



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: July 1, 2025
TO: LaTanya Bellow, City Manager
FROM: Chadrick Smalley, Community Development Director
SUBJECT: **Resolution Of The City Council Of Emeryville Authorizing The City Manager To Execute A Professional Services Contract With Townsend Public Affairs, Inc. To Provide Federal And State Legislative Advocacy Services For An Amount Not To Exceed \$270,000 For Fiscal Years 2025-26, 2026-27 and 2027-28**

RECOMMENDATION

Staff recommends the City Council adopt the attached resolution authorizing the City Manager to execute a Professional Services Contract with Townsend Public Affairs, Inc., to provide federal and state legislative advocacy services for an amount not to exceed \$270,000 for Fiscal Years 2025-26, 2026-27, and 2027-28.

BACKGROUND

The City has had a long-standing and successful working relationship with Townsend Public Affairs, Inc. (TPA), which provides advocacy services that enable the City to achieve its state and federal agendas by influencing legislation, programs and policy as well as assistance with securing state and federal funds.

On June 21, 2022, the City Council authorized the execution of a Professional Services Contract with TPA to continue advocacy services through Fiscal Year 2024-25. Since then, TPA has assisted with numerous items of legislation that potentially impact the City, specifically in the areas of housing affordability, homelessness and cannabis regulation. TPA has continued to represent the City's interests at the state and federal level and to effectively manage relationships between the City and legislators.

DISCUSSION

To continue the City's relationship with TPA, staff requested TPA to provide a scope of services for the next three fiscal years. Using this scope of services, staff developed the attached Professional Services Contract (PSC) (Exhibit A of the attached resolution). The services proposed to be delivered under the PSC are summarized below.

Implement City's State and Federal Legislative Efforts

- Arrange for City officials to meet with selected members of Congress and/or their staff, with selected Bay Area state legislators and/or their staff and accompany them to such appointments;

- Schedule City officials to testify at selected legislative hearings, as desired, and oversee preparation of such testimony and coordinate and develop all advocacy activities related to the City's legislative needs and formal positions;
- Monitor state and federal legislation and provide updates to the City;
- Monitor the state and federal budget proposals and alert the City to their impacts.

Track State and Federal Activities of Interest

- Make regular contact with Bay Area federal and state legislators and staff on behalf of the City, to ensure that the City is aware of the latest initiatives;
- Monitor selected hearings and committees and identify legislative and/or policy opportunities in advance.

Develop Appropriate Materials for Meetings and Maintain Records

- Prepare agendas, memos, and talking points for calls, meetings and other advocacy efforts that support the City's priorities;
- Develop relevant materials to document and support the City's positions, including associated research.

Pursue State and Federal Funding

- Identify and pursue federal and state funding opportunities and grant programs for priority projects as identified by City leadership or departments;
- Identify sources of grant funding for Capital Improvement Projects including public and private foundation sources;
- Advocate for continued and/or increased funding for programs crucial to the City's budget;
- Assist in reviewing grant applications and editing narratives as requested by staff;
- Secure letters of support for grant applications;
- Work with federal and state legislative members and staff to advocate for the City's applications.

Over the past three years, TPA's services have resulted in funding and legislation that support the City's priorities. A summary of TPA's major accomplishments is included as Attachment 1.

FISCAL IMPACT

Due to the City's fiscal constraints, TPA agreed to a reduced contract amount for Fiscal Year 2017-18, reduced from the previous amount of \$99,996 per year (\$8,333 per month) to \$90,000 per year (\$7,500 per month), and TPA has agreed to continue to accept this dollar amount since that time, including for the next three fiscal years. The total amount for the services outlined above over the duration of the contract will be

\$270,000. This equates to \$7,500 per month, or \$90,000 per year, inclusive of all expenses and is included in the adopted Fiscal Year 2025-26 and 2026-27 budget (1800-80050).

The contract's continuation through Fiscal Year 2027-28 is contingent upon sufficient funding in the operating budget for those fiscal years.

STAFF COMMUNICATION WITH THE PUBLIC

There was no staff communication with the public on this item.

CONFLICT OF INTEREST

None.

CONCLUSION

Staff recommends the City Council adopt the attached Resolution authorizing the City Manager to execute a contract with TPA for legislative advocacy services for Fiscal Years 2025-26, 2026-27, and 2027-28 in an amount not to exceed \$270,000.

PREPARED BY: Chadrick Smalley, Economic Development and Housing Manager

APPROVED AND FORWARDED TO THE CITY COUNCIL OF THE CITY OF EMERYVILLE:



LaTanya Bellow, City Manager

ATTACHMENTS

- Attachment 1 - Summary of 2022, 2023 and 2024 State and Federal Advocacy and Funding Services
- Draft Resolution, including Exhibit A, Professional Services Contract with Townsend Public Affairs