
MEMORANDUM

To: The Honorable Sheng Thao, Mayor
Council President Nikki Fortunato Bas and Members of the City Council

CC: Jestin Johnson, City Administrator, City of Oakland
Zach Goldman, Chief of Policy/Legislative Affairs, Office of Mayor Sheng Thao

From: Niccolo De Luca, Vice President, Townsend Public Affairs, Inc.
Alex Gibbs, Grants Director, Townsend Public Affairs, Inc.

Date: May 22, 2024

Subject: Summary of Grant Writing Services

Overview

The purpose of this memo is to provide an update on grant writing/grant funding efforts undertaken by Townsend Public Affairs (TPA) to date on behalf of the city and highlight best practices for successful grant awards.

As background, the City of Oakland awarded a contract with TPA after an RFP process to provide grant writing services and support on July 1, 2022. This is in addition to the State and Federal advocacy efforts executed by TPA. *Over the last two years, the City/TPA Team has secured \$34,128,810 working in close partnership.*

Summary of Efforts

TPA provides a monthly grant memo to the Agency Directors which is also shared with the internal Grants Coordinator Team at the beginning of each month. This memo highlights a range of upcoming funding opportunities that could match the city's needs and priorities. This memo includes a breakdown of available funding, matching fund requirements, grant deadlines and other information that helps city staff determine to apply for the grant program.

TPA then holds a virtual citywide grant meeting with all departments interested in grant funding. The call agenda typically consists of a review of that month's grant memo, highlighting key opportunities the city should pursue, as well as a Q&A with the TPA Grants Director to discuss any pending applications, or answer any general funding questions staff may have.

More specifically, TPA undertakes a four-step process when working with city departments to better understand their needs, find relevant funding sources, pursue grants and conduct follow-up. They are expanded upon here.

1. **Identify Relevant Funding Opportunities**
 - a. Proactive identification of relevant funding opportunities
 - b. Multiple programs identified for each project
 - c. Identify key “strings attached”

2. **Provide Overview of Full Application Details**
 - a. Ensure the assignment of responsibilities
 - b. Provide detailed overview of application requirements
 - c. Coordinate application components

3. **Grant Application Development and Submittal**
 - a. Draft or help draft written application
 - b. Conduct review with city staff
 - c. Ensure applications are submitted well ahead of the deadline

4. **Comprehensive Follow Up**
 - a. Advocate for client application with legislators and agency staff
 - b. Assist with post-award administration and compliance
 - c. Coordinate debrief sessions for unsuccessful applications

Funding Priorities

TPA continues to research and identify potential sources of funding that meet the City of Oakland’s stated funding priorities, including funding to address the unhoused, public safety efforts, infrastructure projects, parks and recreation capital and programmatic projects, transportation infrastructure, including pedestrian and bicycle safety projects, broadband infrastructure funding, including middle mile and cybersecurity funding and other funding priorities.

Grant Efforts to Date/Secured Funding

Grant Name	Project Name	Award Amount	Status
California Interagency Council on Homelessness Encampment Resolution Funding (ERF) Program	Martin Luther King Jr. Boulevard	\$7,216,307	Awarded
California Interagency Council on Homelessness Encampment Resolution Funding (ERF) Program	Wood Street Encampment	\$8,326,543	Awarded
California Department of Transportation Clean California Local Grant Program	Oakland Mini Parks Beautification Project	\$4,992,380	Awarded
California Department of Transportation	Courtland Creek Restoration Project	\$2,033,575	Awarded

Clean California Local Grant Program			
US Department of Agriculture Inflation Reduction Act Urban and Community Forestry Grant	Oakland: Equity through Urban Forestry	\$8,000,000	Awarded
Department of Social Services CRISES Grant Pilot Program	Oakland and Family Bridges CRISES Pilot Project	\$3,560,000	Awarded
Total Grants Awarded: \$34,128,810			

Grant Efforts to Date/Pending Applications

Grant Name	Project Name	Grant Request	Status
National Oceanic and Atmospheric Administration Marine Debris Removal Grant Program	Oakland Alameda Estuary Marine Debris Removal Project	\$4,004,650	Pending, awards should be announced Q3 2024
Environmental Protection Agency Environmental and Climate Justice Community Change Grant Program	Oakland Community Change Project	\$20,000,000	Application in progress
Total Grants Pending: \$24,004,650			

Grant Efforts to Date/Unsuccessful Applications

Grant Name	Project Name	Status	Next Steps
US Department of Transportation Charging and Fueling Infrastructure Grant	r-EV Up Oakland	Not Awarded	Not Awarded
Strategic Growth Council	Lincoln Community Center Implementation Project	Not Awarded	Not Awarded, Debrief Requested from the Strategic Growth Council

Community Resilience Center Grant Program			
Strategic Growth Council Community Resilience Center Grant Program	West Oakland Resilience Hub Planning Project	Not Awarded	Not Awarded, Debrief Requested from the Strategic Growth Council
CA Business, Consumer Services and Housing Agency Encampment Resolution Fund (ERF) Program	34 th and Mandela Encampment Clean Up Project	Not Awarded	Received Debrief from BCSH Staff
CA Business, Consumer Services and Housing Agency Encampment Resolution Fund (ERF) Program	Martin Luther King Jr. Boulevard Project	Not Awarded	Received Debrief from BCSH Staff, Funding Round in Fall '23