



City of Carson

Report to Mayor and City Council

October 7, 2014
Unfinished Business

SUBJECT: FURTHER CONSIDERATION OF 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

This matter was continued from the September 16, 2014, Council meeting. At that meeting the City Council requested to see the resumes of the representatives from Townsend Public Affairs before making any further decision on the legislative priorities or the status of their state and federal contracts. Attached as Exhibit No. 3, is a list of the representatives that serve us in Sacramento and those that serve us in Washington D.C. The representative's resumes are attached as Exhibit No. 4.

Staff brings this item before the Council for two additional 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

alternatives continued on next page

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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.

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.
- 4.) Allocate finding for red light video cameras to be installed at specific intersections and City parks in Carson.

Staff has spoken with Townsend representatives and they have agreed to lead the effort in the HR 4173 Brownfield initiative. Therefore the City will save money by not extending the contract with our previous consultant that was working on this initiative.

Lastly, 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 on 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)
3. List of Townsend Representatives in Sacramento and Washington D.C. (pgs. 12)
4. Townsend Representatives Resumes and Bios. (pgs. 13-22)

Prepared by: Lisa Berglund, Principal Administrative Analyst
Document 82

TO: Rev05-13-2014

Reviewed by:

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

Action taken by City Council

Date _____ Action _____

to draft an appropriate letter and make sure to notify the residents regarding the release of the revised Remedial Action Plan and would have the opportunity to review and provide comments.

Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina requested that the arrangements be reflected on the investigation timeline and confirmed by Assistant City/Agency/Authority Attorney Soltani.

NEW BUSINESS DISCUSSION (Items 21-24)

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

Item No. 21 was heard after Item No. 20.

Mayor/Agency Chairman/Authority Chairman Dear waived the presentation of the staff report with no objections heard.

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 Gipson, 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

ITEM NO. (22) CONSIDER APPROVING A NOISE ORDINANCE AND FEE WAIVER FOR THE GREATER ZION FAMILY CHURCH (COMMUNITY SERVICES)

Item No. 22 was heard after Item No. 21 at 11:03 P.M.

EXHIBIT NO. 01

TOWNSEND

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

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
-
- 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.



CITY OF CARSON CLIENT SERVICE TEAM

KEY PERSONNEL

TPA employs a team approach to client service. This team approach provides the best of both worlds in terms of advocacy:

- Personalized and focused customer service from a dedicated client manager, similar to a local or boutique lobbyist
- Extensive policy and agenda support from numerous advocates with the breadth and depth only found at large government relations firms

Heather Stratman will serve as the primary Client Manager located for the City. She will utilize an entire team of dedicated personnel with a well-rounded breadth of knowledge ensuring the needs of the City are met. With this structure, the responsibilities of each team member involved will vary given the specific advocacy projects within the City.

CITY OF CARSON STATE ADVOCATES

- Christopher Townsend, President
- Heather Stratman, Senior Director
- Niccolo De Luca, Director
- Richard Harmon, Director
- Casey Elliott, State Capitol Director
- Ian Delzer, Associate
- Chelsea Vongehr, Associate

CITY OF CARSON FEDERAL ADVOCATES

- Christopher Townsend, President
- Heather Stratman, Senior Director
- Cindy Boyd, Senior Associate
- Jessica Fernandez, Associate
- Kristen Carpentier, Associate

EXHIBIT NO. 03



RESUMES



Christopher Townsend, President, brings a 30 year career in public affairs and legislative advocacy featuring a multi-partisan strategic approach that leverages his extensive experience and track record of success along with a vast network of relationships with key members and staffers of the legislative, constitutional, congressional, and senatorial delegations.

Townsend Public Affairs, Inc.

President

1998 – Present

President of public affairs consulting firm that specializes in the development and execution of advocacy strategies for local government, non-profit organizations, businesses, and coalitions. Christopher provides day-to-day leadership to a team of 15 professionals and manages the development and implementation of political, policy and funding agendas of clients.

PepsiCo/Taco Bell Corp., Irvine, CA

(A \$5 billion, Mexican-style, quick-service restaurant chain with more than 7,000 units)

Senior Director, Government & Community Affairs

1992 – 1998

Member of Public Affairs Department senior team that was responsible for government and media relations, crisis management, internal communications, and marketing publicity. Managed the political action committee for Federal and California political races. Managed community relations initiatives, corporate philanthropy, and the Taco Bell Foundation. Examples of functional support to various departments within the organization:

- Strategic Funding Development: Secured title sponsorship of the Taco Bell Discovery Science Center in Santa Ana, California by creating and implementing lobbying strategies that generated \$7 million in Federal and State funds for the construction of the largest non-profit children's science center in Southern California. Coordinated media event to announce the groundbreaking featuring Vice President Al Gore that generated national and local news coverage.
- Public Relations: Arranged for President Bill Clinton to join NBA Superstar Shaquille O'Neal to launch TEENSUPREME, an innovative \$15 million national partnership between the Taco Bell Foundation and the Boys & Girls Club of America.

Stein-Brief Group, Inc., Dana Point, CA

Vice President, Public Affairs

1982 – 1992

Directed government, community, and media relations at the national, state, and local levels, including the management of all political, civic, charitable, and cultural activities. Provided land-use planning and entitlement process analysis for domestic and international projects.

- Development: Secured government entitlements for the development of Monarch Beach, CA, a \$1 billion profitable 550-acre master-planned community that includes the Ritz-Carlton Hotel, Links at Monarch Beach Golf Course, and over 2,000 residential units.
- Government Relations: Interacted with numerous Federal and State agencies to ensure compliance with all applicable laws and regulations governing land use. Created and directed a Political Action Committee that supported various Federal, State, and Local candidates and ballot initiatives.

Education

Harvard University, Cambridge, MA

Master of Public Administration

1991

Claremont McKenna College, Claremont, CA

Bachelor of Arts, Political Science, Magna Cum Laude, Political Science Honors Prize

1982

EXHIBIT NO. 14

13



Heather Stratman, Senior Director, maintains strong relationships with various state, regional and local agencies, that help advance the funding and policy needs of our clients. Heather has secured significant state and federal grants for cities, non-profits, and water infrastructure projects.

Townsend Public Affairs, Inc.

Senior Director

2006-Present

Provide direct client services support and management to clients, including one of the largest county water districts in California, urban suburban and rural municipalities, and non-profit organizations. Serve as the firm specialist in water and wastewater policy, legislation and politics while maintaining an expertise in local government issues including finance, land use, transportation and planning. Advocate at the local, state and federal level on a variety of client projects and programs including legislation, state grants and funding, and federal appropriations.

MuniFinancial

Senior Project Manager

2005 – 2006

Established a Sacramento regional office of MuniFinancial where responsible for financial consulting and district administrative services. Served as the project manager for a variety of clients and contracts statewide, including traffic impact studies, special assessment districts, cost claim services, revenue sharing agreements and Proposition 218 ballot proceedings.

Orange County Water District

Legislative Analyst 2004 – 2005

Provided comprehensive analysis on legislative, governmental and external issues concerning water policy, local government, and budgetary and reform measures. Responsible for strategic planning and coordination of federal legislation, including acting as primary contact for Congressional staff. Performed comprehensive research and analysis for General Manager and Department Heads; produced legislative summaries, staff reports, written updates.

League of California Cities, Orange County Division

Regional Issues Analyst 2001 – 2004

Managed the Municipal Management Association of Southern California (MMASC) – 1100 member professional organization. Lead staff member responsible development and implementation of the Inter-Regional Partnership (IRP) short and long-term strategies including Infill and Mixed Use Reports, Mixed-Use Toolkit, Power Point Presentation, and final IRP report for issuance to the California Department of Housing and Community Development.

Nevada State Legislature

Committee Staff January 2001 – July 2001

Appointed by the Secretary of the Senate. Hired as a committee aide to the Chairman of the Senate Judiciary Committee. Assisted in developing and distributing bi-weekly agendas, responsible for taking minutes at committee hearings as well as digital transcription.

Education

California State University, Long Beach

Master of Arts, Public Administration

2002

University of Reno, Nevada

Bachelor of Arts, Political Science

2000





Niccolo De Luca, Director, provides expertise on essential public policy topics such as public safety, economic development, and local government in addition to funding opportunities related to parks, recreation, and cultural institutions.

Townsend Public Affairs, Inc., Oakland, CA

Director

2008 – Present

Represents municipal clients across the state. Maintains relationships with legislators and key staff in the State Capitol as well as Congressional delegation. Maintains a close relationship with Governor Jerry Brown as a result of their tenure working together at the City of Oakland. Specializes in public safety and municipal services policy and provide legislative updates on bills and budget amendments that affect our clients. Explores federal, state, local, foundation and corporate funding to help support the public agency and non-profit clients served by TPA.

City of Oakland, Oakland, CA

Deputy City Administrator

2004 – 2007

Responsible for oversight of daily operations and decision making for the two largest city agencies (Public Works Agency and Police Department) that have a combined annual budget of \$ 323 million. Provided direct organizational leadership to create a standard operating procedure for multi-faceted crime reduction initiative which was adopted by Council and resulted in a drop in crime. Direct supervision of four different divisions with 45 employees. Implemented many cutting edge ideas for problem solving and outreach that were embraced by community groups and policy makers. Expanded the number of organized neighborhood public safety gatherings for three consecutive years, with an average of nearly 100 percent annual increase. Lead administrative staff member for three City Council committees. Provided expertise and support to the Mayor and City Council in the formulation, interpretation and application of public policy. Daily interaction with Mayor and City Council members.

City of Oakland, Oakland, CA

Assistant Director, Public Works Agency

2001 – 2004

Responsible for three divisions, including Finance and Human Relations, five direct reports, and 40 staff members. Direct responsibility for the financial operations of the entire Agency, including revenues and expenditures. Implemented procedures to reduce number of worker's compensation claims subsequently adopted for the entire City. Served as Agency spokesperson and oversight of all media relations. Built strong media relations by clearly and concisely communicating several complex situations and events, and working directly with reporters on exclusive stories and interviews. Served as hearing officer for union grievances and improved key relationships with impacted unions through open communication and dialogues.

City of Oakland, Oakland, CA

Assistant to Councilmember Richard Spees

1998 – 2001

Lead spokesperson for Councilmember within the district. Improved overall public approval rating of Councilmember district wide through many grass roots marketing campaigns and developed new information dissemination strategies. Head of constituent services for Council district. Ensured proper and efficient service delivery for 58,000 residents of Council District 4.

Education

University of Oregon, Oregon

Bachelor of Arts Degree, American History

1997



Richard Harmon, Director, brings special expertise in transportation infrastructure and policy development. Prior to joining TPA, Harmon served as the Legislative and Local Government Affairs Deputy for Caltrans. Appointed by Governor Arnold Schwarzenegger in 2007, he served as the liaison between the Administration and Congress and the State Legislature on transportation issues.

Townsend Public Affairs, Inc.,

Director

2011 – Present

Provide client service to a full range of public agency clients all over California, and specifically focused on the Central Valley. Maintains an expertise in transportation legislation and funding opportunities. Advocate at the local, state and regional level for client projects and programs including legislation, state grants, and other funding. Richard manages several clients in the Central Valley and recently represented the City of Merced, where much of the focus was on advocating for grant funding.

California Department of Transportation

Assistant Deputy Director, Legislative and Local Government Affairs

2007 – 2011

As the Governor Schwarzenegger-appointed liaison between the Administration and Congress and the State Legislature on transportation-related issues, made policy recommendations and provided committee testimony on pending legislation. Significant projects included:

- Developed legislation to expedite the distribution of \$2.6 billion in transportation funds made available under the American Recovery and Reinvestment Act of 2009.
- Secured legislative authority to expedite more than \$1 billion in transportation projects by streamlining environmental approval and permitting processes.
- Successfully passed legislation providing the department with \$20 million in solar arrays for over 70 facilities statewide.

California Department of Transportation

Interim District Director

2010

Responsible for all functions and activities within District 10 and for the administration and operation of the department's programs within the district boundaries. District 10 is made up of Merced, San Joaquin, Stanislaus and several mountain counties. The district has nearly 600 employees, an annual budget of over \$72 million, and approximately \$3 billion in active transportation projects.

California State Assembly Member Bonnie Garcia

Chief of Staff and Campaign Manager

2002 – 2007

Responsible for all aspects of legislator's State office and political activities, including legislation, committee staffing, management of Capitol and District Offices, media, and fundraising.

California Center for Border and Regional Economic Studies

Project Coordinator

1999 – 2002

Responsibilities included development of quarterly and annual community workshops and conferences to address various economic, housing, infrastructure and social.

Education

San Diego State University, San Diego

Masters of Science, Business Administration

2002

San Diego State University, San Diego

Bachelor of Arts, International Business

2000





Casey Elliott, State Capitol Director, monitors developments and manages relationships with key members and staffers of the state legislature, as well as select state agencies and departments. Casey's expertise is in the areas of the state budget and finance, legislative advocacy/analysis/monitoring, public safety, state elections and the legislative process.

Townsend Public Affairs, Inc., Sacramento, CA

State Capitol Director

2006-Present

Manages all aspects of the legislative agendas of clients throughout the State. Develops and maintains relationships with legislators and key staff in the State Capitol.

Assemblyman Tom Umberg, Sacramento, CA

Legislative Assistant

2006

Managed legislation for the Member, including education, workers compensation, and school facilities measures. Staffed the Member on the Assembly Education committee. Worked closely with legislative staff, committee consultants, state agencies, and interested parties on legislation. Advised the Member and Chief of Staff on pending legislation. Prepared talking points and speeches for public appearances. Performed research projects at the request of the Member and Chief of Staff.

Secretary of State, Sacramento, CA

Legislative Coordinator

2005-2006

Briefed the Secretary of State and senior staff members on legislation affecting the agency. Worked with Division Chiefs, senior staff members and the Secretary of State to develop legislative positions for the agency. Worked with Department of Finance, state agencies and other interested parties on issues that impacted the Secretary of State. Researched and drafted legislative proposals for the agency.

Secretary of State, Sacramento, CA

Legislative Analyst (AGPA)

2003-2005

Assisted in the research and development of legislation. Drafted legislative documents/amendments and advocated positions adopted by the Secretary of State. Worked closely with the Legislature, Governor's Office staff, committee consultants, Department of Finance, state agencies and other interested parties on issues that impacted the Secretary of State. Special projects: staffed various taskforces, assisted in development of spending plans for legislatively mandated programs, legislative correspondence, election-night support.

Office of the Governor, Sacramento, CA

Senior Legislative Assistant

2000-2003

Chaptered all bills that the Governor signed and processed all vetoed measures. Worked closely with the Secretary of State, Chief Clerk of the Assembly, and the Secretary of the Senate throughout the bill chaptering process. Supervised a staff of 10 personnel during the creation and assembly of up to 1500 bill files presented to the Governor

Education

University of California, Davis

Bachelor of Arts, Political Science

2000





Ian Delzer, Associate, assists in the development and execution of client's legislative agenda and policy priorities, including strategic advocacy, tracking legislation, and securing funding opportunities by writing and monitoring grants through the application process. Ian has a broad range of experience, from working with elected officials, to municipal agencies and the non-profit sector, which he draws on to help clients achieve their legislative and funding objectives.

Townsend Public Affairs

Associate

2014-Present

Serves on the Southern California Client Service Team supporting a variety of clients, including cities, special districts, and non-profit associations. Advocates client priorities and implements advocacy plans in conjunction with Sacramento and DC offices, conducting research, scheduling meetings, and giving briefings to elected officials and staff. Develops and maintains relationships with elected officials and staff at local, state, and federal level. Tracks legislation, providing reports on potential impacts to clients.

Richard Nixon Foundation

Development Coordinator

2013-2014

Supported \$25 million capital campaign. Managed and tracked internal and external campaign activity, correspondence, meetings, and donations. Drafted and dispersed weekly snapshot report of campaign progress. Organized campaign presentations, research on past donors and potential prospects, and talking points to campaign leadership. Implemented follow-up agenda for campaign.

Project Manager/Research Assistant

2012-2013

Oversaw panel discussions series, conducting and reviewing archival research, logistics support, and facilitating participant requests. Acted as primary contact during design, development, and launch of Nixon Centennial Website. Directed summer internship program.

Riverside Public Utilities

Intern to Legislative Analyst

2011-2012

Created presentations on California utilities and relationships with oversight and regulatory entities in the state for new hire orientation. Drafted reports and prepared research on policy topics at the request of the Legislative Analyst.

San Bernardino Water Department

Intern

2011-2012

Researched and prepared white paper on legislative proposal to retain local control of groundwater resources.

Congressman Campbell

Intern, District Office

2011-2012

Compiled and dispersed news and media inter-office reports. Fielded constituent concerns, and directed questions to appropriate staff

Education

California State University, Fullerton

Master of Arts, Political Science

2013



Chelsea Vongehr, Associate, Chelsea brings a strong background in grant writing and government affairs, having previously served on staff for a lobbying and grant writing firm. Chelsea has written grants at the federal, State, and private foundation level for clients throughout California in the areas of education, public safety, housing, and parks and recreation.

Townsend Public Affairs, Inc.

Associate

2014 – Present

Works with public entity clients throughout California to identify and secure funding opportunities at the local, regional, State, and federal level. Develops and preserves relationships with program staff for various grant programs. Facilitates relationships with local elected officials and legislators. Maintains funding expertise in education, public safety, and parks and recreation. Researches, drafts, and submits grant applications on behalf of clients and oversees grant compliance as necessary.

California Consulting, LLC

Grant Writer

2010 – 2013

Worked with cities and school districts throughout California to secure grant funding. Successfully secured funding at the federal, State, and private foundation level with approximately \$900,000 in grant dollars. Developed and maintained relationships with client staff, school district staff, and local elected officials. Researched funding opportunities, drafted and submitted applications, and oversaw grant compliance as necessary. Developed and maintained relationships with grant program staff. Chelsea has worked with numerous clients in the San Joaquin Central Valley, including the City of Arvin, Arvin Union School District, and the Bear Mountain Recreation District.

Education

Fresno Pacific University, Fresno, CA

Bachelor of Arts, English Language

2012





Cindy Boyd, Senior Associate, has over 13 years of experience in politics and government at the federal, state, and local level that has included the successful coordination of coalition supporters, establishment of strategic relationships with elected and appointed officials, development of public policy, legislative strategy development and coordination, and educational outreach to stakeholders and political influencers.

Townsend Public Affairs, Inc.

Senior Associate

2013 - Present

Manages and develops federal legislative agendas for clients before Congress, the White House, and federal agencies. Analyzes legislation, regulatory directives, appropriations requests and budget items. Develops and maintains relationships with members of congress, as well as congressional and committee staff.

United States Coast Guard Office of Maritime Security (Counterterrorism)

Project Manager

2011 - 2013

Supported USCG by engaging Department of Homeland Security (DHS) partners on planning and policy efforts. Participated in developing, shaping, and writing of DHS-wide plans and policy, including the DHS Counterterrorism Plan and the Global Homeland Security Plan. Enhanced USCG partnerships with DHS Headquarters personnel and other components by cultivating relationships and partnering in the policy coordination and collaboration processes.

Department of Homeland Security

Project Analyst

2008-2011

Served as a member of the DHS Crisis Action Team authoring informational briefings for DHS senior leadership and the White House. Coordinated and liaised with federal interagency partners and law enforcement to gather situational awareness regarding events of national significance. Participated in national level exercises and continuity preparedness to help ensure essential government functions were maintained during events of national significance.

White House Office of National Drug Control Policy

Director, State and Local Policy and Intergovernmental Affairs Liaison

2006 - 2008

Conducted liaison activities with federal departments and agencies, congressional staff, state and local officials, key partners and grassroots advocates to better engage on issue collaboration and policy coordination. Identified, monitored, and summarized state legislation related to illicit and pharmaceutical drug policy to devise, coordinate, and implement legislative strategy. Advocated for and against legislation by educating and working with state, local, and tribal leaders.

Office of Governor Arnold A. Schwarzenegger

Legislative Analyst

2003 - 2006

Evaluated legislation, synthesized information, and analyzed private and public implications of changes to existing law, programs, and regulations on local government. Monitored and provided analysis of legislation that would impact local government. Coordinated with stakeholders, policy makers, and legislative staff to develop public policy and strengthen legislative proposals.

Education

Bellevue University, Bellevue, NE

Bachelor of Science, Security Management

2014

20



Jessica Fernandez, Associate, promotes the federal agenda of municipalities, school districts, and other public agencies. As a Capitol Hill veteran specializing on domestic policy, Jessica offers TPA clients over 8 years of legislative experience with Education, Transportation, Environment, Energy, Water, Health Care, Agricultural, Labor and Civil Rights policy.

Townsend Public Affairs, Inc.

Associate

2014 - Present

Manage and develop legislative priorities for clients before Congress, the Executive branch and federal agencies. Analyze legislation, regulatory directives, appropriations requests and budget items. Develop and maintain relationships with Members of Congress, Congressional and Committee staff.

U.S. House of Representatives – Rep. Loretta Sanchez (CA-46)

Senior Legislative Assistant

2008 – 2014

Advised Congresswoman Sanchez on legislative initiatives and provide voting recommendations. Developed and evaluate legislation relating to domestic policy. Managed five key congressional appropriation bills and serve as the point of contact for appropriation projects within those bills. Drafted delegation and caucus letters, policy papers, staff briefings as well as constituent correspondence, newsletters and press releases relating to domestic policy. Established working relationships with community leaders, interest groups, Congressional offices, executive branch and elected officials at all governmental levels.

Committee to Re-Elect Loretta Sanchez

Campaign Manager

2012

Worked with a variety of communities in Orange County and Southern California to identify county needs. Collaborated with community organizations to provide services for Orange County residents. Created Task Forces to identify needs in the areas of health care, education, energy, environment, and women's issues; and developed strategies that effectively addressed those identified needs. Organized town-hall meetings and collaborated with local officials and community leaders.

Committee to Re-Elect Loretta Sanchez

Field Director

2006-2007

Assembled informative events to constituents of the 47th Congressional District in CA. Drove Voter Registration in Orange County. Recruited possible candidates for local offices in Orange County. Developed campaign resources and strategies. Collaborated with supporters on community initiatives.

House Democratic Leader Nancy Pelosi (CA-8)

Community Outreach Intern

2006

Conducted research on issue positions of traditional Democratic constituencies. Maintained data base of constituency leaders and issue concerns. Prepared correspondence for and met with constituency leaders. Assisted in production of informative events to participating organizations.

Education

Chapman University

Bachelor of Arts, Political Science

2007



Kristen Carpentier, Associate, promotes the federal agenda of municipalities, school districts, and other public agencies. Kristen brings experiences with advocacy on Capitol Hill and legislative tracking and analysis to the federal agenda of our clients. She has worked with a wide array of policy issues, honing in on higher education policy and immigration policy prior to joining TPA.

Townsend Public Affairs, Inc.

Associate

2013 - Present

Conduct policy and legislative research on issues relating to transportation, judiciary issues, water resources, education, and appropriations. Monitor, analyze, and report to staff and clients on targeted federal legislation and grant or funding opportunities. Write memos on legislation or opportunities for senior staff and clients. Attend congressional hearings and briefings weekly and write updates. Ensure client needs are met by coordinating advocacy trips, arrange and lead meetings between clients and Members of Congress and congressional staff, prepare client deliverables, research potential and current clients' priorities. Serve as a liaison between clients, federal agencies, and congressional staff; develop and maintain strategic relationships.

NAFSA: Association of International Educators

Public Policy Intern

2013

Reported to senior staff on relevant news, legislation, and issues relating to international education. Monitored and reported on immigration policy daily. Supported four programs simultaneously including grassroots leadership, immigration policy and visa issues, government relations, and media relations. Wrote and prepared media backgrounders, press releases, and briefings on international education issues and policy. Maintained member lists, databases, calendars, and correspondence.

University of St. Thomas

Graduate Assistant

2011-2013

Managed the program in its entirety, serving as a main point of contact. Worked closely with the Director to set goals, plan strategies, and schedule meetings to meet objectives (i.e. coordinating partnerships and community outreach). Designed, led, monitored, and evaluated the Federal and National Policy-Making course in Washington D.C. Coordinated and planned the Mental Health and Public Policy Conference and assisted in coordinating the Qualitative Research Conference, among other outreach events.

Education

University of St. Thomas

Master of Arts, International Leadership

2013

Minnesota State University

Bachelor of Science, Psychology; Minor in Art History

2009