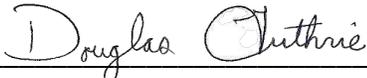


**RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE AND SUBMIT ALL NECESSARY DOCUMENTS INCLUDING ANY AGREEMENTS WITH PLANNING PARTNERS AND VARIOUS CERTIFICATIONS AS REQUIRED BY THE CHOICE NEIGHBORHOODS PLANNING GRANT, PROVIDE UP TO \$550,000 IN FUNDING AS A CONTINGENT MATCH TO CHOICE NEIGHBORHOODS PLANNING AND ACTION GRANT FUNDING, AUTHORIZE THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD AND EXECUTE A CONTINGENT CONTRACT WITH THE LIOU CHOICE, LLC TO ACT AS THE AUTHORITY'S PLANNING COORDINATOR TO DEVELOP A TRANSFORMATION PLAN IN AN AMOUNT NOT-TO-EXCEED \$891,894 PURSUANT TO AWARD UNDER RFP NO. HA-2021-107, AND AUTHORIZE THE BOARD OF COMMISSIONERS' CHAIRPERSON TO APPROVE AND CERTIFY THE SUBMISSION OF THE GRANT APPLICATION TO THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT FOR \$450,000 IN GRANT FUNDS TO BE USED TOWARD PLANNING ACTIVITIES AND LIMITED PHYSICAL, COMMUNITY OR ECONOMIC DEVELOPMENT IMPROVEMENTS FOR THE WILLIAM MEAD PUBLIC HOUSING COMMUNITY**



Douglas Guthrie  
President & Chief Executive Officer



Jenny Scanlin  
Chief Strategic Development Officer

**Purpose:** Authorize the President & CEO to execute a Choice Neighborhoods Planning Grant ("Choice Grant") application and all necessary supplemental documents and certifications, including but not limited to, required HUD forms, leverage letters of commitment, agreements with planning partners on roles and responsibilities for the Grant, to award and execute a contingent contract in an amount not to exceed \$891,894 with The Liou Choice, LLC ("TLC") as the Planning Coordinator for development of a transformation plan, pursuant to award under RFP HA-2021-107, and to formally submit to the U.S. Department of Housing and Urban Development (HUD) an application for \$450,000 in grant funds to be used toward planning activities and limited physical improvements of William Mead public housing and the surrounding neighborhood in response to the HUD NOFO FR-6500-N-38.

To authorize HACLA to set aside \$550,000 in match funding, contingent on receipt of \$450,000 in Choice Grant funds from HUD for planning and action activities that include physical community development or economic development projects that enhance and accelerate the transformation of the William Mead neighborhood.

Authorize the HACLA Board of Commissioners' Chairperson to approve and certify the submission of the Choice Grant application on behalf of the Board of Commissioners.

**Regarding:** This report represents the Board of Commissioner's initial action on the potential redevelopment of William Mead Homes. William Mead was prioritized in the adopted Build HOPE Vision Plan, published in 2019, as a public housing site with strong potential for redevelopment. In HACLA's FY2020 Agency Plan, William Mead Homes was added as a prioritized site for redevelopment and pursuit of a Choice Neighborhoods grant.

**Issues:** The William Mead Homes public housing development ("William Mead") is located in Los Angeles in the neighborhood of northeast of downtown, an area with significant revitalization potential. William Mead was the eighth project built by the Housing Authority of the City of Los Angeles (HACLA). It was one of many local garden apartment complexes built as a result of the 1937 Housing Act. This act provided for subsidies from the federal government to local public housing agencies to improve living conditions for low-income families.

William Mead currently includes 416 public housing units on fifteen acres of land and is a combination of two- and three-story modern garden apartments. The three-story buildings are arranged in rows parallel to Main Street, with the two-story buildings intersecting at right angles. This arrangement creates a series of sheltered, semi-private courtyard spaces throughout the complex. The current site layout does not maximize the full potential of the site and the unit floor plans are antiquated.

HACLA desires to transform William Mead into an environmentally friendly, vibrant, urban village, conducive to healthy living and economically progressive conditions and one which will ignite a renewal in the surrounding community.

**HUD NOFO** On May 12, 2021, HUD released a Notice of Funding Opportunity (NOFO)<sup>1</sup> for Choice Grants with applications due on July 13, 2021. Choice Grants have been developed by HUD to assist in revitalizing neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation.

Securing the Choice Grant will be an important milestone in the redevelopment of William Mead. It will not only help finance planning and community engagement activities and limited community and economic development activities, but also accelerate momentum and pave the way for future contributions.

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<sup>1</sup> NOFO can be found at [https://www.hud.gov/sites/dfiles/PIH/documents/Full%20Announcement\\_FR-6500-N-38.pdf](https://www.hud.gov/sites/dfiles/PIH/documents/Full%20Announcement_FR-6500-N-38.pdf)

HACLA will serve as the Lead Applicant with the City of Los Angeles as a partner per the requirements outlined in the Choice Notice of Funding Opportunity.

HACLA's commitment of leveraged resources is a critical component of the Choice Grant application. HACLA is contributing leverage to the planning activities component of the grant while the City of Los Angeles is expected to provide leverage for the early action activity. The 2021 Choice Grant NOFO requires the Lead Applicant to execute a variety of certifications committing to meeting HUD's expectations for planning, resident and community engagement, addressing HUD regulations and guidelines and validating leveraged resources. These certifications and partner agreements will not create additional administrative or funding commitments for HACLA outside of those already approved by the Board of Commissioners and within the authority delegated to the President and CEO.

*Planning  
Coordinator*

On May 25, 2021 HACLA issued a Request for Proposal (HA-2021-107) seeking proposals from a qualified planning firm or team with extensive experience in master planning, comprehensive neighborhood planning, and redevelopment of distressed public housing, to serve as Lead Planning Coordinator and assist in developing a Transformation Plan under the HUD Choice Neighborhoods Initiative (CNI) program for William Mead and the surrounding neighborhood.

One proposal was received by the submission deadline of June 10, 2021. The proposer, Liou Choice, LLC, was determined responsible and the proposal responsive to the RFP, and thereafter independently reviewed and evaluated by an evaluation panel with subject matter expertise using the criteria stated in the RFP. Section 3 compliance and point awards were handled independently and concurrently by the Authority's Section 3 Compliance Administrator. Upon conclusion of the review, the Authority requested a Best and Final Offer ("BAFO"), which was submitted on June 15, 2021. Based on the panel scoring and review of the BAFO, consensus was reached to recommend The Liou Choice, LLC, for a contract award contingent upon receipt of an award under the HUD Choice Planning Grant NOFO. The overall consensus scores are as follows:

<b>EVALUATION PANEL SCORES</b>		
<b>Evaluation Panelists</b>	<b>Initial Scores</b>	<b>BAFO Scores</b>
Rater 1	86	88
Rater 2	90	91
Rater 3	91	91
Panel Average	<b>89</b>	<b>90</b>

The Liou Choice, LLC is recommended for contract award based on its team lead's track record in successfully developing and implementing plans to transform distressed housing under HUD's Choice Neighborhoods Initiative

program, and in undertaking both planning and action activities utilizing a highly participatory community engagement process within required performance schedules, and in line with all grantor requirements. Additional details regarding the solicitation and recommended award to The Liou Choice, LLC are provided in the attached Summary of Outreach.

#### *HACLA*

*Obligations* HACLA will be providing \$550,000 in non-federal match funding for required match for this grant opportunity.

**Vision Plan: PEOPLE Strategy #4: Develop and implement on-site and off-site services linkage aligned with best practices to support broad resident needs.**

The Choice Grant will create two years of engagement and feedback opportunities with William Mead residents. These engagements will support the broader vision for the future of services and housing at William Mead.

**PLACE Strategy #1: Stabilize the physical and financial viability of the conventional public housing portfolio.**

This funding opportunity will help modernize and expand deeply affordable housing in the City of Los Angeles and address the significant capital needs of the William Mead public housing site.

**PLACE Strategy #9: Manage capital resources and reserves to sustain useful life of existing and new units in HACLA's portfolio**

Through this opportunity, HACLA is committing to pursue competitive funding for qualifying capital needs and pushing for philanthropic commitments to offset the Authority's own contributions to portfolio improvements, expansions and services to our residents.

**Funding:** The Chief Administrative Officer confirms the following:

*Source of Funds:* The HACLA Matching Funds are available for this commitment via \$450,000 in proceeds from the re-syndication of Pueblo Del Sol Phase I already approved for William Mead planning activities in HACLA's FY2021 Budget. If successful in obtaining the Choice Grant, HACLA will contribute an additional \$100,000 in non-federal funding in the FY2022 budget to cover the balance of planning activities to be undertaken through the Planning Coordinator contract with the Liou Choice, Inc. for a total contribution of \$550,000.

*Budget and Program Impact:* HACLA's commitment and the potential Choice Grant award will provide funding necessary to full develop a resident-led planning

process to create a Transformation Plan for William Mead Homes. The work undertaken will be comprehensive and includes site studies, architectural design, historic review, financial feasibility studies preparation for an early action activity, as well as regular reporting and monitoring to HUD.

HACLA will be requesting \$450,000 in planning and action activities (\$350,000 for Planning; and \$100,000 for action activities) otherwise defined as limited physical community development or economic development projects from HUD that enhance and accelerate the transformation of the neighborhood in a way that is responsive to the neighborhoods' needs. These funds will be used for entitlement planning, feasibility, design and market studies, community outreach and engagement, and innovative solutions to neighborhood challenges within the two year grant term. This commitment will allow HACLA to maximize points in the matching funds category and competitively apply for the Choice Grant.

### **Environmental**

**Review:** The requisite components developed through the Choice Grant will undergo the appropriate permitting process, including any required environmental review with the City of Los Angeles in accordance with the respective State and Federal regulations.

**Section 3:** The Liou Choice, Inc. has submitted an Economic Opportunity Plan (EOP) in conformity with the requirements of the Housing Authority's Section 3 Policy and Compliance Plan. The firm has committed to hiring at least five (5) Resident/Community Outreach Workers and another at least five (5) participants for a series of classes to build capacity on planning and development concepts. Additionally, through its sub-contractors 2 urban design/architecture internships will be available.

### **Attachments:**

1. Resolution
2. Summary of Outreach Activities

# **Attachment 1**

## Resolution

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE AND SUBMIT ALL NECESSARY DOCUMENTS INCLUDING ANY AGREEMENTS WITH PLANNING PARTNERS AND VARIOUS CERTIFICATIONS AS REQUIRED BY THE CHOICE NEIGHBORHOODS PLANNING GRANT, PROVIDE UP TO \$550,000 IN FUNDING AS A CONTINGENT MATCH TO CHOICE NEIGHBORHOODS PLANNING AND ACTION GRANT FUNDING, AUTHORIZE THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD AND EXECUTE A CONTINGENT CONTRACT WITH THE LIU CHOICE, LLC TO ACT AS THE AUTHORITY'S PLANNING COORDINATOR TO DEVELOP A TRANSFORMATION PLAN IN AN AMOUNT NOT-TO-EXCEED \$891,894 PURSUANT TO AWARD UNDER RFP NO. HA-2021-107, AND AUTHORIZE THE BOARD OF COMMISSIONERS' CHAIRPERSON TO APPROVE AND CERTIFY THE SUBMISSION OF THE GRANT APPLICATION TO THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT FOR \$450,000 IN GRANT FUNDS TO BE USED TOWARD PLANNING ACTIVITIES AND LIMITED PHYSICAL, COMMUNITY OR ECONOMIC DEVELOPMENT IMPROVEMENTS FOR THE WILLIAM MEAD PUBLIC HOUSING COMMUNITY**

**WHEREAS**, the Housing Authority of the City of Los Angeles (“HACLA”) is a public body, corporate and politic, organized and existing under the Housing Authorities Law (commencing at Section 34200 of the California Health and Safety Code and, specifically, Section 34311), and authorized to transact business and exercise the powers of a housing authority pursuant to action of the Board of Commissioners of the Authority (the “Board”);

**WHEREAS**, as part of the implementation of HACLA’s twenty-five (25) year vision plan which began in 2018, HACLA has prioritized developing and implementing on-site and off-site services linkages aligned with best practices to support broad resident needs under PEOPLE Strategy 4; stabilizing the physical and financial viability of the conventional public housing portfolio under PLACE Strategy 1; and managing capital resources and reserves to sustain useful life of existing and new units in HACLA’s portfolio under PLACE Strategy 9;

**WHEREAS**, on May 12, 2021, the United States Department of Housing and Urban Development (HUD) released a notice of funding opportunity for up to \$450,000 per project for its Choice Neighborhoods Planning Grants (NOFO RFP FR-6500-N-38) (“Choice NOFO”), which was developed and administered by HUD to support locally driven strategies that address struggling neighborhoods with severely distressed public housing or HUD-assisted housing through a comprehensive approach to neighborhood transformation;

**WHEREAS**, the HACLA has the requisite profile required by the Choice NOFO to submit the grant application to serve in the capacity of the Lead Applicant and Housing Lead for a Choice Neighborhood Planning Grant (“Choice Grant”) application;

**WHEREAS**, in order to ensure the effectiveness of the potential federal funds provided by the Choice Grant and to sustain ongoing actions related to these funds,

HACLA has committed a variety of resources to the planning, resident engagement and limited community and economic development improvements of the William Mead Homes development (“William Mead”), including up to \$550,000 in contingent Choice Grant-required match funding for services; and

**WHEREAS**, on May 25, 2021, HACLA issued Request for Proposal No. HA-2021-107 seeking proposals from qualified planning firms or teams with extensive experience in master planning, comprehensive neighborhood planning, and redevelopment to serve as Lead Planning Coordinator to develop a Transformation Plan under the HUD Choice Neighborhoods program for William Mead and its surrounding neighborhood, and on June 10, 2021 received a total of one (1) proposal; and

**WHEREAS**, following an independent review and evaluation of the proposal by an evaluation panel, The Liou Choice, LLC, was determined to be a fully qualified option based on high ranking commiserate with similar bidding processes and is recommended for a contract award up to \$891,894, contingent upon successful award of a Choice Neighborhoods Planning Grant; and

**WHEREAS**, HACLA will be working with the City of Los Angeles to identify and secure additional partnerships and resident support for this grant opportunity so HACLA can submit a competitive grant application and undertake a community-driven process towards revitalization; and

**WHEREAS**, as the Lead Applicant for the Choice Grant, HACLA is required to execute a number of certifications verifying information in the grant application, to commit to meet federal standards and regulations as a potential grantee, to disclose the status of HACLA in relation to lobbying activities, to demonstrate commitment to leveraging federal resources by contributing matching funds, and to implement the housing redevelopment in a manner that meets or exceeds design and sustainability standards;

**NOW THEREFORE BE IT RESOLVED** that the Board (i) authorizes the President and CEO, or his designee, to execute all necessary documents, agreements and certifications required to effectuate the intent of this Resolution, including the submission of the Choice Grant application and the use of funds anticipated from the Choice Grant, and (ii) authorizes the Board's Chairperson to approve and certify the submission of a grant application, approved by legal counsel, to HUD for a \$450,000 Choice Grant to be used toward the planning and other activities of the redevelopment of the William Mead and its surrounding neighborhood.

**BE IT FURTHER RESOLVED** that the Board authorizes the President and CEO, or designee to execute a contract with The Liou Choice, LLC pursuant to award under RFP No. HA-2021-107 in an amount not to exceed \$891,894, contingent on receipt of the Choice Grant award from HUD, to implement planning and action activities related to the transformation of William Mead.

**BE IT FURTHER RESOLVED** that the foregoing recitals are incorporated into this Resolution by this reference and constitute a material part of this Resolution.

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

APPROVED AS TO FORM

HOUSING AUTHORITY OF THE  
CITY OF LOS ANGELES

By: \_\_\_\_\_  
James Johnson, General Counsel

By: \_\_\_\_\_  
Cielo Castro, Chairperson

DATE ADOPTED: \_\_\_\_\_

## **Attachment 2**

### **Summary of Outreach Activities**

## SUMMARY OF OUTREACH

RFP No. HA-2021-107

### Choice Neighborhoods Initiative (CNI) Grant Coordinator

#### A. Funding Source

Federal     Non-Federal     Mixed Funding

#### B. Advertisement; Minority/Women Outreach

General Services advertised the Request for Proposals (“RFP”) on the City of Los Angeles’ Business Assistance Virtual Network (BAVN) website, starting on May 25, 2021, through the bid submission deadline of June 10, 2021, for a total of 16 days. A total of 102 vendors viewed the RFP on the BAVN website.

In support of HACLA’s policy to contract with Minority Business Enterprises (MBEs), Women's Business Enterprises (WBEs), and Labor Surplus Area businesses (LSAs), to the extent possible, on May 25, 2021, notice of this RFP was also provided to the List of Recognized Minority and Women-owned Business Organizations maintained by HACLA, 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 for this RFP. 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. Addenda

One addendum was issued on June 3, 2021, to respond and provide answer and clarifications to questions received by May 28, 2021, the proposer questions submittal deadline.

#### E. Receipt of Proposals

Proposals were due on June 10, 2021. A total of one (1) proposal was received from the following firms:

Company Name
The Liou Choice, LLC. (MBE and WBE)

#### F. Review of Proposals for Responsiveness and Contractor Responsibility

The Contract Administration Manager determined that the proposal was responsive and responsible.

**G. Panel Review**

A three-member panel consisting of three HACLA employees met on June 11, 2021, and completed its review of the proposal. Interviews were deemed unnecessary. The panel unanimously determined the proposal was competitive and warranted an opportunity to submit a Best and Final Offer (BAFO).

**H. Best and Final Offers**

On June 11, 2021, a letter requesting a BAFO was sent to the Liou Choice, LLC (“Liou Choice”). Liou Choice, timely submitted their BAFO by June 15, 2021, and the panel, after review of the BAFO, adjusted its scores.

The over-all consensus scoring is as follows:

<b>EVALUATION PANEL SCORES</b>		
<b>Evaluation Panelists</b>	<b>Initial Scores</b>	<b>BAFO Scores</b>
Rater 1	86	88
Rater 2	90	91
Rater 3	91	91
Panel Average	<b>89</b>	<b>90</b>

The Contract Administration Manager has determined that the Liou Choice’s proposal is price reasonable even though their cost proposal is higher than the independent cost estimate (“ICE”) completed for the previous RFP done in 2017. This is because architectural and engineering services are additional services required under this new RFP, and therefore, required additional consideration.

**I. Recommendation for Award**

The evaluation panel recommends Liou Choice, for contract award, having been determined to be of best value to HACLA based upon the RFP criteria.

On June 21, 2021, the proposer was notified of their contract award recommendation, and the Board of Commissioners Meeting date and time, where award of the contract will be considered.

**J. Workforce Profile**

The Liou Choice, LLC, is a MBE and WBE sole proprietor and has no workforce profile.

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

1	American Indian Chamber of Commerce
2	Asian American Architects and Engineers Association
3	Asian Business Association of Los Angeles

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

