



Meeting Date: October 29, 2026 **Agenda Type:** Consent Items for Action

From: Julia Haynes **Reviewed by:** Julia Haynes
Interim Chief External Affairs Interim Chief External Affairs
Officer Officer

Submitted by: Julia Haynes **Approved by:** Ryan Kelso
Interim Chief External Affairs Chief Executive Officer
Officer

RECOMMENDED ACTION: Authorize the CEO or His Designee to Negotiate and Execute a Professional Services Agreement with Focused Advocacy LLC for Government Affairs and Lobbying Services for an Initial One-Year Term in the Amount of \$150,000, with up to Four Optional One-Year Renewals for a Total Amount Not to Exceed \$750,000

BACKGROUND

New Braunfels Utilities (“NBU”) issued a Request for Proposals (“RFP”) for Government Affairs and Lobbying Services on June 8, 2026. The RFP sought qualified respondents to provide legislative monitoring, reporting, advocacy, and strategic advisory services (the “Services”). Through an online competitive bid system, nine (9) competitive sealed proposals were received by the July 6, 2026, deadline. Of the nine (9) respondents, Focused Advocacy, LLC was selected as the successful respondent. Focused Advocacy, LLC was selected as the respondent who provides the best value to NBU based on (i) the selection criteria and the weighted value for those criteria, and (ii) the ranking evaluation, specifically their experience with similar entities for similar services.

Services to be performed by Focused Advocacy, LLC, as outlined in the Professional Services Agreement (the “Agreement”), will include, but are not limited to, keeping NBU informed of relevant legislative and regulatory activity, advancing NBU’s policy priorities, and offering clear, actionable guidance on issues that may impact its operations during both legislative and interim sessions. The proposed term for the contract is one (1) initial one-year term with up to four (4) additional one-year terms.

NBU Staff requests that the Board of Trustees approve the Agreement with Focused Advocacy, LLC for Government Affairs and Lobbying Services.

This item is being presented to the Board because the total Agreement amount exceeds \$250,000.00.

FINANCIAL IMPACT

The total financial impact of the Professional Services Agreement with Focused Advocacy, LLC is budgeted for a one (1) initial one-year term in the amount of \$150,000.00, with a not-to-exceed amount of \$150,000.00 per year, and up to four (4) additional one-year terms for a total budgeted amount not to exceed \$750,000.00. This Agreement is budgeted within the Fiscal Year 2027 NBU Board approved Operations and Maintenance (“O&M”) Budget.

LINK TO STRATEGIC PLAN

Customers and Community

EXHIBITS

1. RFP Aggregate Score Summary and Evaluation Criteria
2. Professional Services Agreement between New Braunfels Utilities and Focused Advocacy, LLC for Government Affairs and Lobbying Services