



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
www.Hayward-CA.gov

## Cover Memo

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**File #:** CONS 22-374, **Version:** 1

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**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.

### **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution