



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** June 20, 2017

**TO:** Carolyn Lehr, City Manager

**FROM:** Charles S. Bryant, Community Development Director

**SUBJECT:** **Resolution Of The City Council Of The City Of Emeryville Authorizing The City Manager To Execute A Professional Services Agreement With Townsend Public Affairs, Inc. To Provide Federal And State Lobbying Services For An Amount Not To Exceed \$90,000 For Fiscal Year 2017-18**

### RECOMMENDATION

Staff recommends the City Council adopt the attached resolution authorizing the City Manager to execute a Professional Services Agreement with Townsend Public Affairs, Inc., to provide federal and state advocacy services for an amount not to exceed \$90,000 for Fiscal Year 2017-18.

### 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. TPA sends weekly comprehensive legislative reports to the Mayor, City Manager and staff to ensure the City has the most up-to-date legislative information.

On June 21, 2016, the City Council authorized the execution of a Professional Services Agreement (PSA) with TPA to continue advocacy services through Fiscal Year 2016-2017 (Resolution No. 16-81). In Fiscal Year 2016-2017, TPA accomplished a number of objectives for the City, described in more detail below.

- *Affordable Housing*
  - Formal support and advocacy for Senate Bill 2 (Atkins) Building Homes and Jobs Act. This is legislation that seeks to create a new \$75-dollar fee for a new revenue source to support affordable housing.
  - Formal support and advocacy for Assembly Bill 74 (Chiu) Housing. This bill requires HCD to establish the Housing for a Healthy California Program to fund competitive grants to pay for rental assistance for homeless recipients.

- Formal support for Assembly Bill 1506 (Bloom) Residential rent control: Costa-Hawkins Rental Housing Act. The original intent of this bill is to make changes to the Costa Hawkins Act, but the legislation will not move forward this year.
- For the bills listed above, TPA's efforts included: Presenting the City's official letter, in person, and speaking with policy staff from the authors' offices; asking what TPA can do to help; informing the applicable legislative delegation of the City's position; briefing committee staff of the City's position; speaking with leadership staff; and testifying in support when the bill is up in committee.

- *Homelessness*

- Formal support and advocacy for Assembly Bill 932 (Ting) Shelter crisis: homeless shelters and permanent supportive housing. This bill as currently written seeks to create a pilot program in San Francisco to suspend certain legal rules and standards during a declared shelter crisis, in order to expedite the design and construction of more shelters and long-term housing for the homeless. TPA successfully requested the bill be amended to include Emeryville.

- *Transportation funding*

- Formal support and advocacy for SB 1 (Beall) Transportation funding. This legislation increases several taxes and fees in new transportation revenues to be used towards local streets and roads, transit, and active transportation facilities.
- In addition to the funding opportunities created by SB 1 (Beall), there is another major opportunity for transportation funding that TPA is actively working on: Regional Measure 3 (RM3) also known as the Bay Area Toll increase. The specific RM3 bill will be a senate bill from Transportation Chair Senator Jim Beall, known as SB 595. TPA's efforts have included: constantly updating the City on the bill's status, next steps, and suggesting strategies to move forward and place Emeryville in the best possible position. TPA has expressed the City's support to Senator Skinner and her office, Assembly Member Thurmond and his office, and all of the offices of the Bay Area Caucus.

- *Autonomous Vehicles*

- TPA's efforts have included monitoring various autonomous vehicle-related legislation introduced this year. There have not yet been opportunities for the City; however, TPA is ready to participate and advocate for the City when opportunities appear.

- *Medicinal Cannabis Regulations and Proposition 64 Implementation.*

- TPA has been very active on this policy topic and constantly updating the City on its status and next steps to put the City in the best possible position. Efforts have included numerous meetings with the Governor's Administration, Governor's Cabinet, the Bureau of Medicinal Cannabis Regulation, legislators and others. TPA drafted a position letter for the City once the Governor's proposal was put forward and continues to follow up on suggested changes and amendments.

- *Immigration*

- Formal support and advocacy for Senate Bill 54 (de Leon) Law enforcement: sharing data. This bill limits state and local law enforcement agencies involvement in immigration enforcement and ensures that eligible individuals are able to seek services from and engage with state agencies without regard to their immigration status.
- In addition, our federal team has been very active on the City's behalf regarding the President's efforts on immigration and his attempted travel bans. TPA has sent the City ongoing updates explaining what is being proposed, its impact, the next steps, and likelihood.

- *Miscellaneous topics*

- Formal opposition and advocacy against Senate Bill 649 (Hueso), Wireless telecommunications facilities, which seeks to establish a nondiscretionary permitting process for small cell wireless facilities and limits the fees that local governments may charge.
- Formal support and advocacy for Senate Bill 562 (Lara), the Healthy California Act, which seeks to provide comprehensive universal single-payer health care coverage system for all California residents.
- Formal support and advocacy for Senate Bill 687 (Skinner) Health facilities: emergency centers: Attorney General, which seeks to require any nonprofit public benefit corporation to provide written notice to and obtain the written consent of the Attorney General prior to agreeing to sell, transfer, lease, exchange, option, convey, or otherwise dispose of the assets resulting from the reduction or elimination of emergency medical services provided at a licensed emergency center after the Attorney General gives a specified consent or conditional consent.
- TPA has also provided the city updates on topics including:
  - Fiscal Year 2017-2018 Budget proposals and Appropriations;
  - Affordable Health Care Act / American Health Care updates;

- EPA Administrator Pruitt comments on city-related program funding;
- Sanctuary cities and travel ban updates;
- Presidential Executive Orders; and
- President Trump's address to Congress.

## **DISCUSSION**

To continue the City's relationship with TPA, staff requested TPA provide a scope of services for Fiscal Year 2017-18 and developed the PSA (Exhibit A to the attached resolution). The services proposed to be delivered under the PSA 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, oversee preparation of such testimony, 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 the 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, ensuring the City is aware of the latest initiatives;
- Monitor selected hearings and committees and intercept 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 the City;
- 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 applications for state and federal funding programs;
- 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 funding applications.

### **FISCAL IMPACT**

Due to the City's current fiscal pressures, TPA has agreed to a reduced contract amount for Fiscal Year 2017-18. The total amount for the services outlined above over the duration of the PSA will be \$90,000. This equates to \$7,500 per month, inclusive of all expenses. This amount represents an approximately 10% reduction from the prior year contract, which results from the elimination of some grant support and the annual trip to Washington, DC. The Fiscal Year 2017-18 operating budget includes sufficient funding for the proposed lobbying services.

### **STAFF COMMUNICATION WITH THE PUBLIC**

There was no staff communication with the public.

### **CONCLUSION**

Staff recommends the City Council adopt the attached Resolution authorizing the City Manager to execute a PSA with TPA for advocacy services for Fiscal Year 2017-18 in an amount not to exceed \$90,000.

**PREPARED BY:** Chadrick Smalley, Economic Development and Housing Manager

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



---

Carolyn Lehr, City Manager

### **ATTACHMENTS**

1. Resolution
2. Exhibit A to Resolution, PSA with Townsend Public Affairs