

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

Date: February 24, 2014

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Council File No. 14-0113

Council District: Various

To: The Mayor
The Council

From: Miguel A. Santana, City Administrative Officer



Reference: Housing and Community Investment Department transmittal dated January 14, 2014; received by the City Administrative Officer on January 28, 2014

Subject: **REQUEST FOR AUTHORITY TO RELEASE A REQUEST FOR PROPOSALS FOR LANDLORD OUTREACH AND EDUCATION SERVICES FOR THE RENT ESCROW ACCOUNT PROGRAM AND THE UTILITY MAINTENANCE PROGRAM**

SUMMARY

The Housing and Community Investment Department (HCID) requests authority to issue a Request for Proposals (RFP) to select a landlord outreach contractor for the Rent Escrow Account Program (REAP) and the Utility Maintenance Program (UMP). The term of the proposed contract would be from July 1, 2014 through June 30, 2015 with an option for two one-year renewals, subject to contractor performance and availability of funding. The annual contract amount would not exceed \$150,000 each year or a total of \$450,000 for three years. Funds for the contract would be provided entirely by the Code Enforcement Trust Fund (\$142,500 annually) and the Rent Stabilization Trust Fund (\$7,500 annually).

Background

The REAP and UMP programs were established to provide fair housing services, such as the investigation of housing discrimination complaints, counseling, outreach and education programs for residents and housing industry groups. In addition, REAP and UMP are enforcement programs designed to encourage landlords to maintain their properties and to bring properties with unresolved Housing Code violations into compliance. In 1997, HCID began an outreach program to educate tenants and landlords about the purpose and benefits of the two programs.

The Mayor and Council directed the Housing Department in 1999 to issue an RFP to contract for outreach services to tenants and property owners of the rental units subject to REAP and UMP. The programs have expanded since that time, and the Department has continued to use contractors to provide REAP and UMP education and outreach. Through the most recent RFP process, HCID contracted with The Eberly Company as the landlord outreach contractor under C.F. 09-0404-S2 and

Contract No. C-118559. This contract was established in January 2011 and will expire on June 30, 2014 with no further options for contract extensions.

The REAP and UMP outreach contractors focus on high-risk areas in the City. They assist landlords and property owners resolve conflicts with tenants and expedite the closing of REAP and UMP cases by facilitating access to units for repair work when tenant-landlord conflicts cause difficulties accessing the units. The contractors are also expected to meet periodically with landlord and tenant organizations to discuss and assist in the resolution of tenant-landlord issues. From January 2011 through December 2013, 1,747 new cases were referred to The Eberly Company, which assisted in the closing of 2,227 new and existing cases associated with more than 8,567 REAP and UMP rental units. The contractors typically use workshops, seminars, site visits, mailings and phone calls to manage the cases. Due to the nature of the work, the contractors must offer their services in English and Spanish and arrange translation services for other languages as needed. In addition, the contractors are expected to be available in the evenings and on weekends to meet the needs of the landlords and tenants.

RFP Process

The RFP for a landlord outreach contractor will be posted on the HCID website, the Los Angeles Business Assistance Virtual Network (LABAVN) and other City websites, and will be advertised in local newspapers. In addition, HCID will notify the current REAP and UMP contractors and Minority Business Enterprise/Women Business Enterprise trade associations. To be eligible, proposers are required to be in good standing with regulatory oversight agencies and have at least three years of experience performing outreach and education services for landlords and property owners, among other requirements identified in the HCID transmittal dated January 14, 2014. The proposals will be evaluated and scored by HCID staff using the following criteria:

Description of Criteria	Points
Demonstrated commitment to the operation and jurisdiction of the pertinent enforcement agencies.	20
Quality and creativity of outreach program concepts and strategy.	30
Demonstrated ability to produce quality deliverables on time and on budget as evidence by past performance, including the experience and qualifications of the project manager, key personnel and subcontractors.	30
Proposed budget, allocation of costs and use of available resource to maximize the effectiveness of the property owner outreach and education program.	20
Total	100

Charter Section 1022 Determination

The HCID submitted a Charter Section 1022 review to the Personnel Department regarding the request to contract for landlord outreach services. The Personnel Department determined that City employees have the expertise to perform the work and identified 11 applicable civil service classifications. However, Personnel and HCID indicate that the work assignment exceeds staffing availability. This Office concurs that it is more feasible and practical to select a contractor to perform the landlord outreach services.

RECOMMENDATION

That the Council, subject to the approval of the Mayor, authorize the General Manager, Housing and Community Investment Department (HCID), or designee, to release a Request for Proposals (RFP), in substantial conformance with the draft document included in the HCID transmittal dated January 14, 2014, subject to the review and approval of the City Attorney as to form, and return to Council and the Mayor with the RFP results and recommendation for award.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. Approval of the recommendation in this report will authorize the Housing and Community Investment Department to issue a Request for Proposals to identify a landlord outreach contractor who will provide education and training regarding the Rent Escrow Account Program and the Utility Maintenance Program. Funding for the contract will be provided from the Code Enforcement Trust Fund and the Rent Stabilization Trust Fund. The recommendation in this report complies with City Financial Policies in that the cost of the services is funded entirely by special funds.