



Agenda Item

Orange City Council

Item #: 9.5.

1/13/2026

File #: 25-0709

TO: Honorable Mayor and Members of the City Council

FROM: Jarad Hildenbrand, City Manager

1. SUBJECT

Agreement with Townsend Public Affairs, Inc. for legislative advocacy and grant writing services.

2. SUMMARY

On July 12, 2022, the City Council directed staff to develop a request for proposals for legislative advocacy and grant writing services. On October 11, 2022, the City Council approved a one-year agreement with Townsend Public Affairs, Inc. for grant writing and legislative advocacy services. Then on September 26, 2023, the City Council approved a two-year agreement with Townsend Public Affairs, Inc. for the same services. This agreement has since expired and on December 9, 2025, the City Council directed staff to bring the Townend Public Affairs, Inc. agreement back for consideration.

3. RECOMMENDED ACTION

Approve a three-year professional services agreement with Townsend Public Affairs, Inc. in the amount of \$333,000 for legislative advocacy and grant writing services; and authorize the Mayor and City Clerk to execute on behalf of the City.

4. FISCAL IMPACT

The expense for this agreement is \$108,000 annually during years one and two, and \$117,000 during year three, and will be funded through the General Fund (100):

100-0000-50999 Miscellaneous Expenditures

This proposed agreement is for three years totaling \$333,000, payable in monthly installments totaling \$108,000 annually during years one and two, and \$117,000 during year three. Future installments will be requested in conjunction with the annual operating budget.

5. STRATEGIC PLAN GOALS

Goal 3: Enhance Public Communication Strategy and Quality of Life.

6. DISCUSSION AND BACKGROUND

On July 12, 2022, the City Council directed staff to develop a request for proposals (RFP) for legislative advocacy and grant writing services. In response to that RFP, the City received six proposals, and on October 11, 2022, the City Council approved a one-year agreement with Townsend Public Affairs, Inc. (TPA). A year later, the City Council approved a two-year agreement with TPA. The most recent TPA agreement expired on September 26, 2025, and on December 9, 2025, the City Council directed staff to bring the TPA agreement back for consideration.

Legislation

Over the past three years, TPA assisted the City on legislative matters, including resolutions or letters that memorialize the City Council’s position on Statewide legislation. TPA also delivered committee hearing testimony on the City’s behalf for Senate Bill 900 (Umberg) and provided guidance on possible legislation regarding municipal investment instruments.

TPA also produced consistent legislative updates, ensuring the City is informed on consequential matters occurring in Sacramento and Washington, D.C.

Grants and Community Project Funding Requests

TPA has also assisted the City in securing money through grants and community project funding requests. Since entering into an agreement with TPA, TPA has helped secure a little over \$5 million for the City. When considering the total amount paid to TPA over the past three years (\$312,000), the City has received roughly \$16 for every \$1 paid to TPA.

Additionally, prior to the previous TPA agreement expiring, TPA had worked with the City’s elected Members of Congress (Members) to secure the following community project funding requests which are proceeding through the Congressional budget process.

As reference, Members may select up to 15 projects, and with Members receiving numerous project requests from multiple entities, this is often a competitive process. In 2025, three City of Orange projects were selected.

Project	Members Recommending the Project
Real-Time Crime Center for the Orange Police Department	Senator Schiff and Congressman Correa
Orange County Flood Control Parcel Improvement Project	Congressman Correa
Fire Station 3 Improvements	Congresswoman Kim

During the Congressional appropriations process, initial project recommendation amounts are often lowered. As of this writing, the City may receive \$2.5 million for all three projects.

Agreement Structure and Cost

Like previous arrangements with TPA, staff propose a retainer-based agreement. This means the City may utilize TPA’s services as much as necessary for a fixed monthly rate.

For the past two years, the City paid TPA \$9,000 per month. TPA proposes to keep this rate for two more years. Thereafter, the agreement increases to \$9,750 per month for year three.

7. ATTACHMENTS

- Agreement with Townsend Public Affairs, Inc.