



**COMMUNITY DEVELOPMENT COMMISSION
of the County of Los Angeles**

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Executive Director

November 18, 2014

The Honorable Board of Commissioners
Community Development Commission
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Commissioners:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

1-D November 18, 2014

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

**APPROVAL OF CONTRACT AMENDMENT BETWEEN THE COMMISSION AND NON-PROFIT
INDUSTRIES, INC. DBA SOCIALSERVE.COM FOR THE INTERNET-BASED LOS ANGELES
COUNTY HOUSING RESOURCE CENTER
(ALL DISTRICTS) (3 VOTE)**

**CIO RECOMMENDATION: APPROVE (X) APPROVE WITH MODIFICATION ()
DISAPPROVE ()**

SUBJECT

This letter recommends approval of a Contract Amendment between the Commission and Socialserve.com for the uninterrupted operation and expansion of the Los Angeles County Housing Resource Center (LAC-HRC) database website and associated housing locator services. This letter relates to an item on the agenda of the Board of Supervisors for approval of one year of continued Homeless Prevention Initiative (HPI) funding from the County.

IT IS RECOMMENDED THAT THE BOARD:

1. Authorize the Executive Director to accept a total amount of up to \$202,000 in HPI funds for the uninterrupted operation and expansion of the LAC-HRC database website under the Socialserve.com contract.
2. Authorize the Executive Director, or his designee, to execute a Contract Amendment between the Commission and Socialserve.com, extending the contract through December 31, 2015, and increasing the contract amount from \$2,109,284 to \$2,311,284 using ongoing HPI funds, for the purposes described above, to be effective following approval as to form by County Counsel and

execution by all parties.

3. Authorize the Executive Director, or his designee, to amend the Contract to increase the compensation amount by up to 10% above the amended total, and to further expand or amend the scope of services and deliverables in keeping with the purpose of the Contract, to be effective following approval as to form by County Counsel, review and approval by the Chief Information Officer, and execution by all parties.

4. Find that approval of the Amendment is not subject to the provisions of the California Environmental Quality Act (CEQA) because the proposed activity is not defined as a project under CEQA and will not have the potential for causing a significant effect on the environment.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended actions is to approve an extension of the existing contract with Socialserve.com in order to continue uninterrupted operation of the LAC-HRC website and call center.

The current sole source contract with Socialserve.com was executed March 31, 2009, and has had five amendments and one contract extension approved since that time. Because the current contract is due to expire on March 31, 2015, with the LAC-HRC website functioning effectively and having over 11,300 registered landlords, the Commission recommends continued and uninterrupted operation of the LAC-HRC website. In consideration of the Procurement concerns related to extended sole source contracts, and because of the multiple amendments to the Contract, the Commission plans to return to your Board with recommendations and sole source justification to enter into a newly restated contract with Socialserve.com for continuing operation of the LAC-HRC website beyond 2015. The ability to enter into a new, restated, Contract for this project would allow for consolidation of previous amendments and restatement of project objectives in accordance with current housing and homelessness prevention priorities. Further, it would allow more time for the new First and Third Supervisorial District Commissioners to review the project goals and accomplishments. In order to have sufficient time to re-structure the Contract, the Commission requests permission to extend the current contract by nine months, and will return to this Board with recommendations and a proposed new Contract prior to the end of 2015.

The attached amendment also includes administrative corrections and two adjustments to the scope of work that are described below.

FISCAL IMPACT/FINANCING

The HPI was created in April 2006 using ongoing County General funds in the amount of \$202,000 per year for the LAC-HRC. The most recently approved budget authorization for transfer of the funds to the Commission provides funding through calendar year 2014. Because the contract with Socialserve.com runs through March 31, 2015, additional HPI funding authority is needed. This request is for one additional year of HPI funding, which will accompany a nine-month extension of the contract to align the funding and the contract authority. The proposed one year of additional funding will increase the contract amount by \$202,000. The amount will be included in the Commission's annual budget approval process. Funds for this project are included in the Commission's approved Fiscal Year 2014-2015 budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On April 4, 2006, the Board of Supervisors approved an HPI recommendation to establish a housing search and listing database website for Los Angeles County. On December 19, 2006, the Board of Supervisors approved a joint recommendation submitted by the CEO and the Commission, delegating authority to the CEO to execute a sole source agreement with Socialserve.com to create a website called the LAC-HRC. The website was subsequently launched in June 2007.

The primary purpose of the website and call center support is to provide free listing services of residential rental properties in Los Angeles County, to keep the listings updated, and to make the rental listings available at no cost for individuals, families and housing caseworkers in the County via the internet or toll-free phone call. The listing information includes data on landlords who accept tenants with Section 8 Housing Choice Vouchers and Veterans Affairs Supportive Housing (VASH) Vouchers. The website also has additional information on special needs rental units to assist County departments and approved agencies with housing placement. The LAC-HRC has proven to be very successful, and there are currently over 11,300 landlords registered and approximately 2,000 units currently available or with an open waiting list.

In 2009, the contract administration for the LAC-HRC was transferred from the CEO to the Commission. Commission staff manages the workflow of website changes, coordinates among stakeholder agencies, develops marketing material, manages passwords, and provides training on the website. The Commission also requires that all multifamily affordable and special needs housing projects that are funded under Commission programs are registered on the website.

Following the County's receipt of federal stimulus and recovery funds for housing in 2009 and 2010, the LAC-HRC was used to provide screening and mapping functions to assist the public and professional users in evaluating program eligibility for the Homelessness Prevention and Rapid Re-housing Program (HPRP), and the Neighborhood Stabilization Program (NSP). Since March of 2013, the LAC-HRC website and call center have been used to provide housing locator and rent comparability tools to service agencies administering First 5 Supportive Housing for Homeless Families funds.

The most recent accomplishment of the LAC-HRC website and call center function was the creation of a separate listing platform for affordable rental units that have accessible features for persons with mobility of sensory disabilities. This feature has allowed for increased affirmative marketing of affordable rental units that comply with the highest federal and state accessibility standards.

Two other program enhancements are in development, but not yet finalized. The first enhancement would be a partnership with the City of Los Angeles Housing and Community Investment Department (HCID-LA) for a partner website to the LAC-HRC that would also be managed by Socialserve.com, as authorized by your Board. The LAC-HRC currently has a similar partnership with the City of Pasadena that is operational. This new HCID-LA partnership is being explored, and, if approved and implemented, would bring additional rental listings, including affordable accessible units, funded by HCID-LD to the LAC-HRC website database for the benefit of all users. In order to facilitate the potential website partnership with HCID-LA, the proposed contract amendment includes new language that explicitly allows for the negotiations and development of a Cooperation Agreement for this partnership during this contract term. The Cooperation Agreement would need to be reviewed and approved by County Counsel and the Chief Information Officer for execution, and it would not lead to additional costs to the Commission, other than administrative costs that would be paid to the Commission by HCID-LA.

The other program enhancement would be a Disaster Recovery module that would bring additional

capacity and protocols that would allow the County or Commission to utilize the LAC-HRC as a temporary or permanent housing locator tool in the event of disaster. Recommendations and analysis of costs on this program enhancement will be included in the next request to enter into a restated new contract.

The current contract term, which expires on March 31, 2015, does not align with the HPI annual funding, which has been done on a calendar year basis. By authorizing this nine-month extension, the contract term and funding will be on concurrent timelines.

The attached contract amendment also corrects and updates the Commission Project Director, includes mention of the HCID-LA partnership negotiations, and adds additional flexibility to pay for graphic design, printing, travel, and training costs on Task 12.

The Chief Information Office reviewed this Board letter and recommends approval. The CIO determined this recommended action contains no new Information Technology (IT) matters requiring an analysis.

ENVIRONMENTAL DOCUMENTATION

The approval of the Amendment to the Contract between the Commission and Socialserve.com for the expansion of the LAC-HRC Project is exempt from the provisions of the National Environmental Policy Act pursuant to 24 Code of Federal Regulations, Part 58, Section 58.34 (a)(3) because it involves administrative activities that will not have a physical impact on or result in any physical changes to the environment. The action is not subject to the provisions of CEQA pursuant to State CEQA Guidelines 15060(c)(3) and 15378 because it is not defined as a project under CEQA and does not have the potential for causing a significant effect on the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will enhance the ability of the Commission to continue negotiation with HCID-LA to enter into a Cooperation Agreement on shared housing data that would benefit all Los Angeles County residents, housing locators, service agencies and persons with physical or sensory disabilities.

The uninterrupted operation and additional services approved through this Amendment Number Six will provide benefits to residents of Los Angeles County, including landlords and tenants, as well as housing locators, persons with disabilities, veterans, and other providers of affordable, special needs, supportive, transitional and emergency housing.

The Honorable Board of Supervisors

11/18/2014

Page 5

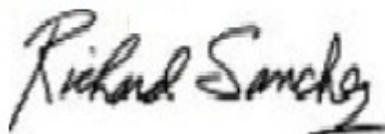
Respectfully submitted,

Handwritten signature of Sean Rogan in black ink, featuring a stylized 'S' and 'R' followed by a horizontal line.

SEAN ROGAN

Executive Director

Reviewed by:

Handwritten signature of Richard Sanchez in black ink, written in a cursive style.

RICHARD SANCHEZ

Chief Information Officer

SR:CC:ln

Enclosures

**AMENDMENT NUMBER SIX
TO CONTRACT FOR INTERNET-BASED HOUSING DATABASE
WEBSITE SERVICES BY AND BETWEEN COMMUNITY DEVELOPMENT
COMMISSION AND NON-PROFIT INDUSTRIES, INC. d/b/a SOCIALSERVE.COM**

This Amendment Number Six (this "Amendment") to Contract for Internet-Based Housing Database Website Services (the "Contract") is entered into this ___day of December, 2014 by and between the Community Development Commission ("Commission") and Non-Profit Industries, Inc. d/b/a Socialserve.com ("Contractor").

RECITALS

WHEREAS, on March 24, 2009, the Board of Commissioners of the Community Development Commission of the County of Los Angeles ("Board of Commissioners") approved a Sole Source Contract between the Commission and Contractor to provide internet-based housing information; and

WHEREAS, on March 31, 2009, the Commission entered into a Contract for Internet-Based Housing Database Website Services (the "Contract") with Contractor to provide internet-based housing database website services on a website named the Los Angeles County Housing Resource Center (the "LAC-HRC"); and

WHEREAS, the maximum Contract amount needs to be periodically increased to accommodate annual Homeless Prevention Initiative ("HPI") funds approved by the Board of Commissioners to pay the yearly Contractor fee; and

WHEREAS, between September 22, 2009 and May 9, 2010, five Contract amendments have been executed, and the maximum Contract amount was increased into \$2,109,284; and

WHEREAS, the Board of Commissioners further authorized the Executive Director of the Commission to amend the Contract to increase the compensation amount by up to 10% above the amended total, and further expand the scope of services and deliverables in keeping with the purpose of the Contract, following approval as to form by County Counsel and approval by the County of Los Angeles' Chief Information Office ("CIO"); and

WHEREAS, this Amendment No. 6 further seeks to add additional work items that require the maximum Contract amount to be increased by an additional \$202,000 to a revised maximum of \$2,260,784, which was authorized by Board of Commissioners on November 18, 2014; and

WHEREAS, this Amendment No. 6 seeks to extend the completion date of this Contract by nine months in order to align the Contract term and funding terms.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is agreed between the parties that the Contract shall be amended as follows:

1. Paragraph 5.1 of the Contract is hereby deleted in its entirety, and shall be replaced by the following new Paragraph 5.1 to read as follows:

 "5.1 The Maximum Contract Sum is \$2,311,284 for the six year and nine months term of this Contract. Funds and Contract Authority approved by Commission as Contingency Funds shall be available for Commission-approved work items only."
2. Exhibit A (Statement of Work) shall be deleted in its entirety and replaced with the Exhibit A-1 (Statement of Work Amended) attached hereto and incorporated by reference.
3. Exhibit B (Schedule of Deliverables and Payments) shall be deleted in its entirety and replaced with the Exhibit B-1 (Schedule of Deliverables and Payments Amended) attached hereto and incorporated by reference.
4. Exhibit D-1 (Commission's Administration) shall be deleted in its entirety and replaced with the Exhibit D-1 (Commission's Administration Amended) attached hereto and incorporated by reference.
5. All other terms and conditions of the Contract shall remain in full force and effect.

IN WITNESS WHEREOF, Commission has, under authority delegated by its Board of Commissioners, caused this Amendment Number Six to Contract to be executed, and Contractor has subscribed its name by and through its duly authorized officer, as of the day, month, and year first written above.

**COMMUNITY DEVELOPMENT COMMISSION
OF THE COUNTY OF LOS ANGELES**

**NON-PROFIT INDUSTRIES, INC
d/b/a SOCIALSERVE.COM**

By _____
 SEAN ROGAN
 Executive Director

By _____
 VAN L. GOTTEL
 Chief Executive Officer

 56-2173215
 Taxpayer Identification

APPROVED AS TO FORM:

MARK J. SALADINO
County Counsel

REVIEWED AND APPROVED:

By _____
Deputy County Counsel

By _____
RICHARD SANCHEZ
Chief Information Officer

EXHIBIT A-1

STATEMENT OF WORK Amended

STATEMENT OF WORK INTERNET-BASED HOUSING DATABASE WEBSITE SERVICES

I. Background

On April 4, 2006, the Los Angeles County Board of Supervisors approved the Los Angeles County Homeless and Housing Prevention Initiative (HPI) which included a key recommendation that endorsed the concept of establishing an internet-based housing database website (the "Housing Resource Center") for Los Angeles County. On December 17, 2006, the Board of Supervisors approved a sole source contract between the County and the Contractor to implement the Housing Resource Center, with joint oversight on the project from the Chief Administrative Office ("CAO") and the Commission. Subsequent to that contract execution in January, 2007, the County's CAO became the Chief Executive Office ("CEO") The Housing Resource Center website has the internet url address of "housing.lacounty.gov" and was launched in June, 2007.

The Housing Resource Center has two components. There is a public-access website which lists affordable rental housing opportunities Countywide. This is complemented by a restricted-access website which lists emergency and transitional housing shelters, along with additional information on special needs housing resources and opportunities. Both sites have been developed, hosted and maintained by the Contractor, with management oversight by the CEO and the Commission.

The public-access site provides comprehensive listings of subsidized and non-subsidized affordable rental housing vacancies throughout the County that can be accessed by the general public, social service agencies, and County health and human services departments. Additional information provided by landlords helps to identify options for special needs housing placement cases managed by County staff or housing locators.

The restricted-access site is limited to approved agencies, organizations, cities, and County staff, who work with the homeless and special needs populations, and need to access emergency transitional and special needs housing sites with regularly updated information.

The Contractor provides Call Center staff for both components. The bi-lingual Call Center is available during business hours to assist the public, talk to landlords, work with housing locators, and help update the website at regular intervals.

This Phase I of the Housing Resource Center focused primarily on the public access website. The restricted access component is functional for special needs housing searches, but is not fully developed. As stated in the April 4, 2006 Board Letter, the project was expected to have subsequent phases which would potentially manage shelter bed and other transitional housing and supportive housing listings within Los Angeles County. The Contractor, the CEO and the Commission (collectively, the

“Development Team”) were to assess the needs and feasibility of developing future phases of the Housing Resource Center.

During the course of developing, launching and operating the first phase of the Housing Resource Center, the Development Team met with County departments, and many other agencies, organizations, Housing Authorities, stakeholders, and cities within the County to assess the needs, priorities, and obstacles involved in improving the Housing Resource Center functionality and potential to expand to a Phase II.

The Phase II recommendations of the Development Team were collected and fine-tuned by the Commission staff and put forth for review by the County’s Special Needs Housing Alliance. Because no additional funding was available from the HPI Fund, the Commission submitted a proposal in November, 2007, for funding from the CEO’s IT Fund. This proposal included specific line item costs provided by the Contractor along with travel, contingency, and administrative fees. This proposal was recommended for funding by the CEO, and on April 1, 2008, the County Board approved an award of \$739,000 to the Commission for the expansion of the Housing Resource Center.

In addition to staffing the Housing Resource Center “Project Manager” position, the Commission has also provided funding for the first year of operation of the Housing Resource Center. After the first year of the project operation, it became evident that, in order for the Housing Resource Center project to operate more efficiently, the Commission would be given increased authority to manage the project and make payments. As such, on approval by the Board of Supervisors and Board of Commissioners, the project was transferred to the Commission.

II. Scope of Work Overview

The CEO-IT Fund proposal outlines project development and improvement over a two-year period, although the actual implementation and testing of deliverables, as well as some of the payments, will carry over into a third year. All of the work deliverables shall be fully integrated with the ongoing operation of the Housing Resource Center

Phase I – Development funds to enhance existing Phase I capability

- Continue management and support of currently-operating LAC-HRC website in regards to the transfer of contract management from the L.A. County CEO to the Commission. Ensure that all additional Phase I and Phase II functionality defined herein is integrated with existing web page and provides continuous, uninterrupted service as defined in the Service-Level Agreement.
- or geo-coding and GIS overlays to increase accuracy of jurisdictional determination and location tracking (i.e. PHA jurisdiction, SPA, Supervisorial District, Council District). Includes 2 years of technical support/ maintenance.
- increase capability of County Department Housing Locators to get e-mail notification of specific requested unit availability

- develop map search capability for users to search L.A. County by region.
- re-design home page to include listings for for-sale housing and foreclosure resources. Develop for-sale housing listing page that coordinates with Commission homebuyer programs and Neighborhood Stabilization Program (NSP) listings and marketing.
- upgrade call center phone system to improve capacity for high volume L. A. County phone traffic and create a dedicated toll free line exclusive to L.A. County.
- develop additional resource pages for senior housing with two years support and additions/edits (This feature would allow up to two dedicated web pages of resources, and would provide a platform for senior information that can be coordinated with recommended actions may come out of the County's Senior Services Initiative).
- develop additional resource pages for Public Housing and Section 8 Voucher program (This feature dovetails with LA County Helps and provides information on all L.A. County housing authorities, and better assistance in understanding the differences between different types of Section 8 housing).
- increased quarterly performance reporting with additional details showing trends, site usage divided between jurisdictions, and separation of Section 8 voucher holder data – year one.
- additional travel and training budget for contractor
- additional marketing costs for outreach to landlords and users (requires CEO approval of marketing plan)
- increase annual Admin Fee to support additional components

Phase II – Development funds for Shelter Bed Reservation System and Additional Informational Modules

- Phase II - develop universal Housing Program registration form that can list transitional, emergency, special needs and supportive housing (including site support and updates for year one of operation)
- Develop searchable resource database – increases functionality to resource listings of shelters, agencies and programs to searching by service and eligibility categories. Includes one year of support for site operation.

- Increased quarterly performance reporting with additional details showing trends, site usage divided between jurisdictions, and separation of Section 8 voucher holder data – year two.
- Develop Subsidized Housing Inventory Database to be coordinated with City of L.A., State HDP, HUD, TCAC listings. (This is a list of units and projects with subsidized housing, which is not the same as the list of available units or projects with waiting lists.)
- Phase II travel, training and site support – both contractor and Commission.

III. Tasks and Deliverables

The following Tasks and Deliverables identify the approach to achieving the objectives identified above. Each Task has been broken into multiple steps, frequently beginning with a formal “Requirements Definition” to ensure all Stakeholders and the Contractor have a mutual understanding of the specific functional requirements.

Task 1.0: Project Control Document – Phase I

Working in conjunction with the Commission, Contractor will develop a Project Control Document (PCD) that describes how the Project will be governed and managed. This Document will include a Project Management Plan, including a preliminary schedule for each task. The Document will include the process for monitoring progress, updating the Project Plan and managing project risks, and will define requirements for periodic status reporting (scope, content and frequency). This document will include identification of expected stakeholders, as well as their roles and responsibilities, and the process for approving deliverables, including timeframes for review and approval. Generally, this PCD will serve as a guide for all project communications and activities in Phase I.

This document will also set forth the contractor’s administrative tracking and billing protocols to manage costs that are being divided among multiple housing programs and or funding sources. This PCD shall also include a proposed Fee Schedule that can be used by the Commission as a basis to apply charges to County Departments, cities, or approved agencies that choose to participate as a partner agency or receive support and training for the web site’s restricted access functions.

In cases where certain web pages listing resource links are launched under this Scope of Work (i.e. Senior Resources, Foreclosure Resources, etc.) the Contractor agrees to accept and post a reasonable amount of new links that are referred by the Project Manager for periodic updates of timely and pertinent information. Contractor and Commission agree to make best efforts to coordinate this scope of work to be within reasonable limits of project budget. Contractor shall allow up to three (3) hours of additional work on content changes or addition of links on individual sections of the website, and Contractor may request additional reimbursement for hourly costs for any individual category/web page which exceed that time allowance.

Task 1.0 Deliverables

- 1.1 Final Project Control Document Phase I (PCD –I)

Task 2.0 Install Saved - Search Feature/Increase Phone Center Capacity

Install pre-existing Socialserve.com Saved-search feature on LAC-HRC to allow restricted-access users to save search criteria and receive email notification of newly listed units matching the saved criteria. Provide training and support as needed.

Increase Call Center capacity with an addition of four phone stations.

Task 2.0 Deliverables

- 2.1 Commission acceptance of service launch of Saved-Search feature.
- 2.2 Commission acceptance of training document in PDF format.
- 2.3 Supply verification of phone center upgrades.

Task 3.0 Install GIS Overlays

Geographic data is to be geo-coded to include Service Planning Areas (SPAs), Los Angeles County Supervisorial Districts, census tracts and housing authority jurisdiction boundaries for all housing authorities within Los Angeles County, so that the GIS mapping is available for reporting and increased functionality of the site.

- a. Attend meeting to consult with Project Manager and County CIO, Commission and ISD staff to define requirements and acceptance criteria for GIS overlays and how they are interfaced with Google map functionality.
- b. Obtain Commission approval of requirements and acceptance criteria.
- c. Install and test GIS overlays. Perform final testing in accordance with acceptance criteria.

Task 3.0 Deliverables

- 3.1 Commission approval of requirements and acceptance criteria.
- 3.2 Commission acceptance of service launch.

Task 4.0 Develop Regional Search Capacity

Research and develop regional boundaries enabling users to narrow search to commonly accepted regions or sub-divisions of the County. Geo-code the site, develop search functionality, and implement function. Research and develop regional boundaries enabling users to narrow search to commonly accepted regions or sub-divisions of the County.

- a. Consult with Project Manager and stakeholders. Research comparable public search and assistance features on websites of L.A. County departments and organizations. Research other L.A. County housing search sites suggested by Project Manager and stakeholders.
- b. Submit graphic map or plan or proposed boundaries and labels. Incorporate comments and edits from Project Manager.
- c. Obtain Commission approval of functional requirements and acceptance criteria.
- d. Install and test feature on the housing search page of the website.
- e. Perform final testing in accordance with acceptance criteria.

Task 4.0 Deliverables

- 4.1 Commission approval of proposed map, boundaries and labels.
- 4.2 Commission acceptance of service launch.

Task 5.0 Develop and Launch Single Family For-Sale Housing Listings and Foreclosure Resource webpage

Modify the LAC-HRC Home Page to include search capacity for listings of for-sale single-family housing and provide links to foreclosure resources.

- a. Attend meetings and participate in conference calls to consult with Project Manager and Commission staff members that administer single family for-sale projects to develop scope of work and functionality requirements for a single family listing feature and foreclosure resources page.
- b. Develop mock-up of revised home page, single family listing page, and foreclosure resources page for review and comment by the Commission.
- c. Draft proposed procedures for listing, updating, and removing units for approval by the Commission.
- d. Add link to Navigational Links.
- e. Activate new pages on production site.
- f. Accept updated foreclosure resource links as provided by the Commission and update the foreclosure resource page on an ongoing basis.
- g. Coordinate single family listings and functions with NSP HERO program functions.
- h. Develop address look-up feature to identify eligible program areas for single family programs.

Task 5.0 Deliverables

- 5.1 Commission acceptance of service launch.
- 5.2 Commission acceptance of address look-up feature.
- 5.3 Additional modifications as requested by Commission under approved work orders. Update listings and links on ongoing basis.

Task 6.0 Develop and Launch Section 8 and Public Housing Information Web Page

Modify the navigation links bar to include a link to a separate page for information on public housing and Los Angeles County housing authorities within the Specialized Housing Resources section.

- a. Consult with Project Manager and staff from the Housing Authority of the County of Los Angeles to obtain information and direction on the best information to include on the site.
- b. Collect links and housing authority lists provided by Project Manager and make recommendations on how to design a single page with links and tables that have the optimum amount of information on public housing and housing authorities within L.A. County.
- c. Obtain text from Project Manager.
- d. Provide mock-up of page for approval by Project Manager.
- e. Re-position links on navigation bar and obtain approval of Project Manager on revised home page.
- f. Consult with Project Manager and provide options for integrating GIS mapping capability with visual displays of boundaries that are achievable within approved budget.
- g. Install and test new page and linked navigation bar.
- h. Provide page amendments and additions as requested by the Commission.

Task 6.0 Deliverables

- 6.1 Commission acceptance of mock-up.
- 6.2 Commission acceptance of service launch.
- 6.3 Section 8 and Public Housing page amendments or additions as requested by Commission.

Task 7.0 Develop and Launch Senior and Veterans Housing Information and other Specialized Housing Resources Web Pages as requested

Modify the navigation links bar to include a link to a separate page for information on all types of affordable senior housing and veterans housing information within the Specialized Housing Resources section of the website.

- a. Consult with Project Manager and staff from the Housing Authority of the County of Los Angeles to obtain information and direction on the best information to include on the site.
- b. Collect links and housing authority lists provided by Project Manager and make recommendations on how to design a single page with links and tables that have the optimum amount of information on the senior, veteran and other specialized housing resources within L.A. County.
- c. Obtain text from Project Manager.

- d. Provide mock-up of page for approval by Project Manager.
- e. Re-position links on navigation bar and obtain approval of Project Manager on revised home page.
- f. Install and test new page and linked navigation bar.

Task 7.0 Deliverables

- 7.1 Commission acceptance of Senior Housing mock-up.
- 7.2 Commission acceptance of Senior Housing service launch.
- 7.3 Accept new links as provided by Project Manager and implement placement on Senior Resources page.
- 7.4 Commission acceptance of Veterans Housing Resources mock-up.
- 7.5 Commission acceptance of Veterans Housing Resources service launch.
- 7.6 Specialized Housing Resource page amendments or additions as requested by Commission.

Task 8.0 Enhance Website Tools, Information, Feedback, Reporting and Performance Measures

Make ongoing improvements, as requested by Commission, to enhance the overall website functions in relation to (1) Home Page Tools and Information, (2) General Housing Information and Assistance, (3) Contact and feedback tools, and (4) Performance and Reporting Tools. Collect, analyze and organize presentation of LAC-HRC website usage and performance data to the Commission through a combination of daily tracking screens and quarterly reports. Enhancements and improvements in functionality and reporting are to be integrated with the Phase II functions as they become operational.

- a. Develop and launch an About Us/ Partner Page as requested by Commission.
- b. Develop and launch expandable Help with Housing FAQ pages with functional links as directed by Commission.
- c. Develop Website Comments and Feedback functions as requested by Commission.
- d. Modify the Contractor's primary Tracking page (socialserve.com/tracking) to include additional data and performance measures that are available on a daily basis.
- e. Prepare and provide quarterly reports of Project site usage to Commission, which shall include call center statistics, Average Search Ratio (ASR) trends, and search and listing data divided between Supervisorial Districts.
- f. Provide longitudinal charts showing listing and search trends in comparison with other comparable metropolitan areas.
- g. Provide additional improvements and site enhancements upon Commission request and cost approval.

Task 8.0 Deliverables

- 8.1 Commission acceptance of About Us/ Partner Page substantial draft mock-up.
- 8.2 Commission acceptance of About Us/ Partner Page launch.
- 8.3 Commission acceptance of Help With Housing and/or FAQ web pages substantial draft mock-up.
- 8.4 Commission acceptance of Initial Help With Housing and/or FAQ Page launch.
- 8.5 Additional improvements to Help With Housing and/or FAQ pages per Commission-approved work orders.
- 8.6 Development of new reports, updates to existing reports and additional improvements and enhancements to website tools, features, graphics and information.
- 8.7 Implement additional improvements and site enhancements.

Task 9.0 Housing Information Clearinghouse – Discovery Phase

Working in conjunction with the Commission, Contractor will begin planning process to gather information and develop a proposed work flow diagram to develop an on-line Housing Information Clearinghouse that would encompass the functions of the approved CEO-IT Fund website components. The main components include search functions, housing program registration, agency registration, password management, housing FAQs, and mapping and screening tools that interact with existing features.

The focus off the Discovery Phase will be to draw off the lessons learned about the implementation of the HPRP pre-screening and information functions and to expand the ways in which the website can store and update housing information that can be accessed on-line. The proposed registration form would collect data on special needs, transitional, supportive, emergency and senior housing programs and projects in order to begin the design of an on-line registration system that could be coordinated with other County data systems such as 211-LA County's annually updated database.

Programs, housing types and stakeholders that are relevant to the discovery process may include, but are not limited to:

- a. Attend meetings with 211-L.A. and County CEO and collect necessary information to understand their data systems and protocols in order to evaluate strengths and weaknesses. Collect samples of their respective data intake forms.
- b. Consult with Project Manager and identified stakeholders as needed to identify additional data and measurements that are requested to be included in the development of a standardized registration system.
 - Los Angeles Homeless Services Authority
 - Pasadena, Glendale, Long Beach Continuums of Care
 - Partner cities
 - County Special Needs Housing Alliance

- Rainbow Resource Directory, Peoples' Guide, other directories
 - County Departments including: DMH, DPSS, DCFS, Sheriff, Probation
 - Downtown Los Angeles Central Providers Collaborative
- c. Meet or otherwise communicate with the directors and management of The Advancement Project/Healthy City and Shelter Partnership to perform discovery and analysis of other components of systems design and management that could be considered for the design of the integrated system.
 - d. Consult with Project Manager and stakeholders to do systems analysis on outcomes, reports and systems access guidelines.
 - e. Prepare proposed work flow for Housing Information Clearinghouse features which include proposed data fields specific web pages.

Task 9.0 Deliverables

9.1 Proposed workflow and implementation plan to be approved by Commission.

Task 10.0 Project Control Document – Phase II

Working in conjunction with the Commission, Contractor will develop a Project Control Document (PCD) that describes how the Project's Phase Two will be governed and managed. Adjustments, changes and updates to Project Phase I shall also be included, as necessary. This Document will include a Project Management Plan, including a preliminary schedule for each task. The Document will include the process for monitoring progress, updating the Project Plan and managing project risks, and will define requirements for periodic status reporting (scope, content and frequency). This document will include identification of expected stakeholders, as well as their roles and responsibilities, and the process for approving deliverables, including timeframes for review and approval. Generally, this PCD will serve as a guide for all project communications and activities in Phase II.

Task 10.0 Deliverables

10.1 Final Project Control Document Phase II (PCD –II).

Task 11.0 Housing Information Clearinghouse / Restricted and Public Access Agency Registration and Dashboard Pages

Attend meetings and participate in conference calls with CDC & County staff to perform discovery and analysis of the existing registration and inventory processes being used in LA County for major stakeholders to track emergency, special needs and transitional housing providers and agencies. Work with key stakeholders to develop a single on-line registration form that captures agency and program information relevant to all the stakeholders as well as additional information requested

by the CDC or CEO. Develop an Agency User page as an entry to the form and a security protocol and web-based system to transfer data to approved organizations.

The system shall be developed with expansion capacity to handle data imports and/or exports with both 211-LA County and/or the Los Angeles Homeless Services Authority (LAHSA), if at any time these agencies request or agree to share data. Any data sharing capacity shall include the ability to export data to LAHSA's Homeless Management Information System (HMIS) if requested by LAHSA.

- a. Prepare first draft of Work Flow document which included proposed data fields and workflow.
- b. Develop and code the approved platform and data fields.
- c. Provide analysis and recommendations regarding the integration of mapping and on-line pre-screening functions that are coordinated with HPRP pre-screening and other mapping and GIS functions being integrated into system.
- d. Receive comments and coordinate integration and changes with Project Manager.
- e. Develop mock-up of Agency User Registration page.
- f. Service launch of Agency User Registration page.
- g. Perform analysis and discovery on additional needs for Restricted Access Agency User page
- h. Develop mock-up of Restricted Access Agency User Page
- i. Service Launch of Restricted Access Agency User Page
- j. Perform maintenance and data updates in accordance with Service Level Agreement and as requested by Project Manager.

Task 11.0 Deliverables

- 11.1 Delivery of a first draft Work Flow document outlining the pages and functions of the "On-line Housing Program Registration Form."
- 11.2 Commission acceptance of final "Work Flow for On-line Housing Program Registration Form."
- 11.3 Commission acceptance of Agency User page mock-up.
- 11.4 Commission acceptance of Agency User page service launch.
- 11.5 Complete prototype of Restricted Access Agency User Page.
- 11.6 Commission acceptance of Restricted Access Agency User Page.
- 11.7 Additional Corrections and Functional Improvements as requested by Commission through Work Order.

Task 12.0 Housing Information Clearinghouse / Develop Searchable Resource Database for Special Needs, Transitional and Emergency Housing

Develop and launch additional website functions or data listing components for expanded database registration and search capacity of emergency, transitional and

special needs (specialized) housing. Develop additional screening tools that can be used by approved agency users to query the Information Clearinghouse and return recommended housing resources.

- a. Consult with Project Manager and stakeholders. Evaluate data needs and functional outcomes as part of discovery phase through planning meetings and data exchange with Project Manager.
- b. Analyze data needs with goal of finding most cost effective way to integrate specialized housing search and listing functions with existing data base and website functions.
- c. Develop and submit first draft of work flow plan, which may include separate work flows for different types or components of housing (i.e. transitional, emergency, etc.)
- d. Consult with Project Manager and identified stakeholders as needed to identify additional, optional, data and performance and submit revised work flow plan for Commission approval.
- e. Perform coding and development of site data entry screen and summary screen functions.
- f. Launch or phase in all specialized housing data components
- g. Perform additional corrections and functional improvements as requested by Commission through Work Orders.

Task 12.0 Deliverables

- 12.1 Obtain the subscription of the AIRS/211 LA County Taxonomy of Human Services.
- 12.2 Discovery, data collection and analysis of data needs and work flow requirements and options for integrating with existing database and website functions.
- 12.3 Delivery and Commission acceptance of first draft of proposed work flow and data servicing plan.
- 12.4 System development and updates to current system.
- 12.5 Commission acceptance of Service Launch of Searchable DB.
- 12.6 Provide demonstration and training documentation that can be posted on the Agency User Page.
- 12.7 Perform outreach to agencies on ongoing basis to facilitate and assist with registration of programs and properties. Perform additional corrections and functional improvements as requested by Commission.

Task 13.0 Housing Information Clearinghouse / Develop Subsidized Housing Inventory System

Develop and implement a regularly updateable, on-line system to consolidate all (reasonably and practically) available lists of subsidized affordable and special needs housing in Los Angeles County, that is coordinated to avoid overlap, maximize

efficiencies and integrate effectively with the other federal, state and local housing programs and their oversight agencies.

- a. Consult with Project Manager and stakeholders. Research comparable public search and assistance features on websites of LA. County departments and organizations. Research other L.A. County housing search sites suggested by Project Manager and stakeholders.
- b. Consult with Project Manager to accept notes, website links, spreadsheets and data related the following subsidized housing types and incorporate information into project planning:
 - LAHD
 - California HCD
 - California Treasurer's Office – TCAC
 - Cal HFA
 - California Housing Partnership
 - Connect LA
 - U.S. Dept of Housing and Urban Development

Task 13.0 Deliverables

- 13.1 Delivery and Commission Acceptance of a first draft of "Functional Requirements".
- 13.2 Commission acceptance of Work Flow.
- 13.3 Complete prototype.
- 13.4 Commission acceptance of service launch.
- 13.5 Additional costs to add second jurisdiction subsidized housing data.

Task 14.0 Develop Expanded Regional Management Plan

Consult with Commission and stakeholders to develop a fee-structure system that could be implemented to charge agencies, cities, departments, lenders and other organizations for participation fees, user fees, training fees and partnership fees through an administrative mechanism to be determined. Propose reporting measures that can be implemented to track usage in order to assess fee levels and manage the ongoing sustainability of project costs and revenues with the addition of supporting partners and assessment of fees.

Analyses shall include possible fee structures and billing mechanisms for:

- Usage fees based on a "per password" issued basis
- Training and support fees
- Partnership fees to list city logos and links
- Specialized web pages created for NSP programs managed by other cities
- Corporate & Foundation support proposals

Task 14.0 Deliverables

14.1 Delivery of a first draft of Proposed Fee Structure and Reporting & Billing protocols.

Task 15.0 Electronic and Print Marketing Support

Provide services and support to the efforts by the Commission to do outreach, marketing, and training to stakeholders, users and the public through electronic newsletters, "E-Blasts", PDFs and other forms of communication.

Provide the following services as requested by Project Manager and bill for hourly costs and charges not to exceed maximum contract amount:

Task 15.0 Deliverables

- 15.1 Provide designs for new website banner, icons and logo and implement placement and functionality of web page programming and design to accommodate change.
- 15.2 Provide services in support of E-newsletter mailings as requested by Commission.
- 15.3 Provide graphics, PDFs, graphs, pictures or other content as requested.
- 15.4 Provide editing and writing services as needed.
- 15.5 Design special purpose e-mails.
- 15.6 Provide Keynote presentations as requested by Commission.

Task 16.0: Neighborhood Stabilization Program

Implement website features that market housing programs developed by the Commission that are related to the Neighborhood Stabilization Program activities created under the Federal Housing and Economic Recovery Act of 2008.

Develop website functions to market the Commission's HERO and ISRP Programs which are coordinated with current Commission single family first-time homebuyer programs. Add expanded functions, as requested, if the Commission's implementation of the NSP Programs is expanded.

Work currently in place under initial contract and projected expansions include:

- Develop HERO, HERO-State, and ISRP Program Icons. Update program explanations as requested
- Develop HERO II Icon if funding is approved
- Coordinate Listings of Fannie Mae foreclosure properties in HERO – eligible neighborhoods
- Create mapping capability that delineates different program areas for NSP I, NSP State and NSP II (if applicable)
- Create supporting web pages, as requested, to explain programs, mapping features, FAQs, and downloading options as requested

Task 16.0 Deliverables

- 16.1 Delivery and Commission acceptance of Mock-up of HERO/ISP Listings.
- 16.2 Delivery and Commission acceptance of Service Launch of HERO/ISP Listings.
- 16.3 Delivery and Commission acceptance of Functional Requirements for Dynamic Layer Shading for GIS Mapping.
- 16.4 Delivery and Commission acceptance of Complete Prototype for Dynamic Layer Shading for GIS Mapping.
- 16.5 Delivery and Commission acceptance of Service Launch of Dynamic Layer Shading for GIS Mapping.
- 16.6 Retention Release.
- 16.7 Program updates to NSP pages.
- 16.8 Additional NSP mapping, marketing, travel, training, and site modifications.
- 16.9 NSP State site modifications, mapping, and training.
- 16.10 NSP III site modifications (HERO Win-Win Program)

Task 17.0 Homelessness Prevention and Rapid Re-housing Program

Implement marketing and pre-screening functions as a sub-recipient of federal Homelessness Prevention and Rapid Re-housing program funds authorized under the federal American Recovery and Reinvestment Act of 2009.

Phase I work shall include:

- Attend County HPRP meetings and participate in phone calls to perform discovery and analysis of Los Angeles County HPRP program implementation
- Develop HPRP pre-screening form that can be posted on the website for use by County residents and Departments
- Develop additional functions needed to assist in verification of HPRP eligibility and next-step referral process to assist County residents interested in how to apply for HPRP programs
- Manage information and reporting for HPRP activities as a sub-recipient of HPRP funds, and comply fully with all federal requirements for HPRP reporting and determination of eligible uses of funds
- Develop Phase II estimate to provide personnel support with program marketing
- Launch Beta test address look-up feature
- Begin trial period of Rent Comparability Feature
- Ongoing pre-screening page changes, as requested by County
- Travel, training, site support

Phase II work shall include:

- Full subscription to Rent Comparability tool with training and support
- Finalize Address Lookup feature
- Marketing/ outreach/ training
- Ongoing website changes requested by County
- Call Center support

- Reporting
- HPRP Project Management

Task 17.0 Deliverables

- 17.1 Delivery of a first draft of Functional Requirements for Online pre-screening tool.
- 17.2 Commission acceptance of complete prototype of online pre-screening tool.
- 17.3 Commission acceptance of HPPR pre-screening tool service launch.
- 17.4 Provide training and support materials as outlined in Functional Requirements.
- 17.5 Provide HPRP sub-recipient reports and data as required by federal program requirements and Commission CDBG Division.
- 17.6 Beta test Address Lookup Feature.
- 17.7 Final launch – Address Lookup Feature.
- 17.8 Rent Comparability Tool – two year subscription.
- 17.9 Marketing and Landlord Outreach.
- 17.10 HPRP site support, website changes, travel, training, reporting.
- 17.11 HPRP call center support.
- 17.12 HPRP contingency.
- 17.13 HPRP Phase II project management.

Task 18.0 Pasadena Participation Agreement

Perform discovery, attend meetings, and participate in development of potential partner page for Los Angeles County cities and agencies to participate in the Housing Resource Center database, while also having a related website with partner-specific banner that links to the Project.

Participate in demonstration project with City of Pasadena in accordance with attached Participation Agreement, as finalized and executed by Commission, Contractor and Pasadena Redevelopment Agency.

Task 18.0 Deliverables

- 18.1 Execution of Participation Agreement.
- 18.2 Launch of Pasadena Housing Resource Center website.
- 18.3 Annual renewal #1.
- 18.4 Annual renewal #2.

Task 19.0 CDC Program Updates

Add and update information on other housing –related programs operated by the Community Development Commission that are not covered under other sections in the Statement of Work.

Task 19.0 Deliverables

- 19.1 Add program information on CDC Homeownership Program (HOP)
- 19.2 Add or update program information as requested by work order

Task 20.0 Other Participation Agreements

Implement Partner Page for Affordable Living for the Aging. Participate in negotiations and development of scope of work for Cooperation Agreement with the City of Los Angeles Housing and Community Investment Department (HCID-LA).

Participate in meeting, phone calls and discovery tasks to determine feasibility of using the Housing Resource Center as a partner website for the Apartment Association of Greater Los Angeles (AAGLA) Alternative Living for the Aging, and any cities within Los Angeles County.

This work item authorizes implantation of an AAGLA or city Partner Page upon execution of a Participation or Cooperation Agreement and Commission identification of funding or contingency sources to pay for implementation. Payments would be approved through Work Orders and available contingency funds or other sources to be identified.

Task 20.0 Deliverables

- 20.1 Implement Partner Page with Affordable Living for the Aging as authorized by Participation Agreement.
- 20.2 Provide Scope of Work and estimate to Project Manager upon request. Deliverables for Partner Pages will be specified in any approved Participation Agreements
- 20.1 Provide annual billing and collection for Commission administrative fee to be paid as authorized in executed Participation Agreements.

Task 21.0 Fannie Mae Grant Funded Marketing

Participate in CDC-coordinated marketing efforts for the website and features associated with NSP programs and eligible for reimbursement by Fannie Mae grant funds awarded to the CDC.

Task 21.0 Deliverables

- Deliverables for this marketing effort will be specified and approved through work orders.

Task 22.0 Disaster Response Services

Provide presentations or presentation material as requested for use with the County's Office of Emergency Management, HUD and Department of Homeland Security/FEMA regarding Socialserve.com's national experience with Disaster Response.

Task 22.0 Deliverables

22.1 Provide presentations or presentation material as requested to County's Office of Emergency Management, HUD and Department of Homeland Security. There is no cost for this deliverable unless specified and approved through a work order.

Task 23.0 Transit Oriented Search and Mapping Features

Participate in CDC-coordinated efforts to seek funds to develop additional search and mapping features for finding housing close to Los Angeles MTA transit stations.

Task 23.0 Deliverables

- Deliverables for this marketing effort will be specified and approved through work orders.

Task 24.0 Recuperative Care Bed Reservation System

Continue development of Recuperative Care Bed Tracking system under grant from Kaiser Family Hospitals, and participate in efforts to identify program operation funding, and development of appropriate links and on-line tools to place the system with the Housing Resource Center website framework. Enter into Participation Agreements or other Memorandums of Understanding that may be required to allow funding or project participation by the Department of Health Services.

Task 24.0 Deliverables

- Deliverables for this marketing effort will be specified and approved through work orders or Participation Agreement with Department of Health Services or JWCH Institute

Task 25.0 Research, Presentations or Site Modifications for County Departments

This task authorizes the Contractor to develop functions and website features in support of County Board-approved housing programs, should funds become available. The Contractor shall assist with analysis, discovery and development of proposals and/or cost estimates for functions related to housing counseling or assistance programs managed by the Department of Public Social Services (DPSS),

Department of Consumer Affairs (DCA), or any other County department.

Task 25.0 Deliverables

Deliverables for this marketing effort will be specified and approved through work orders.

Task 26.0 Contract Contingency

Allows additional work items that fall within contract scope of work to be requested by either the Contractor or Commission through the work order process, which requires Commission approval in writing.

Task 27.0 HACOLA Services

Allows Rent Comparability feature or other services and features to be made available to the Housing Authority of the County of Los Angeles through this Contract if requested by Commission, and approved by Contractor.

Task 28.0 GIS Mapping Updates

Allows contractor to provide work order and bill for GIS updates related to Supervisorial District boundary changes or other boundary changes within Los Angeles County.

IV. Contractor Staff

- 1) Contractor shall provide a Contract Manager (CM), who shall be responsible for the overall management and coordination of the contract and act as liaison with County Project Manager/CDC. The CM shall be the same person assigned as the CM to the Master Contract.
- 2) Contractor staff will act in a businesslike manner when assisting individuals and families in finding affordable, permanent housing rental information.
- 3) Contractor staff will have demonstrated ability to handle sensitive materials and perform their duties in a confidential manner.
- 4) Contractor shall warrant that Call Center staff working directly with the homeless population, have the requisite training, skills and experience to conduct intake, screening, and needs assessments in responding to participant callers.
- 5) Contractor staff must be fluent/competent in reading, writing, speaking and understanding the English language.
- 6) Contractor shall warrant that appropriate staff background checks, involving verification of employment history, criminal records, validity of education,

applicable licenses, have been conducted. Findings shall be kept on file and made available to County upon request.

- 7) Contractor Call Center staff shall have knowledge of the Los Angeles County affordable housing program and specific housing requirements for the special needs population.
- 8) Contractor shall ensure personnel performing Contract services herein shall be considered Contractor employees at all times.

V. County Personnel

1) Commission Project Manager (CPM)

- a. The Commission shall inform Contractor of the name, address, and telephone number of the CPM in writing and at any time thereafter, if a change of CPM is made.
- b. The CPM shall be responsible to see that the work requirements of this Contract are coordinated with the Master Contract.
- c. CPM, or an alternate designated by the Commission Executive Director shall provide direction to Contractor in areas related to policy, procedural requirements, service performance requirements, and other information pertaining to the Contract.
- d. CPM or an alternate designated by the Commission Executive Director shall monitor, on a quarterly basis, Contractor's performance of required Website services and contract deliverables.
- e. CPM, or an alternate designated by the Commission Executive Director, shall negotiate with Contractor, should the need arise, on changes in service requirements pursuant to Contract.

VI. Contractor Responsibilities

1) Contractor Management Services

Contractor shall provide all management services necessary for the provisions as stated in the contract. Contractor's management services may include, but are not limited to:

- a. Planning, coordinating, implementing and monitoring the stated service deliverables.
- b. Ensuring there are sufficient professional, experienced and competent bilingual staff to assist Landlords, individuals, and Housing Locators at the Call Center.

- c. Ensuring staffing plan is in place to guarantee uninterrupted delivery of services should staffing vacancies occur.

2) Meetings

Contractor shall, as scheduled by CPM, meet or participate in telephone conference meetings, with the Commission on a regular basis to discuss programmatic issues, general procedural issues, and general concerns that arise. Either Contractor or the Commission may request such a meeting.

3) Contractor Furnished Items/Equipment

- a. Contractor shall obtain all equipment and supplies to perform all services required by this Contract.
- b. County shall incur no costs for the maintenance of Contractor's Out-of-state office headquarters in Charlotte, North Carolina.

4) Call Center Hours of Operation/Holidays

- a. Contractor shall be required to provide services, at the Call Center, Monday through Friday, between the hours of 12:00 p.m. to 8:00 p.m., Eastern Time, to accommodate the addition of the Pacific Time Zone.
- b. Contractor's Call Center will provide phone support and web services in the primary languages of English and Spanish.
- c. Contractor will not be required to provide services on County recognized holidays. The County Project Manager/CDC will provide a list of County holidays to the Contractor within thirty (30) calendar days of the Contract start date, and annually thereafter, at the beginning of each calendar year.
- d. Contractor will be allowed to have a maximum two (2) days per calendar year, as needed, for in-service and/or training activities in which they may not be required to provide the services stated under these contract terms. To request these days, Contractor shall submit a written request to the County Project Manager/CDC, no less than 30 days in advance of the desired dates. Approval by County Project Manager/CDC is required in order to take off the requested dates. County will not provide any compensation for time invested in these activities.

5) Complaints/Inquiries

- a. Contractor will develop procedures, for receiving and responding to inquiries and complaints received via phone or email regarding the Website, and submit those procedures to CPM for review and approval.

- b. Contractor will involve and report to CPM on recommendations from the Website users to improve efficiency in the delivery of services.
 - c. Contractor, at the direction of CPM, will establish a procedure to resolve participant and agency issues, grievances, including Civil Rights complaints, before they reach the formal complaint level.
- 6) Customer Service
- a. Contractor will implement an active Customer Service Program consistent with the County Board approved Customer Service and Satisfaction Standards.
 - b. The Commission at the direction of the CPM, will monitor the quality of Contractor's Customer Service by randomly conducting telephone surveys at the Call Center. The Commission, at its sole discretion, may change the means of measuring this standard via a Change Notice.

VII. Joint Commission/Contractor Responsibilities

- 1) Confidentiality of Records
Any reports, information, data, etc., given to or prepared or assembled by Contractor under this Contract, which County or the Commission requests be kept confidential, shall not be made available to any individual, or organization by Contractor without the prior written approval of the Commission. The obligations of this paragraph will survive the termination of the contract.
- 2) Record Keeping
- a. The Website records will be maintained in the offices of the Contractor.
 - b. Authorized representatives of the Commission and the County shall have access to all Contractor records pertaining to contract funds and the services and activities that they support.
 - c. Contractor will retain all records pertaining to this contract for at least three (3) years from the date of contract termination.
- 3) Reporting Functionality
Contractor will provide to the Commission statistical analysis and reporting as to the number of housing listings, number of landlords registered and other basic reporting information requested by the Commission.

VIII. Website Ownership

The Commission asserts that ownership of the name Los Angeles County

Housing Resource Center and the website address of "housing.lacounty.gov" or any other Internet address selected for that website domain shall remain the property of the County, and that use of the name by Contractor for any purpose other than to direct or link persons to the Website, or to promote the Website, is not authorized.

Exhibit A-1 - Appendix 1

SOCIALSERVE.COM SERVICE LEVEL AGREEMENT**DEFINITIONS**

Call Center	The Contractor's in-house staff, equipment and protocols to answer the toll-free number provided on the Website and maintain and update accurate information and property listings in the Database.
CIO	County of Los Angeles Chief Information Office.
Commission	The Community Development Commission of the County of Los Angeles, which includes the Housing Authority of the County of Los Angeles.
Contract	The Contract for Internet-Based Housing Database Website Services ("Contract") dated March 31, 2009 by and between the Community Development Commission of the County of Los Angeles ("Commission ") and Non-Profit Industries, Inc., a North Carolina not for profit corporation d/b/a Socialserve.com ("Contractor").
Contractor	Non-Profit Industries, Inc., a North Carolina not-for-profit corporation d/b/a Socialserve.com.
County	The County of Los Angeles, California as represented by the Chief Executive Office, Chief Information Office, County Counsel and Special Needs Housing Alliance.
Database	All information relating to the County and Commission, including but not limited to residential rental properties, for-sale housing, service providers, shelters, agencies and organizations collected, maintained, organized and/or displayed by the Contractor as part of the Los Angeles County Housing Resource Website operation described under the Contract and this SLA.
Website	The Los Angeles County Housing Resource Center website located at http://housing.lacounty.gov/ .

SUMMARY DESCRIPTION:

The Contractor shall develop, maintain, and provide for the hosting of the Website and Database, while providing ongoing services to support, update and monitor the Website and Database with an adequately-staffed and trained Call Center based in Charlotte, North Carolina. The Contractor shall maintain minimum service levels and assure compliance with protocols and protections of County housing information and data.

Services include:

Service Description	Primary	Availability/ Frequency
Web hosting	Peak -10	All times
Maintain rental housing search capability	Contractor	All times
Maintain Google Map functionality	Contractor	All times
Posting of homeless shelters	Contractor	All times
Maintain password access function	Contractor	All times
Issue passwords upon request	Contractor	Within 3 working days
Insert partner logos upon request	Contractor	Within 10 working days
Update median income data	Contractor	Annually
Back up and Retention of Files	Contractor	Daily – storage for 3 years
Expand storage capacity	Contractor	As needed
Database updates	Contractor	Bi-weekly
PostgreSQL platform updates	Contractor	As needed
Call Center Assistance to Property Providers	Contractor	Weekdays 8am – 5 pm Pacific
Call Center Assistance to Renters	Contractor	Weekdays 8am – 5 pm Pacific
Call Center Assistance – all other calls	Contractor	Weekdays 8am – 5 pm Pacific
Call Center Assistance – Spanish speaking	Contractor	Weekdays 8am – 5pm Pacific
Call Center property updates upon request	Contractor	Weekdays 8 am – 5 pm Pacific
Call Center search result mailings	Contractor	Upon request
Customer Assistance/ Dispute Resolution	Contractor	Weekdays 6am – 5 pm Pacific
Content translation to Spanish	Contractor	As needed
Provide customer service to property owners	Contractor	As needed
Test and maintain all partner links	Contractor	Monthly
Test and maintain all resource links	Contractor	4 x per year
Post Usage Statistics	Contractor	All times/ daily updates
Post Listing Statistics	Contractor	All times / daily updates
Provide Quarterly Reports to Commission	Contractor	4 x per year
Update GIS Data	Contractor	Annually
Provide phone training upon request	Contractor	Up to 6 times per year
Disaster Response Availability	CEO/COO	All times

This Service Level Agreement (SLA) will be modified as new features are developed and launched during the life of the contract. If it is deemed by the County that a specific SLA be required for any feature, then the new SLA shall be drafted and placed into enforcement as an addendum to the contract. Socialserve.com will continue to provide 99.999% availability for all of the current and future services barring unforeseen incidents of natural disaster or other types of loss of service issues outside of the control of Socialserve.com.

Features and auxiliary services to be developed within this contract that maintain housing listing information, links to external data, program information, or other types of resource information that may have a limited lifetime of usefulness, shall be updated and/or removed in a manner appropriate to the resource as long as the annual maintenance fees remain in force. These maintenance schedules will be developed during the discovery phase of each new feature and may be modified if actual implementation otherwise determines that the planned schedule of maintenance of the resource does not provide for adequate upkeep. If this revamping of the maintenance period produces a fiscal impact on Socialserve.com that could not have been anticipated prior to actual use of the resource, Socialserve.com maintains the right to modify the agreement to cover said cost increases.

¹ The term “All Times” as used in this chart shall allow for waiver or acceptance by Commission, provided in writing, for unanticipated circumstances or events that lead to interruption of delivery that are deemed non-material or non-harmful by Commission, at Commission’s sole discretion.

If a feature or resource is determined during the lifetime of an annual maintenance fee to be of no further use, then said feature or resource will be removed from service in an agreed upon method and with an agreed upon timeline that minimizes the impact to the end user, the County and Socialserve.com.

DATABASE VOLUME AND FEE INCREASE REQUESTS

Because the nature of rental vacancies, demand for housing, shifting governmental priorities and economic changes make it impossible to confidently predict the expected growth curve of database volume, the Contractor agrees to make all reasonable efforts to manage expected and unexpected service demand for the duration of this SLA. However, in order to protect both the Contractor and the Commission, the following volume caps list statistical triggers in which the Contractor would be eligible to request fee increases or adjustments to service delivery requirements, or both, in order to maintain uninterrupted operation of the Website. Because funds may not be available to cover costs of fee increases, the Contractor agrees to provide alternate value engineering options for scope of work changes that would allow the Commission to shift funding from one work item to increase fee payment, pursuant to approval by the Executive Director, CIO and/or County Board, as deemed necessary by the Commission.

Volume caps that are exceeded for limited durations may require mutually-negotiated payment requests or service level adjustments. Volume caps sustained for 60 days uninterrupted shall constitute justification to request fee increases.

Because of the Contractor's service-oriented mission, the volume caps below are set sufficiently high that it is unanticipated that these levels will be achieved. However, the Contractor agrees to notify the Commission in writing if any volume level reaches 90% of the cap. Contractor agrees to maintain service up to 110% of volume cap for an additional 30 days (past the initial 60 day period, in order to give the Commission additional time to obtain funding or negotiate scope of work changes through an amendment to the Contract. The contractor has no obligation to maintain service longer than 90 days without additional service fee or consideration by the Commission or County.

In cases where listing volume increases as a direct result of adding a new housing authority or city's listings to the Database, Contractor shall provide fee increase cost to Commission to ensure that the new partner city or agency can be assessed that cost, and the SLA Caps will be increased accordingly.

Service Item	Current Volume	Current Fee	Volume Cap	110% of Volume Cap
Total Listings	7878	\$202,000 /yr	18,000	19,800
Total Landlords	4986	\$202,000/yr	9,800	10,780
30 -day search total	130,000	\$202,000/yr	250,000	275,000
30 day In/Out phone call total	3000	\$202,000/yr	4,000	4,400

1. Frequency of database updates:

- a. Property providers are required to update active listings weekly to bi-weekly depending on the listing type. Providers can update their listings by either logging in to the system, emailing, faxing or calling our Customer Service Center who will perform the requested updates for the provider. If this update is not performed in a timely manner, then the steps listed below come into effect.
- b. Staff from the Customer Service Center contact property owners if their listings have not been updated by one of the methods listed in 1.a above after 5-working days. The listings are updated by the staff so the listings remain current. Each time a landlord logs in or has a CSR update a listing, the timestamp for the listing is reset and the clock

begins ticking from zero. If no response is forthcoming from the provider, we provide one phone warning, then pull the listing and do a final notification by phone. There are a number of nuances that go along with this process including removing listings upon notification from a client that a listing was not available when he or she called the provider.

- b. Whenever a listing is “pulled,” the provider is notified and given one last chance to re-activate the property. If there is no reply, the property is marked for deletion and a 120-day timestamp is set. If the provider calls within the 120-day window, the property can be re-activated. If not, the property is deleted from the service.

2. Description of database hosting, maintenance, and monitoring, including availability of technical support and maintenance schedule:

a. Highlights: (Much more detail in the Full IT Infrastructure Review Section below)

1. Contractor hosts all of the sites served and maintain the server farm at Peak-10 in Charlotte, NC. Peak-10 is a triple-redundant Tier-1 ISP with SAS 70 (Type II) facilities located in multiple states.
2. Monitoring is 24/7/365. Any issues with the availability of the service cause alarm notifications to page or phone our IT group.
3. Maintenance is covered in the following extensive review of our IT infrastructure. Any maintenance requiring the internet-based housing database website (“the Website”) to be unavailable is performed prior to 7:00a.m. Eastern time.

b. Full IT Infrastructure Review:

1. Technical Aspects of Hardware, Software and Processes – Expansion and the capacity to maintain top quality service and product have been a cornerstone in the development of Socialserve.com. Since Socialserve.com is a mature platform, meaning the application has been proven and thoroughly tested in heavy use serving multiple statewide locations, the current application has the capacity to readily handle the increased volume without additional infrastructure.
2. Supports rental and for-sale searches in both English and Spanish, covering the spectrum between a simple search for properties in a single city in a simple rent range, all the way to highly specific searches within regions taking into consideration up to 50 separate customizable search criteria.
3. Supports a database of agencies and programs affiliated with regions, allowing browsing per category or via text queries. This is done in a centralized application service provider fashion for 16 states broken into 820 regions, counties or otherwise, containing 9017 cities or towns.
4. Provides the website, backend database, the call center service and personnel, and the technical staff supporting the operation. Landlords and Agency managers can manage their information in one of three ways: via the website, responding to emails generated by the system and call center staff, or through toll free telephone support in English or Spanish.
5. Published listing data is kept up-to-date by way of the software generating either emails or queued up outbound telephone calls to be performed by our call center staff to landlords who currently have published listings but have not logged in or contacted us recently. If a landlord does not react to an email within 24-hours, then an outbound call is queued up.

6. Computing systems are designed and implemented with cost-effectiveness and high productivity. Open systems and open source technologies are leveraged wherever possible, eliminating costly licensing fees and benefiting greatly from the legendary stability, security and speed of open source applications.
7. All software development, server maintenance, site maintenance, and database monitoring of our systems are handled internally.
8. The website and database machines are hosted in a SAS 70 (Type II) Tier-1 co-location facility of the national service provider, Peak 10, in Charlotte, North Carolina providing us with triple redundant Internet access, battery-backup/diesel generator systems, network monitoring, and environmental and security integrity. We lease a full cabinet (rack) at this location and have virtually unlimited expansion space available as we continue to grow our services. Peak 10 can be found on the Internet at <http://www.peak-10.com/>.
9. Currently, we have nine separate computers hosted at Peak 10. The nine computers currently run Fedora Core 6 (Linux), and are deployed as four web/application servers, one primary database server, one warm database backup server, two data cache servers, and one firewall/router. Our application software is written either Python or Java, depending upon the page being served, with a full migration to Python currently 90% complete. Static content is served out using the Apache web server software. PostgreSQL is used as the relational database containing the application data. The computing hardware in the production rack currently consists of five Intel-based systems and four PowerPC-based systems. Linux makes installing/managing diverse hardware platforms cost-effective. Redundant routers have been installed as well as redundant 10-meg Metro-E's between our office and Peak-10 to provide high speed access between our call center and development group to the services located in the rack.
10. The backup database server performs a full 'transactionally' consistent database snapshot of the production database hourly. We ship the midnight snapshot from production to our in-office computer system on a nightly basis, retaining the last thirty days of nightly archives in-house, and preserving the archive of the first and fifteenth of the month for perpetuity on removable media, stored offsite. Database volume has doubled every year for the past three years, and we expect this trend to increase. The primary database machine currently uses 21% of its currently available disk capacity. More information on our database software, PostgreSQL, is available at www.postgresql.org.
11. Web and database server functionality are monitored automatically by the backup machines and by the in-office systems, raising alarms via email and text message to the mobile phones of our system administrators in case of unexpected failure. All administrative operations from the office to production machines are done over secure cryptographic channels, SSH and SSL.
12. At current loading during business hours, it takes site one fifteenth of a second to generate the results of a basic housing search in Charlotte, NC (Rental search for listings between \$100 and \$600, returning 297 listings). The most complicated query, one involving querying for all possible advanced and accessibility-related options (naturally yielding zero listings), actually takes even less time to fulfill, since the database query, while being more complex, is evaluated by PostgreSQL in such an ordering which excludes the majority of the effort until nearly all listing rows have been excluded (i.e. planned properly by the database engine).
13. These tests were done excluding network latency by interacting with the webserver on the webserver machine itself using the command-line web client 'ab'. Our system administrators watch system performance and loading statistics in real time during

business hours and analyze daily reports containing details such as disk and network I/O utilization, memory usage, context switches per second, etc.

14. All of our computer systems are kept up-to-date with respect to security patches from the operating system vendors. We run Fedora Core 6 on all of our server machines. Our Linux build and configuration system automatically installs and configures our machines via scripts according to machine roles ('production-webserver', 'production-database', 'mailserver', 'fileserver', etc.) so that configuration of a new piece of hardware for that role can be done without error and efficiently every time -- similar to how our system administrators solved the same problem at their university system admin jobs when faced with needing to deploy/patch hundreds of workstations and servers.
15. Our developers use both Linux and Apple OSX laptops for development purposes. Python, Java, and database system (PostgreSQL) components run on both these platforms without any platform-centric changes. Developers are also active members of the open source community, having contributed code, bug fixes, and discussions to the PostgreSQL, JBoss, Jetty (the web server component we use within JBoss), Python, and memcached communities. We do indeed make use of the extra capabilities having the source code makes available to us!
16. Developers develop directly on their laptops, running PostgreSQL, JBoss, their browser and their source code editors simultaneously. This keeps them fully aware of the runtime performance of the software, letting them detect potentially ill-performing algorithms or SQL queries well before they hit the production servers. Source code and build scripts for the entire site is kept in a versioning source code library, CVS, allowing the developers to synchronize changes to the software and potentially rollback to previous versions of files in an orderly fashion.
17. Updates to the Website and/or database schema are done in a highly tested and automated fashion. Since we have a cluster of load-balanced webservers, most site updates can be performed during business hours without impact to current site users. This is done through first removing a pair of servers from the load-balanced pool, shifting all production traffic to the other two. Then the site software is updated on the now offline pair and tested. When testing is complete, site traffic is rolled over to these newly updated pair, freeing up the other two, which are then updated and tested. Finally, the cluster is restored to include all four servers.
18. Computer patching and rebooting is done in a similar fashion -- juggle the current set of computers which are serving the public, and patch, upgrade, and/or reboot the offline computers until all are patched. The only slightly complicated system to patch and reboot is the database server. Since it holds the authoritative copy of the database, rebooting or upgrading it cannot be done during daytime hours. However, when it does have to be taken offline, the site is put into a 'read-only' mode, still servicing tenant search traffic but temporarily blocking out landlords from being able to update their listings. This is done through taking a one-time snapshot of the database contents and bringing up a separate PostgreSQL instance on a computer other than the primary database server. Then production traffic is rolled over to a webserver configured to run on read-only mode, communicating with the temporary database snapshot. Web traffic is then shifted to this webserver, freeing up the primary database server. It can then be patched and rebooted. When it comes back up, production traffic is shifted back to the regular web servers, and landlord traffic is re-enabled seamlessly. At no time would searchers see any downtime. This sort of update is done before 7:00AM Eastern time to reduce the impact to landlords.
19. Clustered web-serving is known in technical circles as 'Horizontal Scalability.' This term describes a system which can be made to serve a higher load in an inexpensive fashion

-- by plugging in additional nodes to do their fair share of the work -- the 'bank teller' philosophy. Instead of having to purchase a new 'big' server to fully replace the previous generation webserver, a clustered site can just install additional inexpensive equipment to deal with the new level of traffic.

20. Database systems, on the other hand, are difficult and very expensive to make horizontally scalable, yet are a necessary component to a data-driven website such as socialserve.com. One relatively new technology to minimize the load on the database server is an open source clusterable data caching system, 'memcached'. This caching system holds data fetched from the database until it is determined to be out-of-date. It is consulted before fetching said data from the database, therefore lowering the total number of queries the database would have to perform. In a read-mostly application such as the real-estate and agency data listing service we provide, cache hit ratios are very high, typically 90% and higher, therefore allowing us to scale out further with more and more webserver computers without a linear increase in load on the database server itself. Memcached is being used by very high volume websites such as the blog site LiveJournal.com (20 million+ hits per day) and FaceBook.com. Our use of memcached allows for our central database server to remain between 95% and 98% idle during business hours, giving us plenty of room to scale out at the webserver layer without the database becoming a bottleneck. Our pair of servers running memcached are 99% idle. Information on memcached can be found at <http://www.danqa.com/memcached/>.
21. The call center uses Apple iMac and Mini-Mac hardware running OSX as their workstations. The call center machines are dataless -- the user accounts come from a centralized database (Kerberos V hosted on Linux machines), and the user's files and settings are stored on central Linux file servers. The machines are all configured and maintained by scripts in a centralized fashion.
22. Call center users can be added very quickly, and their user accounts are good for all of the desktop machines. If any one call center machine fails, none of the data is lost, and we can deploy a spare backup box in under two-minutes -- the time it takes to unplug the old and plug in the new. Call center machines are patched by way of scripting out updates either hourly or nightly, and are initially built using quick 'imaging' technology. Finally, at about \$750 per seat including LCD flat panel monitor, we find this platform delivers a very affordable, scalable, easy to manage, and extremely pleasant desktop computing environment.
23. The call center machines and users use the Firefox web browser, the Apple Mail.app email client, and Open Office for document processing, yielding zero additional software costs per seat. Internally, we use a Wiki similar to Wikipedia to document internal processes, and a web-enabled bug tracking system for our call center personnel to report and track software issues. Both of these services are handled by the open source tool 'trac', <http://trac.edgewall.org/>.

3. Back-up and retention of all data and files.

1. A back-up of all data and files will be provided to the County quarterly in CSV format.
2. All data and files will be retained for 3 years after the term of the contract.

4. List and description of standard reports.

There are a wide variety of reports available, many listed below. Socialserve.com can also do custom query reporting based on the need of the contract holder.

1) Listings and Unit Reports

a) Total Listings

Total number of listings on the system, regardless of status, as of the close of business of the date stated at the top of the report. A single listing may represent one property (e.g., a single-family home) or many properties (e.g., an apartment building).

b) Total Units

Total number of UNITS represented by each LISTING as of the close of business of the date stated at the top of the report or the range you select. If a LISTING is an apartment complex, it may represent several UNITS. This number is regardless of status.

c) Available Listings

Number of listings, whose status is either available or waiting list, that can be found by searchers, as of the close of business of the date stated at the top of the report.

d) Available Units

Number of units represented by listings that can be returned in a search, as of the close of business of the date stated at the top of the report.

e) Total landlords

Number of landlords on the system, as of the close of business of the date stated at the top of the report.

f) Status (Can be one of the following):

i) Available

ii) Waiting List

iii) Rented

iv) Under Repair

v) System Disabled (Only set by Socialserve.com. Means there is a problem with the listing)

2) Search and Visitor Report

a) 1-Day

The first number reflects the number of countable searches performed on the day stated at the top of the report. The second number reflects the number of countable visitors to the search page on that day.

b) 7-Day

The first number reflects the number of countable searches performed during the 7-day period ending on the date stated at the top of the report. The second number reflects the number of countable visitors to the search page during that 7-day period.

c) 28-Day

The first number reflects the number of countable searches performed during the 28-day period ending on the date stated at the top of the report. The second number reflects the number of countable visitors to the search page during that 28-day period.

d) YTD

IMPORTANT - This number calculates from the day your site launched! The first number reflects the number of countable searches performed during the 12-month period ending on the date stated at the top of the report. The second number reflects the number of countable visitors to the search page during that 12-month period.

- 3) Figures reported for searches and visitors can be affected by factors inherent in Web applications, such as the following: (We would rather be conservative on counting than attempt to mathematically inflate the numbers.)
- a) We track only visitors who have cookies turned on in their browser. This leads to an undercounting of actual visitors, as well as actual searches.
 - b) Publicly accessible computers such as those in libraries are each counted as a single visitor, regardless of how many people use the computer to access the site, unless the previous user exited the computer's browser. This also leads to an undercounting of visitors.
- 4) Listing Update Report
- a) Listings Added
Number of listings added to the system during the specified time frame.
 - b) Units Added
Number of properties added to the system during the specified time frame.
 - c) Listings Deleted
Number of listings deleted from the system during the specified time frame.
 - d) Units Deleted
Number of properties deleted from the system during the specified time frame.
 - e) Listings Modified
Number of listings updated during the specified time frame. An "update" occurs whenever any change is made to the listing.
 - f) Units Modified
Number of properties updated during the specified time frame. An "update" occurs whenever any change is made to the property.

5. CALL CENTER SERVICE OVERVIEW

A principal feature of Socialserve.com is the toll-free, bilingual Call Center, which provides full access to all Web site functionality through our toll-free number or via email, fax or mail. The Call Center is staffed by professionally trained Call Center Representatives (CCRs) who complete the Socialserve.com Customer Service Program over a period of twelve weeks. Our CCRs utilize our leading-edge web tools to verify and update database information five days a week. Tenants and property providers can call for service from Monday through Friday, 9 a.m. to 8 p.m. (EST) and are 'on-call' to provide around the clock services during times of disaster such as tornados, flooding and hurricanes, through contracts with various agencies to provide this service nationally. An example of how property providers use the Call Center from a recent call is as a landlord was driving from Home Depot with a new refrigerator for one of his rental units he called and asked us to change the listing to reflect that a brand new refrigerator was included in the rental price. Literally hundreds of update and search calls come in each day to our Call Center.

With over 40 dedicated staff working diligently to assist callers and to ensure that system data are accurate and up to date, no other service offers the level of customer support and training that Socialserve.com offers. Over thirty percent of Socialserve.com CCRs are bilingual. Another unique feature of Socialserve.com is that we hire individuals who are either in housing crisis, or being released from various programs (half-way houses, incarceration, dependency programs, etc.) to staff available CCR positions. Each new staff member participates in a highly structured training program designed to impart knowledge and experience through immersion, monitoring, directed call handling and market training. Call Center leaders attend regular Continuing Corporate Education sessions to enhance

training, management and team-building skills. The average length of experience for Call Center staff currently exceeds two years with an impressive record of less than 10% turnover!

CCRs at Work – Keeping Data Up To Date

The system notifies the Socialserve.com Call Center if a property may no longer be a valid offering. If a property provider has not logged into their account or contacted the Call Center to verify property availability at least one time within a 7-day period (variable from daily to 28-days depending on need.), the system flags their account and adds it to the Call Center log for a direct follow up. During the follow up via email and/or phone call, the property provider will be required to review property information and verify that all listings are up-to-date. If the property provider cannot be reached after two attempts on the phone, their properties will be temporarily removed from the public search until the owner either logs on to their account or phones the Call Center to update their listing information.

To further protect the validity of system data, our Property Review Queue (PRQ) provides for individual data inspection of each property added/updated. When a landlord logs in and *either* updates an existing or creates a new available listing, the PRQ generates a listing inspection record. CCRs work through pending inspection records six days a week (Although the call center is not open, CCRs are assigned to work the PRQ on Saturdays). When a CCR “checks out” a listing inspection record, they will verify that listing *along with any other pending records generated by the same account so that they may be inspected as a whole, allowing personnel to notice duplicates and other issues.*

The CCR reviews the information in the listing, repairs any trivial issues such as spelling errors and then approves the listing or, if needed, an outbound telephone call is queued up for a CCR to place to the landlord to discuss and/or verify listing information. If the listing information is judged to be invalid, the listing is removed from public display, and a call is queued to discuss the issue with the landlord.

The Socialserve.com Call Center:

- I. Receives inbound calls/emails/faxes/letters from landlords to:
 - a. register to list properties
 - b. learn about or are curious about the service (general information)
 - c. add new properties to the service
 - d. update existing listings
 - e. do “comps”
 - f. learn about Section 8 and other housing programs and services
 - g. learn how to use the service or to learn how to use a new feature
 - h. ask any of a hundred other question relating to rental/homeownership, etc. :)

- II. Places outbound calls/emails/faxes/letters to landlords to:
 - a. add new listings
 - b. edit/update existing listings
 - c. remind landlords of expiring leases and promote re-listing on the service
 - d. remove properties from service
 - e. process complaints brought about by prospective tenants
 - f. train new staff on system use and update procedures
 - g. move existing static inventory lists to the new service and market the service to new providers (Many times this has resulted in 20,000 or more “Outreach” calls to property providers throughout the state)

Support to tenants and other users.

- I. Inbound calls/emails (and yes, even faxes and letters!) from tenants
 - a. learning how to use the service
 - b. asking us to search for available properties and either give them the information over the phone or fax/email/mail available listings to the individual

- c. reporting an issue or complaint regarding a listing (discrimination, misrepresented, rented, etc.)
 - d. learning about other services that may exist to help with rent, security deposits, legal aide, utility assistance and other possible referrals for aide
 - e. emergency aide for victims fleeing domestic violence
 - f. TDD calls from deaf tenants requiring assistance in locating properties
 - g. trying to locate special-needs properties
 - h. who have experienced a disaster and need emergency, transitional and/or permanent housing including assistance in obtaining required FEMA locator IDs, etc. depending on the type of, and severity of the disaster
- II. Outbound calls/emails/faxes/letters to tenants
- a. to inform of available listings when in need of special-needs housing
 - b. to address and resolve any complaint that may have been tendered regarding an existing listing
- III. Provide teleconference training for agency and other professional users of the service around all of Socialserve.com basic and optional modules. Provide toll-free service for any Public Housing Authority to refer their landlords and tenants to for listing and locating available units.

Call Center Procedures

Our Call Center procedures manual contains proprietary information; and is located on an internal "Wiki" in electronic format for rapid access by CCRs.

Sample Procedure from Socialserve.com Call Center Procedures Wiki

In the event a client calls to inform Socialserve.com of a unit listed that is already rented, follow these steps:

Primary Steps:

- *Collect contact information from client*
- *Document complaint*
- *Remove property from system*
- *Perform new search for client if client needs such assistance*
- *Inform client that a follow up call will be made to them to inform them of the outcome*
- *Notify Floor Manager of complaint*

Secondary Steps:

- *Floor Manager reviews complaint:*
-re-call tenant if needed for more information
- *Floor manager notifies the Property Provider that a complaint has been received and that the property/properties is/have been removed from the system pending clarification of the issue.*

Depending on the issue:

Tertiary Steps:

- *Floor Manager notifies Senior Management, and*
- *Floor Manager notifies tenant of outcome*
- *Floor Manager or Senior Management notify provider of outcome*

If an issue is Fair Housing related, then Floor Manager and/or Senior Management will discuss the issue with the provider and may, if it is a repeat issue or deemed appropriate based on the conversation with the tenant and provider, report the issue to the State's Attorney General's Office.

Call Center Staffing Levels Based on Population, Poverty Levels and Estimated Averages

Based on over 9-years of experience in operating a full service call center, Socialserve.com is very accurately able to judge anticipated staffing levels for new regions. We recruit and train new CCRs as the demand requires and our existing CCRs are continually learning new processes and procedures while training in specialty areas that will better assist the CCR in providing the best possible answers to the incredibly diverse inquiries that flow through the call center on a daily basis.

Whenever Socialserve.com adds a new region, we increase our call center staffing level to absorb the anticipated increase in call volume. Training new CCRs to handle basic calls takes 60-days of classroom, "shadowing" experienced CCRs and monitored call handling through a process known as "barging" where our Senior CCRs and trainers listen in on the trainees calls and can respond immediately to any request for assistance that the trainee requires. New CCRs continue through a full year of specialized training to ensure their ability to handle a normal day's requests for assistance.

Exhibit A-1 - Appendix 2

APPROVED WORK ORDERS AND SCOPE OF WORK EXPANSION**SUMMARY DESCRIPTION:**

The following additional work and contract authority is hereby authorized and appended to the original Scope of Work dated March 31, 2009. The funding sources listed identify expected funding sources, but may be replaced if other funding sources become available, provided the contract deliverable amounts and approved work order amounts are not exceeded.

AMENDMENT #1			
Work Order #	Description	Funding Source	Amount
Proposal dated Aug. 17, 2009	Develop dynamic layer shading – mapping overlay of County GIS Shapefiles Tasks 16.3 – 16.5	NSP/ Fannie Mae Grant	\$28,000
Per Commission Project Director	Additional authority for NSP-related work orders for ongoing site changes for NSP, NSP II and/or NSP State funds.	NSP, If applicable: NSP II, NSP State Funds, Fannie Mae Grant	\$8,000
Proposal dated September 4, 2009	Homelessness Prevention and Rapid Re-Housing (HPRP) Pre-Screening and Referral Assistance Phase I – Basic on-line Pre-Screening Tool Tasks 17.1 – 17.5	HPRP	\$71,000
Per Commission Project Director	PROJECT CONTINGENCY -Add additional CEO-IT Fund contingency into contract to allow for incorporation of approved work orders and Participation Agreements Task 17.6	HPRP	\$10,000
Per Commission Project Director	Authority to implement Pasadena Participation Agreement, if approved by all parties Task 18	City of Pasadena	\$10,000
		TOTAL	127,000

AMENDMENT #2			
Work Order #	Description	Funding Source	Amount
Proposal dated December 2, 2009	HPRP sub-recipient grant Phase II	HPRP	\$205,288
Per Commission Project Director	Additional authority for NSP-related work orders for ongoing site changes for NSP, NSP II and/or NSP State funds.	NSP, NSP State, Fannie Mae	\$30,000
Grant award letter dated Sept 15, 2009	Fannie Mae Grant for Neighborhood Stabilization marketing and outreach	Fannie Mae	\$20,000
		TOTAL	\$255,288

AMENDMENT #3			
Work Order #	Description	Funding Source	Amount
Per Commission Project Director	Additions to Specialized Housing Resources section (Task 7.4 & 7.5))	CDC HPI Contingency	\$2,592
Per Commission Project Director	Additions to Home Page Tools and Information section (Task 8.1 & 8.2)	CDC HPI Contingency	\$6,000
Per Commission Project Director	Funded Contingency – balance of HPI contingency funds not applied to other amendments	CDC HPI Contingency	\$6,832
Per Commission Project Director	Additions and updates to CDC Program information	HOME, Fannie Mae, City of Industry	\$5,000
		TOTAL	\$20,424
AMENDMENT #4			
	Description	Funding Source	Amount
Per County Board approval	County Board authorization of contract extension and three annual payments of \$202,000.	HPI	\$606,000
	Increase to Maximum Contract Sum		\$606,000
AMENDMENT #5			
	Description	Funding Source	Amount
Per County Board approval	Correction to total contract authority authorized by County Board, but not fully included in Amendment #4. The County Board's net extension was for four years of HPI, not three. This correction adds an additional \$202,000 to the maximum contract sum.	HPI	\$202,000
Per Commission Project Director	Contingency for approved work orders related to additions and updates to CDC program information, outreach & marketing, program listings, user assistance, mapping, and overall site functionality.	All Funding Sources	\$50,000
	Increase to Maximum Contract Sum		\$252,000

EXHIBIT B -1

SCHEDULE OF DELIVERABLES AND PAYMENTS AMENDED

Exhibit B-1

SCHEDULE OF DELIVERABLES AND PAYMENTS

Deliverable	Deliverable Payment	Estimated Timeframe *
Task 1 Project Control Document Phase I		
1.1 Project Control Document – Phase I (PCD-1)	\$13,800	3 Weeks from NTP
Task 2 Saved-Search Feature/Increased Phone Center Capacity		
2.1 Commission acceptance of service launch	Subscription	2 weeks from NTP
2.2 Commission acceptance of training material	Subscription	3 weeks from NTP
2.3 Supply verification of phone center upgrades	\$2,400	2 weeks from NTP
Task 3 GIS Overlays		
3.1 Commission approval of proposed map, boundaries and labels.	\$3,888	24 weeks from NTP
3.2 Commission acceptance of service launch	\$3,888	26 weeks from NTP
Task 4 Regional Search Capacity		
4.1 Commission approval of Proposed map, boundaries and labels	\$8,000	36 weeks from NTP
4.2 Commission acceptance of service launch	\$8,000	44 weeks from NTP
Task 5 Single Family Listings and Foreclosure Resources		
5.1 Commission acceptance of service launch	\$5,800	2 weeks from NTP
5.2 Commission acceptance of address look up feature	\$5,800	3 weeks from NTP
5.3 Update listings and perform site enhancements as needed	\$4,000	Through approved work orders
Task 6 Section 8 and Public Housing Information		
6.1 Commission acceptance of mock-up	\$1,296	Within 15 working days from receipt of page info from Commission
6.2 Commission acceptance of service launch	\$1,296	Within 15 working days of Commission approval

Task 7 Senior/Veterans/Specialized Housing Resources Web Pages		
7.1 Commission acceptance of Senior Housing mock-up	\$1,296	30 weeks from NTP
7.2 Commission acceptance of Senior Housing service launch	\$1,296	38 weeks from NTP
7.3 Additional Senior links added upon request		
7.4 Commission acceptance of Veterans Housing Resources mock-up		Within 15 working days from receipt of page info from Commission
7.5 Commission acceptance of Veterans Housing Resources service launch		Within 15 working days of Commission approval
7.6 Additional Veterans Housing links or services added upon request. May include travel and training expenses	\$11,416	As requested
Task 8 Enhance Website Tools, Information, Feedback, Reporting and Performance Measures		
8.1 Commission acceptance of About Us/Partner Page substantial draft mock-up		30 weeks from NTP
8.2 Commission acceptance of About/Us Partner Page launch		38 weeks from NTP
8.3 Commission acceptance of Help With Housing FAQ web pages substantial draft mock up	\$1,000	
8.4 Commission acceptance of Initial Help with Housing Page FAQ launch	\$1,000	
8.5 Additional improvements to Help with Housing and FAQ web pages	\$6,400	
8.6 Development of new reports, updates to existing reports. and additional improvements and enhancements to website tools, features, graphics and information.	\$7,000	
8.7 Implement additional improvements and site enhancements.	\$7,652	
Task 9 Housing Information Clearinghouse – Discovery Phase		
9.1 Commission approval of proposed work flow and implementation plan	\$9,600	72 weeks from NTP
Task 10 Project Control Document Phase II		
10.1 Project Control Document – Phase II (PCD-2)	\$30,724	Within 30 working days from Amendment Three execution

Task 11 Housing Information Clearinghouse /On-line Housing Program Registration System Implementation		
11.1 Delivery of first draft of Work Flow document	\$4,260	72 weeks from NTP
11.2 Commission acceptance of final Work Flow	\$4,260	80 weeks from NTP
11.3 Commission acceptance of Agency User page mock-up.	\$4,260	
11.4 Commission acceptance of Agency User page service launch.	\$4,260	
11.5 Complete prototype of Restricted Access Agency User Page	\$5,390	96 weeks from NTP
11.6 Commission acceptance of Restricted Access Agency User Page service launch	\$5,390	104 weeks from NTP
11.7 Additional corrections and functional improvements	\$2,000	108 weeks from NTP
Task 12 Housing Information Clearinghouse/Develop Searchable Resource Database and Housing Registration System for Transitional, Special Needs and Emergency Housing.		
12.1 Obtain the subscription of the AIRS/211 LA County Taxonomy of Human Services.	\$2,000	
12.2 Discovery, data collection and analysis of data needs and work flow requirements and options for integrating with existing database and website functions.	\$5,000	ongoing hourly billables, also including approved travel costs
12.3 Delivery and Commission acceptance of first draft of proposed work flow and data servicing plan.	\$3,000	76 weeks from NTP
12.4 System development and updates to current system.	\$10,000	through work orders
12.5 Commission acceptance of service launch of Searchable Resource DB components.	\$18,000	Hourly billables and through work orders, also including approved graphic design, printing, travel, and training costs
12.6 Provide demonstration and training documentation that can be posted on the Restricted Access Agency User Page	\$2,500	Hourly billables and through work orders
12.7 Perform outreach to agencies to facilitate and assist with registration	\$8,490	Hourly billings and through work orders

of programs and properties. Additional corrections and functional improvements		
Task 13 Housing Information Clearinghouse /Subsidized Housing Inventory		
13.1 Delivery of first draft of Functional Requirements	\$9,276	66 weeks from NTP
13.2 Commission Acceptance of Work Flow	\$9,276	98 weeks from NTP
13.3 Complete Prototype	\$9,276	124 weeks from NTP
13.4 Commission acceptance of service launch	\$9,276	160 weeks from NTP
13.5 Additional costs to add second jurisdiction	\$9,276	
Task 14 Develop Regional Management Plan		
14.1 Delivery of Proposed Fee Structure and Reporting & Billing Protocols plan	\$1,000	160 weeks from NTP
Task 15 Electronic and Print Marketing Support		
15.1 Provide designs for new website banner, icons and logo and implement placement and functionality of web page programming and design to accommodate changes	Up to Max	as requested
15.2 Provide services in support of E-newsletter mailings as requested by Commission	Up to Max	as requested
15.3 Provide graphic content	Up to Max	as requested
15.4 Provide editing and writing services	Up to Max	as requested
15.5 Design special purpose emails	Up to Max	
15.6 Provide Keynote presentations as requested		
TOTAL CEO-IT FUND DELIVERABLE BASED PAYMENTS	\$261,742	

- Note: These dates are subject to change based on mutually agreed changes to the Implementation Schedule
- NTP: Notice to Proceed

Deliverable – NSP FUNDED Single-Family and Foreclosure Listings and associated functions	Deliverable Payment	Estimated Timeframe *
16.1 Commission Acceptance of Mock-up of HERO/ISP listings	\$4,471	2 weeks from NTP
16.2 Commission Acceptance of Service Launch of HERO/ISP listings	\$4,471	4 weeks from NTP
16.3 Dynamic Layer Shading – Delivery and Commission Acceptance of Functional Requirements for Dynamic Layer Shading for GIS Mapping	\$8,400	No later than 30 days from Amendment #1 execution
16.4 Dynamic Layer Shading – Delivery and Commission Acceptance of Complete Prototype	\$8,400	No later than 45 days from Amendment #1 execution
16.5 Dynamic Layer Shading – Commission Acceptance of Service Launch	\$8,400	No later than 60 days from Amendment #1 execution
16.6 Dynamic Layer Shading – Retention Release	\$2,800	Upon Commission approval of website function – at least 30 days after service launch
16.7 Program updates to NSP pages	\$8,000	Within 30 days of Commission notice to proceed
16.8 Additional NSP mapping, marketing, travel, training, site modifications	\$15,000	Within 30 days of Commission notice to proceed
16.9 NSP State modifications	\$15,000	As requested and authorized by work order and budget reallocation
16.10 NSP III additions (HERO Win-Win Program)	tbd	As requested and authorized by work order and budget reallocation
	\$74,942	

Deliverable – Homelessness Prevention and Rapid Re-Housing (HPRP) Pre-Screening and Referral Assistance – Phase I – Basic On-Line Pre-Screening Tool	Deliverable Payment	Estimated Timeframe
17.1 Delivery and Commission Acceptance of HPRP Pre-Screening Functional Requirements	\$21,300	No later than 15 days from Amendment #1 execution
17.2 Delivery and Commission Acceptance of HPRP Pre-Screening	\$21,300	No later than 30 days from Commission acceptance of

Complete Prototype		Functional Requirements
17.3 HPRP Pre-Screening Service Launch - Beta	\$21,300	No later than 15 days from Commission acceptance of Complete Prototype
17.4 HPRP Pre-Screening - Training, Maintenance, Supporting Documentation, Release of Retention	\$3,550	Payment may be requested after 30 days of uninterrupted performance from Service Launch and Commission acceptance of training and support
17.5 Provide HPRP sub-recipient reports and data as required by federal program requirements and Commission CDBG Division	\$3,550	After two successive Quarterly Performance Reports have been filed and approved by Commission
17.6 HPRP address lookup – Beta, rent comparability tool trial, HPRP Pre-Screening Website	\$10,000	Within 30 days of notice to proceed
	\$81,000	
HPRP Contract Phase Two		
17.7 HPRP address lookup feature acceptance	\$3,000	Upon Commission of approval of Beta system
17.8 Rent Comparability Tool – two year subscription	\$21,000	Start date will be February 1, 2010
17.9 HPRP marketing and landlord outreach	\$35,000	Funds must be expended within two years from date of this contract amendment
17.10 HPRP site support, additional web pages and amendments, travel, training, reporting	\$94,521	Funds must be expended within two years from date of this contract amendment
17.11 HPRP Call Center Support	\$2,000	Billed at \$10/ call
17.12 HPRP contingency funds	\$31,104	Upon approval of work requests
17.13 HPRP project management	\$18,663	Billable at 10% of HPRP Task Invoices
	\$205,288	

Deliverable – Pasadena Partner Page	Deliverable Payment	Estimated Timeframe
18.1 Execution of Participation Agreement		No later September 30, 2009
18.2 Partner Page launch	\$5,000	No later than 90 days from execution of Participation Agreement
18.3 Partner Page renewal year two	\$2,500	Annual anniversary
18.4 Partner Page renewal year three	\$2,500	Annual anniversary

Eligible Work Order Item – CDC Program Updates	Deliverable Payment	Estimated Timeframe
19.1 Add CDC HOP Program information	TBD by work order	Work Order
19.2 Add or update other CDC Program information	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
20.1 ALA Participation Agreement	TBD by work order	Work Order
20.2 Other Participation Agreements	TBD by work order	Work Order
20.3 HCID-LA Cooperation Agreement	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
21.1 Fannie Mae grant funded marketing and presentation activities, including laptop, software, projector, travel and training for L.A. County presentations.	TBD by work order.	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
22.1 Disaster Response Services	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
23.1 Transit Oriented Search and Mapping Features	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
24.1 Recuperative Care Bed Reservation System	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
25.1 Special Research, Presentations or Site Modifications for County Departments. May include travel and training costs.	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
26.1 Contract Contingency	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
27.1 HACOLA Services. May include travel and training costs.	TBD by work order	Work Order

Eligible Work Order Item	Deliverable Payment	Estimated Timeframe
28.1 Geographic Information System mapping changes required in response to boundary changes.	TBD by work order	Work Order

Exhibit B-1– Appendix 1

PAYMENT OF ANNUAL MAINTENCE & SUBSCRIPTION FEES

(These fees include (1) base annual fees funded by HPI, (2) limited term fee increases funded by CIO IT fund, and (3) annual renewals of website tools funded by CEO-IT contingency or pass-through subscriptions charges.

	HPI Base Fees \$50,500/quarter	CEO-IT Fund Fee Increase	Save Search/Rent Comp	GIS Update
2009				
15-Apr	\$151,500	\$11,250	\$1,200	
15-Jul		\$11,250		
15-Oct		\$11,250		
2010	\$202,000			
15-Jan		\$11,250		
15-Apr		\$11,250	\$1,200	\$6,600
15-Jul		\$11,250		
15-Oct		\$11,250		
2011	\$202,000			
15-Jan		\$11,250	\$1,200	\$6,600
15-Apr		\$16,325		
15-Jul		\$16,325		
15-Oct		\$16,325		
2012	\$202,000		\$1,200	
15-Jan		\$16,325		
15-Apr				
15-Jul				
15-Oct				
2013	\$202,000		\$1,200	
15-Jan				
15-Apr				
15-Jul				
15-Oct				
2014	\$202,000		\$1,200	
15-Jan				
15-Apr				
15-Jul				
15-Oct				
2015	\$202,000		\$1,200	
15-Jan				
15-Apr				
15-Jul				
15-Oct				
Total	<u>\$1,363,500</u>	<u>\$155,300</u>	<u>\$8,400</u>	<u>\$13,200</u>

Exhibit B-1 – Appendix 2

SCHEDULE OF TASK COSTS

Task/Deliverable Based Fees	
Task 1 Phase I Control Document	\$13,200
Task 2 Saved Search Feature/ Phone Capacity	Displayed as equipment cost below
Task 3 Install GIS Overlays	\$7,776
Task 4 Develop Regional Search Capacity	\$16,000
Task 5 Single Family Listings and Foreclosure Resources	\$15,600
Task 6 Public Housing Information Page	\$2,592
Task 7 Senior/Veterans/Specialized Housing Resources	\$14,008
Task 8 Enhance Website Tools, Information, Feedback, Reporting and Performance Measures	\$23,052
Task 9 Housing Information Clearinghouse – Discovery Phase	\$9,600
Task 10 Phase II Control Document	\$30,724
Task 11 Housing Information Clearinghouse/On-line Housing Program Registration System Implementation	\$29,820
Task 12 Housing Information Clearinghouse /Searchable Resource Database/ Agency Registration System	\$48,990
Task 13 Housing Information Clearinghouse/Subsidized Housing Inventory	\$46,380
Task 14 – Develop Regional Master Plan	\$1,000
Task 15 Electronic and Print Marketing Support	
Sub Total	\$258,742
Annual Maintenance Fee	
Year 1 Base Fee (existing contract – 9 months remaining)	\$151,500
Year 1 Fee Increase (CEO IT Fund Scope of Services)	\$45,000
GIS Update Fees	\$6,600

Year 2 Base Fee (existing contract - 12 months)	\$202,000
Year 2 Fee Increase (CEO IT Fund Scope of Services)	\$45,000
GIS Update Fees	\$6,600
Year 3 Fee for Additional Svcs	\$32,650
Year 4 Fee for Additional Svcs	\$32,650
Sub Total	\$522,000
Equipment Costs	
Phone Center Upgrade	\$3,000
Subscription Service Costs	
Saved Search Feature - Year 1	\$1,200
Saved Search Feature - Year 2	\$1,200
Saved Search Feature - Year 3	\$1,200
Travel and Training Reimbursement	
Year 1	\$10,988
Year 2	\$12,400
Marketing, Graphics Reimbursement	\$28,900
Sub Total	\$58,888
NSP PROGRAM COSTS	\$8,942
TOTAL CONTRACT COST	\$848,572
Amendment #1 Contract Authority Increase	\$127,000
Amendment #2 Contract Authority Increase	\$255,288
Amendment #3 Contract Authority Increase	\$20,424
Amendment #4 Contract Authority Increase	\$606,000
Amendment #5 Contract Authority Increase	\$252,000

Note: Additional years of annual fees and saved search fees are included in the Amendment line items.

Exhibit B-1 – Appendix 3

**Reimbursable Rates/Fee Schedule for
Housing Resource Center Phase II
Including Out of Scope Requests not Identified in Master Budget**

The Schedule of Deliverables and Payments do not provide all costs billable under his contract. Payments for travel, marketing expenses and NSP program development are to be billed to the Commission as follows;

Travel – Payable on a reimbursement basis for pre-approved travel.

Marketing – Contractor must submit estimate of work and have email authorization to proceed. Billable as provided below

NSP Program Work – Contractor must provide revised estimate and payment schedule to be approved by Commission for payment of NSP funds.

All other work not authorized under the Schedule of Deliverables and Payments, but within the Scope of Work or approved Contingency Funding must be pre-approved Commission prior to commencement of work.

Service	Cost	Descriptions
Web page hosting	<p align="center">\$1,400 per new page</p> <p align="center">\$100 per hour maintenance/upload</p> <p align="center">billable in 15-minute increments</p>	<p>Payment is due upon "push of page to production servers." The page does not have to be publicly accessible for work product to be deemed completed.</p> <p>If development length exceeds 30-days, CDC can be invoiced for 50% of the minimum and current hourly balance.</p>
E-Newsletter mailing, design, advisory and editing services	<p align="center">\$500 minimum per newsletter</p> <p align="center">\$125 per hour</p> <p align="center">billable in 15-minute increments</p>	<p>Payment is due upon newsletter completion. Newsletter does not have to be released for payment to be invoiced.</p> <p>If development length exceeds 30-days, CDC can be</p>

		invoiced for 50% of the minimum and current hourly balance.
Onsite training, planning and site support	<ul style="list-style-type: none"> ▪ Hotel and expenses per CDC guidelines ▪ Airfare invoiced at actual cost 	Payment is due upon completion of trip and upon submission of invoice with requisite supporting documentation.
Design consulting on marketing materials	<p style="text-align: center;">\$125 per hour billable in 15-minute increments</p>	<p>Payment is due upon completion. Item does not have to be released for payment to be invoiced.</p> <p>If development length exceeds 30-days, CDC can be invoiced for the current hourly balance.</p>
Graphic design	<p style="text-align: center;">\$125 per hour billable in 15-minute increments</p>	<p>Payment is due upon completion. Item does not have to be released for payment to be invoiced.</p> <p>If development length exceeds 30-days, CDC can be invoiced for the current hourly balance.</p>
Remote training	<p style="text-align: center;">\$300 minimum per event up to 1-hour \$100 per hour thereafter billable in 15-minute increments</p>	Upon completion of the event, CDC will be invoiced for service. If multiple events occur in a 30-day period, the events may be combined for invoicing.
Database development and /or customization	<p style="text-align: center;">NEW DATA STRUCTURE Minimums: \$2,000 minimum discovery and analysis \$225 per hour billable in 15-minute increments</p>	Upon satisfactory completion of the query results as approved by the CDC, the CDC will be invoiced for said query.

	<p align="center">EXISTING DATA STRUCTURE Minimums:</p> <p>\$500 minimum discovery and analysis</p> <p align="center">\$225 per hour</p> <p align="center">billable in 15-minute increments</p> <p align="center">CUSTOM QUERY Minimums:</p> <p>\$500 per custom query – new request (1-hour included)</p> <p>\$250 per custom query – existing query modification (1-hour included)</p> <p>\$250 per custom query – no modification, re-running existing query</p> <p align="center">\$225 per hour after minimum</p> <p align="center">billable in 15-minute increments</p> <p align="center">SHORT NOTICE/RUSH: All fees doubled</p>	<p>If development length exceeds 30-days, CDC can be invoiced for the current hourly balance.</p>
<p>Web design and development</p>	<p align="center">\$125 per hour</p> <p align="center">billable in 15-minute increments</p>	<p>Upon approval of the CDC, the CDC will be invoiced upon completion of the design and/or development. If development length exceeds 30-days, CDC can be invoiced for the current hourly balance.</p>
<p>Special presentations and marketing events</p>	<ul style="list-style-type: none"> ▪ Hotel and expenses per CDC guidelines ▪ Airfare invoiced at actual cost <p>Per person per night for CEO/CIO/CCO/COO (Senior Staff): \$650</p> <p>Per person per night for staff: \$450</p> <p>Plus cost of event registration or other</p>	<p>Upon approval of the CDC, the Contractor may invoice upon the completion of the trip and providing appropriate supportive documentation is present if required.</p>

	<p>fees associated with the event such as, but not exclusive to, shipping, Internet, power, furnishings and/or other associated charges</p> <p>CEO is allowed an admin staff person per visit if other Senior Staff are not present for the on-site.</p>	
Approved travel	<ul style="list-style-type: none"> ▪ Hotel and expenses per CDC guidelines ▪ Airfare invoiced at actual cost 	<p>Upon approval of the CDC, the Contractor may invoice upon the completion of the trip and providing appropriate supportive documentation is present if required.</p>
Spanish Translation Services	<p>Document Fees: \$125 per page plus .38-cents per word</p> <p>Minimum one page charge.</p>	<p>Upon approval of the CDC, the Contractor may invoice upon the completion of the translation, providing appropriate supportive documentation is present if required.</p>
Management and Staff Hourly Fees	<p>Per person per hour: CEO/CIO/CCO/COO (Senior Staff): \$175</p> <p>Marketing Director: \$125 Director of Agency Outreach: \$100 Call Center Management: \$50 Customer Service Representative: \$35</p> <p>Call Center Surveys: \$75/hour</p>	

**EXHIBIT D-1
Amended**

COMMISSION'S ADMINISTRATION

CONTRACT NAME: Contract for Internet Based Housing Database Website Services

COMMISSION PROJECT DIRECTOR:

Name: Pansy Yee
Title: Manager , Economic and Housing Development
Address: Community Development Commission, County of Los Angeles
Telephone: (626) 586-1833
Facsimile: (626) 943-3816
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COMMISSION PROJECT MANAGER:

Name: Larry Newnam
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