

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
14 JAN 30 PM 12:55

TO Honorable City Council  
FROM Maisha Everhart, Office of Mayor Jean Quan  
DATE February 6, 2014

RE A Report And Resolution awarding two contracts to Townsend Public Affairs to serve as the City of Oakland State Lobbyist from May 1, 2013 to September 30, 2015 for an amount not to exceed \$304,500 and to serve as the City of Oakland Federal Lobbyist from June 1, 2013 to September 30, 2015 for an amount not to exceed \$168,000 and waiving advertising and the request for proposals/qualifications process for each contract

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**SUMMARY**

At the direction of the Rules Committee on January 23, 2014, the Office of the Mayor has prepared this report that respectfully requests that the City Council waive the request for proposal process and award two contracts to Townsend Public Affairs to serve as the City of Oakland State Lobbyist from May 1, 2013 to September 30, 2015 for an amount not to exceed \$304,500 and to serve as the City of Oakland Federal Lobbyist from June 1, 2013 to September 30, 2015 for an amount not to exceed \$168,000

**FISCAL IMPACT**

Funding for these contracts is available in the General Purpose Fund (1010), City Administration (02111), Miscellaneous Contract Services (54919), and the Federal Lobbyist Project (P49400) and the State Lobbyist Project (P49300) The Professional Services Agreement with Townsend Public Affairs as the City's state lobbyist shall be for the period May 1, 2013 through September 30, 2015 and the Professional Services Agreement with Townsend Public Affairs as the City's federal lobbyist shall be from June 1, 2013 to September 30, 2015

**BACKGROUND**

Townsend Public Affairs has served as the City of Oakland's state lobbyist since 2006 As the state lobbyist for Oakland, Townsend has successfully worked in partnership with the Mayor, City Council, and the City Administration to pass multiple pieces of legislation, secure critical funding, and to further the goals of the City To date, Townsend has secured \$ 79,708,845 for the City of Oakland in State funding in the categories of public safety, parks and recreation, transportation, economic development and affordable housing

Townsend Public Affairs has served as the City of Oakland's federal lobbyist since 2011. They have worked closely with the Mayor, City Council, and Administration to ensure Oakland's

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federal agenda and goals are accomplished and have helped secure critical funding for public safety and economic development

Townsend Public Affairs have worked in partnership with the City of Oakland over the years locally, in Sacramento and Washington DC They are intimately familiar with the needs of the community and the inner machinations of our government They have achieved high levels of success over the years in both Sacramento and Washington DC and have already immersed themselves in Oakland's 2014 State and Federal legislative agenda Due to their continued success with the City, their deep rooted knowledge of Oakland, their ability to achieve results and build strong, long lasting coalitions, staff recommends that the Council waive the request for proposal process and award two contracts to Townsend Public Affairs to serve as our State and Federal lobbyist The contract end date ties in to the end of the State Legislative session as well as the end of the Federal Legislative session

## **FEDERAL**

### **FY 2011-2013**

The City issued a request for proposals (RFP) on February 9, 2011 to secure a federal lobbyist After the RFP process was completed, Townsend Public Affairs was selected to represent the City as its federal lobbyist Townsend's federal lobbyist contract was from June 1, 2011 until May 31, 2012 with a one year option to renew until May 31, 2013

## **STATE**

### **FY 2011- 2013**

The City issued a Request for Proposals (RFP) in December 2005 to secure a legislative representative for the 2006 State legislative session Through that process, the City Council retained the services of Townsend Public Affairs (hereinafter TPA) to represent Oakland for the period of April 5, 2006 to January 5, 2007 Resolution No 80459 extended the existing contract to December 5, 2007 In November 2007, the City Council passed Resolution No 80999 which extended the contract with TPA through June 30, 2008 which continued on a month to month basis until October 31, 2008

On May 19, 2009, the Council adopted a resolution awarding a contract to TPA, after issuing another Request for Proposal (RFP), to serve as the City's State Legislative Representative for the period of November 1, 2008 through October 31, 2010, a period of two years, in an amount of One Hundred Thirty Thousand Dollars (\$130,000.00) per year, for a total amount not to exceed Two Hundred Sixty Thousand (\$260,000) , and authorizing the City Administrator, without further Council action, to exercise an option to renew the contract for a third year under the same terms, conditions, and price, for a total amount not-to-exceed three hundred ninety thousand dollars (\$390,000 00) for three years

On October 20, 2010 the City Administrator authorized an amendment of TPA's original agreement dated November 1, 2008 and extended it from October 31, 2010 to October 31, 2011. The contract was extended again until October 31, 2012 with an option to renew on a month to month basis for six months until April 31, 2013

### **KEY ISSUES AND IMPACTS**

Townsend Public Affairs has served as the City of Oakland's state lobbyist since 2006. As the state lobbyist for Oakland, Townsend has successfully worked in partnership with the Mayor, City Council, and the City Administration to pass important legislation and secure funding to accomplish the goals of the City. To date, Townsend has secured \$ 79,708,845 for the City of Oakland in State funding.

Townsend Public Affairs has served as the City of Oakland's federal lobbyist since 2011. Townsend and its team have worked in partnership with the City of Oakland for nearly two years. They are very familiar with the needs of the community of Oakland and the inner workings of our government.

### **PROGRAM DESCRIPTION**

Townsend has worked closely with the City to draft a comprehensive 2014 state and federal legislative advocacy plan in coordination with the Mayor and City leadership. The process includes:

#### **Developing a Legislative Agenda**

- Identify issue areas drawing on identified city priorities,
- Identify elected representatives and key decision-makers;
- Outline a timetable,
- Formulate strategy,
- Assign responsibilities, and,
- Identify benchmarks

#### **Track State and Federal Activities of Interest**

- Regular contact with Bay Area legislative leaders, key Agency officials, the Administration, and staff,
- Monitor selected hearings and committees,
- Identify legislative and/or policy opportunities in advance; and,
- Inform and work with relevant community organizations to build support for sponsored legislation

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**Develop Appropriate Materials for Meetings and Maintain Records**

- Prepare agendas, memos, talking points,
- Develop relevant support materials, including research,
- Provide regular updates regarding advocacy and public policy initiatives,
- Provide summary reports, and,
- Be available for in-person briefing(s), as requested

**EVALUATION OF PAST PERFORMANCE**

Over the course of the last two years, Townsend has helped secure passage of a number of Oakland sponsored legislation. Such legislation includes but is not limited to the following

**State Legislative Highlights****2011**

In 2011, TPA worked with the elected City leaders and staff to develop and advocate for several major City initiatives through legislation, grants and the state budget. To provide a quick summary of the highlights, please note the following

- 1 Staffed two Oakland-sponsored bills that were sent to the Governor for signature AB 184 (Swanson) on behalf of the City of Oakland. This bill gives local governments the authority to loan money to homeowners for seismic safety improvements. The bill makes seismic retrofits more affordable by providing homeowners with a financing option that removes much of the upfront expense. AB 184 enjoyed bi-partisan support in the Legislature and was one of the first bills signed by Governor Jerry Brown.
- 2 AB 90 (Swanson) on behalf of the City of Oakland. This bill within the definition of criminal profiteering activity, includes any crime in which the perpetrator induces, encourages, or persuades, or causes through force, fear, coercion, deceit, violence, duress, menace, or threat of unlawful injury to the victim or to another person, a person under 18 years of age to engage in a commercial sex act, and specifies that the proceeds shall be deposited in a Victim-Witness Fund. This bill was signed into law.
- 3 SB 555 (Hancock). This bill adds the acquisition, installation, and improvement of energy efficiency, water conservation, and renewable energy improvements that are affixed to the types of facilities that a community facilities district (CFD) may finance, or refinance, regardless of whether the buildings or property are privately or publicly owned. This bill was signed into law.
- 4 Secured \$6 million in park related funding. TPA worked closely with the City to submit multiple Proposition 84 Parks grant applications and secured awards for Durant Mini Park and the Golden Gate Recreation Center.

## 2012

In 2012, TPA worked with the elected City leaders and staff to develop and advocate for several major City initiatives through legislation, grants and the state budget. To provide a quick summary of the highlights, please note the following:

- 1 Staffed Oakland's top legislative priority bill, **AB 57 (Beall)** Metropolitan Transportation Commission. This bill, which was signed into law, increases the membership of MTC to 21 by adding two new voting members, the Mayor of Oakland and the Mayor of San Jose.
- 2 Staffed another priority bill, **AB 2610 (Skinner)** which revises the requirement of existing law providing 60 days' notice to instead provide, in the case of a month-to-month lease or periodic tenancy, for 90 days' notice for tenants in a foreclosed property.
- 3 Worked closely with the City and East Bay legislators to navigate the beginning of RDA dissolution to insure priority projects remain intact and moving forward.
- 4 Helped secure over \$200,000 in CIP funds from the 2012 Safe Routes to Schools (SR2S) Grant - Construct curb ramps and bulb outs near Parker Elementary.

## 2013

TPA worked with the elected City leaders and staff to develop, advocate and secure several major City initiatives through various means, including legislation, grants and working directly with the Governor's Office. Please note the following state legislative efforts and highlights:

- 1 Staffed five Oakland-sponsored bills that passed the Legislature and were sent to Governor Brown for his consideration.
  - **AB 48 (Skinner):** Large Capacity Magazines – Signed into law
  - **AB 180 (Bonta):** Gun registration – Vetoed
  - **AB 767 (Levine) Stolen Vehicles** – Signed into law (This measure was originally introduced as **AB 1324 (Skinner/Bonta)**)
  - **SB 254 (Hancock):** Mattress Recycling – Signed into law
  - **SB 613 (DeSaulnier):** Bay Area Toll Authority – Signed into law
- 2 Monitored over 100 bills, which were identified as important to the legislative agenda of the City of Oakland. Specifically, TPA advocated on the City's behalf for 41 bills on which the City took either a support or an oppose position. Of these measures, 11 were signed into law by the Governor, 7 were vetoed by the Governor, and 23 bills were held in the Legislature for potential consideration in 2014.
  - TPA's advocacy efforts included working in concert with the Office of the Mayor, the Office of the Council President, City Staff, State legislators, legislative committee members and staff, and the Governor's Office.
- 3 Partnered with the Assistant City Administrator to overturn a decision by the Department of Finance on RDA dissolution. TPA successfully overturned and reallocated over \$17

million dollars in post-RDA funds for the Low and Moderate Income Housing Project staff on the Recognized Obligation Payment Schedule

- 4 In tandem with the Mayor's Office, Office of the City Manager, City Attorney's Office and the master developer of the Oakland Army Base, TPA worked closely with the Governor's Office, Senator Hancock, Assembly Member Skinner, Assembly Member Bonta and the Department of Finance to overturn a previous decision by the Department of Finance and reallocated over \$44 million dollars for the Oakland Army Base project. Additionally, numerous land parcels were also transferred back to the project to ensure the project moves forward.
- 5 Through its efforts in statewide public safety initiatives, TPA arranged for the City and the Police Chief to participate as a member of the working group formed by the Senate Democrats to develop a comprehensive package of gun safety bills.
- 6 As a result of the effort listed above, the Chief and Assistant Chief provided testimony to legislative committees on four separate occasions to help advance these measures through the legislative process and secure their passage. TPA arranged for testimony, drafted speaking points, and staffed the Chief and Assistant Chief at the committee hearings.
- 7 Organized a meeting between the Mayor, Public Works Staff, Caltrans and the California Transportation Commission to address flooding problems near Interstate 880 and the 23<sup>rd</sup>/29<sup>th</sup> Avenue off ramp. TPA then helped drive the follow-up and resolution for the project.
- 8 Worked closely with the offices of Assembly Member Bonta and Assembly Member Skinner, the Mayor's Office, and the Oakland Police Department to get additional CHP support to address public safety in the City.
- 9 Provided City staff support, updates, and strategic advice as the City fought to keep its Enterprise Zone intact.
- 10 Served as a key member of a state wide coalition that completely drafted and rewrote the medicinal cannabis guidelines to provide statewide regulations, while ensuring the proposal would be in the best interest of the City and residents.
- 11 Worked closely with the East Bay Legislative delegation, a large coalition of businesses, labor, and environmental groups to amend AB 1273 (Ting) which added protections to the San Francisco bay and waterfront.
- 12 Sent weekly legislative updates and bill matrices to the Mayor, City Council and Administration. These updates included specific bills we were working on for the City along with bills we suggested the City watch, support or oppose. The legislative

categories included Public Safety, Planning, Housing and Land Use, Infrastructure, Environment, Energy and Sustainability, Economic Development, Youth, Constitutional changes, and Miscellaneous

- 13 Identified and then notified the City of funding opportunities to help support City priorities TPA would also provide additional support, including helping draft applications, working with the State agencies, securing letters of support, and other advocacy methods, when deemed appropriate by the City
- 14 Provided City Council staff training on the State Legislative Process

#### Worked with City to Establish State Legislative Proposals

- Efforts to reduce human trafficking at massage parlors The City has been a leader in efforts to reduce sexual exploitation and to reduce human trafficking The goal of this legislation would be to give the City additional enforcement tools to address the proliferation of human trafficking that occurs at massage parlors
- Robberies/Assaults linked to Smart Phones The era of “smart phones” has unequivocally made all of our lives a bit easier and most people carry their phones with them everywhere they go This practice, unfortunately, has become a target for thieves In order to ensure that the residents of Oakland can feel completely safe using their smart phones in public a legislative initiative would be crafted to help limit the use of smart phones on the secondary market The goal of this legislation would be to remove the profit motive for those who would attempt to steal smart phones
- Illegal Dumping/Blight Enforcement As Oakland and other cities work towards their zero waste goals, some communities are burdened and negatively impacted by illegal dumping The dumping harms the quality of life in these neighborhoods while attracting more problems The goal of this legislation would be to provide more tools for local government to take on this challenge
- Medicinal Cannabis Statewide Regulations A comprehensive, thorough approach to statewide medicinal cannabis guidelines is needed, while at the same time allowing existing, approved dispensaries to continue to operate and show the federal government that California has clear guidelines The goal of this initiative is to provide regulations that allow existing dispensaries to operate, and to set up an entire system statewide
- Economic Development Tidlands Tmst The City will explore the impacts of the public tmst doctrine on Jack London Square

- Economic Development Cohseum City and the Oakland Army Base project Due to the loss of redevelopment funding, a new form of economic development is needed to attract additional support to large scale developments As the City moves forward with the build out of Coliseum City and the Army Base, some form of tax increment funding will likely be needed The goal of this proposal would be to develop a new funding model which local governments could utilize in the development of large scale projects with broad community support
- Illegal gambling parlors/Sweepstakes issue Some small business owners are trying to get around local zoning regulations and are opening online gambling establishments via software called sweepstakes The goal of this initiative would be to provide greater support for local government and regulations from the State

### Federal Highlights

Townsend Public Affairs has served as the City of Oakland's federal lobbyist since 2011 As the federal lobbyist for Oakland, Townsend has successfully worked in partnership with the Mayor, City Council, and the City Administration to secure funding to accomplish the goals of the City To date, Townsend has secured \$ 43,567,379 for the City of Oakland in federal funding They are very familiar with the needs of the community of Oakland and the inner workings of our government

### 2011

- 1 Worked hand in hand with the Mayor, Council President, Representative Lee, Senators Boxer and Feinstein, the Police Department and community organizations to help secure a Community Oriented Policing Services (COPS) Grant award in the amount of \$10 7 million dollars
- 2 Worked with the Mayor, Council President, Representative Lee and Senators Boxer and Feinstein to help secure Federal Emergency Management Agency (FEMA) Assistance to Firefighter (AFG) Program award in the amount of \$789,360
- 3 Similar to the team above, helped to secure the second Federal Emergency Management Agency (FEMA) Assistance to Firefighter (AFG) Program award in the amount of \$471, 249
4. Organized, prepared, staffed and then led the follow up for multiple Washington DC advocacy trips
- 5 Sent ongoing federal budget updates and solicitations for grant programs



2012

- 1 Worked closely with the Mayor, the Council President, the Port, Representative Lee, both Senators Boxer and Feinstein, and the Bay Area Legislative delegation to help secure \$15 million from the Transportation Investment Generating Economic Recovery (TIGER Discretionary Grant program)
- 2 Worked with the Mayor, Council President, Representative Lee, and both Senators to secure the third Federal Emergency Management Agency (FEMA) Assistance to Firefighter (AFG) Program award
- 3 FY12 Federal Emergency Management Agency (FEMA) Assistance to Firefighters (AFG) Program
- 4 Organized, prepared, staffed and then led the follow up for multiple Washington DC advocacy trips
- 5 Sent ongoing federal budget updates and solicitations for grant programs

2013

- 1 TPA worked directly with the Mayor's Office and Oakland Police Department to apply for, advocate on behalf of, and ultimately secure \$4,515,703 from the FY13 Community Oriented Policing Services (COPS) Grant Our efforts also included working with the COPS office and staff before the solicitation was released
- 2 Worked to secure additional time, and keep the funding in place, for the City's FEMA-Federal American Recovery and Reinvestment Act (ARRA)-Domain Awareness Center (DAC) award in the amount of \$2,900,000 The Port had not acted quickly enough so the City needed more time to advance the project and through our efforts an extension was secured and the City was not required to return the original funding
- 3 Organized advocacy trips to Washington DC for the Mayor, Police Chief, and Assistant Police Chief These efforts included securing meetings, developing and providing background on various agencies and staff, providing each agency a pre-meeting briefing preparing on the City's needs, staffing the City during all meetings, and working with the City and each agency to ensure proper follow up on action items
- 4 Provided support and strategy as the City resolved matters with the US Army over past cleanup efforts at the Oakland Army Base TPA also worked with the office of Senator Feinstein on this matter
- 5 Worked with Congresswoman Lee's office and the Department of Education regarding the City's Safe Passages grant application TPA was able to secure reviewer comments to pre-applicants and worked to help submit a full application

- 6 Updated the offices of Senator Boxer, Senator Feinstein and Congresswoman Lee on our opposition to the Farm Bill and its impact on Oakland
- 7 Provided daily updates on the Federal Government shut down and how it impacted the City
- 8 Provided numerous summaries of funding opportunities and helped City staff secure additional information in order to determine if certain opportunities were viable for specific City projects

**Worked with City of Oakland To Establish Legislative Priorities for 2014:**

The City of Oakland's legislative agenda for 2014 will reflect the adopted priorities of the City Council and the Mayor. The strategic agenda includes advocating for legislation, regulations, and funding that is consistent with the City's adopted goals. TPA has included input from the Office of the Mayor, City Council, and City Staff. This report is compiled into three sections:

- 1 City Sponsored State Legislative Proposals,
- 2 Federal and State Legislative Priorities for Monitoring and Recommended Action,
- 3 Funding Opportunities and Requests

At the December 5<sup>th</sup>, 2013 Rules Committee meeting, the Committee also directed TPA to coordinate with the advocacy firms representing Alameda County, Oakland Unified School District and Port of Oakland to ensure coordination and unified efforts.

**Federal and State Legislative Priorities for Monitoring and Recommended Action**

The following legislative themes have been identified by the Mayor, Councilmembers, and City staff as priorities. TPA maintains a constantly updated matrix of state bills for the City of Oakland, providing additional analysis and information to inform the development of a position by the city. If legislation is introduced that impacts any of the priorities, staff will be asked to analyze and evaluate the need for City Council action. The City Council 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:

- Public Safety- Measures relating to gun and ammunition access, efforts to provide local law enforcement with additional support, and incentives for re-entry programs
- Economic Development- Measures providing for new tax increment financing opportunities, and efforts to encourage local manufacturing, light industrial and bioscience opportunities
- Infrastructure- Measures affecting funding for roads and transit oriented developments
- Planning, Housing and Land Use- Measures affecting local control over affordable housing

- Environment, Energy and Sustainability- Measures pertaining to clean energy efforts, graffiti abatement, reducing waste, and other environmental impacts of local agencies
- Youth- Measures providing education or employment opportunities for youth and resolving issues pertaining to the final audit for Oakland Unified, absenteeism and drop outs
- Constitutional Modifications- Measures which would impact local governments, such as lowering the voter threshold to 55% for various bond issuances and local taxes
- Miscellaneous- Any other measure or budget action which could potentially impact the operations of, or services provided by, the City, and support to make local government whole from past budget actions

#### Funding Opportunities and Requests

TPA will continue its proactive efforts to immediately notify the City once various funding opportunities are announced. In addition to the specific funding opportunities listed below, we will keep the City informed of any potential funding opportunities throughout the year. City staff will work with the City Council to prioritize projects submitted to the state for funding and TPA will advocate for those approved projects as appropriate. As new funding opportunities arise, TPA will make sure to inform the city and consult in the development of the optimal strategy to maximize funding for the City.

#### Public safety related funding for projects such as

- Expansion of the crime lab,
- Additional police officers,
- Opportunities to enhance substance abuse programs for treatment,
- Re-Entry and anti-recidivism programs
- Radios and 911 dispatch support, and,

#### Social services such as homelessness, AIDS/HIV support, and Hepatitis C prevention

#### Economic Development related funding for projects such as

- Oakland Army Base,
- City parks,
- Lake Merritt,
- Howard Terminal,
- Transit oriented projects for both residential and commercial areas, and,
- Job training funding.

#### Transportation and infrastructure projects such as

- The Broadway Shuttle,
- Fruitvale Parking Garage,
- Safe Routes to School funding for locations throughout the City;

- Bus Rapid Transit,
- Seismic upgrades for residential soft stories, and,
- LAAMPS project

Planning, Housing and Land Use projects such as

- Support for affordable housing, and,
- Prefabricated housing issues

Environment, Energy and Sustainability for projects such as

- Clean energy funding,
- Healthy city funding,
- Addressing illegal dumping/graffiti abatement, and,
- EDA brownfields cleanup for sites such as GE Site

Youth such as

- Children of incarcerated parents,
- Literacy support, and,
- State funding for urban schools

#### Process for Reporting

In addition to the weekly progress reports we send the City, TPA proposes to report out to the Rules Committee and then City Council when the State Legislature is on break. For example, we would report out the week of April 10th, 2014 while they are on Spring Recess and during July while they are on Summer Recess.

#### SUSTAINABLE OPPORTUNITIES

No sustainable opportunities have been identified.

#### DISABILITY AND SENIOR CITIZEN ACCESS

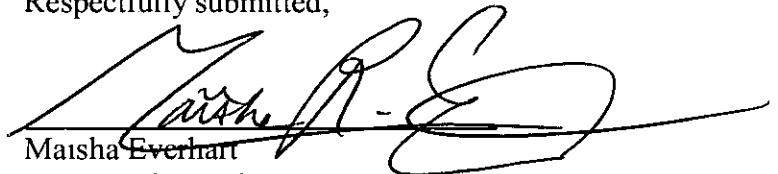
This report contains no ADA or senior citizen access issues.

**ACTION REQUESTED OF THE CITY COUNCIL**

Due to their continued success with the City, their deep rooted knowledge of Oakland, their ability to achieve results and build strong, long lasting coalitions, staff recommends that the Council waive the request for proposal process and award two contracts to Townsend Public Affairs to serve as our State and Federal lobbyist

The Office of the Mayor respectfully requests that the City Council waive the request for proposal process and award two contracts to Townsend Public Affairs to serve as the City of Oakland State Lobbyist from May 1, 2013 to September 30, 2015 for an amount not to exceed \$304,500 and to serve as the City of Oakland Federal Lobbyist from June 1, 2013 to September 30, 2015 for an amount not to exceed \$168,000

Respectfully submitted,



Maisha Everhart  
Senior Policy Advisor  
Intergovernmental Affairs  
Office of Mayor Jean Quan

(If applicable)  
Reviewed by  
Name of Reviewer, Title

Prepared by Maisha Everhart  
Senior Policy Advisor for Intergovernmental Affairs  
Name of Preparer's Unit [within Agency]

14 JAN 30 PM 12:55

  
City Attorney

# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION AWARDING TWO CONTRACTS TO TOWNSEND PUBLIC AFFAIRS TO SERVE AS THE CITY OF OAKLAND STATE LOBBYIST FROM MAY 1, 2013 TO SEPTEMBER 30, 2015 FOR AN AMOUNT NOT TO EXCEED \$304,500 AND TO SERVE AS THE CITY OF OAKLAND FEDERAL LOBBYIST FROM JUNE 1, 2013 TO SEPTEMBER 30, 2015 FOR AN AMOUNT NOT TO EXCEED \$168,000, AND WAIVING ADVERTISING AND THE REQUEST FOR PROPOSALS/QUALIFICATIONS PROCESS FOR EACH CONTRACT**

**WHEREAS** the City of Oakland desires to complement its state advocacy efforts in the California State Legislature and with the Governor and its federal legislative advocacy efforts in the United States Congress and Executive Branch, and

**WHEREAS**, the City desires to assemble and organize pertinent information, facts and data relating to legislative matters affecting the City and its interests and to present and disseminate such information to legislative bodies, executive officials of the state and federal government and other bodies, commissions, committees and organizations, and

**WHEREAS**, the services above primarily involve state and federal legislative and administrative advocacy and the assistance of individuals in such matters who will best serve the interests of this City, and

**WHEREAS**, Townsend Public Affairs was retained to provide state legislative lobbyist services in 2009, and federal legislative lobbyist services in 2011, and

**WHEREAS**, over the past few years Townsend Public Affairs has worked closely with City leadership to secure passage of numerous pieces of Oakland sponsored legislation covering topics such as public safety, environment protections, support for local government, seismic safety and transportation, and

**WHEREAS**, Townsend Public Affairs has worked hand in hand with City leadership to apply for and secure over \$79 million dollars in State and Federal funds for police officers, transportation projects, parks, and affordable housing projects in addition to recovering essential funds from the dissolution of redevelopment agencies, and

**WHEREAS**, Townsend Public Affairs has taken the lead with the City to draft, prepare, present and adopt its 2014 state and federal legislative agenda which includes policy matters such as creating new revenue sources for economic development, cracking down on illegal gambling parlors providing support for sexually exploited minors, reducing the number of thefts and associated assaults over smart phones, working to secure public safety funds, and other topics and

**WHEREAS**, because Townsend Public Affairs has demonstrated a high level of skill at working with City officials and City Leadership, sensitivity to the legislative and funding needs of the City, the ability to target and successfully address significant issues pending before the state and federal government for City involvement staff recommends that it is in the City's best interest to waive the advertising and request for proposal/qualifications process and approve new contracts with Townsend Public Affairs for state and federal lobbyist services, and

**WHEREAS**, Oakland Municipal Code Section 2 04 051 authorizes the City Council to waive the advertising and request for proposal/qualifications process upon a finding that it is in the City s best interests to do so, and

**WHEREAS**, staff further recommends that the state lobbyist contract be awarded for the term May 1, 2013 to September 30, 2015 for an amount not to exceed \$304,500 and the federal lobbyist contract be awarded from June 1, 2013 to September 30, 2015 for an amount not to exceed \$168,000, and

**WHEREAS**, funding for these contracts is available in the General Purpose Fund (1010), Non-Departmental Citywide Activities Organization (90591), Miscellaneous Contract Services (54919), Federal Lobbyist Project (P49400) and the State Lobbyist Project (P49300), and

**WHEREAS**, the City Administrator has determined that the aforementioned contracts are of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive service now therefore be it

**RESOLVED** That, based on the City Administrator's report and information above and pursuant to Oakland Municipal Code Section 2 04 051, the City Council hereby finds and determines that it is in the best interests of the City to waive the advertising and request for proposal/qualifications processes for the state lobbyist and federal lobbyist contracts and award new contracts for said services to Townsend Public Affairs, and be it

**FURTHER RESOLVED**: That the Council hereby awards a contract to Townsend Public Affairs for state lobbying work from May 1, 2013 to September 30, 2015 for an amount not to exceed \$304,500, and be it

**FURTHER RESOLVED**: That the Council hereby awards a contract to Townsend Public Affairs for federal lobbying work from June 1, 2013 to September 30, 2015 for an amount not to exceed \$168,000, and be it

**FURTHER RESOLVED**: That the City Council finds and determines, based on City Administrator's report and information above, that the proposed contracts are of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive process, and be it

**FURTHER RESOLVED**: That said agreements shall be approved as to form and legality by the Office of the City Attorney and placed on file at the Office of the City Clerk

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE

AYES - BROOKS, GALLO, GIBSON McELHANEY, KALB, KAPLAN, KERNIGHAN, SCHAAF, REID and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST

\_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California