



PRISCILA DÁVILA & ASSOCIATES, INC.

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PROPOSAL TO ADMINISTER U.S. DEPARTMENT OF THE TREASURY CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS (SLFRF) PROGRAMS



SUBMITTED FOR CONSIDERATION TO:

City of La Habra
Economic Development and Housing Department
110 E. La Habra Blvd.
La Habra, CA 90631

April 11, 2022

EXECUTIVE SUMMARY

Priscila Dávila & Associates, Inc. is a firm of dedicated professionals that have a passion for providing first-rate consulting services in the areas of community development and affordable housing within communities throughout Southern California. **Priscila Dávila & Associates, Inc.** principals are directly responsible for performing all work associated with the company. Support staff include Kathy Redman, and Joshua Dirnu who are responsible for specific off-site administrative tasks. Having worked as city employees and with other private consulting firms, saw the need to come together as a team to provide competitive and effective services to local government agencies and non-profit organizations.

Familiarity with COVID-19 Programs – Through the CARES Act cities and counties have received supplemental Community Development Block Grant (CDBG-CV) funds for the purpose of providing emergency programs to persons and business affected by the COVID- 19 Pandemic. The regulations governing CDBG-CV funds mirror the CDBG regulations in all aspects except that the programs and activities must be directly related to activities and programs responding to the COVID-19 Pandemic and specific CDBG-CV waivers.

Over the last two years **Priscila Dávila & Associates, Inc.** has assisted several communities with rental, utility, and business assistance programs. In recent years, due to the complicated and cumbersome requirements of traditional federally funded rental and business assistance programs, most cities have elected not to fund this type of program. However, the unprecedented COVID-19 CDBG waivers and flexibilities have made it possible for rental/utility assistance programs to be streamlined, manageable and a vital part of our nation’s economic recovery. **Priscila Dávila & Associates, Inc.** has designed several COVID-19 programs using both CDBG, HOME, and CDBG-CV.

Summary of Experience/Services - The following is a summary of the various services provided by **Priscila Dávila & Associates, Inc.:**

GENERAL ADMINISTRATION

- | | |
|---|---|
| ▪ Design program guidelines | ▪ Prepare marketing materials |
| ▪ Provide on-line application portal | ▪ Program marketing |
| ▪ Prepare/transmit project drawdowns | ▪ Respond to public inquiries |
| ▪ Prepare/transmit project set-up/completions | ▪ Provide program recommendations |
| ▪ Prepare/transmit administration drawdowns | ▪ Attend/Participate in trainings |
| ▪ Prepare reports | ▪ Maintain organized/meticulous records |
| ▪ Monitor grant/program income expenditures | ▪ Participate/prepare for Treasury monitoring |

Priscila Dávila & Associates, Inc. established and implemented the following COVID-19 programs:

Utility Assistance Program - The Utility Assistance program offers residents assistance to pay electricity, gas, water, and trash utilities. Grant awards cover utility expenses for a specific dollar amount or specific period. Payments are made directly to utility providers on behalf of the residents/family. Residents are not expected to pay back grants. Awards are based on CDBG-CV eligibility and applicants need to apply and provide documentation proving eligibility.

Emergency Rental Assistance Program - This Program assists renter households whose income has been drastically reduced due to COVID- 19 and they are unable to pay their monthly rent. The amount of rental assistance will depend of the household's financial need and the willingness of the landlord to reduce the household's rent during the period of City assistance.

Small Business Assistance Program - The COVID-19 Small Business Assistance Program (SBAP) is designed to address the adverse impacts of the novel Coronavirus (COVID-19) to the economy, including jobs and businesses. SBAP grants support small businesses undergoing financial hardship due to a loss or reduction in revenue directly related to COVID-19. Businesses are not expected to pay back this assistance. Awards are based on the availability of CDBG and/or CARES Act CDBG-CV funds.

PROGRAM IMPLEMENTATION

Dine and Shop Local Incentive Program

Funding: \$200,000

Under this program the City would provide \$100 gift cards to qualified households that can be used at participating local La Habra small businesses. The City of La Habra is seeking to partner with a Platform Contractor (TBD), to provide services to administer a community eGift Card program to assist La Habra businesses by bolstering sales. Platform Contractor will provide the technology, payment processing and gift delivery services for La Habra's shop local program. Consultant is responsible for researching possible platforms, branding and marketing the program and recruiting the merchants to participate. Consumer-purchased and bonus cards can only be used at eligible local businesses, as determined by the City. The goal of the program is to encourage shopping at these eligible local businesses.

Scope of Services:

Program Design and Marketing

- Research platform providers
- Design a gift card program that allows customers to purchase gift cards that include City-provided funds
- Raise awareness of the gift card program among eligible businesses and potential customers

Administration

- Provide technical capability to end the City promotional program when funding limits have been reached or by a specific date, whichever occurs first.
- Monitor and provide support to the gift card program throughout the project timeline
- Maintain an enrollment process to ensure that only businesses that have a physical (Brick and Mortar) location within La Habra city limits and have a valid City of La Habra business operation tax certificate (BOTC) participate in the program.
- Report quarterly on key statistics for the gift card program and at the end of the program, including, but not limited, to number and types of businesses enrolled in the program, geographic distribution, total amount of money that consumers spent on gift cards and used at businesses, breakdown of this amount by business type, total amount of City-provided funds issued to customers. Where possible, provide demographic information on customers who purchased the gift cards.
- Provide a final report that contains a summary of the process, findings, outcomes, lessons learned and best practices, report how the funding provided by the City assisted bonus program aided the businesses with sales and revenue generation, and recommendations for future similar promotional efforts.

Fee Schedule:

PROGRAM DESIGN		
1.	Platform Identification/Design Program Guidelines and Documents	\$3,500.00
2.	Online Portal/Application	\$2,500.00
TOTAL		\$6,000.00

PROGRAM IMPLEMENTATION		
1.	Outreach/Marketing to Businesses	\$7,500.00
2.	Outreach/Marketing to Residents	\$5,000.00
3.	Merchant/Business Eligibility	\$13,000.00
4.	Coordination with Platform	\$8,500.00
TOTAL		\$34,000.00

Bill(s) Assistance Program

Funding: \$500,000

City would like to provide cash payment to households that can provide proof that they are behind in their bill(s) (including rent, utilities, mortgage payments, property taxes, health insurance payments, childcare, vehicle payments, credit cards payments, etc.). Households would still have to meet one of the eligibility requirements as outlined in the final rule. Consultant is responsible for building, marketing and administering all the day to day activities of the program.

Scope of Services:

Program Documents and Marketing

- Prepare guidelines
- Prepare grant agreement
- Prepare all letters and correspondence with applicant
- Prepare program marketing/outreach materials
- Coordinate distribution of outreach materials

Application Process

- Provide an online application portal for virtual application submittal
- Provide designated program telephone number and email for technical assistance to households applying for assistance
- Review applications in the order received
- Review application for ARPA income eligibility
- Notify of immediate ineligibility

Household Income Determination/Qualification

- Compute household COVID-19 reduced income using ARPA rules for Determining Income based on household size and documentation provided
- Verify household had loss of income due to COVID-19
- Assess financial need of household
- Verify applicant was current on bill(s) prior to the onset of the COVID-19 State of Emergency Declaration
- Request any additional or missing documents for verification
- Compute income using the Gross Income Worksheet

Payments

- Coordinate payment made directly to applicant
- Prepare invoice and City-required backup documentation with all information needed to process check payments

Fee Schedule:

PROGRAM DESIGN		
1.	Online Application	\$3,400.00
2.	Webpage Language/Design	\$2,500.00
3.	Outreach/Marketing	\$7,500.00
TOTAL		\$13,400.00

HOUSEHOLD DETERMINATION/QUALIFICATION			
	Cost	Estimated # Applications	Estimated Cost
Fee per approved application	\$450.00	160	\$72,000.00
Fee per denied application	\$100.00	50	\$5,000.00
TOTAL			\$77,000.00

Business Assistance Program

Funding: \$300,000

The City is looking to provide small business assistance in payroll and benefits, cost to retain employees operating cost including mortgage, rent, utilities and other operating cost. Also, if allowed, assisting in costs associated with conditional use permits, building permits, and other city fees a business may encounter to expand their business.

Scope of Services:

Program Design and Marketing

- Develop program guidelines
- Develop program grant agreement and other documents, as needed.
- Prepare program marketing materials
- Coordinate marketing to small business community
- Monitor expenditures

Application Process

- Provide an online application portal for virtual application submittal
- Provide application review and processing

Application Review

- Confirm business operations are within City of La Habra
- Confirm negative affect by COVID-19
- Confirm business meets an ARPA Objective
- Confirm additional City-established eligibility requirements
- Notify of eligibility/ineligibility

Document Preparation and Execution

- Prepare grant agreement
- Prepare other documents, as needed
- Coordinate execution of documents
- Coordinate grant payments to business or business landlord

Fee Schedule:

PROGRAM DESIGN		
1.	Online Application	\$3,400.00
2.	Webpage Language/Design	\$2,500.00
3.	Outreach/Marketing	\$10,000.00
TOTAL		\$15,900.00

BUSINESS QUALIFICATION/APPLICATION PROCESSING			
	Cost	Estimated # Applications	Estimated Cost
Fee per approved application	\$500.00	48	\$24,000.00
Fee per denied application	\$100.00	20	\$2,000.00
TOTAL			\$26,000.00

KEY PERSONNEL

The following is a listing of the key personnel to be involved in the implementation of City's ARPA Programs:

Priscila Dávila - Ms. Dávila has over twenty-five (25) years of CDBG, CDBG-CV, HOME, and ESG professional experience. She has thorough knowledge of CFR Title 24 Part 570 and has an excellent command of federal regulations. Her focus will be the general administration of the City's ARPA Programs identified in this Proposal. She will meet with City staff monthly, or as needed, to discuss project status and implementation. She will charge for time expended on project management, attending meetings, telephone calls, research time and preparing documents.

Deborah Sottek – Deborah Sottek has over thirty (30) years of experience in the administration of federally funded community development, housing and economic development programs. Ms. Sottek will provide assistance to Ms. Dávila in the development and preparation of documents. Program design, preparation of program guidelines, application review and qualification underwriting, applicant assistance, document signings. Technical assistance to staff in the overall administration and implementation of the Assistance Programs. She will charge for time expended on project management, attending meetings, telephone calls, research time and preparing documents.

ADMINISTRATIVE STAFF IN SUPPORT OF PROJECT FILE MAINTENANCE APPLICATION REVIEW (IF NEEDED):

Kathy Redman – Administrative assistant responsible for oversight of general day to day office management, arrange appointments, manage calendars.

Joshua Dirnu – Administrative assistant responsible for data entry, file management and organization.

RELEVANT/CURRENT EXPERIENCE

City of Newport Beach

Funding Source: CDBG/CDBG-CV

Priscila Dávila & Associates, Inc. assisted the City of Newport Beach in creating an Economic Development Grant Program. The program provides one-time funding to small businesses located in the City with financial assistance to retain jobs and overcome economic impacts due to the COVID-19 public health emergency. Small businesses with 30 or fewer full-time (or equivalent part-time and full-time) employees received a working capital grant of up to ten thousand dollars (\$10,000). The grant may be used for working capital to cover the day-to-day business operating expenses such as payroll expenses, rent/lease payments, mortgage payments, utility expenses, or other similar expenses that occur in the ordinary course of operations.

The following provides an overview of the services **Priscila Dávila & Associates, Inc.** provided to the City of Newport Beach in the administration of the CDBG/CDBG-CV Economic Development Grant Program:

1. Program Documents and Marketing
 - Developed outreach/marketing materials.
 - Conducted webinars.
 - Developed Program guidelines.

2. Application In-Take Process
 - Assisted with development of application.

3. Eligibility Review of Business Assistance Program
 - Confirm business operations are within City of Newport Beach.
 - Confirm negative affect caused by COVID-19.
 - Confirm business meets a federal National Objective.
 - Confirm additional City-established eligibility requirements.
 - Verify household had loss of income due to COVID-19.
 - Assess financial need of business.
 - Verify applicant was current on rent prior to the onset of the COVID-19 State of Emergency Declaration.
 - Notify of eligibility/ineligibility.

4. IDIS Administration
 - Set-up and fund programs/projects in IDIS.
 - Create vouchers in IDIS to complete drawdowns.

RELEVANT/CURRENT EXPERIENCE

City of Rosemead

Funding Source: CDBG/CDBG-CV/HOME

Priscila Dávila & Associates, Inc. has been instrumental in designing and implementing CDBG-CV programs to address the impacts of the pandemic on businesses, tenants and homeowners. An online application portal is used to expedite the processing of applications and distribution of funds to businesses, tenants and landlords that have been devastated by the loss of jobs, loss of income placing businesses owners losing their businesses and/or residents at risk of losing their housing.

1. Program Documents and Marketing

- Developed outreach/marketing materials.
- Conducted webinars.
- Developed Program guidelines.

2. Online Application Portal

- Design of online application portal.
- Implementation of online small business assistance and rental/utility assistance application portal.
- Implementation of online assistance portal.

3. Eligibility Review of Household/Business Assistance Applications

- Confirm negative affect caused by COVID-19.
- Confirm additional City-established eligibility requirements.
- Verify household had loss of income due to COVID-19.
- Assess financial needs.
- Notify of eligibility/ineligibility.

4. IDIS Administration

- Set-up and fund programs/projects in IDIS.
- Create vouchers in IDIS to complete drawdowns.

5. Fund Disbursement/Project Draws

- Coordinates processing of payments (i.e., vendor setup, business license verification, etc.)

RELEVANT/CURRENT EXPERIENCE

City of Monterey Park
Funding Source: CDBG/CDBG-CV/HOME

Priscila Dávila & Associates, Inc. established and implemented the following COVID-19 programs:

1. Online Application Portal

- Design of online rental assistance and small business assistance application portal.
- Implementation of online rental assistance application portal.
- Implementation of online small business assistance portal.

2. Income Underwriting

- Determining gross household income.
- Assessment and determination of COVID-19 impact.

3. Document Preparation

- Preparation of City rental lease agreement.
- Coordination of lease signing.
- Prepare approval/denial letter to business/tenant.
- Transmit letter of approval/denial to business/tenant.
- Prepare/Coordinate tenant and landlord occupancy certifications.
- Arrange for virtual document signing with tenant and landlord.
- Coordinate documents to initiate/process rental assistance funding.
- Obtain required business/tenant/landlord W-9 and vendor information.

CURRENT REFERENCES

City of La Habra	2019-Present
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Community and Economic Department
110 E. La Habra Blvd.
La Habra, CA 90631
Miranda Cole-Corona
Economic Development and Housing Manager

Responsible Persons:
Priscila Dávila

Funding Source(s):
CDBG

Responsibilities: General consulting services in support of the City’s administration of the CDBG funded program; provide IDIS support by setting up activities/projects, and generating reports, provide staff with CDBG Program technical assistance, prepare Action Plans and CAPERs; provide labor compliance services for all CDBG construction projects.

City of Newport Beach	2020-Present
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Community Development Department
100 Civic Center Drive
Newport Beach, CA 92660
Lauren Wooding Whitlinger
Real Property Administrator

Responsible Persons:
Priscila Dávila & Debbie Sottek

Funding Source(s):
CDBG & CDBG-CV

Responsibilities: General consulting services in support of the City’s administration of the CDBG and CDBG-CV funded programs; preparation of environmental documentation, CDBG subrecipient oversight/monitoring; provide IDIS support by setting up activities/projects, committing funds, and generating reports, provide staff with CDBG Program technical assistance, prepare Action Plans and CAPER; monitor affordable housing projects.

City of Rosemead	2019-Present
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Community Development Department
8838 E. Valley Blvd.
Rosemead, CA 91770
Ben Kim
Interim City Manager

Responsible Persons:
Priscila Dávila & Debbie Sottek

Funding Source(s):
HOME, CDBG & CDBG-CV

Responsibilities: General consulting services in support of the City’s administration of the CDBG, CDBG-CV and HOME funded programs; preparation of environmental documentation, preparation/attendance at HUD monitorings, 2019 CAPER, 2020 Citizen Participation Plan, CDBG subrecipient oversight/monitoring, provide IDIS support by setting up activities/projects, committing funds, and generating reports, provide staff with CDBG and HOME Program technical assistance, income determination for owner-occupied housing rehabilitation program.

City of Ontario	2018-Present
<p>Housing & Neighborhood Preservation Agency 208 West Emporia Street Ontario, CA 91762 (909) 395-2322 Mrs. Katryna Gonzalez</p>	<p>Responsible Person: Priscila Dávila & Debbie Sottek</p> <p>Funding Source(s): HOME, CDBG, & ESG</p>
<p>Responsibilities: Provide labor compliance services for all CDBG construction projects, Assist in preparation of Consolidated Plans, Annual Action Plans, and CAPERs.</p>	

City of Monterey Park	2008-Present
<p>Community & Economic Development Department 320 W New Mark Avenue Monterey Park, CA 91754 Martha Garcia, CPFO Director of Management Services</p>	<p>Responsible Persons: Priscila Dávila & Debbie Sottek</p> <p>Funding Source(s): HOME, CDBG & CDBG-CV</p>
<p>Responsibilities: General consulting services in support of the City’s administration of the CDBG, CDBG-CV and HOME funded programs; preparation of environmental documentation, preparation/attendance at HUD monitorings preparation of 2015, and 2020 Five Year Consolidated Plans, 2008 to 2021 Annual Action Plans and CAPERs, 2008 to 2020 Citizen Participation Plan, CDBG subrecipient monitoring, provide IDIS support by setting up activities/projects, committing funds, and generating reports, provide staff with CDBG and HOME Program technical assistance, income determination for owner-occupied housing rehabilitation program. Design and implementation of CDBG-CV Small Business Assistance Program. Design and implementation of Rental Assistance Program.</p>	

City of Pasadena	2008-Present
<p>Housing Department 649 North Fair Oaks Avenue, Suite 202 Pasadena, California 91109 Phone No.: (626) 396-8321 Mr. Jim Wong, Senior Project Manager</p>	<p>Responsible Person: Priscila Dávila</p> <p>Funding Source(s): HOME, CDBG & ESG</p>
<p>Responsibilities: General consulting services in support of the City’s administration of the CDBG, ESG and HOME federal funding programs; provides information, guidance, and advice on CDBG, ESG and HOME matters, including environmental and financial requirements, review program documents to ensure compliance with HUD requirements, provide IDIS support by setting up activities/projects, committing funds and generating reports, provide all Section 3 and Davis-Bacon monitoring, provide Long Term Monitoring HQS inspections.</p>	

Additional references available upon request.