



Eric Garcetti, Mayor
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Executive Management Division

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Council File: 20-0753
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The Honorable Eric Garcetti, Mayor
Mayor, City of Los Angeles
Room 300, City Hall
200 North Spring Street
Los Angeles, CA 90012
Attention: Heleen Ramirez, Legislative Coordinator

Honorable Members of the City Council
City of Los Angeles, c/o the City Clerk
Room 395, City Hall
200 North Spring Street
Los Angeles, CA 90012
Keyonna Kidd, Legislative Assistant

**REQUEST FOR APPROVAL OF VARIOUS ACTIONS RELATIVE TO THE CITY'S
2020 LOCAL EARLY ACTION PLANNING (LEAP) GRANT AWARD**

SUMMARY

The General Manager of the Los Angeles Housing + Community Investment Department ("HCIDLA") respectfully requests that your office review and approve this transmittal and forward it to the City Council for further consideration. Through this transmittal, HCIDLA seeks approval and requests authority to implement various actions relative to the City's award for the State of California Department of Housing and Community Development's 2020 Local Early Action Planning (LEAP) Grant.

The implementation plan outlined below outlines the necessary resources to complete grant deliverables for the three-year funding period: (1) use of up to five (5) percent (or up to \$75,000) of the total LEAP Grant allocation for administrative costs; 2) outline of positions that are intended to be funded by the LEAP Grant funds; and, 3) additional information regarding the proposed contractual services.

RECOMMENDATIONS

- I. That the Mayor review this transmittal and forward to the City Council for further action;
- II. That The City Council, subject to the approval of the Mayor:

- A. APPROVE funding for a temporary placement of a Management Assistant (MA), Class Code 1539, from February 15, 2021 to June 30, 2021;
- B. APPROVE funding for the existing vacant Housing, Planning & Economic Analyst (HPEA), Class Code 8504, and fill the vacancy as soon as feasible, but no later than July 1, 2021 through December 31, 2023;
- C. AUTHORIZE the HCIDLA General Manager, or designee to negotiate and execute a sole source public outreach and education contract based on the Scope of Work as outlined in Attachment B with the Liberty Hill Foundation for a total of three years. Liberty Hill Foundation, as the lead contracting entity, will manage a consortium of community-based organizations to assist with the implementation of public outreach and education services to conduct specific activities in underrepresented, underserved, low-income communities for the 2021-2029 Housing Element update, and other long range plans and housing policy initiatives. The first year will be funded in the amount of \$60,000.
- D. AUTHORIZE the HCIDLA General Manager, or designee, to execute a first amendment to Contract Number C-135365 with IBI Group, Inc., to increase the contract authority by \$100,000, for a new total of \$550,000, and extend the contract term by 11 months to December 31, 2023 in substantial conformance to the draft document attached to the transmittal and subject to approval of the City Attorney as to form;
- E. AUTHORIZE the City Controller to:
 - 1. Recognize a receivable of \$1,500,000 from the State in LAHD Small Grants and Awards Fund No. 49N.
 - 2. Establish new accounts and appropriate funds within Fund No. 49N as follows:

Account	Account Name	Amount
43T792	HIMS Replacement	\$ 550,000
43TA14	Public Land Development Program	250,000
43TA15	Public Outreach	60,000
43T560	Translation Services	3,000
43T904	Admin Reserve	570,069
43T143	Housing and Community Investment Dept	49,470
43T299	Reimbursement of General Fund Costs	17,461
	Total:	\$ 1,500,000

- 3. Increase appropriations within HCIDLA Fund 100/43 as follows: Salaries General Account 001010- \$43,017; and Leasing Account 006030- \$6,453.

- F. AUTHORIZE the HCIDLA General Manager, or designee, to prepare Controller instructions and make any necessary technical adjustments consistent with the Mayor and

City Council actions, subject to the approval of the City Administrative Officer (CAO), and authorize the Controller to implement these instructions;

BACKGROUND

On July 1, 2020, the City Council and Mayor approved HCIDLA's recommendations for the proposed LEAP grant application and accompanying Resolution (C.F. No. 20-0753) to apply for and allocate the \$1.5 million in LEAP Grant over a three-year period as follows: 1) \$700,000 for staffing, outreach, and resources needed to update and implement the Housing Element of the General Plan; 2) \$550,000 to accelerate software system improvements for the production of affordable housing development; and, 3) \$250,000 for contractual services needed to streamline and expand affordable housing on public land.

On July 27, 2020 HCIDLA submitted on behalf of the City of Los Angeles an application for the LEAP Grant program.

On October 16, 2020, HCD issued an award letter approving the City's award for \$1,500,000 (see Attachment A).

LEAP Grant

Accelerating housing production to meet the needs of all Californians is one of Governor Gavin Newsom's primary public policy goals. In furtherance of this goal, the Governor allocated \$250 million in the Fiscal Year (FY) 2019-20 Budget Act to support local jurisdictions in planning for and expediting housing development. The 2019-20 Budget Act provides a spectrum of support, incentives, resources and accountability to meet California's housing goals. These include the following elements:

- Planning Support (local and regional planning grants)
- Incentives (Pro-housing preference and infill infrastructure grants)
- Funding Resources
- Accountability (penalties for non-compliant housing plans)
- Reform (collaborative processes to reform regional housing needs)

HCD allocated \$119 million of the above funds to establish the Local Early Action Planning Grant Program (LEAP), which is part of a broader program formerly known as the Local Government Planning Support Grants Program, established as part of the FY 2019-20 Budget Act. LEAP provides one-time grant funding to assist cities and counties in updating their planning documents and implementing process improvements that accelerate housing production. Grant funds can also be used to support housing planning including updating the Housing Element to accommodate the 6th Cycle Regional Housing Needs Allocation (RHNA) allocation. This is an extremely rare opportunity for HCIDLA to be able to use state grant funding to support staffing, technological changes, and contract services to improve the internal processes used for housing policy, planning, and development.

Overview of Approved Activities for Grant Funding

HCIDLA applied on behalf of the City of Los Angeles to use LEAP grant funds to support three critical departmental programs for the three-year plan: 1) Completion, implementation, and outreach for the 2021-2029 housing element update; 2) Funding to replace the Department's current software system to expedite the production of affordable housing development and improve operational efficiency; and, 3) Facilitate the acceleration of affordable housing on publicly-owned land.

To support the completion and implementation of the housing element, HCIDLA proposed allocating \$700,000 in LEAP Grant funds for housing element staffing, outreach, and materials.

To accelerate software systems improvements for the production of affordable housing, HCIDLA proposed using \$550,000 in grant funds to replace the loan origination software used for HCIDLA's Housing Development Bureau.

Lastly, to accelerate the use of public land for affordable housing, HCIDLA proposed using \$250,000 to improve the efficiency of existing planning processes. Per HCD Notice of Funding Availability (NOFA) guidelines, no more than five (5%) percent of total program activities may be allocated for administrative costs (up to \$75,000).

TABLE 1 - APPROVED LEAP GRANT PROGRAM BUDGET	
Program Activity	Cost
Housing Element Staffing, Outreach, and Resources	\$700,000
Housing Development Software System	\$550,000
Accelerating Public Land Development	\$250,000
TOTAL	\$1,500,000

Program Activity #1: Staffing, Outreach and Materials for Housing Element Update and Implementation

HCIDLA and City Planning are in the process of updating the Housing Element of the General Plan, commonly called The Plan to House LA. The housing element must provide a description of the City's housing conditions and needs and establish the goals, objectives, and policies to meet those needs over the next eight years (2021-2029). State law requires that the Housing Element be updated every eight years and the City of Los Angeles must submit a new Housing Element to HCD by October 2021. Failing to submit a completed and approved Housing Element to the State of California can result in penalties from the state, including the loss and/or access to state funding in the millions for transportation, housing, and infrastructure.

The new cycle of the Housing Element presents significant challenges because the City must demonstrate sufficient capacity to accommodate a RHNA of over 456,643 units during the eight-year period, including 184,721 for low-income housing households. The allocation is over five times the RHNA allocation from the previous Housing Element Cycle (C.F. No. 19-0773). Because of the importance of the Housing Element, HCD has specified that the LEAP Grant can

be used for updating planning documents and specifically for preparing and adopting Housing Elements that include an implementation component to facilitate compliance with RHNA. HCD recognizes the unprecedented work required to plan for RHNA and submit a compliant Housing Element, and has therefore explicitly allowed staffing as an eligible expense for the grant.

Currently, HCIDLA does not have any staff solely dedicated to the Housing Element update. Although HCIDLA works in close partnership with the Department of City Planning (DCP) on the Housing Element update, DCP is also understaffed and relies significantly on HCIDLA to lead the work around affordable housing production and financing; as well as policies and programs related to landlord and tenant issues, multifamily code enforcement, and fair housing enforcement. HCIDLA staff must also make sure that the Housing Element aligns with other required housing plans, including the federal Consolidated Plan and the Assessment of Fair Housing.

In order to complete the Housing Element update and ensure ongoing compliance and enforcement, HCIDLA is seeking approximately \$628,175 to fund temporary staff while there is a hiring freeze and fill an existing vacant Housing Planning and Economic Analyst (HPEA) position in the Public Policy & Research (PPR) unit. A Management Assistant was temporarily transferred to the PPR unit until June 30, 2021 to ensure HCIDLA completes the initial grant deliverables. For the rest of the grant period through December 31, 2023, the HPEA will lead the implementation of the housing element and update to the Assessment of Fair Housing. The City opened a bulletin on October 23, 2020 for eligible candidates and now has a certified list of eligible candidates to fill the current vacant HPEA position in the PPR as soon as this report is adopted.

HCIDLA, as approved by the HCD, is also allocating \$60,000 for an outreach campaign targeted at underrepresented, underserved groups and neighborhoods in support of the Housing Element update. In Los Angeles, like many cities, renters, unhoused residents, youth, and residents in lower-income areas have far lower rates of participation in long-term planning processes such as the housing element. The lack of diverse voices in the planning process has historically resulted in political pressure to maintain single-family zoning in high resource areas and a disproportionate share of multifamily and affordable housing development located in High Segregation/High Poverty areas. In order to truly affirmatively further fair housing, HCIDLA has requested to use LEAP Grant funds to conduct a comprehensive outreach and education effort that includes a multilingual digital and print campaign; as well as small outreach grants to community-based organizations to work directly with underrepresented neighborhoods and populations and seek the meaningful input of underserved residents and organizations in helping share the new Plan to House LA.

HCIDLA also requests \$3,000 for producing culturally and linguistically-appropriate materials as it is critical in reaching the diverse and representative audience needed to affirmatively further fair housing. This includes costs for designing and translating materials.

Lastly, HCIDLA requests \$8,825 for data and analytical resources such as subscriptions for Policymap and CoStar. HCIDLA currently does not have the resources to purchase sophisticated data and analytic software, which limits the department's ability to conduct nuanced analyses of housing needs and market trends. The ability to access resources like Policymap and CoStar will allow the department to develop more accurate and targeted policies that result in increased housing production and maximize value capture.

TABLE 2 - HOUSING ELEMENT UPDATE & IMPLEMENTATION BUDGET PROPOSAL				
Category	Description	Unit Cost	Units	Total Cost
Funding for Housing Element Staff	Salary and related costs for temporary MA transfer, one HPEA	\$578,175	2	\$628,175
Public outreach and education services targeted to underrepresented groups	Multilingual online and print engagement campaign including outreach grants to CBOs	\$60,000	n/a	\$60,000
Producing Language and Culturally Appropriate Content	Materials accessible to underrepresented groups, includes translation.	\$3,000	n/a	\$3,000
Data and Analytics	Subscriptions to Policymap, CoStar and other needed services	\$8,825	n/a	\$8,825
TOTAL				\$700,000

Public Outreach and Education Services in Underrepresented Communities for the Completion and Adoption of the 2021-29 Housing Element by State-Required Deadline

Due to the rapidly approaching state deadline to complete and submit a City-adopted Housing Element Update plan, adjustments specifically related to the public outreach and engagement process are needed. As our state and region continue to grapple with the current COVID-19 pandemic, the City will need to rely heavily on conducting virtual public and education outreach through the assistance of community-based entities with deep ties to historically underserved communities that may likely not be participating in the City’s current virtual outreach efforts. As such, the basis for a sole source procurement is urgently needed so that a Contractor can serve on behalf of the City as the coordinator for selecting eligible Community-Based Organizations (CBOs) to gather meaningful input to help inform the Plan to House LA, its implementation, and the City’s pursuit of additional grant funding opportunities to enhance and accelerate the production of affordable housing. After conducting a thorough search to identify an entity that can effectively and expeditiously assist with HCIDLA’s specific public and education outreach efforts to underserved and hard to reach populations, HCIDLA staff recommends the approval and execution of a sole source contract with the Liberty Hill Foundation.

The Liberty Hill Foundation has established an online presence that is unmatched by other entities in order to quickly disseminate and reach out to CBOs throughout the Los Angeles area. The CBOs will be the "boots on the ground" to gather the input and qualitative data required to ensure the Plan to House LA is shaped and informed by a wide spectrum of the general public, and especially residents from historically marginalized communities. Liberty Hill Foundation will then work with HCIDLA staff to synthesize public input from residents. Liberty Hill Foundation has a proven track record in working with the CBOs serving low-income, historically underserved communities through its grant making programs and role as facilitating local government-contracted outreach

efforts locally. Their organizational infrastructure uniquely positions them to serve as a sole source contractor for the City's regulatory requirements for the Housing Element update.

Founded in 1976, Liberty Hill Foundation is the only public foundation focused solely on social, economic, and racial justice in Los Angeles. Liberty Hill Foundation currently provides grants to and actively partners with policy advocates, tenant-led organizations, housing experts, and local government to prevent evictions, shape housing policies, and educate and engage residents. Liberty Hill Foundation coordinates culturally-relevant communications, know-your-rights workshops, phone and text outreach, as well as direct legal services and rental assistance. In addition, Liberty Hill Foundation serves as an administrative hub for invoicing, contracts, and grant payments to all partnering organizations, consultants, and vendors. Liberty Hill Foundation has the staffing and systems necessary to select, award, and monitor grants and sub-contracts with community organizations representing tenants and other housing stakeholders. Additionally, Liberty Hill Foundation staff have designed and executed similar community engagement processes for County and City government partners on issues of land-use and housing. On December 23, 2020, pursuant to the provisions of Charter Section 1022, HCIDLA requested a determination from the Personnel Department, which determined that City employees do not have the necessary qualifications to perform the required services sought under the Liberty Hill Foundation sole source contract (Scope of Work can be found in Attachment B).

TABLE 3 - KEY MILESTONES FOR ACTIVITY #1 (THREE-YEAR PERIOD)		
Housing Element Update	Activities	Timeline
Year 1	<ul style="list-style-type: none"> A. Finalize draft Housing Element for public comment period B. Release Request for Bids (RFB) for Research Consulting Service, Select Contractor, and Commence Scope of Work Tasks C. Consultant commences Public and Education Outreach Program. Coordinate and plan the public outreach and engagement process, including coordinating with community-based organizations, identifying strategies to outreach to hard-to-reach populations, and developing materials specific to these populations. D. Prepare Housing Element draft for City Council review and approval. Prepare and incorporate changes, edits and revisions based on community engagement process, city council and mayoral input - also includes presentations to council, public, CBO's, workshops, etc. E. Finalize draft Housing Element for public comment period F. Prepare final Housing Element for HCD approval in coordination with City Planning and other stakeholders by anticipated statutory deadline of October 2021 	March 2021- October 2021
Housing Element Implementation	Activities	Timeline
Year 2	<ul style="list-style-type: none"> G. Work with Los Angeles City Planning to prepare and submit YR 1 Annual Progress Report (Anticipated April 2022) H. Anti-displacement initiative <ul style="list-style-type: none"> ● Finalize the displacement identification methodology (Anticipated completion date: March 2022) ● Conduct community engagement to gain feedback on the displacement identification methodology (January 2022) ● Explore I. Data and information sharing <ul style="list-style-type: none"> ● Work with the Housing Development Bureau at HCIDLA to inform the scope of the software update ● Compile a well-designed, public-facing Housing Element Report Card to update the public on the housing element programs D. Assessment of Fair Housing (AFH) <ul style="list-style-type: none"> ● Review and edit the draft AFH to ensure consistency with the Housing Element (Anticipated completion date: October 2022) ● General Plan and Community Plan Updates <ul style="list-style-type: none"> ○ Provide data, research, and policy assistance to local Community Plan 	October 2021 - December 2022

	<p>updates and other updates to the General Plan (such as the Health Element, Framework Element, etc)</p> <p>E. Implementation of Other Citywide Housing Initiatives</p> <ul style="list-style-type: none"> ● Provide data, research, and policy assistance to new housing initiatives identified in the Housing Element including: <ul style="list-style-type: none"> ○ Inclusionary Zoning ○ Missing Middle Housing Initiative ○ Targeted housing program for High Resource Neighborhoods ○ Required rezoning initiative ○ Community Preference Policy 	
Housing Element Implementation	Activities	Timeline
Year 3	<p>A. Work with City Planning to prepare and submit YR 2 APR (April 2023)</p> <p>B. Data and information sharing</p> <ul style="list-style-type: none"> ● Work with the Housing Development Bureau at HCIDLA to finalize the software update ● Compile a well-designed, public-facing Housing Element Report Card to update the public on the Housing Element programs <p>C. General Plan and Community Plan Updates</p> <ul style="list-style-type: none"> ● Provide data, research, and policy assistance to local Community Plan updates and other updates to the General Plan (such as the Health Element, Framework Element, etc) <p>D. Implementation of Other Citywide Housing Initiatives</p> <ul style="list-style-type: none"> ● Provide data, research, and policy assistance to new housing initiatives identified in the Housing Element including: <ul style="list-style-type: none"> ○ Inclusionary Zoning ○ Missing Middle Housing Initiative ○ Targeted housing program for High Resource Neighborhoods ○ Required rezoning initiative ○ Community Preference Policy 	December 2022 - December 2023

Program Activity #2: Housing Development Software Program

In alignment with the LEAP application project timeline, an existing Systems contractor was used to bring on an external Project Manager as a subcontractor, in order to commence the project. The external Project Manager is currently leading the assessment of business requirements for the Housing Program Loan Origination and Management Reporting software. This subcontractor was brought onboard November 2, 2020 and is assisting HCIDLA staff in moderating various internal committees composed of HCIDLA staff and management. The committee members will inform the external Project Manager of software/database requirements needed to deliver their programs, and advise of other applications (i.e.; accounting) that will need to be integrated to create a more

efficient system for affordable financing, production, and loan management. The external Project Manager, with the collected knowledge of internal processes and program needs, will then work with a selected software system contractor to create a systems map for the software to illustrate the flow of processes, and advise management on the best path for developing a housing management software solution. Authority to release the Request for Proposals (RFP) for the software system contractor will be requested under a separate cover. The deliverables from the external Project Manager during Phase I include but are not limited to the following: Housing Development Bureau business requirements that encompass an outline of the core systems requirements used and needed by HCIDLA's Asset Management and Development & Finance divisions; timeline for accomplishing the project's goals; and scope of work for the resulting software. Phase II will include but is not limited to the building, licensing, and implementation of the resulting system identified during Phase I.

HCIDLA initially intended to use approximately \$200,000 of LEAP funds towards administrative costs, the external Project Manager, and systems mapping for the Housing Program Loan Origination and Management Reporting software during Phase I; and approximately \$350,000 for the building, licensing, and implementation of the foundational software focused on finance and development and asset management functionality during Phase II. Additional sources of funding have also been secured to cover the cost of an overhaul to the existing fragmented and inefficient system. Currently, HCIDLA is not utilizing LEAP funds to cover the cost of the subcontractor until the end of FY 2020-2021. Additional funds will have to be identified if the subcontractor is needed after June 30, 2021, since the subcontractor is currently working up to 20 hours per week with a contract up to \$83,200. Possible funding sources for the subcontractor in future fiscal years may include but are not limited to the LEAP grant, Mayor's Innovation Grant, and the Linkage Fee. The City Council approved the Mayor's Innovation Grant for \$180,000 towards improving/replacing the current HIMS. The project also received \$120,000 of Linkage Fee funds during FY 2019-2020, which will be re-appropriated into FY 2020-2021. This results in a combined total of \$850,000 of funding to invest in improving the housing development software system to ensure the Department can efficiently handle its increased workload and reduce the amount of time it takes to complete administrative tasks. Additional funds will also be needed for the addition of other housing programs and features, such as Lead and Handyworker, and the ongoing servicing and maintenance of the system (Phase III) after the initial implementation phases. HCIDLA staff continue to research funding sources for the building and implementation process, as well as future operational needs.

With project management features such as tasks assignment, activity logs and time stamping – along with a fully mobile, web-based platform – task redundancies, manual processes, and errors will decrease. The centralized portal will improve oversight of staff performance and management of day-to-day activities. By increasing staff accountability and the integration of technological tools needed to increase efficiency, the amount of processing time for each loan application will be reduced, empowering HCIDLA to increase the number of loans it originates and affordable housing units created.

Program Activity #3: Streamline and Expand Affordable Housing on Public Land

The primary goal of the LEAP Grant is to accelerate affordable housing development. Towards this end, HCIDLA is proposing to use LEAP grant funds to advance a scalable affordable housing development strategy on publicly owned land.

In 2017, HCIDLA launched the Public Land Development program for Affordable Housing. Since then, HCIDLA has initiated housing development on 56 publicly owned sites, creating 1,892 units of affordable housing. Despite substantial progress, the City’s Public Land Development program still relies on traditional affordable housing subsidy programs and processes that impede the ability to scale up affordable housing development.

On March 12, 2020 the HCIDLA Land Development team executed Contract No. C-135365 in the amount of \$450,000 with IBI Group, a California Corporation, for Pre-Development Site Design Analysis. This contract is to help City staff prepare better, more specific Request for Proposals (RFPs) for affordable housing by evaluating and planning City-owned land before RFPs are issued. HCIDLA intends to use \$250,000 to expand this work to public land opportunity sites for affordable housing and further streamline pre development processes.

Building on the recently passed AB 1486 (which amended the Surplus Land Act), HCIDLA intends to create an interdisciplinary team to identify opportunity sites, and build partnerships with public agencies with surplus public land available for affordable housing development. Developers for these sites will be chosen through a competitive RFP. The goal for the first RFP is to release sites entitled for 1,000 affordable housing units, while the strategy aims to develop at least 10,000 housing units that are affordable to households earning very low, low, or moderate incomes on public land with limited reliance on public subsidies.

Of the original \$450,000 budgeted, only \$300,000 has been allocated for Contract No. C-135365. Therefore, HCIDLA intends to increase the IBI Contract authority by \$100,000 and will allocate \$250,000 from the LEAP Grant for this work. HCIDLA will also extend the term of the current contract by 12 months to December 31, 2023 to match the term of the LEAP grant. Key milestones for the Streamlining and Expanding Public Land Development Program are described below.

TABLE 4 - KEY MILESTONES FOR ACTIVITY #3(THREE-YEAR PERIOD)		
Identify Public Land for Affordable Housing Development	Activities	Timeline
Year 1	<ul style="list-style-type: none"> A. Create an interdisciplinary public/private Land Development team B. Create a broad inventory of publicly owned sites C. Develop and refine a screening tool to help select suitable sites based on factors such as zoning, location, environmental conditions, access to opportunities, and partnership opportunities 	April 2021- December 2021

	<ul style="list-style-type: none"> D. Use parametric modeling, massing studies, and other site analysis to identify and rank sites based on their potential for affordable housing development E. Produce development guidelines that encourage replicable and scalable development on identified sites F. Identify the economic impacts of scaled offsite housing construction 	
Prepare Request for Proposals for Affordable Housing Sites	Activities	Timeline
Year 2	<ul style="list-style-type: none"> A. Negotiate and execute interagency agreements for housing development on public land development B. Strengthen the existing Public Land multi-departmental Workgroup (DCP, CAO, DBS, DOT, HCIDLA) <ul style="list-style-type: none"> a. Internal: Housing Authority of the City of Los Angeles, LADOT, Libraries, Rec & Parks, Public Works, General Services, Cultural Affairs, LA Port, LA Airport, and the Department of Water and Power b. External: State of CA General Services Department, CalTrans, Metro, US Postal Service, LAUSD, Army Corps of Engineers, VA, LA County Surplus Sites, Superior Court. C. Prepare Request for Proposals (RFP) to select developer teams to create affordable housing on public land 	December 2021 - December 2022
Implementation	Activities	Timeline
Year 3	<ul style="list-style-type: none"> A. Release RFP and select developer teams B. Begin disposition process to facilitate affordable housing construction 	December 2022 - December 2023

FISCAL IMPACT

There is no fiscal impact to the General Fund. All costs will be covered by the grant funds, which includes salary and related costs for one vacant position and associated grant administration costs. The grant is structured as a reimbursement grant.

Approved By:

A handwritten signature in black ink, appearing to read "Ann Sewill". The signature is fluid and cursive, with a long horizontal stroke at the end.

ANN SEWILL
General Manager
Housing+Community Investment Department

ATTACHMENTS:

- Attachment A - City of Los Angeles LEAP Award Letter
- Attachment B - Public Outreach and Education Scope of Work

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

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October 16, 2020

Rushmore Cervantes
General Manager, HCIDLA
City of Los Angeles
1200 W 7th Street, 9th Floor
Los Angeles, CA 90017

RE: 2020 Local Early Action Planning (LEAP) Grants Program Award

Dear Rushmore Cervantes:

The California Department of Housing and Community Development (Department) is pleased to announce that the City of Los Angeles has been approved for funding under the Local Early Action Planning Grants Program (LEAP Program). The Department has determined that the application submitted in response to the Notice of Funding Availability released on January 27, 2020, meets LEAP Program requirements. This letter constitutes a conditional commitment of an award in the amount of \$1,500,000.

The LEAP Program reflects the state's commitment to work in partnership with local governments to address California's critical housing needs. Local governments are using the grant awards for the preparation and adoption of planning documents, process improvements that accelerate housing production, and to facilitate compliance in implementing the sixth cycle of the regional housing need assessment (RHNA).

Congratulations on your successful application. Staff will be contacting you shortly to initiate the process of the Standard Agreement for fund distribution. For further information, please contact Fidel Herrera, of our staff, at (916) 263-7441 or at fidel.herrera@hcd.ca.gov.

Sincerely,

Gustavo Velasquez
Director

Sole Source Contract for Public Outreach and Education Program for Long Range Housing Plans

Definitions

Assessment of Fair Housing (AFH): The Assessment of Fair Housing identifies fair housing issues and develops strategies to reduce existing barriers throughout the City of Los Angeles. Based on the U.S. Department of Housing and Urban Development's (HUD) data and the City's local data, as well as feedback gathered during the community participation process, the AFH outlines recommendations to promote fair housing choice and foster inclusive communities. The goals and priorities demonstrated in the AFH Draft Plan will be used to inform future policy development in the City of Los Angeles.

CBO Subcontractor: Subcontractor who will coordinate and Conduct Public Outreach and Education (Task 1) and Data Reporting and Tracking (Task 2).

Contractor: Entity that will be responsible for the delivery of all tasks outlined in this Scope of Work.

Housing Element: The Housing Element is one of the nine state-mandated elements of the General Plan. The Housing Element of the General Plan identifies the City's housing conditions and needs, establishes the goals, objectives, and policies that are the foundation of the City's housing strategy, and provides an array of programs to create sustainable, mixed-income neighborhoods across the City. The current Housing Element was adopted in 2013 and is in effect through 2021.

Local Early Action Planning (LEAP): Grant awarded to the City of Los Angeles by the California Department of Housing and Community Development.

Program: The Public Outreach and Education Program for long-range housing planning processes funded through the LEAP grant and led or co-led by HCIDLA.

Regional Early Action Planning (REAP): Grant program administered by the Southern California Association of Governments (SCAG), on behalf of California Department of Housing and Community Development, of which the City of Los Angeles is a member and Subregional Partner.

Public Outreach for Housing Element Update and Implementation Efforts

A. Background

The State of California has established grant programs to assist local and regional governments in increasing the availability of affordable housing statewide. In the 2019-20 Budget Act, Governor Gavin Newsom allocated \$250 million for all regions, cities, and counties to do their part by prioritizing planning activities that accelerate housing production to meet identified needs of every community. Among several initiatives established, the Local Early Action Planning (LEAP) and Regional Early Action Planning (REAP) grant programs provides one-time grant funding to local

ATTACHMENT B

and regional governments and entities for planning activities that will accelerate housing production and facilitate compliance in implementing the sixth cycle of the Regional Housing Needs Allocation.

The City of Los Angeles was awarded \$1,500,000 through the CA Department of Housing and Community Development's (HCD) Local Early Action Planning (LEAP) grant program to develop and execute prohousing programs and policies. Programs include efforts to adopt and implement the upcoming 2021-2029 Housing Element, in compliance with the 6th cycle Regional Housing Needs Allocation (RNHA) and Affirmatively Furthering Fair Housing (AFFH). (Council File #20-0753) The City of Los Angeles, through HCIDLA and Department of City Planning, requested approval to apply for and, if awarded, execute a cooperative agreement for an amount not to exceed \$8,058,000.00 and to subsequently receive grant funds from the Southern California Association of Governments (SCAG), for services related to REAP Subregional Partnership Program. Services include conducting community outreach to difficult to reach populations on the City's Assessment of Fair Housing and ongoing Housing Element implementation. The City is expected to receive notification of its REAP grant award in Early 2021.

For the completion and implementation of long-term housing planning programs, such as the Housing Element and the Assessment of Fair Housing, HCIDLA requested funds for a Public Outreach and Education Program targeted at underrepresented groups and neighborhoods as part of its applications to HCD and SCAG to develop and execute long range housing planning programs that will facilitate the acceleration of affordable housing. In Los Angeles, like many cities, renters, unhoused residents, youth, and residents in lower-income areas have far lower rates of participation in long-term planning processes. Historically, exclusionary land use planning and housing development has resulted in predominantly single-family zoning in high resource areas and a disproportionate share of multifamily and affordable housing development located in high segregation and high poverty areas. In order to truly affirmatively further fair housing and engage residents from communities historically not engaged in planning processes and implement more equitable housing planning policies and programs in the City of Los Angeles, HCIDLA applied for regional and state funding to conduct a comprehensive outreach effort that includes a multilingual digital and print campaign, and small outreach grants to community-based organizations that work directly with underrepresented neighborhoods and populations. Funding for this specific grant activity was approved by HCD on October 16, 2020 for the LEAP grant program, as stated in its award letter to the City of Los Angeles. Funds awarded to the City of Los Angeles must be expended expeditiously to meet state and federal regulatory requirements over the next three years. If awarded REAP grant funds, the City of Los Angeles must expend funds by June 30, 2023.

B. Purpose

Via a contract for outreach and education services, HCIDLA will conduct and complete a public outreach campaign targeted at underrepresented groups and neighborhoods for long range housing planning and related activities that are set to be completed, according to state and federal guidelines over the next three years. Due to the expedited timeline, a contract with a uniquely qualified contractor will be imperative to the City of Los Angeles to comply with state guidelines and that has a proven proven track record of effectively conduction virtual and social distanced public

outreach, has deep connections with a localized network of community-based organizations in low-income, communities of color, and meticulous record management and grant administration. In securing a sole source contract to provide public outreach and education services, HCIDLA looks to secure an extremely qualified contractor that can quickly deploy services committed to in its grant to HCD, comply with long term housing planning program requirements, and has the expansive community engagement experience with local organizations that work with vulnerable and underserved populations.

C. Terms

One year contract, with the opportunity to extend for two, one-year extensions, for a total of three years. The initial one-year contract will be for the amount of \$60,000. Extensions are contingent upon availability of grant funds for public outreach and education, if the City of Los Angeles successfully receives and accepts additional funding.

D. Scope of Work

The selected Contractor, working with HCIDLA, must serve as the lead agency and manage a consortium of partners to provide the services and to carry out the following tasks for the completion of project activities:

Task 1: Promote City Events and Engagement Opportunities Related to Long-Term Housing Planning

- Work with HCIDLA to publicize outreach events, webinars, survey tools, and other engagement opportunities through door-knocking, phone banking, social media engagement, etc.
- Develop ADA accessible, multilingual, public outreach materials, in collaboration with HCIDLA staff (Flyers, handouts)
- Conduct or assist in conducting advertising through social media, earned media, and print advertising

Task 2: Work with HCIDLA to Facilitate and Organize Outreach Events and Focus Group Discussions

- Organize and facilitate targeted outreach events to gather community input on long-term housing planning efforts. Expectations regarding the number of outreach events and the number of people reached will be determined by HCIDLA and the Contractor at the start of each engagement process.
- Develop ADA accessible, multilingual, public outreach materials, in collaboration with HCIDLA staff (Flyers, powerpoint presentations, handouts)
- Conduct or assist in conducting advertising through social media, earned media, and print advertising

Task 3: Project Management and Reporting

- Submit monthly invoices to HCIDLA that include metrics for key deliverables including: number of community meetings and evidence of meeting attendance.

ATTACHMENT B

- Participate in regularly scheduled calls as determined by HCIDLA staff to provide updates on outreach efforts and a report on the questions, concerns, and feedback received from the public.
- Monthly or quarterly reports as determined by HCIDLA that synthesizes public outreach campaign efforts and feedback received from the general public. Reports include, but are not limited to:
 - Number and demographics of people served;
 - Number of virtual workshops or other engagement events;
 - Number reached through online public awareness, outreach, digital ads, and educational platforms;
 - Geographic location of participants
 - Summary of specific feedback, themes, and concerns raised by the public during outreach efforts
 - Summary of findings and recommendations