

Proposed Scope of Work for City of Greensboro Pillsbury Winthrop Shaw Pittman LLP

Pillsbury Winthrop Shaw Pittman's ("Pillsbury") Public Policy team proposes the following scope of work for the City of Greensboro during 2015, subject to adjustment upon mutual agreement between the City and Pillsbury based on developments in the City and in Washington:

- 1. Arrange Meetings for City Leadership/Staff in Washington:** Strategize with City Manager, Mayor, and Council members regarding targeted visits to offices of congressional delegation members and federal agency officials to support the City's funding and policy priorities. Coordinate with other stakeholders in Greensboro whose presence could be beneficial in meetings.
- 2. Union Square Campus:** Garner support from congressional delegation and relevant agencies for federal funding to support infrastructure improvements and program development for the proposed Union Square Campus. Collaborate with Cone Health as necessary.
- 3. Urban Agriculture/Food Deserts:** Identify federal funding opportunities to support the City's efforts to mitigate food access issues and advocate for any applications submitted by the City related to this issue.
- 4. Investing in Manufacturing Communities Partnership:** Coordinate with the Piedmont Triad Manufacturing Community consortium on application for the Triad to be designated as a "manufacturing community" under the competition. Advocate for consortium's application before congressional delegation and U.S. Economic Development Administration.
- 5. Promise Zones Competition:** Advocate for Greensboro's recently submitted application under this program with congressional delegation and relevant federal agencies.
- 6. Transportation:** Strategize with City and Greensboro Partnership leadership on Greensboro's key transportation priorities, including continued growth at PTI Airport, road construction, the Downtown Greenway, and local and regional transit and rail service. Identify funds that went unobligated from previous federal grants or earmarks. Continue dialogue with Federal Railroad Administration on rail trespasser safety and rail yard development issues.
- 7. Gateway University Research Park:** Promote the Research Park with agency officials and congressional delegation staff. Identify opportunities for funding with EDA, as well as several other agencies, including the Department of Labor, the National Science Foundation, the Department of Defense, and the National Institute for Standards and Technology. Facilitate dialogue regarding integrating the Joint School into efforts to receive funding for our airport ecosystem and the accelerator program. Garner support from congressional delegation for Gateway Park's outstanding funding applications.
- 8. Public Safety:** Identify funding opportunities for Greensboro Fire Department and Greensboro Police Department. Promote the need for funding for the Greensboro Fire Department to support more personnel and equipment in an east Greensboro fire station.

- 9. Business Relocation:** Continue to promote Greensboro in Washington as city that features a business-friendly climate, a strong public-private partnership, and a motivated and well-trained workforce for companies that may wish to re-locate their headquarters or build facilities in the city. Maintain frequent contact with SelectUSA and will monitor opportunities that may arise among our firm's client base and our strong international network. Explore the potential of leveraging federal funding to help incentivize a company to locate facilities and workers in the city.