



Office of the City Manager

CONSENT CALENDAR

November 3, 2022

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Paul Buddenhagen, Deputy City Manager
 Subject: Contract No. 32200039 Amendment: Townsend Public Affairs, Inc. for Legislative and Funding Advocacy Strategy

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute an amendment to Contract No. 32200039 with Townsend Public Affairs, Inc., for an ongoing tailored legislative and funding advocacy strategy, increasing the contract amount by \$72,000, for an amount not-to-exceed \$117,000, and extending the contract from December 31, 2022 to December 31, 2023.

FISCAL IMPACTS OF RECOMMENDATION

The proposed amendment will support 16 months of contracted services by increasing the Townsend Public Affairs, Inc. contract amount by \$72,000 from \$45,000 to a not to exceed amount of \$117,000. The funding source for the amendment is 011-99-900-900-0000-000-412-612990.

CURRENT SITUATION AND ITS EFFECTS

The City requires legislative information and support including:

- Review of legislation to determine potential beneficial or adverse impacts to the City and recommend appropriate responses.
- Monitoring, analysis, and reporting on selected legislative and agency hearings that have impact on the City's priorities.
- Management of City Council-sponsored legislation, including: drafting language, securing authors and co-authors, and shepherding the bill through the legislative process to a successful conclusion.
- Facilitating participation of City representatives in the legislative process, including: Arranging and preparing legislative testimony, participating in informational hearings as expert witnesses, coordinating meetings and written communications with legislators and agency officials.

- Coordinating, building, and leveraging coalitions with other cities and interest groups with similar legislative needs in order to advance mutual priorities.
- Coordinating a minimum of one advocacy trip each year to Sacramento as requested, including client briefing, documentation, decision-maker briefing, meeting staffing, and follow up.

The current not to exceed amount of \$45,000 will be depleted before the contract end date of December 31, 2022 due to an increase in Townsend Public Affairs' monthly fee from \$2,500 to \$4,500 earlier in the contract year. The contract will require additional funding to provide coverage for the last four months of the contract year, and an additional 12 months of service.

BACKGROUND

On November 1, 2009, the City entered into agreement with Townsend Public Affairs, Inc., to have legislative representation in Washington, D.C. to further strengthen the community's access to federal agencies and legislators, as well as to obtain information about local government funding opportunities. The City is interested in having its representative continue to track funding requests and support the City's efforts to secure additional funding for a variety of programs and services.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

Townsend Public Affairs, Inc. has provided excellent legislative and policy advocacy at the Federal level for the City of Berkeley.

ALTERNATIVE ACTIONS CONSIDERED

There are no proposed alternatives to consider.

CONTACT PERSON

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Melanie E. Beasley, Administrative Assistant to the Deputy City Managers, (510) 981-7005

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 32200039 AMENDMENT: TOWNSEND PUBLIC AFFAIRS, INC. FOR LEGISLATIVE AND FUNDING ADVOCACY STRATEGY

WHEREAS, on November 1, 2009, the City entered into Agreement with Townsend Public Affairs, Inc. to have legislative representation in Washington, D.C. to further strengthen the community's access to federal agencies and legislators, and to obtain information about local government funding opportunities; and

WHEREAS, the City and Townsend Public Affairs, Inc. have historically established new contracts at or near the end of each term, with each new term ranging between 12 and 18 months, and to date, new contracts have been executed on nine occasions, as follows: November 1, 2009, July 1, 2011, July 1, 2012, July 1, 2015, July 1, 2017, March 30, 2018, August 16, 2019, September 2, 2020, and August 5, 2021; and

WHEREAS, on October 4, 2022, the City Manager issued an extension to the term of the contract from December 31, 2022 to December 31, 2023; and

WHEREAS, the extension effectively requires an increase in the not-to-exceed amount, from \$45,000 to \$117,000, which reflects the increase in monthly fees from \$2,500 per month to \$4,500 per month for the remaining contract year, and an additional 12 months at a cost of \$4,500 per month; and

WHEREAS, the City's General Services Division has mandated that an Amendment to the most recent contract be produced and submitted to Council for approval and Resolution; and

WHEREAS, Townsend Public Affairs, Inc. has provided excellent legislative and policy advocacy at the Federal level for the City of Berkeley.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute an amendment to Contract No. 32200039 with Townsend Public Affairs, Inc., for ongoing tailored legislative and funding advocacy strategy, increasing the contract amount by \$72,000, for an amount not-to-exceed \$117,000, and extending the contract from December 31, 2022 to December 31, 2023.

