

September 12, 2023

C-7

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with The Workers Lab (TWL), of Oakland, CA, for the administration and oversight of WorkLB, an app-based platform focusing on workers unable to work full-time or regular schedules and have been excluded from traditional labor markets, in a total amount not to exceed \$135,450, inclusive of taxes and fees, for the period of September 1, 2023 to August 31, 2024. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with TWL, for the administration and oversight of WorkLB in a total amount not to exceed \$135,450.

On March 16, 2021, the City Council adopted the Long Beach Recovery Act (LB Recovery Act), becoming one of the first major cities to approve COVID-19 recovery programs made possible through the federal American Rescue Plan Act (ARPA) and other federal and State funding sources. Additional funding adjustments to the LB Recovery Act were made as part of the Adopted Fiscal Year 2022 (FY 22) Budget and periodic adjustments have been brought to the City Council as needed. Additional information about the LB Recovery Act is available at www.longbeach.gov/recovery. As part of the LB Recovery Act, under the Economic Inclusion category, approximately \$247,042 has been allocated for the WorkLB program (Program) to address financial hardships that have been created by COVID-19.

Work LB

In 2020, Pacific Gateway Workforce Partnership, in partnership with the U.K.-based non-profit Modern Markets for All (MM4A), launched the WorkLB platform, focusing on workers unable to work full-time or regular schedules and have been excluded from traditional labor markets. WorkLB is an innovative labor market platform that connects unemployed and underemployed people with jobs, and is built around protections, ongoing relationships, control, and progression for work seekers. The platform was initially developed in the UK government programs and then updated for the American market with philanthropic funding.

TWL, a non-profit, invests in new ideas and projects for workers through its innovation fund and design sprints. In 2021, TWL set out to expand and test the WorkLB platform

and has been funding the expansion of WorkLB to other cities since March 2022. TWL's understanding of the WorkLB platform, and its research and analysis of the gig economy will provide additional insight to broaden the platform infrastructure. The enhancement of the platform will lead to flexible work opportunities for Long Beach residents.

TWL will continue to expand the WorkLB platform for the City of Long Beach (City) Economic Development Department and subcontract with MM4A (Subcontractor) to provide general project support and technical assistance on enhancing and growing the WorkLB market platform. TWL has previously partnered and worked directly with MM4A (Subcontractor) in launching platforms similar to Work LB in other cities. TWL's unique experience in working with Subcontractor and the Work LB platform is necessary to complete project goals within the contract performance period. City Council previously approved funds for this program through a Resolution on July 12, 2022, between MM4A and the City for \$126,000 for a two-year period. However, due to unforeseen circumstances, the funds were not expended. These funds are accordingly being repurposed to fund the contract with TWL for \$135,000 for a one-year period.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

This matter was reviewed by Deputy City Attorney Marsha Yasuda on August 10, 2023, Purchasing Agent Michelle Wilson on August 21, 2023, and by Recovery Budget Officer Dee Okam on August 21, 2023.

TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on September 12, 2023, to ensure the contract is in place expeditiously.

LEVINE ACT

This item is subject to the Levine Act. The Mayor, Councilmembers, and Commissioners who have received a contribution of more than \$250 within 12 months prior from a party, participant, or their representatives involved in this proceeding may do either of the following: (1) disclose the contribution on the record and recuse themselves from this proceeding; OR (2) return the portion of the contribution that exceeds \$250 within 30 days from the time the elected official knew or should have known about the contribution and participate in the proceeding.

All parties, participants, and their representatives must disclose on the record of this proceeding any contribution of more than \$250 made to the Mayor or any Councilmembers within 12 months prior to the date of the proceeding. The Mayor, Councilmembers, and Commissioners are prohibited from accepting, soliciting, or directing a contribution of more than \$250 from a party, participant, or their

representatives during a proceeding and for 12 months following the date a final decision is rendered.

FISCAL IMPACT

The LB Recovery Act has identified \$247,042 for the WorkLB Program. The total amount of the contract will not exceed \$135,450 and will be funded through the WorkLB program of the LB Recovery Act. Sufficient funding for the contract is currently appropriated in the General Fund Group in the Economic Development Department. For administration efficiency and for reporting and auditing purposes, the funding source for this program is the General Fund based on funds made available as a result of the City's approach to using the majority of federal APRA funds to maintain existing City services in compliance with the U.S. Department of Treasury's Final Rule, thereby freeing up General Fund monies for the LB Recovery Act programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties for the Long Beach Recovery Office and Recovery-related staff and is consistent with existing City Council priorities identified in the Long Beach Recovery Act as adopted in March 2021. The local job impact associated with this recommendation is intended to generate local jobs for Long Beach residents.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



BO MARTINEZ
DIRECTOR
ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA
CITY MANAGER

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH THE WORKERS LAB, FOR THE ADMINISTRATION AND OVERSIGHT OF WORKLB, AN APP-BASED PLATFORM FOCUSING ON NON-CAREER POSITIONS AND WORKERS WHO ARE EXCLUDED FROM TRADITIONAL LABOR MARKETS, IN A TOTAL AMOUNT NOT TO EXCEED \$135,450, FOR A PERIOD OF ONE YEAR

WHEREAS, the Charter of the City of Long Beach, Section 1801, permits the City Manager to enter into a contract on behalf of the City, in writing or otherwise, without advertising for bids for services when authorized by resolution; and

WHEREAS, on March 16, 2021, the City Council of the City of Long Beach adopted the Long Beach Recovery Act (LB Recovery Act), becoming one of the first major cities to approve COVID-19 recovery programs made possible through the federal American Rescue Plan Act (ARPA) and other federal and State funding sources; and

WHEREAS, since then, over 80 programs have been developed with collective impact and equity in mind, focusing on the three main categories: Healthy and Safe Communities, Economic Recovery, and Securing our City's Future; and

WHEREAS, in 2020, Pacific Gateway Workforce Partnership, in partnership with Modern Markets for All (MM4A) launched the WorkLB platform, which focused on non-career positions and targets workers who are excluded from traditional labor markets; and

WHEREAS, WorkLB is an innovative app-based program that connects untraditional, unemployed and underemployed people with jobs; and

WHEREAS, in 2021 The Workers Lab (TWL), a non-profit investor, set out to

1 expand and test the WorkLB platform; and

2 WHEREAS, TWL will continue to expand the WorkLB platform for the City
3 and subcontract with MM4A (Subcontractor) to continue the work and provide technical
4 assistance on enhancing and expanding the WorkLB market platform and general project
5 support; and

6 WHEREAS, TWL has previously partnered with and worked directly with
7 Subcontractor in launching platforms similar to Work LB in other cities. TWL's unique
8 experience in working with Subcontractor and the Work LB platform is necessary to
9 complete project goals within the contract performance period; and

10 WHEREAS, as a result, no useful purpose would be served by advertising
11 for bids and to do so would constitute an idle and useless act and unnecessary expenditure
12 of public funds;

13 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
14 follows:

15 Section 1. The above recitals are true and correct and are incorporated
16 herein.

17 Section 2. The City Manager is hereby authorized to enter into a contract
18 with The Workers Lab, without advertising for bids, for the administration and oversight of
19 WorkLB, an app-based platform focusing on workers unable to work full-time or regular
20 schedules who are excluded from traditional labor markets, in a total amount not to exceed
21 One Hundred Thirty-Five Thousand Four Hundred Fifty Dollars (\$135,450) for a period of
22 one (1) year.

23 Section 3. This resolution shall take effect immediately upon its adoption
24 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
DAWN MCINTOSH, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council
of the City of Long Beach at its meeting of _____, 2023 by the
following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk

LEVINE ACT DISCLOSURE STATEMENT

California Government Code Section 84308, commonly referred to as the "Levine Act," prohibits any Long Beach City Councilmember, the Mayor, and Commissioner ("City Officer") from participating in any action related to a proceeding if they receive any political contributions totaling more than \$250 within the previous twelve months, while a proceeding is pending, and for 12 months following the date a final decision in a proceeding concerning a license, permit, entitlement, franchise or, contract (collectively "license, permit, or contract") has been made, from the person or company awarded the said license or contract. The Levine Act also requires a City Officer that has received such a contribution to disclose the contribution on the record of the proceeding.

City Officers are listed at the following sites:

- The Mayor and Councilmembers - <https://www.longbeach.gov/officials/>
- Harbor Commissioners - <https://polb.com/commission>
- Water Commissioners - <https://lbwater.org/about-us/current-water-commissioners/>
- Planning Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Parks and Recreation Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Board of Examiners, Appeals, and Condemnation - <https://www.longbeach.gov/mayor/action/commissions/>
- Cultural Heritage Commission - <https://www.longbeach.gov/mayor/action/commissions/>
- Long Beach Community Investment Company - <https://www.longbeach.gov/lbds/hn/lbcic/>

Proposers are responsible for accessing these links to review the names prior to answering the following questions.

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any City Officer in the 12 months preceding the date of the submission of your proposals or the anticipated date of any City Council, Board, or Commission action related to this license, permit, or contract?

YES

NO

If yes, please identify the City Officer(s):

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contribution of more than \$250 to any City Officer in the 12 months following any City Council, Board, or Commission action related to this license, permit, or contract?

YES

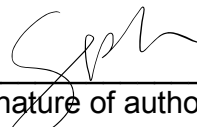
NO

If yes, please identify the City Officer(s):

Answering yes to either of the two questions above does not preclude the City of Long Beach from awarding a license, permit, or contract to your firm or any taking any subsequent action related to the said license, permit, or contract. It does, however, preclude the identified City Officers from participating in any actions related to this license, permit, or contract.

08/17/23

Date



Signature of authorized individual

Type or write name of authorized individual

Type or write name of company