _____	_____	@ _____	_____	_____
<b>TOTAL Contractor Costs for Education Program</b>				_____

**Education Program:**    HRS            RATE    and/or non-labor costs    TOTAL

**Subcontractor Costs for Education Program:**

Direct Service Provision To TEAM Participants	_____ @ _____	_____	_____
Education Program Management	_____ @ _____	_____	_____
Outreach	_____ @ _____	_____	_____
Budget/Fiscal	_____ @ _____	_____	_____
Training provided to Other CBOs	_____ @ _____	_____	_____
Training provided to other Subcontractors	_____ @ _____	_____	_____
Other Training	_____ @ _____	_____	_____
Technology Management	_____ @ _____	_____	_____
Education Program Material Development	_____ @ _____	_____	_____
Administrative Support	_____ @ _____	_____	_____
Travel	_____ @ _____	_____	_____
Other (please describe)	_____ @ _____	_____	_____

**TOTAL Subcontractor Costs for Education Program**

<b><i>TOTAL Contractor and Subcontractor Costs for Education Program</i></b> _____
--

**Outreach Service:**    HRS            RATE    and/or non-labor costs    TOTAL

**Contractor Costs:**

Outreach Program Management	_____ @ _____	_____	_____
--------------------------------	---------------	-------	-------

**California Public Utilities Commission  
RFP 12PS5080**

Budget/Fiscal	_____@_____	_____	_____
Subcontractor Training	_____@_____	_____	_____
Other Training	_____@_____	_____	_____
Technology Management	_____@_____	_____	_____
Coordination with like Organizations/activities	_____@_____	_____	_____
Education Program Material Development	_____@_____	_____	_____
Direct Service Provision To TEAM Participants	_____@_____	_____	_____
Administrative Support	_____@_____	_____	_____
Other (please describe) _____	_____@_____	_____	_____
<b>TOTAL Contractor Costs for Outreach Program</b>			_____

**Outreach Service:      HRS      RATE    and/or non-labor costs    TOTAL**

**Subcontractor Costs for Outreach Program:**

Direct Service Provision To TEAM Participants	_____ @ _____	_____	_____	_____
Outreach Program Management	_____ @ _____	_____	_____	_____
Outreach	_____ @ _____	_____	_____	_____
Budget/Fiscal	_____ @ _____	_____	_____	_____
Training provided to Other CBOs	_____ @ _____	_____	_____	_____
Training provided to other Subcontractors	_____ @ _____	_____	_____	_____
Other Training	_____ @ _____	_____	_____	_____
Technology Management	_____ @ _____	_____	_____	_____
Education Program Material Development	_____ @ _____	_____	_____	_____
Administrative Support	_____ @ _____	_____	_____	_____
Travel	_____ @ _____	_____	_____	_____
Other (please describe) _____	_____ @ _____	_____	_____	_____
<b>TOTAL Subcontractor Costs for Outreach Program</b>				_____

<b>TOTAL Contractor and Subcontractor Costs for Outreach Program _____</b>
--

**Complaint Resolution: HRS      RATE    and/or non-labor costs    TOTAL**

**Contractor Costs:**

Complaint Resolution Management	_____ @ _____	_____	_____
Budget/Fiscal	_____ @ _____	_____	_____
Subcontractor Training	_____ @ _____	_____	_____
Other Training	_____ @ _____	_____	_____
Technology Management	_____ @ _____	_____	_____
Coordination with like Organizations/activities	_____ @ _____	_____	_____
Complaint Resolution Material Development	_____ @ _____	_____	_____
Direct Service Provision To TEAM Participants	_____ @ _____	_____	_____
Administrative Support	_____ @ _____	_____	_____
Other (please describe) _____	_____ @ _____	_____	_____
<b>TOTAL Contractor Costs for Complaint Resolution</b>			_____

**Complaint Resolution: HRS      RATE    and/or non-labor costs    TOTAL**

**Subcontractor Costs:**

Direct Service Provision To TEAM Participants	_____ @	_____	_____	_____
Complaint Resolution Management	_____ @	_____	_____	_____
Outreach	_____ @	_____	_____	_____
Budget/Fiscal	_____ @	_____	_____	_____
Training provided to Other CBOs	_____ @	_____	_____	_____
Training provided to other Subcontractors	_____ @	_____	_____	_____
Other Training	_____ @	_____	_____	_____
Technology Management	_____ @	_____	_____	_____
Education Program Material Development	_____ @	_____	_____	_____
Administrative Support	_____ @	_____	_____	_____
Travel	_____ @	_____	_____	_____
Other (please describe) _____	_____ @	_____	_____	_____

**TOTAL Subcontractor Costs for Complaint Resolution Program**      \_\_\_\_\_

## ***Total Bid Summary Sheet***

**Note: Contractor's total bid must equal "Total Contractor and Subcontractor Costs for Education, Outreach and for Complaint Resolution Service")**

***TOTAL Contractor Costs for Education*** \$ \_\_\_\_\_

***TOTAL Subcontractor Costs for Education*** \$ \_\_\_\_\_

***TOTAL Contractor and Subcontractor Costs for Education*** \$ \_\_\_\_\_

***TOTAL Contractor for Outreach*** \$ \_\_\_\_\_

***TOTAL Subcontractor Costs for Outreach*** \$ \_\_\_\_\_

***TOTAL Contractor and Subcontractor Costs for Outreach*** \$ \_\_\_\_\_

***TOTAL Contractor Costs for Complaint Resolution*** \$ \_\_\_\_\_

***TOTAL Subcontractor Costs for Complaint Resolution*** \$ \_\_\_\_\_

***TOTAL Contractor and Sub. Costs for Complaint Resolution*** \$ \_\_\_\_\_

**Total costs for [insert year]** \$ \_\_\_\_\_



*ATTACHMENT 4 – DVBE Requirements and form*

The Good Faith Effort option no longer applies. Bidders must meet the minimum DVBE requirement for this RFP which is three percent of the total Cost Bid.

Since this RFP requires DVBE participation, the contractor must, within 60 days of receiving final payment under this agreement (or within such other time period as may be specified elsewhere in this agreement), certify to the CPUC: (1) the total amount the prime contractor received under the Contract; (2) the name and address of the DVBE(s) that participated in the performance of the contract; (3) the amount each DVBE received from the prime contractor; (4) that all payments under the contract have been made to the DVBE(s); and (5) the actual percentage of DVBE participation that was achieved. A person or entity that knowingly provides false information shall be subject to a civil penalty for each violation (Military & Veterans Code (M&VC) § 999.5(d)).

A DVBE subcontractor may only be replaced by another DVBE subcontractor and must be approved by CPUC and the Department of General Services (DGS). Changes to the scope of work that impact the DVBE subcontractor(s) identified in the bid or offer and approved DVBE substitutions will be documented by contract amendment.

Failure of contractor to seek substitution and adhere to the DVBE participation level identified in the bid or offer may be cause for contract termination, recovery of damages under rights and remedies due to the State, and penalties as outlined in M&VC § 999.9; Public Contract Code (PCC) § 10115.10, or PCC § 4110 (applies to public works only).

Additional DVBE program documentation can be found at:

[www.documents.dgs.ca.gov/pd/poliproc/DVBEPROGREQ103107.doc](http://www.documents.dgs.ca.gov/pd/poliproc/DVBEPROGREQ103107.doc)

is attached for you to turn in with your bid.

**BIDDER DECLARATION**

1. Prime bidder information (**Review attached Bidder Declaration Instructions prior to completion of this form**):

a. Identify current California certification(s) (**MB, SB, NVSA, DVBE**):  
\_\_\_\_\_ **or None** \_\_\_\_\_ (If "None", go to Item #2)

b. Will subcontractors be used for this contract? **Yes** \_\_\_ **No** \_\_\_ (If yes, indicate the distinct element of work your firm will perform in this contract e.g., list the proposed products produced by your firm, state if your firm owns the transportation vehicles that will deliver the products to the State, identify which solicited services your firm will perform, etc.). Use additional sheets, as necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

c. If you are a California certified DVBE: (1) Are you a broker or agent? **Yes** \_\_\_ **No** \_\_\_

(2) If the contract includes equipment rental, does your company own at least 51% of the equipment

provided in this contract (quantity and value)? **Yes** \_\_\_ **No** \_\_\_ **N/A** \_\_\_

2. If no subcontractors will be used, skip to certification below. Otherwise, list all subcontractors for this contract. (Attach additional pages if necessary):

Subcontractor Name, Contact Person, Subcontractor Address CA Certification (MB, SB, Work performed or goods provided Corresponding Good 51% Phone Number & Fax Number & Email Address NVSA, DVBE or None) for this contract % of bid price Standing? Rental?

Solicitation Number \_\_\_\_\_

**Certi fication : By signing the bid response, I certify under penalty of perjury that the information provided is true and correct.**

State of California—Department of General Services, Procurement Division

GSPD-05-105 (REV 08/09)

Page \_\_\_\_\_ of \_\_\_\_\_

*ATTACHMENT 5 Standard Agreement (STD 213)*

**STANDARD AGREEMENT**

STD 213 (Rev 06/03)

AGREEMENT NUMBER
REGISTRATION NUMBER

1. This Agreement is entered into between the State Agency and the Contractor named below:

STATE AGENCY'S NAME

CONTRACTOR'S NAME

2. The term of this Agreement is: \_\_\_\_\_ through \_\_\_\_\_

3. The maximum amount of this Agreement is: \$ \_\_\_\_\_

4. The parties agree to comply with the terms and conditions of the following exhibits which are by this reference made a part of the Agreement

- Exhibit A – Scope of Work
- Exhibit B – Budget Detail and Payment Provisions
- Exhibit C\* – General Terms and Conditions

Check mark one item below as Exhibit D:

- Exhibit - D Special Terms and Conditions (Attached hereto as part of this \_\_\_\_\_)
- Exhibit - D\* Special Terms and Conditions (Attached hereto as part of this \_\_\_\_\_)

Exhibit E – Additional Provisions

Items shown with an Asterisk (\*), are hereby incorporated by reference and made part of this agreement as if attached hereto. These documents can be viewed at [www.ols.dgs.ca.gov/Standard+Language](http://www.ols.dgs.ca.gov/Standard+Language)

**IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.**

<b>CONTRACTOR</b>		<b>California Department of General Services Use Only</b>
CONTRACTOR'S NAME (if other than an individual, state whether a corporation, partnership, etc.)		
BY (Authorized Signature) 	DATE SIGNED (Do not type)	
PRINTED NAME AND TITLE OF PERSON SIGNING		
ADDRESS		
<b>STATE OF CALIFORNIA</b>		<input type="checkbox"/> Exempt per:
AGENCY NAME		
BY (Authorized Signature) 	DATE SIGNED (Do not type)	
PRINTED NAME AND TITLE OF PERSON SIGNING		
ADDRESS		

*ATTACHMENT 6 – Contractor Certification Clause (CCC-1005)*

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective Contractor to the clause(s) listed below. This certification is made under the laws of the State of California.

<i>Contractor/Bidder Firm Name (Printed)</i>		<i>Federal ID Number</i>
<i>By (Authorized Signature)</i>		
<i>Printed Name and Title of Person Signing</i>		
<i>Date Executed</i>	<i>Executed in the County of</i>	

**CONTRACTOR CERTIFICATION CLAUSES**

1. **STATEMENT OF COMPLIANCE:** Contractor has, unless exempted, complied with the nondiscrimination program requirements. (Gov. Code §12990 (a-f) and CCR, Title 2, Section 8103) (Not applicable to public entities.)

2. **DRUG-FREE WORKPLACE REQUIREMENTS:** Contractor will comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:

a. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.

b. Establish a Drug-Free Awareness Program to inform employees about:

- 1) the dangers of drug abuse in the workplace;
- 2) the person's or organization's policy of maintaining a drug-free workplace;
- 3) any available counseling, rehabilitation and employee assistance programs; and,
- 4) penalties that may be imposed upon employees for drug abuse violations.

c. Every employee who works on the proposed Agreement will:

- 1) receive a copy of the company's drug-free workplace policy statement; and,
- 2) agree to abide by the terms of the company's statement as a condition of employment on the Agreement.

Failure to comply with these requirements may result in suspension of payments under the Agreement or termination of the Agreement or both and Contractor may be ineligible for award of any future State agreements if the department determines that any of the following has occurred: the Contractor has made false certification, or violated the certification by failing to carry out the requirements as noted above. (Gov. Code §8350 et seq.)

3. NATIONAL LABOR RELATIONS BOARD CERTIFICATION: Contractor certifies that no more than one (1) final unappealable finding of contempt of court by a Federal court has been issued against Contractor within the immediately preceding two-year period because of Contractor's failure to comply with an order of a Federal court, which orders Contractor to comply with an order of the National Labor Relations Board. (Pub. Contract Code §10296) (Not applicable to public entities.)

4. CONTRACTS FOR LEGAL SERVICES \$50,000 OR MORE- PRO BONO REQUIREMENT: Contractor hereby certifies that contractor will comply with the requirements of Section 6072 of the Business and Professions Code, effective January 1, 2003.

Contractor agrees to make a good faith effort to provide a minimum number of hours of pro bono legal services during each year of the contract equal to the lesser of 30 multiplied by the number of full time attorneys in the firm's offices in the State, with the number of hours prorated on an actual day basis for any contract period of less than a full year or 10% of its contract with the State.

Failure to make a good faith effort may be cause for non-renewal of a state contract for legal services, and may be taken into account when determining the award of future contracts with the State for legal services.

5. EXPATRIATE CORPORATIONS: Contractor hereby declares that it is not an expatriate corporation or subsidiary of an expatriate corporation within the meaning of Public Contract Code Section 10286 and 10286.1, and is eligible to contract with the State of California.

6. SWEATFREE CODE OF CONDUCT:

a. All Contractors contracting for the procurement or laundering of apparel, garments or corresponding accessories, or the procurement of equipment, materials, or supplies, other than procurement related to a public works contract, declare under penalty of perjury that no apparel, garments or corresponding accessories, equipment, materials, or supplies furnished to the state pursuant to the contract have been laundered or produced in whole or in part by sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor, or with the benefit of sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor. The

contractor further declares under penalty of perjury that they adhere to the Sweat free Code of Conduct as set forth on the California Department of Industrial Relations website located at [www.dir.ca.gov](http://www.dir.ca.gov), and Public Contract Code Section 6108.

b. The contractor agrees to cooperate fully in providing reasonable access to the contractor's records, documents, agents or employees, or premises if reasonably required by authorized officials of the contracting agency, the Department of Industrial Relations, or the Department of Justice to determine the contractor's compliance with the requirements under paragraph (a).

7. DOMESTIC PARTNERS: For contracts executed or amended after July 1, 2004, the contractor may elect to offer domestic partner benefits to the contractor's employees in accordance with Public Contract Code section 10295.3. However, the contractor cannot require an employee to cover the costs of providing any benefits which have otherwise been provided to all employees regardless of marital or domestic partner status.

### **DOING BUSINESS WITH THE STATE OF CALIFORNIA**

The following laws apply to persons or entities doing business with the State of California.

1. CONFLICT OF INTEREST: Contractor needs to be aware of the following provisions regarding current or former state employees. If Contractor has any questions on the status of any person rendering services or involved with the Agreement, the awarding agency must be contacted immediately for clarification.

Current State Employees (Pub. Contract Code §10410):

- 1). No officer or employee shall engage in any employment, activity or enterprise from which the officer or employee receives compensation or has a financial interest and which is sponsored or funded by any state agency, unless the employment, activity or enterprise is required as a condition of regular state employment.
- 2). No officer or employee shall contract on his or her own behalf as an independent contractor with any state agency to provide goods or services.

Former State Employees (Pub. Contract Code §10411):

- 1). For the two-year period from the date he or she left state employment, no former state officer or employee may enter into a contract in which he or she engaged in any of the negotiations, transactions, planning, arrangements or any part of the decision-making process relevant to the contract while employed in any capacity by any state agency.
- 2). For the twelve-month period from the date he or she left state employment, no former state officer or employee may enter into a contract with any state agency if he or she was employed by that state agency in a policy-making position in the same general subject area as the proposed contract within the 12-month period prior to his or her leaving state service.

If Contractor violates any provisions of above paragraphs, such action by Contractor shall render this Agreement void. (Pub. Contract Code §10420)

Members of boards and commissions are exempt from this section if they do not receive payment other than payment of each meeting of the board or commission, payment for preparatory time and payment for per diem. (Pub. Contract Code §10430 (e))

2. LABOR CODE/WORKERS' COMPENSATION: Contractor needs to be aware of the provisions which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions, and Contractor affirms to comply with such provisions before commencing the performance of the work of this Agreement. (Labor Code Section 3700)

3. AMERICANS WITH DISABILITIES ACT: Contractor assures the State that it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. (42 U.S.C. 12101 et seq.)

4. CONTRACTOR NAME CHANGE: An amendment is required to change the Contractor's name as listed on this Agreement. Upon receipt of legal documentation of the name change the State will process the amendment. Payment of invoices presented with a new name cannot be paid prior to approval of said amendment.

5. CORPORATE QUALIFICATIONS TO DO BUSINESS IN CALIFORNIA:

a. When agreements are to be performed in the state by corporations, the contracting agencies will be verifying that the contractor is currently qualified to do business in California in order to ensure that all obligations due to the state are fulfilled.

b. "Doing business" is defined in R&TC Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit. Although there are some statutory exceptions to taxation, rarely will a corporate contractor performing within the state not be subject to the franchise tax.

c. Both domestic and foreign corporations (those incorporated outside of California) must be in good standing in order to be qualified to do business in California. Agencies will determine whether a corporation is in good standing by calling the Office of the Secretary of State.

6. RESOLUTION: A county, city, district, or other local public body must provide the State with a copy of a resolution, order, motion, or ordinance of the local governing body which by law has authority to enter into an agreement, authorizing execution of the agreement.

7. AIR OR WATER POLLUTION VIOLATION: Under the State laws, the Contractor shall not be: (1) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of

waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.

8. PAYEE DATA RECORD FORM STD. 204: This form must be completed by all contractors that are not another state agency or other governmental entity.

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*ATTACHMENT7 – Confidentiality Statement*

All persons with access to confidential information, as defined in [State Administrative Manual](#) section 4840.4 [Information maintained by state agencies that is exempt from disclosure under the provisions of the [California Public Records Act](#) (Government [Code](#) sections 6250-6265) or other applicable state or federal laws. See State Administrative Manual section 4841.3], must comply with the provisions of State Administrative Manual sections 4840-4845, and any subsequent modifications thereof.

[Information Integrity and Security](#), Section D, Work Plan, Paragraph 4, Systems Specifications/Data Security, set forth this RFP 05PS 5541, as the Commission's requirements for implementing Information Technology (IT) for the Contract awarded as a result of this RFP.

Among other things, these provisions require that each individual with access to confidential information must sign this confidentiality agreement, must not disclose the confidential and/or sensitive information in a manner inconsistent with the Contract, and must report every breach, or suspected breach, of this agreement to the Commission's Contract Manager.

I, \_\_\_\_\_ (full legal name), am an employee of \_\_\_\_\_ (employer), and the implementation of this Contract is within the scope of my employment. I have read this Confidentiality Agreement, and the attached provisions of the Contract, and agree to fully comply with their terms. I understand that failure to comply may be grounds for termination of my employment.

Signed on: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Title)

*ATTACHMENT 8 - Darfur Contracting Act Vendor Certification*

Pursuant to Public Contract Code section 10478, if a bidder or proposer currently or within the previous three years has had business activities or other operations outside of the United States, it must certify that it is not a “scrutinized” company as defined in Public Contract Code section 10476.

Therefore, to be eligible to submit a bid or proposal, please insert your company name and Federal ID Number and complete only one of the following three paragraphs (via initials for Paragraph # 1 or Paragraph # 2, or via initials and certification for Paragraph # 3):

<i>Company/Vendor Name (Printed)</i>	<i>Federal ID Number</i>
<i>Printed Name and Title of Person Initialing (for Options 1 or 2)</i>	

1. \_\_\_\_\_ We do not currently have, and have not had within the previous  
Initials three years, business activities or other operations outside of the United States.

**OR**

2. \_\_\_\_\_ We are a scrutinized company as defined in Public Contract Code section 10476,  
but we Initials have received written permission from the Department of General Services (DGS)  
to submit have received written permission from the Department of General Services (DGS)  
a bid or proposal pursuant to Public Contract Code section 10477(b). A copy of  
the written permission from DGS is included with our bid or proposal.

**OR**

3. \_\_\_\_\_ We currently have, or we have had within the previous three years,  
Initials business activities or other operations outside of the United States,  
+ certification but we certify below that we are not a scrutinized company  
below as defined in Public Contract Code section 10476.

Public Contract Code 10476. As used in this article, the following definition applies:

"Scrutinized company" means a company in Sudan that is involved in power production activities, mineral extraction activities, oil-related activities, or the production of military equipment, but excludes a company that can demonstrate any of the following:

(a) Its business operations are conducted under contract directly and exclusively with the regional government of southern Sudan.

(b) Its business operations are conducted under a license from the Office of Foreign Assets Control, or are expressly exempted under federal law from the requirement to be conducted under such a license.

(c) Its business operations consist of providing goods or services to marginalized populations of Sudan.

(d) Its business operations exclusively consist of providing goods or services to an internationally recognized peacekeeping force or humanitarian organization.

(e) Its business operations consist of providing goods or services that are used only to promote health or education.

(f) Its business operations with the Government of Sudan will be voluntarily suspended for the entire duration of the contract for goods or services for which they have bid on, or submitted a proposal for, a contract with a state agency.

(g) It has adopted, publicized, and is implementing a formal plan to cease business operations within one year and to refrain from conducting any new business operations.

**CERTIFICATION For # 3.**

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective proposer/bidder to the clause listed above in # 3. This certification is made under the laws of the State of California.

<i>By (Authorized Signature)</i>	
<i>Printed Name and Title of Person Signing</i>	
<i>Date Executed</i>	<i>Executed in the County and State of</i>



GTC 610

EXHIBIT C

**VI. GENERAL TERMS AND CONDITIONS**

1. **APPROVAL**: This Agreement is of no force or effect until signed by both parties and approved by the Department of General Services, if required. Contractor may not commence performance until such approval has been obtained.
2. **AMENDMENT**: No amendment or variation of the terms of this Agreement shall be valid unless made in writing, signed by the parties and approved as required. No oral understanding or Agreement not incorporated in the Agreement is binding on any of the parties.
3. **ASSIGNMENT**: This Agreement is not assignable by the Contractor, either in whole or in part, without the consent of the State in the form of a formal written amendment.
4. **AUDIT**: Contractor agrees that the awarding department, the Department of General Services, the Bureau of State Audits, or their designated representative shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. Contractor agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records retention is stipulated. Contractor agrees to allow the auditor(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, Contractor agrees to include a similar right of the State to audit records and interview staff in any subcontract related to performance of this Agreement. (Gov. Code §8546.7, Pub. Contract Code §10115 et seq., CCR Title 2, Section 1896).
5. **INDEMNIFICATION**: Contractor agrees to indemnify, defend and save harmless the State, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, and any other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by Contractor in the performance of this Agreement.
6. **DISPUTES**: Contractor shall continue with the responsibilities under this Agreement during any dispute.
7. **TERMINATION FOR CAUSE**: The State may terminate this Agreement and be relieved of any payments should the Contractor fail to perform the requirements of this Agreement at the time and in the manner herein provided. In the event of such termination the State may proceed with the work in any manner deemed proper by the State. All costs to the State shall be deducted from any sum due the Contractor under this Agreement and the balance, if any, shall be paid to the Contractor upon demand.
8. **INDEPENDENT CONTRACTOR**: Contractor, and the agents and employees of Contractor, in the performance of this Agreement, shall act in an independent capacity and not as officers or employees or agents of the State.

9. RECYCLING CERTIFICATION: The Contractor shall certify in writing under penalty of perjury, the minimum, if not exact, percentage of post consumer material as defined in the Public Contract Code Section 12200, in products, materials, goods, or supplies offered or sold to the State regardless of whether the product meets the requirements of Public Contract Code Section 12209. With respect to printer or duplication cartridges that comply with the requirements of Section 12156(e), the certification required by this subdivision shall specify that the cartridges so comply (Pub. Contract Code §12205).

10. NON-DISCRIMINATION CLAUSE: During the performance of this Agreement, Contractor and its subcontractors shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (e.g., cancer), age (over 40), marital status, and denial of family care leave. Contractor and subcontractors shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Contractor and subcontractors shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code §12990 (a-f) et seq.) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, Section 7285 et seq.). The applicable regulations of the Fair Employment and Housing Commission implementing Government Code Section 12990 (a-f), set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations, are incorporated into this Agreement by reference and made a part hereof as if set forth in full. Contractor and its subcontractors shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other Agreement.

Contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under the Agreement.

11. CERTIFICATION CLAUSES: The CONTRACTOR CERTIFICATION CLAUSES contained in the document CCC 307 are hereby incorporated by reference and made a part of this Agreement by this reference as if attached hereto.

12. TIMELINESS: Time is of the essence in this Agreement.

13. COMPENSATION: The consideration to be paid Contractor, as provided herein, shall be in compensation for all of Contractor's expenses incurred in the performance hereof, including travel, per diem, and taxes, unless otherwise expressly so provided.

14. GOVERNING LAW: This contract is governed by and shall be interpreted in accordance with the laws of the State of California.

15. ANTITRUST CLAIMS: The Contractor by signing this agreement hereby certifies that if these services or goods are obtained by means of a competitive bid, the Contractor shall comply with the requirements of the Government Codes Sections set out below.

a. The Government Code Chapter on Antitrust claims contains the following definitions:

1) "Public purchase" means a purchase by means of competitive bids of goods, services, or materials by the State or any of its political subdivisions or public agencies on whose behalf the Attorney General may bring an action pursuant to subdivision (c) of Section 16750 of the Business and Professions Code.

2) "Public purchasing body" means the State or the subdivision or agency making a public purchase. Government Code Section 4550.

b. In submitting a bid to a public purchasing body, the bidder offers and agrees that if the bid is accepted, it will assign to the purchasing body all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Sec. 15) or under the Cartwright Act (Chapter 2 (commencing with Section 16700) of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the bidder for sale to the purchasing body pursuant to the bid. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the bidder. Government Code Section 4552.

c. If an awarding body or public purchasing body receives, either through judgment or settlement, a monetary recovery for a cause of action assigned under this chapter, the assignor shall be entitled to receive reimbursement for actual legal costs incurred and may, upon demand, recover from the public body any portion of the recovery, including treble damages, attributable to overcharges that were paid by the assignor but were not paid by the public body as part of the bid price, less the expenses incurred in obtaining that portion of the recovery. Government Code Section 4553.

d. Upon demand in writing by the assignor, the assignee shall, within one year from such demand, reassign the cause of action assigned under this part if the assignor has been or may have been injured by the violation of law for which the cause of action arose and (a) the assignee has not been injured thereby, or (b) the assignee declines to file a court action for the cause of action. See Government Code Section 4554.

16. CHILD SUPPORT COMPLIANCE ACT: For any Agreement in excess of \$100,000, the contractor acknowledges in accordance with Public Contract Code 7110, that:

a. The contractor recognizes the importance of child and family support obligations and shall fully comply with all applicable state and federal laws relating to child and family support enforcement, including, but not limited to, disclosure of information and compliance with earnings assignment orders, as provided in Chapter 8 (commencing with section 5200) of Part 5 of Division 9 of the Family Code; and

b. The contractor, to the best of its knowledge is fully complying with the earnings assignment orders of all employees and is providing the names of all new employees to the New Hire Registry maintained by the California Employment Development Department.

17. UNENFORCEABLE PROVISION: In the event that any provision of this Agreement is unenforceable or held to be unenforceable, then the parties agree that all other provisions of this Agreement have force and effect and shall not be affected thereby.

18. PRIORITY HIRING CONSIDERATIONS: If this Contract includes services in excess of \$200,000, the Contractor shall give priority consideration in filling vacancies in positions funded by the Contract to qualified recipients of aid under Welfare and Institutions Code Section 11200 in accordance with Pub. Contract Code §10353.

19. SMALL BUSINESS PARTICIPATION AND DVBE PARTICIPATION REPORTING REQUIREMENTS:

a. If for this Contract Contractor made a commitment to achieve small business participation, then Contractor must within 60 days of receiving final payment under this Contract (or within such other time

period as may be specified elsewhere in this Contract) report to the awarding department the actual percentage of small business participation that was achieved. (Govt. Code § 14841.)

b. If for this Contract Contractor made a commitment to achieve disabled veteran business enterprise (DVBE) participation, then Contractor must within 60 days of receiving final payment under this Contract (or within such other time period as may be specified elsewhere in this Contract) certify in a report to the awarding department: (1) the total amount the prime Contractor received under the Contract; (2) the name and address of the DVBE(s) that participated in the performance of the Contract; (3) the amount each DVBE received from the prime Contractor; (4) that all payments under the Contract have been made to the DVBE; and (5) the actual percentage of DVBE participation that was achieved. A person or entity that knowingly provides false information shall be subject to a civil penalty for each violation. (Mil. & Vets. Code § 999.5(d); Govt. Code § 14841.)

20. LOSS LEADER:

If this contract involves the furnishing of equipment, materials, or supplies then the following statement is incorporated: It is unlawful for any person engaged in business within this state to sell or use any article or product as a “loss leader” as defined in Section 17030 of the Business and Professions Code. (PCC 10344(e).)



EXHIBIT D

**SPECIAL TERMS AND CONDITIONS**

1. **Excise Tax**

The State of California is exempt from federal excise taxes, and no payment will be made for any taxes levied on employees' wages. The State will pay for any applicable State of California or local sales or use taxes on the services rendered or equipment or parts supplied pursuant to this Agreement. California may pay any applicable sales and use tax imposed by another state.

2. **Settlement of Disputes**

In the event of a dispute, Contractor shall file a "Notice of Dispute" with California Public Utilities Commission or Designee within ten (10) days of discovery of the problem. Within ten (10) days, the California Public Utilities Commission Director or Designee shall meet with the Contractor and Project Manager for purposes of resolving the dispute. The decision of the California Public Utilities Commission or Designee shall be final.

In the event of a dispute, the language contained within this Agreement shall prevail over any other language including that of the bid proposal.

3. **Evaluation of Contractor**

Performance of the Contractor under this Agreement will be evaluated. The evaluation shall be prepared on Contract/Contractor Evaluation Sheet Sheet (STD 4), and maintained in the Agreement file. For consultant agreements, a copy of the evaluation will be sent to the Department of General Services, Office of Legal Services, if it is negative and over \$5,000.

4. **Agency Liability**

The Contractor warrants by execution of this Agreement, that no person or selling agency has been employed or retained to solicit or secure this Agreement upon agreement or understanding for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees or bona fide established commercial or selling agencies maintained by the Contractor for the purpose of securing business.

For breach or violation of this warranty, the State shall, in addition to other remedies provided by law, have the right to annul this Agreement without liability, paying only for the value of the work actually performed, or otherwise recover the full amount of such commission, percentage, brokerage, or contingent fee.

5. **Potential Subcontractors**

Nothing contained in this Agreement or otherwise, shall create any contractual relation between the State and any subcontractors, and no subcontract shall relieve the Contractor of his responsibilities and obligations hereunder. The Contractor agrees to be as fully responsible to the State for the acts and omissions of its subcontractors and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by the Contractor. The Contractor's obligation to pay its subcontractors is an independent obligation from the State's obligation to make payments to the Contractor. As a result, the State shall have no obligation to pay or to enforce the payment of any moneys to any subcontractor.

**DVBE SB548 – Replacement of Disabled Veteran Business Enterprise Subcontractors**

Contractor understands and agrees that should award of this contract be based in part on their commitment to use the Disabled Veteran Business Enterprise (DVBE) subcontractor(s) identified in their bid or offer, per military and Veterans Code 999.5 (e), a DVBE subcontractor may only be replaced by another DVBE subcontractor and must be approved by the Department of General Services (DGS). Changes to the scope of work that impact the DVBE subcontractor(S) identified in the bid or offer and approved DVBE substitutions will be documented by contract amendment.

EXHIBIT E

**ADDITIONAL PROVISIONS**

1. **Consultant - Staff Expenses**

The Contractor represents that it has or shall secure at its own expense, all staff required to perform the services described in this Agreement. Such personnel shall not be employees of or have any contractual relationship with any governmental entity.

2. **Subcontracts**

Contractor shall submit any proposed subcontracts to the State for its written approval before entering into the same. No work shall be subcontracted without the prior approval of the State. Upon termination of any sub-contract, the State shall be notified immediately.

If the terminated subcontractor is a DVBE, the contractor must replace the subcontractor within the same participation category and such replacement must be approved by the Commission. Failure to adhere to DVBE Participation may be cause for contract termination and recovery of damages under the rights and remedies due the state under the default section of the contract. The Agreement shall permit the State to audit the Contractor to verify compliance with DVBE regulations.

3. **Relationship with Contractor and Subcontractor**

Contractor shall be responsible for all actions of subcontractors and all payment to subcontractors. Failure of a subcontractor to perform for any reason shall not relieve Contractor of the responsibility for competent and timely performance of duties under this contract. Commission staff will not deal with subcontractors except through Contractor's Project Manager.

All requests for changes of work within this contract shall be in writing between the Project Manager for Commission and the Project Manager for Contractor.

4. **Commission Staff**

Commission staff will be permitted to work side by side with Contractor's staff to the extent and under conditions directed by the Commission's Project Manager. In this connection, Commission staff will be given access to all data, working papers, etc., which Contractor may seek to utilize.

5. **Use of State Personnel**

Contractor will not be permitted to use State personnel for the performance of services which are the responsibility of Contractor unless such use is previously agreed to in writing by the Commission's Project Manager, and an appropriate adjustment in price is made. No charge will be made to contractor for the services of State employees performing coordination or monitoring functions.

6. **Changes in Time for Performance of Tasks**

The time for performance of tasks and items within the budget, but not the total contract price, may be changed by written approval of the Commission's Project Manager. However, the date for completion, the total contract price, and scope, as well as, all other terms may be altered only by formal amendment of this contract.

7. **Change of Personnel**

Contractor and Subcontractor's key personnel as indicated in the attached resumes may not be substituted without the Commission's Contract Manager's prior written approval.

8. **Ownership of Data**

Data developed for this contract shall become the property of the State. It shall not be disclosed without the permission of the Commission's Project Manager. Each report shall also become the property of the State and shall not be disclosed except in such manner and such time as the Commission's Project Manager may direct, with the exception of data which have become part of the public records of the State, as discussed in Paragraph 9.

9. **Confidentiality of Data/Nondisclosure Agreement**

The Consultant ("Signatory"), by signing this Agreement agrees to perform the task(s) under this Agreement. The signatory recognizes that it must have full and unfettered access to information and documents within the knowledge and possession of various entities under the regulatory jurisdiction of the Commission. The Signatory also recognizes that some of this information may be proprietary, confidential, or privileged in nature.

The Signatory further recognizes that the Commission Staff has broad statutory authority to compel the production of such information subject to the provisions of Public Utilities Code 583 and General Order 66-C. The Signatory understands that these legal provisions generally preclude public disclosure of information obtained in confidence except during the course of a public hearing or with permission of the Commission. The Signatory acknowledges that it has received a copy and read Public Utilities Code Section 583 and General Order 66-C, and agrees to be subject to and to fully comply with these legal provisions in discharging its responsibilities. Such compliance includes abiding by the terms of prohibiting public disclosure of confidential information and submitting to the jurisdiction of the Commission for the purposes of enforcing Public Utilities Code Section 583.

The Signatory further recognizes that much of the information obtained during the course of its work for the Commission may be subject to other privileges for nondisclosure, and may not be disclosed without the consent of the Commission or its Staff who include, but are not limited to, attorney work product privilege, the official information privilege, the attorney-client privilege, and other prohibitions precluding disclosure of confidential information.

The Signatory agrees not to disclose any information regarding its work to third parties except with the Commission Staff's express written consent, and to return all documents

obtained during the course of the Agreement. The signatory agrees to notify the Commission Staff of any inquires and/or request for disclosure from any such third parties.

In addition, the Signatory agrees that prior to commencement of any work associated with this Agreement, the signatory shall: (1) provide a copy of this section of the Agreement, Public Utilities Code Section 583 and General Order 66-C to all who will be performing tasks under this Agreement; and (2) inform all those working under this Agreement that they are such to these legal provisions and must comply with Confidentiality of Data Agreement/Nondisclosure Section.

Ninety days after any document submitted has become a part of the public records of the State, Signatory may at its own expense, publish or utilize the same but shall include the following legend:

#### LEGAL NOTICE

This report was prepared as an account of work sponsored by the California Public Utilities Commission. It does not necessarily represent the views of the Commission or any of its employees except to the extent, if any, that it has formally been approved by the Commission at a public meeting. For information regarding any such action, communicate directly with the Commission at 505 Van Ness Avenue, San Francisco, California 94102. Neither the Commission nor the State of California, nor any officer, employee, or any of its contractors or subcontractors makes any warranty, express or implied, or assumes any legal liability whatsoever for the contents of this document.

#### **10. Termination-Bankruptcy**

In the event proceedings in bankruptcy are commenced against the Contractor, it is adjudged bankrupt, or a receiver is appointed and qualifies, the State may terminate this agreement by giving five days' notice in writing to the Contractor.

#### **11. Termination at State's Option**

State may at its option terminate this contract, with or without cause, at any time upon giving 30 days notice in writing to Contractor. In such event, Contractor agrees to use all reasonable efforts to mitigate its expenses and obligations hereunder. In such event, State shall pay Contractor for all satisfactory services rendered prior to such notice of termination and for all expenses incurred by Contractor prior to said termination which are not included in charges for service rendered prior to termination and which could not by reasonable efforts of Contractor have been avoided.

#### **12. Termination in Event of Breach**

In the event of any breach of this contract, the State may without any prejudices to any of its other legal remedies terminate this contract upon five days' written notice to the Contractor.

#### **13. Waiver**

No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach. All remedies afforded in this contract shall be taken and construed as cumulative: that is, in addition to every other remedy provided herein or by law. The failure of State to enforce at any time any of the provisions of this agreement, or to require at any time performance by Contractor of any of the provisions thereof, shall in no way be construed to be a waiver of such provision nor in any way to affect the validity of this agreement or any part thereof or the right of State to thereafter enforce each and every such provision.

#### 14. **Gratuities**

- A. The State may, by written notice to the Contractor, terminate the right of Contractor to proceed under this contract if it is found, after notice and hearing by the State or by Executive Director of the Public Utilities Commission or duly authorized representative, that gratuities were offered or

given by the Contractor, or any agent or representative of the Contractor, to any officer or employee of the State with a view toward securing a contract, securing favorable treatment with respect to award amendment, or the evaluation of performance of such contract, provided that the facts upon which either the Commission or the Executive Director makes such findings may be reviewed in any competent court.

- B. In the event this contract is terminated as provided in paragraph 14(A), State shall be entitled (i) to pursue the same remedies against Contractor as it could pursue in the event of the breach of the contract by the Contractor, and (ii) to a penalty in addition to any other damages to which it may be entitled by law, and to exemplary damages in an amount which shall be not less than three nor

more than ten times the cost incurred by the Contractor in providing any such gratuities to any such officer or employee.

The rights and remedies of State provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.

#### 15. **Conflict of Interest**

Contractor agrees to refrain from entering into any relationship which could result in a conflict of interest in the performance of this Agreement; and to notify the Commission's Project Manager promptly of any potential conflict of interest, including subcontractors. The Commission may exercise its option to terminate this Agreement if a conflict is found.

#### 16. **Agreement is Complete**

Other than as specified herein, no document or communication passing between the parties hereto shall be deemed a part of this Agreement.

#### 17. **Captions**

The clause headings appearing in this agreement have been inserted for the purpose of convenience and ready reference. They do not purport to and shall not be deemed to define, limit, or extend the scope or intent to the clauses to which they appertain.

**18. Force Majeure**

Neither party shall be liable to the other for any delay in or failure of performance, nor shall any such delay in or failure of performance constitute default, if such delay or failure is caused by "Force Majeure." As used in this section, "Force Majeure" is defined as follows: Acts of war and acts of god such as earthquakes, floods and other natural disasters such that performance is impossible.

**19. Counterparts**

For the convenience of the parties, any number of counterparts of this Agreement may be executed by the parties hereto. Each such counterpart shall, and shall be deemed to be, an original instrument, but all such counterparts taken together shall constitute one and the same agreement.

**20. Copier - Preventative Maintenance**

Full preventative maintenance service shall be performed to keep the copier in the most efficient mechanical and working condition as possible.

**21. Public Works - Rules/Regulations**

Contractor shall observe and comply with all federal, state, city, and county laws, rules or regulations affecting the work. Any work done that does not comply with any laws, rules, or regulations will be remedied at the Contractor's expense.