

TRANSMITTAL

To: **THE COUNCIL**

Date: **10/23/20**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in blue ink, appearing to be 'Eric Garcetti', is written over a large, faint, light blue watermark that reads 'CITY OF LOS ANGELES'.

(Ana Guerrero) for

ERIC GARCETTI
Mayor



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Eric Garcetti, Mayor
Ann Sewill, General Manager

October 8, 2020

Council File: 19-1323
Council District: Citywide
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Honorable Eric Garcetti
Mayor, City of Los Angeles
200 North Spring Street, Room 303
Los Angeles, CA 90012

Attention: Heleen Ramirez, Legislative Coordinator

COUNCIL TRANSMITTAL: LOS ANGELES HOUSING + COMMUNITY INVESTMENT DEPARTMENT (HCIDLA) REQUEST FOR APPROVAL OF THREE CONTRACTORS SELECTED THROUGH A REQUEST FOR PROPOSALS FOR CONDUCTING LEAD OUTREACH, EDUCATION, ENROLLMENT, AND TRAINING SERVICES

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 negotiate and execute three contracts with the recommended proposers for the provision of Lead Outreach, Education, Enrollment, and Training Services.

Upon approval of the recommendations and to align with the Lead Grant period of performance, all contracts are anticipated to be executed for a two and a half year term on or about January 15, 2021 and expiring July 14, 2023. The combined contract amounts will not exceed \$400,000 from the funding sources identified in this transmittal.

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. AUTHORIZE the General Manager of HCIDLA, or designee, to negotiate and execute contracts with the contractors identified below for the provision of services to assist in the outreach, education, training, and enrollment of households into the City's Lead Hazard Remediation Program (LHRP). All contracts shall commence on or about January 15, 2021, and expire on July 14, 2023, pending funding availability. The combined sum of contract

compensation for the three contracts is not to exceed \$400,000, subject to review and approval of the City Attorney as to form and compliance with all necessary City requirements:

1. Coalition for Economic Survival in an amount not to exceed \$129,200.
 2. Korean Immigrant Workers Advocates of Southern California (dba Koreatown Immigrant Workers Alliance) in an amount not to exceed \$129,200.
 3. Pacoima Beautiful in an amount not to exceed \$129,200.
- B. AUTHORIZE the General Manager of HCIDLA or designee, in the event that the contractor is unable to fulfill their obligations, to amend contracts, and allocate funds to the remaining qualified contractors to meet programmatic goals.

BACKGROUND

HCIDLA administers the City's LHRP, a comprehensive program designed to identify and control lead-based paint hazards in privately owned housing built before 1978, which was the year lead-based paint was banned for residential use. It provides grants to remediate lead-based paint hazards for low-income families with children under the age of six living in pre-1978 housing. Lead-based paint hazards continue to pose serious health risks to residents, especially children under six, who are the most vulnerable since their nervous systems are still in the developing stages. All rental or owner-occupied residences located throughout the City are eligible to participate in the program. Since the inception of the program, the LHRP completed 2,367 lead-safe units and expended a total of \$20,044,698.11 for lead remediation, for an average investment per unit of \$8,468.40.

On April 13, 2020, the Mayor and City Council authorized the release of the Lead Outreach, Education, Enrollment Services, and Training (RFP) to obtain qualified contractors for the LHRP (C.F. No. 19-1323).

Funding for the three proposed contracts consists of grant funds from the HUD - Office of Lead Hazard Control and Healthy Homes. HCIDLA utilizes the services of qualified community-based organizations (CBOs), selected through the City's RFP process to conduct outreach, education, enrollment, and training services. The CBOs support the LHRP by conducting door-to-door outreach in the City's older low-income neighborhoods and work in conjunction with HCIDLA's Systematic Code Enforcement Program (SCEP). They also provide lead awareness education to tenants and property owners, informing them of the need to use lead-safe work practices, enrolling eligible households, and sponsoring community-wide events to encourage and promote lead hazard control. This outreach method allows the City's lead hazard control efforts to target housing where children are at the greatest risk of lead poisoning. The broad outreach to low-income homeowners, tenants living in rental housing situated in low-income neighborhoods, and landlords participating in the Section 8 voucher program ensure that this program benefits low and very low-income families with children under the age of six.

The alliance built between HCIDLA and the CBOs has successfully created a positive relationship between community residents and local government. HCIDLA has determined that contracting with CBOs is an effective way to control costs and access tenants and owners. In addition, these CBOs are familiar with the constituents' needs.

RFP Process

On May 4, 2020, HCIDLA released the RFP on the Los Angeles Business Assistance Virtual Network. In response, 36 participants attended the mandatory proposers' conference held on May 14, 2020. A total of four proposals were submitted by the deadline of June 29, 2020.

Scoring

The proposals were reviewed to determine if the minimum threshold requirements were met. All four proposals were deemed eligible.

All proposals were evaluated based on a maximum possible score of 100 points per the evaluation criteria summarized in Table 1, below:

Item	TABLE 1 – EVALUATION CRITERIA	Points
1	<u>Experience</u> Quality and depth of the proposer's experience and expertise as it relates to the services for which the proposer is applying, training of assigned personnel, work experience with the City of Los Angeles, other government agencies, and private contract activities, description of services, and references.	30
2	<u>Capacity</u> The capacity of the proposer to provide the requested program services, including workforce, program staffing, and staff job descriptions.	30
3	<u>Program Design</u> The description of how the proposer intends to provide the required services, including work operations plan, the use of available resources to maximize the effectiveness of the LHRP funding, including reports assessing whether outcomes and goals have been achieved.	20
4	<u>Cost Reasonableness</u> The proposed budget to support the stated scope of services. Funds to be allocated should minimize administrative costs and support direct services.	20
Total Points		100

HCIDLA formed two review teams with each team consisting of two HCIDLA staff, who reviewed and scored each complete and fully responsive proposal submitted in accordance with the evaluation criteria set forth in the HCIDLA Lead Outreach, Education, Enrollment, and Training Services RFP.

After a comprehensive review of the proposal submissions, HCIDLA recommends entering into contracts with three proposers: Coalition for Economic Survival, Korean Immigrant Workers Advocates of Southern California (dba Koreatown Immigrant Workers Alliance), and Pacoima Beautiful.

Table 2, below, lists the scores for each proposal.

TABLE 2 – PROPOSERS' SCORES	
Proposer	Score (100 points max)
Coalition for Economic Survival	85.5
Koreatown Immigrant Workers Alliance	86.5
Pacoima Beautiful	93.0

On August 25, 2020, all proposers were notified of their scoring results and were provided the opportunity to appeal the results based on procedural issues only. HCIDLA provided proposers five business days to file an appeal. No appeals requests were received by the due date of September 1, 2020.

Source of Funds

HCIDLA allocated \$400,000 in federal grant funds to address this service area. It was anticipated that four contractors would be selected at \$50,000 per year, per contract. Since only three contractors are being recommended, the contract amount for each organization and the resultant deliverables have been redistributed for a total of \$387,600. The remaining funds of \$12,400 will stay in 43S902.

TABLE 3- FUNDING SOURCES		
Proposer	Funding Source	
	LEAD GRANT (Fund 63C)	TOTAL
Coalition for Economic Survival	43S902	\$129,200
Koreatown Immigrant Workers Alliance	43S902	\$129,200
Pacoima Beautiful	43S902	\$129,200
GRAND TOTAL		\$387,600

FISCAL IMPACT

There is no impact to the General Fund. Approval of the recommendations will allow HCIDLA to enter into three contracts for services related to Lead Outreach, Education, Enrollment, and Training. Funding for the services was allocated from the HUD-OLHCHH for a total amount of \$400,000.

Approved By:



ANN SEWILL
General Manager
Housing+Community Investment Department