



Agenda Report

Fullerton City Council

MEETING DATE: OCTOBER 6, 2020

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: ANTONIA GRAHAM, DEPUTY CITY MANAGER
ANISSA LIVAS, ADMINISTRATIVE ANALYST II

SUBJECT: PROFESSIONAL SERVICES AGREEMENT AMENDMENT
WITH TOWNSEND PUBLIC AFFAIRS, INC. TO INCLUDE
GRANT MANAGEMENT SERVICES

SUMMARY

The City regularly seeks grant opportunities to provide necessary funding for various City projects and programs. The City's existing legislative advocacy firm, Townsend Public Affairs, was the successful respondent to a recent Request for Proposals and this Agenda Report seeks authorization to amend their existing agreement and add grant management services at a savings to the City.

RECOMMENDATION

Approve amendment to agreement with Townsend Public Affairs, Inc. for professional grant management services and authorize City Manager to execute amendment as approved to form by the City Attorney.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

FISCAL IMPACT

The cost for Townsend Public Affairs (TPA) to provide grant management services is \$2,500 per month for a total of \$30,000 per year. Last fiscal year, the City expended \$65,972.03 with Blais and Associates, thus the City will realize savings from utilizing Townsend Public Affairs. The amendment adds grant management to TPA's current agreement for legislative advocacy services for an annual cost of \$90,000.

DISCUSSION

The City, on an ongoing basis, is in need of funding sources outside of the City's existing revenue streams to complete projects and to provide programs to the community. To that end, the City often seeks competitive grants to augment existing revenue in order to accomplish funding projects and programs that are usually out of reach. These grant applications are often lengthy and time consuming and without outside assistance the City would not be able to apply for these funding opportunities. For the past few years, the City has utilized the services of Blais and Associates (Blais) to assist Staff with preparing and managing complex grant funding applications. The City had utilized Blais on an as needed basis and did not have an existing current agreement with the firm. Thus, in keeping with the City's procurement rules solicited Request from Proposals (RFP) from firms in April 2020.

The City requested proposals from qualified firms that could assist the City in developing professional grant proposals packaged for funding opportunities including, but not limited to; Federal, State, regional/local, private foundations/organizations, that support the City's funding needs and priorities (emphasizing grants which require little to no "matching funds"). Additionally, the City sought assistance with tracking grant opportunities, working with City Staff to facilitate meetings with departments to assess validity of current funding priority areas, identify changes in funding priorities and manage awarded grants as needed by the City.

The City received seven proposals from Grants Republic, B&A Professional Grant Consulting (aka Blais), Engineering Solution Services, Townsend Public Affairs, California Consulting, MPS Grants and Evan Brooks and Associates. These seven proposals were then reviewed by an internal review team and it was determined that the two most responsive were Townsend Public Affairs, Inc. and Blais. The City selected TPA. Since the City is currently under contract with TPA, Staff was able to negotiate a lower grant management cost due to our existing agreement with TPA for Legislative Advocacy services.

The professional grant support would include strategic planning on funding prioritization, identifying and developing grant application packages for submittal, monitoring the grant acceptance process and assisting in post-award grant administration and compliance. TPA has experience in both the grant and advocacy components. The firm currently contracts with the cities of Anaheim, Brea, Costa Mesa, Huntington Beach, Laguna Beach, Orange, Placentia, Santa Ana, Tustin and many more.

In order to maximize and streamline the City's grant writing and advocacy services, in January 2020 the City Manager's office, led by the Deputy City Manager, convened a Citywide Grants Committee. This Committee is comprised of staff from each Department and meets quarterly to go over existing grant applications, grant status updates on ongoing funding streams and if the City needs to utilize the Consultant to write the grant or if it can be done in-house. The Committee tracks grant opportunities in order to maximize the City's ability to undertake certain projects and programs.

Attachments:

- Attachment 1 – Amendment
- Attachment 2 – Townsend Public Affairs Proposal
- Attachment 3 – Request for Proposal for Grant Management Services