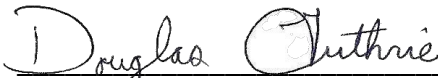
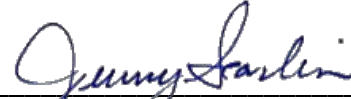


RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE TWO CONTRACTS FOR AS-NEEDED GRANT WRITING AND GRANT ADMINISTRATION SERVICES PURSUANT TO AWARDS UNDER RFP HA-2021-129, EACH FOR UP TO A FIVE-YEAR TERM AND FOR AN INITIAL TOTAL CONTRACTING AMOUNT OF \$1,200,000, AND FURTHER AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD UP TO AN ADDITIONAL \$900,000 BETWEEN THE AWARDEES, FOR A TOTAL CONTRACTING AMOUNT OF \$2,100,000



Douglas Guthrie
President & Chief Executive Officer



Jenny Scanlin
Chief Strategic Development Officer

Purpose: To establish a panel of grant writing and grant administration professionals to support the capacity and initiatives of the performance management, strategic development, executive, and grant operations of the Housing Authority of the City of Los Angeles (“HACLA”).

Regarding: This report represents the Board of Commissioner’s initial action on creating a grant writing and grant administration panel of firms for services to be provided on an as-needed basis pursuant to award under RFP HA-2021-129.

Issues: Grant writing and grant administration services play a key role in helping grow our funding streams and further build our capacity in alignment with HACLA’s Vision Plan through fundraising and administration that best supports our work and helps increase the reach of our services.

HACLA has successfully used outside expertise in the past for larger, more complex grants , such as Transformative Climate Communities and HUD Choice Neighborhood Initiatives. Procuring these services after the initial notice of funding opportunity has opened reduces the time available for a consultant to engage as deeply as might be necessary to produce the best results. Therefore, the creation of an existing panel will give the Authority an advantage by having the team in place early to help with initial crafting and approach as well as all the final touches.

Additionally, as HACLA continues to diversify its resources to meet our mission, the Authority will need additional assistance crafting applications for a larger variety of funders and establishing a strong and responsive grant administration approach. The skills provided by these experts go beyond what HACLA can currently offer to meet our needs through in-house talent.

Establishing this panel is necessary to meet grant submittal timing while also honoring our required bidding protocols. It also represents a more proactive approach to lock in competitive pricing and create a planned pipeline of service usage over the next five years.

Procurement: On July 2, 2021, HACLA issued Request for Proposal HA-2021-129 on the City of Los Angeles’ Business Assistance Virtual Network (“LA-BAVN”) website seeking proposals from qualified firms or teams with extensive experience in Grant Writing and Grant Administration services for the purpose of establishing a panel of such providers that could be utilized on an as-needed basis over a five-year term. One addendum was issued on July 14, 2021, to provide answers and clarifications to questions received by the submittal deadline of by July 9, 2021. Proposals were due on August 2, 2021, and a total of three (3) proposals were received as follows:

| Company Name |
|------------------------------------|
| California Consulting, Inc. |
| Jetco Solutions |
| The Liou Choice, LLC (MBE and WBE) |

A three-member panel (“Panel”) consisting of three HACLA employees met on September 7, 2021, and completed their initial review of the proposals. The Panel unanimously determined that the two top ranked proposals (shown in bold in chart below) were competitive and warranted an opportunity to each submit a Best and Final Offer (“BAFO”). The Panel reevaluated the proposals based on the BAFOs and adjusted the over-all consensus scoring as detailed below. Liou Choice’s Panel consensus score is significantly higher than that of CCI’s in recognition of their much more comprehensive proposal including demonstrated grant administration skills, while CCI’s consensus score reflects their greater focus on grant writing services.

| EVALUATION PANEL SCORES | | |
|------------------------------------|-------------------------------|--------------------------------|
| Company | Panel Average Pre-BAFO | Panel Average Post-BAFO |
| The Liou Choice, LLC | 93.50 | 93.50 |
| California Consulting, Inc. | 65.00 | 72.00 |
| Jetco Solutions | 47.00 | N/A |

Staff proposes to award to The Liou Choice a majority of the contract award (\$1,100,000) based upon HACLA’s projected needs for their grant writing and grant administration services over the next five years. Additionally, The Liou Choice and its subcontractor, EJP Consulting, currently assist HACLA with administration of the Jordan Downs CNI Grant pursuant to a contract that expires in October of 2022. This proposed award will enable the firm to continue to provide HACLA with uninterrupted technical support and grant administration services for the duration of the existing CNI Grant award term. In addition, staff hope to apply for and received future Choice

Neighborhood grants for Rancho San Pedro and William Mead, each in the amount for \$35 Million, with assistance from The Liou Choice.

Staff desires to award to CCI an initial amount of \$100,000 for grant writing services.

The proposed Resolution, if approved, will authorize the President and CEO, or designee, to award up to an additional \$900,000 to both firms progressively over the course of the next five years based upon HACLA's business needs, vendor expertise and performance.

Vision Plan: PATHWAYS Strategy #7: Identify opportunities to reduce operating and administrative costs so that scarce resources are maximized.

Through the Grant Writing and Grant Administration panel, we are reducing costs by locking in professional services rates over a five-year period, enabling staff to meet short grant submittal deadlines and meet related vendor partnership requirements through advance procurement, and helping expand HACLA's services to its residents.

Funding: The Chief Administrative Office confirms:

Source of Funds: Will vary, but will include federal and non-federal dollars as well as grant funding. On an annual basis, HACLA will assess the grant writing and grant administration needs for the upcoming year and make specific budget allocations to approved projects. Over the panel term, the President & CEO, or designee, will have the authority to adjust funding between approved vendors based on need and the specific expertise required ensuring the combined grand total does not exceed the maximum payment obligation.

Program and Budget Impact: Services are anticipated for three units: Strategic Initiatives, Asset Management, and Development Services. Strategic Initiatives anticipates utilizing these services for existing grant obligations and upcoming opportunities and estimates usage of \$125,000 a year on average for grant writing and administrative services to support existing and newly awarded funding opportunities and ongoing fundraising and outreach campaign goals. If successful in pursuing or receiving larger, complex grants like Choice Neighborhoods or Transformative Climate Communities additional funds in the amount of \$1,175,000 would be spread of the term of those multi-year grants to cover additional more complex grant writing and administration work. Asset Management anticipates needing \$35,000 per year, and Development Services anticipates grant writing services not exceeding \$25,000 per year. Setting the maximum payment obligation at \$2,100,000 over five years significantly reduces a potential need to return to the Board for additional contracting authority approval.

Environmental

Review: The requisite collateral developed through the Grant Writing and Grant Administration panel will undergo the appropriate approvals process in accordance with the respective State and Federal regulations.

Section 3: CCI and The Liou Choice have each submitted Economic Opportunity Plans in conformity with HACLA's Section 3 Policy and Compliance Plan. CCI will contribute to the Section 3 Scholarship Fund, and The Liou Choice will make best efforts to identify job opportunities for Section 3 Workers in outreach and planning. If not feasible, they will contribute to the Section 3 Fund.

Attachments:

1. Resolution
2. Summary of Outreach Activities

Attachment 1

Resolution

RESOLUTION NO. _____

RESOLUTION AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO EXECUTE TWO CONTRACTS FOR AS-NEEDED GRANT WRITING AND GRANT ADMINISTRATION SERVICES PURSUANT TO AWARDS UNDER RFP HA-2021-129, EACH FOR UP TO A FIVE-YEAR TERM AND FOR AN INITIAL TOTAL CONTRACTING AMOUNT OF \$1,200,000, AND FURTHER AUTHORIZING THE PRESIDENT AND CEO, OR DESIGNEE, TO AWARD UP TO AN ADDITIONAL \$900,000, BETWEEN THE AWARDEES, FOR A TOTAL CONTRACTING AMOUNT OF \$2,100,000

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 PATHWAYS Strategy 7 identifying opportunities to reduce operating and administrative costs so that scarce resources are maximized;

WHEREAS, on July 2, 2021, HACLA issued Request for Proposal No. HA-2021-129 (“RFP”) seeking proposals from qualified Grant Writing and Grant Administration firms, and on August 2, 2021 received a total of three (3) proposal; and

WHEREAS, following an evaluation of the three (3) proposals received in response to the RFP as detailed in the Report of the President and CEO of the same date herewith, HACLA desires to authorize the President and CEO, or designee, to enter into contracts of up to five years with each of the two (2) top-ranked proposers, identified as The Liou Choice LLC, and California Consulting, Inc. with an initial contract amount of \$1,100,000 awarded to The Liou Choice, LLC, and an initial contract award of \$100,000 to California Consulting, Inc., and to further authorize the President and CEO, or designee, to award up to an additional \$900,000 between the awardees, based upon HACLA’s business needs, vendor expertise and performance, as determined by the President and CEO, or designee.

NOW THEREFORE BE IT RESOLVED that the Board authorizes the President and CEO, or designee, to execute contracts of up to five years each, with The Liou Choice, LLC in the initial amount of \$1,100,000, and California Consulting, Inc. in the amount of \$100,000, pursuant to awards under RFP No. HA-2021-129, and to further authorize the President and CEO, or designee, to award up to an additional \$900,000 between the awardees, based upon HACLA’s business needs, vendor expertise and performance, as determined by the President and CEO, or designee.

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-2021-129

Grant Writing, Development and Administration Services

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 (“LA-BAVN”) website, starting on July 2, 2021, through the bid submission deadline of August 2, 2021, for a total of 31 days. A total of 119 vendors viewed the RFP on the LA-BAVN website.

In support of HACLA’s policy to contract with Minority Business Enterprises (MBEs), Women's Business Enterprises (WBEs), and Labor Surplus Area (LSAs) businesses, to the extent possible, on July 2, 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 July 14, 2021, to provide answers and clarifications to questions received by the submittal deadline of by July 9, 2021.

E. Receipt of Proposals

Proposals were due on August 2, 2021. A total of three (3) proposals were received from the following firms:

| Company Name |
|-------------------------------------|
| California Consulting, Inc. |
| Jetco Solutions |
| The Liou Choice, LLC. (MBE and WBE) |

F. Review of Proposals for Responsiveness and Contractor Responsibility

The Contracts Administration Manager determined that the proposals were responsive and responsible.

G. Panel Review

A three-member panel (“Panel”) consisting of three HACLA employees met on September 7, 2021, and completed their initial review of the proposals. Interviews were deemed unnecessary. The panel unanimously determined that the two top ranked proposals (shown in bold in chart below) were competitive and warranted an opportunity to each submit a Best and Final Offer (BAFO).

H. Best and Final Offers

On September 8, 2021, a letter requesting a BAFO was sent to the Liou Choice, LLC (“Liou Choice”) and California Consulting, Inc. (“CCI”). Liou Choice and CCI timely submitted their BAFOs by September 10, 2021. Each submitted BAFOs by the September 10, 2021 deadline followed by Panel reevaluation and an adjustment to over-all consensus scoring as follows:

| EVALUATION PANEL SCORES | | |
|------------------------------------|-------------------------------|--------------------------------|
| Company | Panel Average Pre-BAFO | Panel Average Post-BAFO |
| The Liou Choice, LLC | 93.50 | 93.50 |
| California Consulting, Inc. | 65.00 | 72.00 |
| Jetco Solutions | 47.00 | N/A |

The Contract Administration Manager has determined that the both Liou Choice’s and CCI’s proposals are price reasonable compared to the independent cost estimate (“ICE”) completed prior to the release of the RFP.

I. Recommendation for Award

Staff proposes to award to The Liou Choice a majority of the contract award (\$1,100,000). The recommended award amount is based upon projected needs for their grant writing and grant administration services over the next five years including the desire that The Liou Choice continue to assist HACLA with administration of the Jordan Downs CNI Grant. The Liou Choice and its subcontractor, EJP Consulting, provide assistance with the Grant’s administration under a contract that expires in October of 2022. The award will enable HACLA to continue uninterrupted technical support and grant administration services for the duration of the existing award term. In addition, staff hope to apply for and receive future Choice Neighborhood grants for Rancho San Pedro and William Mead, each in the amount for \$35 Million, with assistance from The Liou Choice.

CCI's primary services are grant writing and staff desire to award CCI an initial amount of \$100,000, with the flexibility to award both it and The Liou Choice additional amounts progressively over the course of the next five years. Additional awards would be based upon HACLA's business needs, vendor expertise and performance, as determined by the President and CEO, or designee.

J. Workforce Profile

The following workforce composition was obtained from the companies as follows:

| <u>Company</u> | <u>Employees</u> |
|-----------------------------|---|
| The Liou Choice, LLC | Total: No employees; MBE-WBE Sole Proprietor |
| California Consulting, Inc. | Total: 4 2 minorities = 50% 1women = 25% |

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 Slason Economic Development Corporation |
| 36 | Vernon Network Committee |
| 37 | Young Black Contractors Association |