



22-0875

TITLE: Consider/Discuss/Act on a Resolution Authorizing the City Manager to Execute an Amendment to an Agreement for State Legislative & Regulatory Consulting Services from Focused Advocacy, LLC of Austin, Texas

COUNCIL GOAL: Operational Excellence

MEETING DATE: September 20, 2022

DEPARTMENT: City Manager's Office

CONTACT: Trevor Minyard, Director of Strategic Services

RECOMMENDED CITY COUNCIL ACTION:

- Staff recommends approval of the resolution.

ITEM SUMMARY:

- This resolution would allow for an amendment to the current Focused Advocacy contract, resulting in a continuation of the agreement between the City of McKinney and state legislative and regulatory consultant Focused Advocacy.
- Focused Advocacy specializes in representing Texas municipalities.
- Focused Advocacy has a proven track record of success representing cities large and small across the State of Texas - passing over 80 percent of the bills on our client's legislative agendas.
 - Note: the average passage rate in the legislature is 20 percent.
- The Focused Advocacy team has passed -- and defeated -- more municipal-related legislation than any other firm in Texas.
- To that end, Focused Advocacy has repeatedly been recognized as one of the most influential lobby teams in the state (Capitol Inside, Lobby Rankings 2011, 2013, 2015, 2017, 2019, and 2021).
- During the legislative session, the principals of Focused Advocacy will:
 - Participate in legislative strategy meetings with City staff,
 - Attend legislative committee hearings,
 - Monitor debate on the floor of the House and Senate,
 - Attend Texas Municipal League meetings and participate in stakeholder

- negotiations,
- Draft bills,
- Analyze legislation,
- Track and monitor the movement of bills through the legislative process,
- Author a substantial amount of work-product such as:
 - Bill analysis,
 - Speeches and talking points,
 - Memorandums,
 - Letters of support, and
 - Other collateral material.
- Focused Advocacy also develops and publishes a weekly e-mail update to apprise the City of important policy and political developments, breaking news, and other information related to the legislature.

BACKGROUND INFORMATION:

- In the 87th Session of the Texas legislature, Focused Advocacy assisted in maintaining funding secured in the 86th session for the McKinney National Airport, and also worked in coordination with staff to accomplish the City Council's adopted state legislative priorities.
- In the 86th session of the Texas legislature, Focused Advocacy was pivotal in furthering the City of McKinney's Legislative Priorities. A primary example of their efforts was in the allocation of \$15 million in grant funding for the McKinney National Airport's runway extension project.
- Focused Advocacy offers its clients a team of four (4) lobbyists. The City will receive the expertise and combined experience of,
 - A former state legislator,
 - Former Director of Governmental Relations for the City of Fort Worth,
 - Former Texas Municipal League legislative/legal counsel, and
 - A former member of Governor Perry's policy staff.
- In total, Focused Advocacy has more than 100 years of combined experience, skill and relationships at the Texas Capitol and inside the state's regulatory agencies.

FINANCIAL SUMMARY:

- There will be a monthly flat fee of \$8,333.33.
- Reimbursable expenses of \$350 per month.

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Resolution](#)

[Exhibit A - Contract](#)

[Exhibit B - Amendment](#)

[Amendment Letter](#)