



Agenda Report

Fullerton City Council

MEETING DATE: APRIL 17, 2018

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: NICOLE BERNARD, ASSISTANT TO CITY MANAGER

SUBJECT: FOUR-MONTH CONTRACT EXTENSION WITH TOWNSEND PUBLIC AFFAIRS FOR LEGISLATIVE ADVOCACY SERVICES

SUMMARY

Townsend Public Affairs (TPA) currently provides professional services for local, state and federal government relations, legislative tracking and advocacy services to the City of Fullerton. The current term of service expires at the end of June, 2018.

RECOMMENDATION

- 1.) Approve a four (4) month extension with Townsend Public Affairs and authorize the Mayor to execute the extension; and,
- 2.) Direct staff to solicit Request for Proposals for Professional Legislative Advocacy Services for local, state and federal government relations for City Council consideration prior to the beginning of the 2019-2020 legislative session.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability
- Public Safety
- Infrastructure and City Assets

FISCAL IMPACT

The original 16-month contract has been renewed each subsequent year at the original billing rate of \$ 5,000/month (\$60,000 / year).

DISCUSSION

City Council approved a contract with Townsend Public Affairs for professional legislative advocacy services in March 2004 with the following scope of work: Annually develop key advocacy goals for each new legislative session and assist the City in achieving those goals.

- Develop a solid understanding of the City's priorities and projects requiring funding assistance.
- Actively participate in the ongoing legislative process to ensure that the City's goals and objectives are met and the desired level of state funding is secured.
- Work in cooperation with City's consultant grant writer in identifying funding opportunities as well as writing and monitoring grant applications.
- Develop a strategy to gain support for City priorities at the state level.
- Represent the City at hearings, particularly those involving appropriations requests.
- When appropriate provide testimony at Committees and at floor sessions on behalf of the City.
- Prepare City representatives for hearings and meetings with members of Congress by providing support materials such as talking points and briefing papers.
- Monitor legislative developments affecting the City's agenda and keep designated City staff members updated through written reports / analysis, phone calls, legislative tracking, e-mails and conference calls / meetings.

The agreement expires on June 30, 2018, which is three months prior to the end of the current legislative session. Having the agreement expire at that time puts the City at a distinct disadvantage due to the need to continue advocacy on legislation pending within the State Legislature and ultimately before the Governor. Extending the current agreement allows the conclusion of the current legislative session and provides time, if directed, for Staff to solicit new proposals for similar services if funded in the 2018-19 Fiscal Year Budget. It is recommended that any new agreement for advocacy begin November 1st.

Attachments

- Attachment 1 – 2004 Agreement for Professional Legislative Advocacy Services
- Attachment 2 – 2018 Supplement for Professional Legislative Advocacy Services

