

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

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

**Expenditure: Not to exceed \$83,000.**

### **RECOMMENDATION**

Recommendation of the Human Resources Director that City Council authorize a Purchase Order for July 1, 2010 through June 30, 2011, with Just Rewards, for Rideshare Program incentives in an amount not-to exceed \$83,000.

### **FUNDING**

Grant Funding of \$60,000 is available from the Air Quality Management District Fund (AB 2766) and \$23,000 from Proposition C Funds. This purchase order is fully grant funded and no General Funds are used.

### **BACKGROUND AND ANALYSIS**

The City of Torrance has maintained a successful employee Rideshare program for over 18 years in compliance with the South Coast Air Quality Management District's (AQMD) Rule 2202. The Program has achieved 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. The Rideshare program includes incentives for City of Torrance employees and the operation of multi-employer vanpools for employees of both City of Torrance and local employers.

Central to the program's success are the 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 which take the form of gift certificates from various companies, most of which have locations in Torrance.

The purchase order with Just Rewards is sole-source as their services are unique. They provide a clearinghouse of incentive items at a very low cost, reducing staff time, and program resources. The City allows sole source purchases under such conditions.

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.

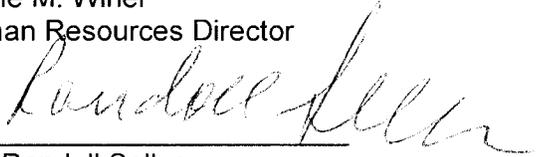
Adequate funds exist in the City's AB2766 and Prop C allotments to support this purchase order. AB2766 funds are allocated to the City by the AQMD from vehicle registration fees and are restricted in use to only programs that eliminate emissions from mobile sources. Prop C funds are tax revenues earmarked 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. As previously stated no City General Fund monies are used for this program.

Continuation of the program is essential to maintain the City's goals to reduce traffic congestion, Green House Gases, and improve air quality as well as maintain the AQMD's 1.50 AVR target. 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.

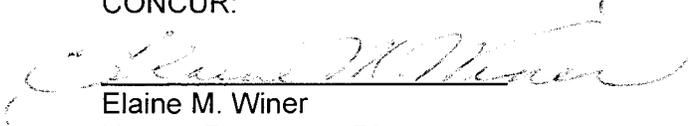
Respectfully submitted,

Elaine M. Winer  
Human Resources Director

By

  
Randall Sellers  
Risk Manager

CONCUR:

  
Elaine M. Winer  
Human Resources Director

  
LeRoy J. Jackson  
City Manager