



JOINT LABOR-MANAGEMENT COMMITTEE – COMMUTE OPTIONS & PARKING (JLMC-COP)

Special Meeting Agenda June 2, 2020

1:00 p.m.

This meeting is conducted via teleconference only. To participate telephonically, please call (213) 306-3065 and enter Access Code 126 701 7408#, and then press # again. All participants are reminded to mute their lines when not speaking.

INTRODUCTION

- (1) **Call to Order** – Members of the Committee will be attending the meeting by teleconference pursuant to Government Code Section 54953(b) and the Executive Orders of the Governor of California.
- (2) **Oral Discussion with City Attorney** – Review of current Brown Act requirements for conducting Committee meetings through teleconferencing.
- (3) **Public Comments**

ADMINISTRATIVE ITEMS

- (4) **Minutes** – Recommendation that the JLMC-COP approve minutes of the February 10, 2020 special meeting.

JLMC-COP MEMBERS:

Management

Patricia J. Huber, CAO, Chair
Paula Dayes, Personnel
Jay Kim, LADOT
Valerie V. Melloff, GSD

Employee Organizations

Carmen Hayes-Walker, AFSCME, Vice-Chair
Victor Gordo, LIUNA
Scott Harrelson, LAPCOA
Charles Leone, SEIU

Important Message to the Public

Members of the public desiring to speak on an agenda item should so inform the Committee Chair upon the Chair's request for public comment. Upon recognition by the Chair, the speaker should identify themselves and limit his/her comments to the specific agenda item.

Notice to Paid Representatives

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

Notes:

- (a) All written materials reviewed by the Committee are made part of the record.
- (b) Time will be provided for members of the public to address the Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee, but not on the printed Agenda. Speaking time shall not exceed five minutes for any one speaker. Members of the public interested in addressing the Committee regarding matters on the printed agenda should notify Committee staff prior to consideration of those items.
- (c) As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, your request should be received at least 72 hours in advance of the need. For more information, contact the Employee Benefits Division at (213) 978-1588.
- (d) JLMC-COP agendas and documents disseminated at the meeting are available at 200 N. Spring Street (City Hall), Room 867, as well as on the Internet at <http://lcommutewell.com/governance>.
- (e) Subscribe: <https://www.lacity.org/city-government/subscribe-meeting-agendas-and-more/department-commissions-committees-boards>

- (5) **Committee Report 20-05: Employer-Sponsored Transportation Benefits Consulting Services Request for Proposals Evaluation and Recommendation** – Recommendation that the JLMC-COP recommend to the Personnel Department General Manager that Steer Davies & Gleave, Inc. doing business as Steer (Steer) be selected to provide transportation benefits consulting services for the City of Los Angeles COMMUTEwell Program for a three-year contract term.
- (6) **Committee Report 20-06: Projects and Activities Report** – Recommendation that the JLMC-COP receive and file the projects and activities report regarding informational items, project updates, and staffing summary covering the first quarter of 2020 (January through March 2020) and April 2020 and upcoming meetings calendar.

CONCLUDING ITEMS

- (7) **Request for Future Agenda Items**
- (8) **Next Meeting Date: August 17, 2020**
- (9) **Adjournment**

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**City of Los Angeles
Joint Labor-Management Committee – Commute Options and Parking (JLMC-COP)**

**Proposed Minutes
SPECIAL MEETING
February 10, 2020 – 3:00 P.M.
200 N. Spring Street, Room 1035
Los Angeles, CA 90012**

Present:

Committee Members

City Employee Organizations

Carmen Hayes-Walker, AFSCME
Charles Leone, SEIU

City Management

Patricia Huber, Office of the City Administrative Officer
Paula Dayes, Personnel Department
Ken Husting, Los Angeles Department of Transportation
Valerie Melloff, General Services Department

Personnel Department Staff

Steven Montagna, Chief Personnel Analyst
Jenny Mach Yau, Senior Management Analyst II
Kevin Hirose, Senior Personnel Analyst I
Francois Verin, Management Analyst
Eric Lan, Management Assistant

Office of the City Attorney

Charles Hong, Deputy City Attorney IV

1. CALL TO ORDER

Charles Leone called the meeting to order at 3:05 p.m.

2. PUBLIC COMMENTS

There were no public comments.

3. MINUTES

A motion was made by Carmen Hayes-Walker, seconded by Patricia Huber, to approve the minutes of the February 10, 2020 special meeting; the Committee unanimously adopted this motion.

4. COMMITTEE REPORT 20-01: ELECTION OF OFFICERS FOR CALENDAR YEAR 2020

Charles Leone began the discussion by stating that in accordance with the Bylaws, the Committee is to conduct its election for the positions of Chairperson and Vice-Chairperson for calendar year 2020. He indicated that for calendar year 2020, the Chairperson must be represented by Management and the Vice-Chairperson must be represented by an Employee Organization.

A motion was made by Ms. Hayes-Walker and seconded by Paula Dayes to elect Ms. Huber as the Committee Chairperson; the Committee unanimously adopted this motion.

Ms. Huber then asked for nominations for the Vice-Chairperson position.

Ms. Hayes-Walker indicated that she would serve as the Vice-Chairperson. Mr. Leone seconded this nomination; the Committee unanimously approved the nomination.

5. COMMITTEE REPORT 20-02: 2019 EMPLOYEE COMMUTING PREFERENCES SURVEY RESULTS

Steven Montagna began by providing a brief overview of the results of the 2019 Employee Commuting Preferences Survey (2019 Survey), covering key statistics regarding survey respondent demographics, commuting practices, and key indicators influencing commuting choices. He stated that approximately 7,000 City employees responded to the survey, making it the most successful survey release in the history of the Employee Benefits Division.

He next provided a summary of the key findings of the 2019 Survey. He stated that the 2019 Survey results highly correlate to the results of the Air Quality Management District (AQMD) survey, which show that half of the City employee population drive alone to work, with the other half using ridesharing or another alternate form of commuting to work. He continued by stating that the 2019 Survey results indicate there are challenges to changing the behavior of City employees who drive alone with incentives because the main factors causing them to drive alone such as time and distance of the commute, lack of reliable public transit options, frequency of public transit options, personal and family needs, and the need to access a vehicle during the day are not factors that the COMMUTEwell program can directly influence and are not directly under the City's control.

Mr. Montagna then reported on the results of the safety questions contained in the 2019 Survey, stating that 55% of respondents who do not arrive directly at their work facility indicated a concern for their safety. He reviewed the percentage of responses at each work facility, indicating respondents working in Van Nuys and Downtown LA expressed a high level of concern for safety.

Eric Lan next provided a demonstration of the 2019 Survey results within the software program, Microsoft Power BI. Mr. Lan displayed the interactive capabilities of Power BI by allowing the Committee members to interact with a range of data points in the survey results including showing the breakdown of City employees who drive alone by demographics, job classification,

and MOU and how these employees ranked factors that influenced their commuting choice. Mr. Leone commented that the 2019 Survey results could be skewed based on the demographics of the City employees who responded to the 2019 Survey, indicating for example that electric vehicle interest could have higher interest among younger employees. Ms. Hayes-Walker commented that it was interesting to view the survey results based on job classification and bargaining unit and that the amount of time and distance that City employees spend commuting to and from work is concerning.

Mr. Montagna stated that pending review and approval of the transportation benefits consultant services procurement, the 2019 Survey results will be shared, with the intent of the consultant evaluating, providing feedback, and making recommendations on COMMUTEwell program benefit design. Valerie Melloff asked how long staff would keep the 2019 Survey open and how responses compare to the universe of City employees eligible to take the survey. Mr. Montagna responded that closing the survey is flexible. He also indicated that the universe of City employees consists of all civilian and sworn employees who have a valid City email address, excluding Department of Water and Power employees. Mr. Leone asked if staff reached out to those City employees who do not have a City email address or do not have regular access to the internet. Kevin Hirose responded that staff mailed a postcard to all City employees, which provided the website address to take the 2019 Survey and contact information to obtain a paper copy to complete the survey if requested by an employee. He also indicated that staff received a total of two paper survey responses, which are captured in the 2019 Survey results. He further stated that a copy of the paper survey was also mailed to all employee labor organizations to distribute to their employees if the organization chose to do so.

Mr. Montagna stated that staff's next steps are to summarize the results of the 2019 Survey for the City's employee population, letting them know that their responses were received and will be used to further develop rideshare and parking benefits for City employees. Ms. Hayes-Walker and Mr. Leone requested that efforts to receive additional responses to the survey should be pursued. Ms. Huber stated that results specific to individual departments would be useful to determine the impact of their employees' commute on work schedule and morale. Ms. Dayes stated that the specific department information would also provide useful data to modify work schedules and scheduling meetings. Mr. Leone stated that the results might also be developed and used to gain insight into work location and transfer opportunities that City employees may take advantage of that are closer to their residence.

Mr. Montagna concluded by stating that opportunities exist to promote COMMUTEwell benefits to City employees who are not familiar with all of the options. He additionally stated that staff is developing a new user-friendly website that can assist with increasing awareness and participation with COMMUTEwell program benefits.

Following this discussion, **a motion was made by Mr. Leone and seconded by Ms. Hayes-Walker that the JLMC-COP receive and file staff evaluation and analysis of the 2019 Employee Commuting Preferences Survey (2019 Survey) results; the Committee unanimously adopted this motion.**

5. COMMITTEE REPORT 20-03: LA METRO E-PASS PILOT PROGRAM PROPOSAL

Jenny Mach Yau provided a brief overview of the Committee's recommendation from its meeting held on September 30, 2019, that staff develop a proposal for a Metro E-Pass Pilot Program (E-Pass). She stated that LA Metro is offering the E-Pass at \$80 per month, per employee, and that an annual program budget of \$250,000 would equate to one E-Pass for about 260 City employees. She continued by stating that the Office of the City Administrative Officer (CAO) determined that the E-Pass would be subject to the meet and confer process, and that offering such a program raises certain questions regarding integrating the benefit into the City's current transportation benefit design under the Special Parking MOU.

Ms. Yau stated that accordingly, staff has developed an outline for designing the E-Pass, which includes working with the Committee on resolving administrative, operational, tax, and technical issues and drafting proposed language for the Special Parking MOU, which would be forwarded to the City Council for adoption. She stated staff would work with the CAO to identify a funding source. She indicated that pending the Committee's recommendation, staff will proceed with developing further design elements and provide a status update at the next Committee meeting.

Ms. Hayes-Walker and Ms. Melloff asked how long the E-Pass would operate and if it would be made available to more participants based on the results of the pilot. Mr. Montagna responded that the E-Pass was initiated from a request made by City Council and one of the outstanding questions is finding appropriate funding. He indicated that the Committee is responsible for determining if the E-Pass is a benefit that should be included in the COMMUTEwell Program pursuant to the Special Parking MOU. Ms. Melloff asked for clarification that the Committee is only making a recommendation on the E-Pass and not on other provisions to the Special Parking MOU. Mr. Montagna responded that the Committee should review the E-Pass in the context of the benefit design incorporated in the Special Parking MOU and that the E-Pass would presumably be part of the transportation benefits consultant's analysis of the City's transportation benefit design.

Mr. Leone asked for additional information on what the E-Pass offers that is not already available to City employees. Mr. Montagna responded that under the E-Pass, City employees are provided with an unlimited transit pass to use LA Metro and partner transit agencies at no cost to the employee. He stated that interest from elected officials in the E-Pass concept was based on hope that it would promote greater usage of public transportation by City employees. Ms. Hayes-Walker asked if the program already exists through LA Metro and if anything was preventing City employees from obtaining the E-Pass on their own. Mr. Montagna responded that the E-Pass is only available through an employer-sponsored program and is different from the current monthly pass that employees can purchase directly from LA Metro. Ms. Huber asked whether the value of the E-Pass at \$80 can be made equitable to the current Transit Subsidy Reimbursement Program limit of \$50. Francois Verin responded that the City could work with LA Metro and discuss the program parameters. Mr. Montagna stated that the transportation benefits consultant's review might also affect the analysis of offering the E-Pass if a recommendation is made to increase the transit subsidy reimbursement beyond the current \$50

limit. Ms. Huber stated that staff should discuss the E-Pass with CAO's Employee Relations Division to determine other issues that might impact offering this benefit to City employees.

Ms. Huber asked if staff is tracking the amount spent by employees who use the Transit Subsidy Reimbursement Program. Mr. Hirose responded that staff collects City employee data on reimbursements and that the bulk of the City employees who participate in the program claim the full \$50 reimbursement amount. Ms. Huber stated that if the transit subsidy reimbursement amount was to be increased, it would be helpful to know the exact amount employees are spending per month and the transportation agencies they are using. Mr. Montagna responded that staff could research this further and report to the Committee at a future meeting.

Following this discussion, **a motion was made by Ms. Huber and seconded by Ms. Hayes-Walker that the JLMC-COP request that staff move forward with proposed LA Metro E-Pass Pilot Program Design Elements and return with an update at the Committee's next meeting; the Committee unanimously adopted this motion.**

7. COMMITTEE REPORT 20-04: PROJECT AND ACTIVITIES REPORT

Ms. Yau indicated that the Project and Activities report provides an update on COMMUTEwell program activities and will be provided to the Committee on a quarterly basis. She then provided a status update on the transportation benefits consultant services procurement and stated that two responses were received in response to the RFP and that staff's recommendation will be provided for the Committee's review at its next meeting in the second quarter of 2020.

Ms. Yau next reported on the JLMC-COP Bylaws review and indicated staff is working with the City Attorney on completing proposed revisions. She indicated revisions to the Bylaws will first be brought to the Ad-Hoc Governance Subcommittee for discussion and any recommendations adopted by the Subcommittee will be forwarded to the full Committee for consideration.

Ms. Yau next reported that staff is developing a new COMMUTEwell program website to provide enhanced functionality over the current website. She explained that the new website provides staff the ability to better promote the COMMUTEwell program, including benefits such as the Transit Subsidy Reimbursement Program, carpools, vanpools, City parking, and other ridesharing alternatives. She indicated the website will also monitor and track website utilization and activity.

Ms. Yau continued by explaining staff's work on two employee engagement surveys; the first survey is the South Coast Air Quality Management District Employee Transportation Survey, which is scheduled to be released in March 2020 and reports on the commuting activities of employees at City worksites with 250 or more employees; and the second survey is a City employee parking waiting list survey, which was requested by the Personnel and Animal Welfare Committee to learn about the current commuting methods of City employees and how parking waiting lists impact the filling of City jobs. Ms. Huber asked if safety questions would be included on the parking waiting list survey. Mr. Montagna responded that staff is working on a separate survey to address safety-related questions as requested by the Mayor's Office and the Police

Department, which involves the entire City population versus the smaller subset of employees on the City parking waiting lists.

Ms. Yau next provided an update on the vanpool program lease agreement with Enterprise Rideshare, stating that a new contract is expected to be finalized in the first quarter of 2020. Mr. Leone asked why the City's vanpool program has low participation in comparison to the City's employee population. Mr. Verin responded that recruiting to fill a van is difficult and involves finding employees who work similar schedules, and work and live in close proximity to each other. He stated that the City was running about 114 vans at the highest point of the vanpool program and that program participation fluctuates over time.

Lastly, Ms. Yau reported that staff continues to attend new hire orientations to present information on the COMMUTEwell program to new hires. Ms. Hayes-Walker asked if staff provides information to departments for employees unable to attend these presentations. Ms. Yau responded that staff is working on creating videos that can be streamed at any time for those employees who are unable to attend a session. She indicated additional informational materials could be provided via the new COMMUTEwell program website once the website is live.

Following this discussion, **a motion was made by Ms. Melloff and seconded by Ms. Dayes that the JLMC-COP receive and file the quarterly projects and activities report regarding informational items, project updates, staffing summary, and meeting calendar for the fourth quarter of 2019; the Committee unanimously adopted this motion.**

8. REQUEST FOR FUTURE AGENDA ITEMS

Ms. Huber requested that the Committee be provided with the results of the Parking Waiting List survey at a future meeting. Mr. Leone requested information about the City's vanpool program, number of vans and usage rates in relation to the City workforce, and the steps needed to increase and incentivize participation. Mr. Montagna responded that staff will report back to the Committee on the vanpool program; additionally, he indicated that assessment of the City's vanpool program including usage and incentives would be included as part of the best practices study that would be completed once the procurement process is completed and the transportation benefits consultant is selected.

9. NEXT MEETING DATE

To be determined.

10. ADJOURNMENT

The meeting adjourned at 4:43 p.m.

Minutes prepared by staff member Francois Verin.



Joint Labor-Management Committee – Commute Options & Parking (JLMC-COP) **COMMITTEE REPORT 20-05**

Date: June 2, 2020

To: JLMC-COP

From: Staff

Subject: Employer-Sponsored Transportation Benefits Consulting Services Request for Proposals Evaluation and Recommendation

JLMC-COP MEMBERS:

Management

Patricia J. Huber, CAO, Chair

Paula Dayes, Personnel

Jay Kim, LADOT

Valerie V. Melloff, GSD

Employee Organizations

Carmen Hayes-Walker, AFSCME, Vice-Chair

Victor Gordo, LIUNA

Scott Harrelson, LAPCOA

Charles Leone, SEIU

RECOMMENDATION:

That the JLMC-COP recommend to the Personnel Department General Manager that Steer Davies & Gleave, Inc. doing business as Steer (Steer) be selected to provide transportation benefits consulting services for the City of Los Angeles COMMUTEwell Program for a three-year contract term.

DISCUSSION:

A. Background

Subsequent to the September 30, 2019 action of the JLMC-COP to review, approve, and authorize the release of a Request for Proposals (RFP) for Employer-Sponsored Transportation Benefits Consulting Services for the City of Los Angeles COMMUTEwell Program, the following has occurred:

- **November 19, 2019** – The RFP was released to the vendor community on the Los Angeles Business Assistance Virtual Network (LABAVN), with a response deadline of January 31, 2020.
- **December 16, 2019** – A mandatory pre-proposal conference was held.
- **January 31, 2020** – A total of two RFP responses were received from the following vendors:
 - 1) Steer Davies & Gleave, Inc. doing business as Steer (Steer)
 - 2) UrbanTrans Inc. doing business as UrbanTrans North America (UrbanTrans)

The Personnel Department, Administrative Services Division evaluated the vendors’ proposals for compliance with the City’s general contracting requirements. Both proposals were determined to have satisfied these requirements.

B. Employer-Sponsored Transportation Benefits Consulting Services RFP Evaluation and Findings

The City offers a variety of transportation benefits such as carpool, vanpool, transit subsidy reimbursement, parking, and transit/parking spending accounts programs to its eligible employees through the COMMUTEwell Program. Transportation benefits include ridesharing programs, as well as City-sponsored parking. Transportation benefits are established within the City’s Special Memorandum of Understanding Regarding City Employee Parking and Commute Options (Special Parking MOU) (**Attachment A**) and are overseen by the JLMC-COP.

The Personnel Department’s Employee Benefits Division/Commute Options and Parking Section (Employee Benefits) administers the COMMUTEwell Program. Employee Benefits has the ongoing responsibility of administering and promoting greater utilization of the City’s existing ridesharing benefits as well as administering parking benefits.

The mission of the Employer-Sponsored Transportation Benefits Consulting Services RFP was to identify a transportation benefits consulting partner with which Employee Benefits and the JLMC-COP could establish a contractual relationship to provide assistance to the City in (a) assessing the current status of the City’s COMMUTEwell Program and conducting a best practice study for the purpose of recommending design improvements to the COMMUTEwell Program; (b) assisting with implementing and measuring the efficacy of plan design changes on an ongoing basis; and (c) providing communications consulting resources in support of the City’s ongoing efforts to engage employees on their commuting preferences and behaviors with the objective of achieving measurable improved outcomes.

The proposals were reviewed and rated by Employee Benefits staff members Jenny M. Yau and Kevin Hirose. The following is the review panel’s combined consensus scoring summary for the two firms:

Ranking	Proposer	Score
Employer-Sponsored Transportation Benefits Consulting Services		
1	Steer	465
2	UrbanTrans	420

A scoring summary by category is provided on page 9 of **Attachment A** to this report. This staff report will summarize the key findings and results of the RFP evaluation.

OVERVIEW

Both Steer and UrbanTrans submitted competitive proposals and would be competent providers of the City's requested services. **However, the consensus recommendation of the review panel is that Steer be selected to provide transportation benefits consulting services for the City of Los Angeles COMMUTEwell Program.** Representatives from Steer will be attending the JLMC-COP meeting to answer any questions from the Committee prior to the Committee making a final recommendation to the Personnel Department General Manager.

Steer's proposal included the following features that were considered to best address the selection criteria established in the RFP and that represent important objectives for the City's COMMUTEwell Program:

- Organizational strength and experience in providing employer-sponsored transportation benefits consulting services to both public and private sector clients for over 40 years
- Strong experience working with larger public client sector base than competing proposal
- Extensive experience analyzing, recommending, and assisting in the design and administration of transportation benefits programs during various stages of development and assisting employers in establishing leading-edge transportation benefits programs
- Access to legal and compliance resources for industry and regulatory updates
- Experienced communications consulting personnel and strong ability to support the COMMUTEwell Program's ambitious communications objectives
- Strong performance in engagement exercise identifying specific proposals to move the City's transportation benefits to goals-driven, outcomes-based programs and initiatives
- Competitive pricing and fee structure compared to competing firm, including a proposal to establish performance targets during the term of the proposed contract

To provide the JLMC-COP with ample detail regarding the proposals, in addition to the information provided in this report, **Attachment A** provides a comparative summary of the data submitted by the proposers. The focus in **Attachment A** is to summarize the key information of the proposers' responses and to highlight the major differences which formed the basis for the review panel's recommendation.

A summary of key highlights from the proposals by each of the four major categories included in the RFP written questionnaire is provided below. In particular, the staff report contrasts how vendor proposals fared relative to key areas of emphasis in the RFP. Key or differentiating findings for each sub-category are included as bullet points.

I. ORGANIZATIONAL QUALIFICATIONS

- **Organizational Qualifications and Reliability** – The RFP posed questions regarding organizational experience, stability, financial strength, staff qualifications and turnover, and other factors to assess how the proposers are resourced to be viable partners with the City in providing the specific services included within the RFP.

Both Steer and UrbanTrans are experienced firms that have been providing employer-sponsored transportation benefits consulting services for at least 20 years. The table below provides a high level comparison of the two firms.

Category	Steer	UrbanTrans
Background	<ul style="list-style-type: none"> - US practice is subsidiary of Steer Davies & Gleave Limited - Steer Davies & Gleave Limited headquartered in London, UK with 42 years in operation - US headquarters in Boston, MA with offices in LA, San Diego, New York, and Washington D.C. - 42 active clients across the US 	<ul style="list-style-type: none"> - Woman-owned company - Headquartered in Denver, CO with 20 years in operation - Offices in LA, Atlanta, and Toronto, Canada - 40 active clients across the US and Canada
Revenue	<u>2017</u> : \$10.6 million <u>2018</u> : \$10.8 million <u>2019</u> : \$12.2 million	<u>2017</u> : \$3.1 million <u>2018</u> : \$3.4 million <u>2019</u> : \$4.0 million
Senior Management	Average tenure: 20 years	Average tenure: 15 years
Staffing	<u>2016</u> : 33 <u>2017</u> : 44 <u>2018</u> : 45	<u>2016</u> : 21 <u>2017</u> : 20 <u>2018</u> : 23
Staff Turnover Rate	<u>2016</u> : 12% <u>2017</u> : 17% <u>2018</u> : 6%	<u>2016</u> : 14% <u>2017</u> : 15% <u>2018</u> : 30%
Subcontracted Work	<ul style="list-style-type: none"> - Indicated no current subcontractors at this time until Status Review and Best Practice Research are completed - Subcontracting may occur in two categories: <ol style="list-style-type: none"> (1) Transportation Development Management (TDM) platforms and technology (2) Specialized Marketing 	<ul style="list-style-type: none"> - Specific amount of work to be subcontracted will depend on final scope of services in contract - Anticipates minimum of 20% of work being subcontracted to the following: <ol style="list-style-type: none"> (1) Telework/alternative work schedules specialist (2) TDM policy, planning, development (3) TDM implementation and technical and regulatory resources

Overall, Steer scored higher in this section primarily due to its greater number of years in operation, greater staffing resources and capabilities to services the City as a larger firm, and a lower staff turnover rate over the last three years than UrbanTrans.

- **Regulatory and Contractual Actions** – On the subject of regulatory actions, complaints, administrative challenges, judicial actions, lawsuits, or other material events, both firms confirmed that no complaints have been filed with any state or federal regulatory agency

or office in the past five years, that there are no outstanding legal issues that would impact their ability to provide services to the City, and that there have been no contract terminations as a result of default. As such, both firms received the maximum points available for their responses to these questions in the RFP. However, UrbanTrans achieved a slight scoring advantage overall in this section due to its stronger response to the conflict of interest question in this section of the RFP. UrbanTrans provided a thorough response regarding its official conflict of interest policy and actions taken to manage a proposed conflict of interest. Steer indicated that they do not anticipate they will encounter any potential or perceived conflicts but did not indicate in their written response if they have an official conflict of interest policy and how potential conflicts of interest would be managed.

II. TRANSPORTATION BENEFITS CONSULTING EXPERIENCE AND QUALIFICATIONS

The RFP posed questions in each of the following three areas to assess the vendor’s experience and qualifications in providing employer-sponsored transportation benefits consulting services to clients. Each area below was worth 15% for a total of 45% of the overall score.

(1) Transportation Benefits Research and Advisory Capabilities

In this section of the RFP, vendors were asked to describe their experience, qualifications, and capabilities in conducting a comparative study of best practices used by other employers in combination with assessing the City’s current COMMUTEwell Program design, assisting the City on an ongoing basis with implementing changes to its program and providing reporting and expert guidance regarding the efficacy of plan design changes as reflected in impacts to member outcomes, and providing ongoing feedback and support as the City moves forward with executing revisions to the Special Parking MOU in concert with creating strategic objectives and a long-term strategic plan for the COMMUTEwell Program.

Both firms provide transportation benefits consulting services to both public and private sector clients. While UrbanTrans has more private sector clients than Steer, Steer services more public sector clients including clients similar in size to the City than UrbanTrans. A breakdown of public sector clients by member base size per firm is provided below.

Public Sector Group Plan Member Base Size	Steer	UrbanTrans
Under 5,000	0	2
5,001 – 10,000	2	0
10,001 – 25,000	1	1
25,001 – 50,000	2	0
50,001+	3	0
TOTAL	8	3

Both companies demonstrated having well-qualified and experienced personnel, including marketing and communications engagement specialists that would be assigned to service the City's account. Steer provided excellent examples of working with clients such as Google, NBCUniversal, and the City of Seattle in analyzing, recommending, and assisting in the design and administration of transportation benefits programs during various stages of development from launching a brand new program to coming in later in the process to help analyze the success of, and improve upon, existing programs. Steer also has experience in implementing new programs that the City is currently considering, including developing and launching a Metro E-Pass Program at NBCUniversal. Their experience in this area would be invaluable as the JLMC-COP assesses launching a similar program for the City. While UrbanTrans provided varied examples of working with private sector clients in evaluating transportation benefits programs and recommending and implementing program design changes, their responses were brief and did not demonstrate the depth of experience that Steer showcased in its responses. Additionally, Steer exhibited a very thorough understanding of the principles for evaluating the success of a program, including evaluating the goals of the program, measuring both outputs and outcomes, and developing a continuing process for regular ongoing measurement. UrbanTrans' response focused primarily on measuring program success by employee utilization of the transportation benefits program over time and did not address the iterative process of continuing to measure program goals and metrics.

In terms of conducting the Status Review and Best Practice Study as outlined in the RFP, both firms demonstrated comparable experience having performed this type of work for both public and private sector clients. However, UrbanTrans indicated it would take six months to complete this work while Steer indicated it would take three months. UrbanTrans subsequently modified its projected timeline for completing this work to three months in the engagement exercise.

Overall, Steer scored higher in this section due to its larger public sector client base, excellent examples in analyzing, recommending, and assisting in the design of transportation benefits programs during various stages of development and depth of experience providing these services to both public and private sector clients, and thorough understanding of developing and measuring program goals and success.

(2) Technical and Regulatory Resources

In this section of the RFP, vendors were asked to describe their regulatory, interpretive, and oversight services and ability to provide legal analysis and interpretations of laws, regulations, and other matters pertaining to employer-sponsored transportation benefit programs. Steer demonstrated deeper resources for providing the City with access to legal and compliance resources for research purposes and described in detail its processes for keeping the City informed and updated regarding transportation-related regulatory changes that could affect the administration of the City's COMMUTEwell Program. UrbanTrans indicated that while it has staff attorneys, they would not be available to the City for research purposes and did not demonstrate

the ability to be proactive in notifying the City of changes in the regulatory environment. Accordingly, Steer scored higher in this section than UrbanTrans.

(3) Engagement and Communications Development Resources

In this section of the RFP, vendors were asked to describe their experience, qualifications, and capabilities in assisting the City with the development of communications, marketing, and engagement strategies and materials for the purpose of influencing member behaviors and driving more successful commuting member outcomes. The review panel found that both firms demonstrated comparable knowledge and experience in the following areas, having:

- 1) Experienced marketing and communications specialists for supporting the City in designing effective communications, engagement, and outreach strategies;
- 2) A similar philosophy for developing and executing a communications and engagement strategy consisting of utilizing various data points to understand the City's COMMUTEwell Program, benefits eligibility, communications channels, and participation rates and using that data to work with the City to assess outreach strategies and develop targeted communications plans and focused messaging;
- 3) Vast experience developing a variety of marketing materials such as posters, flyers, ads, and emails; and
- 4) Extensive experience in conducting user transportation surveys

The key difference resulting in the slight scoring advantage for UrbanTrans in this section was that the review panel found the client examples provided by UrbanTrans were more user-friendly and engaging and demonstrated effective targeted communications messaging.

III. ENGAGEMENT EXERCISE

As part of the RFP evaluation, both firms participated in an engagement exercise with the review panel and Employee Benefits COMMUTEwell Program staff. The engagement exercise is an interactive exercise between the vendor and the City in which the vendor participates in a dialogue with the City regarding a specific objective, administrative challenge, and/or policy initiative included within the Scope of Services of the RFP. The engagement exercise was worth 20% of the overall score.

An engagement exercise (2.0 hours) was conducted with each firm in March and April 2020. In the engagement exercise, both firms engaged in a dialogue with the review panel and COMMUTEwell Program staff on they could best partner with the City to support the Mayor's Sustainability Plan and Green New Deal and the JLMC-COP in (a) assessing the current status of the City's COMMUTEwell Program and conducting a best practice study for the purpose of recommending design improvements to the COMMUTEwell Program; (b) assisting with implementing and measuring the efficacy of plan design changes on an ongoing basis; and (c) providing communications consulting resources in support of the City's ongoing efforts to engage

employees on their commuting preferences and behaviors with the objective of achieving measurable improved outcomes.

Both firms demonstrated strong experience providing employer-sponsored transportation consulting services and emphasized using data analytics (e.g. City employee demographics, worksite location, commuting behaviors, residence information and access to local, public transportation options near their residence, parking rates near City worksite locations, etc.) to inform the decision making process for assisting the City in developing and implementing a strategic plan for moving to a goals-driven, outcomes-based transportation program. However, only Steer identified specific proposals during the engagement exercise to support the City in moving in this direction including incorporating new technology and mobile resources to administer its current carpool, vanpool, transit subsidy reimbursement, and parking programs, providing transit credits to overcome commuting barriers, implementing a pilot E-Pass Program that is targeted to City employees living along public transit bus and rail lines, and discussed various ideas such as dynamic parking and parking vouchers to address limited parking availability and large waitlists in the downtown LA area. In contrast, UrbanTrans focused primarily on defining the philosophical framework on how they would approach conducting a best practice study and recommend design improvements, including developing a stakeholder/engagement and communications plan, collecting program data, and conducting a benchmarking and best practices study review. UrbanTrans also did not appear to be as familiar with the City's COMMUTEwell Program as Steer and discussed concepts such as telecommuting and parking rates within the overall philosophical framework of how they would approach conducting the best practice study.

In terms of member engagement strategies, both firms indicated that they would work with the City to assess outreach strategies and develop targeted communications plans. Both firms also demonstrated comparable experience developing and utilizing a variety of communications tools such as online videos, newsletters, blogs, printed materials, and webinars to impact commuting behaviors.

Accordingly, the key difference resulting in the scoring advantage for Steer was their extensive experience developing and implementing practical solutions for upgrading employer-sponsored transportation programs. This experience is essential in providing the much-needed technical consulting services necessary to assist the City in updating the Special Parking MOU and creating a best practice transportation benefit design for years to come. UrbanTrans did not display the same level of innovation and creativity to support the City in developing and implementing ambitious goals for the COMMUTEwell Program.

IV. FEES AND PERFORMANCE GUARANTEES

Proposers were requested to detail fees and performance guarantees to provide the services detailed in the Scope of Services of the RFP. This section of the RFP was worth 20% of the overall

score. Both firms provided proposed fees for conducting the Status Review and Best Practice Study consisting of the following key tasks:

- Review the City’s current transportation benefit design as formalized within the Special Parking MOU, member outcomes for and participation in the COMMUTEwell Program, and survey and other data produced by the City indicating commuter practices and preferences.
- Research, identify, and report on best practices in other employer-sponsored transportation benefit programs, with a particular but not exclusive focus on programs sponsored by other public agencies both inside and outside the State of California, but also include programs offered in the private and non-profit sectors.
- Address best practices in employer-sponsored parking, ridesharing, telecommuting, and supporting the use of electric vehicles.

The following table summarizes the proposed fees for the immediate task of conducting the status review and best practice study, by firm.

Firm	Status Review and Best Practice Study Fee
Steer	\$42,080
UrbanTrans	\$44,590

Steer’s proposed fee for conducting the Status Review and Best Practice Study is about six percent lower than UrbanTrans.

For important ongoing services related to program administration and engagement efforts, Steer proposed a hybrid hourly/fixed fee model for the City for the other two services described in the RFP as follows:

- Implementation and Performance Management – Assist the City, on an ongoing basis, with implementing changes to its program as well as providing reporting and expert guidance on an ongoing basis regarding the efficacy of plan design changes as reflected in impacts to member outcomes.
- Communications, Marketing, and Engagement – Develop communications, marketing, and engagement strategies and materials for the purpose of influencing member behaviors and driving more successful commuting member outcomes.

UrbanTrans indicated that pricing program administration and engagement services would be driven partly by the results from the Status Review and Best Practices Study and accordingly, did not provide a proposed fee structure for the remaining services described in the RFP. Although they offered to enter into discussions with staff regarding pricing the remaining services, such negotiation prior to contract award is not permitted under the rules of the RFP in order to prevent opportunities for bid enhancement.

With respect to performance guarantees, both firms did not commit to placing any fees at risk for their performance. However, Steer indicated that it would work with the City to establish realistic performance targets, including reducing single occupancy ridership over the proposed three-year contract term. In contrast, UrbanTrans indicated it would work with the City to ensure client satisfaction and did not provide any examples of establishing performance targets during the term of the proposed contract.

Overall, Steer scored higher in this section because it proposed a lower fee structure and hybrid hourly/fixed fee model providing the City with greater clarity in managing ongoing consulting costs. Additionally, Steer proposed establishing performance targets during the term of the proposed contract while UrbanTrans did not propose any performance targets.

C. Conclusion and Next Steps

The focus in reviewing this RFP was to identify a provider that could best partner with the City to provide efficient, cost-effective, and high-quality transportation benefits consulting services for the COMMUTEwell Program, as well as member engagement strategies and support services that effectively and positively impact member outcomes. The finding of the review panel is that **Steer** best demonstrated these capabilities and at a competitive price for the COMMUTEwell Program. Per the Committee’s bylaws, recommendations of the Committee shall be forwarded to the Personnel Department General Manager for appropriate action. Accordingly, based upon its analysis, staff recommends that the JLMC-COP recommend to the Personnel Department General Manager that Steer be selected to provide transportation benefits consulting services for the City of Los Angeles COMMUTEwell Program for a three-year contract term.

Upon the Committee’s approval of staff’s recommendation, staff will begin contract negotiations with Steer and work towards executing a final contract within 60 days. Commencement of services is expected to begin after contract execution. Staff will work with Steer to coordinate the immediate task of conducting the status review and best practice study and provide a status update on the progress of this task to the Committee at its next meeting.

Submitted by: _____
Kevin Hirose, Senior Personnel Analyst I

Submitted by: _____
Jenny M. Yau, Senior Management Analyst II

Approved by: _____
Steven Montagna, Chief Personnel Analyst

Employer-Sponsored Transportation Benefits Consulting Services Request for Proposals

COMMUTEwell

Options. Value. Convenience.

Organizational Qualifications and Reliability

50 Points Possible



- Steer Davies & Gleave, Inc. is a subsidiary of Steer Davies & Gleave Limited (doing business as Steer)
- Steer Davies & Gleave Limited headquarters in London, UK with 42 years in operation
- US headquarters in Boston, MA with offices in Los Angeles, San Diego, New York, and Washington, DC
- 42 active clients across the US
- 2019 revenue – \$12.2 million
- Senior management average tenure – 20 years
- 2018 staffing – 45 employees
- 2018 staff turnover ratio – 6%
- Subcontracted work – indicated subcontracting may occur in two categories:
 - 1) Transportation Development Management (TDM) platforms and technology
 - 2) Specialized Marketing

- Woman-owned company (not a subsidiary or affiliate of another company)
- Main headquarters in Denver, CO with 20 years in operation
- Offices located in Los Angeles, Atlanta, and Toronto
- 40 active clients across the US and Canada
- 2019 revenue – \$4.0 million
- Senior management average tenure – 15 years
- 2018 staff – 23 employees
- 2018 staff turnover ratio – 30%
- Subcontracted work – Anticipates minimum of 20% of work being subcontracted to the following:
 - 1) Telework/alternative work schedules specialist
 - 2) TDM policy, planning, development
 - 3) TDM implementation and technical and regulatory resources

Scoring: Steer achieved a scoring advantage in this category due primarily to a) its greater number of years in operation; b) greater staffing resources and capabilities to service the City as a larger firm; and c) lower staff turnover rate over the last three years than UrbanTrans.

45 Points

41 Points

Regulatory and Contractual Actions

25 Points Possible



On the subject of regulatory actions, complaints, administrative challenges, judicial actions, lawsuits, or other material events, both firms confirmed that no complaints have been filed with any state or federal regulatory agency or office in the past five years, that there are no outstanding legal issues that would impact their ability to provide services to the City, and that there have been no contract terminations as a result of default. Thus, both firms received the maximum points available for their responses to these questions in the RFP.

- Conflict of Interest – Did not indicate if they have an official conflict of interest policy and how potential conflicts of interest would be managed

- Conflict of Interest – Described official company conflict of interest policy that requires employees to act in the best interests of the firm, its customers, suppliers, contractors, competitors, or any other person doing or seeking to do business

Scoring: UrbanTrans achieved a scoring advantage in this category due to its strong response regarding its official company conflict of interest policy and procedures and actions taken to manage a proposed conflict of interest compared to Steer who did not indicate if they have an official conflict of interest policy and how potential conflicts of interest would be managed.

23 Points

25 Points

Transportation Benefits Research and Advisory Capabilities

75 Points Possible

steer

URBANTRANS
NORTH AMERICA

- Public sector clients – total of eight; five of the eight are similar in size to the City with 25,000+ members
- Private sector clients – total of nine; three of the nine have 10,000+ members
- Well-qualified and experienced personnel, including marketing and communications engagement specialists that would be assigned to service the City’s account
- Provided detailed examples working with private and public sector clients including Google, NBCUniversal, and the City of Seattle analyzing, recommending, and assisting in the design of transportation benefit programs at various stages of development
- Provided thorough steps on developing a project plan for executing a transportation benefit study – identified planning strategy, resources, research and best practices, and report deliverable
- Estimated timeline for completing transportation benefits study: status review - 30 days; best practices study – 60 days
- Provided thorough response on evaluating the success of a program, including evaluating the goals of the program, measuring both outputs and outcomes, and developing a continuing process for regular ongoing measurement

- Public sector clients – total of three; zero of the three are similar in size to the City with 25,000+ members
- Private sector clients – total of 15; eight of the 15 have 10,000+ members
- Well-qualified and experienced personnel, including marketing and communications engagement specialists that would be assigned to service the City’s account
- Provided examples working with private sector clients including Cox Enterprises, IHG Americas, and DHL in evaluating transportation benefits programs and recommending and implementing program design changes but responses were brief and did not fully describe scope of project
- Provided thorough steps on developing a project plan for executing a transportation benefit study – identified planning strategy, resources, research and best practices, and report deliverable
- Estimated timeline for completing transportation benefits study: status review – six months but subsequently revised to three months in the engagement exercise
- Response on evaluating program success focused primarily on employee utilization of the transportation benefits program over time and did not address the iterative process of continuing to measure program goals and metrics

Scoring: Steer achieved a scoring advantage in this category due primarily to a) its larger public sector client base with clients similar in size to the City; b) excellent examples in analyzing, recommending, and assisting in the design of transportation benefits programs during various stages of development and depth of experience providing these services to both public and private sector clients, and c) thorough understanding of developing and measuring program goals and success.

70 Points

65 Points

Technical and Regulatory Resources

75 Points Possible



- Experience working on TDM policies and legislation across southern CA and with multiple employers who are required to comply with South Coast AQMD's Rule 2202
- Staff attorneys available to City to provide support and research transportation compliance and regulatory issues
- Proactively notify City of potential regulatory and compliance issues or changes by
 - 1) Tracking City ordinances, State Assembly bills, and AQMD Rule 2202
 - 2) Conducting a quarterly review of TDM legislation at the City, region, state, and national levels and provide relevant updates to the City



- Project partner AECOM will provide team of air quality scientists available to the City, if needed
- Staff attorneys not available to City for research purposes
- Indicated they would be proactive in notifying the City of potential regulatory and compliance issues or changes by creating a procedures and protocols manual for handling change management and adapting to new regulatory requirements

Scoring:

- Steer achieved a scoring advantage in this category due to its strong responses regarding a) experience working on TDM policies and legislation across Southern CA; b) availability of legal resources for research on transportation compliance and regulatory issues; c) processes it identified to proactively notify the City of regulatory changes that could affect the administration of the City's COMMUTEwell Program.
- UrbanTrans lost relative points due to a) not fully demonstrating applicable experience working on TDM policies and legislation compared to Steer; b) not having staff attorneys available to the City; and c) limited response on how it would be proactive in notifying the City of potential regulatory or compliance issues or changes.

72 Points

59 Points

Engagement and Communications Development Resources

75 Points Possible



Both firms demonstrated comparable knowledge and experience in the following areas:

- Having experienced marketing and communications specialists for supporting the City in designing effective communications, engagement, and outreach strategies;
- Having a similar philosophy for developing and executing a communications and engagement strategy consisting of utilizing various data points to understand the City’s COMMUTEwell Program, benefits eligibility, communications channels, and participation rates and using that data to work with the City to assess outreach strategies and develop targeted communications plans and focused messaging;
- Having vast experience developing a variety of marketing materials such as posters, flyers, ads, and emails; and
- Having extensive experience in conducting user transportation surveys for a variety of clients

- Communications Campaigns – provided examples of campaigns developed for Shift San Diego, San Diego Association of Governments, and NBCUniversal
 - 1) Created media and outreach strategies
 - 2) Developed marketing and communications materials to encourage employee participation in development of employee benefits program

- Communications Campaigns – provided examples of campaigns developed for Compass at Playa Vista in Los Angeles, CA and new retail employee transit pass program for Atlantic Station in Atlanta
 - 1) Created “Ability2Change” marketing campaign focused on exclusive promotions, messaging, and incentives only to those individuals who demonstrated specific behavior change
 - 2) Marketing campaign won two international awards from the Association for Commuter Transportation in 2016 and 2017

Scoring: UrbanTrans achieved a scoring advantage in this category due to a) its strong response regarding survey design and administration and 2) client examples that were more user-friendly and engaging and demonstrated effective targeted communications messaging compared to the examples provided by Steer.

66 Points

70 Points

Engagement Exercise

100 Points Possible

steer

URBANTRANS
NORTH AMERICA

- Strong experience working with public sector clients similar in size and with comparable transportation benefit programs as the City
- Emphasized using data analytics to inform the decision making process and assist in making recommendations for setting and achieving COMMUTEwell Program goals
- Identified specific proposals and examples in assisting the City in developing and implementing design changes to improve member transportation-related outcomes
- Discussed examples of communications and marketing campaigns developed for clients and experience utilizing online videos, newsletters, blogs, printed materials, and webinars to impact commuting behaviors

- Strong experience working with public and private sector clients
- Emphasized using data analytics to inform the decision making process and assist in making recommendations for setting and achieving COMMUTEwell Program goals
- Discussion focused on philosophical framework for conducting a best practice study and recommending design improvements but did not provide any concrete examples
- Discussed examples of communications and marketing campaigns developed for clients and experience utilizing online videos, newsletters, blogs, printed materials, and webinars to impact commuting behaviors

Scoring:

- Steer achieved a scoring advantage in this category due to a) describing their extensive experience developing and implementing practical solutions for upgrading employer-sponsored transportation programs and b) identifying practical and specific examples for updating the Special Parking MOU and creating a best practice transportation benefit design for the City for years to come.
- UrbanTrans lost relative points due to a) not identifying or providing specific proposals and examples in assisting the City in developing and implementing plan design changes and b) not displaying the same level of innovation and creativity to support the City in developing and implementing ambitious goals for the COMMUTEwell Program as Steer.

95 Points

85 Points

Fees and Performance Guarantees

100 Points Possible



- Provided hybrid hourly/fixed fee model and cost breakdown by project task and hours within budget allocated for project
- Status Review and Best Practice Study Fee - \$42,080
- No additional miscellaneous fees
- Performance Guarantees – did not commit to placing any fees at risk for their performance but indicated that they would work with the City to establish realistic performance targets, including reducing single occupancy ridership over the proposed three-year contract term



- Provided an hourly rate model for staff who would be assigned to the project but did not provide a fee estimate for the full scope of services described in the RFP
- Status Review and Best Practice Study - \$44,590
- No additional miscellaneous fees
- Performance Guarantees – did not commit to placing any fees at risk for their performance and did not provide any examples of establishing performance targets during the term of the proposed contract

Scoring:

- Steer achieved a scoring advantage in this category due to providing a hybrid hourly/fixed fee model and cost breakdown for the full scope of services in the RFP, lower fee for the status review and best practice study, and proposing a set of performance targets during the contract term.
- Urban Trans lost relative points due to not providing a fee estimate for the full scope of services in the RFP, higher fee for the status review and practice study, and not proposing any performance targets during the contract term.

95 Points

75 Points

Final Scores

500 Points Possible

Evaluation Category	Maximum Points	steer	URBANTRANS NORTH AMERICA	Weight
Organizational Qualifications and Reliability	50	45	41	10%
Regulatory and Contractual Actions	25	23	25	5%
Transportation Benefits Research and Advisory Capabilities	75	70	65	15%
Technical and Regulatory Resources	75	72	59	15%
Engagement and Communications Development Resources	75	66	70	15%
Engagement Exercise	100	95	85	20%
Fees and Performance Guarantees	100	95	75	20%
Total	500	465	420	100%



Joint Labor-Management Committee – Commute Options & Parking (JLMC-COP) **COMMITTEE REPORT 20-06**

Date: June 2, 2020
To: JLMC-COP
From: Staff
Subject: Projects and Activities Report

JLMC-COP MEMBERS:

Management

Patricia J. Huber, CAO, Chair

Paula Dayes, Personnel

Jay Kim, LADOT

Valerie V. Melloff, GSD

Employee Organizations

Carmen Hayes-Walker, AFSCME, Vice-Chair

Victor Gordo, LIUNA

Scott Harrelson, LAPCOA

Charles Leone, SEIU

RECOMMENDATION:

That the JLMC-COP receive and file the projects and activities report regarding informational items, project updates, and staffing summary covering the first quarter of 2020 (January through March 2020) and April 2020 and upcoming meetings calendar.

DISCUSSION:

The following are updates for the Commute Options and Parking Program (COMMUTEwell Program) for the first quarter of 2020 (January through March 2020) and April 2020:

A. Informational Items

- **Impact of 2019 Novel Coronavirus (COVID-19) on COMMUTEwell Program** – On March 11, 2020, the World Health Organization declared the COVID-19 outbreak a pandemic due to the rapid spread of the disease globally and its impact on public health. On March 12, 2020, in response to the outbreak, Los Angeles Mayor Garcetti issued Citywide COVID-19 guidelines to protect the City workforce while ensuring continuity of operations. These guidelines included directing General Managers of City departments to develop emergency COVID-19 telecommuting plans for their workforce and for employees to implement social distancing of six feet per person.

Subsequently, on March 19, 2020, Mayor Eric Garcetti issued a “Safer at Home” public order, and Governor Gavin Newsom issued Public Order N-33-20, directing Los Angeles and State of California residents (respectively) to stay home and limit all non-essential activities. Subsequently, on March 21, 2020, the County of Los Angeles Department of Public Health issued the “Safer at Home Order for Control of COVID-19,” further

restricting and limiting the gathering of persons and requiring the closure of non-essential activities and businesses in an effort to slow the spread of COVID-19 in LA County. The following provides an update on the impact of COVID-19 on COMMUTEwell Program operations and how staff has quickly adapted by implementing new procedures to accommodate the large number of City employees who are currently telecommuting.

1) Operations

To support COVID-19 safety precautions, the Personnel Department, Employee Benefits Division (EBD) implemented the following measures effective mid-March 2020:

- All EBD staff supporting the COMMUTEwell Program are telecommuting almost 100%, with regular weekly visits to the office to process paper mail and supervise part-time staff.
- All in-person public counter service has been suspended until further notice.
- All in-person new hire benefits presentations have been suspended until further notice.

On March 20, 2020, EBD released a Citywide email notifying City employees of the temporary closure of in-person public counter services and encouraging City employees needing support and assistance to conduct transactions either telephonically or electronically. While most of the COMMUTEwell Program staff is currently telecommuting, they are available continuously throughout the day via phone and email. Additionally since the closure, the COMMUTEwell Program launched a new email address, LACOMMUTEwell@lacity.org and a revamped website, www.LACOMMUTEwell.com for employees to communicate with staff and obtain updated program information. Further details regarding the launch of the new website is provided on page 4.

2) Temporary Parking Policies for Employees

To support the City's efforts to protect the workforce and ensure continuity of operations during the COVID-19 outbreak, the Department of General Services (GSD) worked with the Mayor's Office on a temporary parking policy. Beginning on March 18, 2020, City employees were allowed to park at the LA Mall and City Hall East garages without parking permits. The policy was subsequently extended to the Piper Tech and Braude Building garages and is in effect until further notice. Parking is on a first-come first-served basis, and GSD monitors all parking levels daily to ensure that there are spaces to accommodate employees with permits. Occupancy varies daily based on days off, employees telecommuting, and departments staffing up to respond to COVID-19.

3) Transit Subsidy Reimbursement Program

Prior to COVID-19, employees were required to submit transit subsidy reimbursement forms with an original signature and original receipts to COMMUTEwell Program staff to process. Employees typically submitted these documents via US mail, gray mail, or

physical drop-off in the secured drop-box located outside of EBD in City Hall. Staff had already been studying the feasibility of moving to electronic submission prior to the COVID-19 emergency, but in response to the large number of City employees currently telecommuting, staff accelerated its efforts, working with Personnel Department information technology staff to set up a new email address, LACOMMUTEwell@lacity.org and implementing a new procedure to allow City employees to submit transit subsidy reimbursement forms and receipts to this new email address. A Citywide email was released on April 13 notifying employees of this new submission method. Since implementation of this new procedure, staff received 140 forms via email for the month of March 2020 as many City employees had already submitted their paper forms prior to the announcement of the new submission method. Staff anticipates that once in-person operations can resume and assuming City employees will continue to take public transportation and file transit subsidy reimbursements, the number of forms to be submitted via email will increase significantly as email submission is an easy and convenient method to transmit these forms. The shift to email submissions represents a significant improvement in service to the members.

4) Vanpool Program

Prior to COVID-19, COMMUTEwell's Vanpool Program consisted of a total of 86 operational vans. While many City employees are currently telecommuting, there are also employees who continue to report physically to work. Staff conducted a survey of the City's vanpools and determined that as of April 2, six vanpools are not currently operating while the remainder of vanpools that continue to operate are doing so with average daily ridership at about half of capacity.

5) Transit and Parking Spending Accounts

The City's transit and parking spending accounts Third-Party Administrator, WageWorks has developed a special COVID-19 resources page to support participants currently enrolled in a transit and/or parking spending account (TSA and/or PSA). Information on this resources page includes instructions for participants on updating or cancelling a pending commuter order and reminders on making changes to their election amount if they are currently telecommuting, a FAQs page, and updates from local transportation agencies and transit and parking providers on their policies in response to COVID-19. As a reminder, employees may make TSA and/or PSA election changes prospectively at any time, for any reason. For example, employees may decrease their elections prospectively while they are telecommuting and once they resume working at their worksite, they may increase future elections. Account balances may be carried over into future months, and will not be forfeited unless an employee ceases to be an employee of the City.

As a proactive measure, on April 9, 2020, WageWorks sent an email reminder notification to those City employees who are currently participating in a transit and/or parking spending account and had a commuter order pending for May to update or cancel that

order if they are telecommuting and no longer require their order to be fulfilled. Staff also posted this information on a special COVID-19 information page on the new www.LACOMMUTEwell.com website.

B. Project Updates

- COMMUTEwell Program Website** – As previously reported to the Committee at its last meeting, staff indicated that it was developing a new and improved COMMUTEwell Program website that would provide enhanced functionality and house all COMMUTEwell Program information in one easy to navigate location. Staff soft-launched the new COMMUTEwell Program website, www.LACOMMUTEwell.com on April 13, 2020 via the Citywide email that was released notifying employees of the new submission method for transit subsidy reimbursement forms.

One of the enhanced functions of the new website is that it provides reporting on website usage and activity. Moving forward, staff will report on website usage and activity on a quarterly basis in the projects and activities report. From launch of the new website on April 13 to April 21, the website was accessed by 426 unique visitors and had 1,450 page views. The following table provides the top five pages accessed by users during this period.

Top Five LACOMMUTEwell.com Pages Accessed	Views
1. Home page	705
2. Ridesharing	182
3. Employee Parking	132
4. Transit Benefits Overview	119
5. Bike/Walk to Work and FAQ	50

- 2020 South Coast Air Quality Management District (AQMD) Employee Transportation Survey** – The AQMD Rule 2202 requires that all employers report on the commuting activities of employees at worksites with 250 or more employees. Additionally, State and Federal laws require that the City develop programs to reduce single vehicle occupancy in the Southern California region. The City’s COMMUTEwell Program currently administers and promotes several ridesharing and public transit alternatives.

The COMMUTEwell Program coordinates an annual Employee Transportation Survey (Survey) to maintain compliance with AQMD Rule 2202. Employees at the City’s 12 regulated AQMD worksites are required to complete a mandatory survey describing their commuting activity for one week. The results of the survey, along with strategies for encouraging ridesharing and other commute reduction programs are then submitted to AQMD.

The 2020 Survey was originally scheduled to be released for employees to complete during the week of March 16 through 20, 2020. In response to certain actions taken by employers to reduce the spread of COVID-19 (e.g. telecommuting) which have a direct impact on Rule 2202 compliance, on April 10, 2020, AQMD notified the City that a 90-day extension to the 2020 Survey would be automatically approved, and that the results of the 2020 Survey and Employee Commute Reduction Program analysis report would be extended to July 30, 2020.

- **Parking Waiting List Survey** – At its January 15, 2020 meeting, the Personnel and Animal Welfare Committee (PAW) reviewed staff’s report regarding the City’s compliance with the AQMD Rule 2202 (Council File No. 07-3435-S1). The rule sets forth certain requirements and compliance options for reducing mobile source emissions from employees commuting to regulated worksites. The Committee requested that staff survey and report on employees who are currently on a waiting list for parking at a City facility, their current commuting methods, and any impact it may have on employment opportunities.

On February 24, 2020, staff released the survey via email to approximately 2,700 individuals currently on a parking waiting list. Subsequently, staff received a large number of undeliverable emails as the email address on file for the individual was no longer valid. It appears that a large number of individuals identified on a parking waiting list may have at one time placed themselves on the waiting list but no longer require parking and did not subsequently remove themselves from the waiting list. To date, staff has received a total of 641 responses. Given the current impact of COVID-19 on employee transportation and parking needs, staff is currently assessing how best to proceed with follow-up steps to (a) update waiting lists to ensure they do not contain individuals who are no longer waiting for parking at a given facility and (b) gain broader insight into the needs and preferences of those on parking waiting lists. Staff will provide an update to the Committee at its next quarterly meeting.

- **Vanpool Program Lease** – The Department of General Services (GSD), on behalf of the COMMUTEwell’s Vanpool Program, leases and operates a total of 86 vanpools (as of January 2020). The vans are provided through a contract with Enterprise Rideshare. The contract with Enterprise Rideshare expired on June 30, 2019. The City extended the leasing agreement twice, in six month increments, with the latest extension expiring on June 30, 2020. Staff has been working with GSD on a Request for Qualifications for a new vanpool lease agreement with the City. GSD anticipated that a new contract would be finalized in the first quarter of 2020. However, GSD has informed staff that due to the impact of COVID-19 on GSD operations, a new contract is now expected to be executed in the second quarter of 2020.
- **New Hire Benefits Presentations** – In accordance with Mayor Garcetti’s Executive Directive on COVID-19 containment efforts, all new hire benefits presentations scheduled

for the latter half of March 2020 and April 2020 were cancelled. Staff provided these departments with a one-page summary of new hire benefits information including a list of EBD program websites that could be distributed to new hires. Staff also plans to post the new hire benefits information to the City’s benefits website and reschedule any previously cancelled new hire benefits presentations once the City workforce can resume in-person operations.

The following provides a summary of new hire benefits presentations that occurred in the first quarter of 2020 prior to the cancellation of the remaining presentations due to the COVID-19 pandemic. Staff attended three new hire benefits presentations in the first quarter of 2020. Staff provided information regarding the COMMUTEwell Program, including promoting the use of public transit and ridesharing alternatives. The date, department, and approximate attendance of each presentation is provided in the table below.

Date	Department	Approximate Attendees
January 23, 2020	Public Works – Engineering	15
February 13, 2020	Recreation and Parks	60
March 5, 2020	Police Department	50

C. Committee Member Update

On February 11, 2020, staff was informed that Scott Harrelson will be the JLMC-COP representative for LAPCOA, replacing former representative Jorge Rodriguez.

D. Staffing Summary

The following is a summary of staff positions supporting the COMMUTEwell Program:

Classification	Function	Staff Member
Personnel		
Chief Personnel Analyst	Division Chief	Steven Montagna
Senior Management Analyst II	Operations Manager	Jenny M. Yau
Senior Personnel Analyst I	COMMUTEwell Program Supervisor	Kevin Hirose
Personnel Analyst	Vanpool/Rideshare Coordinator	Francois Verin
Senior Administrative Clerk	Transit Subsidy Reimbursement Program/Unit Supervisor	Krisandra Torres
Senior Administrative Clerk	Rideshare/Parking Program Coordinator	Marlene Aguilar
Administrative Clerk	Commute Options Assistant	Araceli Garcia
City Attorney		
Assistant City Attorney	Board Counsel	Curtis Kidder

E. Meetings Calendar

Staff maintains a calendar of upcoming Committee meetings and proposed topics (**Attachment A**). The calendar is subject to change based on Committee members' availability.

Submitted by: _____
Kevin Hirose, Senior Personnel Analyst I

Reviewed by: _____
Jenny M. Yau, Senior Management Analyst II

Approved by: _____
Steven Montagna, Chief Personnel Analyst

JLMC-COP UPCOMING MEETINGS CALENDAR	
MEETING DATE	PROPOSED AGENDA ITEM
Third Quarter – August 17, 2020	JLMC-COP Bylaws Review
	LA Metro E-Pass Program
	Special Parking MOU Review
	COMMUTEwell Program Projects and Activities Report
Fourth Quarter – November 9, 2020	To be determined