



CITY OF POMONA

COUNCIL REPORT

July 15, 2019

To: Honorable Mayor and Members of the City Council

From: Linda C. Lowry, City Manager

Submitted by: Kirk Pelser, Deputy City Manager

SUBJECT: AWARD OF A PROFESSIONAL SERVICE CONTRACT TO KEYSER MARSTON ASSOCIATES FOR AFFORDABLE HOUSING RELATED SERVICES IN THE AMOUNT OF \$67,035 WITH AUTHORIZATION TO AMEND THE CONTRACT BY UP TO 10% (\$6,704) IF NECESSARY FOR ADDITIONAL RELATED SERVICES

RECOMMENDATION:

It is recommended that the City Council:

- 1) Award a professional services contract to Keyser Marston Associates (KMA) in the amount of \$67,035 for affordable housing consultant services;
- 2) Authorize amending the contract by up to ten percent (10%) (\$6,704) of the original contract amount for unforeseen additional related work, if necessary; and
- 3) Authorize the City Manager to execute the contract and any necessary amendments up to the authorized ten percent (10%).

EXECUTIVE SUMMARY:

The award of a professional services contract to Keyser Marston Associates will provide for the consultant to perform a variety of affordable housing related services. The contract amount is \$67,035 with provision for up to a 10% increase (\$6,704) for additional related services. Sufficient funds to cover the contract cost are available in the Fiscal Year 2019/2020 budget.

FISCAL IMPACT:

Funds for this contract are available in different accounts. Jamboree Housing made a \$20,000 deposit upon execution of their Exclusive Negotiations Agreement to offset the City's costs. This deposit will be used for the portion of work associated with the proposed Jamboree project at Mission & Park (Account 756-9200-52285-51335). The remaining portion of this contract has been budgeted in the Housing Division's Controllable Contracts Account 131-6201-52285-00000. The ten percent contingency of \$6,704 will be approved if necessary for unforeseen related additional work.

PUBLIC NOTICING REQUIREMENTS:

In accordance with Section 2-977 of the City's Purchasing Ordinance, a Notice Inviting Proposals was published on March 26, 2019, to the Public Notices board and PlanetBids. Three (3) proposals were received by the April 23, 2019 deadline.

DISCUSSION:

The City of Pomona and Pomona Housing Authority have a need to retain a highly qualified consultant to provide financial feasibility and technical review professional services for several affordable housing related efforts as summarized below:

Project Specific Services

- Renegotiate an existing, and now infeasible, Development Agreement with Mayans Development for a 4.2-acre site at 1041 S. White Avenue in Pomona. The original project concept and DDA called for inclusion of an approximately 2.0 acre public park and 22 for-sale homes, of which seven were to be affordable. The City/Authority now wishes to reexamine the deal without a public park and to analyze the feasibility of more residential units on site, including more affordable units, and supportable land value.
- Negotiate a new 1.4-acre affordable multifamily housing Development Agreement. The Authority owns a full block bounded by Mission Blvd., Park Ave., 6th St., and Parcels St. The City/Authority has entered into an Exclusive Negotiation Agreement with Jamboree Housing Corporation for this site with the desire to see a multifamily affordable housing development implemented. Preliminary analyses suggest that the site's physical characteristics and zoning will allow for development of roughly 50-60 dwelling units.
- Both of these projects require a consultant experienced in performing the technical reviews and financial pro forma analyses to determine the extent and form of financial assistance, if needed, to bring these affordable housing projects to fruition.

Inclusionary Housing Services

- The Pomona City Council has directed staff to bring forward a comprehensive report regarding the details of how an inclusionary housing ordinance can be crafted and adopted before the end of 2019. The City/Authority will need to retain qualified consultant to work with staff and current legal counsel (Best, Best & Krieger) to help shape the ordinance and to perform the quantification of the supportable in-lieu fees, program design, and creation of implementation procedures.

Three proposals were received by the April 23, 2019 deadline, as summarized below.

Proposer	Price Proposal	Score
Keyser Marston Associates	\$67,035	178
EPS	\$102,290	132
BAE	\$144,480	118

The three proposing firms are highly qualified to assist and advise the City and Housing Authority regarding the affordable housing project and policy needs. Keyser Marston Associates (KMA) was ranked the highest based on their staff ability and experience, time commitment to the project, familiarity with the area and methodology and approach to the goals of the project, and price value. A team of staff members reviewed the proposals with the assistance of the City's Purchasing Manager. KMA's proposal was deemed the most responsive and they submitted the lowest fee proposal. A complete scoring chart is provided as Attachment 1.

Staff has verified that KMA is qualified and available to move forward with the scope of work necessary to accomplish the City's needs. KMA has worked with many California municipalities and housing authorities for over 40 years and they are one of the preeminent firms providing advisory services to local government. Staff is very familiar with KMA's team and is pleased to recommend their selection for this engagement.

Prepared by:

Kirk Pelsner, Deputy City Manager

ATTACHMENTS:

- 1) Proposal Score Sheet