




City of Carson Report to Mayor and City Council

July 1, 2014
New Business Discussion

SUBJECT: CONSIDER EXTENDING THE PROFESSIONAL SERVICES AGREEMENTS WITH TOWNSEND PUBLIC AFFAIRS FOR STATE AND FEDERAL LEGISLATIVE ADVOCACY SERVICES


Submitted by Nelson Hernandez
City Manager


Approved by Nelson Hernandez
City Manager

I. SUMMARY

Townsend Public Affairs (Townsend) has provided advocacy services for the City of Carson since 2009. The City currently has two separate consulting services agreements with Townsend, one for state legislative advocacy services and one for federal legislative advocacy services. Tonight the City Council is requested to consider extending their agreement for state services for an additional year and extend the federal contract through June 30, 2015. Both contracts would then run concurrently and expire on the same day.

II. RECOMMENDATION

TAKE the following actions:

1. EXTEND the professional services agreement with Townsend Public Affairs for state legislative advocacy services, in the amount of \$48,000.00 for the period July 1, 2014 through June 30, 2015.
2. EXTEND the professional services agreement with Townsend Public Affairs for federal legislative advocacy services, in the amount of \$24,000.00 for the period January 1, 2015 through June 30, 2015.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

State Contract:

The state agreement with Townsend was funded through June 30, 2014. Staff understands that this matter should have come before the City Council six months ago for consideration. It was an error not to have agendized this matter sooner and steps are being taken to avoid errors of this kind in the future. In order to avoid a gap in services, the City Council is requested to consider extending the contract. Townsend staff has provided a summary of their state advocacy services for the City of Carson (Exhibit No. 1).

Federal Contract:

The federal agreement with Townsend was funded through December 31, 2014. The City Council recently awarded this contract on May 20, 2014. Staff has had their initial meeting with Townsend staff and discussed needs and priorities. A federal legislative agenda is being drafted and staff intends to present the legislative agenda before the City Council Lobbying Committee for their advisement prior to presenting it to the entire City Council for approval.

In summary, should the City Council wish to continue to work with Townsend on state issues staff would request they extend their contract for one year, ending June 30, 2015. Should the City Council wish to have both state and federal contracts run concurrently, staff would recommend extending the federal contract through June 30, 2015. Staff will return to the City Council six months prior to the expiration of services and provide the City Council with an update of Townsend's services. At that time staff will seek direction from the City Council as it relates to how to proceed (whether to go back out to RFP, extend the contract or other).

V. FISCAL IMPACT

Funding for state and federal legislative advocacy services will need to be included the adopted FY 2014/15 general fund budget, account number 01-50-010-001-6004. Services for state legislative advocacy services are \$4,000.00 per month, and services for federal legislative services are also \$4,000.00 per month.

VI. EXHIBITS

1. Townsend Public Affairs Summary of State Advocacy Services.
(pgs. 3-4)

Prepared by: Lisa Berglund, Principal Administrative Analyst

Document 82

TO: Rev 05-13-2014

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____

TOWNSEND

TPA

MEMORANDUM

To: Mr. Nelson Hernandez, City Manager
From: Christopher Townsend, President, Townsend Public Affairs, Inc.
Heather Stratman, Senior Director
Niccolo De Luca, Director
Casey Elliott, State Director
Sophia Saddat, Associate
Date: June 10, 2014
Subject: Summary of State Advocacy Services

Below you will find a detailed description of the successes Townsend Public Affairs (TPA) has accomplished on behalf of the City of Carson (City).

The initial engagement between TPA and the City focused on identifying and applying for funding opportunities for targeted priority projects. In 2013, we were engaged to assist the City with a major legislative issue. The details of those efforts are provided below. Our past successes from the funding scope include securing two major funding awards totaling \$368,350 dollars from the Caltrans Community Based Transportation Planning Grant and the Proposition 1C Housing and Community Development-Housing Related Parks Program.

Caltrans Community Based Transportation Planning Grant

- Secured \$90,000
- TPA's efforts included technical, subject matter support, direct interaction with the funding agency, and then providing detailed, political strategy to secure support from the elected leaders in the region and State.

Proposition 1C Housing and Community Development – Housing Related Parks Program

- Secured \$278,350
- TPA's efforts included serving as the application lead, technical, subject matter support, direct interaction with the funding agency, and then providing detailed, political strategy to secure support from the elected leaders in the region and State.

2013 Legislative session

In early 2013, our scope of services was expanded to include State legislative advocacy. To kick off the expanded services, TPA met with then City Manager David Biggs and City leadership to discuss legislative priorities. The goal was to get a better understanding of where the City could use our assistance. From that meeting, a several legislative priorities were raised and it was decided that the City would pursue specific legislation providing for a City of Carson vesting schedule for CalPERS retiree health benefits.

TPA led the legislative efforts to secure the passage of Assembly Bill 1144 (Hall) which authorized the City of Carson to establish a post-retirement medical program vesting schedule in accordance with the collective bargaining agreements reached between the City and your four bargaining units. Specifically, this bill establishes a vesting schedule that allows an employer contribution after at least

5 years of service and that would reach 100% contribution after 10 years of service. Our extensive legislative efforts through the process of AB 1144 included:

- Providing extensive research on past related legislation;
- Drafting a one-page bill summary to explain the topic and solution, drafting the City's support letter and support letters for other entities, and other marketing materials;
- Resolving concerns from stakeholders such as CalPERS, regarding existing unfunded liabilities, and then securing CalPERS as a partner in our legislative efforts;
- Drafting the testimony for our key witness, Council Member Gipson, when the item was before the Assembly Committee on Public Employees, Retirements and Social Security committee;
- Briefing the office of every Assembly and Senate committee member to explain why the City of Carson needs this bill, what the impact is, and what we are hoping to achieve;
- Testifying before the Assembly and Senate Appropriations committees;
- Working with the author, his office, the City, and Legislative leadership to successfully move the bill out of the Assembly;
- Working with the Senate Committee on Public Employees, Retirement and Social Security committee members and staff to successfully move the bill out of committee with bipartisan support;
- Drafting and securing a letter from Mayor Dear to Senate President Pro Tem Steinberg outlining why we need this bill and then hand delivering it to every Senate office;
- Working with Assembly Member Hall and his office to secure Senator Wright as the legislator to manage our bill on the Senate Floor and successfully moving out of the Senate Floor; and
- Partnering with Assembly Member Hall, the Mayor, City leadership, bargaining units, and others to advocate to the Governor and his staff to sign the bill into law.

The bill, the first piece of legislation ever signed for the City of Carson, was signed into law by the Governor on September 6, 2013.

Additionally, at the end of the 2013 legislative session, TPA provided support when the City was considering emergency legislation to address the concerns over the West Nile virus.

2014 Legislative session

In early 2014, we met with the previous City leadership to discuss upcoming City specific legislative matters. At that time we were not given direction on any City specific bills; however we were asked to work on and track a series of legislative policy topics that includes Redevelopment Dissolution, Labor and Personnel, Economic Development, Public Safety, Housing and Land Use, Youth, Local Government, and Environment.

For this legislative session, the City has taken positions on three pieces of legislation. Through the efforts of TPA, the City was listed as a supporter in the bill's analysis, we provided testimony in committee, and we worked with a coalition to help move one of the bills out of the Senate and into the Assembly.

Every Friday TPA submits state legislative matrices to key staff members. The purpose of these legislative updates is to brief the City on the relevant legislation that may impact you, the purpose, status and our suggested course of action. With our weekly updates we also inform the City of other pertinent matters occurring in Sacramento and around the State.

In addition to the extensive efforts detailed above, TPA has provides the City of Carson alerts the City to upcoming funding opportunities, updates and legislative consulting regarding the State Budget, and other relevant topics.

TPA values our relationship with the City of Carson and we look forward to many more victories and successes!

4