



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

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

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