



Council Agenda Report

From: Ty Lewis, City Manager
Chris Huot, Assistant City Manager

Subject: Amendment to Professional Services Agreement with Townsend Public Affairs for Legislative Advocacy and Grant Writing Services

CEQA Determination: The City find that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378(b).

Date: June 20, 2023

Facts

1. The [City Council Goals](#) for Fiscal Years 2022-23 and 2023-24 include two action items relevant to this proposed agreement amendment:
 - a. Engage with State and Federal partners to ensure the City receives its fair share of funding;
 - b. Develop preliminary legislative platform that outlines legislative priorities and interests and provide general authority and direction to staff regarding advocacy efforts on behalf of the City.
2. On [June 21, 2022](#), the City Council approved an agreement with Townsend Public Affairs, Inc. (TPA) for grant writing and legislative advocacy services.
3. On [September 20, 2022](#), the City Council approved its 2022-2024 Federal and State Legislative Platform.
4. The agreement with TPA expires June 30, 2023, and contains language that allows for one, 12-month extension of the agreement upon mutual approval of both parties, which requires approval by the City Council.
5. City staff and TPA representatives mutually wish to execute the option to extend the term for an additional year to June 30, 2024 and increase the compensation under the contract to not exceed \$180,000.

Options

1. Take no action;
2. Authorize the City Manager to execute agreement amendment with Townsend Public Affairs, Inc. to extend the term of the agreement for one, 12-month term expiring June 30, 2024 and increasing the total agreement compensation not to exceed \$180,000;
3. Provide alternative direction to staff.

Analysis and Conclusions

Over the past year, the City has utilized the services of TPA to engage partners at the state and federal levels to bring greater awareness to community priorities and to facilitate grant submittals on the City's behalf. The services have assisted staff by reducing the amount of time spent on compiling and submitting

grant applications, as well as providing important and timely information on legislation and budget items that may have impact on City operations. A summary of the work undertaken by TPA on behalf of the City in these two focus areas is attached for reference.

Highlights of the legislative advocacy work undertaken on behalf of the City during the prior year includes:

- Program onboarding, including meeting with department heads and City Council members to discuss legislative priorities, legislative platform, and other related issues.
- Development and review of the City's Legislative Platform
- Providing weekly updates on state and federal activities
- Providing monthly legislative updates on various activities that occurred in Sacramento and Washington DC
- Providing state budget briefings to City executive staff during state budget development process
- Providing timely information on legislation with specific impacts to Paso Robles, including SB 846 (Dodd), related to the extension of the operation of Diablo Canyon, housing related matters, homelessness, and infrastructure.
- Organizing and liaising City engagement sessions in Washington DC and Sacramento, including scheduling meetings with legislators and applicable agencies with focuses on State Route 46/Union Road Overcrossing Project, Economic Development Opportunities, Recycled Water Project and general City issues.
- Submitting projects on the City's behalf to the Community Project Funding/Congressionally Directed Spending program for Fiscal Year 2024:
 - o Two City projects totaling \$4.3 million were sponsored by Congressman Panetta and Senator Padilla, respectively. Both projects are pending review by respective appropriation committees as of the writing of this staff report.

TPA also provided grant writing services as part of this agreement. A summary of the work undertaken during the past year include:

- Monthly briefing memos provided to staff outlining grant funding opportunities and grant programs that are available to the City
- Briefing with the executive management team to provide overview of major grants program
- One-on-one briefings with City staff to review specific grant programs and funding opportunities
- Grant application project management, task development, information aggregation, grant portal registration, completion of grant applications, quality assurance/quality control, and grant submittal
- Successfully obtained \$235,492 in grant funding on behalf of the City in Fiscal Year 2022-23
- Post grant follow up, administration, compliance and evaluation/debrief of unsuccessful grant applications.

City staff have found the resources TPA provides to be beneficial and wish to continue receiving these services for the upcoming fiscal year. Absent an extension, the existing agreement with TPA expires on June 30, 2023. The extension of the services helps meet goals set by the City Council, keep the City abreast of major legislative changes proposed at the state and federal levels, and increases the capacity of staff to submit grants for important local projects, programs, and services. TPA has represented over 235 local public agencies and currently represents the Cities of Pismo Beach and Morro Bay.

Fiscal Impact

There is no proposed change to the monthly retainer fee of \$7,500 for the 12-month extension period. The total amount of the contract is proposed to be increased to \$180,000 to account for the upcoming 12 months of work to be performed by TPA, which is estimated at \$90,000. Funding for this agreement is budgeted within the City Manager's Office budget for Fiscal Year 2023-24. The agreement may be terminated at any time with a 10-day notice.

CEQA

The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15061, subd. (c)(3) and 15378(b).

Recommendation

Approve Resolution 23-XXX, authorizing the City Manager to execute agreement amendment with Townsend Public Affairs, Inc. to extend the term of the agreement for one, 12-month term expiring June 30, 2024 and increasing the total agreement compensation not to exceed \$180,000.

Attachments

1. Townsend Public Affairs Activity Recap
2. Resolution 23-XXX authorizing agreement amendment with Townsend Public Affairs
3. First Amendment to Agreement with Townsend Public Affairs
4. Agreement with Townsend Public Affairs