

**AMENDMENT NUMBER FIVE  
TO PROFESSIONAL SERVICES AGREEMENT WITH  
TOWNSEND PUBLIC AFFAIRS, INC.**

This Amendment Number Five ("Amendment") is made and entered into as of the 20th day of March, 2021 ("Effective Date"), by and between the CITY OF COSTA MESA, a municipal corporation ("City"), and TOWNSEND PUBLIC AFFAIRS, INC., a California corporation ("Consultant").

WHEREAS, City and Consultant entered into an agreement on March 21, 2017 for Consultant to provide grant writing consulting services (the "Agreement"); and

WHEREAS, Section 4.1 of the Agreement provides for a term of one (1) year, with the option to extend the Agreement for four (4) additional one (1) year periods; and

WHEREAS, on March 20, 2018, City and Consultant extended the term of the Agreement through March 20, 2019; and

WHEREAS, on March 20, 2019, City and Consultant extended the term of the Agreement through March 20, 2020; and

WHEREAS, on October 15, 2019, City and Consultant amended the Scope of Services and increased Consultant's maximum annual compensation to Seventy-Four Thousand Dollars (\$74,000.00); and

WHEREAS, on March 20, 2020, City and Consultant extended the term of the Agreement through March 20, 2021; and

WHEREAS, City and Consultant now desire to extend the term of the Agreement for one (1) additional year, through March 20, 2022; and

WHEREAS, City and Consultant further desire to amend the Scope of Services as set forth in Exhibit "A," attached hereto and incorporated herein by this reference.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. The term of the Agreement shall be extended through March 20, 2022.
2. The Scope of Services shall be amended as set forth in Exhibit A.
3. Consultant shall continue to be paid a monthly fee of Six Thousand Seventy-Five Dollars (\$6,075.00) as set forth in Exhibit A.
4. All terms not defined herein shall have the same meaning and use as set forth in the Agreement.
5. All other terms, conditions, and provisions of the Agreement not in conflict with

this Amendment shall remain in full force and effect.

6. This Amendment may be executed in one or more counterparts, each of which shall be deemed an original. All counterparts shall be construed together and shall constitute one agreement. Counterpart written signatures may be transmitted by facsimile, email or other electronic means and have the same legal effect as if they were original signatures.

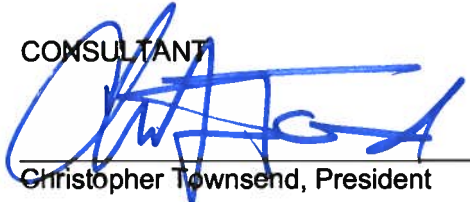
IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed by and through their respective authorized officers, as of the date first written above.

CITY OF COSTA MESA

  
City Manager

Date: 4-6-21

CONSULTANT

  
Christopher Townsend, President

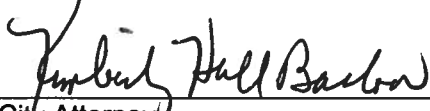
Date: 3-30-21

ATTEST:

Brenda Green 4/8/2021  
City Clerk



APPROVED AS TO FORM:

  
City Attorney

Date: 4/8/21

APPROVED AS TO INSURANCE:

  
Risk Management

Date: 4/15/21

APPROVED AS TO CONTENT:



Project Manager

Date: April 6, 2021

APPROVED AS TO PURCHASING:



Finance Director

Date: April 5, 2021

**EXHIBIT A**  
**AMENDED SCOPE OF SERVICES**

TOWNSEND

PUBLIC AFFAIRS

EST TPA 1998

[WWW.TOWNSENDPA.COM](http://WWW.TOWNSENDPA.COM)

SACRAMENTO • WASHINGTON, DC  
NORTHERN CALIFORNIA • CENTRAL CALIFORNIA  
SOUTHERN CALIFORNIA



**Request to Exercise Amendment 4  
of Professional Services Agreement**

**February 22, 2021**

**TOWNSEND**  
PUBLIC AFFAIRS  
EST TPA 1998

February 22, 2021

Lori Ann Farrell Harrison, City Manager  
City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA 92626

Dear Ms. Farrell Harrison:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our request to exercise Amendment 4 to the Professional Services Agreement between the City of Costa Mesa ("City") and Townsend Public Affairs for Legislative Advocacy and Grant Funding Services.

TPA has been proud and honored to serve as the state and federal lobbyist and grant writers for the City since 2017. During our tenure, TPA has demonstrated its focused and unwavering commitment to the legislative platform and funding priorities of the City, securing **over \$2.9 million** in funding for the City of Costa Mesa, while serving as an extension of the City staff.

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 \$1.7 billion in grants from state, federal, and local government agencies as well as nonprofit foundations and private companies.*

Thank you again for your interest in our firm and your consideration of this request to exercise Amendment 4. Please contact us if you have any questions or need additional information. We would be honored to continue to serve the City of Costa Mesa.

Yours truly,



Christopher Townsend  
President

- **Current Status:** With the State Legislature and Congress now adjusting their legislative schedules and priorities as a result of COVID-19, TPA is committed to ensuring that the City maintains a strong voice in Sacramento and Washington, DC. TPA has assisted in setting meetings with the City's new state and federal lawmakers and is working with City Council and staff to establish the City's 2021 legislative agenda based on the City's priorities. Additionally, TPA sends daily updates and weekly re-caps regarding the latest state and federal COVID-19 activity.
- **Develop Legislative Strategy:** TPA will continue to coordinate with the City to develop an official state and federal legislative platform and strategy that represents the City's priorities in Sacramento and Washington DC. This blueprint will be shared with key stakeholders in the State Legislature, Congress, Governor's Administration, and White House. This strategy will include COVID-19 priorities and state and federal advocacy to secure direct funding to the City to respond to the impacts of the pandemic.
- **Implement the Legislative Strategy:** TPA will advocate for the City's legislative agenda utilizing the following methods:
  - **Build and Strengthen Relevant Relationships:** TPA has cultivated a network of valuable relationships that will be leveraged to promote the City's legislative agenda.
  - **Leverage Relationships for Strategic Advocacy Plan:** TPA will engage various techniques to leverage our network of key relationships on behalf of the City:
    - Schedule meetings for the City to discuss relevant legislation
    - Prepare all briefing materials and talking points for the City
    - Brief legislative offices and stakeholders on the City's legislative agenda
    - Follow-up on meetings to ensure commitments and deliverables are being met
  - **Coordinate Advocacy Trips:** TPA will work with the City to coordinate advocacy trips to Sacramento and Washington DC (virtual or in-person) to meet with the City's legislative delegation, as well as legislators that serve on committees relevant to the City's agenda. Furthermore, whenever possible, TPA will also schedule site visits by legislators to the City.
  - **Track Legislation:** TPA will identify, analyze, and monitor all bill introductions and amendments relevant to the City's legislative platform and assess their potential impact on the City.
  - **Craft Testimony and Position Letters:** TPA will prepare and submit written and verbal testimony regarding legislation relevant to the City. TPA will also draft and deliver position letters to legislators and key officials on specific bill language.



- **Draft Bill Language:** TPA will draft language and amendments for relevant legislation, as required to protect and promote the City's agenda.
- **COVID-19 Stimulus Funding:** TPA continues to aggressively advocate for state and local funding to be allocated directly to the City. In 2020, TPA successfully advocated for the State to allocate a portion of its stimulus funding to local governments. In 2021, TPA has capitalized on its prior work as well as changes in the Administration and Congress to push for additional funding to be allocated directly to the City. TPA also continues to advocate for the funds to be eligible for revenue backfill, allowing for maximum flexibility to fit the City's specific needs.
- **Provide Progress Reports:** TPA will confer regularly with the City on our activities. TPA will provide timely electronic reports on the status of all legislative activity, such as bill language, amendments, and committee analyses. In addition to written reports, TPA will be available to the City for conference calls, in-person briefings, and meetings.
- **Prepare and File Lobbying Disclosure Reports:** TPA will prepare and file, on behalf of the City, all applicable state lobbying disclosure reports.





# GRANT FUNDING SCOPE OF SERVICES

Project Name	Agency	Program	Date Submitted	Status	Amount
Successful Proposals - \$2,953,546					
Electric Vehicle and Infrastructure Project	MSRC	Local Government Partnership Program	August, 2018	Awarded	\$148,210
Merrimac Way Multipurpose Street, Sidewalk and Bicycle Facility Project	Caltrans	Active Transportation Program (ATP)	July, 2018	Awarded	\$1,105,000
Adams Ave and Pinecreek Dr Intersection Improvement Project	OCTA	Bicycle Corridor Improvement Program (BCIP)	November, 2018	Awarded	\$620,336
Lions Park – Legislative Directed Funding	State General Fund	FY 19-20 State Budget	December, 2019	Awarded	\$1,000,000
Assistance to Firefighters Grant Program (S)	FEMA	Assistance to Firefighters Grant Supplemental Program	June, 2020	Awarded	\$80,000

- Legislative Funding:** In addition to identifying, writing, advocating and submitting grant applications, TPA is currently involved in working with the City’s legislative delegation to secure direct funding through the State Budget. TPA worked with staff to compile a list of priority projects, present them to the City’s legislative delegation and is currently working with the City’s legislative delegation to submit the projects to legislative leadership and the Governor and secure funding through the State budget process.
- Craft Strategic Funding Plan:** Utilizing the information gathered during the onboarding process, TPA will coordinate with the City to develop a proactive and comprehensive strategic funding plan that serves the needs of the City’s priorities. *The plan will do more than simply identify City projects;* it will outline and prioritize multiple funding options for each project, and develop a specific plan of work tailored for each project. It will also identify key “strings attached” to help assess the cost/benefit ratio for each grant opportunity.
- Identify, Research, and Monitor Grant Funding Opportunities:** TPA will utilize list-serve subscription programs, funding workshops, agency canvassing, and other networking tactics to ensure every potential opportunity is identified and reviewed for relevance with the City’s projects. TPA will then share these opportunities with the City for further assessment and determination if a grant application is warranted. The City will also receive a grant matrix of funding programs that is updated regularly as new opportunities arise.
- Grant Application Development and Submittal:** TPA will develop, draft, submit, and follow up on each City grant application through the following process:

- **Establishment of Clear Accountabilities:** TPA will coordinate with the City to ensure the assignment of responsibilities and tasks are made clear so that confusion and inefficiency are avoided and the City is burdened as little as possible while TPA pursues a grant opportunity.
- **Provide Overview of Full Application Requirements:** For each grant application, TPA will provide the City with a detailed overview of the requirements for the grant program and corresponding application to ensure that the program is a strong fit for City projects. This will include:
  - Application timeline
  - Eligible project types
  - Funding availability and award maximum and minimums
  - List of application components, including proposal questions and any required attachments
- **Assemble Project Background and Details:** TPA will conduct a detailed informational interview with City staff most involved with each project in order to gain a full understanding of the project background and scope details necessary for developing the grant proposal and addressing all application questions.
- **Coordinate Technical Project Details:** For technical application components such as site plans, detailed cost estimates, project timelines, engineering plans, and cost-benefit analyses, TPA will coordinate with City staff to compile all necessary attachments and ensure consistency across all elements of the application.
- **Draft Written Proposal:** TPA will fully draft all narrative components of the application and, when applicable, will indicate where additional input or project detail from the City could be provided during the proposal review process.
- **Incorporate Feedback to Finalize Proposal:** Well ahead the of the application deadline, TPA will provide the City with a full draft for review and feedback. TPA will incorporate any additional details or revisions provided during this process to finalize the grant application and will obtain City approval for the final version of the application prior to submission.
- **Submit Completed Application:** TPA will ensure that applications are submitted prior to the deadline, whether the submission is electronic or through hard copies, in accordance with submission instructions for each individual program. For hard copy submissions, TPA will print and package applications according to submission instructions and will ship applications through a reliable carrier service such as FedEx in order to provide the City with tracking and delivery confirmation for the application. TPA will also obtain a receipt for proof of submission and provide the City with a final copy of all submitted application documents.



- **Funding Advocacy:** Throughout grant application process TPA will leverage relationships with relevant officials and program officers in various state and federal funding agencies to ensure that City grant applications are aligned with the goals of the specific grant program and that the applications are well-crafted and well-positioned for funding.
- **Post-Grant Submittal Advocacy:** TPA will frequently contact legislators and agency officials to follow up on the status of a grant application and promote its need and urgency. This will include drafting letters of support after grant submissions and distributing them to legislators for their consideration. In addition, TPA will work with legislators to reach out to individual granting agencies to provide background on City's projects and convey their support for those projects.
- **Post-Award Grant Administration and Compliance:** TPA will also assist, as needed, with post-award administration and compliance for all grant applications submitted by TPA on behalf of the City. This assistance will include interacting with granting agencies on behalf of the City, providing support for the drafting and submission of required reports, evaluations, and other tasks related to the successful monitoring of and compliance with the program requirements.
- **Comprehensive Follow-Up on Unsuccessful Applications:** Despite all best efforts, some grant applications are not selected for funding. In those instances where grant applications are unsuccessful, TPA will work with the relevant funding agencies to set up in-person or telephone debriefing sessions to discuss the grant applications and how to best revise the grant applications for the next funding round to ensure success



# FEE SCHEDULE

DESCRIPTION OF SERVICES	FEE
<b>Legislative Advocacy and Grant Funding Services</b>	<b>\$6,075 Per Month*</b>
• Conduct Detailed Orientation	Included
• Develop Legislative Strategy	Included
• Implement the Legislative Strategy	Included
• Build and Strengthen Relevant Relationships	Included
• Leverage Relationships for Strategic Advocacy Plan	Included
• Coordinate Advocacy Trips	Included
• Track Legislation	Included
• Craft Testimony and Position Letters	Included
• Draft Bill Language	Included
• Provide Progress Reports	Included
• Prepare and File Lobbying Disclosure Reports	Included
• Craft Strategic Funding Plan	Included
• Identify, Research, and Monitor Grant Funding Opportunities	Included
• Grant Application Development and Submittal	Included
• Establishment of Clear Accountabilities	Included
• Provide Overview of Full Application Requirements	Included
• Assemble Project Background and Details	Included
• Coordinate Technical Project Details	Included
• Draft Written Proposal	Included
• Incorporate Feedback to Finalize Project	Included
• Submit Completed Application	Included
• Funding Advocacy	Included
• Post-Grant Submittal Advocacy	Included
• Post-Award Grant Administration and Compliance	Included
• Comprehensive Follow-Up on Unsuccessful Applications	Included
<i>*TPA continues to honor the price as set in the current Professional Services Agreement between TPA and the City. The monthly fee includes all reasonable business and travel expenses</i>	