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Proposal for Writing Services

August 8, 2017

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1. COVER LETTER/INTRODUCTION

Tatum Toste, Purchasing/Warehouse Manager
Central Unified School District
4605 North Polk Avenue
Fresno, CA 93722

August 8, 2017

Dear Ms. Toste:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our proposal for Grant Writing Services to the Central Unified School District ("District").

- **Name and address of the firm submitting the proposal:**

Townsend Public Affairs, Inc.
744 P Street, Suite 308, Fresno, CA 93721

- **Name, address, and telephone number of the person who will be authorized to represent the firm:**

Christopher Townsend, President
1401 Dove Street, Suite 330, Newport Beach, CA 92660
(949) 399-9050

Since its inception in 1998, TPA has earned the reputation of providing the experience, resources, and relationships expected from a premier grant writing firm while also giving clients the unique brand of customer service they deserve: personal attention, accessibility, and passion for their mission.

TPA uses a comprehensive approach for managing grant funding that is tailored to leverage our expertise and vast political network to help achieve grant awards for our clients. We have secured over **\$1 billion** in competitive grants from federal, state, regional, and local government agencies, as well as nonprofit and private sources. Our success is the result of the breadth and depth of our experience as dedicated federal and state grant writers.

Thank you again for your interest in our firm and your consideration of our proposal. Please contact us if you have any questions or need additional information. We would be honored to serve the Central Unified School District.

Yours truly,


Christopher Townsend, President*

*Company officer authorized to bind the firm to all commitments made in the proposal



2. PROPOSAL DESCRIPTION

Proposals shall be responsive to all that is covered by this RFP, specifically including:

a) A description of the qualifications of the firm, with emphasis on matters related to grant writing

The grant writing approach of TPA has been honed over the last 19 years and has resulted in **over \$1 billion** in competitive funds for clients. With a team of 12 registered state and federal grant writers, TPA has the breadth and depth of experience with relevant funding opportunities to achieve maximum funding success for the District. The team approach of TPA will allow us to deploy as many grant writers as needed for the District. TPA will also provide the customized customer service and active participation from the President.

In addition, the TPA Central California Office in Fresno County is less than 10 miles from the District's main office, which facilitates immediate availability of TPA for in-person participation at meetings, presentations, and reports to District staff and the Board. TPA Senior Associate Chelsea Vongehr and TPA Associate Gary Rogers, Central Valley natives, have strong ties in Fresno County, including close relationships with the Fresno County legislative delegation, local elected officials, and local agency staff that will be leveraged to achieve the District's funding objectives.

The table below provides an overview of our grant funding achievements on behalf of our clients from federal, state, regional, and local government agencies as well as private and nonprofit grant programs. These amounts represent grants secured through a competitive process and do NOT include any funds that were awarded to clients via formulas or related forms of funding entitlements.

Policy Sector	Federal Funding	State/Regional/Local Funding	All Sources
Education	\$22.2 Million	\$218 Million	\$240.2 Million
Water and Sanitation	\$1.8 Million	\$70.3 Million	\$72.1 Million
Transportation	\$100.9 Million	\$117 Million	\$217.9 Million
Parks and Recreation	\$6.2 Million	\$82.6 Million	\$88.8 Million
Cultural Resources	\$7 Million	\$94.1 Million	\$101.1 Million
Housing and Development	\$5 Million	\$342 Million	\$347 Million
Public Safety	\$45.5 Million	\$39.6 Million	\$85.1 Million
TOTAL	\$188 Million	\$964 Million	\$1.15 Billion

A DETAILED SCHEDULE OF OUR FEDERAL, STATE, REGIONAL, AND LOCAL GRANT AWARDS ON BEHALF OF OUR EDUCATION CLIENTS CAN BE FOUND IN APPENDIX C



b) A narrative that indicates the experience of providing grant writing services to municipalities and/or other government agencies, including names of agencies and types of services

TPA has represented 289 clients, including 141 local public agencies, such as school districts, community college districts, cities, counties, transportation agencies, water and sanitation districts, park and recreation districts, and other special districts, as well as several nonprofit organizations.

TPA provided grant writing services to the following municipalities and other government agencies:

NAME OF AGENCY	CURRENT CLIENT
Alameda Community Learning Center	
Ambrose Parks and Recreation District	
Bay Area Coalition for Equitable Schools	
Capitol Area Development Authority	
Capistrano Unified School District	X
Centralia Elementary School District	X
Central Basin Municipal Water District	X
Chabot-Las Positas Community College District	
Chawanakee Unified School District	
City of Aliso Viejo	X
City of Anaheim	X
City of Antioch	
City of Bakersfield	
City of Brawley	
City of Berkeley	X
City of Brea	X
City of Buena Park	X
City of Calexico	
City of California City	
City of Carson	
City of Chowchilla	
City of Citrus Heights	
City of Clovis	
City of Coachella	
City of Colton	
City of Costa Mesa	X
City of Delano	
City of Dinuba	X
City of Duarte	X
City of El Monte	X
City of Emeryville	
City of Fountain Valley	
City of Fowler	
City of Fresno	



PROPOSAL DESCRIPTION

City of Fullerton	X
City of Garden Grove	
City of Glendale	
City of Glendora	X
City of Half Moon Bay	X
City of Hayward	X
City of Healdsburg	
City of Hesperia	X
City of Huntington Beach	X
City of Huron	X
City of Imperial	X
City of Indian Wells	
City of Irvine	
City of Laguna Beach	X
City of Laguna Niguel	
City of La Palma	
City of Lomita	
City of Mendota	X
City of Merced	
City of Mission Viejo	X
City of Oakland	X
City of Orange	
City of Orange Cove	X
City of Moreno Valley	X
City of Palm Springs	
City of Palo Alto	X
City of Parlier	X
City of Pismo Beach	X
City of Placentia	X
City of Reedley	X
City of Rocklin	
City of San Jacinto	
City of San Juan Capistrano	
City of San Pablo	X
City of Santa Ana	X
City of Selma	
City of South El Monte	X
City of South San Francisco	X
City of Stanton	X
City of Tehachapi	
City of Torrance	
City of Tulare	X
City of Turlock	X
City of Villa Park	
City of Walnut Creek	X
City of West Hollywood	
City of Woodlake	



PROPOSAL DESCRIPTION

Coast Community College District	X
County of Imperial	X
County of Mariposa	X
County of Orange	
Cutler-Orosi Joint Unified School District	X
Desert Recreation District	X
East Orange County Water District	X
Emery Unified School District	
Envision Schools	
Fallbrook Public Utilities District	X
Guadalupe Union School District	X
Hawthorne School District	
Kings Canyon Unified School District	X
Land Conservancy of San Luis Obispo County	X
Lighthouse Community Charter School	
Malaga County Water District	
Merced County Association of Governments	X
Merced Union High School District	X
Mesa Water District	
Municipal Water District of Orange County	
Newhall County Water District	X
North County Transit District	X
North Orange County Community College District	
Oakland Military Institute	
Oakland School for the Arts	
Orange County Conservation Corps	X
Orange County Clerk-Recorder	
Orange County Educational Arts Academy	
Orange Cove Fire Protection District	
Orange County Great Park Corporation	
Orange County High School of the Arts	
Orange County Sanitation District	X
Orange County Water District	
Pinedale County Water District	X
Port of Hueneme	X
Port of Los Angeles High School	X
Rancho California Water District	
Rancho Santiago Community College District	X
San Diego Children's Museum Charter School	
Santa Ana Unified School District	
South Coast Water District	
South Orange County Community College District	
Stanislaus Council of Governments	
Transbay Joint Powers Authority	X
Tulare Regional Medical Center	
Vista Unified School District	
West Valley Water District	X
Yorba Linda Water District	
Yosemite/Mariposa County Tourism Bureau	X



TPA uses a strategic and comprehensive approach to grant funding that will be tailored to meet the specific needs of the District. Below is the grant writing approach of TPA, which dovetails with the District's scope of work outlined in Section II of the RFP.

- **Needs Assessment and Funding Analysis:** TPA utilizes a comprehensive onboarding process that includes extensive meetings with various relevant members of District leadership and key District departments. TPA will meet onsite with District leadership to review funding needs and priorities (**RFP Section II.1**). TPA will work with District staff to facilitate meetings with District departments to assess the validity of current funding priority areas, identify changes in funding priority areas, and identify new priority areas for funding (**RFP Section 11.1**). This will help develop a strategic plan that is carefully tailored to satisfy the needs of the District, as well as designed for maximum success in the current funding environment.
- **Craft Strategic Funding Plan:** Utilizing the information gathered during the onboarding process and needs assessment, TPA will coordinate with the District to develop a proactive and comprehensive strategic funding plan that serves the needs of the District's priorities.

The plan will do more than simply identify District 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. In addition, it will provide the District with grant application strength of competitiveness based on the District project and funding agency requirements and desirability (**RFP Section II.3**). Furthermore, it will provide general advisory regarding grants to pursue based on expertise and clearly identify those grants requiring matching funds (**RFP Section II.3**).

- **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 District's projects. TPA will conduct research to identify grant resources including, but not limited to, federal, state, foundation, agencies, and organizations that support the District's funding needs and priorities (emphasizing grants which require no "matching" funds) (**RFP Section II.2**).



TPA will then share these opportunities with the District for further assessment and determination if a grant application is warranted. The District will also receive a grant matrix of funding programs that is updated regularly as new opportunities arise.

In addition to the areas defined in RFP Section II.2, TPA understands that other areas may also be identified through the needs analysis process and throughout the duration of the contract (*RFP Section II.5*). Furthermore, TPA understands that the scope of work may also include researching grant opportunities identified by the District (*RFP Section II.5*).

- **Establishment of Clear Accountabilities:** TPA will coordinate with the District to ensure that the assignment of responsibilities and tasks are made clear so that confusion and inefficiency are avoided and the District is burdened as little as possible while TPA pursues a grant opportunity. TPA will provide the District with a detailed checklist and schedule for each grant selected (*RFP Section II.4*). This timeline and checklist, in conjunction with the grant matrix produced by TPA, shall provide the District with a clear understanding for which items the District is responsible and which are the responsibility of TPA (*RFP Page Section II.4*).
- **Grant Application Development and Submittal:** TPA will provide general grant proposal writing services associated with the completion of grant applications on behalf of the District including the preparation of funding abstracts and production, and submittal of applications to funding sources (*RFP Section II.6*).

TPA will develop, draft, submit, and follow up on each District grant application. TPA will also leverage relationships with relevant officials and program officers in various federal and state funding agencies to ensure that District grant applications are aligned with the goals of the specific grant program and that the applications are well-crafted and well-positioned for funding. TPA will also provide strategic assistance, such as letters of support from key stakeholders and other materials, to make the application as compelling and competitive as possible.

A copy of each grant application package submitted for funding, in its entirety, shall be provided to the District (*RFP Section II.6*). TPA will ensure that applications are submitted prior to the deadline. TPA will also obtain a receipt for proof of submission.

- **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 District projects and convey their support for those projects.



- **Post-Award Grant Administration and Compliance:** TPA will also assist with post-award administration and compliance for all grant applications submitted by TPA on behalf of the District. TPA will complete tasks (including but not limited to reports and budgets) for post-award administration and accountability in accordance with the grant terms, deadlines, and requirements (*RFP Section II.8*).

This assistance will also include interacting with granting agencies on behalf of the District and other tasks related to the successful monitoring of and compliance with the program requirements. TPA will be fully responsible for ensuring the District is in full compliance with all grant terms (*RFP Section II.8*).

- **Provide Progress Reports:** TPA will confer regularly with the District on our activities. TPA will submit monthly reports to the District summarizing grants currently pending, grants in progress, grants proposed along with outcome, and a description of activities undertaken during the previous month to include in person and teleconference meetings (*RFP Section II.7*). In addition to written reports, TPA will be available to the District for conference calls, in-person briefings, and meetings.
- **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 state and federal 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.

TPA has already commenced research of grant opportunities that align with the needs of the District as outlined in Section II of the RFP so that there will be a minimal learning curve should TPA be awarded the contract for grant writing services. The following opportunities include federal, state, regional, and local grant programs as well as private and nonprofit grants.

POTENTIAL FUNDING OPPORTUNITIES

- **Student Academic Achievement**
 - Barona Band of Mission Indians Education Program Grant (Anticipated Deadline: Summer 2018)
 - California Department of Education 21st Century Community Learning Centers Program Grant (Anticipated Deadline: December 2017)
 - California Department of Education After School Education and Safety (ASES) Universal Program Grant (Anticipated Deadline: October 2017)
 - California Department of Education California Work Opportunity and Responsibility to Kids Program Grant (Anticipated Deadline: December 2017)
 - US Department of Education Innovative Approaches to Literacy Program Grant (Deadline: TBD)
- **District Security and Safety**
 - US Department of Justice COPS Hiring Program - must apply via law enforcement agency (Anticipated Deadline: July 2018)
 - Video Insight Surveillance and Security Software Grant (Deadline: Continuous)
- **Technology Development Programs**
 - American Honda Foundation Promote Youth Education Program Grant (Deadline: February 1, 2018)
 - California Department of Education Specialized Secondary Programs (Anticipated Deadline: September 2017)
 - Monsanto Fund America's Farmers Grow Education Grant (Anticipated Deadline: Spring 2018)
 - National Science Foundation Advancing Informal STEM Learning (Deadline: November 6, 2017)
 - Toshiba American Foundation Program Grant (Deadline: October 1, 2017)
- **Social and Emotional Student Wellbeing**
 - California Department of Education California Learning Communities for School Success Program Grant (Anticipated Deadline: May 2018)
 - California Department of Education for Homeless Children and Youth (Deadline: TBD)
 - US Department of Education Gaining Early Awareness and Readiness for Undergraduate Programs Grant (Anticipated Deadline: Spring 2018)
 - US Department of Education Investing in Innovation Fund (i3) Development, Validation, and Scale Up Program Grant (Anticipated Deadline: Spring 2018)



- **Infrastructure Development and Maintenance**
 - California Department of Education Career Technical Education Facilities Program Grant (Anticipated Deadline: Fall 2017)
 - Lowe's Charitable and Educational Foundation Program Grant (Opens: August 7, 2017)
 - State Water Resources Control Board Drinking Water for Schools Program Grant (Anticipated Deadline: Fall 2017)

- **Transportation**
 - California Department of Transportation Active Transportation Program Grant (Anticipated Deadline: Summer 2018)
 - California Energy Commission Alternative and Renewable Fuel and Vehicle Technology Program Grant (Anticipated Deadline: Fall 2017)
 - Fresno Council of Governments Congestion Mitigation and Air Quality Improvement Program Grant (Anticipated Deadline: September 2017)
 - North Coast Unified Air Quality Management District Statewide Rural School Bus Pilot Program Grant (Anticipated Deadline: Spring 2018)
 - San Joaquin Valley Air Pollution Control District Carl Moyer Program Grant (Deadline: TBD)
 - San Joaquin Valley Air Pollution Control District Charge Up! Program Grant (Deadline: Continuous)
 - US Environmental Protection Agency Clean Diesel Rebate Program Grant (Anticipated Deadline: Fall 2017)
 - US Environmental Protection Agency Clean Diesel Program Grant (Anticipated Deadline: Spring 2018)

c) The names and qualifications of the individuals who will be responsible for the contract with the District

The following four individuals will be responsible for the contract with the District.



Christopher Townsend, President

- 35 years of legislative and public policy experience and 19 years as the Founder and President of TPA
- Provides strategic guidance and grant funding support for every client, including K-12 school districts
- Maintains close relationship with Governor Brown dating back to 1974, including his tenure as Mayor of Oakland, where TPA served as his state advocacy and grant writing firm
- Widespread bi-partisan relationships with Members and staff of the State Legislature, and with the Brown Administration, including key officials in various agencies and departments
- Promotes funding for public infrastructure projects, including facilities for education, water and sanitation, transportation, public safety, economic development, recreation, culture, and other community purposes



Chelsea Vongehr, Senior Associate

- Seven years of legislative and public policy experience
- Secured significant grant funding for clients throughout California
- Widespread bi-partisan relationships with Members and staff of the State Legislature, and with the Governor's Office, including key officials in various agencies and departments
- Expertise in the policy sectors of K-12 education, higher education, cultural resources, transit, and local governance

**Gary Rogers, Associate**

- 10 years of experience as a grant writer on behalf of local public agencies throughout California
- Secured **\$17 million** in funding for programs and projects of local public agency clients
- Extensive knowledge and experience with grant programs from local, regional, state, and federal government agencies, as well as nonprofit organizations and private foundations
- Expertise in grant writing within several policy sectors including education, water resources, public safety, and parks and recreation

**Laura Kroeger, Associate**

- Six years of federal government affairs and public policy experience, including service as a legislative staffer for US Senator Dianne Feinstein
- Experience managing legislative activity, including bill analysis and research, particularly for federal funding opportunities
- Experience with research, proposal development, and funding advocacy for various federal grant programs on behalf of local public agencies throughout California
- Close relationships with key staff for numerous Members of Congress, as well as many federal agencies
- Expertise in several federal policy sectors including education, water resources, environmental hazards, agriculture, healthcare, defense, foreign affairs, and resources for veterans

d) Resumes or biography information describing the qualifications of the individuals responsible for the contract with the District



Christopher Townsend, President: Christopher founded TPA in 1998 and has over 35 years of experience in public affairs, legislative advocacy, and grant writing. Christopher and TPA have represented 289 clients, including 141 local public agencies, such as school districts, community college districts, cities, counties, transportation agencies, water and sanitation districts, park and recreation districts, and other special districts, as well as several nonprofit organizations.

Townsend Public Affairs, Inc.
President

1998-Present

Christopher provides leadership to a team of 16 professionals and manages the development and implementation of strategies for client agendas. Some achievements include:

- Under Christopher's leadership, TPA has shepherded dozens of legislative and regulatory proposals into law over a wide range of policy areas, including education, local governance, water and sanitation, transportation, housing and economic development, parks and natural resources, historical and cultural resources, and public safety. The bipartisan capabilities of the firm are demonstrated by legislative successes over the tenure of several administrations, including Governors Pete Wilson, Gray Davis, Arnold Schwarzenegger, and Jerry Brown.
- Christopher and his team have secured over **\$1 billion** in local, regional, state, and federal government grants, as well as nonprofit and private grants, for a multitude of legacy projects in the policy sectors of education, water and sanitation, transportation, housing and economic development, parks and natural resources, historical and cultural resources, and public safety.
- Christopher and TPA have participated in the development and implementation of several California bond propositions for the statewide ballot to provide capital funding for major infrastructure projects, including water and sanitation, transportation, education, housing and economic development, parks and natural resources, and historical and cultural resources, including Propositions 1, 1B, 1C, 1D, 1E, 12, 13, 14, 40, 47, 50, 55, and 84. ***He is currently engaged in the drafting of the proposed park bond proposition for the June 2018 statewide ballot.***
- In 2002, Oakland Mayor Jerry Brown personally requested Christopher to help him secure additional funding for three of his priority projects for the City of Oakland: the establishment of the Oakland Military Institute (OMI), the creation of a permanent facility for the Oakland School of the Arts (OSA), and the renovation and restoration of the historic Fox Theater. Under Christopher's leadership, TPA secured over **\$24.5 million** for all three projects.



PepsiCo/Taco Bell Corp., Irvine, CA*Senior Director, Government & Community Affairs*

1992-1998

Christopher managed and directed government and media relations, crisis management, internal communications, and marketing publicity. Christopher also managed the political action committee for state and federal political races. Additionally, Christopher managed community relations initiatives, corporate philanthropy, and the Taco Bell Foundation.

Stein-Brief Group, Inc., Dana Point, CA*Vice President, Public Affairs*

1982-1992

Christopher directed government, community, and media relations at the local, state, and federal levels, including the management of all political, civic, charitable, and cultural activities. Christopher provided land-use planning and entitlement process analysis for domestic and international projects. Christopher also managed activities with numerous state and federal agencies to ensure compliance with all applicable laws and regulations governing land use. Finally, Christopher created and directed a political action committee that supported various local, state, and federal candidates and ballot initiatives.

JFK School of Government, Harvard University, Cambridge, MA*Master of Public Administration*

1991

Claremont McKenna College, Claremont, CA*Bachelor of Arts, Political Science, Magna cum Laude, Political Science Honors Prize*

1982

Coro Fellow*Southern California*

1981

Harry S Truman Scholar*California*

1980





Chelsea Vongehr, Senior Associate: Chelsea brings seven years of grant funding and legislative advocacy experience to TPA. Chelsea works with TPA education clients to secure funding from federal, state, regional, local and private sources. Chelsea also works with clients to identify their state legislative agendas and priorities. Chelsea has expertise in the policy sectors of K-12 education, higher education, cultural resources, transit, and local governance.

Townsend Public Affairs, Inc.
Senior Associate

2014-Present

During her tenure at TPA, Chelsea has been responsible for securing millions in competitive grant funds from state and federal government agencies for local public agency clients. Some of her accomplishments include:

- Chelsea worked with the City of Reedley and the Kings Canyon Unified School to secure **\$1 million** from two different rounds of the Alternative and Renewable Fuel and Vehicle Technology Program. Chelsea leveraged close relationships at the California Energy Commission to draft competitive applications that allowed the City and District to purchase additional fueling equipment and compressed natural gas (CNG) fueling infrastructure.
- Chelsea worked with the Kings Canyon Unified School District to secure **\$348,879** from the Congestion Mitigation and Air Quality (CMAQ) Improvement Program. This involved coordination with the District, the Fresno Council of Governments, and the California Department of Transportation to ensure that the application and subsequent grant award process was completed. The funding allowed the District to purchase two compressed natural gas (CNG) buses.
- Chelsea helped the Kings Canyon Unified School District and the City of Orange Cove secure a **\$247,000** grant from the regional competitive Active Transportation Program Grant, administered by the Fresno Council of Governments. The City and District used the funding for construction of a comprehensive joint safe routes to school project, which sought to improve the safety of residents and students.
- Chelsea worked with the Coastline Community College, part of the Coast Community College District, to secure a **\$1.37 million** grant award from the California Community College Chancellor's Office. The funding will help the community college to develop and implement basic skills curriculum into their online courses.

California Consulting, LLC*Grant Writer**2010-2013*

Chelsea worked with local public agencies, including school districts and cities throughout California to secure grant funding. Chelsea successfully secured nearly **\$1 million** in funding from federal, state, and local funding sources. Chelsea researched funding opportunities, drafted and submitted applications, and oversaw grant compliance as necessary. Chelsea also developed and maintained relationships with grant program staff. Chelsea has worked with numerous clients throughout the state, including the San Joaquin Valley.

Fresno Pacific University, Fresno, CA*Bachelor of Arts, English Language**2012*



Gary Rogers, Associate: Gary brings 10 years of experience as a grant writer on behalf of local public agencies to TPA. Gary has secured **\$17 million** in funding for programs and projects of local public agency clients. Gary has extensive knowledge and experience with grant programs from federal, state, and local government agencies, as well as nonprofit organizations and private foundations. Gary has expertise in grant writing within several policy sectors including education, water resources, public safety, and parks and recreation.

Townsend Public Affairs, Inc.
Associate

2015-Present

Since joining TPA, Gary has been involved with a wide variety of grant funded projects for municipalities, school districts, and non-profit organizations. Gary's wide knowledge and experience with local, state, federal and nonprofit grant programs have allowed him to successfully match client projects with available funding sources. Some grant funding accomplishments include:

- Gary worked with the Guadalupe Union School District (GUSD) to secure a **\$71,000** grant from the Preschool Expansion Grant Program, administered by the California Department of Education. This funding will allow GUSD to create a District-run preschool program that will help children with special needs attain the educational foundation needed to progress academically and socially.
- Gary worked with the Guadalupe Union School District to secure a grant from the Good Sports Program, administered by the Good Sports Foundation. The funding, estimated at **\$45,000**, will be used to purchase sports equipment six times over the next two years.
- Gary helped the Port of Los Angeles High School (POLAH) secure a **\$145,000** grant from the competitive Career Technical Education (CTE) Incentive Grant Program, administered by the California Department of Education. POLAH is an innovative charter school with a mission to help local students in economically challenged communities of Los Angeles pursue high-quality jobs in the maritime industry via partnerships with shippers, longshoremen, Harbor Community College, and other community stakeholders. The funding will serve the maritime CTE program to ensure that students are college and career-ready.
- Gary worked with the Guadalupe Union School District to secure **\$10,000** in funding from the America's Farmers Grow Education Grant, administered by the Monsanto Fund. This funding will be used to purchase Chromebooks for their STEM and local agriculture education curriculum.

California Consulting, LLC*Project Manager*

2011-2015

Gary worked closely with school districts, municipalities, and nonprofit organizations in Central and Southern California to develop grant funding agendas and competitive grant projects. Gary developed and maintained relationships with key department contacts and grant program staff.

Gary researched funding opportunities from a wide variety of sources. He drafted and submitted applications on time; he also administered grant awards.

California State University Fresno, Fresno, CA*Advanced Certificate in Grant Writing and Management*

2010

San Jose State University, San Jose, CA*Master of Linguistic and Language Development*

1997

California State University Fresno, Fresno, CA*Bachelor of Arts, Fine Arts*

1994



Laura Kroger, Associate: Laura brings six years of federal government affairs and public policy experience. Laura has experience managing legislative activity, including bill analysis and research, particularly for federal funding opportunities. Laura has expertise in several policy sectors including education, water resources, environmental hazards, agriculture, healthcare, defense, foreign affairs, and resources for veterans.

Townsend Public Affairs, Inc.
Associate

2016-Present

Since joining TPA, Laura keeps clients informed of significant actions and pertinent developments in the federal government, and strategizes on ways in which to influence and enact changes in Washington, DC that have concrete results for clients. Some of Laura's accomplishments include:

- Laura has identified new and previously-underutilized federal grants for the benefit of TPA clients. She has leveraged her relationships with key grant officials at various federal agencies to ascertain their specific priorities and buzz words required for successful grant applications. Laura then leverages that information to help TPA federal clients develop and submit more competitive federal grant applications and then provide more effective tailored advocacy to secure funding awards.
- Laura has facilitated numerous Washington, DC visits for local government agencies, including school districts and community college districts. Laura ensures that elected officials and key staff can collaborate with California Members of Congress and key officials in the Trump Administration. For example, Laura has developed Department of Education contacts who give valuable insight into the new Administration's goals and next steps regarding education funding and relevant grant opportunities. Laura has also secured influential meetings with federal government offices and grant program staff for education clients.

US Department of Defense, Office of Warrior Care Policy
Legislative Analyst

2013-2016

Laura advised the Deputy Assistant Secretary of Defense and Directors of Disability Evaluation and Recovery Coordination on legislative strategy and congressional interactions. Informed by congressional experience, Laura conducted extensive research and was consistently aware of Congressional members' attitudes and daily legislative action. Laura oversaw legislative language, proposals, requests, and reports relating to the evaluation and care of wounded, ill, and injured service members. Laura also recommended legislative changes to proposed or enacted legislation. Additionally, Laura prepared the Deputy Assistant Secretary of Defense for Congressional testimony. Laura compiled briefing materials for preparation sessions and independent study. Laura also composed informational papers, letter responses, overviews, PowerPoint slides, committee summaries, talking points, reports, and memoranda.



US Senate, Office of Senator Dianne Feinstein*Legislative Intern, Staff Assistant, Legislative Correspondent*

2010-2013

Laura composed, documented, and tracked office correspondence about agriculture and environment issues. Laura drafted memoranda, reports, and other informational documents for Senator Feinstein and senior staff that informed legislative positions and language. Laura coordinated with California government, local governments, community leaders, and industry experts to address constituent problems. Laura also received and documented messages, queries, and complaints from constituents, and categorized and assigned responses to constituent mail.

City of Sacramento, Office of Mayor Kevin Johnson*Press Intern*

2009

Laura spearheaded the reorganization of the press office computerized filing system, including the construction and implementation of a wiki to serve as an online document database. Laura prepared documents and venues for media-attended events and provided direct support to press secretary in press conferences, interviews, and other media interactions.

US Senate, Senate Commerce, Science & Transportation Committee*Committee Intern*

2009

Laura compiled reports on committee hearings, prepared documents and committee room for hearings and meetings, and arranged daily news briefs for Chairman Rockefeller, committee director, and staff from both committee and personal offices.

University of California, Davis*Bachelor of Arts, International Relations and Film Studies*

2011

3. GRANT AWARD EXAMPLES

Provide a minimum of five (5) grant award experiences in the past three (3) years for a school district to include grant name, granting agency name, grant award amount, award date, and client name and contact information. District may request a copy of grant application(s) for review.

TPA has secured over **\$63.7 million** in funding for education clients in the past three (3) years.

Grant Name	Granting Agency Name	Grant Award Amount	Award Date	Client Name	Contact Information
America's Farmers Grow Rural Education Grant	Monsanto Fund	\$10,000	2017	Guadalupe Union School District	Ed Cora, Superintendent (805) 343-2114 EdCora@sbceo.org
Proposition 51 Capital Outlay Bond Program	California Community College Chancellor's Office	\$23,152,000	2017	Coast Community College District	Letitia Clark, District Director of Public Affairs and Government Relations (714) 438-4605 LClark35@cccd.edu
Proposition 51 Capital Outlay Bond Program	California Community College Chancellor's Office	\$21,283,000	2017	Rancho Santiago Community College District	Dr. Raul Rodriguez, Chancellor (714) 480-7300 Rodriguez_Raul@rscd.edu
School Garden Grant	Whole Kids Foundation	\$2,000	2017	Kings Canyon Unified School District	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcusd.com
Good Sports Program Grant	Good Sports Foundation	\$45,000	2017	Guadalupe Union School District	Ed Cora, Superintendent (805) 343-2114 EdCora@sbceo.org
National Gas Fueling Infrastructure Program Grant	California Energy Commission	\$500,000	2017	Kings Canyon Unified School District	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcusd.com
Charge Up! Program Grant	San Joaquin Valley Air Pollution Control District	\$27,758	2016	Kings Canyon Unified School District	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcusd.com
Preschool Program Grant	Department of Education	\$71,000	2016	Guadalupe Union School District	Ed Cora, Superintendent (805) 343-2114 EdCora@sbceo.org



GRANT AWARD EXAMPLES

Career Technical Education Incentive Program Grant	Department of Education	\$204,136	2016	Port of Los Angeles High School	Erin Loveridge, Development Director (310) 732-4310 ELoveridge@polahs.net
Basic Skills and Student Outcomes Transformation Program Grant	California Community College Chancellor's Office	\$1,370,000	2016	Coast Community College District	Letitia Clark, District Director of Public Affairs and Government Relations (714) 438-4605 LClark35@cccd.edu
Head Start Grant	Department of Health and Human Services	\$16,000,000	2016	Oakland Unified School District/ City of Oakland	Sara Bedford, Director of Human Services (510) 238-6794 SBedford@oaklandnet.com
Congestion Mitigation and Air Quality Improvement Program Grant	Fresno Council of Governments	\$348,879	2016	Kings Canyon Unified School District	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcsd.com
Active Transportation Program Grant	Fresno Council of Governments	\$247,000	2015	Kings Canyon Unified School District/City of Orange Cove	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcsd.com
Natural Gas Fueling Infrastructure Program Grant	California Energy Commission	\$500,000	2015	Kings Canyon Unified School District	Dr. John Quinto, Assistant Superintendent/CBO (559) 305-7010 Quinto-J@kcsd.com

Total Grant Awards

\$63,760,773



4. REFERENCES

Names of school districts, cities, counties, special districts, other government agencies, or other firms that are currently or have within the past five years been provided services by the firm. A minimum of three (3) references must be submitted to include organization name, contact name, title, telephone number, and email address of individual contact.

Request for Proposal #1718-7500-1 GRANT WRITING SERVICES

List of References

IMPORTANT: This form must be returned with the Request for Proposal.

Reference 1

Company Name: Kings Canyon Unified School District

Address: 1801 10th Street, Reedley, CA 93654

Telephone Number: (559) 305-7010

Contact Person: Dr. John Quinto, Assistant
Superintendent/CBO

Email Address: Quinto-J@kcusd.com

Description of Services Provided: Grant Writing Services

Reference 2

Company Name: Guadalupe Union School District

Address: 4465 9th Street, Guadalupe, CA 93434

Telephone Number: (805) 343-2114 *Y1232*

Contact Person: Ed Cora, Superintendent

Email Address: EdCora@sbceo.org

Description of Services Provided: Grant Writing Services



Reference 3

Company Name: Port of Los Angeles High School

Address: 250 West 5th Street, San Pedro, CA 90731

Telephone Number: (310) 732-4310

Contact Person: Erin Loveridge,
Development Director

Email Address: ELoveridge@polahs.net

Description of Services Provided: Grant Writing Services

Reference 4

Company Name: Emery Unified School District

Address: 4727 San Pablo Avenue, Emeryville, CA 94608

Telephone Number: (510) 381-2023

Contact Person: Miguel Dwin,
Board President (retired)

Email Address: Migueldwin555@yahoo.com

Description of Services Provided: Grant Writing Services

Reference 5

Company Name: Coast Community College District

Address: 1370 Adams Avenue, Costa Mesa, CA 92626

Telephone Number: (714) 438-4605

Contact Person: Letitia Clark, Director of Public
Affairs and Government Relations

Email Address: LClark35@cccd.edu

Description of Services Provided: Grant Writing Services



Reference 6

Company Name: Rancho Santiago Community College District

Address: 2323 North Broadway, Santa Ana, CA 92706

Telephone Number: (714) 480-7300

Contact Person: Dr. Raul Rodriguez, Chancellor

Email Address: Rodriguez_Raul@rscdd.edu

Description of Services Provided: Grant Writing Services

Reference 7

Company Name: City of Reedley

Address: 1733 9th Street, Reedley, CA 93654

Telephone Number: (559) 637-4200

Contact Person: Nicole Zieba, City Manager

Email Address: Nicole.Zieba@reedley.ca.gov

Description of Services Provided: Grant Writing Services

Reference 8

Company Name: City of Parlier

Address: 1100 East Parlier Avenue, Parlier, CA 93648

Telephone Number: (559) 646-3545

Contact Person: Sam Escobar, City Manager

Email Address: SEscobar@parlier.ca.us

Description of Services Provided: Grant Writing Services



Reference 9

Company Name: City of Huron

Address: 36311 South Lassen Avenue, Huron, CA 93234

Telephone Number: (559) 945-2241

Contact Person: Jack Castro, City Manager

Email Address: JCastro001@yahoo.com

Description of Services Provided: Grant Writing Services

Reference 10

Company Name: City of Dinuba

Address: 405 East El Monte Way, Dinuba, CA 93618

Telephone Number: (559) 591-5900

Contact Person: Luis Patlan, City Manager

Email Address: LPatlin@dinuba.ca.gov

Description of Services Provided: Grant Writing Services



5. PRICING OPTIONS AND REIMBURSEMENTS

Provide a fee schedule for providing grant writing services within the scope of work as outlined in the proposal. These rates shall include all services as described in the scope of work above. The District is requesting consultant to provide all or part of the following pricing options:

1. Needs assessment and funding analysis only

DESCRIPTION OF SERVICES	ONE-TIME FEE
Grant Writing Services	\$2,500*
<ul style="list-style-type: none"> Needs Assessment and Funding Analysis 	Included
<i>*The fee includes all reasonable business expenses and travel costs</i>	

2. Per grant option

DESCRIPTION OF SERVICES	PER GRANT FEE
Grant Writing Services	\$6,500*
<ul style="list-style-type: none"> Needs Assessment and Funding Analysis 	Included
<ul style="list-style-type: none"> Craft Strategic Funding Plan 	Included
<ul style="list-style-type: none"> Identify, Research, and Monitor Grant Funding Opportunities 	Included
<ul style="list-style-type: none"> Establishment of Clear Accountabilities 	Included
<ul style="list-style-type: none"> Grant Application Development and Submittal 	Included
<ul style="list-style-type: none"> Post-Grant Submittal Advocacy 	Included
<ul style="list-style-type: none"> Post-Award Grant Administration and Compliance 	Included
<ul style="list-style-type: none"> Provide Progress Report 	Included
<ul style="list-style-type: none"> Comprehensive Follow-Up on Unsuccessful Application 	Included
<i>*The fee includes all reasonable business expenses and travel costs</i>	



3. Monthly retainer option

DESCRIPTION OF SERVICES	FEE
Grant Writing Services	\$4,000 Per Month*
• Needs Assessment and Funding Analysis	Included
• Craft Strategic Funding Plan	Included
• Identify, Research, and Monitor Grant Funding Opportunities	Included
• Establishment of Clear Accountabilities	Included
• Grant Application Development and Submittal	Included
• Post-Grant Submittal Advocacy	Included
• Post-Award Grant Administration and Compliance	Included
• Provide Progress Reports	Included
• Comprehensive Follow-Up on Unsuccessful Applications	Included
<i>*The monthly fee includes all reasonable business expenses and travel costs</i>	

4. Hourly rate option

TPA proposes the first three options to the District as the most affordable and cost-effective solutions for grant writing services. While an average hourly rate for grant writing services is \$100 per month, depending on the complexity of the grant application, it could easily exceed the per grant fee option and the monthly fee option.

5. Cost breakdown for reimbursable expenses; for example, rate for mileage, reproduction of documents, word processing charges, and any other additional expenses

TPA will not seek reimbursement for any reasonable business expenses and travel costs, including rate for mileage, reproduction of documents, word processing charges, and other expenses, under options one, two, and three.

APPENDIX A: NON-COLLUSION DECLARATION

Request for Proposal
#1718-7500-1
GRANT WRITING SERVICES

Non-Collusion Declaration

IMPORTANT: This form must be returned with the Request for Proposal.

Central Unified School District

State of California

ss. County of

Fresno

I, Christopher Townsend, being duly sworn, declare that I am
President + Secretary of Townsend Public Affairs, Inc. the party

making the foregoing bid, and that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true, and, further, that the bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Dated this 4th day of August, 2017 at Newport Beach, CA (City / State)

Christopher Townsend
(Signature)

SEE CALIFORNIA
JURAT ATTACHED
DATE 08/04/17 INTL TJ



A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Orange

Subscribed and sworn to (or affirmed) before me on this 4th
day of August, 2017, by Christopher Townsend

proved to me on the basis of satisfactory evidence to be the
person(s) who appeared before me.



(Seal)

Signature Teresa D. Lewis

APPENDIX B: ADDENDUM ACKNOWLEDGEMENT

Request for Proposal
#1718-7500-1
GRANT WRITING SERVICES

Addendum
Acknowledgement

IMPORTANT: This form must be returned with the Request for Proposal.

The undersigned acknowledges receipt of the following addendum to the Request for Proposal Grant Writing Services (Give number and date of each.)

Addendum No. _____	Dated _____
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____

Failure to submit acknowledgement of any addendum issued may be cause for rejection of proposal.

Townsend Public Affairs, Inc.
Company Name


Authorized Signature/Date



APPENDIX C: EDUCATION FUNDING ACHIEVEMENTS

FEDERAL EDUCATION FUNDING ACHIEVEMENTS

Agency	Description	Amount
Department of Education	Bay Area Envision Schools: Fund for the Improvement of Education Program Grant: City Arts & Technology High School	\$250,000
	Bay Area Envision Schools: Fund for the Improvement of Education Program Grant: Expansion of Arts & Technology	\$190,000
	Bay Area Envision Schools: Fund for the Improvement of Education Program Grant: Metropolitan Arts & Technology High School	\$243,000
	Emery Unified School District: Gaining Early Awareness & Readiness for Undergraduate Program Grant	\$1,152,000
	Oakland School for the Arts: Fund for the Improvement of Education Program Grant: Expansion of Arts & Technology	\$409,000
	Rancho Santiago Community College District: Veterans Upward Bound Program Grant: Santa Ana College	\$1,250,000
	Tiger Woods Foundation: Improvement of Education Fund: Tiger Woods Learning Center	\$250,000
Department of Health & Human Services	Chabot-Las Positas Community College District: Health-Related Opportunities for Bay Area Students	\$114,000
	Oakland Unified School District & City of Oakland: Head Start Program Grant	\$16,000,000
	Emery Unified School District: Emeryville Youth Wellness & Parenting Center	\$190,000
	Emery Unified School District: Labor, Health & Human, Education Services Program Grant	\$250,000
	Rancho Santiago Community College District: Medical Education Center	\$234,000
	Rancho Santiago Community College District: Santa Ana Nursing Education Center	\$238,000
Department of Labor	Coast Community College District: American Recovery & Reinvestment Act: Coastline Community College	\$207,360
	Coast Community College District: American Recovery & Reinvestment Act: Golden West College	\$309,847
	Emeryville: Labor, Health & Human Services Program: East Bay Green Jobs Project	\$200,000
National Aeronautics & Space Administration	Rancho Santiago Community College District: Santa Ana College Tessman Planetarium: Academic Programs	\$750,000
Total Federal Funding Achievements		\$22,237,207



STATE AND LOCAL EDUCATION FUNDING ACHIEVEMENTS

Agency	Description	Amount
California Community College Chancellor's Office	Coast Community College District: Coastline Community College: Community Colleges Basic Skills and Student Outcomes Transformation Program	\$1,370,000
	Coast Community College District: Proposition 51 Community College Capital Outlay Bond Program: Golden West Community College Language Arts Complex	\$23,152,000
	Rancho Santiago Community College District: Proposition 51 Community College Capital Outlay Bond Program: Santa Ana Community College Russell Hall Replacement Project	\$21,283,000
California Cultural and Historical Endowment	Oakland School for the Arts: Planning Grant Round 4	\$500,000
	Oakland School for the Arts: Project Grant Round 1	\$2,877,500
	Oakland School for the Arts: Project Grant Round 3	\$1,064,250
California Energy Commission	Kings Canyon Unified School District: Natural Gas Fueling Infrastructure Grant	\$500,000
	Kings Canyon Unified School District: Natural Gas Fueling Infrastructure Grant	\$500,000
California Infrastructure and Economic Development Bank	Orange County High School of the Arts: Project Loan for Facility Acquisition and Construction	\$20,000,000
California School Finance Authority and the Office of Public School Construction	Bay Area Envision Schools: Charter School Facilities Program Grant	\$14,124,484
	Bay Area Envision Schools: Charter School Facilities Program: Metropolitan Arts Start-Up Grant	\$405,000
	Bay Area Envision Schools: Charter School Facilities Program: Oakland Start-Up Grant	\$405,000
	Bay Area Envision Schools: Public Charter School Facilities Program Grant: Hayward Start-up Grant	\$405,000
	Hawthorne School District: Charter School Facilities Revolving Loan	\$250,000
	Oakland School for the Arts: Charter School Facilities Program Grant	\$4,983,922
	Orange County Educational Arts Academy: Charter School Facilities Program Grant: Implementation Grant	\$405,000
	Orange County High School of the Arts: Charter School Facilities Program: Project Grant	\$28,600,000
	Port of Los Angeles Charter High School: Charter School Facilities Program: Project Grant and Loan	\$16,335,234



Department of Education	Guadalupe Union School District: Preschool Program Grant	\$71,000
	Oakland School for the Arts: Charter Schools Act Grant	\$44,263
	Orange County High School of the Arts: Charter Schools Act Grant	\$11,000
	Orange County High School of the Arts: Charter Schools Act Grant	\$100,000
	Orange County High School of the Arts: Charter Schools Act Grant	\$273,852
	Port of Los Angeles Charter High School: Public Charter School Grant Program Planning Grant	\$35,000
	Port of Los Angeles High School: Career Technical Incentive Grant	\$204,136
Department of Parks & Recreation	Boys and Girls Club of Harbor City/Harbor Gateway: Specified Grant: Capitol Expansion	\$75,000
	Boys and Girls Club of San Pedro: Daniels Field Skate Park Sport Center	\$500,000
	Boys and Girls Club of San Pedro: Proposition 12 Grant: Murray-Hayden Fund	\$118,000
	Boys and Girls Club of San Pedro: Specified Grant: Clubhouse Start-Up	\$200,000
	Boys and Girls Club of San Pedro: Specified Grant: Satellite Clubhouse	\$125,000
	Boys and Girls Club of San Pedro: Wilmington Boys & Girls Club	\$435,000
	City of Santa Ana: Santa Ana Unified School District: Romero Cruz School-Playground Equipment	\$80,000
	City of Santa Ana: Santa Ana Unified School District: Santiago Elementary School PTA-Playground Equipment	\$80,000
Local, Regional, & Other	Discovery Cube of Orange County: Children & Family Commission of Orange County: Capacity Building Grant	\$250,000
	Discovery Cube of Orange County & Orange County Water District: Education Partnership	\$1,500,000
	Guadalupe Union School District: Good Sports Grant	\$45,000
	Guadalupe Union School District: Monsanto Fund: America's Farmers Grow Education Grant	\$10,000
	Kings Canyon Unified School District & City of Orange Cove: Active Transportation Program Grant	\$247,000
	Kings Canyon Unified School District: Congestion Mitigation & Air Quality Improvement Program Grant	\$348,879
	Kings Canyon Unified School District: School Garden Grant	\$2,000
	Kings Canyon Unified School District: San Joaquin Valley Air Pollution Control District: Charge Up! Program Grant	\$27,758
	Orange County High School of the Arts: Santa Ana Redevelopment Agency: Local Project Area Grant	\$1,695,000

Local, Regional, & Other	Rancho Santiago Community College District: Assembly Bill 212 (Correa) Litigation Settlement with Tustin MCAS Local Reuse Authority	\$15,000,000
	Rancho Santiago Community College District: Santa Ana College: Specified Grant for Phillips Hall Theater Renovation	\$70,000
	Santa Ana Unified School District: Assembly Bill 212 (Correa) Litigation Settlement with Tustin MCAS Local Reuse Authority	\$60,000,000
	Santa Ana Unified School District: Citizens-in-Action Community Technology Center	\$50,000
Total State and Local Funding Achievements		\$218,758,278

GRAND TOTAL FUNDING ACHIEVEMENTS**\$240,995,485**