



OVERVIEW OF TOWNSEND PUBLIC AFFAIRS, INC.

Townsend Public Affairs, Inc. (TPA), founded in 1998 by Christopher Townsend, is now one of the largest advocacy firms in California. TPA is the only “top ten” firm dedicated primarily to working on behalf of local public agencies and nonprofit organizations to effectively position their issues with federal, state and local governments and to secure government funding for priority projects and programs.

TPA is a hard-working team of energetic advocates strategically located in offices in Sacramento, Washington D.C., Southern California (Irvine) and Northern California (Oakland).

We have honed our advocacy skills and built relationships at every level of government to enable us to provide a broad range of services including:

- **Funding Advocacy:** Nothing speaks to results better than money, and ***TPA has secured over \$732 million*** for clients to transform their legacy projects from dreams into reality. TPA has pursued a variety of strategies including appropriation earmarks, competitive grants, regulatory guidelines amendments, and new legislation in order to create and secure funding for various diverse client projects including, but not limited to: transportation, water, and other infrastructure systems; housing and economic development projects; public safety and job training programs; educational, recreational, cultural and community facilities.
- **Federal Government Advocacy:** TPA maintains a full-time office in Washington, D.C. to directly manage our federal government advocacy efforts regarding the major policy and funding legislation and regulation that affects our clients. TPA leverages our extensive network of relationships with the California congressional and senatorial delegations to maximize every federal opportunity for each client.
- **State Government Advocacy:** As one of the leading California advocacy firms, TPA has consistently demonstrated the skill and experience required to help our clients navigate through the complex processes of state legislation and administration. This includes the strategies and activities required to monitor, amend, kill, and adopt legislation and regulations, as well as to secure state funding for client projects.
- **Local Government Advocacy:** As a result of our extensive public agency client work in Southern California and Northern California, as well as in the Central Valley, TPA is well-positioned with a vast network of relationships throughout the state to assist with the local and regional public sector advocacy needs of our clients.

For further insight into our firm, please review the following sections regarding our Client Service Team, Client Funding Achievements, Legislative Accomplishments, Client Roster, and Client References. If you would like to learn more about what we can offer your organization, please contact us at the offices below or find us on the web at www.townsendpa.com.

Client Service Team



Christopher Townsend, President, brings a 30 year career in public affairs and legislative advocacy featuring a multi-partisan strategic approach that leverages his extensive experience and track record of success along with a vast network of relationships with key members and staffers of the California legislative, constitutional, congressional, and senatorial delegations.



Catherine Townsend, Senior Advisor, offers strong leadership and coalition building skills in addition to her public agency and non-profit fundraising and marketing expertise. Based in Washington, DC for over 25 years, Catherine leverages a strong set of relationships with several Senators and Members of Congress as well as with committees and agencies to provide strategic development and implementation of federal advocacy agendas for our clients.



Dana DeBeaumont, Director of Federal Affairs, brings her expertise in media, public relations and government advocacy to TPA. Dana is an expert on federal funding opportunities and finding creative solutions to client resource needs. Dana has working relationships with many Members of Congress and committee staff, and has secured millions in federal appropriations funding.



Heather Stratman, Senior Director, brings expertise in city infrastructure and water issues. Heather maintains strong relationships with various state, regional and local agencies, that help advance the funding and policy needs of our clients.



Niccolo De Luca, Director, brings his expertise from working for the City of Oakland, in governmental policy, and maintains a vast relationship network on behalf of TPA. Niccolo is an expert on local government, public safety, and park related legislation, and specializes in grant programs for park, recreation, and community facilities.



Casey Elliott, State Capitol Director, develops and manages relationships with key members and staffers of the state legislature, as well as select state agencies and departments. Casey's expertise is in the areas of the state budget and finance, legislative advocacy/analysis/monitoring, public safety, state elections and the legislative process.



Amanda Fenton, Senior Associate, builds on our state and federal knowledge base and specializes in funding for cultural and educational institutions. Amanda understands local education governance and funding issues, and excels at finding creative solutions and developing partnerships and synergies between local public agencies.



Richard Harmon, Senior Associate, brings special expertise in transportation infrastructure and policy development. Prior to joining TPA, Harmon served as the Legislative and Local Government Affairs Deputy for Caltrans. Appointed by Governor Arnold Schwarzenegger in 2007, he served as the liaison between the Administration and Congress and the State Legislature on transportation issues.

Client Funding Achievements

CLIENT	ACQUISITION TOTALS
Bowers Museum of Cultural Art	\$ 4,250,000
Boys & Girls Club of Harbor City	\$ 75,000
Boys & Girls Club of San Pedro	\$ 443,000
California Association for Microenterprise Opportunity	\$ 999,400
California Space Authority	\$ 150,000
Chabot Las Positas Community College District	\$ 114,000
Chabot Space & Science Center	\$ 1,671,000
Chelsea Investment Corporation	\$ 855,000
Children's Discovery Museum of San Jose	\$ 2,113,788
City of Aliso Viejo	\$ 500,000
City of Anaheim	\$ 8,418,872
City of Antioch	\$ 38,500,000
City of Bakersfield	\$ 10,800,000
City of Brea	\$ 923,900
City of Buena Park	\$ 199,117
City of Carson	\$ 90,000
City of Citrus Heights	\$ 3,000,000
City of Clovis	\$ 1,738,500
City of Dinuba	\$ 6,723,042
City of Emeryville	\$ 2,799,569
City of Fresno	\$ 3,853,453
City of Fullerton	\$ 4,100,861
City of Garden Grove	\$ 2,181,050
City of Glendale	\$ 2,504,053
City of Hayward	\$ 47,417,660
City of Laguna Niguel	\$ 560,000
City of Lomita	\$ 1,023,810
City of Merced	\$ 22,233,041
City of Mission Viejo	\$ 850,000
City of Oakland	\$ 84,982,205
City of Orange	\$ 200,000
City of Placentia	\$ 76,672,298
City of San Juan Capistrano	\$ 1,998,434
City of San Pablo	\$ 200,000
City of Santa Ana	\$ 14,918,440
City of Tehachapi	\$ 3,000,000
City of Torrance	\$ 266,666
City of Tulare	\$ 20,888,140
Coast Community College District	\$ 517,207
Craft and Folk Art Museum	\$ 132,000
Dana Adobo Nipomo Amigos	\$ 4,172,127
Discovery Science Center	\$ 38,791,000
Emerald Fund	\$ 15,200,000

CLIENT	ACQUISITION TOTALS
Emery Unified School District	\$ 1,592,000
Envision Schools	\$ 16,022,484
Father Joe's Villages: St. Vincent De Paul of San Diego	\$ 9,726,624
Friends of Oakland Parks and Recreation	\$ 150,000
Fruitvale Development Corporation	\$ 1,002,060
Great Park Design Studio	\$ 475,000
Habitot Children's Museum	\$ 249,601
Hawthorne School District	\$ 250,000
Highland Fairview/City of Moreno Valley	\$ 2,000,000
Holliday Development	\$ 10,933,280
Kidspace Children's Museum	\$ 1,990,500
Latino Health Access	\$ 3,674,000
Mariposa County	\$ 341,200
Mexican Museum/El Museo Mexicano	\$ 2,400,000
Mission San Juan Capistrano Foundation	\$ 984,000
Museum of Latin American Art	\$ 3,605,618
Municipal Water District of Orange County	\$ 3,375,000
Nehemiah Corporation of America	\$ 1,350,000
Oakland Museum of California	\$ 6,126,522
Oakland School For The Arts - Fox Theater Project	\$ 10,478,435
Oakland Zoo: East Bay Zoological Society	\$ 7,650,000
Orange County Clerk Recorder	\$ 150,000
Orange County Educational Arts Academy	\$ 405,000
Orange County High School of the Arts	\$ 50,679,852
Orange County Sanitation District	\$ 1,250,000
Orange County Water District	\$ 31,000,000
Port of Los Angeles Charter High School	\$ 16,370,234
Powerhouse Science Center	\$ 7,249,185
Pretend City - Children's Museum Of Orange County	\$ 3,600,000
Rancho Santiago Community College District	\$ 16,292,000
San Diego Children's Museum	\$ 38,000
San Francisco Planning and Urban Research	\$ 250,000
San Pedro Bay Port Technology Center	\$ 250,000
Santa Ana Unified School District	\$ 60,210,000
Santa Barbara Museum of Natural History	\$ 336,650
Temescal Telegraph Community Association	\$ 72,489
Tiger Woods Foundation	\$ 5,250,000
Triangle Owners Group	\$ 23,081,360
Women's Economic Ventures	\$ 190,000

Grand Total: \$732,077,727

Legislative Accomplishment Highlights

ISSUE	DESCRIPTION
AFFORDABLE HOUSING	In 2010, TPA sponsored AB 1867 (Harkey) on behalf of the City of San Juan Capistrano which provides cities with additional opportunities to create affordable units through the RHNA process. The bill gives local government additional autonomy by allowing ownership units, not just rental units, to be rehabilitated and counted under the RHNA process. TPA was able to successfully work with the author, committee staff, and affordable housing advocates, to craft a measure that was beneficial to our client and could be supported by all parties. The bill was approved by the Legislature and then signed by the Governor.
AIR QUALITY	In 2007, TPA sponsored AB 1488 (Mendoza) on behalf of Worldwide Environmental Products. This measure required the Bureau of Automotive Repair to include light-weight diesel-powered vehicles manufactured after 1997 in the State's smog check program beginning in 2010. TPA worked closely with members of the Legislature, and key officials within the Administration, to ensure that this important measure successfully passed the Legislature and was signed by the Governor.
CHARTER SCHOOL FACILITIES FUNDING	In 2001, TPA in coalition with similar organizations, helped shape SB 740 (O'Connell) on behalf of several clients. This piece of legislation created the first state school facility grant program to benefit classroom-based public charter schools. SB 740 was ultimately crafted to ensure that not only schools with low-income student populations, but also schools in and benefiting low-income areas, would be eligible for the facility grant reimbursement.
ENERGY	In 2008, TPA sponsored AB 2804 (Hayashi) on behalf of the Chabot Las Positas Community College District. This measure added flexibility for community colleges participating in the California Solar Initiative for solar panel installation at community college sites.
ENTERPRISE ZONE REGULATIONS	In 2006, TPA worked in coalition with similar organizations, and on behalf of many of our clients to ensure the continuation of the Enterprise Zone program. This program provides tax credit benefits to employers who hire disadvantaged workers. TPA also successfully influenced changes to the Enterprise Zone program regulations and lobbied for legislative clarifications.
LOCAL GOVERNMENT	In 2007, TPA sponsored SB 558 (Cogdill) on behalf of the City of Fresno which clarified the complex laws regulating the transfer of the City's water infrastructure to a newly formed special district. SB 558 was unanimously approved by the Legislature and secured the Governor's signature.
	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.
	In 2010, TPA sponsored AB 191 (Solario) on behalf of the City of Santa Ana which exempted select cities from Highway User Tax Account (gas tax) deferrals, if the deferrals create a hardship for the city. This measure resulted in the City collecting hundreds of thousands of dollars that the State otherwise would have delayed payment to the City under the provisions of the State budget.
	In 2011, TPA sponsored AB 184 (Swanson) on behalf of the City of Oakland. This bill gives local governments the authority to loan money to homeowners for seismic safety improvements. The bill makes seismic retrofits more affordable by providing homeowners with a financing option that removes much of the upfront expense. AB 184 enjoyed bi-partisan support in the Legislature and was one of the first bills signed by Governor Jerry Brown.

Legislative Accomplishment Highlights

ISSUE	DESCRIPTION
MILITARY BASE RE-USE	In 2001, TPA sponsored AB 212 (Correa) on behalf of the City of Santa Ana and the Santa Ana Unified School District. This bill provided the necessary leverage to end an ongoing dispute between concerned local government parties and led to a \$61 million mutually beneficial settlement.
PUBLIC SAFETY	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.
REDEVELOPMENT REGULATIONS	In 2007, TPA successfully secured an amendment to SB 1206 (Kehoe) on behalf of the City of Oakland to exclude a major redevelopment tool that the City needed for two areas it was trying to fuse into one combined Redevelopment Area.
SCHOOL FACILITIES	In 2009, TPA sponsored AB 1080 (Skinner) on behalf of the City of Emeryville and the Emery Unified School District to allow for expanded joint-use partnerships between cities and school districts. This bill allows public agencies to efficiently use local resources for the construction of community facilities while protecting the state’s investment in school facilities and respecting the safety needs of students.
TRANSPORTATION	<p>In 2003, TPA worked with Senator Torlakson to overcome Caltrans opposition on behalf of the City of Antioch. Millions of dollars in funds were reinstated for area highway projects and the Governor presided over the ribbon cutting.</p> <p>In 2011, TPA was successful in amending AB 957 (Committee on Transportation) in the closing days of the Legislative Session to allow the State to relinquish to the City of Buena Park much of Beach Boulevard within its jurisdiction. This bill was unanimously approved by the Legislature and secured the Governor’s signature, and allowed much-needed improvements and development to occur in the City.</p>
URBAN WATER REGULATIONS	In 2003, TPA sponsored AB 2528 (Lowenthal) on behalf of the Orange County Water District, which clarified language relating to emerging contaminants. This bill passed without a single no vote, despite early opposition from the Association of California Water Agencies.
VETERANS	In 2011, TPA sponsored AB 905 (Pan) on behalf of the Veterans of Foreign Wars, Department of California, which expands options for, and prioritizes the person authorized to direct disposition indicated on the Defense Record of Emergency Data, as the person to take control of a military service member’s remains should they die while on duty. AB 905 was approved by the Legislature and secured the Governor’s signature.
VICTIM PROTECTION	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.
WATER DISTRICT ENABLING ACT	In 2006, TPA sponsored AB 2619 (Daucher) on behalf of the Orange County Water District which made changes that aligned governing legislation with existing best practices and current state and federal codes.

Client Roster

Current Clients are noted with an asterisk (*)

<u>Government Agencies:</u>		
Ambrose Recreation and Park District*	City of Hayward*	City of Tulare*
Capitol Area Development Authority	City of Imperial*	City of Villa Park
City of Aliso Viejo*	City of Indian Wells	City of Westminster
City of Anaheim	City of Irvine*	County of Orange
City of Antioch	City of La Palma	Economic Development Corporation of Mariposa County*
City of Bakersfield	City of Laguna Niguel	Mesa Consolidated Water District*
City of Berkeley*	City of Laguna Woods	Metropolitan Water District*
City of Brea*	City of Lomita	Municipal Water District of Orange County*
City of Buena Park*	City of Merced*	Orange County Clerk-Recorder
City of Calexico	City of Mission Viejo*	Orange County Sanitation District*
City of California City*	City of Oakland*	Orange County Transportation Authority
City of Carson*	City of Orange	Orange County Water District*
City of Chowchilla	City of Palm Springs*	Port of Los Angeles
City of Citrus Heights	City of Placentia	Rancho California Water District
City of Clovis	City of Rocklin	South Coast Water District
City of Dinuba*	City of San Juan Capistrano*	Transbay Joint Powers Authority*
City of Emeryville*	City of Santa Ana*	Transportation Corridors Authority
City of Fresno	City of San Jacinto*	Tulare Regional Medical Center
City of Fullerton*	City of San Pablo*	Yorba Linda Water District
City of Garden Grove	City of Tehachapi*	
City of Glendale	City of Torrance	
<u>Non-Profit Organizations:</u>		
Bolsa Chica Conservancy*	Craft & Folk Art Museum	Nehemiah Corporation of America
Bolsa Chica Land Trust	Dana Adobe Nipomo Amigos	Oakland Museum of California*
Bowers Museum of Cultural Art	Discovery Science Center*	Powerhouse Science and Space Center
Boys and Girls Club of Huntington Valley	East Bay Zoological Society (Oakland Zoo)*	Pretend City Children's Museum of Orange County
Boys & Girls Clubs of the Los Angeles Harbor	Friends of Oakland Parks & Recreation	Recording for the Blind & Dyslexic
Boys & Girls Club of the South Bay	Fruitvale Development Corporation (Unity Council)	Sacramento River Cats Foundation
Build West Oakland	Grand Vision Foundation	San Diego Children's Museum/Museo de los Niños
California Association for Microenterprise Opportunity*	Great Park Conservancy	San Francisco Planning + Urban Research
California Central Valley Horticulture Foundation	Great Park Corporation*	Santa Barbara Botanic Garden*
California Commission for Jobs & Economic Growth	Habitot Children's Museum	Santa Barbara Museum of Natural History
California Indian Museum and Cultural Center	Huntington Library, Art, and Botanical Gardens*	Santa Barbara Zoo
California Space Authority	I.C. Jobs	16th Street/West Oakland Train Station
Centennial Heritage Museum	Institute for Advancing Unity	St. Vincent De Paul of San Diego
Center for Multicultural Cooperation	Kidspace Children's Museum	Tehachapi Performing Arts Center*
Center for Water Education	Latino Health Access	Temescal/Telegraph Community Association
Chabot Space & Science Center	Los Angeles County Fair Association	Tiger Woods Foundation*
Children's Discovery Museum of San Jose*	Los Angeles County Museum of Art	Umoja Community
Community Financial Resource Center	Mexican Museum/El Museo Mexicano	Veterans of Foreign Wars – Department of CA*
Children's Museum of Los Angeles	Mission San Juan Capistrano Foundation	West Company
Conservation Corps Institute	Museum of Latin American Art	Women's Economic Ventures
<u>Public Education:</u>		
Alameda Community Learning Center	Hawthorne School District	Port of Los Angeles Charter High School
Bay Area Coalition for Equitable Schools	Lighthouse Community Charter School	Rancho Santiago Community College District*
Chabot - Las Positas Community College District*	Orange County Educational Arts Academy	San Diego Children's Museum Charter School
Coast Community College District*	Orange County High School of the Arts	Santa Ana Unified School District
Emery Unified School District*	Oakland Military Institute	Tustin Unified School District*
Envision Schools	Oakland School for the Arts	Vista Unified School District
<u>Private Sector:</u>		
Airship Ventures	Global Tel Link*	Newport Medical Instruments, Inc. Newport
ATS, Inc.	GovDelivery, Inc.	Oncology & Healthcare, Inc.
Barry Swenson Builders	Granville Homes	One Santa Fe, LLC
Beach body LLC*	Great Circle Family Foods/Krispy Kreme	Rockpointe Corporation
Bridgepoint Education	Great Park Design Studio	Sage Credit Corporation
California Capital Group	Gruma Corporation	San Miguelito Partners
Caribou Industries	Headlands Reserve	Sanderson J. Ray Development
Charter School Partners	Hewlett Packard*	Smarsh
Chelsea Investment Corporation	Highland Fairview	Southern California Edison
Cotti Foods Corporation	HMS Host*	Standard Pacific Homes
Dana Capital Group	Hudson News	Strategic Urban Development Alliance
Delaware North Companies	Jodika Enterprises, Inc.	TALX Corporation
Emerald Fund, Inc.*	KB Home	Thomas Safran & Associates
Forest City Enterprises	Kinder Morgan	Triangle Owners Group
Fulcrum Properties	MacGillivray Freeman Films	Worldwide Environmental Products*
Future Estates, Inc.	Meta Housing	YUM! Brands, Inc
Get Ahead Learning		

Client References

PUBLIC AGENCIES			
Mike Conway	Assistant City Manager, City of Merced	678 West 18 th Street Merced, CA 95340	(209) 385-6834
Joel Felz	City Manager, City of Fullerton	303 W. Commonwealth Fullerton, CA 92832	(714) 738-6310
John Hanna	Member, Board of Trustees Rancho Santiago Community College District	2323 North Broadway, Suite 410-2 Santa Ana, CA 92706-1640	(714) 835-2122
Kevin Hunt	General Manager, Municipal Water District of Orange County	10500 Ellis Avenue Fountain Valley, CA 92708	(714) 593-5026
Michael Markus	General Manager, Orange County Water District	18700 Ward Street P.O. Box 20895 Fountain Valley, CA 92708	(714) 378-3305
Jerry Patterson	President, Coast Community College District Board of Trustees	9185 Caladium Ave. Fountain Valley, CA 92708	(714) 842-0175
David Ream	City Manager, City of Santa Ana	20 Civic Center Plaza Santa Ana, CA 92702	(714) 647-5200
Jim Ruth	General Manager, Orange County Sanitation District	10844 Ellis Avenue P.O. Box 8127 Fountain Valley, CA 92708	(714) 593-7101
Craig Vejvoda	Council Member, City of Tulare	411 E. Kern Avenue Tulare, CA 93274	(559) 685-2300
NON-PROFIT ORGANIZATIONS			
Joe Adams	President, Discovery Science Center	2500 North Main Street Santa Ana, CA 92705	(714) 913-5006
Gilda Gonzales	Chief Executive Officer, Unity Council	3411 East 12th Street Suite 200 Oakland, CA 94601	(510) 535-6906
Marilee Jennings	President, Children's Discovery Museum of San Jose	180 Woz Way San Jose, CA 95110-2780	(408) 298-5437 x208
PRIVATE SECTOR ENTERPRISES			
Oz Erickson & Alastair Mactaggart	Partners, Emerald Fund	532 Folsom Street Suite 400 San Francisco, CA 94105	(415) 777-2914
James "Walkie" Ray	Partner, Sanderson J Ray Development	2699 White Road Suite 150 Irvine, CA 92614	(949) 222-5775
Phillip H. Tagami	Managing General Partner, California Commercial Investments	300 Frank H. Ogawa Plaza Suite #340 Oakland, CA 94612	(510) 268-8500