

CITY OF LOS ANGELES

CALIFORNIA



ERIC GARCETTI
MAYOR

HOLLY L. WOLCOTT
Interim City Clerk

Office of the
CITY CLERK

Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
General Information - (213) 978-1133
Fax: (213) 978-1040

SHANNON HOPPES
Council and Public Services
Division

www.cityclerk.lacity.org

When making inquiries relative to
this matter, please refer to the
Council File No.

March 19, 2014

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council File No. 14-0113,
at its meeting held March 18, 2014.



City Clerk
wrq

HOUSING COMMITTEE REPORT relative to authorization to release a Request for Proposals (RFP) for landlord outreach and educational services for the City's Rent Escrow Account Program (REAP) and Utility Maintenance Program (UMP).

Recommendations for Council action:

1. AUTHORIZE the General Manager, Los Angeles Housing and Community Investment Department (HCIDLA), or designee, to release an RFP, in substantial conformance with the draft RFP document attached to the HCIDLA transmittal dated January 14, 2014 (attached to Council file No. 14-0113), subject to the review and approval of the City Attorney as to form.
2. INSTRUCT the HCIDLA to return to Council and the Mayor with the RFP results and recommendation for award.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that there is no impact to the General Fund. Approval of the recommendations in this report will authorize the HCIDLA to issue an RFP to identify a landlord outreach contractor who will provide education and training regarding REAP and UMP. Funding for the contract will be provided from the Code Enforcement Trust Fund and the Rent Stabilization Trust Fund. The recommendations in this report comply with City Financial Policies in that the cost of the services is funded entirely by special funds.

Community Impact Statement: None submitted.

SUMMARY

At a regular meeting held on February 26, 2014, the Housing Committee considered a report from the HCIDLA dated January 14, 2014, and a report from the CAO dated February 24, 2014, relative to authorization to release an RFP for landlord outreach and education services for REAP and UMP.

A representative of the CAO addressed the Committee to provide a brief overview of the RFP request. The CAO reported that the HCIDLA requests authorization to issue an RFP to select a contractor to provide outreach and education services to landlords regarding REAP and UMP (HCIDLA enforcement programs designed to encourage property owners to bring their properties in compliance with City Housing codes). The contract is for a one-year term with two one-year renewals, at \$150,000 annually. The HCIDLA will follow the normal City contracting process as detailed in the HCIDLA transmittal.

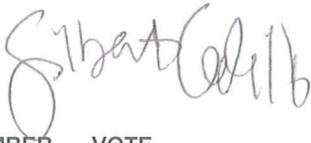
During discussion of this item, the Committee inquired about the success of the programs and how the HCIDLA measures the effectiveness. A representative of the HCIDLA advised the Committee that a total of 33,000 rental units have been brought to compliance under REAP. The HCIDLA tracks success based on how many units are accepted in the program and how many are removed from REAP. Length of time is another factor in tracking success. The average length of time properties were in the program in 2010 was 10 months versus an average of five months in 2013.

Additionally, the Committee inquired whether the proposed contract was sufficient to provide the necessary outreach. The HCIDLA reported that based on the the totality of services provided to landlords under the programs, the HCIDLA believes the services to be sufficient, although, the HCIDLA did increase the contract from \$105,000 to \$150,000 to add an additional staff person to provide direct services to landlords. However, increasing the services in the programs any further would result in higher costs to landlords in the programs since services are supported by the \$50 fee paid by landlords.

After providing an opportunity for public comment, the Committee approved the recommendations in the CAO report. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

HOUSING COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
CEDILLO:	YES
FUENTES:	YES
WESSON:	ABSENT
BUSCAINO:	ABSENT
PRICE:	YES

ADOPTED

MAR 18 2014

LOS ANGELES CITY COUNCIL

REW
3/4/14
CF 14-0113

-NOT OFFICIAL UNTIL COUNCIL ACTS-