

City of Hesperia STAFF REPORT



DATE: July 21, 2026

TO: Mayor and Council Members

FROM: Rachel Molina, City Manager

BY: Melinda Sayre, Deputy City Manager/City Clerk
Tammy Pelayes, Assistant to the City Manager

SUBJECT: Townsend Public Affairs Contract Amendment

RECOMMENDED ACTION

It is recommended that the City Council authorize the City Manager to approve an amendment to the existing contract with Townsend Public Affairs (TPA) for an additional \$96,000, for a revised not-to-exceed contract amount of \$360,000, and approve a one-year contract extension for State and Federal Legislative Advocacy services.

BACKGROUND

The City has contracted with state legislative advocacy firm Townsend Public Affairs (TPA) since October 2013. TPA acts as the City's liaison with the California Legislature and Administration in Sacramento, advocating for the City's position on legislative, regulatory, and programmatic matters of interest, in addition to facilitating meetings with various agencies such as the State Water Resources Control Board, California Department of Parks and Recreation, California Transportation Commission, and Department of Water Resources to discuss funding opportunities and grant programs. The City has benefited from their presence in Sacramento and Washington, DC, due to the strong working relationships with the Legislature and federal and state agencies by communicating and broadening the understanding of the City's priorities and needs.

ISSUES/ANALYSIS

Over the years, TPA has met with City staff on several occasions to discuss specific legislative issues and potential grant projects. In addition, the City is regularly updated on legislative matters and activity in Sacramento and Washington, DC, including assisting in monitoring and tracking the progress of specific legislation and attending legislative hearings before various Senate and Assembly committees on the City's behalf. TPA staff has been instrumental in submitting federal funding requests and receiving \$1 million for the Escondido/Sultana traffic signal, \$2 million for the Maple Avenue street improvement project, \$2 million for the Cedar street improvement project, \$1.5 million from the Department of Transportation's Safe Streets for All Program, and \$2 million for the Ranchero Road Corridor Phase IV Project.

CITY GOAL SUPPORTED BY THIS ITEM

Future Development - Facilitate balanced growth to ensure cohesive community development and pursue economic development.

FISCAL IMPACT

Funding has been included in the proposed FY 2026-27 budget for State Legislative and Federal Funding Advocacy Services.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

None