



20-0800

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

COUNCIL GOAL: Operational Excellence

MEETING DATE: September 15, 2020

DEPARTMENT: City Manager's Office

CONTACT: Trevor Minyard, Strategic Services Manager

RECOMMENDED CITY COUNCIL ACTION:

- Staff recommends approval of the resolution.

ITEM SUMMARY:

- This is 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 and 2019).
- 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 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](#)