



Agenda Report

January 22, 2024

TO: Honorable Mayor and City Council

FROM: Rent Stabilization Department

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH 3DI, INC. FOR IMPLEMENTATION, OPERATIONS AND MAINTENANCE OF A RENTAL REGISTRY DATABASE/PORTAL IN AN AMOUNT NOT TO EXCEED \$269,714

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed contract is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the "common sense" provision that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with 3Di, Inc. for implementation, operation and maintenance of a Rental Registry Database/Portal for an amount not to exceed \$269,714 for a three-year period. Competitive Bidding is not required pursuant to the City Charter Section 1002(F), contracts for professional or unique services.

BACKGROUND:

The Rent Stabilization Department was created to support the Pasadena Rental Housing Board's (PRHB) duties to regulate rent increases in the city, provide eviction protections on certain rental properties in the city, and carry out the other duties set forth in Article XVII of the City Charter approved by Pasadena voters in November 2022.

One of the core systems needed to fulfil the department's duties is a rental registry database and portal. This database tracks information about rental properties to effectively implement the PRHB responsibilities.

Typical functions of a rental registry database include landlord registration of rental property details such as property address, owner contact information, rental unit

characteristic and tenancy information, and to serve as a portal to submit notices of rental increases and ownership changes. Additionally, a rental registry database aides in enforcing rent stabilization measures, protecting tenants from unfair rental practices and illegal displacement.

To support the implementation and ongoing maintenance of a rental registry database/portal the PRHB, in collaboration with the Department of Information Technology (DoIT), issued a Request for Proposals (RFP) for “Rental Registry Database and Portal” through OpenGov on October 10, 2023. Following advertising, 20 companies downloaded the RFP opportunity, none of which were a local Pasadena business. A total of three responsive proposals were received.

A panel consisting of DoIT staff and members of the Ad-Hoc Foundations Committee of the PRHB evaluated each proposal based on the evaluation criteria stated in the RFP:

Criteria	Weight
Scope of Work	20%
Experience	25%
Functional and Technical Fit	25%
Cost Proposal	20%
Local Pasadena Business	5%
Small or Micro-Business	5%
Total	100%

Using the evaluation procedures and criteria stated in the RFP, the proposals were scored and ranked as follows:

Rank	Proposer	Location	Score (100 max)
1	3Di, Inc	Brea, CA	85.6
2	Intellectyx, Inc	Denver, CO	76
3	Avenu Insights & Analytics, LLC	Centreville, VA	50.6

Attachment A contains the scoring summary of each criterion for the proposals.

Based on the scoring above, staff recommends authorization to enter into a contract with 3Di, Inc. for an amount not to exceed \$276,714 for three-years. The cost includes all software, licensing, professional services, and maintenance and support of the software for the entire length of the contract.

The PRHB also adopted a resolution on December 6, 2023 recommending the City Council approve the contract with 3Di, Inc. See Attachment B.

The implementation of the software is expected to be completed within six months.

3Di, Inc. brings over twenty years of experience delivering comprehensive, fully integrated solutions to issues found in affordable housing, accessible housing, and

tenant protections. They have a strong track record of implementing rental registries in multiple jurisdictions with rent stabilization ordinances, including Los Angeles County, and the cities of Los Angeles, Beverly Hills, Inglewood, Santa Ana, Maywood, Berkeley, Alameda City, Mountain View, Oakland, and San Francisco.

Currently, there are no active contracts with 3Di, Inc.

COUNCIL POLICY CONSIDERATION:

This proposed contract with 3Di, Inc. promotes the City Council's strategic goal to improve, maintain and enhance public facilities infrastructure; to provide a high quality of public service, which adds to the quality of life in the City and increases its attractiveness through more efficient management of resources.

ENVIRONMENTAL ANALYSIS:

The proposed contract is exempt from the CEQA pursuant to State CEQA Guidelines Section 15061(b) (3), the "common sense" provision of CEQA (formerly the general rule), which applies to projects which may have the potential for causing a significant effect on the environment. The proposed action will not result in any new development or physical changes.

FISCAL IMPACT:

The maximum cost of the proposed action will be \$267,714 over the three-year term of the contract. Funding for this action will be addressed through the utilization of budgeted appropriations anticipated to be available by January 22, 2024 when the City Council will review and approve the Rent Stabilization Department’s first annual budget.

The following table presents an overall contract summary:

FY2024 Contract Amount	\$ 119,900
Future Contract Amount	\$ 147,814
Total Fiscal Impact	\$ 267,714

Respectfully submitted,



PHILLIP LECLAIR
Interim Executive Director
Rent Stabilization Department

Approved by:


MIGUEL MÁRQUEZ
City Manager

Attachment A: Summary of Proposal Scoring

Attachment B: Resolution RHB-2023-18 – Recommending approval by the City Council for a contract with 3DI, Inc. for implementation, operation and maintenance of a Rental Registry Portal