



Pillsbury Winthrop Shaw Pittman LLP  
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Mr. Jim Westmoreland  
City Manager  
City of Greensboro  
One Governmental Plaza  
Greensboro, NC 27402

Re: Renewal of Contract to Provide Federal Lobbying Services

Dear Jim:

Thank you for the opportunity to submit this proposal to renew Pillsbury Winthrop Shaw Pittman LLP's ("Pillsbury") contract for providing federal lobbying consulting services to the City of Greensboro ("Greensboro" or "the City"). As a Greensboro native, it has been my honor to represent the City for the past 5 years, during which our Pillsbury team has worked hard to pursue federal funding, achieve policy priorities, and enhance awareness about Greensboro's positive attributes in Washington. We are pleased that our collaboration with the City has been overwhelmingly successful, leading to an approximate 23-to-1 return on investment over the past two years and a strong reputation for the City. Our team would be privileged to continue to meaningfully contribute to the City's ongoing record of success.

As your federal representatives, Pillsbury's team has provided Greensboro with strategic counsel on the City's federal agenda, including reviewing existing and proposed federal policies, programs, and legislation, identifying and advocating for federal grant opportunities, and garnering Congressional support for the City's legislative and funding priorities. Over the next two years, we look forward to the chance to provide sustained advocacy to help Greensboro achieve its objectives by interfacing with Members of Congress, committee staff, and federal agency officials to persuade these decision makers to support the City's objectives. In particular, we will communicate on a consistent basis with Members and staff who have a constituent interest in Greensboro's achievement of its federal goals or who serve on committees with jurisdiction over the programs from which the City seeks funding. For federal grant and other financial assistance programs, we will interface directly with agency officials and will work to generate letters of support and other forms of support from Greensboro's congressional delegation.

### **Pillsbury's Commitment to Greensboro**

Our team is committed to service-oriented representation and will be available to you at all times to answer questions, discuss strategy, and provide progress updates against goals. As we have done in the past, we will provide real-time updates regarding our activity, periodic progress reports, and a year-end report analyzing our services to Greensboro and recommending a strategy for the future.

### **Proposed Fee**

Pillsbury is committed to continuing our long-term relationship with the City and is enjoying the opportunity to grow with Greensboro. We understand your interest in ensuring that Greensboro federal efforts continue to generate a substantial return-on-investment (ROI). We expect that our work in 2017 to advocate for new opportunities for the City in Washington will require robust attention and resources as new Members of Congress and Administration officials will need to be brought up to speed on matters affecting Greensboro.

For the period covering January 1, 2017 through December 31, 2018, we suggest a monthly retainer amount of \$7,800 per month. This represents a 25 percent increase over the previous monthly fee of \$5,850, which has been in effect for the past four years. Please note that the new amount proposed above is equal to the amount previously paid to Pillsbury by both the City and the Greensboro Partnership under a cost-sharing arrangement for federal lobbying services; it does not account for the rise in our individual billing rates or for inflation over the past four years.

Thank you for considering our proposal. We are excited about the opportunities ahead for Greensboro and we look forward to continuing our productive and mutually beneficial working relationship.

Sincerely,

A handwritten signature in black ink, reading "Craig Saperstein". The signature is fluid and cursive, with the first name "Craig" and last name "Saperstein" clearly legible.

Craig Saperstein  
Counsel

## **Pillsbury's Track Record of Success on Behalf of the City of Greensboro**

Pillsbury has obtained federal funding and pursued policy priorities for a variety of issues that have benefited the City of Greensboro, North Carolina. In doing so, we helped garner the support of the members of Greensboro's congressional members and agency officials for our various initiatives at the federal level. Our work over the past two years has yielded an approximate 23-to-1 return on investment for the City. Specifically, our Public Policy team assisted Greensboro in receiving the following grant awards during the course of our current contract:

### Police

- A \$300,000 award from the Bureau of Justice Assistance (BJA) to the Greensboro Police Department to purchase state-of-the-art body-worn cameras and to expand BWC usage, policy development, and training. Pillsbury generated significant congressional delegation support for the BWC application, as well as introduced Greensboro's leadership team to the BWC program manager at BJA to explain the importance of the request for funds.
- Pillsbury leveraged Greensboro's congressional delegation to successfully advocate for a \$300,000 award under the BJA's Project Safe Neighborhoods program that will enhance the GPD's ability to use data and science to create safer neighborhoods through a sustained reduction in gang violence and crime.

### Fire

- A \$1,119,68.00 grant to the Greensboro Fire Department through the U.S. Department of Homeland Security's Staffing for Adequate Fire & Emergency Response (SAFER) grant program to hire enough firefighters to assign a minimum of four personnel to all emergency response Engine and Ladder Companies. In conjunction with the grant opportunity, we arranged multiple in-person meetings/conversations with DHS officials to ensure that the GFD's application addressed the key DHS priorities and leveraged the support of the North Carolina congressional delegation.
- An award of an \$89,000 grant to the GFD from the U.S. Department of Homeland Security for firefighter fitness equipment under the Assistance to Firefighters Grant Program.

### Economic Development/Transportation

- An award of \$960,000 to the Greensboro Transit Administration to finance much-needed renovations at the Galyon Depot bus and train station. In conjunction with this opportunity, we facilitated development of critical relationships for City officials at the U.S. Department of Transportation and with the North Carolina's congressional delegation.

## Healthy Food Access

- A \$473,980 implementation grant to the City of Greensboro and its project partners under the U.S. Department of Agriculture's Local Food Promotion Program (LFPP), to establish new market opportunities for food businesses and to promote local food producers seeking to serve tens of thousands of residents who lack sufficient access to healthy food.
- Previously, our team successfully advocated for an LFPP planning grant of \$25,000 for Greensboro and its stakeholders to develop a Fresh Food Access Plan that will serve as the blueprint for the work utilizing the larger implementation grant funding. Frequent communication with USDA officials and congressional delegation staff were critical to the success of both of these grant applications.

Our strong track record for Greensboro over the past two years is consistent with the previous success our collaboration has yielded. Previous grant awards for which we advocated on Greensboro's behalf included:

- A grant of \$6.1 million from the Federal Aviation Administration to build a taxiway at the Piedmont Triad International (PTI) Airport that allows for Honda Aircraft Co. to expand its manufacturing facility;
- A grant of \$1.5 million from the U.S. Economic Development Administration to complete the construction of a taxiway at PTI Airport to service Honda Aircraft Co.'s expanded manufacturing facility;
- A \$1 million grant to the City of Greensboro under the U.S. Department of Commerce's Strong Cities, Strong Communities Visioning Challenge to spur progress on several economic development projects already in motion in the city, including leveraging Greensboro's five major industry clusters;
- A \$35.2 million grant to Guilford County Schools under the U.S. Department of Education's Race to the Top – District program to fund the school's new technology-based learning regimen for middle school students;
- A \$50,000 grant from the U.S. Department of Justice to facilitate the Greensboro Police Department's implementation of the stratified model for operations;
- An opportunity for the Greensboro Police Department to re-program \$250,000 from its Justice Assistance Grant (JAG) formula distribution – previously allocated to purchase bulletproof vests – for other law enforcement purposes, after receiving funding under the Bureau of Justice Assistance's Bulletproof Vest Program.
- A grant of \$250,000 to a regional coalition, including the City of Greensboro, the Greensboro Partnership, the Piedmont Triad Partnership, and other stakeholders, to

establish the Aviation Innovation Partnership, which is analyzing our region's aerospace cluster and preparing a strategy to accelerate its growth and its workforce

### **Proposed Scope of Work for 2017-2018**

Pillsbury's Public Policy team proposes the following scope of work for the City of Greensboro during 2017, subject to adjustment upon mutual agreement between the City and Pillsbury and developments in the City and in Washington:

- 1. Arrange Meetings for City Leadership/Staff in Washington:** Strategize with City Manager, Mayor, Council members, and City staff 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, as appropriate.
- 2. Economic/Community Development:** Garner support from congressional delegation and relevant agencies for federal funding to support infrastructure improvements. Review and identify opportunities from U.S. Economic Development Administration, U.S. Department of Transportation, and U.S. Department of Housing and Urban Development, among other agencies.
- 3. Healthy Food Access/Financing:** Building off the Local Food Promotion Program implementation grant awarded to the City in 2016, identify further federal funding opportunities from the U.S. Department of Agriculture, U.S. Department of Health and Human Services, and other agencies 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. Special Designations:** Gather intelligence on and strategize with City regarding opportunities for City to receive special designation as a manufacturing community, Promise Zone, Choice Neighborhood, or other designation that would give Greensboro an advantage for a wide range of federal funding opportunities. Advocate for any applications submitted by the City for such designation.
- 5. Transportation:** Strategize with City leadership on Greensboro's key transportation priorities, including implementing many of the aspects of the Smart City Challenge application (e.g. intelligent transportation systems, LED street lights, wireless broadband penetration, etc.). Pursue funding for electric buses under Low-No Emissions Program or other applicable solicitation. Identify funds that went unobligated from previous federal grants or earmarks to finance transportation priorities. Continue dialogue with Federal Railroad Administration on rail trespasser safety and rail yard development issues.
- 6. Public Safety:** Identify funding opportunities for Greensboro Fire Department, Greensboro Police Department, and Guilford/Greensboro Emergency 9-1-1 from U.S. Department of Justice (Office of Justice Programs and Office of Community Oriented Policing Services) and U.S. Department of Homeland Security. Promote policy objectives related to 9-1-1 employee labor classification.

7. **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 monitor opportunities that may arise among our firm's client base and our strong international network. Explore the potential of leveraging federal funding to incentivize a company to locate facilities and workers in the City.