

**AMENDMENT NUMBER 2 (TWO) TO EXECUTIVE DIRECTOR SERVICES
AGREEMENT**

THIS AMENDMENT NUMBER TWO (2) TO THE EXECUTIVE DIRECTOR SERVICES AGREEMENT TO THE SAN FERNANDO VALLEY COUNCIL OF GOVERNMENTS dated July 29, 2021 (hereinafter "Agreement") is made and entered into by and between the SAN FERNANDO VALLEY COUNCIL OF GOVERNMENTS, a California Joint Powers Authority ("SFVCOG"), and Stratiscope ("CONTRACTOR").

RECITALS

WHEREAS, the SFVCOG and CONTRACTOR entered into the Agreement regarding certain services to be provided on December 3, 2019;

WHEREAS, on July 15, 2021, the SFVCOG extended the Agreement for a one year period through December 31, 2021;

WHEREAS, on July 15, 2021, the SFVCOG authorized the execution of Memorandum of Understanding, No. M-029-21, SCAG Project/OWP No.: 300-4872Y0.03, between the Southern California Association of Governments ("SCAG") and the SFVCOG ("MOU") for the SFVCOG Regional Early Action Planning ("REAP") Grant Partnerships and Outreach (herein referred to as "Project").

WHEREAS, on July 15, 2021, SFVCOG delegated authority to the Chair to negotiate an amended and restated Agreement to expand the scope of work to include relevant duties under the MOU for the Project and to increase the compensation amount to the Agreement not to exceed Fifty-Five Thousand Dollars (\$55,000.00), subject to the terms of the MOU.

NOW, THEREFORE, in consideration of the foregoing premises and mutual promises and covenants of the parties hereto, the parties mutually agree as follows:

CHANGES PER THIS AMENDMENT

Section 2.1 of the Agreement shall be added after the current Section 2:

2.1. **Supplemental Services to be Provided.** In addition to the CONTRACTOR services described in Section 2 above, CONTRACTOR shall also provide pursuant to this Agreement the following supplemental services related to a "Housing Leadership Academy" component of the Project, which are set forth in pages 9-14 of the Exhibits to the MOU and which are also attached to this Agreement as Exhibit C. These supplemental services shall be performed at the direction of the SFVCOG, and CONTRACTOR shall take no action or position on behalf of SFVCOG without prior consultation with the SFVCOG.

Paragraph 3.1 in Section 3 of the Agreement shall be deleted and replaced with the following:

3.1 **Amount.** Compensation under this Agreement for performance of those services described in Exhibit A shall not exceed Eight Thousand, Three Hundred Thirty-Three Dollars and Thirty-Three cents (\$8,333.33) per month for the term of this Agreement and any extensions

thereof. This is a fixed compensation Agreement. Additionally, compensation under this Agreement for performance of those Supplemental Services described in Section 2.1 and Exhibit C shall be available for payment and shall not exceed Fifty-Five Thousand Dollars (\$55,000.00), subject to the terms of the MOU and Exhibit C. In the event the Contractor elects to hire additional staff, consultants, or contractors to assist in the additional work done, such is done at the Contractor's election and expense, and such persons will not be employees or contractors of the SFVCOG and the SFVCOG shall have no privity of contract, liability, or owe duties to such persons.

CONTRACTOR

By: _____
John Bwarie, Stratiscope

Date: _____

**SAN FERNANDO VALLEY
COUNCIL OF GOVERNMENTS**

By: _____
Monica Rodriguez, SFVCOG Chair

Date: _____

**APPROVED AS TO FORM:
RODRIGO A. CASTRO-SILVA**
County Counsel

By: _____
Shan Thever
Deputy County Counsel

Exhibit C

Memorandum of Understanding, No. M-029-21, SCAG Project/OWP No.: 300-4872Y0.03 between the Southern California Association of Governments ("SCAG") and the SFVCOG ("MOU") for the SFVCOG Regional Early Action Planning ("REAP") Grant Partnerships and Outreach (herein referred to as "Project")

The Project shall include the following responsibilities subject to the conditions in the MOU:

- A portion of the requested funding amount under the MOU will be applied as “administrative costs”, which can be up to 5% of the total project funding.

If you checked the box above, please indicate if you plan to utilize:

- The entire 5% allowable under the grant terms.
- A different percentage: [Click or tap here to enter text.](#)
- A specific dollar amount: \$15,000

Project Metrics

Each REAP project requires a metric to quantitatively measure the outcome of the project. Project metrics selected on this form will be included in the REAP SRP quarterly progress reporting form for your subregion. *Please select **all metrics** that will apply to your approved projects:*

2. Outreach/public engagement projects

- Number of events/meetings
- Number of participants
- Number of elected official/decisionmaker participants
- Number of website hits
- Number of video hits
- Number of tool users or downloads
- Other: *(please specify)*

6. Plans and/or policies for implementation that are not related to ADUs (e.g., zoning ordinance updates, streamlined permitting processes, adoption of zoning strategies, etc)

- Additional unit capacity resulting from drafting or adopting plan *(compared to baseline/current conditions)*
- Range of weeks (or other time period) saved to approve permits from streamlined process *(compared to baseline/current conditions)*
- Other: *Participants will develop a proposed housing supportive policy as part of their final*

project

2	<i>Education and Activation Support</i>
<input type="checkbox"/> Metrics for this project have been selected in the “Project Metrics” portion of this form. <i>Please consult with the SCAG Project Manager if you need assistance in determining appropriate metrics for this project.</i>	
1 Procurement Expected for this Project - SCAG to procure and PM this project. Metrics to be collected by Consultant – See “Special Conditions” section below	
<p>Brief Description of Project:</p> <p>One of the greatest barriers to housing production in our region, after cost, is that of community opposition. Often, the community is disengaged, misinformed, or uninformed about the needs, process, and benefits of housing policies and development. This is the result of lack of staff expertise in community engagement, the lack of resources to effectively engage the community, and fundamentally having communication approaches based in persuasive interactions vs. educational or training interactions.</p> <p>In addition, elected officials are not always able to keep track of deeper issues related to housing production, the history of policies that have led to underproduction. Even for those electeds who are educated on housing policy and supportive of housing production, they often do not have the time or capacity to build the pro-housing coalitions needed to overcome community opposition.</p> <p>This project leverages a few unique aspects of the SFVCOG that allow it to fill a needed gap identified by the member jurisdictions for community engagement and education, and partners with SCAG on the delivery of a housing leadership academy targeting the SFVCOG cities.</p> <p>First, the COG is able to reach out to both elected officials and external audiences in the community, allowing for support development at the subregional level for city-level implementation. The nexus between the two audiences creates for policies that are passed with greater ease for housing to be built more swiftly and in accordance to new plans which in turn would be adopted more efficiently.</p> <p>This project would build a roster of key elected officials and community stakeholders to further engage in housing policy and related land use issues, as well as build a list of as many as 40-50 prospective participants for a housing leadership academy. This process will build understanding and support of the needs and processes to increase housing production as well as provide to support to local officials in meeting state requirements and move plans forward with reduced friction, delays, and consternation. The COG will be responsible for broad outreach across a range of stakeholders in its member cities of Santa Clarita, San Fernando, Burbank and Glendale. This will include elected officials as well as external stakeholders such as advocacy organizations for lower income households and affordable housing, civic organizations, homeowners associations, business associations, religious institutions, healthcare, childcare and other service providers, community serving institutions, builders, etc. The focus of the initial outreach is to broaden the universe of stakeholders that engage in housing policy and land use and to learn about their perceptions, priorities, past experiences and potential barriers and opportunities. The findings will be summarized in a memo that can help inform</p>	

the portion of the housing leadership academy that will be tailored to the SFVCOG region. After the outreach, COG staff will identify 40-50 individual stakeholders, which would be a mix of elected officials and other external stakeholders, to participate in the housing leadership academy. SCAG will procure the consultant for the leadership academy as part of its regional leadership academy work program, carving out a specific cohort for the San Fernando Valley COG. The COG will reach out to and coordinate the stakeholder involvement in the leadership academy.

The SFVCOG will contribute \$125,000 toward the housing leadership academy to cover the cost of having its own private training course. SCAG will procure the consultant team for the academy and coordinate with COG staff on implementation. COG staff will be responsible for recruiting the training membership and ongoing coordination with participants. With these activities, plus project management, there will be less community resistance to plans, policies, and projects, more community buy-in, and less delay in getting things moving within each city. Importantly, at the end of the leadership academy the participants will have a broader knowledge about housing policy and production related issues and will have established relationships to form a pro-housing coalition that can support adoption of land use plans and policies. This will augment the limited outreach done by cities as required by specific plans or projects to do the deeper engagement that leads to collaboration necessary to actually move a community forward. This would not replace existing work; it would amplify it and bring beset practices to enhance it.

Alignment with SCAG Connect SoCal regional priorities:

By increasing formalized partnerships, providing direct educational support to decision-makers, uncovering and promoting best practices, and reducing the barrier of community opposition, this effort aligns with the following SCAG priorities:

1. Provide support to local jurisdictions to streamline and lessen barriers to housing development that supports reduction of greenhouse gas emissions
2. Work with local jurisdictions/communities to identify opportunities and assess barriers to implement sustainability strategies
3. Enhance partnerships with other planning organizations to promote resources and best practices in the SCAG region
4. Continue to support long range planning efforts by local jurisdictions
5. Provide educational opportunities to local decisions makers and staff on new tools, best practices and policies related to implementing the Sustainable Communities Strategy

Special Conditions – Leadership Academy Partnership

BACKGROUND

SCAG is contracting a consultant to support SCAG’s Housing Policy Leadership Academy. The academy aims to educate and elevate local leadership to proactively contribute to accelerate housing production, develop regional pro-housing coalitions that lift up equitable growth strategies, better utilize housing funding opportunities, implement housing elements, and collaborate with SCAG’s emerging housing program. The academy will include development of an informative 6-10 session series to be presented over six to twelve months to eight training cohorts across the region. SCAG will work with the selected consultant to identify the most appropriate groupings across the region and a reasonable timeframe for the trainings. Through its Subregional Partnership Program (SRP), two of the participating Councils of Government (COGs) have elected to use their SRP grant funds to hold a leadership academy cohort specific to their COGs. These are the San Gabriel Valley COG and San Fernando Valley COG subregions.

PURPOSE & PROJECT

SCAG will coordinate a Local Housing Leadership Academy program specific to San Fernando Valley COG, to empower decisionmakers to say “yes” to housing, which will consequently increase housing production at the local level and across the SCAG region. SCAG will involve San Fernando Valley COG throughout the process of procuring a consultant, developing the program, and implementing the program.

MUTUAL UNDERSTANDING

- A. A standard curriculum should be developed for across the subregional trainings, with customized data sets of demographics, housing needs, key issues etc. tailored to each subregional cohort.
- B. SCAG will include up to one representative of San Fernando Valley COG to be included in the consultant proposal review process.
- C. San Fernando Valley COG staff will perform duties as outlined below in the “SFVCOG Staff Scope” attached on the following page.
- D. SCAG will work with San Fernando Valley COG to identify participants for their respective cohort and address outreach strategies specific for their subregions.
- E. SCAG will make all reports and information pertaining to the respective cohort and training sessions available to San Fernando Valley COG.

SFVCOG Staff Scope					
Task		Description	Deliverable	Hours	Cost
Task 1: Project Management					
1.1	Kick-off Meeting	SFVCOG shall organize and participate in a kick-off meeting with project partners, including SCAG and the Academy consultant (if needed) to refine the work plan, and clarify agency needs and roles.	Project kick-off meeting agenda, notes, and action items	3 hours	<i>3 hours x \$171.67/hr</i> \$515.01
1.2	Project Timeline	SFVCOG shall develop a reasonable schedule with deadlines in line with the work plan of the consultant supporting the leadership academy. The project schedule shall be submitted on or before the kick-off meeting to be approved by SCAG staff.	Project schedule	2 hours	<i>2 hours x \$171.67/hr</i> \$343.34
1.3	Coordination Meetings	Throughout the project, SFVCOG will hold twice monthly (every other week) check-in meetings with	Check-in meeting agendas, notes, and actions items	18 hours	<i>18 hours x \$171.67/hr</i> \$3,090.06

		SCAG and the program consultant to provide status, adjust tactics, and maintain momentum towards the end goal.			
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Task 2: Stakeholder Engagement and Identification of Key Issues

2.1	City intake meetings	The SFVCOG will host intake meetings with each city’s key staff (Santa Clarita, San Fernando, Burbank and Glendale) and other community stakeholders to codify timelines/policy benchmarks they’re working on, community needs, successful tactics, and past lessons learned to inform the education program and to identify initial leaders to engage for 2.2. It is anticipated that there will be approximately 3 internal and 3 external meetings per city. This will also include a literature review	<ol style="list-style-type: none"> 1. A memo for each of the four cities describing: <ol style="list-style-type: none"> a. Key timelines and benchmarks related to policies and projects the city is projecting for the next 12-36 months b. Key community needs related to housing, including units, issue clarification, and social infrastructure needed c. Past successful tactics used to win support for housing production and past lessons learned to avoid in the future d. Initial list of 	<i>Meetings time:</i> $2 \times 6 \times 4 = 48 \text{ hours}$ <i>Draft memos:</i> 2 $8 \text{ hrs per memo} = 16 \text{ hrs}$ <i>Material review:</i> 4 hrs <i>per city (16 hrs)</i> Total for Task 2.1: 70 hours	$70 \text{ hours} \times \$171.67/\text{hr}$ \$12,016.90
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		from each city based on our own research and materials provided. This work must occur in early Summer 2021 (July-Aug) to develop the targeted participants in the Leadership Academy.	targeted internal and external leaders to assess (at least 10 per city)		
2.2	Community Needs Assessment	SFVCOG will conduct a community assessment regionally and locally with at least 10 leaders identified from each jurisdiction to understand local housing concerns, issues, and competing priorities to identify where the region is aligned on these items, and where work needs to be done to fill gaps in understanding on these issues.	<ol style="list-style-type: none"> 1. A question guide to ensure the interviews generate useful information: 2. Interviews with 10 external stakeholders from each city 3. A summary of each interview 4. A memo synthesizing key regional issues that need to be addressed in the education program 	<i>40 interviews @ 2 hrs ea (incl prep & coordination) = 80 hrs</i> <i>40 hrs: interview summary</i> <i>12 hrs: summary memo</i> Total for task 2.2: 132 hours	<i>132 hours</i> <i>x</i> <i>\$171.67/hr</i> \$22,660.44
2.3	Recommendations	SFVCOG will summarize the finding of the stakeholder engagement to	<ol style="list-style-type: none"> 1. A summary memo that identifies key recommendations for topics, issues, 	Total for task 2.3: 8 hours	8 hours x \$171.67/hr \$1,373.36

		identify recommendations of key topics, issues, and components that the education program (Housing Leadership Academy) should address in the region, as well as provide a list of 40-50 recommended community members from the four cities who should participate in the Academy.	and components of the Academy 2. A list of 40-50 recommended community stakeholders for the Academy		
				Total for all tasks: 233 hours	233 hrs x \$171.67/hr \$40,000

2 Education and Activation Support

Project/Activity Tasks

Task and sub-tasks	Staff/Consultant/Both	Estimated cost	Phase 1 or 2	Begin date	End date	Deliverable
<i>As provided in initial approved application</i>						
Task 1: Project Management (special note: this amount will be adjusted according to the staff scope outlined above)	Staff	\$15,000	2	7/19/2021	12/31/21	1. Project kick-off meeting agenda and minutes 2. Monthly project management meeting agendas and minutes
Task 2: Stakeholder	Staff	\$40,000	2	4/1/2021	9/30/21	1. Intake meetings with

Engagement and Identification of key issues					<p>each city’s key staff to codify timelines/policy benchmarks, community needs, successful tactics, and past lessons learned.</p> <p>2. Community assessment regionally and locally with at least 10 leaders identified from each jurisdiction to understand local housing concerns, issues, and competing priorities to identify where the region is aligned on these items</p> <p>3. A summary memo of findings from the engagement</p> <p>A list of 40-50 recommended participants in the Housing Leadership Academy.</p>
Total projected cost		\$55,000			