

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

**Members of the Council:**

**SUBJECT: Community Development - Authorize a Sole Source Purchase Order to provide Rideshare Program incentives.**

**Expenditure: Not to exceed \$87,000**

**RECOMMENDATION**

Recommendation of the Community Development Director that City Council authorize a Purchase Order, with Just Rewards, for Rideshare Program incentives in an amount not to exceed \$87,000 effective July 1, 2011 through June 30, 2012.

**FUNDING**

Grant Funding of \$60,000 is available from the Air Quality Management District Fund (AB 2766) and \$27,000 from Proposition C Funds allocated to the Rideshare Program. 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 19 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.

Just Rewards will help ensure that the program remains successful, by providing incentives that are valuable to employees. The services provided by Just Rewards reduces City staff time as they procure, coordinate, and distribute rideshare incentives. If City staff were required to take on these tasks it would cause the program to be too labor intensive to manage.

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

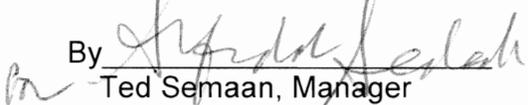
The annual purchase order with Just Rewards is sole-source as their services are unique. They provide a clearinghouse of incentive items at a very low cost, reducing staff time, and program resources.

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

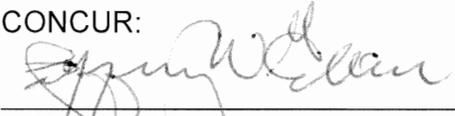
- a) The provisions of this Article will not apply to purchases of sole-source services or property, which purchases will be made in accordance with such procedures and regulations as will be established by the City Manager.
- b) For purposes of this Section, "sole-source purchases" means those purchases 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.

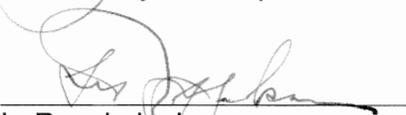
Respectfully submitted,

JEFFERY W. GIBSON  
Community Development Director

By   
Ted Semaan, Manager  
Transportation Planning,  
Development Engineering  
& Records Division

CONCUR:

  
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Jeffery W. Gibson  
Community Development Director

  
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LeRoy J. Jackson  
City Manager