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OFFICE OF THE CITY CLERK
OAKLAND

CITY OF OAKLAND

AGENDA REPORT

11 MAY -5 PM 7:05

TO: Office of the City Administrator
ATTN: P. Lamont Ewell, City Administrator
FROM: Maisha Everhart, Senior Policy Advisor for Intergovernmental Affairs
DATE: 05/19/11

RE: A Report and Resolution Recommending that Townsend Public Affairs Serve as The City's Federal Legislative Lobbyist for The Period of June 1, 2011 Through May 31, 2012, at a Cost of Seventy Two Thousand Dollars (\$72,000), and Authorizing an Option to Renew for One Year Until May 31, 2013 For an Additional Seventy Two Thousand Dollars (\$72,000), For A Total Amount Not-To-Exceed (\$144,000) For the Entire Term of The Agreement

SUMMARY

This report recommends that the City Council award Townsend Public Affairs a federal lobbying contract for 12 months. The total amount of the agreement shall not exceed \$ 72,000.

FISCAL IMPACT

Funding for this contract is available in the General Purpose Fund (1010), Non-Departmental Citywide Activities Organization (90591), Miscellaneous Contract Services (54919), and the Federal Lobbyist Project (P49400). The Professional Services Agreement with Townsend Public Affairs shall be for the period June 1, 2011 through May 31, 2012, with a one year option to renew. If the option is exercised, the contract expiration date will be May 31, 2013.

BACKGROUND

FY 2002-2010

From 2002 to 2004, the City had a dedicated employee providing federal lobbying support with an approximate annual salary of over \$100,000, not including benefits and retirement. In 2005, the City had no dedicated personnel or contractor to advocate on its behalf. The City issued a Request for Proposals (RFP) in 2007 to secure a legislative representative for the 2008 State legislative session. Through that process, the City Council retained the services of Polsinelli Shugart to represent Oakland for the period of January 2008 to December 2009.

From January 1, 2008 to December 31, 2008 the City of Oakland contracted with Polsinelli Shugart to represent it as its Federal Lobbyist for an amount of \$150,000. On June 9, 2009, the Council passed a resolution to waive the request for proposal process and authorized an extension of the 2008 agreement from January 1, 2009 to December 31, 2009 for a total of \$150,000. On June 10, 2010 the Council passed a resolution to waive the request for proposal

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process and authorized another extension of the 2008 agreement from January 1, 2010 through June 30, 2010 for an amount of \$63,000. From January, 2008 to June 30, 2010 the City paid Polsinelli Shugart a total of \$363,000.

During the period that Polsinelli was retained from January 1, 2008 to June 30, 2010, former Mayor Ron Dellums restored a position in the City to have a dedicated employee provide Federal lobbying support with an approximate annual salary of \$100,000, not including benefits and retirement. From January 1, 2008 to June 30, 2010, the City paid approximately \$250,000 a year for its annual federal lobbying (this amount includes a lobbying firm and support staff). The City employee dedicated to providing federal lobbying support left the City on March 31, 2011.

	Firm	Employee (Federal Staff Support)	Total Expenses
2002-04		\$100,000 + benefits	
2005-06	- 0 -	- 0 -	
2008	\$150,000	\$100,000 + benefits	\$250,000
2009	\$150,000	\$100,000 + benefits	\$250,000
2010	(6 months) \$63,000	\$100,000 + benefits	\$163,000
2011 Proposed	\$72,000	- 0 -	\$72,000

Since the contract with Polsinelli Shugart expired on June 30, 2010, the City has had no dedicated contractor to advocate on its behalf to the federal government. Not having a lobbyist to champion for the City's federal issues has limited Oakland's ability to identify important legislative activities, to advocate for City interests and to secure critically needed funding.

Selection Process for a New Lobbyist

The City issued a Request for Proposals (RFP) on February 9, 2011 to secure a federal lobbyist. A total of six firms submitted proposals.

The firms that submitted proposals included:

1. Akerman Senterfitt LLP
2. The Crane Group
3. Holland & Knight
4. Polsinelli Shughart
5. Russ Reid
6. Townsend Public Affairs

The Mayor's office established a panel of four to review the proposals. The members of the panel included: Council President Larry Reid; John Bailey, Executive Director of the Workforce

Investment Board; Ester Gulli, Deputy Director, Government and Community Relations Office of the Chancellor University of California, Berkeley; and Bob Brauer, Former Director of Intergovernmental Affairs to Oakland Mayor Ron Dellums.

The panel convened on March 28, 2011 to review the proposals and select two firms to interview. After discussion, the panel broadened the list to four firms for interviews. The selection criteria referenced the panel's prior discussion of key factors, specifically: bipartisan composition, track record, local presence and knowledge, and experience with the City or comparable cities. The four firms were invited to interviews at the Mayor's office on April 4, with the option to appear in person, via conference call, or webcam.

Holland & Knight and Akerman Senterfitt participated in the interviews via webcam. In addition, Dahlia Moodie, founder and owner of Energy Conservation Options represented Akerman in person. The Crane Group chose to have their interview by phone. Townsend Public Affairs appeared in person with their President calling in by phone. Each interview took place for 30 minutes and every firm was asked four standard questions.

Following the interviews, the panel discussed the merits of the proposals and the performance of the candidate firms in the interviews. The panel preferred firms that demonstrated substantial knowledge of the City, its structures and needs, local businesses and organizations, and thereby eliminated a large firm that did not demonstrate research into or passion for Oakland. The panel preferred firms with a local presence and staff or partners available for regular in-person consultation locally, and eliminated a second firm. The panel reviewed presentation and proposal materials, noting that the lobbyist would be responsible for producing materials under the City's name, and eliminated a third firm based on the quality of written materials. The final proposal under consideration presented a substantial savings over past contract costs in two ways: direct contract cost (approximately half the rate requested by other firms), and staffing cost, as the City's state and federal lobbying could be performed by one firm. As the number of staff working with lobbyists has been reduced from the previous administration, this efficiency will permit more effective use of staff time. Finally, the panel determined that existing services have been satisfactory and well-received by both the executive and legislative offices.

Based upon this thorough evaluation, Townsend Public Affairs was the panel's unanimous selection and is being recommended by Mayor Jean Quan for the contract.

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

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accomplish the goals of the City. To date, Townsend has secured nearly \$74 million for the City of Oakland in State funding (see *Attachment A*).

Townsend and its team have worked in partnership with the City of Oakland for over five years. They are very familiar with the needs of the community of Oakland and the inner workings of our government.

Established in 1998, Townsend Public Affairs (hereinafter Townsend) is a full-service intergovernmental advocacy firm providing local, state, and federal government lobbying services. Townsend continually ranks among the "Top 10" California lobbying firms, and is the only firm in that tier focused on providing both funding advocacy and legislative services on behalf of local public agencies and nonprofit organizations. Townsend specializes in securing funding for the development of "legacy" projects, including, but not limited to:

- infrastructure upgrades to support economic development
- public safety and job training programs
- education, recreation, culture and community facilities
- Townsend has secured over \$712 million in public funds for its clients.

Townsend has four fully-staffed offices:

- State Capitol Office in Sacramento
- Federal Office in Washington, D.C.
- Northern California Office in Oakland
- Southern California Office in Irvine

Townsend includes nine registered lobbyists, each with targeted policy expertise, who have the bi-partisan relationships necessary to achieve funding and policy results (see *Attachment B*).

Members of the Townsend Team Dedicated to Oakland's Federal Advocacy

Christopher Townsend, President (Principal-in-Charge)

Christopher Townsend, with over 25 years of strong relationships with legislative leaders throughout California and in Washington D.C., will provide overall direction on the City's strategic agenda and contribute his funding and policy expertise. Christopher Townsend established Townsend Public Affairs, Inc. in 1998 and serves as its President. Christopher specializes in helping cities and local agencies solve problems and raise funds for critical projects – especially legacy projects - by leveraging his broad array of bi-partisan political relationships at the State and Federal level, including close ties with Senators Barbara Boxer and Diane Feinstein as well as California Representatives Barbara Lee, Nancy Pelosi, John Garamendi, Loretta Sanchez, Adam Schiff, Linda Sanchez, Ken Calvert, and Ed Royce.

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Niccolo De Luca, Director (Project Manager - Oakland)

Niccolo De Luca, working out of the Downtown Oakland office, will be the day to day point of contact and will work closely with the East Bay federal congressional delegation and their district offices. Niccolo spent nearly 11 years working for the City of Oakland, with the final three as the Deputy City Administrator, and has a vast relationship network throughout Oakland. He has a firm grasp of the City's needs and operations and continues to foster strong working relationships with all levels of city staff. Niccolo's funding area of expertise is parks and recreation, and he is a policy expert on local government, public safety, and park related legislation.

Dana DeBeaumont, Director of Federal Affairs (Project Manager – Washington D.C.)

Dana DeBeaumont, working out of the Washington DC office, will serve as the primary on-the-ground federal advocate. Dana brings more than twenty years of advocacy, media, public relations and government affairs experience to TPA. She serves as Director of the Washington D.C. office for TPA and oversees all aspects of client federal agendas. Dana works with clients to evaluate short and long-term objectives and create a sustaining, multi-faceted legislative approach, to assist clients in achieving their political and financial objectives. Dana, a native of the Bay Area, has successfully worked with every Congressional committee during her years in Washington. She has successfully advocated in Congress and before federal agencies, on behalf of issues pertaining to defense, education, energy, labor, manufacturing, trade, transportation, water, and appropriations. Dana has successfully secured more than \$85 million in appropriations for various projects. In doing so, Dana worked extensively with the Defense, Energy and Water, Homeland Security, Interior, Labor and Health and Human Services, State and Foreign Operations and Transportation subcommittees in Congress. Her 15 years in DC have afforded Dana an opportunity to work effectively on both sides of the aisle, including bi-partisan fundraising. She has represented clients from Michigan, New York, Illinois and Ohio, in addition to California. During her early days in Washington, she worked for an Ohio manufacturer that employed more than 10,000 workers worldwide. During that time she forged a relationship with the current Speaker of the House John Boehner. She also has been active in Illinois Democratic politics and has worked closely with the Illinois delegation, including securing appropriations through then-Senator Barack Obama. Dana is one of the few lobbyists in Washington D.C. who can bridge partisan differences and work effectively with Democrats and Republicans.

Catherine Townsend, Senior Advisor (Project Professional – Washington D.C.)

Catherine Townsend will work in tandem with Dana DeBeaumont to execute the City's federal strategy. Catherine brings over 20 years of management expertise to TPA including, strategic fundraising, marketing, branding and leadership development to the firm. Catherine joined TPA to launch the Washington, DC office. In addition to expanding the federal practice, Catherine supports the President in managing the firm. Having been actively involved on Capitol Hill in Washington, DC for over 23 years, Catherine has developed strong relationships with several Members of Congress and their staff. At TPA, Catherine helps craft and execute successful federal client strategies.

Jennifer Thompson, Senior Director (Project Professional)

Jennifer Thompson, Senior Director of the State Capitol Office, maintains very strong working relationships with members of the congressional delegation, including Congresswoman Barbara Lee, whom she used to work for in the district. In addition to maintaining strong relationships with key decision makers, Jennifer brings policy and funding expertise in the areas of housing, health, social services and economic development. Jennifer has been instrumental in implementing the State legislative and funding successes for the City of Oakland over the last several years and will serve as a secondary project manager on implementing the City's federal lobbying agenda.

Amanda Fenton, Senior Associate (Project Professional)

Amanda Fenton adds to TPA's federal knowledge base through her special expertise in funding for cultural and educational institutions. Amanda has spent three years working exclusively on behalf of the cultural and education clients and assists clients with policy advocacy, legislative proposals, and pursuing targeting funding opportunities for special projects. This includes working with local agencies to submit federal grants for cultural non-profits and science centers. As a member of the Oakland Team, Amanda will provide insight on education policies that may impact the City and its residents, including federal reauthorizations such as the Elementary and Secondary Education Act. Amanda will also alert the City to funding opportunities that may benefit the City.

Shonda Yvette Scott, CEO, 360 Total Concept, LLC (SLBE Consultant)

Shonda Scott will work in partnership with TPA to help educate and mobilize local community leaders and citizens on behalf of the City's federal advocacy agenda, develop tailored materials to promote the City's federal advocacy agenda in the community, and facilitate community input

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to federal officials in support of the City's federal advocacy strategy. Shonda has over 15 years of management experience with expertise in public and media relations, business development, agency coordination and community outreach.

Townsend will utilize a team approach in providing successful lobbying and advocacy services to the City of Oakland. Their team includes a certified Oakland Local Business Enterprise (LBE), partnering with Shonda Yvette Scott, CEO of 360 Total Concepts, a certified Oakland Small Local Business Enterprise (SLBE). Townsend will serve as the prime consultant for the City of Oakland, executing the federal lobbying activities on behalf of the City. 360 Total Concept will assist Townsend with community outreach and development of advocacy messages and materials for priority projects.

Townsend has the local and federal knowledge and relationships to represent the City of Oakland effectively. Townsend has strong relationships with federal legislators and agencies that will compliment the City's existing relationships. Townsend has developed a centralized communication protocol with the Office of the Mayor and the Office of the Council President to ensure that both the executive and legislative branches of the City are receiving the same information and updates regularly.

If Townsend represents the City at both the State and Federal levels, this will ensure efficiency and allow the City to leverage its existing resources.

PROGRAM DESCRIPTION

Townsend will work closely with the City to draft a comprehensive 2011 federal legislative advocacy plan in coordination with the Mayor and City leadership. The process will include:

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 Federal Activities of Interest

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

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.

Implement City's Congressional Efforts

- Visit congressional offices on a regular basis and provide information on issues of concern;
- Arrange for the City to testify at selected committee hearings and oversee preparation of such testimony;
- Oversee preparation of City's comments on relevant legislative proposals;
- Coordinate and develop all advocacy activities related to the City's legislative needs; and,
- Conduct outreach to impacted community organizations and neighborhoods relating to legislative efforts.

Some Federal priorities of the City for the upcoming year include:

- **Public safety:** The City needs funding for community oriented police officers and to civilianize appropriate police functions.
- **Infrastructure in the Jack London area:** The City needs funding for infrastructure, such as upgrades to 880, and to support business development in the Jack London area.
- **Seismic retrofit for multifamily rental housing:** The City needs funding for a seed program for seismic retrofitting of at risk multifamily 'soft story' rental buildings.

- Infrastructure for the Army Base development area: The City wants to conduct site preparation in the Army Base redevelopment area, which includes demolition in the Central Gateway and remediation work.
- Waterfront Trail: The City needs funding to complete the gaps in the waterfront trail such as construction of the bridge between Lake Merritt and the trail south of the Lake, and clean-up of the Cryer Beach site.
- Restorative Justice: The City needs funds to expand the Restorative Justice for Oakland Youth (RJOY) program to more schools in Oakland.

EVALUATION OF PAST PERFORMANCE

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

- In 2007, TPA sponsored SB 67 (Perata) on behalf of the City of Oakland to crack down on “sideshow” reckless driving activities. The bill passed through both houses of the state legislature and was signed by the Governor.
- In 2008, TPA sponsored AB 2001 (Swanson), on behalf of the City of Oakland which allowed local governments to establish whistle-blower hotlines and additional provisions to protect their identity. The bill passed through both houses of the state legislature and was signed by the Governor.
- In 2008, TPA sponsored AB 499 (Swanson) on behalf of the City of Oakland which created a pilot project in Alameda County to place sexually exploited minors accused of prostitution offenses into supervised counseling and treatment programs. The bill passed through both houses of the state legislature and was signed by the Governor.

Townsend is currently working as Oakland’s state lobbyist on the following legislative priorities:

- **Redevelopment-** Townsend has been closely tracking the developments in Sacramento regarding redevelopment. They have met with the Governor’s office and provided the City with updated bill language.
- **Seismic Safety-** Immediately after the City Council adopted the 2011 Legislative Agenda in December 2010, Townsend met with the City’s East Bay Legislative delegation to brief them on the City’s priorities and discuss Oakland’s legislative needs. One of those needs is to give homeowners tools to protect their property from the damages caused by earthquakes. By creating a funding mechanism to give property owners an easy, cost

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effective way to ensure their properties are structurally sound not only improves public safety, but ensures Oakland's housing stock is protected.

Assembly Member Swanson was very supportive of this goal and Townsend worked closely with his office to draft and submit Assembly Bill 184 which would enact the Seismic Safety Finance Act. AB 184 would authorize additional contractual assessments to finance the installation of seismic strengthening improvements that are permanently fixed to real property. Townsend has worked closely with the City to draft bill language, testify at committees in support of this bill, secure support from municipalities and other entities, and to ensure State legislators are supportive of this initiative. AB 184 passed through the Assembly Local Government Committee and Assembly floor and is now headed to the Senate Local Government Committee.

- **Community Investment Fund-** As a number of Oakland residents utilize businesses such as Western Union to send money to their families outside the country, the rates charged by some of these institutions are high and generate substantial profits for the companies. The City is supportive of creating a community investment fund to ensure economic development within these impacted Oakland neighborhoods is realized. The goal of this legislation is to redirect some of the costs incurred on financial transactions back into the community. Townsend has worked in partnership with the City to draft legislation that creates community investment funds and aggressively searched for authors and co sponsors. Townsend has been unable to secure an author to date, but is working with the City to support similar pieces of legislation to meet this goal.
- **Sexually Exploited Minors (SEM)**
Townsend has worked with Assembly Member Swanson, who has been an advocate of protecting sexually exploited minors. The Assembly Member worked with the City and drafted legislation that Oakland sponsored titled "Assembly Bill 12 (Abolition of Child Commerce, Exploitation, and Sexual Slavery Act of 2011)." This bill would require a person convicted of a crime involving substantial sexual conduct with a victim who is under 16 years of age or who seeks the sexual services of a prostitute, if the prostitute is less than 16 years of age; to pay an additional fine of \$25,000 to be deposited in the Victim-Witness Assistance Fund. Townsend has been working with the Mayor and City Council to ensure AB 12 meets the City's needs, built coalitions with organizations that support the bill, and testified on behalf of the City in the Assembly Public Safety Committee.
- **Ensuring Infrastructure for Urban Infill and Transit-Oriented Development**
Townsend has worked with the City, Assembly Member Beall, the City of San Jose, and others to advocate for Assembly Bill 57. AB 57 would give Alameda County, specifically Oakland, another seat on the MTC Board. This will impact where regional transportation funds are distributed. Townsend has identified legislation that either

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encourages infrastructure development related to transit oriented development or creates funding sources for these projects. Townsend recently presented two bills to the City with the intention of supporting them. In addition, it is investigating and researching additional opportunities to create funding streams for intill and TOD development, such as Independent Financing Districts, then presenting these ideas to the City to determine next steps.

- **Job Training for the Oakland Army Base**

The City determined that one of its priorities would be to encourage job training programs for the Oakland Army Base. After the City approved the 2011 Legislative agenda, Townsend researched what could be accomplished through the legislative process to achieve this goal. Townsend concluded that Senator Scott's Vocational Education legislation, SB 70, would achieve the City's objectives. SB 70 improves the linkages and career-technical pathways between high school and California community colleges. The legislation provides an opportunity for high school and college faculty to meet, collaborate and develop articulation agreements. These agreements will vary by discipline and may include an alignment of course skills, concepts and sequences, advanced placement possibilities and credit by examination options. Townsend would advise the City to meet with the Port and a local community college (i.e. a Peralta school) to discuss the best way to implement a job training program.

Funding Opportunities and Requests:

- **Proposition 84 Round 2 Funding**

Townsend helped secure Prop 84 Round One funding for two awards of over 7 million dollars. With Round Two applications due July 1, 2011, Townsend is working with the City to ensure that its applications are as strong as possible. One strategy is to meet with the leadership in the Department of Parks & Recreation, who oversee the Prop 84 Parks application process, discuss upcoming applications and solicit feedback and support. This meeting took place between the Office of the Mayor and DPR to discuss Oakland's priority park sites and get feedback on upcoming applications.

- **Proposition 1C: Housing Related Parks Funding**

The Housing Related Parks (HRP) Program, funded through the passage of Proposition 1C creates incentives and rewards local governments for building affordable housing with grant money for much needed parks in their communities. The HRP Program seeks to reward local governments for approving much needed affordable housing for families and workers in their communities and reflects the Department's goal of working in partnership with local governments to address statewide housing needs. Grant funds may be used for the creation, development, or rehabilitation of park and recreation facilities, including, but not limited to,

the acquisition of land, sport play fields, informal play areas, non-motorized recreational trails, play structures, outdoor recreation, and community gardens and landscaping. Applicants must be in compliance with their Housing Element, submit an Annual Progress Report on the implementation of the Housing Element and have eligible units of affordable housing to lower-income households with documentation of a completed first inspection during 2010. Townsend has been working with CEDA Housing staff to ensure the City's Housing Element is adopted, to finalize the Annual Progress Report for 2009, and to document the number of inspections on any new affordable housing units. The next step is to identify which Park projects the City should apply for.

- **Residual Proposition IC Transit Oriented Development (TOD)**

Townsend and the City were very successful in securing Round One funding from the Proposition IC TOD and IIG grants. The current focus is to ensure the City moves forward on the successful applications and the awards remain in place. Townsend's focus is to position the City to be ready to receive or apply for the Round One residual funding.

- **Residual Proposition IC Infill Infrastructure Grant (IIG) Funding**

This funding opportunity will help support the City's efforts at the Cryer Site or along the Bay Trail. Townsend and the City have worked together on applying to this funding stream. Townsend has been working with the East Bay Delegation to support the City's applications and update DPR on the City's efforts.

- **Recreational Trails Program**

This funding opportunity will help support the City's efforts at the Cryer Site or along the Bay Trail. Townsend and the City have worked together on applying to this funding stream. Townsend has been working with the East Bay Delegation to support the City's applications and updating DPR on the City's efforts.

Townsend looks forward to having similar success at the federal level. Townsend has prepared a proposed 2011 legislative agenda in conjunction with City leadership and plans to identify new funding opportunities in light of the federal government's current fiscal crisis.

SUSTAINABLE OPPORTUNITIES

No sustainable opportunities have been identified.

DISABILITY AND SENIOR CITIZEN ACCESS

This report contains no ADA or senior citizen access issues.

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ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council adopt the resolution to enter into a 12 month agreement with Townsend Public Affairs to serve as Federal representative for the City of Oakland. The amount of the agreement shall not exceed \$72,000.

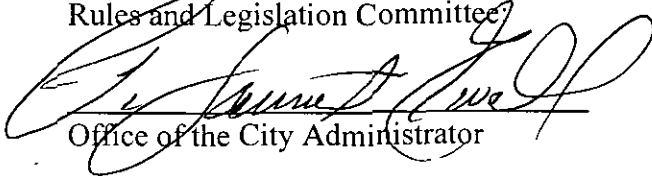
Respectfully submitted,



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

Prepared by: Maisha Everhart
Senior Policy Advisor for Intergovernmental Affairs
Office of Mayor Jean Quan

APPROVED AND FORWARDED TO THE
Rules and Legislation Committee



Office of the City Administrator

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Summary of Funding Achievements for the City of Oakland (Attachment A)

	PROJECT	FY07	FY08	FY09	FY10
State	Emergency Housing and Assistance Program, CA HCD, Henry Robinson Multi-Service Center	\$999,998			
	CA Department of Housing and Community Development - CalHome Grant	\$1,000,000			
	CA Department of Housing and Community Development - Workforce Housing Reward Program	\$1,280,992			
	2008 CalGRIP Grant		\$400,000		
	2008 Safe Routes to Schools (SR2S) Grant - Traffic Improvements near Oakland Technical HS		\$803,700		
	Cal DPR Recreational Trails- Historic Cryer Boathouse Bay Trail Gap closure		\$600,000		
	Proposition 1C Round 1 Transit Oriented Development- MacArthur BART		\$17,000,000		
	Proposition 1C Round 1 Transit Oriented Development- Coliseum BART		\$8,485,000		
	Proposition 1C Round 1 Transit Oriented Development- Lion Creek Crossing		\$7,527,592		
	Proposition 1C Round 1 Infill Infrastructure- MacArthur Transit Village		\$17,300,383		
	Proposition 1C Round 1 Infill Infrastructure- Central Business District/Uptown		\$9,903,000		
	2009 CalGRIP Grant			\$559,541	
	2010 CalGRIP Grant				\$382,639
	Proposition 84 Statewide Parks Program: West Oakland Center				5,000,000
	Proposition 84 Statewide Parks Program: Cesar Chavez Park				2,250,000
Totals		\$3,280,990	\$62,019,675	\$559,541	\$7,632,639
					\$73,492,845

Townsend team (Attachment B)

Team Member	Areas of Expertise
Christopher Townsend, President	30 year career in public affairs and legislative advocacy, with a multi-partisan approach to advocacy leveraging extensive network of relationships with key members and staffers of the California legislative, congressional, and senatorial delegations
Catherine Townsend, Senior Advisor	25 year career in Washington, DC conducting private, non-profit, and public sector fundraising to develop and leverage a strong bi-partisan network of relationships on Capitol Hill
Dana DeBeaumont, Federal Director	Federal Appropriations, Federal Transportation & Water Infrastructure Authorizations, Federal Legislative Advocacy, Strong network of bi-partisan relationships on Capitol Hill especially with House Republican Leadership
Jennifer Thompson, Senior Director	Housing, Social Services, Healthcare, Tax Credits, Economic Development, Small Business Development, Revenue and Taxation
Heather Dion Stratman, Senior Director	Local Government, Transportation & Water Infrastructure, Revenue & Taxation, Transportation, Public Finance
Niccolo De Luca, Director	Public Safety, Economic Development, Public Works, Local Government, Parks/Recreation
Casey Elliott, Senior Legislative Advocate	State Budget and Finance, Legislative Tracking/Analysis/Advocacy, Public Safety
Richard Harmon, Senior Associate	Local Government, Transportation Policy & Infrastructure, Legislation, Public Works
Amanda Fenton, Senior Associate	Education, Higher Education, Arts and Cultural Funding, Charter Schools, Grants
Shonda Yvette Scott, 360 Total Concept, Sub Consultant for federal contract	15 years of management experience with expertise in public and media relations, business development, agency coordination and community outreach.

OAKLAND CITY COUNCIL

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OAKLAND

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RESOLUTION No. _____ C.M.S.

Introduced by the Office of Mayor Jean Quan

DRAFT
City Attorney

A RESOLUTION RECOMMENDING THAT TOWNSEND PUBLIC AFFAIRS SERVES AS THE CITY'S FEDERAL LEGISLATIVE LOBBYIST FOR THE PERIOD OF JUNE 1, 2011 THROUGH MAY 31, 2012, AT A COST OF SEVENTY TWO THOUSAND DOLLARS (\$72,000), AND AUTHORIZE AN OPTION TO RENEW FOR ONE YEAR UNTIL MAY 31, 2013 FOR AN ADDITIONAL SEVENTY TWO THOUSAND DOLLARS (\$72,000), FOR A TOTAL AMOUNT NOT-TO-EXCEED (\$144,000) FOR THE ENTIRE TERM OF THE AGREEMENT

WHEREAS, the City of Oakland desires to complement its state 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 Federal government, and other Federal bodies, commissions, committees and organizations; and

WHEREAS, the services above primarily involve Federal legislative and administrative advocacy and the assistance of individuals in such matters who will best serve the interests of the City; and

WHEREAS, a Request for Proposal Process for a Federal lobbyist was conducted in February 2011 and Townsend Public Affairs was the unanimous selection; and

WHEREAS, it is in the City's best interest to retain Townsend Public Affairs as the Federal Legislative Lobbyist for the next year because Townsend has strong bi-partisan relationships with the California delegation and in the Federal government, has a vast knowledge of Oakland's priorities, and could save the City resources by representing the City on both state and federal issues; and

WHEREAS, the lobbyist review panel has determined that Townsend Public Affairs is well qualified to provide federal lobbying services to the City of Oakland, and has a great understanding of the City of Oakland and its issues; and

WHEREAS, Townsend Public Affairs, shall be paid \$72,000, for the period of June 1, 2011 through May 31, 2012, with an option to renew for one year until May 31, 2013, for an additional \$72,000, for a total amount not to exceed \$144,000 for the entire term of the agreement; now therefore be it

RESOLVED, That pursuant to the Oakland Municipal Code Section 2.04.051.B, the City Council finds and determines that it is in the best interests of the City to contract with Townsend Public Affairs based on the reasons set forth in the City Administrator's report accompanying this resolution; and be it

FURTHER RESOLVED, That the City Council finds and determines that the services provided by Townsend Public Affairs are professional, technical, and temporary in nature; and be it

FURTHER RESOLVED, That funding for this contract is available in the General Purpose Fund (1010), Non-Departmental Citywide Activities Organization (90591), Miscellaneous Contract Services (54919), and the Federal Lobbyist Project (P49400); and be it

FURTHER RESOLVED, That said agreement shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California