

# TRANSMITTAL

To:

**THE COUNCIL**

Date: 1/4/2018

From:

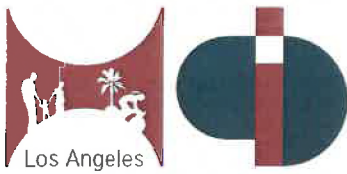
**THE MAYOR**

**TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.**



(Ana Guerrero) for

**ERIC GARCETTI**  
Mayor



**HOUSING+COMMUNITY**  
investment Department

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



Eric Garcetti, Mayor  
Rushmore D. Cervantes, General Manager

January 03, 2018

|                   |                      |                |
|-------------------|----------------------|----------------|
| Council File No.: | 15-0024              |                |
| Council District: | Citywide             |                |
| Contact Persons:  | Brittanya Murillo    | (213) 808-8976 |
|                   | Tsegalem Woldemariam | (213) 808-8985 |
|                   | Doug Swoger          | (213) 808-8948 |

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

Attention: Mandy Morales, Legislative Coordinator

**COUNCIL TRANSMITTAL: REQUEST FOR AUTHORITY TO EXECUTE SECOND AMENDMENT TO COOPERATION AGREEMENT WITH THE COMMUNITY DEVELOPMENT COMMISSION OF THE COUNTY OF LOS ANGELES FOR CONTINUATION OF A REGIONAL AFFORDABLE HOUSING LISTING SERVICE**

**SUMMARY**

The Los Angeles Housing + Community Investment Department (HCIDLA) requests authority to execute a Second Amendment to the Cooperation Agreement (C-125926) with the Community Development Commission of the County of Los Angeles (County) and Emphasys Computer Solutions, Inc. (Emphasys) for the continuation of an affordable housing listing service. The proposed amendment to the current contract will add compensation of \$106,075 to the contract for the period of July 14, 2017 through July 13, 2018.

The Cooperation Agreement provides for an affordable housing listing service where HCIDLA-restricted units are posted for online public review. The listing service, which includes online and toll-free call center support, provides individuals, families, and housing caseworkers with free listing services of residential rental properties in the Los Angeles County region. The City's three-year contract commitment leverages the County's \$3.2 million investment, which was initially utilized to develop this inter-agency regional data sharing effort.

**RECOMMENDATIONS**

The General Manager of HCIDLA respectfully requests that:

I. Your office schedule this transmittal for consideration 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, take the following actions:

1. AUTHORIZE the General Manager of HCIDLA, or designee, to:

- a. Execute a Second Amendment to Contract No. C-125926 with the Community Development Commission of the County of Los Angeles and Emphasys Computer Solutions, Inc. (Emphasys), in an amount not to exceed \$106,075 for the period of July 14, 2017 through July 13, 2018; and for a new contract amount of \$273,420.
- b. Execute any subsequent amendments to this agreement, subject to the City Attorney as to form.

2. AUTHORIZE the Controller to:

a. Decrease appropriations in funds and accounts as follows:

| Fund         | Acct   | Title                              | Amount             |
|--------------|--------|------------------------------------|--------------------|
| 561          | 43P299 | Reimbursements to the General Fund | \$8,158.00         |
| 55J          | 43P299 | Reimbursements to the General Fund | \$17,768.00        |
| 815          | 43P299 | Reimbursements to the General Fund | \$9,564.00         |
| <b>Total</b> |        |                                    | <b>\$35,490.00</b> |

b. Increase appropriations in funds and accounts as follows:

| Fund         | Acct   | Title                              | Amount             |
|--------------|--------|------------------------------------|--------------------|
| 561          | 43P143 | Reimbursements to the General Fund | \$8,158.00         |
| 55J          | 43P143 | Reimbursements to the General Fund | \$17,768.00        |
| 815          | 43P143 | Reimbursements to the General Fund | \$9,564.00         |
| <b>Total</b> |        |                                    | <b>\$35,490.00</b> |

c. Increase appropriations in the amount of \$35,490.00 within Fund No. 100/43, Account No. 3040 Contractual Services.

d. Transfer appropriations within Fund No. 100/43 as follows:

|       | Acct   | Title                | Amount      |
|-------|--------|----------------------|-------------|
| From: | 001010 | Salaries, General    | \$70,585.00 |
| To:   | 003040 | Contractual Services | \$70,585.00 |

3. AUTHORIZE the General Manager of HCIDLA, or designee to prepare Controller instructions and make any technical adjustments consistent with the Mayor and City Council actions, subject to the approval of the City Administrative Officer (CAO), and instruct the Controller to implement the instructions.

## **BACKGROUND**

On December 19, 2006, the Board of Supervisors of the County of Los Angeles approved a joint recommendation submitted by the Los Angeles County Chief Administrative Office (CAO) and the Community Development Commission of the County of Los Angeles, delegating authority to the CAO to execute an agreement with Non-Profit Industries (DBA "SocialServe.com") for the creation of the Los Angeles County Housing Resource Center website (LAC-HRC). The website, <http://housing.lacounty.gov>, was subsequently launched in June 2007. In August 2015, Emphasys acquired the technology assets of SocialServe.com and became their parent company. The County entered into the most recent contract for internet based housing database website services and call center, on December 30, 2015.

The County Board of Supervisors authorized the execution of Cooperation Agreements with several other cities and agencies, including the City of Pasadena, the City of Los Angeles, and the non-profit agency, Affordable Living for the Aging, to develop and connect partner websites to the LAC-HRC database. These partner websites allow inter-agency, inter-jurisdictional sharing of information and leveraging of resources to enable vast housing listings with the primary purpose to provide individuals, families, and housing caseworkers with free listing services for affordable residential rental properties throughout the County of Los Angeles.

The website lists information regarding housing units with accessibility features that can benefit persons with disabilities, and data on landlords who accept tenants with Section 8 Housing Choice Vouchers and Veterans Affairs Supportive Housing (VASH) Vouchers. Additionally, the website meets Website Content Accessibility Guidelines (WCAG) 2.0, which signifies that the information is accessible to persons who rely on screen readers, helmet pointers, and other assistive technologies as required by current ADA Title II standards. The call center similarly supports relay systems for persons who are deaf or hearing impaired. Furthermore, housing searches can now be performed in 103 languages and with the assistance of a call center.

## **Contract Justification and Performance**

In 2015, HCIDLA was granted authority to enter into a three-year Cooperation Agreement with the County of Los Angeles and SocialServe.com for the development of a partner website for HCIDLA's affordable rental housing properties. The Cooperation Agreement funded the development and consequent launch of the new website, [www.housing.lacity.org](http://www.housing.lacity.org), which since the launch date, has offered thousands of users a new multi-media platform for finding affordable housing opportunities. The LAC-HRC has proven to be so successful, that last year the website received over 2.8 million queries for housing in Los Angeles County. As of December 2017, there are about 12,000 owners/property managers registered, and 96,216 housing units listed in the system with 2,102 units available, or on an open waiting list.

HCIDLA will continue to monitor the contractor and provide the contractor with information needed to maintain, create, and update existing housing inventory data and ensure that affordable housing information will be available to those who search the website and contact the hotline. HCIDLA requires the contractor to contact each project individually in order to assure that affordable housing profiles are current, and that contact information, rent amounts, income restrictions, and unit amenity information are accurate. Affordable housing listings are updated on a monthly basis.

Through this Agreement, the City's contribution of funding and provision of data in conjunction with the County's investment of \$3.2 million over a period of ten years has enabled the development of a complex and robust regional data infrastructure, website and call center. The continuance of the contract will facilitate the promulgation and promotion of regional data sharing, and augment both City and County resources. It is also important to note that services provided through this contract are directly aligned with the Mayor's Executive Directive establishing an "Open Data" policy initiative.

### **Contract Costs and Term**

During the first year of the contract, in 2015 the City's portal, [www.housing.lacity.org](http://www.housing.lacity.org), was successfully launched and enabled over 200 new projects to register via the website. Since 2015, over 600 projects have been added to the LAC-HRC affordable housing listings. The inventory of projects that were registered are affordable rental housing developments restricted by regulatory agreements or covenants monitored by HCIDLA. The second and third years' cost estimates include maintenance costs related to hosting the website and call center support. Costs for operation in the third year of the contract are budgeted at \$106,075. Each year of the three year contract includes a 10% administrative cost allocation for the Community Development Commission of the County of Los Angeles to administer the Cooperation Agreement. All costs are outlined in Attachment 1, Draft Second Amendment to the Cooperation Agreement. HCIDLA is requesting authority to execute a Second Amendment to the Cooperation Agreement with the County of Los Angeles and Emphasys, which will add \$106,075 and twelve (12) months to the current contract. Funding for the contract will be derived from HOME Investment Partnership Act (HOME), Municipal Housing Finance and Low and Moderate Income Housing Funds.

### **Fiscal Impact**

There is no impact to the City's General Fund.

Prepared by:



BRITTANYA A. MURILLO  
Manager, Occupancy Monitoring Unit

Reviewed by:




DOUGLAS SWOGER  
Director, Asset Management Division

Reviewed by:



SEAN L. SPEAR  
Assistant General Manager

Approved by:



LAURA K. GUGLIELMO  
Executive Officer

Approved by:



RUSHMORE D. CERVANTES  
General Manager

Attachment: Draft Second Amendment to the Cooperation Agreement



**SECOND AMENDMENT TO  
COOPERATION AGREEMENT BY AND BETWEEN  
THE COMMUNITY DEVELOPMENT COMMISSION OF THE  
COUNTY OF LOS ANGELES AND THE LOS ANGELES HOUSING AND COMMUNITY  
INVESTMENT DEPARTMENT FOR SHARED DATA COLLECTION AND CREATION AND  
MAINTENANCE OF A HOUSING RESOURCE CENTER PARTNER WEBSITE**

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THIS SECOND AMENDMENT to the Cooperation Agreement ("Amendment Two") is made and entered into by and between the Community Development Commission of the County of Los Angeles ("Commission"), the Los Angeles Housing and Community Investment Department (HCID), and Emphasys Computer Solutions, Inc., a Michigan corporation ("Contractor"). The Commission, HCID and the Contractor are hereinafter referred to collectively as the "Parties" and each individually as a "Party." HCID enters into this Second Amendment in partnership with the Commission and Contractor to continue operation and improve the partner website ("HCID Partner Website") that is linked to the Los Angeles County Housing Resource Center website ("LAC-HRC Website") that is operated by the Contractor on behalf of the Commission.

WITNESSETH

- A. WHEREAS, from March 31, 2009 to July 13, 2017, the Commission maintained a contract (Master Agreement) with Emphasys to develop, operate, and manage the LAC-HRC Website.
- B. WHEREAS, the Commission's Executive Director was granted authority to enter into agreements with cities or agencies in Los Angeles County that desired to have partner websites to the LAC-HRC Website.
- C. WHEREAS, the executed Cooperation Agreement has been further identified by HCIDLA as City Contract No. C-125926; and
- D. WHEREAS, Section 8.A. of the Cooperation Agreement provides for amendments; and
- E. WHEREAS, the Parties are desirous of amending the Cooperation Agreement as authorized by the Los Angeles City Council and Mayor (refer to Council File No. 15-0024, dated August 24, 2016; approved by Council on August 24, 2016 and concurred by the Mayor on August 24, 2016), for the purpose of increasing compensation by One Hundred Six Thousand, Seventy Five Dollars (\$106,075); for a new contract amount of Two Hundred Seventy-Three Thousand, Four Hundred Twenty Dollars (\$273,420); and
- F. WHEREAS, a contract ("Master Agreement") for Internet-based Housing Database and Website Services by and between the Commission and the Contractor was executed on December 30, 2015; and
- G. WHEREAS, the Commission's Executive Director was granted authority to amend existing Cooperation Agreements related to the LAC-HRC Website; and

- I. WHEREAS, this Amendment is necessary and proper to continue and/or complete certain activities authorized under the Cooperation Agreement; and

NOW, THEREFORE, the Parties agree that the Revised Agreement be amended effective upon execution, as follows:

AMENDMENT

1. Amend Section 7, General Terms and Conditions by deleting the ending date of July 13, 2017 and replacing with the new end date of July 13, 2018.
2. Amend Section 4 HCIDLA Design and Development by replacing the existing language with the following:

HCIDLA will pay all costs for the HCIDLA website described herein with funds utilizing Low and Moderate Income Housing Funds, Municipal Housing Finance Funds, and Housing Production Revolving Funds.

3. Amend Section 6, Fees and Payments by deleting the total dollar amount of One Hundred Sixty Seven Thousand Three Hundred Forty Five Dollars (\$167,345) and replacing it with a new total of Two Hundred Seventy Three Thousand Four Hundred Twenty Dollars (\$273,420).

This amendment adds an additional One Hundred Six Thousand Seventy Five Dollars (\$106,075) for a new total of Two Hundred Seventy Three Thousand Four Hundred Twenty Dollars (\$273,420).

4. Amend to delete Exhibit B and replace it in its entirety with the revised Exhibit B in this amendment.

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IN WITNESS WHEREOF, the Parties have caused this Revised Agreement to be executed by their duly authorized representatives.

COUNTY OF LOS ANGELES  
Chief Information Office

Executed this \_\_\_\_\_ day of

\_\_\_\_\_, 2016

By: \_\_\_\_\_  
Peter Loo,  
Acting Chief Information Officer

For: COMMISSION  
Community Development Commission of the  
County of Los Angeles

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Sean Rogan, Executive Director

APPROVED AS TO FORM:  
MARY C. WICKHAM  
County Counsel

By: \_\_\_\_\_  
Senior Deputy County Counsel

For: Emphasys Computer Solutions, Inc.

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: MICHAEL BYRNE  
Title: Chief Executive Officer

(Contractor's Corporate Seal)

By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

For: THE CITY OF LOS ANGELES

RUSHMORE D. CERVANTES  
General Manager  
Los Angeles Housing and Community  
Investment Department

By: \_\_\_\_\_

Date: \_\_\_\_\_

APPROVED AS TO FORM:  
MICHAEL N. FEUER, City Attorney

By: \_\_\_\_\_  
By Assistant/Deputy City Attorney

Date: \_\_\_\_\_

ATTEST:  
HOLLY L. WOLCOTT, City Clerk

By: \_\_\_\_\_  
Deputy City Clerk

Date: \_\_\_\_\_

| Agreements        | Council File | Council and Mayor Approval Dates |
|-------------------|--------------|----------------------------------|
| Original Contract | CF15-0024    | February 17, 2015                |
| Amendment 1       | CF15-0024    | August 24, 2016                  |
| Amendment 2       | CF15-0024    | August 24, 2016                  |

Said Agreement is Number C-125926 of City Contracts Amendment Two

**EXHIBIT B**  
**PROJECT COST SCHEDULE**

| <b><u>Service Component</u></b>   | <b><u>Year 1</u></b><br>7/14/15 – 7/13/16 | <b><u>Year 2</u></b><br>7/14/16 – 7/13/17                                    | <b><u>Year 3</u></b><br>7/14/17 – 7/13/18 |
|---|---|--|---|
| Develop artwork (“Skin”) for new HCIDLA custom header co-branded with County site   | \$2,500                                   | -  | -   |
| Develop artwork/ language for marketing and promotion, printing   | \$2,500                                   | -  | -   |
| Develop search link to return all listings <ul style="list-style-type: none"> <li>• Include “flag”: to identify HCIDLA properties as needing to be in compliance with listings on site</li> <li>• Link will also flag LA County properties if they are co-funders with HCIDLA/City</li> </ul> | \$1,200                                   | \$575  | \$925                                     |
| Launch website <ul style="list-style-type: none"> <li>• Configuring database for HCIDLA data</li> <li>• Setting up DNS for URLs</li> <li>• HTML coding to build site</li> </ul>   | \$1,400                                   | -  | -   |
| Owner/manager training sessions   | \$2,000<br>4 trainings<br>(\$500 each)    | \$3,500<br>4 Webinars<br>(\$500 each)<br>2 On-Site Trainings<br>(\$750 each) | \$2,000<br>4 trainings<br>(\$500 each)    |
| Staff training  | \$500                                     | -  | -   |
| Specialized travel/training   | \$3,000                                   | -  | -   |

| <b><u>Service Component</u></b>  | <b><u>Year 1</u></b><br>7/14/15 – 7/13/16 | <b><u>Year 2</u></b><br>7/14/16 – 7/13/17 | <b><u>Year 3</u></b><br>7/14/17 – 7/13/18 |
|--|---|---|---|
| Prevent “flagged” HCIDLA properties from being able to be deleted by owner(s) without authorization  | \$800                                     | \$550                                     | \$550                                     |
| Develop custom report to send monthly to include status and contact information: <ul style="list-style-type: none"> <li>○ Available</li> <li>○ Registered</li> <li>○ Not registered</li> <li>○ Accessible</li> <li>○ Waitlisted</li> </ul>   | \$900                                     | \$275                                     | \$275                                     |
| Initial outreach and support to register projects, billed at \$55/project. Year 1 for 350 projects (federal funding); year 2 for 500 projects (CRA and Bond restrictions); year 3 for 400 projects (Land Use restrictions), totaling 1,250 projects over 3 years.<br><br>Query current listings with special population designations and contact those properties to increase accessible descriptions and educate on reason behind the effort. <ul style="list-style-type: none"> <li>• Ensure accessible features listed for units for tenants with 1) mobility impairments; 2) sensory (hearing/visual) impairments</li> <li>• Ensure these features can be queried by general public</li> </ul> | \$19,250                                  | \$27,500                                  | \$22,000                                  |
| Host www.housing.lacity.org website and basic support services   | -   | \$10,000                                  | \$10,000                                  |
| Call center support  | -   | \$35,000                                  | \$35,000                                  |

| <b><u>Service Component</u></b>   | <b><u>Year 1</u></b><br>7/14/15 – 7/13/16 | <b><u>Year 2</u></b><br>7/14/16 – 7/13/17   | <b><u>Year 3</u></b><br>7/14/17 – 7/13/18   |
|---|---|---|---|
| Merge City and County portfolio for shared data access <ul style="list-style-type: none"> <li>Pending agreement by Commission and HCIDLA</li> </ul> | -   | \$1,500   | \$1,500   |
| Custom coding, field collection, surveys, data analysis   | -   | Periodic Compliance Polling Notification System to verify compliance, unit vacancies and open waiting lists<br><br>\$15,000 Development | Out of Scope – billed per project on agreed upon hourly fees or separate contract |
| Maintenance of Periodic Compliance Polling System   | -   | \$6,000/yr. for maintenance   | \$6,000/yr. for maintenance   |
| Subtotal  | \$34,050                                  | \$99,900  | \$78,250  |
| CDC Administrative Fee (10% of Subtotal)  | \$3,405                                   | \$9,990   | \$7,825   |
| Regional Partnership Usage Volume Fee<br><br>-Includes printing of marketing materials (3,000 posters, fliers, lobby cards)                         | -   | \$20,000  | \$20,000  |
| Total per contract period   | \$37,455                                  | \$129,890   | \$106,075   |
| Total contract amount to date   | \$37,455                                  | \$167,345   | \$273,420   |