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**M E M O R A N D U M**

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**To:** Mayor Dianne Martinez  
Carolyn Lehr, City Manager

**From:** Christopher Townsend, President, Townsend Public Affairs, Inc.  
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**Date:** December 12, 2016

**Subject:** Proposed 2017 State and Federal Legislative and Funding agenda

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Townsend Public Affairs, Inc. (TPA) has enjoyed an extensive, successful working relationship with the City of Emeryville and prides itself on providing the City the experience, resources, and political network expected from a premiere advocacy firm while also providing the unique brand of customer service the City deserves. This includes personal attention, accessibility and passion for the City's mission, goals and priorities.

Over the past several years, TPA's record of service for the City has generated significant project funding and legislative successes. Our ability to directly secure over \$4.35 million for City priority projects is a direct result of our expertise in numerous policy areas, including, but not limited to: transportation; housing and economic development; public safety; job training; education; and community facilities.

On the legislative front, we have authored multiple bills for the City, and have demonstrated the skill and experience required to navigate through the complex processes of the state legislature and administration. This includes strategies and activities to monitor, amend, eradicate, and adopt legislation and regulations.

Below please find a draft frame work for our 2017 State and Federal Legislative and Funding agenda. Our legislative agenda will be fluid as issues continue to be resolved and additional topics are included. The strategic agenda includes advocating for legislation, regulations, and funding that is consistent with the City's adopted goals.

This report is compiled into five sections:

- 2017 State/Federal Legislative Priorities;
- 2017 State/Federal Legislative Topics for Monitoring and Recommended Action;
- Advocacy trip to Sacramento;
- Potential Advocacy trip to Washington DC; and
- Continuation of previous projects.

## **2017 State/Federal Legislative Priorities**

The City of Emeryville's legislative agenda for 2017 will reflect the priorities of the Mayor and the City Council. The strategic agenda includes advocating for legislation, regulations, and funding that is consistent with the City's adopted goals. Below is a list of Emeryville specific legislative proposals. If the Council is supportive of these proposals listed below, TPA will continue to research what can be accomplished through legislation, regulations, or direct advocacy with State/Federal agencies and other organizations to help address Emeryville's needs.

**Affordable Housing.** With the dissolution of redevelopment came the decrease in affordable housing funds. A new, ongoing source of funding is needed for local government to construct new housing and help support low income residents and working families.

**Homelessness.** Cities and counties have the direct, daily perspective and response to conditions that contribute to homelessness in their areas, however state or federal funding needs to provide additional tools and support to maintain access to support services, treatment, housing, and jobs.

**Transportation funding for existing infrastructure.** With an aging infrastructure and an increase in commuters and residents in the Bay Area, an ongoing source of funds is greatly needed to help enhance road repair. In a city, such as Emeryville that has a disproportionate number of commuters compared to households, new revenue is needed to address much needed road repair. This has been included in the Governor's recent budget proposal and will be a major theme throughout the budget session.

**Transportation grants.** Emery Go-Round, a free shuttle service provided by Emeryville businesses, is a tremendous success. As time goes on, the fleet unfortunately wears down yet service requests increase, especially to the West Oakland BART station. Help is needed to provide a regional service that support employees, businesses and further encourages the use of public transportation. In addition to the expansion of the fleet, space is needed for a bus yard.

**Climate Change.** Last session there was a flurry of bills that sought to address climate change, while also strengthening California's green economy. In addition, the Governor has repeatedly stated his desire and focus on pushing greater efforts to improve California's ability to enhance climate change efforts. The City has a rich history of supporting climate change proposals and this will rank high on the legislative list.

**Support seismic safety legislation.** With recent earthquakes in California and across the world, we are reminded that an earthquake can occur at any given moment and it is imperative that we ensure our structures are suitable to withstand a catastrophic earthquake. Support for a seismic safety measure will improve California's resilience against earthquakes, saving the public money that would otherwise have been required for disaster relief.

**Rail crossing traffic improvements.** With the redevelopment of the Oakland Army Base, additional rail traffic will be coming through the City. To adequately prepare for this increase and to ensure the health and safety of Emeryville residents, funding is needed to enhance the traffic mitigation at rail crossings within the City.

**Bike share programs.** Emeryville's small size and flat topography make it an ideal city for walking and cycling. With the addition of the award winning 2012 Bicycle and Pedestrian Plan for the City of Emeryville, funding is needed to support the efforts of bicyclists and pedestrians, create an environment that encourages active lifestyles and physical exercise, and connect schools, transit, businesses, and community and employment centers within the City of Emeryville and the region. The City is already a part of the East Bay program approved by MTC and new opportunities will greatly expand these efforts.

**Autonomous Vehicles.** The City of Emeryville prides itself on supporting innovation and technology while partnering with the businesses in these fields. As technology grows and regulations for autonomous vehicles are drafted, the City is a perfect location for pilot programs.

**Medicinal Cannabis Statewide Regulations and Proposition 64 Implementation.** As the City moves forward on new, comprehensive, thorough medicinal cannabis regulations this is a new policy topic to closely work on. With the passage of Proposition 64 there will be a legislative effort to ensure the initiative and the already approved statewide framework reflect the needs of local government, law enforcement and the industry.

**Street Parking.** In recent years, there has been some legislation regarding the ability for local government to regulate parking. In addition, there has also been an increase in cities using technology to help support parking management. There is an area of interest for the City where parking guidelines and technology merge.

Some of the efforts TPA will undertake to support and implement the City's State and Federal Legislative Priorities include, but are not limited to:

- TPA will continue our constant advocacy which includes, arranging for the City to meet with selected Members of Congress and/or staff, with selected Bay Area State legislators and/or staff and accompany them to such appointments;
- Schedule the City 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;
- Continue to monitor State and Federal legislation and provide updates to the City;
- Continue to monitor the State and Federal Budget proposals and alert the City to the impacts.

### **State/Federal Legislative Topics for Monitoring and Recommended Action**

TPA will actively monitor, and directly advocate when appropriate, legislation to ensure the needs of the City are met. In addition, we are constantly on the lookout for any surprises that may negatively impact the City.

To further the City's legislative agenda, TPA works closely with Senator Skinner, Assembly Member Thurmond, leadership of both Houses of the Legislature, committee staff and others to convey the City's positions. In addition, we draft and submit legislative positions for the City's approval, testify at committees on behalf of the City, draft amendments to legislation that will benefit the City, and send weekly Legislative reports to the City Manager and City Council Members.

One of the many added benefits that TPA provides the City of Emeryville is federal legislative monitoring and advocacy to ensure the needs of the City are protected. Our goal is to alert you when legislation has been introduced that may hurt you or help you. Last year federal legislation was introduced that would have eliminated the City's ability to tax wireless communications. TPA intercepted this legislation, worked with the City on advocacy efforts, and was able to successfully amend the legislation to exempt voter approved taxes from the legislation.

If legislation is introduced that impacts any of the priorities, staff will be asked to analyze and evaluate the need for City Council action. The City Council may choose to take a position on a measure, continue to monitor without a position, or determine if any further response or reaction is needed.

TPA will monitor legislative activity in the following areas:

*Public Safety, Economic Development, Infrastructure, Planning, Housing and Land Use, Environment, Constitutional Modifications and Miscellaneous*

Some of our efforts to track State and Federal Topics for Monitoring and Recommended Action include, but are not limited to:

- Regular contact with Bay Area federal and state legislators and staff on behalf of the City, ensuring you are aware of the latest initiatives;
- Monitor selected hearings and committees and to intercept legislative and/or policy opportunities in advance.

### **Advocacy trip to Sacramento**

As the State Legislature reconvened on January 4, 2017 to start the 2017 Legislative Session, TPA recommends a one day advocacy trip to the State Capitol to meet with our elected representatives, Administrative Officials, State agencies for funding opportunities, and other staff members.

Suggested meetings include; Senator Nancy Skinner, Assembly Member Tony Thurmond, Office of the Governor, Department of Housing and Community Development, Caltrans, Department of Parks and Recreation, and others. In order to support the efforts of the State advocacy trip and further the City's legislative and funding agenda at the State level, TPA provides for the development of appropriate materials for meetings and maintains records such as:

- Prepare itineraries, agendas, memos, and talking points for the 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.

### **Advocacy trip to Washington D.C.**

TPA annually coordinates the federal advocacy trip to Washington, D.C. TPA arranges the meetings, prepares background briefings, drafts documents to present, speaking points for meetings, and handles the follow up on any outstanding matters and next steps. The federal trip is an important tool when laying the groundwork for future federal funding.

In order to support the efforts of the Federal advocacy trip and further the City's legislative and funding agenda at the Federal level, TPA provides for the development of appropriate materials for meetings and maintains records such as:

- Prepare itineraries, agendas, memos, and talking points for the 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.

*With the new administration beginning to form, TPA is researching the most fertile time to initiate this trip and will be getting back to the City with a menu of options.*

### **Continuation of previous projects**

TPA is an active participant at the City's Monthly Grant meetings. City staff conducts monthly Interdepartmental Grant Collaboration meetings. TPA is an active participant as we assist with the review of upcoming funding opportunities, discuss which projects are the most applicable, assign responsibilities, and develop and execute application completion strategies.

Some of our efforts to pursue State and Federal funding include:

- Identify and pursue federal and state funding opportunities and grant programs for priority projects as identified by City leadership or departments which also includes support for the Emery Go Round program;
- Identify sources of grant funding for Capital Improvement Projects including public and private foundation sources;
- Attend and provide staff access to, and information regarding, state and regional round tables and grant workshops;
- Data support research and cataloguing of core data, as requested by City staff, for the City of Emeryville's grant applications;
- Assist in the development and submittal of federal and state applications;
- 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 applications.

In closing, TPA has enjoyed a successful working relationship with the City of Emeryville over the years. We are proud to represent the City in Sacramento and Washington, D.C. We look forward to continuing this relationship and securing victories that will improve the lives of those that live, work and visit the City of Emeryville.