



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: June 4, 2019
TO: Christine Daniel, City Manager
FROM: Charles S. Bryant, 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 2019-20, 2020-21 and 2021-22**

RECOMMENDATION

Staff recommends the City Council adopt the above-entitled 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 2019-20, 2020-21 and 2021-22.

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 19, 2018 the City Council authorized the execution of a Professional Services Agreement with TPA to continue advocacy services through Fiscal Year 2018-19. Fiscal Year 2018-19 has been an extraordinarily active year of legislation with potential impacts to 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 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 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 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;
- Attend and provide staff access to, and information regarding, state and regional round tables and grant workshops;
- Provide 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.

FISCAL IMPACT

Due to the City's fiscal pressures, 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 hold this contract amount since that time, including for the next three Fiscal Years. The total amount for the services outlined above over the duration of the PSC will be \$270,000. This equates to \$7,500 per month, or \$90,000 per year, inclusive of all expenses. The Operating Budget for Fiscal Years 2019-20 and 2020-21 includes sufficient funding for the proposed lobbying services. The PSC's continuation through Fiscal Year 2021-22 is contingent upon the City's inclusion of sufficient funding in that year's operating budget.

STAFF COMMUNICATION WITH THE PUBLIC

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

CONCLUSION

Staff recommends the City Council adopt the attached Resolution authorizing the City Manager to execute a PSC with TPA for legislative advocacy services for Fiscal Years 2019-20, 2020-21 and 2021-22 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:**



Christine Daniel, City Manager

ATTACHMENTS

- Draft Resolution
- Exhibit A, PSC with Townsend Public Affairs