



Legislation Details (With Text)

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Title: Adopt a Resolution Approving and Authorizing the City Manager to Execute a Consulting Services Agreement with Townsend Public Affairs for State Legislative Advocacy Services through June 30, 2023 for a Total Not to Exceed Amount of \$96,000

Sponsors: Fran Robustelli

Indexes:

Code sections:

Attachments: 1. Att A - Reso Townsend CSA, 2. Att B - Townsend Scope of Work, 3. Att C - Townsend Compensation Schedule

Date	Ver.	Action By	Action	Result
6/21/2022	1	City Council	Received and Filed	Pass

Adopt a Resolution Approving and Authorizing the City Manager to Execute a Consulting Services Agreement with Townsend Public Affairs for State Legislative Advocacy Services through June 30, 2023 for a Total Not to Exceed Amount of \$96,000

COUNCIL PRIORITIES

- Public Safety
- Housing and Homelessness
- Infrastructure
- Sustainability & Resiliency
- COVID Recovery
- Fiscal Sustainability and Transparency
- Community Engagement and Outreach
- Race and Equity Initiatives
- Community & Business Development

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council approve and authorize the City Manager to execute an agreement with Townsend Public Affairs for state legislative advocacy and grant writing support services through June 30, 2023 for an amount not to exceed \$96,000.

BACKGROUND

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 current Vice President, 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 include:

- 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. TPA's assistance ultimately culminated in the award of a \$2.75 million earmark that was included in the adopted Statewide budget.
- 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.
- Monitoring, vetting, drafting, and submitting grant applications totaling \$6.4 million and \$4.5 million in awards granted to the City since the grant pilot project's inception on July 1, 2021. Additionally, the City awaits the response for an additional \$16.3 million in awards for which Townsend provided their expert assistance.

Based upon these examples of consistently responsive and high quality service, staff recommends that the City Council authorize the City Manager to execute a consulting services agreement with Townsend Public Affairs, at the rate of \$8,000 per month (including \$5,000 per month for state legislative advocacy services and \$3,000 per month for grant support), or \$96,000 annually. Sufficient funds for the proposed contract renewal and expansion extension have already been programmed into the FY 2022-2023 budget.

The City and Townsend have tentatively agreed to the terms of an agreement. Townsend provided a scope of work and compensation schedule, which staff attached for Council review and approval. Staff will incorporate these documents as exhibits in the final, fully executed agreement pending

Council approval of this staff recommendation.

Legal Analysis

The City Attorney has reviewed the content of this report and approved it as to form.

Financial Impacts

This General Fund program will cost \$96,000, which was included in the FY2022-2023 Adopted Budget with no directly applicable off-setting revenues. The program will be funded as follows:

- General Fund-Administration, Account 010-12-020: \$96,000
- Total \$96,000

This Council action will not impact the General Fund's undesignated fund balance because there are funds available in the FY2022-2023 adopted budget.

ATTACHMENT(S)

Attachment(s) to Staff Report

- Attachment A: Resolution for a Consulting Services Agreement with Townsend Public Affairs
- Attachment B: Townsend Scope of Work
- Attachment C: Townsend Compensation Schedule

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