



## AGENDA MEMORANDUM

Action Item for the City Council Meeting of September 17, 2024

**DATE:** September 4, 2024  
**TO:** Peter Zaroni, City Manager  
**FROM:** Ryan Skrobarczyk, Director of Intergovernmental Relations  
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**Authorizing the City Manager to execute a two-year agreement for governmental relations services with Focused Advocacy for state governmental relations services**

### **CAPTION:**

Resolution authorizing a two-year professional services agreement, for state governmental relations services with Focused Advocacy for \$129,000 per year with annual 3% increase plus \$4200 per year for expenses, with option to extend by mutual agreement for up to two additional two-year terms

### **SUMMARY:**

The contract renews the City's two-year contractual agreement with Focused Advocacy to perform state government relations services on behalf of the City and per our council-adopted legislative agenda. Focused Advocacy provides specialized in-person representation in Austin, Texas, guidance to City officials, and consultation services in engaging with the state government, including but not limited to statewide elected officials, the legislature, and state agencies. Focused Advocacy has been the City's state government relations consultant since 2011.

### **BACKGROUND AND FINDINGS:**

Focused Advocacy is a premier governmental relations firm based in Austin, Texas. It assists clients in accomplishing their goals by developing effective strategies, implementing effective tactics, and incorporating grassroots networks into customized, client-driven advocacy solutions.

Focused Advocacy maintains a well-respected reputation and renowned expertise in public policy as it impacts city government operations. Since 2011, Focused Advocacy has been the City's state government relations consultant, possessing extensive knowledge of the City's unique legislative needs and priorities.

Focused Advocacy has represented several municipalities at the Texas Capitol, specifically addressing issues related to municipal utilities and Texas military communities. The firm has provided policy insights for developing the City's legislative agenda and is prepared to proactively offer helpful information about the City of Corpus Christi to state policymakers.

The contract is a two-year term to reflect the state's biennial legislative calendar. The firm

negotiated a contract increase, considering the City of Corpus Christi has not updated our contract fees since FY 2014, despite the City's record inflationary pressure and increased workload. The last contract adjustment was in 2020 to reimburse \$350 monthly for minor travel-related expenditures.

Focused Advocacy	
FY 2014	\$9,000
FY 2016	\$9,000
FY 2018	\$9,000
FY 2020	\$9,000 + \$350 monthly travel expenses
FY 2022	\$9,000 + \$350 monthly travel expenses
Proposed rate for FY 2025	\$10,750 + \$350 monthly travel expenses

Current market rates for government relations professional services with Focused Advocacy indicate the City of Corpus Christi will remain below market costs for the next two years.

**ALTERNATIVES:**

The City Council may choose not to authorize a contract with Focused Advocacy for representation; however, that is not recommended considering the unprecedented challenges municipalities will likely face in the coming legislative session and the need for qualified, experienced representation.

**FISCAL IMPACT:**

There is no fiscal impact in FY 2024 since the contracts begin on October 1, 2024. For FY 2025, funding for the contract will be prorated among several funds based on the type of work provided. For the contract with Focused Advocacy, the proration is as follows: General Fund 28%, Water Fund 53%, Wastewater Fund 14%, and Gas Fund 5%. Funding for the contract is included in the FY 2025 operating budget.

**RECOMMENDATION:**

Staff recommends approval of this agreement.

**LIST OF SUPPORTING DOCUMENTS:**

1. Proposed Contract with Focused Advocacy
2. PowerPoint Presentation