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**MEMORANDUM**

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**To:** **City of Paso Robles**  
Chris Huot, Assistant City Manager

**From:** **Townsend Public Affairs**  
Casey Elliott, Vice President  
Alex Gibbs, Grants Manager  
Ben Goldeen, Federal Advocacy Manager

**Date:** June 9, 2023

**Subject:** **Townsend Public Affairs Activity**

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This memo is intended to serve as a summary of successes, pending items, and other activities undertaken by Townsend Public Affairs (TPA) over the course of the past year. TPA has worked closely with city staff and leadership to identify opportunities to secure funding for priority projects, as well as opportunities to advance City priorities through direct engagement in Sacramento and Washington DC.

TPA looks forward to continuing to work with the City to build on our initial successes, advocate for positive consideration of pending items, and continue to best position the City for success in the future.

**SUCCESSFUL ENGAGEMENTS**

Over the course of the last twelve months, TPA has helped the City secure \$235,492 in competitive grant funding. In partnership with City staff, TPA helped prepare, submit, and advocate for the following grants, which were successfully funded:

- Local Agency Technical Assistance Grant (California PUC)  
*Project:* North County Broadband Strategic Plan  
*Amount:* \$200,000
- Department of Justice Tobacco Grant Program  
*Project:* Local Tobacco Retailer Compliance Operations  
*Amount:* \$30,492
- Justin Wine Community Grant Program  
*Project:* Paso Robles Teen Center  
*Amount:* \$5,000

## PENDING ITEMS

TPA has worked with City staff and leadership to research, write, submit and advocate on behalf of the following items, which are currently under consideration at various state and federal agencies. Currently the City has over \$6.4 million in submitted funding requests. It is anticipated that decisions will be made on these items in the coming weeks.

- Congressionally Directed Spending Request  
*Project:* Paso Robles Regional Fire and Emergency Services Training Facility  
*Amount Requested:* \$2,500,000  
*Anticipated Timing:* The House Appropriations Committee should release the mock-up of their appropriations bills, with Congressionally Directed Spending projects by July 1<sup>st</sup>. Final funding approval would occur when the federal budget is adopted in Q4 2023. TPA worked with the City, as well as Representative Panetta's office, to develop and submit the Congressionally Directed Spending request. The request was put forward by Rep. Panetta and is currently in consideration by the House Appropriations Committee for inclusion in their appropriations mark-up.
- Congressionally Directed Spending Request  
*Project:* State Route 46 Corridor Mobility Improvement Project  
*Amount Requested:* \$1,800,000  
*Anticipated Timing:* The Senate Appropriations Committee should release the mock-up of their appropriations bills, with Congressionally Directed Spending projects by mid-July. Final funding approval would occur when the federal budget is adopted in Q4 2023. TPA worked with the City, as well as Senator Padilla's office, to develop and submit the Congressionally Directed Spending request. The request was put forward by Senator Padilla and is currently in consideration by the Senate Appropriations Committee for inclusion in their appropriations mark-up.
- Clean California Local Grant Program (Caltrans)  
*Project:* Black Oak Corridor Project  
*Amount Requested:* \$1,591,875  
*Anticipated Timing:* It is anticipated that awards will be announced in September 2023
- Building Forward Library Infrastructure Grant Program (California State Library)  
*Project:* Paso Robles City Library Project  
*Amount Requested:* \$547,624  
*Anticipated Timing:* It is anticipated that awards will be announced in September 2023

## OTHER KEY ACTIVITIES

In addition to the funding items outlined above, TPA has worked closely with City staff and leadership to help advance the City's policy and funding priorities in Washington DC and in Sacramento. Below are key activities that TPA has engaged in over the past twelve months in order to keep the City, and its representatives, informed about City priorities and the actions needed to advance those priorities.

- *Washington DC Advocacy Trip*  
TPA arranged and participated in a series of meetings in February to update federal representatives on priority projects and potential funding requests. Meetings included the



offices of Senator Diane Feinstein, Senator Alex Padilla, Rep. Jimmy Panetta, and Rep. Salud Carbajal. TPA helped prepare materials and conducted follow-up to the meetings.

- *Sacramento Advocacy Trip*  
TPA arranged and participated in a series of meetings in April to advocate on behalf of priority projects. Meetings included Lieutenant Governor Eleni Kunalakis' office, CalSTA, Department of Water Resources, and Assembly Member Addis. TPA helped prepare materials and conducted follow-up to the meetings.
- *Legislative Platform Development*  
TPA worked with City staff to review and provide information for the City's Legislative Platform.
- *Funding Opportunity Analysis*  
TPA has conducted a number of meetings with City staff, project partners, and other stakeholders to discuss potential funding opportunities that may be of interest to the City. TPA provides information related to the funding opportunity, what types of projects will likely be successful, elements of a potential City project, and provides recommendations as to whether the opportunity should be pursued, as requested.
- *Weekly/Monthly Updates on Key Items in Sacramento/DC*  
TPA provides City staff with weekly updates, as well as a monthly memo, on activities of interest that may impact the City taking place in Sacramento and Washington DC.
- *Monthly Grant Opportunities Memo*  
TPA provides City staff with a monthly memo outlining upcoming grant opportunities that may provide funding opportunities for priority projects.
- *Monitoring of State/Federal Legislation*  
TPA reviews and monitors state and federal legislation for items identified within the City's Legislative Platform. TPA provides updates and recommendations on legislation and budget-related items, as necessary.
- *Relationship Development*  
TPA continues to develop and maintain relationships, on behalf of the City, with state and federal legislators, agencies, and key stakeholders that are in a position to help advance the City's legislative and funding agendas.

