

Council Meeting  
June 10, 2008

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the City Council:

**SUBJECT: Human Resources – Approve Contract for Commuter  
Transportation Consulting Services**

**Expenditure: \$65,520**

### **RECOMMENDATION**

Recommendation of the Human Resources Director that City Council approve contract with Kim Fuentes, in an amount not to exceed \$65,520, for commuter transportation (Rideshare) consultant services for July 1, 2008 to June 30, 2009.

### **Funding**

Funds are available in the 2008/09 Rideshare Program Budget. These funds are non-General Fund, and are restricted funds from AB2766 (Department of Motor Vehicles fee) that may only be used for mobile emission reduction activities.

### **BACKGROUND**

Kim Fuentes was retained in 1994 as the City's consultant for the implementation of the South Coast Air Quality Management District (AQMD) Rideshare mandates. Ms. Fuentes was selected due to the depth of her experience in the field of transportation demand management, as well as for her cost-effective proposal. Her experience includes working with the County of Los Angeles as the Trip Reduction Program Manager, as well as program experience with local cities and employers.

The City has benefited from the services of a contractor as evident in the many program successes achieved during the past year:

- Continue to achieve the required Average Vehicle Ridership (AVR) target of 1.50.
- Continued successful operation of the City's vanpool program with a high level of multi-employer participation.

- Reduced program cost through the identification of subsidy programs.
- Surveyed all City employees and obtained approval of the 2007-08 Trip Reduction Program from the AQMD.

Regulation Update: Rule 2202 remains in effect in the South Coast basin; thus the City of Torrance is required to comply. In addition to regulatory compliance, programs such as the City's employee rideshare program add benefits beyond cleaner air and lower fuel consumption such as:

- Reducing traffic congestion within the City,
- Building the City's public-private partnerships,
- Increasing employee morale,
- Creating a good neighbor atmosphere with residents,
- Retaining AB2766 funds for use in the City,
- Improving economic development through increased mobility.

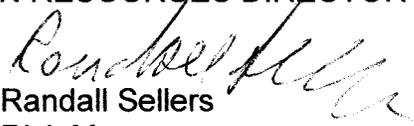
### **ANALYSIS**

The City has been very satisfied with the performance of Ms. Fuentes for the past 14 years. She has extensive contacts and expertise in the field of transportation demand management.

For the upcoming contract year, Ms. Fuentes' contract will be 52 weeks at \$1,260 per week, for a total contract of \$65,520, reflecting no increase in fees.

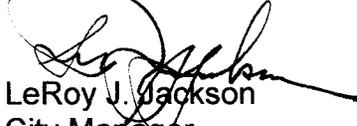
RESPECTFULLY SUBMITTED

ELAINE M. WINER  
HUMAN RESOURCES DIRECTOR

By   
Randall Sellers  
Risk Manager

CONCUR:

  
Elaine M. Winer  
Human Resources Director

  
LeRoy J. Jackson  
City Manager

ATTACHMENT: A. Contract Services Agreement with Kim Fuentes

**A PROPOSAL TO PROVIDE  
ON-SITE IMPLEMENTATION  
SERVICES FOR THE  
  
CITY OF TORRANCE  
TRIP REDUCTION PLAN  
  
MAY 6, 2008**

**Prepared by Kim Fuentes,  
Transportation Consultant**

**For the City of Torrance**

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# 1

## ***GREETINGS AND GENERAL REMARKS***

May 20, 2008

Mr. Randy Sellers, Risk Manger  
City of Torrance  
3031 Torrance Blvd.  
Torrance, California 90503

Dear Randy:

The 2007-08 plan year has been another successful one. Together, we have continued to meet the South Coast Air Quality Management District's (AQMD) Average Vehicle Ridership (AVR) goal of 1.50 reducing over 33 percent of the vehicles coming to the work site; sustained a high city employee participation level of over 600; and maintained an extremely successful vanpool program.

Rule 2202 still remains in effect in the South Coast basin; thus the City of Torrance is still required to comply. In addition, the AQMD continues to modify the Rule creating stronger compliance measures. Just recently, the 2008 Air Quality Management Plan was release and the AQMD is in the process of developing new control measures. This changing regulatory environment continues to be challenging for cities due to the rising program costs and the decreasing revenue. However, the City of Torrance has always managed to stay a step ahead revising and modifying projects to meet regulation compliance within the existing resources and this year will be no exception.

I have enjoyed working with you and being a part of the Human Resources Department. This year, we have accomplished many positive program modifications continuing to reduce costs and increasing revenues. Specifically for the vanpool program, we were able to off-set costs by over \$30,000 for the year due to the Metro subsidy program. I am looking forward to the next year and working with you to continue this success.

The following proposal describes the activities that would be conducted during 2008-09 program year. As usual, I am mindful of municipal belt-

tightening, and continue to do whatever I can to support, and not hinder, this effort.

This year's proposal focuses on specific tasks and services and a detailed statement of work with commensurate fees are included.

Thank you for the opportunity to work together over the past year and your consideration for the future. I look forward to working with you again.

Sincerely,

A handwritten signature in black ink that reads "Kim Fuentes". The signature is written in a cursive style with a large, stylized initial "K".

Kim Fuentes  
Transportation Consultant

# 2

## ***HIGHLIGHTS FROM 2007-08***

Achievement highlights realized under my direction over the past year include:

- Continue to achieve the Average Vehicle Ridership (AVR) target of 1.50. Reducing over 33% of the vehicles coming into the worksite between 6-10 a.m., Monday through Friday.
- Continued successful operation of the City's multi-employer vanpool program operating 11 vans with an average occupancy level of 90%. Also, implemented Metro's subsidy program resulting in program cost off-set of over \$30,000.
- Supported and increased transit usage by City employees.
- Continued partnerships with transportation agencies such as AQMD, the Metropolitan Transportation Authority (Metro), Southern California Associations of Governments (SCAG), South Bay Cities Council of Governments (SBCCOG), and California Air Resources Board (ARB).
- Monitored AQMD and ARB oversight of AB2766 funds to help insure city flexibility in the use of these funds.
- Promoted bicycling as a commute alternative for City employees and work with the City's Community Development Department and Torrance Transit to promote Bike to Work Day.
- Surveyed all employees and obtained approval of the City's 2007-08 Annual Analysis from the AQMD. In addition, successfully completed an AQMD program audit saving the

City filing fees of \$890.42 and staff labor, which would be required to develop a new plan.

- Promoted the City's clean air efforts through community outreach.
- Continued to serve as a resource to the local business community by working with local agencies to bring programs and information on trip reduction activities to the South Bay.

# 3

## ***Implementation Overview and Tasks*** ***Definitions***

### Overview

This proposal details the services, which will be provided to assist the City of Torrance with the continued implementation of its commuter program. The proposal stresses cost-effective and valuable strategies for managing employee commute to work at various City facilities. It also uses “tried and true” measures that have proven to be both reasonable in terms of cost and successful in terms of employee participation. It is my desire to maintain the City’s superb program, which has become a model for other cities throughout the southern California region as well as the rest of the country.

I will conduct full oversight of the City of Torrance program including providing assistance, management, and implementation. Tasks that will be undertaken to complete the program are as follows:

### **Task 1.0 Program Review**

#### Commute Environment

Continue to monitor various demographic, topographic, and infrastructure characteristics surrounding the work-site and immediate vicinity which may effect the commute behavior of City employees. City employee preferences and aversions regarding ridesharing will also be assessed ongoing. Information obtained will be used to recommend program modifications as needed.

#### Budget

Monitor budget and recommend strategies to reduce expenditures and increase revenues. As the program participation continues to grow and existing funding sources are reduced, there is an increased need to monitor program activities closely and make strategic changes as needed.

Recommendations will be made ongoing to help insure a continued cost effective program.

In addition, where available, outside funding sources related to Transportation Demand Management will be applied for and used to fund existing programs and to cover the costs of new transportation projects and enhancements.

## **Task 2.0 Employee Transportation Manager Responsibilities**

Activities and responsibilities will include the following:

- **MARKETING:** Preparing and presenting marketing ideas. Marketing ideas will be developed for use with all staff levels and the “message” will be given through various mediums that will effectively convey the various program concepts. This task will also include participation in annual events such as the Health and Rideshare Fair, Quarterly Drawings, Rideshare Week, etc. In addition, this task includes promoting all forms of alternative commuting such as bicycling, carpooling, vanpooling, walking, and transit. Program enhancements this year include adding a “wellness” component and increased visibility of the Human Resources Department oversight of the Rideshare Program.
- **PROMOTION:** Promoting the City of Torrance’s programs when appropriate through Award nominations, news article writing, and speaking engagements.
- **COORDINATION:** Meeting as needed with Departmental Commuter Coordinators and other clusters of employees to identify commuter needs and present program policies as needed.
- **EMPLOYEE TRIP REDUCTION PLAN:** Overseeing all technical and operational aspects of the currently approved Plan to assure full compliance including assisting in emergency employee transportation needs, ridematching compliance efforts, encouraging employee participation in the City’s rideshare program by way of carpools, vanpools, public transit, walking or cycling; etc.
- **SPOKESPERSON:** Representing the City of Torrance to the local regulator (AQMD) with respect to the trip reduction plan and use of AB2766 funds. Issues may include survey data, incentives, fund use, etc. Also attending meetings with Metro, SCAG, and ARB when topics

regarding employee programs, AB2766 funding, or vanpooling are discussed.

- **PLAN DEVELOPMENT:** Surveying the City employees on an annual basis and preparing results for analysis and inclusion in the annual Plan or Update document. Developing annual trip reduction plan and overseeing of AQMD audit.
- **VANPOOL:** Managing the City vanpool operation, coordinating efforts to maintain a maximum occupancy, etc.
- **TORRANCE TRANSPORTATION NETWORK:** Serving as a resource as needed for local businesses regarding AQMD regulatory changes and local agency transportation demand management programs.
- **SUPPORT CITY OF TORRANCE COUNCIL AND DEPARTMENTS:** Serving as a resource for the City Council, City Manager's Department, Human Resources Department, Community Development Department, Fleet Services, and Torrance Transit, regarding transportation demand management as related to the employee trip reduction program. Creating a positive attitude to support the program and continue increasing participation levels.

# 4

## **PRINCIPAL PROJECT PERSONNEL**

**Kim Fuentes** holds a Bachelor of Science Degree in Communication Arts, specializing in Public Relations and Organizational Communications. In addition, she has received her Transportation Demand Management certification from UCLA and is a certified Compressed Natural Gas Fueling Trainer. Her experience includes the management and implementation of Rule 1501 and 2202 since 1989. In addition, she has served as Project Manager on various Metro grant projects and has had oversight of SCAG transportation planning projects for the SBCCOG.

Ms. Fuentes has served as the on-site manager at the City of Torrance since 1994 first on behalf of Brohman and Brohman and then as an independent contractor increasing the City's AVR from 1.48 to 1.50. She has provided exemplary services and is well respected both nationally and in the local transportation arena. Ms. Fuentes has demonstrated effective program management skills and forged the City towards receiving the AQMD's Clean Air Award with Scrolling recognition by the County of Los Angeles, and the Southern California Rideshare's (SCR) Diamond Award.

### **Applicable Work Experience**

#### **County of Los Angeles**

*Managed 130 sites (80,000 employees) for the county's trip reduction program. Under her oversight, each of the 130 sites consistently produced approvable trip reduction plans and five-work site met the 1.50 AVR target.*

#### **City of Torrance**

*Serves as Employee Transportation Manager. Under her management, the City has gone from a 1.48 AVR to 1.50. Planning and oversight have been a part of this contract as well as implementation of all elements of the commuter regulation in the South Coast Region.*

#### **Sky Chefs**

*Developed, wrote the commuter plan for 670 employees working a 24 hour shift at Los Angeles International airport. Services included surveying employees and developing incentives tailored to the employee work and type of business.*

# 5

## **PROJECT COSTS**

Outlined below are the costs for providing a Commuter Program Administrator to provide implementation services for the employee commuter activities and includes all items outlined in Task 1.0 and 2.0. The cost is \$1,260.00 per week.

### **60-Day Written Notice of Intention to Discontinue Services**

It is requested that a written 60-day notice of intention to discontinue services will be provided by either party should either party wish to no longer continue the terms and agreements of any contract based on this proposal. This provision will help protect the City from being in non-compliance with regional requirements regarding the employee trip reduction plan and allows the consultant an opportunity to relocate.

*\* The costs noted above do not include associated costs of printing marketing materials, letters or signs for carpool preferential parking, costs associated with a transportation fair, local travel, office supplies for office setup and maintenance, or other direct costs that may be incurred as a result of the aforementioned tasks and projects. The City will be provided with a budget for direct expenses, for its approval, prior to any expenditure that are made. Any additional services not specified in this document may be undertaken at the request of the City and for a fee of \$85.00 per hour.*

# 6

## ***PARTIAL CLIENT LISTING***

***South Bay Cities Council of Governments***

***City of Redondo Beach***

***City of Torrance***