



OFFICE OF THE MAYOR & CITY MANAGER

MEMORANDUM

DATE: December 14, 2022

TO: GEORGEANNE A. WHITE, City Manager

FROM: KELLI FURTADO, Chief of Staff
KRYSTAL RIOS, Executive Assistant

SUBJECT: Uniquely Qualified Consultant Request - LeSar Support Services

The purpose of this memorandum is to request authorization to dispense with the City of Fresno's (City) standard Request for Proposal (RFP) process for consultants, set forth in Administrative Order 6-19, so that the Office of the Mayor and City Manager (Departments) may ask Council to award a consulting contract to LeSar Support Services as a uniquely qualified consultant.

LeSar Support Services proposes providing consultation services and interfacing with the Department of Housing and Community Development (HCD) to help the City achieve its housing goals on a time-sensitive grant application for up to \$45 million. The City's concept proposal will be due to HCD after the state grant portal opens on December 29, 2022, providing additional details and accepting concept proposals through January 31, 2023. If successful, and invited to submit a full application by HCD, LeSar Support Services will ensure the City's full applications is highly competitive and submitted by the March 2023 deadline.

LeSar Support Services – and its proposed sub-contractor/affiliate LeSar Development Consultants – are widely recognized as leaders in California's efforts to end homelessness and address housing affordability. Company President and Founding CEO Jennifer LeSar has a wide array of experience in real estate development, project management, land use implementation, and finance. Additionally, LeSar Development Consultants has worked closely with the governor's housing team, in cooperation with the mayor's office, to craft the conceptual funding program to implement a scalable approach to achieving housing affordability. The concept advanced by the LeSar team, utilized a five-point strategy to control cost and leverage resources. This proposal was ultimately moved forward by the governor's office through the state legislature and resulted in the HCD grant opportunity made available statewide.

LeSar Support Services provides strategic counsel and technical assistance to oversee projects from kick-off to completion. Their broad portfolio compliments their deep expertise in affordable housing policy as they have advised state agencies, developers, and non-profits on affordable housing policies. They have an experienced senior staff of knowledgeable industry professionals and access to experts with extensive experience

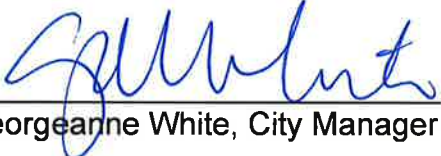
in the public, private and nonprofit sectors. CEO Jennifer LeSar has decades of experience in the real estate, finance, investment and affordable housing arenas.

LeSar Support Services expertise will be utilized in the City's efforts to prepare and submit the concept proposal, inventory land availability, assist staff with determining density, unit count, level(s) of affordability, financial analysis, and other technical details that will meet HCD regulations and make the City's application highly competitive. The HCD will issue the full Notice of Funding Availability in February for jurisdictions invited to submit full applications, and the deadline to submit a final application is published as March 2023.

Given the quickly approaching timeframes, the high priority of increasing housing opportunities, the highly competitive nature of the application to HCD, and the LeSar teams unique experience, insight into the development of the grant program, qualifications, and experience working directly with HCD, LeSar Support Services is uniquely qualified to prepare the City's application.

If you have any additional questions, or require additional information and data, please do not hesitate to contact me at 559-621-7901.

Approved Denied


Georgeanne White, City Manager