

Agenda Report

March 22, 2021

TO: Honorable Mayor and City Council

FROM: Department of Housing

SUBJECT: AUTHORIZATION TO INCREASE CONTRACT VALUE OF CONTRACT NO. 31566 WITH PERCEPTIV, INC. FOR HOMELESSNESS PUBLIC EDUCATION AND ENGAGEMENT CONSULTING SERVICES

RECOMMENDATION:

It is recommended that the City Council:

- 1) Find that the recommended action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the "common sense" that CEQA only applies to projects that may have an effect on the environment; and
- 2) Authorize the City Manager to amend Contract No. 31566 with Perceptiv, Inc. to increase the contract value to \$85,250.

BACKGROUND:

In April 2019, the Department of Housing undertook a competitive selection process to select a qualified consultant to develop and implement a local public education and engagement campaign on homelessness in Pasadena. Pursuant to this process, a contract was entered into with Perceptiv, Inc. for an amount not-to-exceed \$71,250. On October 19, 2020, the City Council authorized a \$5,000 increase to the original contract award for a total not-to-exceed value of \$76,250 to allow for the consultant to photograph and compensate ten people who previously experienced homelessness in Pasadena for inclusion in materials corresponding with the campaign.

Perceptiv, Inc. has been working with the Department for over one year to develop an educational campaign on homelessness tailored to Pasadena's unique needs. The campaign focuses on reframing the narrative around homelessness, dismantling the stereotypes surrounding people who experience homelessness, and raising awareness of solutions to combat homelessness among the public.

It is proposed that the contract with Perceptiv, Inc. be increased by \$9,000 for costs associated with additional production and development of marketing and communications elements. The deliverables created through this campaign will be owned by the City and are expected to be utilized long-term both internally among City departments and externally among stakeholder groups and the general public.

COUNCIL POLICY CONSIDERATION:

This action is consistent with the City Council's goal to support and promote the quality of life and local economy. Approval of the recommended action is in accordance with the Pasadena Continuum of Care system, General Plan Housing Element, Five-Year Consolidated Plan, and Five-Year Public Housing Authority Plan.

ENVIRONMENTAL ANALYSIS:

The action proposed herein is exempt from the California Environmental Quality Act (CEQA), pursuant to State CEQA Guidelines Section 15061 (b)(3), the "common sense" provision of CEQA which applies to projects which may have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. The amendment of a contract with additional funds for consulting services will not have a significant effect on the environment and, hence, is not subject to CEQA.

Authorization to Amend Contract No. 31566

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FISCAL IMPACT:

Approval of the recommended action will have no direct fiscal impact as the funds to be added to this contract are currently included in the Department's Fiscal Year 2021 Operating Budget. This action will increase Contract No. 31566 by \$9,000.

Respectfully submitted,

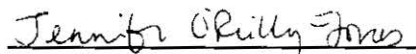


for

WILLIAM K. HUANG

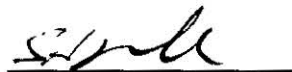
Director of Housing

Prepared by:



JENNIFER O'REILLY-JONES
Program Coordinator II

Approved by:



STEVE MERMELL
City Manager