

## McMillan, Acquanette (Netta)

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**From:** Adam Bray-Ali  
**Sent:** Monday, January 22, 2024 3:16 PM  
**To:** PublicComment-AutoResponse  
**Cc:** Adam Bray-Ali  
**Subject:** Public comment for items 14 and 15 on January 22, 2024 City Council meeting

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Good afternoon City Council Members,

For items #14 and #15 on the agenda for your council meeting this evening, there are two items related to the development and buildout of the rental housing board since their seating in the last 7 months.

Item #14 is a contract with a company that I have experience working with their products as 3DI manage the rental registry for the County of Los Angeles. Since these tools began rolling out in 2021, the experience in LA County is that they required registration in 2021 and 2022 and began charging landlords in 2023. From what I understand and have seen, there was a widespread challenge with getting the data and information collected and 'clean' to allow the billing and systems to be trustworthy. While I think this is probably the best option for a company to help the city with the registry required by Measure H and the city charter chapter 18.

**It is unclear if the full costs of the service and support for Pasadena will be covered with this contract for the first year. Has the Rental Housing Board and their consulting company (BHYV) clarified how the contract will handle cost overruns, requests for changes and other details of a contract of this nature?**

The database being developed and planned for the Rental Housing Board will, by its nature, be filled with extremely sensitive private information including names of tenants, rental amounts, ages, children, landlord names, addresses and other data to be determined. I am very concerned about the security of this data and the eventual concerns about privacy for all involved. The Charter Amendment language specifically states that this will be publicly available. **Now that the city is technically (kind of) in charge of the newly created department, have you ensured that the 3DI contract matches the requirements for data security that the city currently follows?**

For item #15, you are being asked to provide almost \$2,900,000 to further fund the start up and 6 months of costs in 2024 for the Rental Housing Board. As I attended the RHB meetings last year, it was very clear that this appointed Board is working towards creating an entity that they have now foisted onto the city in the form of a new department.

The cost structure that they have envisioned was crafted by a newly created consulting firm named BHYV that has zero local experience in Pasadena and had limited experiences in forming the budgets and costs other than mimicking the departments from cities where the consultants worked (see Senior Consultant Burton). While their proposed budget was developed, the RHB decided that they were not capable of managing this work and asked the city to take over the management by creating a new department in opposition to the actual wording and goals of Measure H. My concerns include a number of points but for tonight's discussion, I would be curious to hear discussion about these points:

1 - How is this budget going to work within the structure of hiring city employees and meeting the current systems in place for Pasadena city employees?

2- Why is the budget for the Rental Department being dictated by the Rental Housing Board and not the City Manager?

3 - Why is the Rental Department not located with or within the existing Housing Department that already is tasked with managing many adjacent city rules and regulations?

4 - Assuming that the entire budget for this new department and the rental housing board must be paid for by property landlords with no costs to be paid by renters or the general tax paying members of Pasadena, do these numbers match expectations from number 1 and the guidance of the City Manager?

5 - Measure H was voted by a less than 2/3rds of the voters. The costs are supposed to be based on 'fees' paid by landlords. How is the city handling their requirements to ensure that these new services being provided to landlords are actually being provided to landlords. If the majority of the budget for the department and board are being used for tenants, why are they not being assessed a fee for the services?

Thank you for your time and consideration.

Sincerely,  
Adam Bray-Ali

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Adam Bray-Ali

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