



Office of the City Manager

CONSENT CALENDAR
May 20, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: David White, Deputy City Manager

Subject: Contract: Townsend Public Affairs, Inc. for Legislative and Funding Advocacy Strategy

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any necessary amendments with Townsend Public Affairs, Inc. for ongoing tailored legislative and funding advocacy strategy from July 1, 2025, to June 30, 2027 which establishes a contract in an amount not to exceed \$108,000.

FISCAL IMPACTS OF RECOMMENDATION

The proposed contract will support two years of contracted services at \$4,500 per month for a total of \$54,000 a year. Funding is available in FY 2026 General Fund budget allocation (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.

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 or 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

None

CONTACT PERSON

David White, Deputy City Manager, (510) 981-7000

Attachments:

1: Resolution

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

CONTRACT: 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 6 and 12 months; and

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

WHEREAS, funding is available in FY 2026 General Fund budget allocation (011-99-900-900-0000-000-412-612990-).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to establish a contract with Townsend Public Affairs, Inc., for ongoing tailored legislative and funding advocacy strategy. The contract shall begin on July 1, 2025, and end on June 30, 2027, with an initial total amount not to exceed \$108,000.

