



Housing Authority of the City of Los Angeles

Rudolf C. Montiel, PE
President & CEO

Board of Commissioners

Beatriz O. Stotzer
Maria Del Angel
Rayman Mathoda
Margarita C. Garr
Alicia Maldonado
Lucelia Hooper
Tunua Thrash

MEDIA ALERT

February 18, 2011

Contact: Annie Kim
Public Information Officer
Office: (213) 252-1864, Cell: (213)880-4745
E-mail: Annie.Kim@hacla.org

Private Sector Stepping Up to Help Kids in Watts

Los Angeles – The Housing Authority of the City of Los Angeles (HACLA) announced today the agency will be holding a launching event for its non-profit, Kids Progress Inc. (KPI). Local elected officials are expected to attend.

KPI has garnered a lot of support in the public and private sector. Elected officials, representatives from Union Bank, Broadway Federal Bank, State Farm Insurance, Wells Fargo, Magic Johnson Enterprises and non-profits are expected to attend the fundraiser. Their support will ensure that children in Jordan Downs, Watts receive basic social and educational services that their peers in other parts of town do.

The Housing Authority will announce the opening of the Family Asset Development Program Request for Proposals during the event. (*see page 2 for details*).

About KPI, Partnering to improve the quality of life in Public Housing

The Housing Authority of the City of Los Angeles (HACLA), with the strong support of the Mayor of Los Angeles, is planning a \$1 billion redevelopment project over the next 10 years of the Jordan Downs public housing complex in Watts. The redevelopment of Jordan Downs includes a comprehensive human capital plan, titled "Family 1st" that will provide family support, education, health & wellness, job training and community programs to empower children, youth and families towards self-sufficiency. In light of the Family 1st initiative, KPI was re-launched in 2009 and tasked to raise funds, awareness and assist with the help of the private sector to implement the Family 1st initiatives. The goal is to revitalize Jordan Downs and when possible, expand the program offerings in the other housing developments.

When: Tuesday, February 22, 2011
Welcome Reception, 6:00 p.m./Program, 7 p.m.

Where: The Target Terrace at L.A. Live
800 West Olympic Boulevard, Los Angeles, 90015
Business Attire, Self Parking

To RSVP, please contact Andree Morin at Andree.Morin@hacla.org



FAMILY ASSET DEVELOPMENT PROGRAM RFP SCHEDULED RELEASE: March 1, 2011

The Housing Authority of the City of Los Angeles (“HACLA”), in partnership with the City of Los Angeles Community Development Department (“CDD”), invites proposals from qualified consortiums to implement the **Family Asset Development Program** as part of the “Family First Plan” (formerly known as the Human Capital Plan) of the Jordan Downs Redevelopment Project.

The primary goal of the “Family First Plan” is to help residents become economically self-sufficient and provide the means for families to achieve their goals. The **Family Asset Development Program** will provide family-based services that must include conducting family needs assessments, creating Family Action Plans, and establishing a performance tracking system. The successful consortium will engage, support and assist Jordan Downs families increase their income and increase youth academic performance.

The contract award is for an initial one-year term with four (4), one-year options to renew at the sole discretion of HACLA. The total contract award amount is up to \$1.5 million per year.

Proposals will be accepted at the City of Los Angeles Community Development Department, 1200 W. 7th Street, 6th Floor, Los Angeles, CA 90057 until 5:00 p.m., (Pacific Standard Time) on Tuesday, April 12, 2011. Offers received after this date and time will be considered late and, at the sole discretion of HACLA, may be rejected without consideration.

A pre-proposal conference to discuss the RFP and answer questions will be held on **Thursday, March 10, 2011, at 2:00 p.m.**, in the Jordan Downs Community Center located at 2101 E. 101st Street, Los Angeles, CA 90002. Instructions for preparing your proposal are contained in the RFP and will be available at http://www.lacity.org/cdd/home_bidrfp.html and <http://www.hacla.org/ps/> after March 1, 2011.

