



Legislation Details (With Text)

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Title: Staff Report for a City of San Leandro City Council Resolution Approving and Authorizing the City Manager to Execute an Amendment to the Consulting Services Agreement with Townsend Public Affairs for State Legislative Advocacy Services, to Extend the Term of the Agreement through June 30, 2022 at the Same Rate, in an Amount Not to Exceed \$60,000 Annually, and to Also Authorize a Pilot-Study Expansion of the Scope of the Contract to Include the Provision of Grant Writing Support to the City in an Amount Not to Exceed an Additional \$36,000, for a Total Not to Exceed Amount of \$96,000

Sponsors: City Council

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Date	Ver.	Action By	Action	Result
6/21/2021	1	City Council	Received and Filed	Pass

Staff Report for a City of San Leandro City Council Resolution Approving and Authorizing the City Manager to Execute an Amendment to the Consulting Services Agreement with Townsend Public Affairs for State Legislative Advocacy Services, to Extend the Term of the Agreement through June 30, 2022 at the Same Rate, in an Amount Not to Exceed \$60,000 Annually, and to Also Authorize a Pilot-Study Expansion of the Scope of the Contract to Include the Provision of Grant Writing Support to the City in an Amount Not to Exceed an Additional \$36,000, for a Total Not to Exceed Amount of \$96,000

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council approve and authorize the City Manager to execute an amendment to the City’s current contract with Townsend Public Affairs for state legislative advocacy services through June 30, 2022 at the same rate, in an amount not to exceed \$60,000 annually and to also authorize an expansion of the scope of the contract to include grant writing support to the City in an amount not to exceed an additional \$36,000 annually.

BACKGROUND AND ANALYSIS

In October 2013, the City Council authorized the creation of a City Council ad-hoc committee to provide guidance on the development of a state legislative platform as well as a process through which a consultant could be selected to provide state-level advocacy services on behalf of the City.

Following a competitive request-for-proposals (RFP) process, on February 18, 2014, the City Council directed the City Manager to enter into a one-year consulting services agreement with Townsend Public Affairs for state level advocacy services, at a rate of \$60,000 per year. Based upon the City’s

satisfaction with Townsend's performance, that contract was then extended by the City Council each subsequent year at the same rate.

Over the course of its contract with the City, Townsend Public Affairs and its Northern California Senior Director, Niccolo De Luca, have continued to provide highly effective services to the City on a wide range of legislative matters.

Some examples of their support to the City over the past year includes:

- Partnering with the City, the Governor's Office, and Caltrans to secure approval for the placement on State property of portable bathrooms and hand washing stations to assist homeless residents during the pandemic.
- Actively supporting the City in its application to the State Parks and Recreation Department for Proposition 68 grant funds, towards the redevelopment of Memorial Park. TPA's work included assessing competitive applications, interfacing with State staff, drafting and submitting the application in partnership with City staff, and then working on advocacy efforts on the City's behalf.
- Various other legislative efforts relating to pandemic response and relief, homelessness, transportation funding, and housing.
- Interfacing with the State Bureau of Cannabis Control on various regulatory matters of importance to the City; and
- Providing ongoing legislative updates, summaries of legislation, and interfacing directly with the City's elected State delegation, and members of the Governor's administration.

Based upon these examples of consistently responsive and high quality service, staff recommends that the City Council authorize the City Manager to execute an amendment to the existing consulting services agreement with Townsend Public Affairs, at the same rate of \$5,000 per month (\$60,000 annually) for state legislative advocacy services. Staff also recommends that the City Council authorize the City Manager to further expand the contract to include the provision of grant writing services at a rate of \$3,000 per month (\$36,000 annually). Through this additional work, TPA will assist the City in applying for competitive state and federal grant applications to secure new sources of funding for the City. Related work would include attending relevant workshops hosted by the grant funding agency, providing technical support to City staff, drafting grant narratives, securing necessary signatures from City staff and elected officials, assembling and submitting grant applications, facilitating direct interaction with the grant funding agency before and after submission, and providing detailed political strategy to secure support from elected leaders to ensure success. TPA will also follow-up with City staff to provide grant administration when necessary. This additional grant funding support is intended to serve as a pilot program for the upcoming fiscal year. To the extent the program is successful in securing additional grant funds, the City retains the option to consider renewing the service in future fiscal years. Sufficient funds for the proposed contract renewal and expansion extension have already been programmed into the FY 2021-2022 budget.

Fiscal Impacts

The proposed agreement with Townsend Public Affairs will not exceed \$60,000 for one year of state legislative advocacy services and \$36,000 for grant writing services, for a grand total of \$96,000.

Budget Authority

Sufficient funds are included in the proposed FY 2021-2022 budget

RELATED FILES AND ATTACHMENTS

- Copy of Existing Consulting Services Agreement with Townsend Public Affairs

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