

PACKET MATERIALS

DATE: September 21, 2018 Item No. 4

LOCAL AGENCY FORMATION COMMISSION

Agenda Packet Contents List

- Memorandum from Bryan Goebel, Executive Officer
- Emerging Mobility Services Labor Study Draft Scope
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Completed by: Alisa Somera Date: September 14, 2018

(This list reflects the explanatory documents provided.)



San Francisco Local Agency Formation Commission

City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. 415.554.6756 Fax. 415.554.5163

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*Lea Troeh
Research assistant*

September 21, 2018

TO: LAFCo Commissioners
FROM: Bryan Goebel, Executive Officer
SUBJECT: **Item 4 – Update and Presentation on Emerging Mobility Services Labor Study Draft Scope**

On June 29, 2018, the Commission authorized the Executive Officer to launch a labor study on emerging mobility services, in a partnership with the San Francisco County Transportation Authority (SFCTA). Today I present the draft scope of what will be a groundbreaking study on gig economy workers in San Francisco.

Project manager: Bryan Goebel, Executive Officer
Project advisor: Warren Logan, Senior Planner, SFCTA
Research assistant: Lea Troeh

Task 1: Project initiation, management and ongoing engagement

Gather meaningful feedback, and establish strong communicative relationships with City agencies, advocates and labor and tech representatives. We have already engaged and reached out to some key stakeholders for preliminary feedback, including the UC Berkeley Labor Center, the Greenlining Institute, TransForm, Senior and Disability Action, the Office of Economic Workforce and Development, the City Controller's Office, Postmates, the Teamsters Union, the San Francisco Labor Council and the San Francisco Municipal Transportation Agency.

Assemble a working Advisory Committee made up of City agencies, advocates and labor and tech representatives, and undertake a literature review of relevant studies, books and media reports and consider regulatory authority for emerging mobility services (particularly on-demand delivery labor workforce and employment). We'll also develop a running list of emerging mobility companies and a profile template for each company.

Task 2: Request for Proposals for a Survey of Emerging Mobility On-Demand Workers

Craft a detailed Request for Proposals and solicit bids for a representative survey of on-demand workers, data analysis and peer-reviewed final report. Ensure that the survey is developed in multiple languages.

Develop a template of questions and data requests for each company, using the eight outcome metrics and policy and design features from the

SFCTA's Emerging Mobility Evaluation Report (attached). Work closely with study Advisory Committee and key stakeholders to gather meaningful feedback on survey questions and methodology. Work with contracted consultant to determine the best sources to outreach and contact workers.

Task 4: Emerging Mobility Company Interviews and Data Requests

Send email requests for data and schedule face-to-face meetings with company officials. Conduct approximately 80 interviews. Analyze data obtained. We anticipate the interviews will take between 3-6 months.

Task 5: Labor Model Best Practice

Identify best practice labor models related to on-demand delivery from other major cities in the U.S. and internationally (may include: London, Seattle, New York City, Washington D.C., Austin)

Task 6: Policy Recommendations

Identify policy recommendations for local, state and federal regulators and emerging mobility companies, based on findings and analysis. Consider local, state and federal regulatory authority

Task 7: Final Report

Draft final report of interview and best practice findings, and identified policy recommendations from above tasks. Solicit feedback from Advisory Committee

RECOMMENDATION: Adopt the draft scope for the emerging mobility services labor study.

Attachments:

- Emerging Mobility Services Labor Study Draft Scope Outline
- Emerging Mobility Evaluation Report outcome metrics
- Potential survey questions

Emerging Mobility Services Labor Study Draft Scope

Introduction and project description

In its “Emerging Mobility Evaluation Report,” the San Francisco County Transportation Authority (SFCTA) sought to determine whether the labor models of emerging mobility companies align with the City’s labor principle, namely that they “ensure fairness in pay and labor policies and practices.” But not enough data was available from most companies to make a determination.

The Emerging Mobility Services Labor Study, a collaboration between the LAFCo and the SFCTA, seeks to make this determination by investigating the companies’ labor models and conducting a representative survey of people employed as independent contractors for emerging mobility services.

There is very little data about the size of these types of contract workers in San Francisco. Our study will offer a groundbreaking glimpse into this segment of the on-demand workforce.

Task 1: Project initiation, management and ongoing engagement

- Gather meaningful feedback and establish communicative relationships with City agencies, advocates and labor and tech sector representatives
- Develop a comprehensive list of emerging mobility companies and contacts
- Assemble a working advisory committee made up of City agencies, advocates and labor and tech representatives
- Undertake a literature review of relevant studies, books and media reports and consider regulatory authority for emerging mobility services (particularly on-demand delivery labor workforce and employment)
- Develop a running list of emerging mobility companies and a profile template for each company
- Create a landing page for the study on the SF LAFCo website

Task 1 Deliverables:

- 1.1 Internal memorandum summarizing key findings from literature review (outline TBD)
- 1.2 Emerging Mobility company contact list
- 1.3 Emerging Mobility Company profile sheets (approximately 80 companies)
- 1.4 SF LAFCo project landing page

Task 2: Request for Proposals for a Survey of Emerging Mobility On-Demand Workers

- Craft a detailed Request for Proposal and solicit bids for a representative survey of on-demand workers, data analysis and peer-reviewed final report

Task 2 Deliverables:

- 2.1 Request for Proposal for project consultant

Task 3: Survey Questions and Methodology

- Develop a template of questions and data requests for each company, using the eight outcome metrics and policy and design features from the SFCTA's Emerging Mobility Evaluation Report
- Work closely with study advisory committee and key stakeholders to gather meaningful feedback on survey questions and methodology
- Work with contracted consultant to determine the best sources to outreach and contact workers (companies, State Franchise Tax Board, Facebook survey, etc.)

Task 3 Deliverables:

- 3.1 Company representative survey

Task 4: Emerging Mobility Company Interviews and Data Requests

- Send email requests for data and schedule face-to-face meetings with company officials
- Conduct interviews (approximately 80 interviews)
- Analyze data obtained from emerging mobility companies

Task 4 Deliverables:

- 4.1 Internal memorandum summarizing emerging mobility company interview findings

Task 5: Labor Model Best Practice

- Identify best practice labor models related to on-demand delivery from other major cities in the U.S. and internationally (may include: London, Seattle, New York City, Washington D.C., Austin)

Task 5 Deliverables:

- 5.1 Internal memorandum summarizing best practice labor models

Task 6: Policy Recommendations

- Identify policy recommendations for local, state and federal regulators and emerging mobility companies, based on findings and analysis from Task 4 and 5 deliverables.
- Consider local, state and federal regulatory authority

Task 6 Deliverables:

- 6.1 Internal memorandum summarizing policy recommendations

Task 7: Final Report

- Draft final report of interview and best practice findings, and identified policy recommendations from above tasks
- Solicit feedback from Advisory Committee

Task 7 Deliverables:

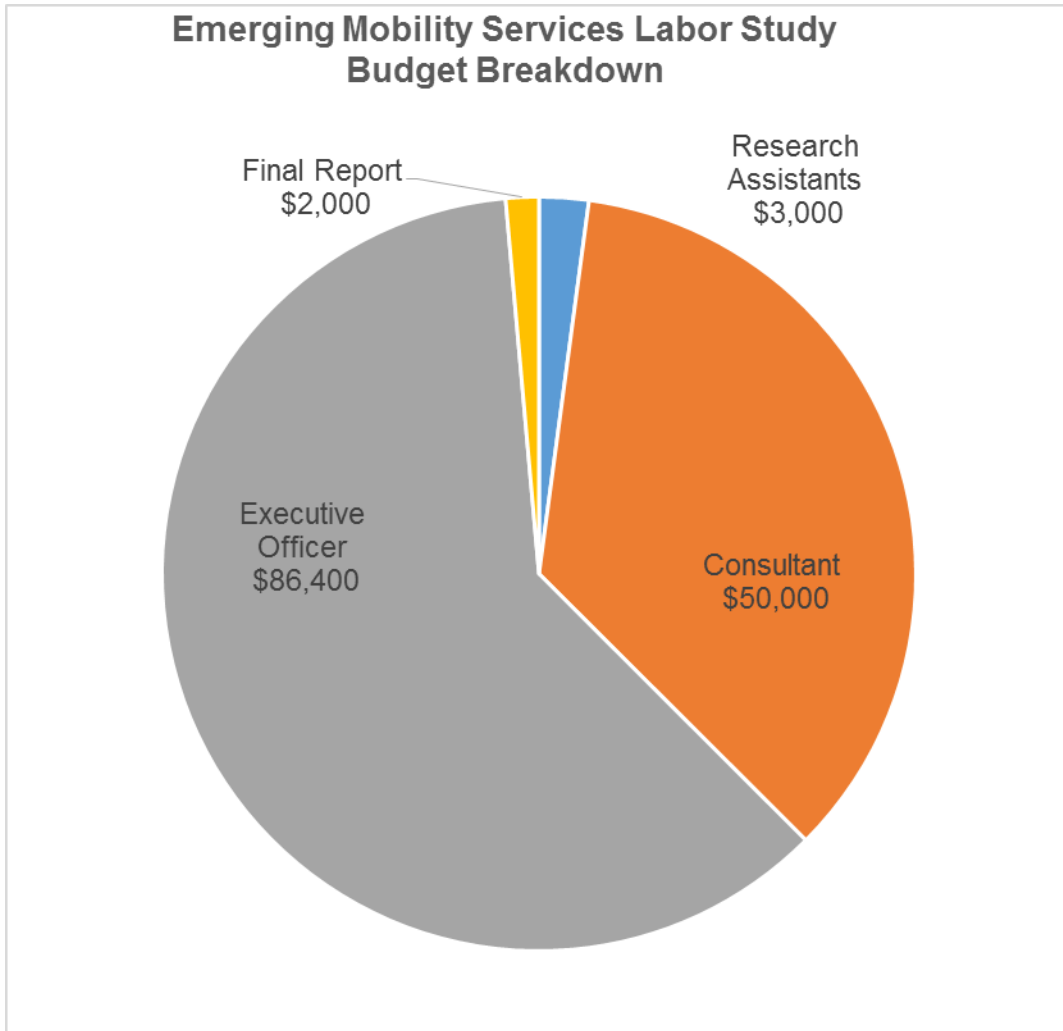
- 8.1 Final report outline
- 8.2 Draft final report
- 8.3 Final report

Timeline

Task	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
1. Project initiation										
2. Survey RFP										
3. Questions and methodology										
4. Interviews and data requests										
5. Labor model best practice										
6. Policy recommendations										
7. Final report										

Budget

The bulk of the budget is covered by the executive officer's salary. We anticipate the study will take about 80 percent of the executive officer's time, with help from a team of two research assistants who would each receive a \$1,000 stipend. We estimate the consultant survey at \$50,000. Printing, photography and graphics work are estimated at around \$1,000. Overall the study would require \$55,000 in new LAFCo expenditures.



Emerging Mobility Evaluation Labor Criteria

Emerging Mobility Services and Technologies must ensure fairness in pay and labor policies and practices. Emerging Mobility Services and Technologies should support San Francisco's local hire principles, promote equitable job training opportunities, and maximize procurement of goods and services from disadvantaged business enterprises.

OUTCOME METRIC

1. EMPLOYEE/CONTRACTOR EARNINGS

Mobility service operator net hourly median earnings minus job-related expenses

2. EMPLOYEE/CONTRACTOR BENEFITS

Net value of mobility service operator (whether employees and/or contractors) benefits, including medical, dental, and retirement benefits

3. LOCAL HIRE

Percent of employees with Bay Area residency 7+ years

POLICY AND DESIGN FEATURES

4. FAIR PAY

Level of transparency to service operator (employee/contractor) in hourly rate, net of job-related expenses

5. OPPORTUNITY FOR ENTRY

Hiring policy statement encourages women, people of color, and people with disabilities to apply (permanent employees and contractors)

6. DISADVANTAGED BUSINESS ENTERPRISES AND LOCAL BUSINESS ENTERPRISES

Company is a registered Disadvantaged Business Enterprise (DBE) or Local Business Enterprise (LBE)

7. DISADVANTAGED BUSINESS ENTERPRISES AND LOCAL BUSINESS ENTERPRISES

Company prioritizes contracting with DBEs and LBEs

8. OPPORTUNITIES FOR ENTRY

Hiring process does not use educational attainment as a barrier to employment

Potential survey instrument:

What is your age, race/ethnicity, gender, city of residence, immigration status, education status, employment history, criminal record, family size and do you have a disability?

Do you work full-time or is your on-demand income supplementary?

How many hours do you work a week?

How long have you been doing on-demand work?

What kind of job did you have before on-demand work?

What is your mode of transportation?

Do you use a car leasing program?

How long have you been working for your current platform? If you left a different platform, why did you choose to leave?

Do you have health benefits?

Are you receiving food assistance?