
M E M O R A N D U M

To: The Honorable David Mourra and Members of the City Council
CC: LaTanya Bellow, City Manager

From: Niccolo De Luca, Vice President, Townsend Public Affairs, Inc.
Carlin Shelby, Senior Associate
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Date: June 16, 2025
Subject: Summary of Accomplishments for the City of Emeryville

Townsend Public Affairs, Inc. (TPA) is pleased to present this memorandum to the City of Emeryville summarizing our efforts and accomplishments over the past three years in support of the City's legislative agenda and funding priorities.

Strategic Legislative and Funding Partnerships

Since the beginning of our partnership, TPA has worked in close coordination with the City's elected leadership and administrative staff to advance major municipal priorities. Our efforts have included strategic advocacy at both the state and federal levels, targeted legislative engagement, and the facilitation of competitive funding opportunities. These actions have been driven by a shared commitment to delivering tangible, community-focused outcomes for the residents of Emeryville.

Over the last three years, our joint efforts have resulted in the successful acquisition of **\$5,350,000** in funding for vital City projects. Additional grant and appropriations applications are currently pending, further underscoring our ongoing collaboration and forward momentum.

These successes were achieved through partnerships with a broad network of state and federally elected leaders and their offices, including:

- Assembly Member Mia Bonta
- Former Senator Nancy Skinner
- Congresswoman Lateefa Simon
- Former Congresswoman Barbara Lee
- Senator Alex Padilla

Legislative Success: Senate Bill 591 (Becker)

A key milestone during this period was the passage of Senate Bill 591 (Becker), a significant piece of City-sponsored legislation. This bill authorizes the establishment of an intergenerational housing development in Emeryville designed to serve senior citizens, caregivers, and transition-age youth.

The development, sponsorship, and successful passage of SB 591 represents a hallmark of the TPA/City partnership. Led by TPA and then-Council Member John Bauters, the initiative included:

- Drafting of the legislation in collaboration with Senator Josh Becker and his office
- Direct engagement with multiple legislative committees, including the Senate Housing, Judiciary, and Human Services Committees, and the Assembly Housing Committee
- Coordinated advocacy with the Governor's Office and key stakeholders.
- Coalition-building with statewide organizations and advocacy groups

This sustained effort resulted in Governor Gavin Newsom signing SB 591 into law—delivering a transformative policy achievement tailored specifically for Emeryville.

In addition, the TPA/City team has engaged with more than 25 pieces of legislation during this period, taking formal support and opposition positions, as well as successfully securing amendments to ensure the City's interests were reflected in final legislative outcomes.

Ongoing Support and Engagement

Beyond legislative and funding initiatives, TPA provides ongoing, proactive support to the City through:

- Weekly legislative and funding updates to City staff
- Presentations and briefings to the City Council
- Planning and execution of advocacy trips to Sacramento and Washington, D.C.
- Continuous monitoring of policy and funding developments impacting City priorities.

TPA remains honored to serve as the City of Emeryville's legislative and funding partner. We are committed to continuing our collaboration to secure resources, advance local initiatives, and promote the City's interests at all levels of government.

Funding Chart for the City of Emeryville

<i>Submitted Pending Federal Budget Earmark: 40th Streets Improvements</i>	\$3,000,000	2025
Federal Budget Earmark: 40th Streets Improvements	\$850,000	2024*
State Budget Earmark: 40th Street Corridor Improvement	\$350,000	2023
Federal Budget Earmark: Intergenerational Affordable Housing Project on San Pablo Avenue	\$500,000	2022
Federal Budget Earmark: Contamination Remediation for Housing Development	\$2,000,000	2022
State Budget Earmark: Corporation Yard site remediation for affordable housing	\$2,500,000	2021
Bay Area AQMD: Existing Shuttle/Feeder Bus and Rideshare Services Grant Program: Emery Go-Round Shuttle Project	\$238,819	2017
State Grant Application: Bike/Ped Greenway Safety & Connectivity Improvement Project	\$265,000	2017
Grant Application: PetSafe Bark for Your Park Grant Program	\$25,000	2016
State Grant Application: Housing-Related Parks Program	\$1,477,950	2013
State Proposition 84 Statewide Parks Grant: Peladeau Park and Urban Greenway	\$828,792	2012
State Sustainable Strategies Pilot Program: Catalyst Projects	\$1,350,000	2010
Federal Budget Earmark: Labor, Health and Human Services Program: East Bay Green Jobs Project	\$200,000	2010
State Proposition 84 Urban Greening Project: Community Garden	\$49,569	2010
Federal Budget Earmark: Pre-Disaster Mitigation Grant Program for ECCL	\$600,000	2008
Total Amount	\$10,385,130	

The 2024 Federal Budget Earmark for 40th street was championed by Congresswoman Barbara Lee and was included in the final version of the THUD bill. However, the President and leadership removed all direct line-item spending in the final Budget bills. The 2025 Federal Budget Earmark for 40th street has been championed by Congresswoman Lateefa Simon and is moving forward in the current process.