



REPORT

DATE ISSUED: August 18, 2015

REPORT NO: HCR15-058

ATTENTION: Chair and Members of the San Diego Housing Commission
For the Agenda of September 11, 2015

SUBJECT: Fiscal Year 2016 Regional Continuum of Care Council Contract for Project
Management Services

COUNCIL DISTRICT: 3

REQUESTED ACTION

Approve the execution of an agreement with LeSar Development Consultants totaling \$126,252 for Project Management Services on behalf of the Regional Continuum of Care Council during the term of October 1, 2015, to February 29, 2016.

STAFF RECOMMENDATION

That the San Diego Housing Commission (Housing Commission) take the following actions:

- 1) Authorize the execution of an agreement with LeSar Development Consultants in the amount of \$126,252 to provide Project Management Services on behalf of the Regional Continuum of Care Council (RCCC). The form and format of the agreement shall be subject to the approval of General Counsel of the Housing Commission;
- 2) Amend the Housing Authority-approved Housing Commission Fiscal Year (FY) 2016 budget to include an additional sum of \$126,252 in 2013 U.S. Department of Housing and Urban Development (HUD) Continuum of Care (CoC) Planning Grant funds and authorize the Housing Commission to expend \$126,252 from the 2013 HUD CoC Planning Grant in addition to sums originally included within the Housing Commission's FY 2016 Housing Authority approved budget. This funding amount is to be provided to the Housing Commission upon proper submittal of adequate documentation of expenditures by the Housing Commission, as determined by the County of San Diego's Housing and Community Development Department staff;
- 3) Authorize the President & Chief Executive Officer (President & CEO), or designee, to execute all necessary documents and instruments that are necessary and/or appropriate to implement these approvals, in a form approved by General Counsel, and to take such actions necessary and/or appropriate to implement these approvals; and
- 4) Authorize the President & CEO to substitute funding sources and/or increase compensation by not more than 20 percent of the total agreement amount for the proposed agreement, if necessary, without further action by the Board of Commissioners (Board) of the Housing Commission, but only if and to the extent that funds are determined to be available for such purposes.

SUMMARY

In accordance with the federal Homeless Emergency Assistance and Rapid Transition to Housing Act (HEARTH Act), HUD requires communities receiving CoC funds to establish a group that is organized to fulfill the responsibilities of CoC Programs. The group must be composed of “representatives of organizations, including nonprofit homeless providers, victim service providers, faith-based organizations, governments, businesses, advocates, public housing agencies, school districts, social service providers, mental health agencies, hospitals, universities, affordable housing developers, law enforcement, organizations that serve homeless and formerly homeless veterans, and homeless and formerly homeless persons.” In San Diego, the RCCC has served as the HUD-approved CoC coordinating body since 1998. Its Governance Board, of which the Housing Commission is a member, is representative of the relevant organizations and projects serving homeless subpopulations within the San Diego region.

As required by the HEARTH Act and outlined in the San Diego City and County CoC Governance Charter (Charter), the Governance Board acts on behalf of the RCCC. Per the unanimous vote of the Governance Board on March 26, 2015, in Action Item V.b.i., the Housing Commission was asked to solicit bids for temporary support to the RCCC. Respondents would be responsible for assisting the RCCC with implementation of their strategic plans. The results of that solicitation are the subject of this report and include projected costs and time frames for the contract.

Solicitation Process: On May 26, 2015, the Housing Commission issued a Request for Proposals (RFP) on behalf of the RCCC for Project Management Services with a total award amount of \$126,252. Advertisements were placed in the local newspapers the *San Diego Union-Tribune* (formerly *U-T San Diego*), *The Daily Transcript*, *La Prensa* and *San Diego Voice & Viewpoint*. The RFP was also posted on the Onvia Demandstar Web-based bid/proposal notification system, which is accessible on the Housing Commission’s website, www.sdhc.org. A total of 288 notifications were sent through the Onvia Demandstar system to registered nonprofits and agencies. During the solicitation period, 13 RFP packages were downloaded from the website. Housing Commission staff also provided a solicitation notice to the RCCC and the San Diego Association of Non-Profits for distribution to their members.

At the RFP closing date on June 15, 2015, one proposal from LeSar Development Consultants was received requesting \$126,252. A responsiveness review was conducted on June 15, 2015, to ensure the respondent submitted all required forms and documents. The proposal was found to be responsive.

An evaluation committee composed of Housing Commission, County of San Diego, and RCCC membership staff evaluated and scored the application in accordance with provisions in the RFP. The evaluation criteria and maximum point values included: Cost Proposal (25), Knowledge and Experience (55), Past Performance (15), and Qualification (5). A copy of the Proposal Evaluation Scoring form used is included with this report as Attachment 1. The committee classified the proposal as worthy of a possible award and requested supplemental information regarding the Scope of Work from the respondent. The additional documentation was received by LeSar Development Consultants on July 15 and 28, 2015, and was used by the evaluation committee to finalize scores. Below is the Proposal Scoring Summary, which represents the evaluation committee’s average score and recommendation:

Table 1: Evaluation Committee Score & Recommendation

LeSar Development Consultants	
<i>Average Score</i>	87
<i>Recommendation</i>	Award Contract

After careful consideration, the evaluation committee recommends the award of this contract for RCCC Project Management Services to LeSar Development Consultants due to the firm’s history and experience working in the field of homeless services as well as their capacity to adequately support and execute the work of the RCCC.

LeSar Development Consultants assists clients with growing healthy, thriving, and vibrant communities. It provides expertise in community development, housing, homelessness, workforce and economic development, sustainability, transportation, and civic and stakeholder engagement. Additionally, the firm has ample experience and expertise in communications, community outreach, and strategic planning.

Founded in 2005, LeSar Development Consultants is certified by the State of California as a woman-owned, small business corporation and has three offices located in San Diego, Los Angeles, and Sacramento. Since its launch, the firm has completed more than 85 scopes of work with 13 public agencies and municipal governments.

ABSENCE OF CONFLICT OF INTEREST

LeSar Development Consultants’ President & Chief Executive Officer, Jennifer LeSar, served as the Secretary of the RCCC Governance Board from June 27, 2014, until she resigned from the position on April 24, 2015. After careful review, the Housing Commission’s General Counsel concluded on June 30, 2015, that no conflict of interest exists in the award of this contract for RCCC Project Management Services to LeSar Development Consultants. However, the award of this contract will limit LeSar’s future ability to obtain contracts concerning the RCCC to the extent of local, state and/or federal conflict of interest rules. This admonition has been communicated to LeSar Development Consultants.

Project Description: The success of the RCCC relies on cross-sector community stakeholders, working together through a collective impact model, to centralize efforts and strengthen systems to help decrease homelessness in San Diego. Currently, there is no support staff to aid in the integration of the RCCC Governance Board, its various Advisory Committees, the Full Membership, and external agencies.

On March 19, 2015, the RCCC Executive Committee met and recommended approval of utilizing 2013 HUD CoC Planning Grant funds, of which the County of San Diego Housing and Community Development Department is the grantee, to assist in the overall direction, implementation, and technical support necessary to complete the RCCC’s strategic plans. The outline of work was created with input from all five of the RCCC’s Advisory Committees. These recommendations, along with the request that the Housing Commission contract for these services, were confirmed by the Governance Board at the March 26, 2015 meeting.

The RCCC Project Management firm will provide Project Management Services to assist the RCCC with the development and implementation of an action plan that results in its full operational compliance with the HEARTH Act and other applicable regulations, and recommend the appropriate resources and infrastructure development for successful implementation of approved plans, activities and actions. The

RFP incorporated elements designed to maximize outcomes for the RCCC. For example, the RCCC Project Management firm will:

- Develop and facilitate plans and policies to address and end homelessness in San Diego; enhance data collection and performance monitoring; make data-driven decisions; and improve housing and services reflective of the needs of the community.
- Develop RCCC activities including but not limited to Governance Board functioning, Coordinated Assessment and Housing Placement (CAHP) system development and implementation, Advisory Committee development and management, and membership management.
- In collaboration with Governance Board Executive Committee, develop next-step strategies, documents, agreements and/or tools for succession planning.
- Assist with Advisory Committee planning activities to serve sheltered and unsheltered homeless persons and those at risk of homelessness, and increase RCCC capacity and performance through governance, community-wide planning and strategic use of resources.
- Participate in and make presentations to the Governance Board, Advisory Committees, and a variety of boards and commissions; attend and participate in professional group meetings; stay abreast of new trends and innovations in the arenas of HUD and other federal, state and local regulations.
- Provide analytical and technical support for Advisory Committees, including short-term and long-term planning and development of policies and procedures.

Selection of LeSar Development Consultants for the RCCC Project Management Services streamlines and enhances the effectiveness of the RCCC by uniting coordination of RCCC activities under one body. LeSar Development Consultants' track record of assisting partners to successfully collaborate with target groups and providing constructive avenues of communication will greatly benefit the RCCC.

AFFORDABLE HOUSING IMPACT

As San Diegans continue to live in a City of San Diego (City)-declared housing emergency "shelter crisis," the need for immediate housing assistance is critical to the well-being of homeless community members. To assist in the creation of more permanent supportive housing resources, on November 12, 2014, the Housing Commission launched **HOUSING FIRST – SAN DIEGO**, its three-year Homelessness Action Plan, which applies the power of the Housing Commission's federal and local resources toward to achieving the goal of ending homelessness in the City. Through **HOUSING FIRST – SAN DIEGO**, the Housing Commission will assist up to 1,500 homeless individuals and families with housing as quickly as possible, with supportive services as needed.

A key component of **HOUSING FIRST – SAN DIEGO** is the incorporation of Coordinated Assessment and Housing Placement (CAHP) to more efficiently fill housing resources. Approval of this report's actions furthers the goals of **HOUSING FIRST – SAN DIEGO**, as the RCCC is responsible for developing, implementing, and administering the region-wide CAHP system, which will help to create a more efficient flow and use of housing resources. The RCCC Project Management Services will be responsible for facilitating this process.

FISCAL CONSIDERATIONS

The proposed FY 2016 funding approved by this action is not included in the Housing Commission's FY 2016 Housing Authority-approved budget. Approving this action will amend the FY 2016 Housing Authority-approved budget by \$126,252 from the County of San Diego's Housing and Community

Development 2013 HUD CoC Planning Grant and authorize the Housing Commission to spend the \$126,252 in addition to the Housing Commission’s FY 2016 budget. The activities listed in the RFP are all allowable expenditures within these categories.

- Coordination Activities
- Project Evaluation
- Project Monitoring
- Participation in the Consolidated Plan
- CoC Application Activities
- Determining Geographic Area
- Developing a CoC System
- HUD Compliance Activities

Funding sources and uses approved by this action include:

Table 2: Funding Sources and Uses Approved by this Action		Funding Uses	
		Contract/Consultant	TOTAL
Funding Sources	2013 HUD CoC Planning Grant	\$126,252	\$126,252
FY16 Housing Commission Budget Total		\$126,252	\$126,252

Additional Fiscal Impacts

Approving this action will further authorize the President & CEO, or designee, to substitute the above funding sources with other available funding sources, and to increase compensation by not more than 20 percent of the total contract amount based on a revised scope of work, contingent upon availability of funds, as approved by the Housing Commission and RCCC, and should the operational need arise or should such action be to the benefit of the RCCC. Funding substitutions and/or increased compensation will be memorialized in an Informational Report at the next scheduled Housing Commission Board meeting.

EQUAL OPPORTUNITY CONTRACTING

LeSar Development Consultant is a Small Local Business Enterprise and certified as a Small Business by the State of California. The company has submitted the required EOC forms and Workforce Report.

PREVIOUS RCCC ACTION

On March 19, 2015, the RCCC Executive Committee met and took action to recommend that the Housing Commission, on behalf of the RCCC, contract for services to assist in the overall direction, implementation and technical support necessary to support the Governance Board and its Advisory Committees. The services will be paid for utilizing \$126,252 from the 2013 HUD CoC Planning Grant.

On March 26, 2015, the Governance Board approved the above recommendation of the Executive Committee.

KEY STAKEHOLDERS and PROJECTED IMPACTS

Because the proposed services are part of a collaborative effort to end homelessness in San Diego, the Housing Commission will engage and dialogue with the RCCC Governance Board, Executive Committee, Advisory Committees, Full Membership, contracted agencies, and staff to ensure the work of the RCCC Project Management Services is being carried out as requested.

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Additionally, the RCCC is tasked with overseeing implementation of HUD requirements and approximately \$16 million of funding annually. Currently, general administration of the RCCC is handled by volunteers. Bringing on the RCCC Project Management Services will help ensure a group of this size has sufficient staff support to appropriately carry-out the important duties outlined in the RFP in a timely fashion.

ENVIRONMENTAL REVIEW

This activity is not a project as defined by the California Environmental Quality Act Section 21065 and State CEQA Guidelines Section 15378(b)(5), as it is an administrative activity of government that will not result in direct or indirect physical changes in the environment. The determination that this activity is not subject to CEQA, pursuant to Section 15060(c)(3), is not appealable and a Notice of Right to Appeal the Environmental Determination (NORA) is not required. This activity is categorically excluded from the National Environmental Policy Act pursuant to Part 58.35(b)(3) of Title 24 of the Code of Federal Regulations.

Respectfully submitted,

Melissa Peterman

Melissa Peterman
Director
Homeless Housing Innovations

Approved by,

Jeff Davis

Jeff Davis
Executive Vice President & Chief Operating Officer
San Diego Housing Commission

Attachments: 1) Proposal Evaluation Scoring Form

Hard copies are available for review during business hours in the main lobby of the San Diego Housing Commission offices at 1122 Broadway, San Diego, CA 92101 and at the Office of the San Diego City Clerk, 202 C Street, San Diego, CA 92101. You may also review complete docket materials on the San Diego Housing Commission website at www.sdhc.org.

PROPOSAL EVALUATION SCORING FORMS
RFP #HHI-15-19
“PROJECT MANAGEMENT SERVICES FOR THE SAN DIEGO RCCC”

Company/Proposer Name: _____

PROPSAL EVALUATION SCORING CRITERIA		Maximum Point Value	Points Awarded
A. Cost Proposal (Cost Best Value):	<p>Cost Proposals shall be evaluated and scored based on, but not limited to the following:</p> <ul style="list-style-type: none"> • Reasonableness of proposed costs in relation to other offers. • Proposed costs in relation to evaluated experience, qualifications and services offered. 	25	_____
B. Knowledge and Experience:	<p>Knowledge and experience shall be evaluated on, but not limited to the following:</p> <ul style="list-style-type: none"> • Demonstrated knowledge and experience with HUD, the HEARTH ACT and Continuum of Care Program regulations; • Experience working with non-profit service providers in the San Diego Regional Continuum of Care Council; • Demonstrated experience in effectively representing governmental agencies and/or nonprofit organizations and/or private firms and/or organizations with operations similar to the Commission; • Demonstrated experience Methods with developing presentations, business correspondence, and information distribution documents on behalf of others; • Demonstrated experience representing others the regarding contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations. 	55	_____
C. Past Performance:	<p>Demonstrated past performance including but not limited to:</p> <ul style="list-style-type: none"> • Qualifications and relevant experience of proposer and assigned project staff providing the services specified in the RFP. • Experience developing policies and procedures. • Experience working with non-profit organizations and HUD funded programs similar to that required by this RFP as verified by reference checks or other means. 	15	_____
D. Qualification:	<p>As defined in the Statement of Offerors Qualifications on page 25 and proof of appropriate business/and or professional licenses</p>	5	_____

	TOTAL POINTS AVAILABLE	100	_____
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COMPANY STRENGTHS & WEAKNESSES

STRENGTHS

WEAKNESSES

Evaluator Name: _____

Title: _____

Signature: _____

Date: _____