

ATTACHMENT A

RESOLUTION

RHB-2023-04

**PASADENA RENTAL HOUSING BOARD
RESOLUTION NO. RHB-2023-04**

A RESOLUTION OF THE PASADENA RENTAL HOUSING BOARD APPROVING A CONTRACT AMENDMENT WITH BHYV CONSULTING TO INCREASE THE NOT TO EXCEED AMOUNT OF THE CONTRACT FROM \$74,999 TO \$425,000 AND TO CLARIFY THE SCOPE OF SERVICES

WHEREAS, the Pasadena Rental Housing Board on June 7, 2023 approved a contract with bhyv Consulting in an amount not to exceed \$74,999 for services related to the implementation of the Pasadena Fair and Equitable Charter Amendment (“Charter Amendment”); and

WHEREAS, there is an immediate need for housing counseling services to provide information and guidance to landlords and tenants regarding the Charter Amendment and to begin work on the Rental Registry required by Section 1812 of the Charter Amendment in order to comply with the requirements of the Charter Amendment to have a Rental Registry by the anniversary date of the effective date of the Charter Amendment; and

WHEREAS, until the Rental Housing Board is able to hire staff to provide the housing counseling services, bhyv Consulting is qualified and willing to provide such services and is qualified to provide services necessary to create a Rental Registry; and

NOW, THEREFORE IT BE RESOLVED that the Pasadena Rental Housing Board authorizes the Chair of the Rental Housing Board, subject to approval by the City Council, to enter into a contract with bhyv Consulting in an amount not to exceed \$425,000 with a scope of services consistent with Exhibit A attached, that includes, but is not limited to, housing counseling services to address the public information requests related to the Charter Amendment and establish a Rental Registry.

BE IT FURTHER RESOLVED, that the Pasadena Rental Housing Board requests that the City of Pasadena City Council approve the contract with bhyv Consulting so that the Pasadena Rental Housing Board can address the immediate need to provide public services to Pasadena landlords and tenants related to the Charter Amendment and comply with the Charter Amendment to establish a Rental Registry in a timely manner.

The foregoing Resolution was adopted at a regular meeting of the Pasadena Rental Housing Board of the City of Pasadena, duly held on the 26th day of July 2023, by the following vote:

AYES: Board Members Dunlop, Gonzalez, Henry, Najera, Pitts, Chavez, Siegal, Santiago, Torres, Vice Chair Lamar, Chair Bell

NOES: None

ABSTAIN: None

ABSENT: None

ATTEST:



MARK JOMSKY
CITY CLERK



RYAN J. BELL
CHAIR, RENTAL HOUSING BOARD

Exhibit A- bhyv Scope of Services (adopted by Board on July 26, 2023)

City of Pasadena, CA & bhyv Consulting
Rent Stabilization Start-up and Implementation Project

Proposed Scope of Work

The purpose of this agreement is to establish a mutual understanding between the **City of Pasadena Rental Housing Board (Client)** and **bhyv Consulting (Consultant)** for program design and implementation, policy development and strategic change management services to support the launch of the new rent stabilization program and plan. The following scope of services is based upon a timeline of July 26, 2023, to July 26, 2024, with an option to renew following the conclusion of the initial project period.

Services, Deliverables & Fees

Programmatic Infrastructure and Design Project

Service #1: Program development, budget drafting, and staffing models

Deliverables

- D1: Program plan and staffing model (organizational design)
- D2: Program budget with projections and fee analysis
- D3: Job descriptions for key start-up roles (based on staffing model and budget)

Fees

- **Total Fees: \$50,000**

Service #2: Community/stakeholder engagement

Deliverables

- D1: Stakeholder (internal and external) engagement plan and mapping
- D2: Stakeholder meeting materials and workshop design
- D3: Board stakeholder training and support
- D4: Rent regulation and registration - external stakeholder meetings
 - Landlord stakeholder meeting
 - Tenant stakeholder meeting

Fees

- **Total Fees: \$25,000**



Service #3: Board governance, adjudicative regulations, internal standard operating procedures, and policy manual (SOPs) for the adjudicative hearings and housing counseling services

Deliverables

- D3: Standard operating policies and procedures for the new program (document)
- D4: Adjudicative regulations and policies (documents)
- D5: Substantive Policy Priorities (documents)

Fees

- **Total Fees: \$50,000**

Service #4: Public information campaign and outreach

Deliverables

- D1: Support website content design
- D2: Create public information content and materials
- D3: Implement and support the RentMail email hotline
- D4: Provide limited housing counseling via RentMail (260 hours)

Fees

- **Total Fees: \$25,000**

Service #5: Administrative/Project Management

Deliverables - Ongoing

- General project management
- Subject matter expertise (for all services)
- Contract negotiations (with project contractors)
- Client and contractor meeting management

Fees

- **Total Fees: \$25,000**

TOTAL EST. PROJECT COST: \$175,000



Implementation Plan

Timeline	Milestones
July-August 2023	<ul style="list-style-type: none">● RentMail system created● Limited housing counseling services are provided via RentMail system● Outreach reporting templates & materials developed● Technical assistance provided for the development of board regulations.● Board training manual developed● Stakeholder (internal and external) engagement plan and mapping
September-October 2023	<ul style="list-style-type: none">● Board training provided● Ongoing limited housing counseling provided● Stakeholder meeting materials and workshop design● Facilitate One (1) Property Owner Workshop (Mid-September)● Facilitate One (1) Tenant's Rights Workshop (Mid-September)● Technical assistance provided for the development of board regulation● Program plan and staffing model (organizational design) Program budget with projections and fee analysis
November 2023-January 2024	<ul style="list-style-type: none">● Ongoing limited housing counseling provided● Standard operating policies and procedures for the new program<ul style="list-style-type: none">○ Programmatic SOP○ Hearings Unit SOP○ Housing Counseling SOP● Job descriptions for key start-up roles (based on staffing model and budget)● Technical assistance was provided for the development of adjudicative



	regulations and policies
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Project Logistics & Staffing

Working Arrangements

The Consultant will meet weekly via phone/ Zoom/in person with the designated Client contact for the rent stabilization project. Consultant will attend all necessary meetings to complete and report on the deliverables of the project including (but not limited to) full board meetings, committee meetings, and staff meetings. The primary mode of communication will be through email, along with the occasional use of other online software such as Slack, Asana, and Zoom. The Client will provide the Consultant with an organizational email if needed.

Consultant Status

In performing the obligations set forth in this Agreement, the Consultant shall have the status of an independent contractor and Consultant shall not be considered an employee of the Client for any purpose. All persons working for or under the direction of the Consultant are its agents and employees and are not agents or employees of the Client.

Billing

Client shall pay the consultant a monthly retainer of \$14,583.33 per month for a maximum of \$175,000 over the twelve-month contract period. Consultant shall submit monthly invoices by the 5th of each month beginning August 5, 2023.

Meet the Hive!

Chanée Franklin Minor (Principal/CEO)

Project Lead

Chanée Franklin-Minor is a seasoned attorney and housing policy professional who has worked for almost twenty years on rent control, anti-displacement, and civil rights issues. Chanée has served as a senior advisor under Governor Jerry Brown and former Congressman Ronald Dellums and is the "go-to" expert on housing stabilization implementation and design. She served as a senior staff attorney and division manager at the Berkeley Rent Stabilization Program, where she helped elevate it to what is now largely considered the best housing stabilization program in the nation. Recently, Chanée served as Program Manager at the City of Oakland Rent Adjustment Program where within 9 months, she transitioned a failing program into one of the best in California. Chanée is a problem-solver, negotiator, and steward of public trust. She is a California native and graduate of UCLA, Cornell Law School, The American

University of Paris, and the University of Oxford, New College, where she received a certificate in International Human Rights Law.

Ecatrina (Cat) Burton, MPP (Senior Consultant)

General Operations, Staffing, Budget, and Finance

Ecatrina Burton is a versatile policy advocate and a seasoned budget analyst who has worked for almost fifteen years on anti-displacement, anti-poverty, and racial equity issues. Recently, Ecatrina has served as Senior Budget & Management Analyst for the City of San Francisco and the City of Oakland where she specialized in incorporating racial equity into the day-to-day operations and budget development. Ecatrina is a policy innovator, revolutionary calculator, and coalition builder. She is the proud eldest biracial child of immigrant Marine Corps soldiers and a graduate of Harvard College and UC Berkeley's Goldman School of Public Policy.

Claudette Campos (Chief Operating Officer)

Project Operations, Client Relations, Vendor Management

Claudette is a world citizen who cares firstly for others above personal status and gain. She is masterful at creating effective solutions by critically analyzing situations and thinking in non-linear ways to create effective and efficient solutions. She excels at protocol streamlining, multicultural conflict resolution, and intergenerational customer service. Claudette received her BA in biochemistry and genetics from North Carolina State University and is proficient in five languages including Portuguese, Spanish, French, Japanese, and English.

Additional Consultants and Collaborators

Matthew Seigel, Former Staff Attorney City of Berkeley Rent Board (Of Counsel)

Subject Matter Expertise: Rent Stabilizations, Eviction Protection, and Board Governance

Cometria Cooper, Esq. (Senior Consultant)

Subject Matter Expertise: Rent Stabilizations, Eviction Protection, and Community Engagement

Marvin Nettles, JD/MPP (Senior Consultant)

Subject Matter Expertise: Rent Stabilizations, Eviction Protection, and Community Engagement

Leah Simon-Wiseberg, Legal Director, ACCE (Collaborator)

Subject Matter Expertise: Local, State; and Federal Landlord-Tenant Law



bhyv

Project Scope Agreement

Both client and consultant agree to the above-outlined scope of work and have submitted all edits to the scope. Upon mutual agreement, the Client will provide the Consultant with a formalized agreement.

Chaneé Franklin Minor, bhyv Consulting (Consultant)

Date

City of Pasadena, CA, Rental Housing Board (Client)

Date



City of Pasadena, CA & bhyv Consulting
Rent Registration Start-up, Implementation, and Design Project

Services, Deliverables & Fees

Rental Registration Project

Service #1: Design and launch rent registry and eviction databases

Deliverables

- D1: Initial research of established rent registry programs
 - Policy research and analysis of findings (document)
 - Survey and report of best practices (document)
- D2: Execute vendor contract for database build, implementation, and
- D3: Provide technical support for the rent registry database design
- D4: Conduct (1) landlord stakeholder meeting and (1) tenant stakeholder meeting concerning rent registration database design
- D5: Provide technical support for the development of rent registration regulations

Fees

- Total Fees: \$250,000

Service #2: Administrative/Project Management

Deliverables - Ongoing

- General project management
- Subject matter expertise (for all services)
- Contract negotiations (with project contractors)
- Client and contractor meeting management

Fees

- Total Fees: \$0

TOTAL EST. PROJECT COST: \$250,000

Implementation Plan

Timeline	Milestone
September-October 2023	<ul style="list-style-type: none"> ● Stakeholder (internal and external) engagement plan and mapping ● Begin initial landscape scan of rental Registration best practices ● Project manage the procurement process for vendor contract for database build-out
November 2023-December 2024	<ul style="list-style-type: none"> ● Policy research and analysis of findings (document) ● Survey and report of best practices (document) ● Provide project management/technical assistance for database design and implementation ● Support initial implementation and launch of rental registration portal
January - February 2024	<ul style="list-style-type: none"> ● Provide project management/technical assistance for database design and implementation ● Provide training and support for internal and external stakeholders ● Provide technical assistance for outreach and public information campaign ● Provide technical assistance for the development of rent registration regulations ● Draft internal rent registration forms for in-person filing ● Support initial implementation and launch of rental registration portal
March - April 2024	<ul style="list-style-type: none"> ● Provide project management/technical assistance for



	<p>database design and implementation</p> <ul style="list-style-type: none">• Provide technical assistance for outreach and public information campaign• Provide technical assistance for the development of rent registration regulations• Draft internal rent registration forms for in-person filing• Support initial implementation and launch of rental registration portal
May - June 2024	<ul style="list-style-type: none">• Provide technical assistance for outreach and public information campaign• Provide training and support for internal and external stakeholders• Support initial implementation and launch of rental registration portal

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