

Council Meeting of
June 16, 2009

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

Members of the Council:

**SUBJECT: Human Resources - Authorize A Sole Source Purchase Order
for Rideshare Program incentives.**

Expenditure: Not to exceed \$80,000.

RECOMMENDATION

Recommendation of the Human Resources Director that City Council authorize a Purchase Order to Just Rewards of San Diego, CA for Rideshare Program incentives in an amount not-to exceed \$80,000 on an as needed basis from June 1, 2009 through June 30, 2010.

FUNDING

Funding of \$60,000 is available from the Air Quality Management District Fund (AB 2766) and \$20,000 from the Proposition C Funds.

BACKGROUND AND ANALYSIS

The City of Torrance has had an employee Rideshare program for over 17 years in compliance with the South Coast Air Quality Management District's (AQMD) Rule 2202. This program also includes a multi-employer vanpool component. The Rideshare Program has been very successful achieving the AQMD's goal of 1.50 average vehicle ridership (AVR) which translates to reducing 33 percent of the vehicles arriving to the work site between 6:00 and 10:00 a.m., Monday through Friday.

Central to the program's success are rideshare incentives, which employees receive for using alternative forms of transportation to solo driving including carpooling, walking, public transit, vanpooling, and bicycling. Just Rewards provides incentives such as gift certificates from various companies, most of which have locations in Torrance.

Just Rewards is a sole-source provider as their services are unique. They are able to provide a clearinghouse of incentive items at a very low cost, reducing staff time and program resources.

The Torrance Municipal Code, (Section 22.3.17.b), (EXCEPTIONS, SOLE-SOURCE PURCHASES) states:

- a) The provisions of this Article will not apply to purchases of sole-source services or property, which purchases will be made in accordance with such procedures and regulations as will be established by the City Manager.
- b) For purposes of this Section, "sole-source purchases" means those purchases where it would be undesirable or impossible for the City to advertise for bids for particular work or for patented items, or experimental or unique services or products, or where competitive purchases would be unavailable or would not prove advantageous for the City. No sole-source purchases may be made where to do so would show favoritism, improvidence, extravagance, fraud or corruption, or result in the waste of public funds, but may be used only to obtain the best economic result for the public.

Adequate funds exist in the City's AB2766 and Prop C allotments to support this purchase order. AB2766 funds are allocated to the City by the AQMD from vehicle registration fees and are restricted in use to only programs that eliminate emissions from mobile sources. Prop C funds are tax revenues earmarked for use by cities in developing and/or improving local public transit, paratransit, and related transportation infrastructure such as the City's multi-employer vanpool program. No City General Fund monies are used for this program.

Continuation of the program is essential to maintain the City's goal to reduce traffic congestion, Green House Gases, and improve air quality. Just Rewards will help ensure that the program remains successful, not only by providing incentives that are valuable to employees, but also by reducing City staff time which otherwise would cause the program to be too labor intensive to manage.

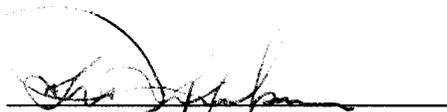
Respectfully submitted,

Elaine M. Winer
Director of Human Resources

By 
Randall Sellers
Risk Manager

CONCUR:


Elaine M. Winer
Director of Human Resources


LeRoy J. Jackson
City Manager