

JUSTIFICATION FOR SOLE SOURCE REQUEST

Date: 3/1/2016 Dept./Div.: CEO Admin Phone: x5249

Contact: Ashley Garcia

Description of Equip./Service Req.: Consulting Services for Homeless

Recommended Vendor: Keyser Marston Associates, Inc.

Address: 160 Pacific Ave., Suite #2014, San Francisco, CA 94111 Phone: 415-398-3050

1. Check reason for sole source request:

- Sole Source:** No other items are known to exist which perform the same function.
- Proprietary:** The item is held under exclusive title, trademark or copyright by a private person or company; a proprietary distributorship would also apply.
- Standardization:** The City requires the item(s) to standardize parts, design, quality, etc. (explain in more detail below)

2. Is the product or service available from other sources?

- Yes
- No

If YES, list name of vendors:

If NO, explain why the product/service is available from only one source:

After conducting market research by reaching out to 5 known competitor affordable housing consultants (RSG, Tierra West, HR&A, Larry Kosmont & Associates and LeSar Development Consultants), it was found that most firms do not perform homeless outreach and community coordination. LeSar Development Consultants, based in San Diego was the only firm found that does provide services to the Homeless Task Force in San Diego with the continuum of care. When asked specifically however, LeSar would not be able to accommodate a dedicated staff person serving Costa Mesa for 30+ hours per week due to limited availability and excessive commute.

3. Can your requirements be modified so that competitive products or services may be used?

- Yes
- No Please explain:

KMA has developed expertise through demonstrated past performance in developing Costa Mesa's Homeless Task Force housing strategy and providing housing program services, RDA dissolution and comprehensive real estate and financial consulting services. They are a preferred vendor for continuity purposes and vast institutional knowledge of the complex issues related to homelessness in Costa Mesa.

4. How does the recommended vendor's prices or fees compare to the general market?

Competitive and consistent fee schedule; fee schedule has remained the same since 2011.

Dept./Div. Head's Signature: 

Date: 3/14/16 agf

^{Buyer}
Purchasing Supervisor's Signature: Jennifer McCoy

Date: 4/15/14

Purchasing Officer's Signature: Stephen Duvent

Date: 4.16.14