



Eric Garcetti, Mayor
Rushmore D. Cervantes, General Manager

Program Operations Bureau
1200 West 7th Street, Los Angeles, CA 90017
tel 213.744.9052 | fax 213.744.9061
hcidla.lacity.org

February 19, 2015

Council File: 14-1205
Council District: Citywide
Contact Person/s:
Amelia Medina: (213) 808-8651
Suzette Flynn: (213) 808-8580

The 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 FOR AUTHORITY TO NEGOTIATE AND EXECUTE A NEW CONTRACT WITH THE SOUTHERN CALIFORNIA HOUSING RIGHTS CENTER dba HOUSING RIGHTS CENTER (HRC) TO PROVIDE THE CITYWIDE FAIR HOUSING PROGRAM SERVICES FOR THE PERIOD APRIL 1, 2015 – MARCH 31, 2016

SUMMARY

The General Manager of the Los Angeles Housing + Community Investment Department (HCIDLA) respectfully requests authority to negotiate and execute a new contract with the Southern California Housing Rights Center dba Housing Rights Center (HRC) to operate the Citywide Fair Housing Program for the period of April 1, 2015 through March 31, 2016, with an option to renew the contract for two additional one-year periods, contingent upon contractor performance, funding availability, and other City contracting requirements. Such extensions will be subject to the approval of the Mayor and City Council.

The services performed under this contract will partially fulfill the City's federal requirement to affirmatively further fair housing. The HRC was selected through the Request for Proposals (RFP) process authorized by the City Council on October 17, 2014 (C.F. 14-1205).

RECOMMENDATIONS

The General Manager, Los Angeles Housing + Community Investment Department (HCIDLA) respectfully requests that:

1. Your office schedule this transmittal before the appropriate Committee(s) of the City Council at the next available meeting(s), and forward it to the City Council for consideration and approval immediately thereafter.
2. The City Council:
 - A. AUTHORIZE the General Manager, HCIDLA, or his designee, to negotiate and execute a new contract with the HRC for an amount not to exceed \$700,500 to operate the Citywide Fair Housing Program for the period of April 1, 2015 through March 31, 2016, including an option to renew the contract for two additional one-year periods, subject to Mayor and City Council approval.
 - B. AUTHORIZE the General Manager, HCIDLA, or his designee to prepare Controller instructions and any necessary technical adjustments consistent with the Mayor and City Council action, subject to approval of the City Administrative Officer (CAO) and authorize the Controller to implement the instructions.

BACKGROUND

As a recipient of federal funds under the Consolidated Plan, the City of Los Angeles is required to develop policies and programs that “affirmatively further fair housing.” Since 1975, the City has contracted with local non-profit fair housing agencies to provide citywide fair housing services to existing and prospective City residents, including investigating housing discrimination complaints, counseling victims of housing discrimination, researching housing discrimination in Los Angeles, conducting outreach and education programs to inform City residents and housing industry groups of their rights and responsibilities related to fair housing, and providing other related services.

The Southern California Housing Rights Center (HRC) was the successful applicant in the previous RFP process conducted in 2011. Their contract, which will terminate March 31, 2014, was awarded \$370,500 in Community Development Block Grant funds and \$290,000 in Rent Stabilization Trust Funds for the 2013-2014 term.

REQUEST FOR PROPOSAL (RFP)

On October 27, 2014, HCIDLA released an RFP to solicit proposals from interested organizations to provide services for the Citywide Fair Housing Program. The release of the RFP was advertised in local newspapers and notifications were sent to interested parties through the Los Angeles Business Assistance Virtual Network (BAVN). The RFP was posted on BAVN and the HCIDLA website.

The RFP was designed to help fulfill the City's federal mandate to affirmatively further fair housing by soliciting a non-profit organization with expertise in fair housing to provide residents, prospective residents, renters, homeowners, and property owners and managers in the City with the following services and features:

- Toll-free fair housing and anti-predatory lending telephone hotline;
- Telephone, walk-in, and Internet-based fair housing services to housing providers, housing consumers, government and social service agencies, community and educational groups, and the public at large;
- General housing and landlord/tenant information and referrals;
- Investigation of housing discrimination complaints and enforcement of valid complaints through conciliation, administrative referral to state and federal agencies, or litigation. Rent Stabilization Ordinance, landlord/tenant, and habitability issues will be investigated if they are related to or are the basis of a housing discrimination complaint;
- Comprehensive citywide outreach and education program;
- Management certification training for property owners and managers in English, Spanish, and Korean;
- Fair housing training sessions for City Departments, social service agencies and testers who investigate fair housing complaints;
- At minimum, have one full-time staff attorney to oversee a litigation program, investigations, and related legal activity;
- Special projects, including "pattern or practice" audits to address systematic housing discrimination;
- Fair housing tracking and reporting database;
- Services must be offered in at least English and Spanish, with translation services available for other languages, as needed; and
- All services and offices must be accessible to persons with disabilities.

The initial contract term will begin April 1, 2015 through March 31, 2016, with an option to renew the contract for two additional one-year periods, contingent upon contractor performance, funding availability, and other City contracting requirements. Such extensions will be subject to the approval of the Mayor and City Council.

The following criteria were used to evaluate proposals:

| Category | Points |
|---|---------------|
| Demonstrated Ability | 35 |
| Program Design | 45 |
| Resource Allocation/Cost Reasonableness | 10 |
| Data and Recordkeeping | 10 |
| Total Points Available | 100 |

HCIDLA received one proposal from the Southern California Housing Rights Center dba Housing Rights Center (HRC) which was evaluated on its merits for content, responsiveness, clarity, relevance, strict adherence to the instructions in the RFP, work sample, and references. The proposal was independently reviewed by three HCIDLA staff members and received an average score of 93 out of 100. It should be noted that for the past three RFP cycles, HRC has been the only agency to submit a proposal.

RECOMMENDED CONTRACTOR

HCIDLA recommends that the City negotiate and execute a one year contract with the HRC for the Citywide Fair Housing Program. The contract will pay a total of \$700,500 beginning April 1, 2015 through March 31, 2016.

Funding for the Citywide Fair Housing Program is broken down as follows: \$370,500 allocation from the Community Development Block Grant (CDBG) funds provided through the 2015-16 (41stYear) Consolidated Plan, and \$330,000 allocation from the Rent Stabilization Trust Fund which is proposed in the 2015-16 budget, for a total amount of \$700,500. This represents an increase of \$40,000 from last year’s amount, and the funds will be used to conduct one or more “pattern or practice” audits or other large-scale fair housing study. “Pattern or practice” discrimination occurs when evidence establishes that discriminatory actions are a regular practice rather than an isolated instance. Conducting such audits and investigations is one way the City complies with its requirement to affirmatively further fair housing.

There will be an option to renew the contract for two additional one-year terms, for a total term not to exceed 36 months, subject to satisfactory contractor performance, available funding and approval of Mayor and City Council.

FISCAL IMPACT STATEMENT

There will be no impact on the General Fund.

Prepared by:



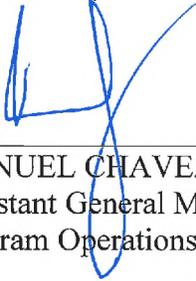
AMELIA MEDINA
Senior Project Coordinator

Reviewed by:



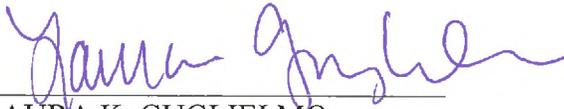
SUZETTE FLYNN
Director
Monitoring and Technical Assistance Division

Approved by:



MANUEL CHAVEZ
Assistant General Manager
Program Operations Bureau

Approved by:



LAURA K. GUGLIELMO
Executive Officer

Approved by:



RUSHMORE D. CERVANTES
General Manager