

COUNCIL MEETING OF
June 21, 2011

SUPPLEMENTAL #1 TO ITEM 8J

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

Members of the Council:

SUBJECT: SUPPLEMENTAL #1 TO COUNCIL AGENDA ITEM 8J

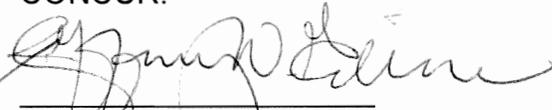
The Scope of Services and Compensation Schedule for the contract agreement for consulting services with Kim Fuentes, Rideshare Coordinator is attached.

Respectfully submitted,

JEFFERY W. GIBSON
COMMUNITY DEVELOPMENT DIRECTOR

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

CONCUR:



Jeffery W. Gibson
Community Development Director

NOTED:



LeRoy J. Jackson
City Manager

Attachment:

- A) Scope of Services
- B) Compensation Schedule

EXHIBIT A
SCOPE OF SERVICES

**A PROPOSAL TO PROVIDE
ON-SITE IMPLEMENTATION
SERVICES FOR THE

CITY OF TORRANCE
TRIP REDUCTION PLAN
JUNE 21, 2011**

Prepared by Kim Fuentes,
Transportation Consultant

For the City of Torrance

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GREETINGS AND GENERAL REMARKS

June 21, 2011

Mr. Ted Semaan
Transportation Planning/Eng. Permits & Records Manager
City of Torrance
3031 Torrance Blvd.
Torrance, California 90503

Dear Ted:

The 2010-11 plan year has been exciting filled with changes and opportunities to enhance the program as it transitions from the Human Resources Department to the Community Development Department. Working together, we were able to successfully transition while continuing to meet the requirements of the South Coast Air Quality Management District's (AQMD) Rule 2202. The City also had another successful year obtaining the 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 530; and continues to maintain 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 State has enacted environmental legislation to reduce green house gases. Cities have started developing Climate Action Plans to help the State meet its goals. The reduction of employee commute miles is a major strategy in Climate Actions Plans and the City is already ahead of the game by having a successful program in place. The City's well established rideshare program has reduced an estimated 1 million vehicle miles over this last program year alone.

This legislative and regulatory environment continues to be challenging for cities as program costs continue to rise and revenues continue to decline; however, the City of Torrance has always managed to proactively revise and modify programs to meet these challenges within the existing resources - this year will be no exception.

I look forward to working with you and being a part of the Community Development Department. This year, we have accomplished many positive program modifications including increasing program efficiency as well as continuing to off-set costs by over \$25,000 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 2011-12 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 cursive script that reads "Kim Fuentes".

Kim Fuentes
Transportation Consultant

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HIGHLIGHTS FROM 2010-11

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

- Continue to achieve the AQMD 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 80%. Also, continue to implement 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 agencies as related to the employee rideshare program including 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 Torrance Transit to promote Bike to Work Day.

- Surveyed all employees and obtained approval of the City's 2011-12 Annual Trip Reduction Plan from the AQMD. In addition, successfully completed an AQMD program audit saving the City filing fees of over \$400 and staff labor, which would be required to develop new plan incentives.
- Promoted the benefits of ridesharing to employees emphasizing health and environmental savings.
- 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.

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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 work with identified City Staff and provide support for the City of Torrance program including 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 decline, 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:** Marketing ideas will be recommended for use with all staff levels and the message of ridesharing will be given through various mediums that will effectively convey the various program concepts. This task will also include coordination of and 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.
- **PROMOTION:** Promoting the City of Torrance's programs when appropriate through Award nominations, news article writing, and speaking engagements. Seeking grant writing opportunities to augment incentives and promotional opportunities for all types of ridesharing activities.
- **COORDINATION:** Meeting as needed with Departmental Commuter Coordinators and other clusters of employees to identify commuter needs and present program policies as needed. Provide feedback to Community Development Director, or his designee, as needed.
- **EMPLOYEE TRIP REDUCTION PLAN:** Coordinate and oversee 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.
- **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, program achievements, etc. Also attending meetings with Metro,

SCAG, and ARB when topics regarding employee programs, AB2766 funding, or vanpooling are discussed.

- **PLAN DEVELOPMENT:** Coordinate and execute 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 all communications, written and otherwise, of AQMD audit. Amend and update Plan as needed as circumstances or situations dictate.
- **VANPOOL:** Managing the City vanpool operation, coordinating efforts to maintain a maximum occupancy, etc. Coordinate communications with staff, vanpool participants, and van vendor(s).
- **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, General Services Department, 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 by supporting staff and employees on-site at City Hall with a regular schedule to be coordinated with the Community Development Director, or his designee. Provide program updates to the Community Development Director, or his designee, if requested.

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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 sites 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.

City of Redondo Beach

Developed the commuter plan covering 355 employees. Services included surveying and developing incentives tailored to the employee work and type of business. Over the past six years, she prepared the City's AB2766 annual report.

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PARTIAL CLIENT LISTING

South Bay Cities Council of Governments

City of Redondo Beach

City of Torrance

EXHIBIT B
COMPENSATION SCHEDULE

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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 being made. Any additional services not specified in this document may be undertaken at the request of the City and for a fee of \$100.00 per hour.*