

Agenda Report

May 19, 2025

TO: Honorable Mayor and City Council

FROM: Housing Department

SUBJECT: AUTHORIZE THE CITY MANAGER TO ENTER INTO CONTRACTS WITH FRIENDS IN DEED AND UNION STATION HOMELESS SERVICES WITH \$481,000 OF FEDERAL RUSH DISASTER FUNDING IN EACH CONTRACT TO PROVIDE HOMELESS SERVICES

RECOMMENDATION:

It is recommended that the City Council:

- 1) Find that the recommended actions are exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines per Section 15061 (b) (3), the "common sense" provision that CEQA only applies to projects that may have an effect on the environment;
- 2) Authorize the City Manager to enter into a contract in the amount of \$481,000, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with The FID Group dba Friends In Deed for homelessness prevention, rapid rehousing, and emergency shelter services with a contract term concluding on January 31, 2028;
- 3) Authorize the City Manager to enter into a contract in the amount of \$481,000, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with Union Station Homeless Services for rapid rehousing services with a contract term concluding on January 31, 2028; and
- 4) Grant the proposed contracts an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049(B) contracts for which the City's best interests are served.

BACKGROUND:

On January 29, 2025, in response to the Wildfires and Straight-line Winds disaster (i.e., the Eaton Fire), the City was awarded a U.S. Department of Housing and Urban Development (HUD) Rapid Unsheltered Survivor Housing (RUSH) Disaster Relief Grant

under the Emergency Solutions Grant (ESG) program in the amount of \$1,000,000.00. The grant is intended to address the housing and services needs of individuals and families experiencing or at risk of homelessness whose needs have been exacerbated by a major disaster and are not otherwise fully met by existing federal disaster relief programs. RUSH funding is subject to the same federal requirements that apply to annual ESG funding, with the exception of certain waivers made available by HUD. Under the terms of one available waiver, funds must be expended within 36 months of grant execution, by February 4, 2028. To meet required eligibility criteria, beneficiaries of RUSH grant funds must be homeless or at risk of homelessness, have been residing in an area affected by a major disaster, and have needs that will not be served or fully met by other existing federal disaster relief programs. Additionally, certain types of assistance are limited to extremely low-income households earning less than 30% Area Median Income.

Staff recommend entering into an agreement with The FID Group dba Friends In Deed in the amount of \$481,000 for the provision of homelessness prevention, rapid rehousing, and motel-based emergency shelter services. Staff further recommend entering into an agreement with Union Station Homeless Services in the amount of \$481,000 for the provision of rapid rehousing services. Staff recommend a competitive selection exemption due to both Friends In Deed's and Union Station Homeless Services' demonstrated success in effectively administering comparable federally funded homeless services programs for individuals and families in Pasadena. Each agency has comprehensive procedures to ensure operational effectiveness and would be able to quickly implement the programs bringing urgently needed housing and shelter resources to the community. These competencies serve the City's best interests as it recovers from the Eaton Fire disaster.

PROJECT OUTCOMES:

The agreement with Friends In Deed provides for services targeted to households experiencing housing instability as a result of the Eaton Fire disaster. Friends In Deed will provide homelessness prevention services, including the payment of rental arrears and/or short-term rental assistance, to extremely-low income households at imminent risk of homelessness. Households may also be provided with move-in assistance if they have been forced to relocate. The funding will support 20-25 households. Friends In Deed will also provide motel-based emergency shelter services for approximately 20 fire-impacted households. Additionally, Friends In Deed will provide rapid rehousing programming to approximately 7-10 households experiencing homelessness, supporting them in obtaining and maintaining permanent housing with move-in costs support and medium-term rental assistance. The agreement with Union Station Homeless Services provides for rapid rehousing services to support approximately 10-15 households experiencing homelessness. Services will be prioritized for fire-impacted households. Households will receive case management, move-in costs support, and medium-term rental assistance.

COUNCIL POLICY CONSIDERATION:

Approval of the recommended actions has the potential to provide essential housing to disaster-impacted individuals and families. Authorization of these contracts is in

accordance with the General Plan Housing Element, Five-Year Consolidated Plan, and Five-Year Public Housing Authority Plan.

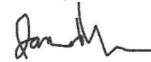
ENVIRONMENTAL ANALYSIS:

The action proposed herein is exempt from the California Environmental Quality Act (CEQA), pursuant to State CEQA Guidelines Section 15061 (b)(3), the "common sense" 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. Authorization of contracts for homeless services will not have a significant effect on the environment and, hence, is not subject to CEQA.

FISCAL IMPACT:

Approval of the subject recommendations will have no fiscal impact as the funding is currently included in the Department of Housing's adopted FY 2025 Operating Budget and proposed FY 2026 Operating Budget.

Respectfully Submitted,



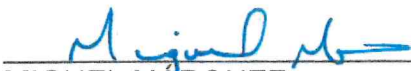
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Prepared by:



for Jennifer O'Reilly-Jones
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Approved by:



MIGUEL MARQUEZ
City Manager