



City of Carson Report to Mayor and City Council

September 16, 2014
Unfinished Business

SUBJECT: CONSIDER THE CITY'S LEGISLATIVE PRIORITIES FOR 2014/15 AND CONSIDER THE STATUS OF THE CONTRACT WITH TOWNSEND PUBLIC AFFAIRS FOR FEDERAL AND STATE LEGISLATIVE SERVICES

Nelson Hernandez

Submitted by Nelson Hernandez
City Manager

Nelson Hernandez

Approved by Nelson Hernandez
City Manager

I. SUMMARY

Staff brings this item before the Council for two reasons.

One, staff has met with Townsend representatives and identified a draft list of legislative priorities for the City. The list of priorities has been shared with the City Council Lobbying Committee. Tonight the Council is asked to review and approve the list of priorities.

Second, the state and federal contracts for legislative advocacy services with Townsend Public Affairs (Townsend) expire on December 31, 2014. The Council has the option to extend the current contracts or direct staff through the City Manager to requests bids on such services.

II. RECOMMENDATION

DISCUSS and PROVIDE direction.

III. ALTERNATIVES

TAKE one or more of the following actions:

1. APPROVE the legislative priorities set forth in Exhibit No. 2, in addition to the priorities listed on page 2 of this staff report, AND
2. EXTEND the professional services agreement with Townsend Public Affairs for state legislative advocacy services, in the amount of \$4,000.00 per month for the period January 1, 2015 through December 31, 2017, AND
3. EXTEND the professional services agreement with Townsend Public Affairs for federal legislative advocacy services, in the amount of \$4,000.00 per month for the period January 1, 2015 through December 31, 2017, OR
4. REQUEST staff initiate a request for proposals for both state and federal legislative advocacy services, OR
5. TAKE another action the City Council deems appropriate.

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IV. BACKGROUND

The City currently has two separate consulting services agreements with Townsend, one for state legislative advocacy services and one for federal legislative advocacy services. On July 1, 2014, the City Council extended the professional service agreements with Townsend through December 31, 2014 with the intension to commence a 2-year cycle thereafter so it coincides with State legislative cycle and the Congressional legislative cycle (Exhibit No. 1)

Staff has met with Townsend representatives and identified a draft list of legislative priorities for the City. This list is attached as Exhibit No. 2 for the Council’s review. Staff also shared the list of priorities with the Council Lobbying Committee (Councilmembers Gipson and Robles).

The committee requested staff add the following priorities:

- 1.) Allocate funding opportunities for retrofitting windows for homeowners located under the flight path of Long Beach Airport,
- 2.) Allocate funding opportunities for parking spaces or infrastructure for owners and operators of electronic vehicles and
- 3.) Allocate funding opportunities for business owners and homeowners to be used to upgrade their property.

Staff will also be coordinating a meeting with Townsend representatives to review and familiarize them with our various capital improvement projects that are in need of funding. Townsend representatives will then assist the City in identifying specific grant opportunities that will coincide with the City’s capital improvement projects.

Should the City Council wish to have both state and federal contracts run concurrently, staff would recommend extending those contracts for a period of no less than one year. 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 initiate request for proposal, extend the contract or other).

V. FISCAL IMPACT

Funds in the amount of \$8,000.00 per month for state and federal legislative advocacy services have been included in the FY 2014/15 general fund budget, in account number 01-50-010-001-6004.

VI. EXHIBITS

1. Council Meeting Minutes, July 1, 2014, Item No. 21. (pg. 4)
2. Memo provided by Townsend Listing our Legislative Priorities. (pgs. 5-11)

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 _____

ITEM NO. (21) CONSIDER EXTENDING THE PROFESSIONAL SERVICES AGREEMENTS WITH TOWNSEND PUBLIC AFFAIRS FOR STATE AND FEDERAL LEGISLATIVE ADVOCACY SERVICES (CITY MANAGER)

RECOMMENDATION for the City Council:

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.

ACTION: It was moved to extend the professional service contract for Townsend Public Affairs for state legislative advocacy and federal legislative advocacy through the end of this year December 31, 2014 so then we could then commence a two-year cycle thereafter so it coincides with the state legislative cycle and the congressional legislative cycle on motion of Robles, seconded by Santarina, and unanimously carried by the following vote:

Ayes: Mayor/Agency Chairman/Authority Chairman Dear, Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency Member/Authority Commissioner Gipson, and Council Member/Agency Member/Authority Commissioner Robles

Noes: None

Abstain: None

Absent: None

EXHIBIT NO. 01



TOWNSEND

PUBLIC AFFAIRS

TPA

MEMORANDUM

To: Mayor Jim Dear and Members of the Carson City Council
CC: Nelson Hernandez, City Manager
Cecil W. Rhambo, Jr., Assistant City Manager
Lisa Berglund, Principal Management Analyst
From: Townsend Public Affairs
Date: August 1, 2014
Subject: 2014 — 2015 State and Federal Legislative Agenda

Townsend Public Affairs, Inc. (TPA) has drafted the following state and federal legislative agenda memo for consideration by the City of Carson (City) to serve as the framework for advocacy efforts for the 2014 — 2015 legislative sessions. The agenda was drafted after meeting with the City Manager's Executive team and covers key topics and themes discussed for state and federal legislative sessions.

The purpose of this agenda is to ensure the City's interests at the state and federal level are understood and will be represented. This agenda serves as a baseline for our efforts, and will provide direction regarding the City's position in support or opposition of proposed legislation and policy for 2014 — 2015. Additionally, TPA will take a full service approach on acquiring state and federal funding. TPA will work with City staff to proactively identify funding opportunities that match City priority projects. TPA will work with City staff to complete grant applications, gather support, and report on progress during the evaluation period.

The legislative agenda will be modified as items are resolved and additional topics of interest emerge over the course of 2014—2015. As past legislative sessions have demonstrated, new policies, political developments, and changes in messaging can occur quickly, particularly in Sacramento. Therefore, TPA will work with City staff in an efficient and timely matter, in order to protect the interests of the City. Thus, having the City's priorities, themes, and topics identified and articulated is fundamental to successful advocacy efforts.

The City's state and federal legislative agenda for 2014 — 2015 reflect the topics and themes set forth by the Mayor and City Council with direct input from the City Administration. The strategic agenda includes advocating for legislation, regulations, and funding that is consistent with the City's adopted policies. This agenda is compiled into two main sections—state and federal—each with multiple subsections.

EXHIBIT NO. 02

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I. State Legislative Agenda

1. State Legislative Analysis, Tracking and Advocacy

TPA will provide state legislative support services for the City, which includes, but is not limited to:

- Provide tracking services and updates on legislation's progress related to City issues;
- Provide analysis and recommendations on legislation;
- Drafting letters of support and/or opposition on behalf of the City's interests;
- Regularly coordinating with City executives and staff regarding ongoing and upcoming issues;
- Strategic outreach to state representatives and agencies based on the needs of the City;
- Arrange, and help prepare, testimony for relevant state committee hearings on behalf of the City;
- Advise the City on opportunities for direct intervention on legislation, and whether to act in support or opposition, depending on the City's position;
- At the request of the City, be the sponsor of legislation, and lead the process; and,
- Monitor and provide updates to the City on the status of the water bond legislation.

2. State Advocacy Efforts

The items below are topics of interest highlighted by the City's executive staff. TPA will focus advocacy and educational efforts with state legislators, agencies, the Governor, and other organizations on, but not limited to, the following:

- **Mobile Home Park Legislation.** Mobile home parks have been identified as an issue affecting the City. TPA will ensure city officials, legislators, and staff are informed on potential impact of legislation to the City through services listed in item 1, specifically including:
 - Identify and track all mobile home related legislation proposed throughout the 2014—2015.
 - Issue reports and updates on identified legislations' progress, potential impact to the City, and as appropriate, recommend an official position.
 - Working with legislators and staff to educate on impact legislation will have on the City.
 - Identify similarly interested parties to help support or oppose legislation.
- **Caltrans.** TPA will interface with Caltrans to organize solutions for issues that the City identifies. The items below represent issues that have already been identified, and will be the early focus of TPA efforts:
 - Brush overgrowth adjacent to a 75-acre parcel selected for development as an auto speedway.
 - Schedule meeting with Caltrans District 7 staff to discuss issue.
 - Present the concerns of the City, and potential hazards or dangers presented by brush near auto speedway.
 - Pursue a cooperative agreement on brush overgrowth.
 - Absence of landscaping along section of the 91 freeway through the City.
 - Schedule meeting with Caltrans District 7 staff to discuss issue.
 - Identify reason(s) for deferred maintenance.
 - Discuss options for joint ventures to address landscaping projects.



- Closure of northbound and southbound truck scales on the 405 through the City.
 - Schedule meeting with Caltrans to determine reason for closure.
 - Reach out to other stakeholders, such as CHP to discuss issue.
 - Educate stakeholders about the City's concerns.

3. State Funding Opportunities

TPA will develop a strategy in consultation with the City to ensure the highest degree of success in the outcome of grant applications, which will include recommendations on positioning efforts to maximize funding opportunities. The following represent the beginning of TPA's efforts to identify state funding opportunities for the City, which include, but are not limited to:

- Transportation:
 - Community Based Transportation Planning Grant — California Department of Transportation
 - Active Transportation Program — California Transportation Commission
- Water Infrastructure:
 - Integrated Regional Water Management — Department of Water Resources
 - Local Coastal Planning Funding — California Coastal Commission
 - Water-Energy Grant — California Department of Water Resources
- Park and Open Space:
 - Habitat Conservation Fund — Department of Parks and Recreation
 - Environmental Enhancement and Mitigation Program — Natural Resource Agency
 - Housing Related Parks Program — Housing and Community Development
- Public Safety
 - CalGRIP — Board of State and Community Corrections

A briefing of these grants is available on an attached matrix, with details in the following categories: eligible projects, application info, grant summary, deadline/award date, and match.



II. Federal Legislative Agenda

1. Federal Legislative Analysis, Tracking and Advocacy

TPA will provide Federal legislative support for the City, which includes, but is not limited to:

- Provide tracking services and updates on legislation's progress related to City issues;
- Provide analysis and recommendations on legislation;
- Drafting letters of support and/or opposition on behalf of the City's interests;
- Coordinating with City executives and staff regularly regarding ongoing and upcoming issues;
- Outreach to federal representatives and agencies based on the strategic needs of the City;
- Arrange and help prepare testimony in relevant state committee hearings on behalf of the City;
- Advise the City on opportunities for direct intervention on legislation, and whether to act in support or opposition, depending on the City's position;
- At the request of the city, facilitate the drafting of legislation, and provide language recommendations to ensure the bill reflects the City's position.

2. Federal Legislative Topics for Immediate Action

TPA will focus direct advocacy with our federal congressional leaders, federal agencies, the administration, and other organizations, on but not limited to, the following items:

- **Brownfield Redevelopment and Economic Development Innovative Financing Act of 2014 (H.R. 4173).** If enacted into law, federal legislation proposal will establish the Brownfield Redevelopment and Economic Development Innovative Financing program to promote urban renewal – a top federal legislative priority for the City.
 - TPA is currently rebuilding momentum, building co-sponsorship and support for H.R. 4173, through the following course of action:
 1. TPA is researching and determining what other municipalities are able and willing to support H.R. 4173.
 - a. TPA will share a list of potential supporting municipalities with the City to coordinate with the City's existing contacts.
 2. TPA is re-engaging with Congresswoman Hahn and Congressman Gibson to build-up co-sponsorship of H.R.4173 once Congress returns from their August District Work Period.
 - a. TPA is currently working with staff to speed up the process and secure support by the time members return in September.
 3. TPA is connecting with the Congressional Hispanic Caucus (CHC) and Department of Housing and Urban Development (HUD) to engage newly confirmed HUD Secretary Julian Castro in Carson's efforts.
 - a. TPA will evaluate the status of staff overturn at the HUD, if any.
 4. TPA is working with congressional staff on Capitol Hill to determine best dates for a D.C. advocacy trip for the City and/or staff.



- a. During the advocacy trip, TPA will organize a congressional briefing to educate on, advocate, and garner support for H.R. 4173.
 - b. Additionally, TPA will work with City staff to secure the City's participation on the panel.
- 5. TPA will educate and work with national organizations in D.C. that are able and willing to join the coalition.
- **The Port Security Grant Act of 2013 (H.R. 1534).** If enacted into law, this federal bill will extend the authorization of appropriations for the port security grant program through FY2017.
 - TPA is currently rebuilding momentum, building co-sponsorship and support for H.R. 1534.
 - TPA is working on building co-sponsorship and support for H.R. 1534 by educating homeland security legislative staffers on the provisions of the bill.
 - TPA is in contact with members and staff on the House Homeland Security committee to advocate for the bill.
 - This includes conversations about a possible legislative hearing within the Subcommittee on Border and Maritime Security on H.R. 1534.
 - TPA is monitoring action on comprehensive border security legislation to identify possibilities of including H.R. 1534 as a provision or amendment to the bill.

3. Federal Policy for Monitoring and Recommended Action

TPA will maintain a matrix of federal legislation for the City, and will provide additional bill analysis and information to inform the development of a position that the City has taken.

Below is an outline of the City's policy issues identified during the onboarding meeting. When legislation aligned with the City's interests is introduced, TPA will analyze and evaluate the need for City action. The City may choose to take a position on a measure, continue to monitor without a position, or determine if any further response or reaction is needed. TPA will monitor legislative activity in the following areas:

- Federal Appropriations
 - This includes monitoring all 12 spending bills for opportunities to support programmatic requests and working with congressional staff to identify language request opportunities when appropriate.
- Economic Development
 - This includes policy topics such as redevelopment dissolution, measures providing for new tax increment financing opportunities, infrastructure-financing districts, efforts to encourage local job creation, regional permit streamlining, small business development and other such topics.
 - At the federal level, TPA will work with the Joint Economic Committee to educate members and promote legislation that highlights and/or secures the City's policy priorities.
- Homeland Security and Port Mitigation



- This includes policy topics such as regulating the impact of ports have on surrounding cities' health, infrastructure and safety as cargo is transported through such cities.
- Housing and Land Use
 - This includes policy topics such as creating new sources of affordable housing funds, potential changes to CEQA to support priority development, oppose legislation that may negatively impact local authority, and other similar topics.
- Infrastructure
 - This includes policy topics such as funding for roads, sewers, storm drains, flood plain management, allowing for storm water management to be treated as a utility service, support for climate action plans, clean water permits, and other public works responsibilities.
- Transportation
 - This includes policy topics such as goods movement, safe routes to school funding, local road repair, regional transportation funds, support for measures granting local agencies greater authority and flexibility to expend transportation funds, support for measures providing increased funding for maintenance and preservation of roads, and congestion mitigation.

4. Federal Funding Opportunities

TPA will continue proactive efforts to notify the City when new and upcoming federal funding opportunities are announced. Below represents the beginning of TPA's efforts to identify Federal funding opportunities for the City categorized by theme, which include, but are not limited to:

- Arts and Cultural

Support for creative place-making projects and the advancement of innovation to ensure the vitality of the arts and the livability of communities.

- Art Works Grants — National Endowment for the Arts
- Our Town Grants — National Endowment for the Arts

- Education

Support for programs that create opportunities for student success and help increase graduation rates. Particularly in higher education institutions like Cal State Dominguez Hills where alumni play a huge role in local economic development.

- Educational Opportunity Centers Program-Department of Education
- Investing in Innovation Fund- Department of Education

- Environmental Mitigation

Support EPA's Brownfield efforts to empower local communities to prevent, assess, safely clean up, and sustainably reuse brownfields.

- Brownfields Area-Wide Planning Grant — Environmental Protection Agency

- Homeland Security and Public Safety



Support for funding mandates that create opportunities to address security systems for schools and public places such as the StubHub Center, emergency preparedness training and support, accessing FEMA funding and COPS funding.

- Assistance for Firefighters Grant — Federal Emergency Management Agency
- Community Oriented Policing Program — Department of Justice
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- Housing and Land Use
Support for new sources of affordable housing funds, Promise Zones, Community Development Block Grants and other such programs.
 - Fair Housing Initiatives Program — Department of Housing and Urban Development
 - Promise Zones — Department of Housing and Urban Development
- Transportation/Economic Development/Infrastructure
Support for funding mandates that create opportunities to promote business development in the City, foster small business success, and work with Department of Commerce's EDA programs to identify the most appropriate resources for the City.
 - Transportation Investment Generating Economic Recover (TIGER) — Department of Transportation

A briefing of these grants is available on an attached matrix, with details in the following categories: eligible projects, application info, grant summary, deadline/award date, and match.

5. City of Carson Delegation Advocacy Trip to Washington, D.C.

TPA proposes to plan and prepare an advocacy trip for the City to meet with members of Congress – this will likely include but not limited to members on the House T&I Committee which aside from Congresswoman Janice Hahn, can also include Congressman John Garamendi and Chairman Bill Shuster. Also, members from the House Homeland Security Committee with port jurisdiction, possible members include Congresswoman Loretta Sanchez and Ranking Member Bennie Thompson. Additional items on the agenda can include meetings with California senators and federal agencies such as HUD and EPA.

6. Process for Reporting

To supplement the weekly progress reports we send the City, TPA proposes to report annually on the efforts taken on behalf of the City.

