

**PASADENA RENTAL HOUSING BOARD
RESOLUTION NO. RHB-2023-12**

A RESOLUTION OF THE PASADENA RENTAL HOUSING BOARD AUTHORIZING THE CHAIR OF THE BOARD TO ENTER INTO A CONTRACT AMENDMENT WITH ALLEGRA CONSULTING INCREASING THE TOTAL NOT-TO-EXCEED AMOUNT OF THE CONTRACT FROM \$25,000 TO \$74,999 AND EXPANDING THE SCOPE OF THE CONTRACT

WHEREAS, the Pasadena Fair and Equitable Charter Amendment (“Charter Amendment”) went into effect on December 22, 2022, and the Rental Housing Board (“Board”) was appointed on April 19, 2023; and

WHEREAS, the Board entered into a contract with Allegra Consulting to provide outreach and communication services in an amount not to exceed \$25,000; and

WHEREAS, Allegra Consulting has been working closely with the Ad Hoc Outreach and Communications Committee to craft and implement an outreach plan to ensure that citizens of the City of Pasadena are aware of the Charter Amendment; and

WHEREAS, there is a need to increase the amount of the Allegra Consulting contract as well as the scope to continue outreach efforts, including publicizing upcoming workshops and stakeholder meetings.

NOW, THEREFORE, BE IT RESOLVED by the Board that the Chair of the Board is authorized to enter into an amendment to the Allegra Consulting Contract to increase the total amount of the contract to an amount not to exceed \$74,999 and to expand the scope of the contract to include the services set forth in Exhibit A to this Resolution.

The foregoing resolution was adopted at a regular meeting of the Pasadena Rental Housing Board, duly held on the 11th day of October 2023, by the following vote:

AYES: Board Members Dunlop, Gonzalez, Henry, Pitts, Chavez, Siegal, Santiago, Torres, Markowitz, Chair Bell

NOES:

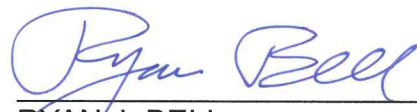
ABSTAIN:

ABSENT: Vice Chair Lamar

ATTEST:



DESIREE ACOSTA
RECORDING SECRETARY



RYAN J. BELL
CHAIR, RENTAL HOUSING BOARD

EXHIBIT A



September 26, 2023, Revised October 4, 2023

To: Allison Henry, Member at Large
Pasadena Rental Housing Board

Cc: Mr. Ryan Bell, Chair

Fr: Suzanne Madison, CEO

Re: Community Outreach and Request for Purchase Order Increase

Thank you for allowing Allegra Consulting to support the launch and development of the PRHB community outreach program. We're excited about the momentum gained during our contract period, which started on June 23, 2023. We'd like to share where we are with Allegra's current expenditures and anticipated projected expenses based on the work plan Community Outreach and Media Strategy.

Purchase Order Number 1240110-01 \$24,999.00

ACTION ITEMS	BUDGET	COMPLETED/PAID
Allegra Invoice #2102108 – July 2023 Work Performed	\$3,885.00	Completed/Paid
Allegra Invoice #1202111 – August 2023 Work Performed	\$7,897.55	Completed/Unpaid
Draft Work Plan – Three/Four Focus Areas	\$3,200.00	Workplan in Process
October 17 and 18 Landlord/Tenant Workshops Strategy, Creative Design, and Project Coordination Direct Mailers Social Media Content Digital Ads Eventbrite Platform City Newsfeed/Calendar Media Content	\$5,340.00	In Process
PRHB Forms • Notice of Rent Withholding Rent Rollback Form • General Notice to Tenants • Notice to New Tenants	\$2,225.00	In Process/Completed Adjusted

<ul style="list-style-type: none"> • New eviction Protections • Layout and Revisions 		
Outreach and Printed Flyer Distribution – All Pasadena Public Libraries (7 locations)	\$267.00	Completed
Client Meetings - September	\$300.00	Completed
Press Release Distribution (2 Articles Submitted)	\$550.00	Completed
FAQ Trifold (Printed Media)	\$600.00	In Process / Printing 1,000 Units
SUBTOTAL	\$24,264.55	Will be invoiced against Purchase Order Number 1240110-01 \$24,999.00
Workshop #1 October 17 and 18 Landlord and Tenant Workshops Landlord Flyer – 1,000 Units Tenant Flyer – 1,000 Units Flyer Distribution 8 Hours: \$712.00 Marketing and Outreach: \$2,666.00	Workshop #1 Direct Mailers \$1,230.00 \$712.00 \$2,666.00	Printing In Progress Outreach 10/09/2023
Workshop #2 Reuse and update artwork. Marketing and Outreach	\$750.00 \$2,666.00	Projected
Workshop #3 Reuse and update artwork. Marketing and Outreach	\$750.00 \$2,666.00	Projected
Workshop #4 Reuse and update artwork. Marketing and Outreach	\$750.00 \$2,666.00	Projected
PWP – Utility Billing Insert Print Cost – TBD/City/PWP	\$1,250.00	Projected
PDOT – Transit Media Pasadena Bus Shelter Media - 20 bus shelter locations and 20 interior bus signage.	Locations: No Cost Creative Design: \$3,560.00 October/November 2023 Project Coordination: \$750.00 Printing and Production: 30 Bus Shelter Posters: \$1,678.50 30 Bus Interior Advertisements: \$265.80 Transit Media Total: \$6,250.30	Projected for October/November 2023

Client Meetings (\$150.00 Per Meeting)	\$3,600.00	Projected
NDLON Spanish Workshop #5 4 Info Videos (\$3,996.00) and support with one Community Forum/Workshop, Live Streaming In-person and Virtual. (\$2,985.00)— Spanish workshop #5 In Collaboration with BHYV Project Coordination Allegra: \$750.00	\$6,981.00 \$750.00	Projected
Additional Forms and Misc. Marketing/Outreach Activities – As needed over 12 months	\$16,313.00	Used by the board as needed for outreach activities.
Existing Purchase Order	\$24,999.00	Actual 2023
ADDITIONAL FUNDING REQUESTED	\$50,734.45	Projected 2023
Total 2023 Budget Outreach	\$74,733.45	