

TRANSMITTAL

To:

THE COUNCIL

Date:

DEC 28 2015

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



ERIC GARCETTI
Mayor

Ana Guerrero



Eric Garcetti, Mayor
Rushmore D. Cervantes, General Manager

Housing Development Bureau
1200 West 7th Street, Los Angeles, CA 90017
tel 213.808.8638 | fax 213.808.8610
hcidla.lacity.org

December 22, 2015

Council File: 14-1288
Council File: All
Contact Persons: Liseth Romero-Martinez (213)808-8828
Sergio Tejadilla (213) 808-8903
Manuel Bernal (213) 808-8901

Honorable Eric Garcetti
Mayor, City of Los Angeles
200 North Spring Street, Room 303
Los Angeles, CA 90012

Attention: Mandy Morales, Legislative Coordinator

COUNCIL TRANSMITTAL: REQUEST TO APPROVE RECOMMENDATIONS FOR THE LEAD HAZARD REMEDIATION PROGRAM (LHRP) OUTREACH, EDUCATION, ENROLLMENT SERVICES, AND TRAINING REQUEST FOR PROPOSALS AND AUTHORITY TO APPLY FOR THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT 2016 NOTICE OF FUNDING AVAILABILITY

SUMMARY

The Los Angeles Housing and Community Investment Department (HCIDLA) issued a Request for Proposals (RFP) to select new contractors for the Lead Hazard Remediation Program (LHRP) Outreach, Education, Enrollment Services, and Training which was authorized by the City Council and Mayor on June 16, 2015 (C.F. 14-1288). After scoring the proposals we recommend five contractors to be awarded funding and we request authority to execute contracts with the successful proposers (Attachment A). The services procured through this RFP include door-to-door outreach, participation in community fairs, collecting applications and facilitating meetings to educate tenants, landlords, and property owners on lead hazards and lead-safe work practices. All contracts are scheduled to commence on January 1, 2016 for a period of one year, with the option to extend contracts for two additional years.

The LHRP outreach contractors are funded through the U.S. Department of Housing and Urban Development's (HUD) Lead Hazard Reduction Demonstration (LHRD) Grant, and HCIDLA is requesting authority to apply for HUD's FY 2016 Notice of Funding Availability (NOFA) which is anticipated for release in winter 2015. HCIDLA will submit a report to Mayor and City Council on the results of the NOFA and the executed grant agreement if the City is successful in its application.

RECOMMENDATIONS

The General Manager of HCIDLA respectfully requests:

- I. Your office schedule this transmittal at the next available meeting(s) of the appropriate City Council Committee(s) and forward it to the City Council for review and approval immediately thereafter;
- II. The City Council, subject to the approval of the Mayor:

- A. Authorize the General Manager of HCIDLA, or designee, to execute contracts, not to exceed \$42,500 per contract, in substantial conformance with Attachment B, with Coalition for Economic Survival, Inner City Law Center Inc., Inquilinos Unidos, Koreatown Immigrant Worker Alliance, and Pacoima Beautiful for the LHRP Outreach, Education, Enrollment Services, and Training. All contracts will commence on January 1, 2016 for a period of one year, with an option to renew for up to two additional years, subject to contractor performance, funding availability, review and approval of the City Attorney as to form, and compliance with all necessary City and federal requirements. The funding sources for these contracts are:

<u>Fund No.</u>	<u>Department</u>	<u>Account #</u>	<u>Amount</u>
57R	43	43L902	\$200,000
57R	43	43L903	\$ 12,500

- B. Authorize the General Manager of HCIDLA, or designee, to submit an application in response to HUD’s Fiscal Year 2016 NOFA for the LHRD Grant.
 - C. Authorize the General Manager of HCIDLA, or designee, to negotiate and execute the grant agreement with HUD, designate the General Manager as the Certifying Officer to administer the funds, and report back to the Mayor and City Council, if successful in the application.
 - D. Authorize the General Manager of HCIDLA, or designee, to prepare Controller’s instructions and make any necessary technical adjustments consistent with the Mayor and City Council actions in this matter, subject to the approval of the City Administrative Officer (CAO), and request the Controller to implement these instructions.

- III. The Mayor concur with the action of the City Council.

BACKGROUND

The LHRP, which is administered by HCIDLA Finance and Development Division, is designed to prevent and control lead-based paint hazards in the City of Los Angeles.

The City of Los Angeles contains over one million housing units that were built prior to 1978, the year lead-based paint for residential use was banned. Lead-based paint hazards in pre-1978 housing units continue to pose serious health risks to many residents, especially those without the financial means to

mitigate these hazards. Children under the age of six years are most vulnerable since their nervous systems are still developing. High exposure to lead-based paint hazards can cause serious adverse health effects.

HUD's grant program requires HCIDLA to implement several initiatives to educate residents about lead hazard control and inform them of available financial assistance for remediation. HCIDLA utilizes the services of qualified Community Based Organizations (CBOs), selected through the City's RFP process, to conduct outreach, education, enrollment and training. These CBOs support the LHRP by conducting education to tenants, property owners, and property managers on the need to use lead-safe work practices, enrolling buildings that are eligible for subsidized lead hazard remediation, and sponsoring community-wide events to promote lead hazard control. The network of CBOs has been successful in creating a positive relationship between the community residents and local government. The contracts with the CBOs will be funded through the grant from the HUD Office of Lead Hazard Control and Healthy Homes (OLHCHH).

The LHRP RFP included a Los Angeles Promise Zone (LAPZ) component for experience providing service within the zone to fulfill a grant award requirement. LHRP's contractors, in addition to their longstanding commitment to work in the City's highest risk, low income neighborhoods, will place a special emphasis on reaching low income families with young children within the LAPZ to provide education on lead prevention and lead safe work practices, encourage these families to enroll into the LHRP, and explain the benefits of living in a lead-safe environment. The LAPZ includes parts of the Hollywood, East Hollywood, Koreatown, Pico Union, and Westlake communities.

REQUEST FOR PROPOSALS PROCESS

On June 16, 2015, the City Council approved the release of the RFP for the LHRP Outreach, Education, Enrollment Services, and Training (C.F. 14-1288). HCIDLA released the RFP on June 29, 2015 through the Los Angeles Business Assistance Virtual Network (LABAVN). The release was announced via publication in the Los Angeles Daily Journal, posting on the HCIDLA's internet website, electronic notifications to Council Offices, and direct mailing to all agencies on the LHRP's contractor list.

In response to these efforts, five agencies attended the LHRP mandatory "Proposers Conference" held on July 9, 2015. Proposals were originally due on August 3, 2015. However, due to the submission of incomplete proposals, the technical assistance phase and the submission deadline were both extended to allow eligible proposers to review their proposals for completeness before resubmitting. The submission deadline was moved to September 1, 2015.

Two evaluation teams were assembled to evaluate the proposals. Each team consisted of two HCIDLA program staff members. The maximum possible score was 105, including five bonus points for past and future performance in the LAPZ. Proposals needed a minimum score of 70 to be considered for funding.

Proposals were reviewed based on the following criteria:

Item	Evaluation Criteria	Points
1	Experience	30
2	Capacity	30
3	Program Design	20
4	Cost	20
Subtotal =		100
Bonus Points		
5	Promise Zone	5
Total Points Possible =		105

RFP RESULTS AND APPEALS

HCIDLA received five proposals on September 1, 2015. The proposals were reviewed to determine if the minimum threshold requirements were met. All five proposals were deemed eligible. They were subsequently reviewed and scored by the evaluation teams.

The transmittal requesting authority to release the RFP, as well as the RFP document, stated that HCIDLA was seeking four agencies to provide the requested services. After reviewing all submittals, HCIDLA, determined that all five applicants were highly qualified and would maximize the effectiveness of the LHRP citywide, including the LAPZ target areas.

On October 7, 2015 all five respondents were notified of the RFP results and the change in the number of service providers. They were given the opportunity to appeal the RFP on procedural issues. HCIDLA gave proposers five business days to file for an appeal. Appeals were due on October 14, 2015. No appeals letters were received.

CHARTER SECTION 1022 REVIEW

Service providers must be flexible enough to engage residents after normal business hours and on weekends. In addition, they must have the expertise and be equipped to respond to the unique needs of various constituencies and communities across the City. Through a Charter Section 1022 review, the Personnel Department and City Administrative Officer determined that although there were classifications of City employees that could perform some of the tasks listed in the RFP, there are no classifications that can perform the full scope of work.

FUNDING

The LHRP relies solely on HUD-funded grants administered through the OLHCHH. Funding for these contracts has been approved by the City Council and Mayor (C.F. 14-1288). A maximum amount of \$42,500 will be awarded to each of the five contractors conducting outreach, education, enrollment services and training.

NEW GRANT APPLICATION AND GRANT AGREEMENT EXECUTION

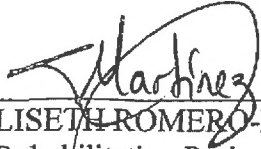
Anticipating the release by HUD-OLHCHH of the 2016 NOFA for the LHRD Grant, HCIDLA is requesting authority to apply for the upcoming grant, and if awarded funds, to negotiate and execute the grant agreement with HUD.

If the HUD grant is awarded, HCIDLA will report back and present the grant agreements to the City Council and the Mayor. The LHRD Grant has a minimum 25% match requirement. The in-kind match will be funded by in-kind contributions of staff time paid by CDGB and other efforts from HCIDLA and community partner agencies.

FISCAL IMPACT STATEMENT

The LHRP is supported with funds from HUD-OLHCHH and the required in-kind match comes from sources other than the General Fund. There will be no impact on the General Fund.

Prepared By:



LISEITH ROMERO-MARTINEZ
Rehabilitation Project Coordinator II

Reviewed By:



SERGIO TEJADILLA
Community Housing Programs Manager

Reviewed By:



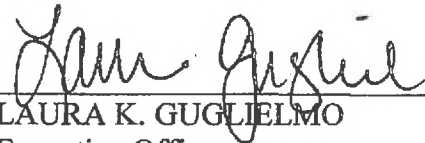
MANUEL BERNAL
Director, Finance and Development

Reviewed By:



HELMI HISSERICH
Assistant General Manager

Reviewed By:



LAURA K. GUGLIELMO
Executive Officer

Approved By:



RUSHMORE D. CERVANTES
General Manager

- Attachment A: Recommended Contractors
- Attachment B: Pro Forma Contract
- Attachment C: Los Angeles Promise Zone Map