



Request for Proposal for the Philadelphia Jewish Community Study

The Jewish Federation of Greater Philadelphia was founded in 1901 as the Federation of Jewish Charities, uniting nine agencies into a single effort to help the Philadelphia Jewish community. Its goal then was to unify and centralize resources of all kinds and to provide an infrastructure of support for Jewish people and organizations in need. The core of everything the Jewish Federation does is a deep commitment to serving each member of our community. The Jewish Federation makes a vital difference in the lives of Jews in Philadelphia, in Israel and around the world through critical lifelong learning opportunities, human and social services, lifesaving humanitarian relief, financial and administrative support to Jewish agencies and organizations, and more.

Goals

The goals of the Study are as follows:

- Estimate the size and geographic distribution of the Jewish population at the county level, as well as within select smaller local areas to be determined by Jewish Federation’s Jewish Community Study of Philadelphia Committee, the “Study Committee.”
- Provide a current portrait of the demographic, socio-economic, and believing/belonging/behaving attributes, as well as attitudes and needs, of the Jewish population as a whole, and of select sub-populations, including but not limited to Jewish affiliation, identity, and involvement; social service needs and utilization; and attitudes toward philanthropic giving.
- Identify changes over time and emerging needs in comparison to past studies of the Philadelphia Jewish population as well as with current data sources on the total local population.
- Provide relevant data and analytic frameworks that can support informed decisions by the Jewish Federation and other stakeholders in planning, service delivery, fundraising, marketing, and connecting people to Jewish community and life.
- Serve as an “indicator system” that can measure the vibrancy of the Philadelphia Jewish population and the progress over time towards achieving the Jewish Federation’s strategic goals. We want to better understand the position and progress of the community; identify significant challenges and opportunities; highlight their importance to a broad audience; create a shared understanding that encourages collaboration on issues; and provide baseline, benchmark and outcome measures related to strategic goals.



Study Considerations

The proposed research design should take the following expectations into account:

- We are committed to conducting a methodologically sound study with maximum validity and reliability. The proposal should make every effort to optimize the balance between cost and variance and should indicate the cost/savings of incremental increases/reductions of various alternative approaches and elements relative to the impact on overall reliability.
- While we have our own local interests, if we can benefit from any of the surveys in other communities methodologically and in terms of content, which may result in some comparability, we would be eager to do so.
- The Study must use probability sampling. A probability sample may be complemented with organization and/or distinctive name lists as well as other techniques that will help improve coverage and response rates while reducing costs. The proposal must describe how this would be done so as to minimize any bias that such techniques potentially introduce. We have acquired a list of over 100,000 names of people who are likely to be Jewish and living in greater Philadelphia. We expect this to be incorporated into the sampling frames.
- The probability sample must include cell-phone users. Based on the high and ever-growing percentage of the population that is cell-phone only or receives most of their calls on wireless phones despite having a landline, cell-phone users should constitute at least 40% of survey respondents.
- We anticipate the need to complete at least 1,300 interviews to be able to analyze the full Jewish population and select sub-populations at reasonable confidence levels. However, depending on the overall costs, we would like a greater number of interviews in order to be able to reliably analyze more sub-populations. Therefore, proposals must identify the number of surveys that the Research Team would be willing and able to conduct at various funding levels. Cost estimates for 1,300 surveys are required, as well as higher incremental estimates. Pre-tested surveys will not count towards the survey quota. Although details may be further developed during the research and questionnaire design phase of the work, the proposal should also describe anticipated strategies that would be used for sample stratification and to develop the appropriate allocations of interviews per strata.
- In order to gain understanding of the various significant sub-populations within the Jewish community, as well as Jewish incidence within the total local population, we expect that the full survey will need to be translated at least into Russian.
- Plummeting response rates challenge all large surveys. Ensuring proportionate representation of harder-to-reach populations such as younger Jews, Jewish ethnic and immigrant groups, and less-involved Jews may also be a challenge. Specific plans may be refined during the research design phase, but proposals should identify strategies to increase cooperation and response rates. Please indicate the basic strategies that at



minimum you believe must be used, as well as what you might do additionally, budget permitting.

Deliverables

Specific deliverables for the Study will include:

- A detailed research plan with timetables;
- The screener and questionnaire to be used for the survey;
- An interim report upon completion of fieldwork documenting the full data collection process, including problems encountered and solutions;
- A comprehensive report based on the findings of the study, presenting data and analysis organized under the major themes studied;
- A geographic profile report that reports on findings of the Study for individual counties and for primary neighborhoods of Jewish residence;
- A methodological report to describe work performed throughout the course of the project (may be an appendix of the comprehensive report or a free-standing report);
- The final database;
- Presentations (in person, via Webinar, or through other interactive formats) on the data and its usage in up to 15 briefings with key stakeholders;
- Plan for post-Study longitudinal data collection for key data points identified through the Study.

Eligibility and Qualifications

The Research Team must be based in the United States, and must have:

- Substantive knowledge of, experience with, and skill in survey research and the designing and collecting of data, particularly regarding the study of low-incidence populations;
- Substantive knowledge of the Jewish community and how to study it;
- Expertise in analytic methods proposed for this Study;
- Adequacy of time commitment and evidence of successful work in conducting previous studies of a similar nature;



- No conflicts of interest that would call into question the independence of the Study.

Timeline of the Study

November 1, 2017: Announce request for proposals

December 4, 2017, 5:00 PM EST: Proposal due

January 8th – 12th 2018: Applicants interviews

April and May 2017: Field work

October 2018: Final report

Application and Submission

All proposals are due on **December 4, 2017, 5:00 PM EST** to grants@jewishphilly.org (subject line: Population Study) and must include the following components:

- Scope of work, including a description of the research plan, theoretical frameworks, and methodology that will be used as well as a draft project work plan with goals and timelines. This section can include specific discussion about sample design, questionnaire design, pre-testing the research instrument, the field period, call design, interviewer training, data processing, population estimation, reporting, and project management.
- Research team overview, including a brief description of the principal individuals and organizations that comprise the proposed research team including who will serve as the Jewish Federation's contact person throughout the consultancy.
- Project budget and narrative, including a line item budget reflecting the costs for completing this study. Provide a budget for the geographic region covering the five-county greater Philadelphia metro area. Budget must indicate costs for personnel, other direct costs, purchased services, and indirect costs. Personnel should include salary and fringe costs. Other direct costs include office operations, meeting expenses, and travel. Purchased services include any services that will be sub-contracted. Indirect costs are administrative expenses related to overall operations and must not exceed 15% of total direct costs.
- References, please include contact person, organization, scope of work, and dates performed for similar kinds of projects.

If you have questions about submissions, please contact Dr. Kelly Romirowsky, Director of Grants and Evaluation at 215.832.0508 or kromirowsky@jewishphilly.org.