

# **ATTACHMENT B**

## **ITEM 2 – PASADENA RENTAL HOUSING BOARD**

**JULY 26, 2023  
REGULAR MEETING**

July 26, 2023

memorandum

M David Kroot  
Lynn Hutchins  
Karen M. Tiedemann  
Thomas H. Webber  
Dianne Jackson McLean  
Robert C. Mills  
Isabel L. Brown  
James T. Diamond, Jr.  
Margaret F. Jung  
Heather J. Gould  
William F. DiCamillo  
Amy DeVaudreuil  
Barbara E. Kautz  
Rafael Yaquián  
Celia W. Lee  
Dolores Bastian Dalton  
Joshua J. Mason  
Jeffrey A. Streiffer  
Elizabeth R. Klueck  
Jhaila R. Brown  
Gabrielle B. Janssens  
Rye P. Murphy  
Marc A. Bentzen  
Benjamin Funk  
Aileen T. Nguyen  
Katie Dahlinghaus  
Matthew S. Heaton  
Nazanin Salehi  
Erin C. Lapeyrolerie  
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To  
**Pasadena Rental Housing Board**

From  
**Karen Tiedemann**

RE  
Approval of Amendment to Scope and budget for contract with bhyv Consulting

**RECOMMENDATION:**

**That the Pasadena Rental Housing Board:**

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (common sense exemption)
2. Adopt a Resolution of the Pasadena Rental Housing Board of the City of Pasadena, California approving an increase in the contract with bhyv Consulting from \$74,999 to \$475,000 and expanding the scope of services to be provided by bhyv Consulting.
3. Authorize the Chair, acting on behalf of the Pasadena Rental Housing board, to execute an amendment to the agreement with bhyv Consulting after approval by the City Council, and direct services to be performed by bhyv Consulting;
4. To the extent the proposed action is subject to the Competitive Selection process, grant the contract an exemption pursuant to Pasadena Municipal Code ("PMC"), Section 4.08.049(B), contracts for which the City's best interests are served in that these are specialized services, and there is a need to proceed immediately. Competitive price bidding is not required pursuant to City Charter Section 1002(F), contracts for professional or unique services; and
5. Amend the Pasadena Rental Housing Board's Fiscal year 2024 Operating Budget by appropriating \$475,000 in the Pasadena Rental Housing Board Fund (689) for said services.

**BACKGROUND:**

The Pasadena Rental Housing Board ("PRHB"), at its meeting on June 7, 2023, approved entering into a contract with bhyv Consulting to provide interim staffing and consulting services to the PRHB with a not to exceed budget of \$74,999. The scope of services for bhyv included program development, budget drafting, assistance with adopting regulations and standards and procedures for adjudicative hearings and housing counseling services. The not to exceed budget was set at \$74,999 in order to avoid any conflict with the requirements of the City of Pasadena Charter that requires City Council approval of any contracts that exceed \$75,000. In order to stay within the \$74,999 budget certain services were removed from bhyv Consulting's original scope, including the establishment of the rental registry.

Since the approval of the bhyv contract, it has become clear that there is an immediate need for additional assistance from bhyv to monitor and respond to requests for information regarding the Pasadena Fair and Equitable Housing Charter Amendment ("Charter Amendment"). The City is receiving numerous requests each day from members of the public, many of which are time sensitive. Until the PRHB hires staff who can handle these requests, bhyv Consulting is prepared to handle the requests and has housing counselors available to fill this need. However, given the volume of requests it is clear that a budget increase for the bhyv contract is necessary as well as clarification on the scope of work to specifically include this work.

The Charter Amendment at Section 1812 requires that the PRHB create a Rental Registry and online portal within one year of the effective date of the Charter Amendment. The Charter Amendment was effective December 22, 2022. In order to comply with the requirements of the Charter Amendment it is necessary to commence work on the Rental Registry as soon as possible with the goal of having a Rental Registry in place by the anniversary date of the effective date of the Charter Amendment. Bhyv Consulting is prepared to commence work on the Rental Registry but the scope of services and the budget in the contract has to be amended to include this work. The work to create the Rental Registry under the bhyv contract is estimated to be \$300,000. The contract duration is for one year.

The Pasadena Charter requires that any contracts that exceed \$75,000 must be approved by the City Council. Although the PRHB is independent of the City Council (See Section 1811(m) of the Charter Amendment), the intersection between the PRHB and the Charter is not clear. To expedite the approval of the bhyv and eliminate any risk associated with failing to comply with the Charter provisions, it is recommended that the PRHB approve the increased contract with bhyv and recommend its approval to the City Council. Assuming that the PRHB approves the increased budget and scope change, the City Council could consider approval of the contract at its meeting on July 31<sup>st</sup>.

**FISCAL IMPACT:**

The City advanced funds to the PRHB in the initial amount of \$500,000 for start up costs. Initial payments to bhyv Consulting will be paid from the funds advanced by the City for the Pasadena Rental Housing Board Fund (689). The PRHB is charged with adopting a budget for the reasonable and necessary implementation of the provisions of the Charter Amendment. The bhyv Consulting contract also includes development of an initial staffing plan and budget for the PRHB with a goal of adoption of that budget in early fall 2023. Once the budget is adopted and the rental housing fee is set, it is expected that the costs of the bhyv Consulting contract will be funded through those rental housing fees. Since the contract covers a 12 month period it is expected that only a portion of the contact will be funded with the City advance, with the remained being funded from rental housing fees, once the fees are established and collected.

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

**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 \$475,000 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 \$475,000 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.

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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:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

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MARK JOMSKY  
CITY CLERK

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RYAN J. BELL  
CHAIR, RENTAL HOUSING BOARD

Attachment: Exhibit A- bhyv Scope of Services



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**City of Pasadena, CA & bhyv Consulting**  
*Rent Registration Start-up, Implementation, and Design 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 rental registry for the City of Pasadena. The following scope of services is based upon a ten (10)- month timeline beginning September 1, 2023, through June 30, 2024.

**Services, Deliverables & Fees**

**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: \$25,000

**TOTAL EST. PROJECT COST: \$275,000**

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### Implementation Plan

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





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

### 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 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 \$27,500 per month for a maximum of \$275,000 over the ten (10) month period. Consultant shall submit monthly invoices for the previous month's work by the 5th of each month beginning October 5, 2023. Client shall pay Consultant within two weeks of receiving the invoice. If payment is not received within two weeks of the Consultant's invoice submission, all services will be suspended until the outstanding invoice is paid in full.

## **Meet the Hive!**

### **Chanée Franklin Minor (misChief Executive Officer)**

*Principal, 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*

**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.

\_\_\_\_\_  
*Chanee Franklin Minor, bhyv Consulting (Consultant)*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*City of Pasadena, CA, Rental Housing Board (Client)*

\_\_\_\_\_  
*Date*

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**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 January 26, 2024, with an option to renew following the conclusion of the initial project period.

### **Services, Deliverables & Fees**

#### **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 #5: Public information campaign and outreach**

*Deliverables*

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

*Fees*

- Total Fees: \$25,000

**Service #6: 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**

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**Implementation Plan**

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



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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 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 \$29,166.66 per month for a maximum of \$175,000 over the six-month contract period. Consultant shall submit monthly invoices for the previous month's work by the 5th of each month beginning September 5, 2023. Client shall pay Consultant within two weeks of receiving the invoice. If payment is not received within two weeks of the Consultant's submission of the invoice, all services will be suspended until the outstanding invoice is paid in full.

### Meet the Hive!

#### **Chanée Franklin Minor (misChief Executive Officer)**

*Principal, 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

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bhyv

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**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.

\_\_\_\_\_  
*Chanee 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*

**Proposed Scope of Work**

Refer to identical paragraph on page 6.

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 rental registry for the City of Pasadena. The following scope of services is based upon a ten (10)-month timeline beginning September 1, 2023, through June 30, 2024.

**Services, Deliverables & Fees**

Rental Registry

**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
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- 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: ~~\$25,000~~ \$0 - included in rent stabilization plan scope of work on pg 7

**TOTAL EST. PROJECT COST: ~~\$275,000~~ \$250,000**

**Implementation Plan**

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



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

### 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 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.

Consultant is NOT providing legal advice and this contract does not constitute a lawyer-client relationship.



**Billing**

twelve (12) \$25,000  
~~\$250,000 - \$275,000~~ over the ~~ten (10)~~ month period. Consultant shall submit monthly invoices for the previous month's work by the 5th of each month beginning ~~October 5, 2023~~. Client shall pay Consultant within two weeks of receiving the invoice. ~~If payment is not received within two weeks of the Consultant's invoice submission, all services will be suspended until the outstanding invoice is paid in full.~~

August

**Meet the Hive!**

Principle/Chief Executive Officer

**Chanée Franklin Minor** (~~mis~~~~Chief Executive Officer~~)

*Principal, 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.

**Ecaterina (Cat) Burton, MPP (Senior Consultant)**

*General Operations, Staffing, Budget, and Finance*

Ecaterina 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, Ecaterina 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. Ecaterina 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.

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**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*

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**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.

\_\_\_\_\_  
 Chanee Franklin Minor, bhyv Consulting (Consultant)

\_\_\_\_\_  
 Date

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

\_\_\_\_\_  
 Date



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**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 ~~January~~ July 26, 2024, with an option to renew following the conclusion of the initial project period.

### **Services, Deliverables & Fees**

#### **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

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**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 #5: Public information campaign and outreach**

*Deliverables*      Create public information content, information and materials

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

*Fees*

- Total Fees: \$25,000

**Service #6: 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**

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**Implementation Plan**

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



## 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 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.

Consultant is NOT providing legal advice and this contract does not constitute a lawyer-client relationship.

### Billing

Client shall pay the consultant a monthly retainer of <sup>12</sup> \$14,583.33 per month for a maximum of \$175,000 over the six-month contract period. Consultant shall submit monthly invoices for the previous month's work by the 5th of each month beginning September 5, 2023. Client shall pay Consultant within two weeks of receiving the invoice. ~~If payment is not received within two weeks of the Consultant's submission of the invoice, all services will be suspended until the outstanding invoice is paid in full.~~

August

### Meet the Hive!

Principle/Chief Executive Officer

**Chanée Franklin Minor** (~~mis~~Chief Executive Officer)

*Principal, 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



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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)**

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\_\_\_\_\_  
*Chanee Franklin Minor, bhyv Consulting (Consultant)*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*City of Pasadena, CA, Rental Housing Board (Client)*

\_\_\_\_\_  
*Date*

**Jomsky, Mark**

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**From:** Gary Maat-Hotep  
**Sent:** Tuesday, July 25, 2023 8:56 PM  
**To:** RentalBoard  
**Cc:** A Marcy  
**Subject:** July 26th meeting: Do not hire an Executive Director

Some people who received this message don't often get email from

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**[A] CAUTION:** This email was delivered from the Internet. Do not click links or open attachments unless you **know** the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

To the 15 members of the Pasadena Rental Housing Board,

Please, I urge the Pasadena rental housing board to not hire an executive director or pay \$500,000 for the services of a legal consulting type team that was discussed at the July 12th board meeting.

I am 100% in opposition of the appointment and hiring of an executive director. By doing this the board is abdicating their responsibilities expressly stated in "The Pasadena Fair and Equitable Housing Charter. The intent and spirit of Measure H now Article 18 The Pasadena Fair and Equitable Housing Charter', is that a board comprised of 15 members to actively directly engaged in all aspects of "The Pasadena Fair and Equitable Housing Charter' as opposed to delegating and giving that Authority and Power to one particular individual, an executive director.

The board was not mandated by the Pasadena Fair and Equitable Housing Charter merely to rubber stamp the findings of *Hired Help*.

An executive director would be vested with too much power.

The power, control, and Authority that an executive director would have is the exact opposite of why We The

Citizens wrote, enacted and passed Measure H now codified as Charter Amendment Article 18, "The Pasadena Fair and Equitable Housing Charter".

The powers and responsibilities of an executive director should be done by various subgroups of the 15 members of the Pasadena rental housing board. All final decisions would be done through the 15-member board.

An executive director creates a bureaucracy instead of a democracy of a governorship.

The Pasadena rental housing board is vested with the authority to interpret and make rulings on the applicability of "The Pasadena Fair and Equitable Housing Charter", with the advice guidance and help of their legal counsel. The legal counsel for the board is to help explain and interpret the provisions of The Pasadena Fair and Equitable Housing Charter.

Individual members of the board or groups of members of the board would act as a conduit for the issues and questions addressed to the board by first submitting proposed responses to issues and questions to the boards Council for advice and guidance before responding to the person submitting the issue or question.

An executive director can never have the same passion, experience, desire, knowledge, resources, insight, trustworthiness, respect, and the uncorruptibility that a diverse 15 member team has.

Immediately for the time being have each of the 15 board members, with the assistance of the board's legal council, handle and respond to a proportionate share of the issues and questions so far submitted to the board. This will also give the board members a running started to a thorough and intense understanding an applicability of The Pasadena Fair and Equitable Housing Charter.

The 15 members of the board would then work directly with paid City staff as necessary to execute and implement the the boards objectives and directives.

This procedure in essence creates a barrier wall between the constituents who submit issues and questions to the board, and any direct involvement with City paid staff.

The 15 members of the board should be directly actively involved in the process of interpreting and applying the mandates of The Pasadena Fair and Equitable Housing Charter, assisted with their legal counsel, subject to the interpretation of our legal system where the final interpretation of The Pasadena Fair and Equitable Housing Charter.

The money saved could be utilized as grant money for initial consultation retainer fee for tenants who fight against landlords in Court Who challenge the boards final rulings in court.

Attorneys should now be financially motivated to represent tenants through a contingency fee because The Pasadena Fair and Equitable Housing Charter allows for the recovery of legal fees and Costs.

This is *"The Biggest Game Changer!"*

This puts tenants on a financial even playing field with their landlords.

And is in line with the board's duty to defend the Pasadena Fair and Equitable housing Charter, as expressly stated in section 1823.

You are literally directed by The Pasadena Fair and Equitable Housing Charter to be *the judge, jury, and executioner* of The Pasadena Fair and Equitable Housing Charter, with only our United States judicial

system having legal Authority above and beyond the Pasadena rental housing board.

Please, I urge the Pasadena rental housing board to not hire an executive or pay \$500,000 for for the services of a legal Consulting type team that was discussed at the July 12th board meeting.

I would like to address the rental board regarding this issue at the July 26th rental board meeting.

Sincerely, Pasadena  
resident,  
Dr. Gary Hampton-Maat-Hotep