

Agenda Report

October 19, 2020

TO: Honorable Mayor and City Council

FROM: Department of Housing

SUBJECT: AUTHORIZATION TO INCREASE THE CONTRACT VALUE OF CONTRACT NO. 31566 WITH PERCEPTIV, INC., FOR A LOCAL PUBLIC EDUCATION AND ENGAGEMENT CAMPAIGN ON HOMELESSNESS BY \$5,000 FOR A NOT-TO-EXCEED AMOUNT OF \$76,250

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 "General Rule" 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 total contract value by \$5,000 for a not-to-exceed amount of \$76,250 for a local public education and engagement campaign on homelessness.

BACKGROUND:

On December 3, 2018, Council authorized the City to submit a funding application to the California Business, Consumer Services and Housing Agency (BCSH) for Homeless Emergency Aid Program (HEAP) grant funds. The City was granted an award, and on February 14, 2019, the City entered into an agreement with the State for \$1,428,216 of HEAP funds, which must be expended by June 30, 2021.

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. The Department made available \$71,250 in HEAP funding through a Request for Proposals (RFP) for this effort. This funding opportunity was posted to Planet Bids, the City's vendor portal and was available to registered users. The RFP was transmitted to the Pasadena Partnership to

End Homelessness email listserv, which includes over twenty agencies that provide homeless services in the Pasadena area and was posted on the Pasadena Continuum of Care website. The RFP process was completed in June 2019 and four proposals were received in total from the following respondents: LeSar Development Consultants, Haines & Co., Inc, Perceptiv, Inc., and Light Bringer Project. An Evaluation Panel comprised of three City staff met to evaluate the four proposals that were received and assigned each a score out of a possible 100 points. The average scores of the proposals submitted in response to the RFP were as follows:

Proposer	Score
LeSar Development	68.3
Light Bringer Project	68.7
Haines & Co., Inc.	75.3
Perceptiv, Inc.	77.0

Perceptiv, Inc. was selected as the highest scoring proposal out of the four that were received and was recommended for a contract award of \$71,250. Staff received approval from the City Manager in October 2019 to enter into a subrecipient agreement with Perceptiv, Inc. to provide services through March 31, 2021.

Perceptiv, Inc. has been working with the Department for approximately 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 \$5,000 to expand the scope of work and allow for the consultant to photograph and compensate ten people who previously experienced homelessness in Pasadena for inclusion in materials corresponding with the campaign. Integrating the images and experiences of people from the Pasadena community who have had direct contact with the homeless services system will improve the overall quality and effectiveness of the campaign and personalizes the content at a local level. The deliverables created through this campaign are expected to be utilized long-term both internally among City departments and externally among stakeholder groups and the general public.

COUNCIL POLICY CONSIDERATION:

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.

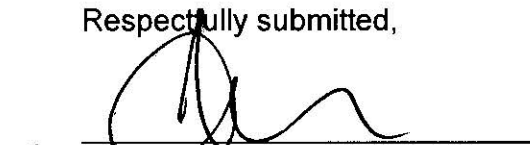
ENVIRONMENTAL ANALYSIS:

The action proposed herein is exempt from the California Environmental Quality Act (CEQA), pursuant to State CEQA Guidelines Section 15061 (b)(3), the "General Rule" 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.

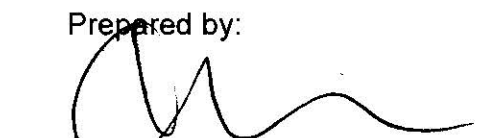
FISCAL IMPACT:

This action will add \$5,000 in state HEAP funds to Contract No. 31566 with Perceptiv, Inc. Approval of the recommended action will have no direct fiscal impact as the grant funds to be added to this contract are currently included in the Department's Fiscal Year 2021 Operating Budget.

Respectfully submitted,


for WILLIAM K. HUANG
Director of Housing

Prepared by:


for JENNIFER O'REILLY-JONES
Program Coordinator II

Approved by:


STEVE MERMELL
City Manager