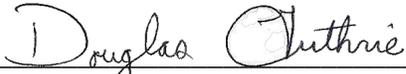


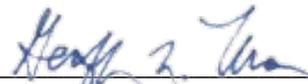
Report of the President & CEO

August 26, 2021

RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE A CONTRACT WITH DEL RICHARDSON AND ASSOCIATES, INC. FOR AN INITIAL ONE (1) YEAR TERM WITH FOUR (4) ONE-YEAR OPTIONS TO EXTEND, TO PROVIDE RESIDENT RELOCATION PLANNING SERVICES ASSOCIATED WITH PHASE II OF THE JORDAN DOWNS REDEVELOPMENT PROJECT, PURSUANT TO A CONTRACT AWARD UNDER RFP HA-2021-100 FOR A TOTAL AMOUNT NOT-TO-EXCEED \$650,000



 Douglas Guthrie
 President & Chief Executive Officer



 Geoffrey Moen
 Director of Development Services

Purpose: To execute a contract with Del Richardson and Associates, Inc. (“DRA”) to implement the Relocation Plan (the “Plan”) for Phase II of Jordan Downs, initially adopted by the Housing Authority of the City of Los Angeles (“HACLA”) in January 2017, and updated in May 2018, and to facilitate and manage the orderly relocation of Jordan Downs’ residents (“Residents”), as part of the redevelopment, all in accordance with the requirements of the Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended (“URA”) and Title 25 of California Code of Regulations, Division 1, Chapter 6, Subchapter 1.

Regarding: In January 2017, the Board of Commissioners (“BOC”), by Resolution 9326, approved the Plan for Jordan Downs Redevelopment Project (“Project”), which was prepared in accordance with the requirements of the URA, and corresponding relocation requirements at 49 CFR part 24, United States Department of Housing and Urban Development (“HUD”) Handbook 1378, California Government Code section 7260, and Title 25 of the California Code of Regulations.

In November 2017, the BOC, by Resolution 9395, approved a contract with DRA for the implementation of the Plan for Phase I of the Jordan Downs Redevelopment Project.

In May 2018, the BOC, by Resolution 9438, approved an updated Plan for the Project, prepared in accordance with the requirements of the URA, and corresponding relocation requirements at 49 CFR part 24, HUD handbook 1378, California Government Code section 7260, and Title 25 of the California Code of Regulations.

Issues:

Background: HACLA has invested significant capital and effort to realize the vision of a redeveloped Jordan Downs which will serve as a model for spurring economic prosperity and promoting personal self-sufficiency. Pursuant to the Board of Commissioners’ approval, HACLA entered into a Master Development Agreement (“MDA”) between HACLA and the Master Developer on August 1, 2012.

The redevelopment is proceeding in phases, which allows new construction work to begin without dislocating existing households. It is the intent to select residents for occupancy of each new phase from the footprint of the next area scheduled for demolition.

Phase I of the Jordan Downs Redevelopment Project included the construction of 250 units of new affordable housing, in sub-phases 1A and 1B, of which 157 units were set-aside as replacement units consistent with HACLAs commitment to one-for-one replacement of its 700 public housing units. Jordan Downs residents were provided the opportunity to move into these units once they were ready for occupancy as part of their relocation right to housing choice options. Occupancy for Phase 1A concluded in January 2020 and in June 2021 for Phase 1B. During this first phase of relocation, 157 households chose to remain on site in a new unit, three (3) moved to other public housing and twenty-three (23) took a Housing Choice Voucher (“HCV”).

Phase II consists of three separate “projects” currently called S2, S3 and Area H, with a total of 212 replacement units. Residents identified to move into Phase II will be offered three options: a) move into a new unit on site, b) move into a unit at another HACLAs public housing site, if a unit is available; or c) move off-site with an HCV. As a result, the total estimated number of residents requiring relocation services may be greater than the 212 needed to occupy the replacement units. Based on experience with the previous phase, up to 20% of the residents may select relocation off-site; therefore an estimated 254 public housing residents may require relocation services.

A relocation consultant will be assigned to each household prior to its scheduled relocation and the consultant will work with each household throughout the relocation process. In addition, during the transition to new housing, case managers will assist the families with coordination of services and referrals to community resources as needed, and will act as liaisons with the management company and other HACLAs departments.

Residents will receive assistance with their new housing search if they elect to move from the Jordan Downs development via the HCV program. The relocation consultant will ensure that residents receive multiple referrals and at least one referral within a HUD defined Area of Opportunity, as available. As part of the relocation process, HACLAs or its development partners will provide a moving payment based on unit size or actual movers for the move to a new unit.

A relocation consultant is required to update the Plan and to undertake the relocation activities for Phase II as described above. HACLAs issued RFP HA-2021-100 (“RFP”) to procure a qualified relocation consultant on May 4, 2021, and now desires to award a contract to DRA as detailed below.

Relocation Plan

In February 2016, HACLAs entered a contract with Overland, Pacific & Cutler, Inc. (“OPC”) to prepare a relocation plan for Jordan Downs and adopted the Plan on January 19, 2017. In order to prepare the original Plan, HACLAs and OPC held six resident meetings on site between March 2016 and July 2016 and individual

household interviews to discuss the overall redevelopment plans and the relocation process and choices available to the residents. Residents were provided with General Information Notices (“GIN”) during the same time frame either through certified mail or during personal interviews and all new residents to Jordan Downs receive a GIN at the time they execute a lease with HACLA. The Plan was updated by DRA and adopted in November 2018. As part of this procurement, DRA will again update the Plan, in preparation for Phase II relocation activities. The Relocation Assistance and Real Property Acquisition Guidelines adopted by the Department of Housing and Community Development as in Title 25, California Code of Regulations Section 6000, et seq. (Guidelines) under Section 6038 (d) provides that a relocation plan shall be updated as follows:

(d) In the event of delay of more than one year in the implementation of the relocation program, the plan shall be updated prior to implementation of that program.

Because the proposed redevelopment is both a RAD conversion and a Section 18 disposition, HACLA has adopted the policy of following the RAD guidelines and providing relocation assistance as required under the URA to all Jordan Downs occupants, regardless of whether or not they are designated to move into a RAD unit. HACLA’s policy, adopted as part of its FY2017 Agency Plan and FY2017 Section 8 Administrative Plan, and updated annually, includes the right to return, provisions against rescreening, relocation assistance, and resident choices regarding replacement housing for Jordan Downs Redevelopment.

Under the Plan, no residents will be involuntarily displaced and all residents at Jordan Downs who are in “good standing” under their current leases—that is, residents whose households are not evicted or terminated from housing assistance—will be afforded the right to return.

Procurement:

In order to fulfill HACLA’s resident relocation obligations for Phase II, HACLA issued RFP HA-2021-100 (“RFP”), seeking proposals from qualified relocation firms to update the Plan, and to implement the relocation. The RFP was advertised on the City of Los Angeles’ Business Assistance Virtual Network (“LA-BAVN”) website starting on May 4, 2021, with a proposal submission deadline of May 25, 2021, for a total of twenty-two (22) days. Three proposals were received by the submission deadline and each was independently reviewed and evaluated by a three-member evaluation panel. The panel ultimately determined that the proposal submitted by DRA was the best value among the three proposals and should be recommended for award of a one (1) year contract with four (4) one-year options to extend. A detailed summary and background information for the procurement is provided in Attachment 2 (Summary of Outreach).

Vision Plan: Place Strategy #1: Stabilize the physical and financial viability of the conventional public housing portfolio.

Redeveloping the aging Jordan Downs public housing site through fully code compliant new construction with contemporary amenities that will mitigate health issues, address unit accessibility, and vastly increase the physical life of the housing stock. Conversion to a more financially stable Section 8 platform with long

term contracts will allow for leveraging the necessary resources for the development and on-going maintenance and upkeep of the properties.

People Strategy # 6. Expand and strengthen agency-to-resident communication about critical issues

Significant resident outreach was conducted to ensure residents were informed regarding the planned re-development of Jordan Downs. This contract includes one-on-one assistance to residents as well as opportunities for feedback and community-wide discussion. All relocation materials and communication will be offered in Spanish and English.

Funding: The Chief Administrative Officer confirms the following:

Source of Funds: The cost of the Relocation Consultant and relocation activities will be paid by uncommitted Rent Subsidy proceeds or unrestricted and available redevelopment proceeds.

Budget and Program Impact: The Relocation Consultant fees provide for the one-on-one housing navigation and move preparation services residents require, including assisting with utility transfers and assistance with any applications for new service starts. The funding does not cover actual move payments or any other direct cash payments to households as part of their relocation benefits. Funding for the contract is expected to be spread over at least three-year fiscal years (FY2022-2025) or until all Jordan Downs residents designated for relocation to Phase II have been relocated.

Environmental Review:

No further environmental review is required for HACLA's recommended action because there has been no change to the Jordan Downs redevelopment or substantial changes in circumstances or new information that would warrant subsequent environmental analysis.

Recommended Bidder:

DRA was established in 1984 and has extensive experience in large-scale tenant relocation services in Southern California markets. It has full knowledge of federal and local regulations governing resident relocations, including the URA and Title 25 of California Code of Regulations. DRA has developed an extensive database and fostered valuable relationships with local multifamily landlords in the region. These relationships will be key in identifying suitable replacement units for residents who will opt to take advantage of the HCV and not to return to the redeveloped Jordan Downs community. DRA is familiar with the Jordan Downs community and residents and was instrumental in the successful implementation of Phase I relocation. DRA is a small, Minority and Women-owned business enterprise.

Section 3:

DRA submitted an Economic Opportunity Plan in compliance with HACLA's Section 3 Policy and Compliance Plan. DRA hired three (3) Section 3 Workers in

relation to its previous contract with HACLA for the resident relocation services during the Phase I of Jordan Downs Redevelopment. DRA now commits to hiring two (2) Section 3 Workers in an administrative capacity to assist with Phase II of the Relocation Plan.

Attachments:

1. Resolution
2. Summary of Outreach

ATTACHMENT 1

RESOLUTION

RESOLUTION NO. _____

RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE A CONTRACT WITH DEL RICHARDSON AND ASSOCIATES, INC. FOR AN INITIAL ONE (1) YEAR TERM WITH FOUR (4) ONE-YEAR OPTIONS TO EXTEND, TO PROVIDE RESIDENT RELOCATION PLANNING SERVICES ASSOCIATED WITH PHASE II OF THE JORDAN DOWNS REDEVELOPMENT PROJECT, PURSUANT TO A CONTRACT AWARD UNDER RFP HA-2021-100 FOR A TOTAL AMOUNT NOT-TO-EXCEED \$650,000

WHEREAS, the Housing Authority of the City of Los Angeles (“HACLA”) requires resident relocation services associated with Phase II of the Jordan Downs Redevelopment Project, which includes Area H, S2 and S3;

WHEREAS, HACLA has determined the most effective and feasible manner of obtaining qualified relocation services for Phase II of the Jordan Downs Redevelopment Project is by contracting for such services;

WHEREAS, on May 4, 2021, HACLA issued Request for Proposal (RFP) No. HA-2021-100, seeking qualified relocation contractors to provide required resident relocation assistance;

WHEREAS, a total of three (3) proposals were received by the submission deadline of May 25, 2021;

WHEREAS, the proposals were independently reviewed and evaluated by the evaluation panel comprised of three panelists with subject matter expertise using the criteria stated in RFP No. HA-2021-100;

WHEREAS, as detailed in the Report of the President and CEO of the same date herewith, it was determined that Del Richardson and Associates, Inc. (“DRA”) submitted the proposal most responsive to the RFP and that represents the best value to HACLA; and

WHEREAS, HACLA desires to award and enter into a one (1) year contract with four (4) one-year options to extend, with DRA, to provide required resident relocation assistance to Phase II of the Jordan Downs Redevelopment Project.

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners authorizes the President and CEO, or designee, to execute a contract with Del Richardson and Associates, Inc., for an initial one (1) year contract term with four (4) one-year options to extend, for a total contract amount not to exceed six hundred fifty thousand dollars (\$650,000), to provide resident relocation assistance for Phase II of the Jordan Downs Redevelopment Project, which includes Area H, S2 and S3.

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately.

APPROVED AS TO FORM:
JAMES JOHNSON

HOUSING AUTHORITY OF THE
CITY OF LOS ANGELES

BY: _____
GENERAL COUNSEL

BY: _____
CIELO CASTRO, CHAIRPERSON

DATE ADOPTED: _____

ATTACHMENT 2

SUMMARY OF OUTREACH

Summary of Outreach
RFP No. HA-2021-100
Relocation Consultation for Jordan Downs Area H, S2 and S3

A. Funding Source

Federal Non-Federal Mixed Funding

B. Advertisement; Minority/Women Outreach

General Services advertised the Request for Proposal (“RFP”) on the City of Los Angeles’ Business Assistance Virtual Network (“LA-BAVN”) website, starting on May 4, 2021, until the submission deadline of May 25, 2021, for a total of twenty-two (22) days. The RFP was viewed by one hundred four (104) vendors. In addition, the RFP notice was emailed to eight (8) vendors from a list provided by the Development Services Department.

In support of the Housing Authority of the City of Los Angeles (“HACLA’s”) policy to contract with Minority Business Enterprises (“MBEs”) and Labor Surplus Area (“LSA”) businesses to the extent possible, on May 5, 2021, notice of this RFP was also provided to a List of Recognized Minority and Women-owned Business Organizations, and to the local office of the U.S. Small Business Administration (SBA).

C. Pre-Proposal Conference

Due to the closure of our offices to the public stemming from the COVID-19 outbreak, a pre-proposal conference was not conducted. This decision follows orders issued for the State of California by Governor Newsom, the City of Los Angeles by Mayor Garcetti, and Federal, County and City of Los Angeles’ public health officials.

D. Addendum

On May 17, 2021, an addendum was posted on LA-BAVN to provide responses or clarifications to questions received by the question submission deadline of May 11, 2021. The purpose of the addendum was to provide all potential proposers the opportunity to submit any questions regarding the RFP and HACLA’s requirements, and to help ensure our requirements are clearly and completely understood.

E. Receipt of Proposals

The following three (3) proposals were received by the submittal deadline of May 25, 2021:

Company Name
1. Del Richardson and Associates, Inc.
2. Interwest Consulting Group, Inc.
3. Overland, Pacific & Cutler, LLC

F. Panel Review

The Evaluation Panel (“Panel”) was comprised of three (3) subject matter experts. The Panel met on June 17, 2021, and June 29, 2021, resulting in the following consensus scoring.

Company Name	Score
Del Richardson and Associates, Inc.	89.33
Overland, Pacific & Cutler, LLC	84.33
Interwest Consulting Group, Inc.	68.67

The above scores are reflected in the Consensus Rating Form, signed by each panelist, and confirmed by the Contract Administrator.

G. Best and Final Offers

On June 23, 2021, HACLA requested a Best and Final Offer (“BAFO”) from the two (2) top ranked proposers, in an effort to provide them a final opportunity to (i) propose their best and final pricing and/or cost structures(s), and (ii) provide any other improvements to their proposals including those related to staffing, work plan and Section 3 commitments. Both proposers responded to the BAFO request and decreased their pricing. Del Richardson and Associates, Inc., (“DRA”) reduced their price by approximately 20%. The panel then re-evaluated the proposals and determined that interviews were not necessary.

H. Recommendation for Award

The Development Services Department recommends DRA for contract award.

I. Workforce Profile

DRA is a Minority and Woman Owned Business Enterprise. They submitted a Workforce Profile that reveals the following workforce composition:

<u>Company</u>	<u>Employees</u>
Del Richardson and Associates, Inc.	Total: 12 4 minorities = 33% 7 women = 58%

**HOUSING AUTHORITY OF THE CITY OF LOS ANGELES
MBE/WBE ORGANIZATIONS MAILING LIST**

1	Asian American Architects and Engineers Association
2	Asian Business Association of Los Angeles
3	Asian Business League of Southern California
4	Asian Pacific Islander Small Business Program
5	Korean American Chamber of Commerce
6	Pacific Asian Consortium in Employment (PACE) Business Center
7	Black Business Association
8	Greater L.A. African American Chamber of Commerce (GLAAACC)
9	Regional Black Chamber of Commerce of San Fernando Valley
10	US Black Chambers
11	Southern California Black Chamber of Commerce
12	National Black Contractors Association
13	Young Black Contractors Association
14	California Hispanic Chamber of Commerce
15	LA Metropolitan Hispanic Chamber of Commerce
16	Latin Business Association (LBA)
17	Los Angeles Latino Chamber of Commerce
18	National Latina Business Women Association (NLBWA-LA)
19	Regional Hispanic Chamber of Commerce
20	American Indian Chamber of Commerce
21	Build Plus Community Marketplace
22	Greater San Fernando Valley Chamber of Commerce
23	Los Angeles Area Chamber of Commerce
24	Los Angeles Minority Business Enterprise Center USC (MBDA)
25	National Association of Minority Contractors
26	National Association of Women Business Owners Los Angeles
27	Pacific Coast Regional Small Business Development Corp (SBDC)
28	Small Business Majority
29	Southern California Minority Supplier Development Council
30	The New Ninth Business Resource Center
31	US Small Business Administration
32	US Veteran Business Alliance
33	Valley Economic Development Center/Women's Business Center
34	Vermont Slauson Economic Development Corporation
35	Vernon Networking Committee
36	City of LA Bonding Program: Merriwether & Williams Insurance Services, Inc.