



DATE: June 14, 2022

TO: Mayor and City Council

FROM: Director of Finance

SUBJECT: Adopt a Resolution Authorizing the City Manager to Negotiate and Execute a Professional Services Agreement with Townsend Public Affairs, Inc. for State Legislative Advocacy in an Amount Not-to-Exceed \$60,000 Annually

RECOMMENDATION

That the Council adopts a resolution (Attachment II) authorizing the City Manager to negotiate and execute a professional services agreement with Townsend Public Affairs for state legislative advocacy, for a period of one year, renewable for up to an additional three years, in an amount not-to-exceed \$60,000 annually.

SUMMARY

Since 2009, Townsend Public Affairs, Inc., has acted as the City's primary state legislative advocate. Townsend's work for the City includes legislative advocacy, seeking funding through grants and budget earmarks, and relationship-building with state legislators and agencies. In fiscal year 2022, Townsend's efforts on behalf of the City resulted in \$1.66 million in budget earmarks for City projects. The expected base fee for Townsend's services in fiscal year 2023 is \$60,000, shared between the General Fund, the Route 238 Improvement Fund, and the City's Enterprise Funds.

BACKGROUND

Beginning in 2009, Townsend Public Affairs, Inc. (Townsend) has assisted Hayward in advocating for its policy priorities and securing funding for programs ranging from transportation infrastructure improvements to affordable housing. Townsend's work with the City initially included both state and federal advocacy efforts.

In the fall of 2014, staff completed a Request for Proposals (RFP) process to identify and evaluate potential state legislative advocacy service providers. Four firms responded to the RFP, with the evaluation panel unanimously selecting Townsend to continue to provide state-level services.

As the City's primary legislative advocate in Sacramento, Townsend has assisted the City with securing State grants and earmarks. Most recently, Townsend secured \$1.66 million in budget earmarks for fiscal year 2022, comprised of \$1.0 million for the Stack Center project and \$662,000 in funding for the Hayward Navigation Center. An overview of Townsend's accomplishments on behalf of the City is included with the State Legislative Update work session agenda item.

DISCUSSION

Staff is recommending that the Council adopts the attached resolution (Attachment III) to authorize the City Manager to execute the FY 2023 contract with Townsend to continue its advocacy on behalf of the City. The contract is not-to-exceed \$60,000 annually.

Townsend's scope of work for the City has historically included:

- Legislative advocacy, including platform and strategy development; analysis and tracking of legislation; communication and lobbying efforts; and drafting of legislation.
- Grant application assistance, including funding strategy development; grant application management; monitoring of funding opportunities; and communication with grantor agencies.
- General advocacy, including relationship building with State legislative and administrative officials; coordination of in-person advocacy for the Council and City staff; and providing Council with periodic updates regarding efforts on the City's behalf.

Based on its record of success in securing state grants and budget earmarks, staff recommends the City continue its relationship with Townsend for state-level legislative advocacy services.

FISCAL IMPACT

Townsend Public Affairs, Inc.'s base fee is \$5,000 per month, for a total of \$60,000 per year. The attached resolution grants the City Manager the authority to renew this contract annually for up to three years. The impact of this contract has been included in the annual operating budget since Townsend's contract was last negotiated in 2014 and was adopted as part of the fiscal year 2023 budget on June 7, 2022. The City intends to utilize services through fiscal year 2024. No additional appropriations are required.

Funding for Townsend's services is shared by the General Fund, the Route 238 Corridor Improvement Fund, and the Water, Recycling, and Wastewater Funds as outlined in Table 1, below:

Table 1: Funding Schedule

Fund	Annual State Legislative Advocacy Funding
General Fund	\$ 28,000
Route 238 Improvement Fund	13,000
Water Fund	9,500
Measure D Recycling Fund	5,700
Wastewater Fund	3,800
TOTAL	\$ 60,000

STRATEGIC ROADMAP

The Legislative Program and Townsend's advocacy efforts are intended to reflect and support all six Strategic Priorities as outlined in the current Strategic Roadmap: 1) Enhance Community Safety and Quality of Life; 2) Preserve, Protect and Produce Housing for All; 3) Confront Climate Crisis and Champion Environmental Justice; 4) Invest in Infrastructure; 5) Grow the Economy; and 6) Strengthen Organizational Health.

PUBLIC CONTACT

The agenda for this item was posted in compliance with the California Brown Act.

NEXT STEPS

Upon approval by Council, staff will finalize and execute the agreement with Townsend Public Affairs, Inc., to continue its advocacy services.

Prepared by: Rick Rivera, Management Analyst

Recommended by: Dustin Claussen, Director of Finance

Approved by:



Kelly McAdoo, City Manager