Date: July 11, 2017
To: Joint Labor-Management Benefits Committee
From: Staff
Subject: FUSE Corps Placement Extension

RECOMMENDATION
That the Joint-Labor Management Benefits Committee (JLMBC) approve a one-year extension (from October 2017 through September 2018) and additional corresponding annual funding amount of $150,000 for the LAwell Civilian Benefits Program’s FUSE Corps placement.

DISCUSSION
In 2016 the Personnel Department, in concert with the Mayor’s Office, applied for a full-time, one-year professional placement of a research and advisor fellow for the City’s Wellness Program through the FUSE Corps program. FUSE Corps is a nonpartisan, non-profit organization focused on enabling local government to more effectively address challenges facing urban communities. FUSE partners with civic leaders to identify strategic projects and then recruits entrepreneurial professionals to serve in year-long, executive-level fellowships. Fellows work full-time within targeted issue areas such as education, health, poverty, workforce development, and the environment. The City utilizes FUSE Corps fellows in a variety of City departments.

Personnel Department staff participated with FUSE Corps staff and the Mayor’s Office in a selection process that resulted in the placement of Joa n M. Centanno with the City’s Wellness Program. Ms. Centanno is a marketing and program management consultant who has worked on a wide variety of program launches with multiple employers. She has a deep command of organizational, marketing, communication and engagement concepts, as well as practical implementation and program launch skills, that have assisted the JLMBC and the Employee Benefits Division in launching its Wellness Program. Her key achievements include:

- Conducting one of the most comprehensive current state research projects that has ever been conducted on employer-sponsored wellness programs, providing the JLMBC and City staff with comparative information promoting a faster, more efficient, and more effective glide path to program implementation;
- Developing, marketing, and reporting on an employee Wellness Survey which resulted in an exceptional response from approximately 4,000 individuals, the highest survey response ever produced for the City’s Civilian Benefits Program;
• Assisting in the development and issuance of a procurement for Wellness-related service providers;
• Assisting the City in refining and enhancing the Wellness Program’s core mission, branding and core messaging;
• Assisting in the development and execution of a series of engagement and informational campaigns for the City’s workforce, including the EyeMed onsite vision clinic campaign, ongoing monthly educational emails, and an implementation plan for a Walking Program in the Fall of 2017; and
• Engaging the City’s benefit service providers, including but not limited to its health plans, on the topic of integrating their services with Wellness Program objectives, improving and aligning their data reporting, and customizing programs and content.

Ms. Centanno’s one-year placement began in October 2016 and is presently scheduled to conclude at the end of September 2017. However, FUSE Corps offers an Executive Advisors program through which interested agencies and fellows can extend the placement to continue working on project implementation for an additional year. Both staff and Ms. Centanno are interested in extending her placement with the City. Staff believes the additional one year placement would be of significant benefit to the ongoing implementation of the Wellness Program as it transitions from its research and infrastructure-development phase to ongoing member engagement, continued integration with benefit service providers, creation of a robust champion and stakeholder network, and metrics refinement and reporting.

The annual cost to the City of the FUSE Corps placements in Fiscal Year 2016/2017 was $130,000. For the FUSE Corps Wellness placement, half of this was funded through the Mayor’s Office, and half ($65,000) was funded through the JLMBC’s approval of this expenditure from the City’s Wellness Program budget. The City’s master agreement with FUSE Corps provides that in Fiscal Year 2017/2018, the annual placement cost will be $150,000. Staff therefore recommends that the JLMBC approve a one-year extension of the FUSE Corps placement of Ms. Centanno from October 2017 through September 2018, at an additional annual funding amount of $150,000. Adequate funding exists in the JLMBC’s Wellness Program budget for this staffing expenditure, the cost of which would be partially offset by salary savings presently accruing pending filling the Senior Personnel Analyst I Wellness staff position. This position has been vacant since the end of April 2017, and salary savings are expected to offset approximately one-quarter of the additional FUSE placement cost.

Submitted by:    ________________________________

Steven Montagna