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**Proposal for
State and Federal Legislative
Advocacy Services**

October 1, 2020

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1. STATEMENT OF QUALIFICATIONS

ABOUT TPA

TPA is a state and federal legislative advocacy and grant writing firm that provides lobbying and funding services to public agencies and nonprofit organizations throughout California.

- Founder/Owner/President: Christopher Townsend
- Advocacy Success: Shepherded **over 100** client-sponsored legislative proposals into law
- Funding Success: Over **\$1.8 billion** in state, federal, and local government grants as well as grants from nonprofit organizations and private companies
- Longevity: 22 years (founded in 1998)
- Number of Employees: 17
- Number of Registered State and Federal Lobbyists and Grant Writers: 14
- Number of Offices: Five
 - TPA State Capitol Office, Sacramento
 - TPA Federal Office, Washington, DC
 - TPA Northern California Office, Oakland
 - TPA Central California Office, Fresno
 - TPA Southern California Office, Newport Beach
- Number of Current Clients: 109
 - City and County Governments
 - Water and Sanitation Districts
 - Transportation Districts
 - K-12 School Districts
 - Community College Districts
 - Parks and Recreation Districts
 - Museums, Science Centers, and Cultural Facilities
- Areas of Specialization:
 - Local Governance (Cities, Counties, Special Districts)
 - Transportation Policy and Infrastructure
 - Water and Sanitation Policy and Infrastructure
 - Education Policy and Infrastructure
 - Housing and Economic Development
 - Parks and Community Facilities (Recreational, Cultural, Historical)
 - Energy, Environment, and Natural Resources
 - Public Safety
 - Budget and Finance
- Ranking by Revenue Reported to the California Secretary of State:
 - 9th of 474 Firms Registered for 2017-18 Legislative Session
 - 98th Percentile



TPA HISTORY WITH THE CITY OF CARSON

Townsend Public Affairs, Inc. ("TPA") appreciates the opportunity to submit our qualifications to continue to serve as the City's consultant for state and federal advocacy services. TPA has been proud to serve as the state and federal legislative advocate for the City of Carson, serving as an extension of City staff, successfully lobbying the City's position on dozens of bills both in Sacramento and Washington, D.C. TPA has crafted legislation favorable to the City, shepherd it through the legislative process and into law. TPA has protected and secured **over \$53 million** in funding on behalf of the City of Carson.

TPA's contract history with the City of Carson is as follows:

- **Grant Writing ONLY:** January 2011 to January 2013
- **State Legislative Advocacy AND Grant Writing:** January 2013 to June 2014
- **State AND Federal Legislative Advocacy AND Grant Writing:** June 2014 to October 2017
- **State AND Federal Legislative Advocacy ONLY (NO Grant Writing):** October 2017 to Present

LEGISLATIVE AND FUNDING SUCCESS ON BEHALF OF THE CITY OF CARSON

Legislative Success: SB 343 (Bradford) Personal Income Taxes: Kast Property Tank Farm Facility Cleanup

TPA worked closely with Senator Bradford to advance SB 343 starting in 2017. The bill was written specifically for residents of the Carousel Housing Tract in the City of Carson, who were awarded monetary compensation for physical and emotional impacts suffered as a result of hazardous waste that was improperly disposed of at the site of the future housing tract. Typically, only a portion of this award would be considered tax exempt by the State. SB 343 continues to exempt the additional monies from State taxes in perpetuity.

TPA worked closely with City of Carson leadership, and the City Manager's officer to lobby on behalf of the bill with the legislature and eventually Governor's office, where the bill was signed into law. TPA continues to serve as a resource between Senator Bradford's office, the Legislature and local community groups to ensure that the provisions of SB 343 are upheld, and that any additional clarification or guidance is provided.

Legislative Success: AB 1144 (Hall) Public Employees Medical and Hospital Care Act

TPA sponsored AB 1144 (Hall) which specifically authorized the City of Carson to establish a post-retirement medical program vesting schedule in accordance with the collective bargaining agreements reached between the City of Carson and their respective bargaining units. This measure helped the City of Carson address an otherwise unfunded liability, **which was projected to be \$48 million**.

TPA took a leadership role to strategically craft this legislation and shepherd it through the legislative process, including collaborating with then-Assembly Member Hall, the City, the local bargaining units, CalPERS, and the Legislature. Activities included testifying on behalf of Carson in six separate policy



and fiscal committees to ensure the bill advanced, as well as lobbying members of both houses and the Governor's office to ensure his signature.

Administrative Success: CA Pollution Control Financing Auth.: CalRecycle Remediation Grant Forfeiture

TPA worked to successfully stave off the forfeiture and repayment of a **\$5 million** grant from the CPCFA/CalRecycle Underutilized Sites Remediation Program. The grant was originally awarded in November of 2009 to fund the Boulevards at the South Bay Site. Due to the change in plans for the site, the deadline to renegotiate and satisfy the affordable housing requirement of the grant was extended to April 2016. TPA worked closely with the City Attorney to engage frequent top-level communication with the State Treasurer's Office to ensure the City received an additional extension of time to facilitate a mutually beneficial resolution of the matter. **Without the extension, the City would have been forced to refund the entire \$5 million grant to the state.**

Grant Writing Success:

TPA has secured grants for more than **\$368,000** for the City of Carson's priority transportation and housing projects from Caltrans Community Based Transportation grant program and the Housing and Community Development-Housing Related Parks grant program.

Bottom Line:

TPA's efforts on behalf the City of Carson has generated over \$53 million in value for the City.

ONGOING STATE AND FEDERAL LEGISLATIVE SESSION EFFORTS ON BEHALF OF THE CITY OF CARSON

COVID-19 Relief: State and Federal

TPA has continued to update the City of Carson daily and weekly on COVID-19 developments and grant opportunities at the state and federal level since the beginning of the pandemic. TPA has been persistent in advocating for crucial state and local funding that can be used to replace Coronavirus-related revenue loss, including providing local revenue loss information directly to House Speaker Nancy Pelosi's senior staff, who shared that framework with other Congressional offices to highlight the need for assistance to cities. That effort was reflected in the House-passed HEROES Act and would provide **\$436 billion** to local and state governments. TPA was also instrumental in identifying the unfunded mandate that prevented select local governments, including the City of Carson, from being reimbursed for Coronavirus-related leave. TPA interfaced with committee and leadership staff to address the problem and successfully fought for the HEROES Act to include a fix. TPA continues to advocate to ensure this funding relief will be included in the final Phase 4 Coronavirus aid package.

At the State level, TPA has been instrumental in advocating for a portion of the State's Coronavirus Relief Fund monies to be re-distributed to cities. TPA was successful in working with Senate Budget Committee staff, Assembly Budget Committee staff, the Speaker's office, the Senate Pro Tem's office, and the Governor's office to secure **\$1,149,617** in direct funding to the City of Carson.

Federal: Airplane Noise

TPA was made aware of the recently increased frequency of audible airplane noise in the City of Carson in July, and immediately worked to counter the problem by negotiating and obtaining written material describing data on changed flights from the Long Beach Airport. TPA interfaced with the offices of



1. STATEMENT OF QUALIFICATIONS

Senator Feinstein, Senator Harris, and Congresswoman Barragan on the City's behalf, met with neighboring cities and their staff to identify best practices, and has begun work with FAA to gather appropriate data and identify a solution. As a frequent collaborator on airplane noise issues, TPA connected with Congressman Harley Rouda's office about Carson's issues and regional efforts, which have included successfully inserting language into the FY2021 House Appropriations Committee report to ensure the FAA hires appropriate community relations staff and collects and publishes data on a variety of noise variables.

State: Goods Movement Mitigation

TPA has been working with the City of Carson legislative delegation, the Speaker's office, the Senate Pro Tem's office, and the Governor's office on a solution for the allocation of funding through SB 1 and the California Cap and Trade Program for adequate compensation for goods movement mitigation. Currently the program fails to adequately distribute funding to communities like Carson who are disproportionately impacted.

State: Public Safety Reform Legislation

TPA has kept city staff up to date on the wide variety of public safety and justice reform bills that are making their way through the Legislature as a result of the recent national displays of police related incidents. Both of the City's legislative representatives, Senator Steven Bradford and Assembly Member Mike Gipson have introduced measures to implement policy reform for policing techniques and training. TPA has provided extensive information to the City about the various proposals including fact sheets and summaries.

TPA APPROACH TO LEGISLATIVE ADVOCACY

TPA utilizes a strategic and comprehensive approach to state and federal legislative advocacy, which has been leveraged on behalf of the City of Carson for over 10 years. TPA will continue to leverage this approach to provide State and Federal Legislative Advocacy services to the City.

Beginning with the development of a legislative strategy, TPA works with the City to draft a legislative platform that is tailored to meet the specific needs of the City. The strategy is implemented by leveraging our extensive network of relationships with elected representatives, key committee members, agency officials, and staff to gain support for City priorities and resolve City concerns.

Specifically, TPA implements this strategy utilize our working relationships with the City of Carson state and federal legislative delegation, the Assembly Speaker's office, the State Senate Pro Tem's office, the Governor's office, key congressional committee leadership, and the Trump Administration.

This strategy also includes, but is not limited to:

- Protecting Carson's interest potentially affected by changing laws or regulations.
- Coordinating advocacy trips to Sacramento and Washington, DC to meet with Carson's legislative delegation and legislators that serve on committees relevant to Carson's agenda
- Advocating Carson's interests to elected representatives, key committee members, as needed, garnering their support and resolving concerns.
- Monitoring and analyzing existing and proposed legislative actions throughout their development and implementation.



1. STATEMENT OF QUALIFICATIONS

- Advising Carson on the development of legislative positions and priorities.
- Craft testimony and position letters on Carson's behalf
- Draft specific bill language relevant to Carson's legislative agenda
- Representing Carson at regulatory meetings and/or hearings.

Additionally, TPA will continue to communicate regularly with the City by way of written monthly reports, conference calls, and presentations to City leadership and the City Council.

TPA works as an extension of City of Carson staff, utilizing the breadth and depth of our experience AND ability to deploy as many advocates as needed to maximize success while minimizing the burden on the City of Carson.

FEDERAL GOVERNMENT RELATIONSHIPS (PARTIAL LIST)

- Congressional Legislative Leadership:
 - Senator Dianne Feinstein
 - Senator Kamala Harris
 - Speaker of the House Nancy Pelosi
 - Congresswoman Nannette Barragan
 - Los Angeles County Congressional Delegation
- President's Administration and Federal Agencies:
 - White House Office of Intergovernmental Affairs
 - Deputy Director of Intergovernmental Affairs
 - Deputy Associate Director, Office of Public Liaison
 - Department of Agriculture
 - Department of Commerce
 - Department of Health and Human Services
 - Department of Housing and Urban Development
 - Department of Transportation
 - Federal Emergency Management Agency (FEMA)
 - Environmental Protection Agency (EPA)
- Key Legislative Committees:
 - Senate Committee on Appropriations
 - Senate Committee on Commerce, Science, and Transportation
 - Senate Committee on Energy and Natural Resources
 - Senate Committee on Homeland Security and Governmental Affairs
 - House Committee on Appropriations
 - House Committee on Transportation and Infrastructure
 - House Committee on Homeland Security
 - House Committee on Natural Resources

NOTE: State Government Relationships are provided in State Legislative Advocacy Proposal



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

Included on the following page is a certification, on company letterhead, that the person submitting this proposal, Christopher Townsend, is authorized to contract on behalf of TPA.



October 1, 2020

Sharon Landers, City Manager
City of Carson
701 E Carson Street
Carson, CA 90745

Dear Ms. Landers:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our proposal for State and Federal Legislative Advocacy Services to the City of Carson ("City").

Since its inception in 1998, TPA has earned the reputation as ***Champions for Better Communities*** by providing the experience, resources, and relationships expected from a premier legislative advocacy and grant writing firm while also giving clients the unique brand of customer service they deserve: personal attention, maximum accessibility, and passion for their mission.

Our strategic approach to advocacy and funding is tailored to meet the individual needs of each client by leveraging the breadth and depth of our team as well as our vast network of relationships with key stakeholders and decision makers.

Utilizing this method on behalf of our clients, TPA has shepherded over 100 legislative and regulatory proposals into law, and secured over \$1.8 billion in grants from state, federal, and local government agencies as well as nonprofit foundations and private companies.

TPA is in good standing with the California Secretary of State. Pursuant the RFP, contact information for TPA is as follows:

TPA State Capitol Office: 925 L Street, Suite 1404, Sacramento, CA 95814

TPA Federal Office: 600 Pennsylvania Ave. SE, Suite 207, Washington, DC 20003

Phone Number: (949) 399-9050

Proposal Contact Person: Claire Alex, Associate, calex@townsendpa.com .

Thank you again for your interest in our firm and your consideration of this proposal. Please contact us if you have any questions or need additional information. We would be honored to serve the City of Carson.

Yours truly,



Christopher Townsend*
President

*Authorized to contract on behalf of TPA



CLIENT SERVICE TEAM RESUMES



Christopher Townsend, President:
Project Role: Senior Strategic Advisor

Christopher founded TPA in 1998 and has over 38 years of experience in public affairs, legislative advocacy, and grant writing. Christopher and TPA have represented 325 clients, including 235 local public agencies, such as cities, counties, park and recreation districts, transportation agencies, water and sanitation districts, school districts, community college districts, and other special districts, as well as nonprofit organizations.

Townsend Public Affairs, Inc.
President

1998-Present

Christopher provides leadership to a team of 17 professionals and manages the development and implementation of strategies for client agendas. Some achievements include:

- Under Christopher's leadership, TPA has shepherded **over 100** legislative and regulatory proposals into law over a wide range of policy areas, including local governance, water and sanitation, transportation, education, housing and economic development, parks and natural resources, historical and cultural resources, and public safety. The bipartisan capabilities of the firm are demonstrated by legislative successes over the tenure of several federal and state administrations, including: President George W. Bush, Barack Obama, Donald Trump, and Governors Pete Wilson, Gray Davis, Arnold Schwarzenegger, Jerry Brown, and Gavin Newsom.
- Christopher and his team have secured over **\$1.8 billion** in local, regional, state, and federal government grants as well as private and nonprofit grants for a multitude of legacy projects in the policy sectors of water and sanitation, transportation, education, housing and economic development, parks and natural resources, historical and cultural resources, and public safety.
- Christopher and TPA have participated in the development and implementation of several California bond propositions for the statewide ballot to provide capital funding for major infrastructure projects, including water and sanitation, transportation, education, housing and economic development, parks and natural resources, and historical and cultural resources, including Propositions 1, 1B, 1C, 1D, 1E, 12, 13, 14, 40, 47, 50, 55, 68 and 84. Most recently, Christopher worked closely with the State Legislature and the Governor's office on the drafting of SB 5 (De Leon), which authorized a **\$4 billion** park bond that was approved on the November 2018 statewide ballot as Proposition 68.
- In 2002, Christopher was personally requested by Oakland Mayor Jerry Brown to help him secure funding for three of his priority projects for the City of Oakland: the establishment of the Oakland Military Institute (OMI), the creation of a permanent facility for the Oakland School of the Arts (OSA), and the renovation and restoration of the historic Fox Theater. Under Christopher's leadership, TPA secured over **\$24.5 million** for all three projects.
- In 1997, Christopher was appointed by Assembly Speaker Cruz Bustamante to serve on the California Film Commission.

2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

- In 1999, Christopher was appointed by Assembly Speaker Antonio Villaraigosa to serve on the Speaker's Commission on State and Local Government Finance.

PepsiCo/Taco Bell Corp., Irvine, CA

Senior Director, Government & Community Affairs

1992-1998

Christopher managed and directed government and media relations, crisis management, internal communications, and marketing publicity. Christopher also managed the political action committee for state and federal political races. Additionally, Christopher managed community relations initiatives, corporate philanthropy, and the Taco Bell Foundation.

Stein-Brief Group, Inc., Dana Point, CA

Vice President, Public Affairs

1982-1992

Christopher directed government, community, and media relations at the local, state, and federal levels, including the management of all political, civic, charitable, and cultural activities. Christopher provided land-use planning and entitlement process analysis for domestic and international projects. Christopher also managed activities with numerous state and federal agencies to ensure compliance with all applicable laws and regulations governing land use. Finally, Christopher created and directed a political action committee that supported various local, state, and federal candidates and ballot initiatives.

JFK School of Government, Harvard University, Cambridge, MA

Master of Public Administration

1991

Claremont McKenna College, Claremont, CA

Bachelor of Arts, Political Science, Magna cum Laude, Political Science Honors Prize 1982

Coro Fellow

Southern California

1981

Harry S Truman Scholar

California

1980



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION



Jonathan Jackson, Senior Associate

Project Role: Deputy Client Manager, Federal Advocate

Jonathan has 10 years of experience in the public sector. Jonathan's experience includes shaping federal and state policy through analysis and drafting legislation. Although his expertise is rooted in transportation policy, he has also spent time addressing challenges in areas such as economic and tax issues, healthcare, and military and veteran initiatives.

Townsend Public Affairs, Inc. *Senior Associate*

2019-Present

Jonathan keeps clients abreast of relevant policy and legislation before Congress. He uses his extensive experience and expertise to positively shape the federal legislative process in Washington with the intent to provide tangible results for clients.

- Jonathan keeps clients abreast of relevant policy and legislation before Congress. He uses his extensive experience and expertise to positively shape the federal legislative process in Washington with the intent to provide tangible results for clients. Jonathan recently worked to obtain nearly **\$900,000** in Department of Justice grants for the cities of Huron and Turlock, CA.
- Jonathan's experience working in Congress has helped him develop close working relationships with the Transportation & Infrastructure Committee and its leadership. He has worked with Committee Chairman Congressman Peter DeFazio, Aviation Subcommittee Chair Congressman Rick Larsen, Highways Subcommittee Chair Congresswoman Eleanor Holmes Norton, and Water Subcommittee Chair Grace Napolitano on transportation policy such as the HEROES Act, the Moving Forward Act, and the Water Resources and Development Act of 2020.
- Jonathan has leveraged his relationships to help create and implement legislative strategies to advance our clients priorities. He recently worked with Congressional lawmakers to identify **\$40 million** in available Water Resources Development Act funding for our client the Antelope Valley-East Kern Water Agency for their SNIP Project.

US House of Representatives, Congresswoman Eddie Bernice Johnson *Senior Legislative Assistant*

2018-2019

As a member of the legislative team, Jonathan served as the subject matter expert for all workforce and labor, transportation, oversight, housing, finance, judiciary and small business issues. His responsibilities included drafting talking points, floor statements, press releases, memos, and constituent correspondence. Jonathan worked to partner with the FAA Southwest Region headquarters to create a program for STEM education and training. He worked on policy with Texas Central Partners to obtain funding for the implementation of the Texas Central High Speed Rail project from Dallas to Houston, Texas. Lastly, Jonathan drafted the Transportation Workforce Modernization Act, which guarantees government employees insurance coverage during a future lapse in federal appropriation.



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

State of Georgia Department of Community Health *Senior Financial Analyst*

2018-2018

Prior to his return to Congress, Jonathan led the program management of rate setting and calculations for hospitals participating in the Graduate Medical Education program across the entire state of Georgia. He recently facilitated the implementation of the PRTF Rate Calculation and UPL program, which sought to equip current and incoming agency-supported hospitals with annual reimbursement rates. The program's primary objective was to improve efficiency across the state. In addition to those responsibilities, Jonathan served as department liaison for budget recommendation to state House and Senate Committees and the general public on Health & Human Services.

United States Department of Transportation *Senior Program Analyst*

2015-2017

Jonathan oversaw contract, legislation and policy implementation and recommendations for the Short Term Lending Program for the Office of Small Business. With a specific focus on minority, women and Veteran-owned businesses, he worked to partner clients with perspective with stakeholders and federal agencies to increase construction industry diversity. Most importantly, Jonathan oversaw 13 regionally-based transportation resource centers for compliance and budget purposes. Jonathan responsibilities included site visits, facilitating workshops and maintaining federal compliance regulation provided by Congress.

California State Assembly *Deputy District Director*

2014-2015

In this role, Jonathan monitored key legislation before the California State Assembly. With a keen understanding of policy, he actively engaged interest groups, lobbyists and stakeholders who are concerned with the political and economic landscape of the 54th Assembly District. Jonathan's responsibilities often included serving as the office liaison between policy and legislation-making bodies such as the Los Angeles City Council and Los Angeles World Airports (LAWA). Jonathan worked with the Westside Chamber of Commerce to develop a bike plan in conjunction with transit expansion in the area.

Executive Office of the President of the US *White House Fellow, DOD*

2012-2014

As Project Manager, Jonathan operated the Licensure and Credentialing portfolio for the Transition Assistance program for Military Veterans. In this position, Jonathan served as a policy correspondent between congressional member offices and the Department of Defense for the development of a study seeking to identify education and training requirements necessary to insure employment for former service members. In addition to those responsibilities, Jonathan engaged community and corporate organizations for sponsorship of initiatives that counteract Post Traumatic Stress Disorder (PTSD).



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

US House of Representatives, Congresswoman Cedric L. Richmond
Staff Assistant

2011-2012

As a staff member, Jonathan advised the Congressman on transportation and public land issues. Jonathan also served an advocate for the Congressman to key community partners for the purpose of continuing the rehabilitation of areas ravaged Hurricane Katrina. Additionally, his highlights also included working to secure \$1.6 million dollars in federal grants for land improvement around New Orleans' Louis Armstrong International Airport.

US House of Representatives, Transportation & Infrastructure Committee
Staff Assistant

2009-2011

Jonathan developed and facilitated statistics for the American Recovery and Reinvestment Act (ARRA), Safe, Accountable, Flexible, Efficient Transportation Equity Act (SAFETEA-LU), and Water Resources Development Act (WRDA).

American University
Master's Degree of Public Administration & Policy

2017

Morehouse College
Bachelor of Arts, Political Science

2009



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION



Niccolo De Luca, Senior Director

Project Role: Lead Client Manager, State Advocate

Niccolo brings 23 years of legislative and public policy experience to TPA. Niccolo has expertise in the policy sectors of local governance, cannabis, parks and recreation, public safety, natural resources, cultural resources, and consumer affairs.

Townsend Public Affairs, Inc.

Senior Director

2008-Present

Throughout his tenure at TPA, Niccolo has been responsible for dozens of legislative proposals that have been signed into law and secured millions in competitive grant funds for local public agency clients. In addition to his public policy expertise, Niccolo has widespread bi-partisan relationships with Members and staff of the State Legislature, Governor Newsom Administration, and relevant agencies. Some of Niccolo's accomplishments include:

- Niccolo led the TPA efforts to secure **\$33.1 million** in critically needed park funding for cities and nonprofits in the Bay Area, Central Valley, and Southern California. These efforts included working on the funding guidelines, drafting the applications, lobbying for the applications, and working hand in hand with the funding agency. Niccolo was the team lead and instrumental in the many victories of our clients.
- Niccolo, in recognizing the need for additional tools to protect public and private infrastructure from natural disasters such as earthquakes, championed legislation to allow cities to create a special assessment district to provide low-cost earthquake retrofit loans in areas with vulnerable housing stock. In addition, Niccolo worked with the City of Oakland and the City of Los Angeles to create the first ever state loan program for seismic retrofits of multi-unit buildings.
- Niccolo was a major part of the coalition to help pass the state's first ever medicinal cannabis regulatory framework legislation. A comprehensive, thorough approach to statewide medicinal cannabis guidelines has been needed for several years. Niccolo served as an instrumental member of the statewide coalition that supported the views of both local government and the industry. Niccolo actively drafted language and advocated with legislators and staff to ensure statewide regulations would be in the best interest of cities. Due to these efforts, Niccolo has been recognized as a policy expert on cannabis policy and has testified before numerous legislative committees on issues related to the statewide implementation of cannabis regulations.
- Niccolo assisted the City of Oakland in securing **\$2.2 million** in State Budget earmarks in FY14 and FY16. Niccolo coordinated with the Oakland Mayor, State Legislature, Governor's Office, and appropriate Administration officials to draft the language for inclusion into both budgets. Niccolo's strategy and execution led to two significant financial wins for the City and their various public safety efforts.
- Niccolo worked closely with the City of Oakland to secure four grants in the combined amount of **\$18.9 million** from the Community Oriented Policing Services (COPS) Hiring Program. Niccolo developed the applications and shepherded them through the grant



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

process, including leveraging relationships with the US Department of Justice and COPS staff, which resulted in critical federal funding for the City to hire additional police officers.

- Niccolo worked with the City of Emeryville to secure **\$600,000** in federal funding from the Pre-Disaster Mitigation Grant Program to finance the cost of seismic retrofitting of the City's one and only emergency community gathering and housing facility. Niccolo worked closely with the City and Congresswoman Barbara Lee on the application as well as development and execution of an advocacy strategy, including the defeat of a hostile amendment that would have taken the grant away from Emeryville and reverted the funds back to FEMA.

City of Oakland

Deputy City Administrator

2004-2007

Niccolo was responsible for the daily operations and decision making for the two largest departments (public works and police department), overseeing a combined annual budget of \$323 million. Niccolo also directly supervised four different divisions with 45 employees.

Niccolo provided direct organizational leadership to create a standard operating procedure for a multi-faceted crime reduction initiative, which was adopted by the City Council and resulted in crime reduction. Additionally, Niccolo expanded the number of organized neighborhood public safety gatherings for three consecutive years, with an average of nearly 100 percent annual increase. Furthermore, Niccolo served as lead administrative staff member for three City Council committee, providing expertise and support to the Mayor and City Council in the formulation, interpretation, and application of public policy.

City of Oakland

Assistant Director, Public Works Agency

2001-2004

Niccolo was responsible for three divisions of the public works department (including finance and human relations), five direct reports, and 40 staff members. Niccolo oversaw the financial operations of the entire public works department, including revenues and expenditures. Niccolo implemented procedures to reduce the number of worker's compensation claims subsequently adopted for the entire City.

Niccolo also served as the spokesperson of the public works department and maintained all media relations. Niccolo built strong media relations and served as hearing officer for union grievances, ultimately helping to improve key relationships with affected unions.

City of Oakland

Assistant to Councilmember Richard Speeds

1998-2001

Niccolo served as lead spokesperson for the Council Member within the district. Niccolo improved the overall district-wide public approval rating of the Council Member through grass roots marketing campaigns and new information dissemination strategies. Additionally, Niccolo led constituent services for the district, ensuring proper and efficient service delivery for 58,000 residents.

University of Oregon

Bachelor of Arts, American History

1997



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION



Laura Kroeger, Senior Associate

Project Role: Federal Advocate

Laura brings ten years of federal government affairs and public policy experience. Laura has experience managing legislative activity, including bill analysis and research, particularly for federal funding opportunities. Laura has expertise in several policy sectors including education, water resources, environmental hazards, agriculture, healthcare, defense, foreign affairs, and resources for veterans.

Townsend Public Affairs, Inc.

Senior Associate

2016-Present

Since joining TPA, Laura keeps clients informed of significant actions and pertinent developments in the federal government, and strategizes on ways to influence and enact changes in Washington that have concrete results for clients. Some of Laura's accomplishments include:

- Laura parlayed her knowledge of the justice system and relevant legal challenges, her mastery of the federal appropriations process, and her close relationships with the Department of Justice COPS Office developed over years of collaborative work into a perfect record of five successful COPS Hiring grant applications in the last round, totaling over \$6.6 million for California cities.
- Laura's keen knowledge of California public agencies has demonstrably improved local governments' budgets. For example, Laura identified language in a federal coronavirus aid package that specifically hurt California cities – because California cities tend to structure pensions differently than cities in other states, California cities were inadvertently left out of reimbursement for unrelated coronavirus-related expenses, potentially causing deficits in the millions of dollars in local budgets. Laura informed national organizations of the issue, but because the loophole only impacted California, they were unwilling to get involved. Because of her quick response, her collaborative relationships with committee staff, and her knowledge of the process, Laura was able to work with policymakers to close the California city loophole and protect local budgets in times of crisis.
- Laura is an expert in the federal budget process, and her dedication to demystifying and engaging with the appropriations process in a post-earmarks age has paid dividends for clients. For example, Laura used her knowledge of federal department culture and bureaucracy, combined with her close relationships with appropriators, to insert language that prioritized client projects for federal funding, without running afoul of the current earmark ban.
- Laura has consistently influenced policy by proactively identifying important policy developments. For example, using her familiarity with State legislative proposals, Laura identified dangerous draft federal legislation modeled on a failed State bill that would have stripped municipal decision-making authority. She used her connections to obtain an unreleased copy of a draft legislative proposal, and armed with a comprehensive understanding of the issue, began to immediately work with congressional staff to mitigate the worst provisions in the draft text, before other public agencies even knew the threat they faced. Because of her proactivity, TPA clients were the first with the opportunity to weigh in on the federal proposal, and continue to be instrumental as Laura and



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

congressional members drafted and introduced opposing legislation currently pending in the House and Senate.

US Department of Defense, Office of Warrior Care Policy

Legislative Analyst

2013-2016

Laura advised the Deputy Assistant Secretary of Defense and Directors of Disability Evaluation and Recovery Coordination on legislative strategy and congressional interactions. Informed by congressional experience, Laura conducted extensive research and was consistently aware of Congressional members' attitudes and daily legislative action. Laura oversaw legislative language, proposals, requests, and reports relating to the evaluation and care of wounded, ill, and injured service members. Laura also recommended legislative changes to proposed or enacted legislation. Additionally, Laura prepared the Deputy Assistant Secretary of Defense for Congressional testimony. Laura compiled briefing materials for preparation sessions and independent study. Laura also composed informational papers, letter responses, overviews, PowerPoint slides, committee summaries, talking points, reports, and memoranda.

US Senate, Office of Senator Dianne Feinstein

Legislative Intern, Staff Assistant, Legislative Correspondent

2010-2013

Laura composed, documented, and tracked office correspondence about agriculture and environment issues. Laura drafted memoranda, reports, and other informational documents for Senator Feinstein and senior staff that informed legislative positions and language. Laura coordinated with California government, local governments, community leaders, and industry experts to address constituent problems. Laura also received and documented messages, queries, and complaints from constituents, and categorized and assigned responses to constituent mail.

City of Sacramento, Office of Mayor Kevin Johnson

Press Intern

2009

Laura spearheaded the reorganization of the press office computerized filing system, including the construction and implementation of a wiki to serve as an online document database. Laura prepared documents and venues for media-attended events and provided direct support to press secretary in press conferences, interviews, and other media interactions.

US Senate, Senate Commerce, Science & Transportation Committee

Committee Intern

2009

Laura compiled reports on committee hearings, prepared documents and committee room for hearings and meetings, and arranged daily news briefs for Chairman Rockefeller, committee director, and staff from both committee and personal offices.

University of California, Davis

Bachelor of Arts, International Relations and Film Studies

2011



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION



Eric O'Donnell, Senior Associate

Project Role: Deputy Client Manager, State Advocate

Eric brings five years of experience in local governance and grant writing to TPA. Eric has been responsible for major grant awards on behalf of public agency clients. Eric has a strong network with both staff and members of the state and federal Orange County Delegation as well as relationships with local Orange County municipalities. Eric has expertise in the policy sectors of water resources, natural resources, local governance, parks and recreation, and transportation.

Townsend Public Affairs, Inc.

Senior Associate

2015-Present

Since joining TPA, Eric has worked with numerous public agencies to secure grant funding for water and sanitation policy and infrastructure, natural resources, and parks and recreation. Some of his accomplishments include:

- Eric worked with the City of Avalon to secure a direct funding allocation in the FY 2019-20 State Budget in the amount of **\$500,000** to remove and replace single-walled underground fuel storage tanks with safer and more durable double-walled underground fuel storage tanks. Eric worked closely with the City's legislative delegation as well as legislative staff from the Assembly and Senate Budget Committees as well as the Speaker and Senate Pro Tem's offices to ensure that the funding was included in the FY 19-20 State Budget for the City of Avalon to complete this critical environmental protection project. This funding will allow the City's marine fuel dock in the harbor to continue operating and will provide a critical resource for the community.
- Eric worked with the Orange County Sanitation District to secure a **\$1 million** grant award from the Department of Water Resources' Integrated Regional Water Management Grant Program to replace a critical sewer line. Eric worked closely with staff at the Orange County Sanitation District, the Department of Water Resources, and the Santa Ana Watershed Project Authority throughout the development and implementation of the grant program.
- Eric was critical in facilitating a resolution to a Redevelopment Dissolution related issue for the City of Stanton that resulted in the City receiving **over \$2.1 million** in loan repayment. Eric worked closely with the City, the City's legislative delegation, and executive staff from the Department of Finance to identify a solution. The favorable resolution resulted in the Department of Finance approving a previously denied line item on the City's Recognized Obligation Payments Schedule (ROPS), thus awarding the City a loan repayment.
- Eric helped the City of Fountain Valley secure a **\$226,000** grant from the Active Transportation Program, administered by the Southern California Association of Governments and the California Transportation Commission. The funding allowed the City to build ADA accessible pedestrian curb ramps within neighborhoods that are located near five elementary and middle schools in the Fountain Valley School District and the Ocean View School District. The project will provide greater mobility for the public and improve the safety of the City's routes to local schools.



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION

City of Brea

Community Services Senior Leader

2009-2015

Eric was responsible for the organization, design, and implementation of all elements of youth sports programs for over 200 children and 400 parents. Eric helped to orient, train, and supervise new staff in all aspects of their job responsibilities.

Chapman University, Orange, CA

Candidate for Masters of Public Administration

2020

California State University, Fullerton

Bachelor of Arts, Business Administration, General Management

2014



2. COMPANY CERTIFICATION AND PERSONNEL VERIFICATION



Anakaren Cervantes, Associate

Project Role: State and Federal Funding Advocate

Anakaren brings experience in funding and policy research and writing to TPA. Prior to joining TPA, Anakaren attended Stanford University, where she studied public policy and developed an interest in state and local government. At Stanford, she worked on a number of research projects focusing on policy issues such as higher education, immigration, housing and active transportation in the Bay Area.

Townsend Public Affairs, Inc.

Associate

2019-Present

Since joining TPA, Anakaren has worked closely with public agency clients to develop competitive grant applications and advance their funding needs. Additionally, she works to identify funding opportunities that can help TPA clients achieve their goals. Some of her accomplishments include:

- Anakaren worked with the City of Palmdale to secure a **\$174,000** grant from the CalRecycle Food Waste Prevention and Rescue Grant Program. Grant funding will support the purchase of additional vehicles to expand the City's existing food rescue and redistribution program. The City will collaborate with a local non-profit organization to create employment opportunities for youth and minimize food waste in the City.
- Anakaren collaborated with the City of Placentia to secure **\$640,000** in grant funding through the Proposition 68 Statewide Parks Program. Funding will support renovation of La Placita Parkette in the City's La Jolla neighborhood.
- Anakaren worked with the City of Palmdale throughout the multi-step application process for the California Natural Resources Agency's Environmental Enhancement and Mitigation (EEM) Program, including organizing a project site visit and coordinating with staff for submission of final supporting documentation. The City was awarded **\$500,000** for the Ave S Avenue S Corridor Landscaping project.
- Anakaren supported the City of South El Monte in developing an application for the Federal Section 5310 Program, a federal program administered by the Los Angeles Metropolitan Transportation Agency, securing **\$272,089**. Funding will support modernization of equipment for the City's dial-a-ride paratransit service for seniors and individuals with disabilities.

Stanford University

Master of Arts, Latin American Studies

2018

Stanford University

Bachelor of Arts, History and Public Policy

2017



3. COST PROPOSAL

TPA's cost proposal has been submitted separately in accordance with the special instructions in RFP Exhibit "C".



4. CLIENT REFERENCE LIST

CLIENT REFERENCE LIST

In order to more fully evaluate your background and experience for the project herein proposed, it is requested that you submit a list of references and/or similar projects completed or in progress within the last 24 months or as noted in the requirements of the RFP or IFB. Your cooperation in this matter is greatly appreciated.

Company Name: Townsend Public Affairs, Inc.

Number of years as a contractor in the work of this type: 22 years

Three projects/clients references for this type of work:

Client Name: City of Anaheim

Address: 200 S. Anaheim Blvd., Ste. 733 Anaheim, CA 92805

Contact Name: Jim Vanderpool, City Manager Contact Email jvanderpool@anaheim.net

Contact Phone Number 714-765-5162

Project Description TPA provides state legislative advocacy and grant writing services to the City.

Project Start Date September 2015

Project End Date Project Ongoing

Project Amount: \$5,000 per month

Client Name City of Oakland

Address 1 Frank H. Ogawa Plaza Oakland, CA 94612

Contact Name Larry Reid, Council Member Contact Email lreid@oaklandnet.com

Contact Phone Number 510-238-3266

Project Description TPA provides state and federal legislative advocacy services to the City.

Project Start Date April 2006

Project End Date Project Ongoing

Project Amount: \$16,000 per month

Client Name City of Avalon

Address 410 Avalon Canyon Rd., Avalon, CA 90704

Contact Name Denise Radde, City Manager Contact Email dradde@cityofavalon.com



4. CLIENT REFERENCE LIST

Contact Phone Number (310) 510-0220 ex. 122

Project Description TPA provides state and federal legislative advocacy and grant writing services to the City.

Project Start Date March 2018

Project End Date Project Ongoing

Project Amount: \$4,000 per month

Bidder's Signature  _____

NOTE: If requested by the City, the bidder shall furnish a certified financial statement, references, and other information sufficiently comprehensive to permit an appraisal of his current financial condition.

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5. MODIFICATION, CHANGES, OR EXCEPTIONS TO CITY SERVICE AGREEMENT

TPA does NOT have any modifications, changes, or exceptions to any proposed items or contract terms and conditions as outlined in the City's contract of services agreement template.



6. AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION

CITY OF CARSON AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION


I hereby swear (or affirm) under the penalty of perjury:

That the attached proposal or bid has been arrived at by the responder independently and has been submitted without collusion with and without any agreement, understanding, or planned common course of action with any other firm or entity designed to limit fair and open competition;

That the contents of the proposal or bid response have not been communicated by the responder or its employees or agents to any person not an employee or agent of the responder and will not be communicated to any such persons prior to the official opening of the solicitation responses; and

The proposer/bidder does not and shall not discriminate, will provide equal employment practices, and will adhere to an affirmative action program to ensure that in their employment practices, persons are employed and employees are treated equally and without regard to or because of race, religion, ancestry, national origin, sex, sexual orientation, age, disability, marital status or medical condition.

I certify that the statements in this affidavit are true and accurate.

	9/30/2020
Signature	Date
Christopher Townsend	President
Printed Name	Title



7. DEBARMENT AND SUSPENSION CERTIFICATE

DEBARMENT AND SUSPENSION CERTIFICATION

Name of Firm: Townsend Public Affairs

Acting on behalf of the above-named firm ("Consultant"), as its Authorized Official, I, the undersigned, certify as follows:

I am a duly authorized representative of ("Consultant"). Consultant certifies, to the best of its knowledge and belief, that Consultant, including its principals:

Is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency, and not does not have a proposed debarment pending;

Has not within the three-year period preceding this certification been convicted of or had a civil judgment rendered against it for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction, contract, or subcontract under a public transaction; for violation of federal or state antitrust statutes; or for commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;

Is not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (2) above; and

Has not within the three-year period preceding this certification had one or more public transactions (federal, state or local) terminated for cause or default.

Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management.

Consultant acknowledges that falsely providing this certification may result in criminal prosecution or administrative sanctions, and that this certification is a required component of all proposals in response to this RFP/IFB.

A proposal that does not include a completed and signed version of this certification will be deemed incomplete and materially nonresponsive, and will not be considered.

CONSULTANT

By:  _____

Title: Christopher Townsend, President

Date: 9/30/2020

