

TRANSMITTAL

To:

THE COUNCIL

Date:

JAN 07 2014

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



ERIC GARCETTI
Mayor

(Ana Guerrero)



Eric Garcetti, Mayor
Rushmore D. Cervantes, General Manager

Council File No.:
Council District: Citywide
Contact Persons:
Brittanya Murillo, (213) 808-8656
Lemono Lott, (213) 808-8934
Tsegalem Woldemarian, (213) 922-9664

December 23, 2014

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 APPROVAL TO EXECUTE COOPERATION AGREEMENT WITH THE COMMUNITY DEVELOPMENT COMMISSION OF THE COUNTY OF LOS ANGELES FOR REGIONAL AFFORDABLE HOUSING LISTING SERVICE

SUMMARY

The General Manager of the Los Angeles Housing and Community Investment Department (HCIDLA) is requesting authorization to execute an agreement with the Community Development Commission of the County of Los Angeles ("The County"), in an amount not to exceed \$37,455 for the period of January 1, 2015- December 31, 2015, with an option to renew the contract for two additional one-year terms.

The agreement will provide an affordable housing listing service to post HCIDLA developments. The listing service, which includes online and toll-free center support, will provide individuals, families, and housing caseworkers with free listing services of residential rental properties in the Los Angeles County region. The \$37,455 represents a partial match to the \$2.3 million commitment made by the County for this regional data sharing effort.

RECOMMENDATIONS

The General Manager of HCIDLA respectfully requests that:

- 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, take the following actions:

- a) AUTHORIZE the General Manager, HCIDLA, or designee, to:
 - i. Negotiate and execute an agreement with the Community Development Commission of the County of Los Angeles and Non-Profit Industries (DBA SocialServe.com) in an amount not to exceed \$37,455 for the period of January 1, 2015 - December 31, 2015, with the option to renew the contract for two additional one-year terms, in substantial conformance with the draft Cooperation Agreement attached to this transmittal, subject to the following: 1) satisfactory contractor compliance; 2) funding availability; 3) compliance with all applicable City contracting requirements; and 4) approval by the City Attorney as to form; and
 - ii. Execute any subsequent amendments to this agreement, also subject to City Attorney approval.
- b) APPROVE the use of \$37,455 in Housing Production Revolving Fund, Fund No. 240, for this agreement.
- c) AUTHORIZE the Controller to:
 - i. Establish new account 43L701 Housing Listing Service and appropriate \$37,455 within the Housing Production Revolving Fund No. 240.
 - ii. Expend funds upon proper demand of the General Manager of HCIDLA.
- d) Upon Council action, send the Council File forthwith to the Mayor for concurrence.

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 Executive Office (CEO) and the Community Development Commission of the County of Los Angeles, delegating authority to the CEO to execute an agreement with SocialServe.com to create a website called the Los Angeles County Housing Resource Center website (LAC-HRC). The website, which is available at <http://housing.lacounty.gov>, was subsequently launched in June 2007. The County entered into its most recent contract for internet based housing database website services on March 31, 2009, which has had subsequent amendments for purposes of creating, managing, maintaining, and expanding information and services on the LAC-HRC website. The County authorized the execution of Cooperation Agreements with other cities (Pasadena is one such city with a Cooperation Agreement) and agencies to utilize SocialServe.com to develop partner websites that were linked to the LAC-HRC database. This transmittal seeks authority to enter into a Cooperation Agreement with the Community Development Commission of the County of Los

Angeles and Non-Profit Industries (DBA SocialServe.com) for the development of a partner website for HCIDLA's affordable rental housing properties.

The primary purpose of the website and the call center that supports it, is to provide individuals, families, and housing caseworkers with free updated listing services of residential rental properties in Los Angeles County. The listing information includes data on landlords who accept tenants with Section 8 Housing Choice Vouchers and Veterans Affairs Supportive Housing (VASH) Vouchers. The website also has additional information on special needs rental units to assist departments throughout the County and approved agencies with housing placement. The LAC-HRC has proven to be very successful, and there are currently over 11,300 landlords registered and over 2,100 units currently available or with an open waiting list. During the first six months of 2014, over 30,000 online searches were conducted each month, while the call center handled a monthly average of 2,730 incoming and outgoing phone calls.

CONTRACTOR'S CAPACITY AND EXPERTISE

The County contract was awarded to SocialServe.com due to their multi-year history of planning, developing, implementing, and managing a comprehensive County-wide database of rental units in Los Angeles. This unique expertise was developed over several years of planning and meeting with a wide range of local housing agencies and key stakeholders, including HCIDLA. Additionally, SocialServe.com hosts similar websites and call center services for City, County, and Statewide housing agencies including: New Jersey, New York, Pasadena, Santa Clara County, Washington D.C., Nevada, Colorado, Texas, Montana, Mississippi, Virginia, Alabama, Connecticut, Delaware, Florida, Georgia, Louisiana, and Wisconsin. Additionally, SocialServe.com has expertise in assisting during disaster recovery housing efforts with other government agencies.

SocialServe.com demonstrated that it has: 1) the breadth and depth of experience, capacity, and expertise to fulfill all of HCIDLA's needs, as is specified in the attached draft Cooperation Agreement; 2) an existing service that updates housing postings on a monthly basis, so that only current/active vacancies or housing with open waiting lists will appear in a search; 3) an established toll-free hotline supported by a call center that uses a relay service and TTY (text telephone) for deaf and hard of hearing callers, which also provides multi-lingual operator assistance; 4) an established Los Angeles-specific housing database website that is translatable into 80 languages and is optimized with features that ensure broad readability/usability for those with vision, hearing or other impairments that would affect Internet access.

JUSTIFICATION FOR THIS CONTRACT

Federal regulations require affirmative marketing of affordable units financed with certain federal funds through HCIDLA. Such marketing is important in order to give all residents in the City the ability to access the information needed to apply for affordable housing. Currently, there is no user-friendly multi-media housing database platform where City residents can access comprehensive information (through a website or assisted by hotline operators) on housing developments restricted by regulatory agreements or covenants issued by HCIDLA and the City. The data available to the public will include amenities at the properties and in-unit features. The

affirmative marketing partnership with the County will provide a public benefit to all City residents who will be able to access this information.

Beyond federal regulations, the opportunity to partner with the County's existing efforts will enhance the quantity and quality of the information that City residents can access. The increased number of listings, information available for those listings, and multi-lingual and multi-media platforms will increase the likelihood of City residents accessing affordable housing. Through this partnership, the City's contribution of data and funding will build upon more than seven years and several millions of dollars that the County has already spent to develop a complex, regional data infrastructure.

Additionally, the services provided through this contract are aligned with the Mayor's Executive Directive that established an Open Data initiative. This contract will develop, operate, and promote regional data sharing that will provide a substantial benefit to the residents of the City.

CONTRACT COSTS AND TERM

The first year of the contract will cost \$37,455, which includes one-time set-up costs, web and marketing design, inventory set up, website launch and administrative costs. The second year of the contract is estimated to cost \$85,140. The third year of the contract, is estimated to cost \$79,475. The second and third year's cost estimates include maintenance costs related to hosting the website and call center support. Included in all of the aforementioned totals is a 10% administrative cost for the County to administer the Cooperation Agreement. All costs are outlined in Exhibit A of the Attachment.

HCIDLA is requesting authority to negotiate and execute an agreement with the Community Development Commission of the County of Los Angeles and Non-Profit Industries (DBA SocialServe.com) for the initial period of January 1, 2015 - December 31, 2015, with the option to renew the contract for two additional one-year terms, in substantial conformance with the draft Cooperation Agreement attached to this transmittal, subject to the following: 1) satisfactory contractor compliance; 2) funding availability; 3) compliance with all applicable City contracting requirements; and 4) approval by the City Attorney as to form.

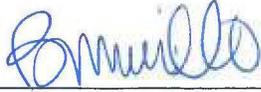
During the contract period, HCIDLA will ensure that the website developers have the information they need to enter, update, and maintain the housing inventory information that will be available to those who search the website and to those who call the hotline. SocialServe.com will contact each project individually to assure that profiles contain current contact, rent amounts, income restrictions, and unit amenity information. To make housing searches more effective and efficient, the housing listings will only consist of projects with vacant units or open waiting lists. These listings are updated on a monthly basis.

The inventory of projects that will be listed through this contract will include housing developments restricted by regulatory agreements or covenants issued by HCIDLA and the City. As detailed in Exhibit A of the Attachment, over the course of this three-year contract, 1,250 projects that represent approximately 43,000 income/rent restricted units will be listed.

FISCAL IMPACT

Funding sources for this contract will come from the Housing Production Revolving Fund. There will be no impact on the General Fund from this requested action.

Prepared by:



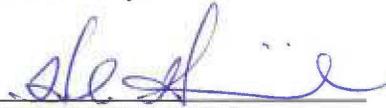
BRITTANYA MURILLO
Manager, Occupancy Monitoring/Compliance

Reviewed by:



DOUG SWOGER
Director, Asset Management

Reviewed by:



HELMI HISSERICH
Assistant General Manager

Approved by:



RUSHMORE D. CERVANTES
General Manager

RC:HH:DS:bm

Attachment- DRAFT Cooperation Agreement