



**REQUEST FOR PROPOSALS  
FOR  
Public Relations Services:**

**Development of a general Communication Strategy and assistance with ongoing Messaging Support for various policies and initiatives related to District administrative, utility, recreational, and financial policy implementations**

NOTICE IS HEREBY GIVEN that Brushy Creek Municipal Utility District (hereinafter referred to as "the District") is requesting proposals from qualified consultants to undertake Public Relations Services for the District to create a communication strategy and provide ongoing messaging support for the District.

The District will receive such proposals via email. Please submit two (2) hard copies and one (1) electronic copy of your proposal in a sealed package by the **due date of August 6, 2025** to the attention of:

Catherine Lanzara  
Submitted via Email: [procurement@bcmud.org](mailto:procurement@bcmud.org)  
Brushy Creek Municipal Utility District  
16318 Great Oaks Drive  
Round Rock, TX 78681  
512.255.7871

The Request for Proposal (RFP) contains instructions governing the proposals to be submitted, the materials to be included, mandatory requirements that must be met to be eligible for consideration, and other requirements to be met by each proposal.

Proposals must be submitted via email in .pdf format that allows for printing in hard copy in 8 ½ x 11 booklet format.

**SUBMITTALS OF THE PROPOSAL WILL BE RECEIVED UP TO THE HOUR OF 2:00 PM Central Standard Time, August 6, 2025.**

The proposal must contain the signature of a duly authorized officer or agent of the Respondent's firm empowered with the right to bind the Respondent.

The District reserves the right to reject any or all proposals. The District reserves the right to reject incomplete proposals, waive minor defects, request additional information from the respondent, change or modify the scope of the project at any time without penalty, negotiate contract terms with one or more of the respondents, reject any or all of the proposals without penalty, and take any other steps necessary to act in the District's best interest. Proposals will not be considered for award if received after the official closing date and time.

**Brushy Creek Municipal Utility District**

**Public Relations Services:**

**Development of a general Communication Strategy and assistance with ongoing Messaging Support for various policies and initiatives related to District administrative, utility, recreational, and financial policy implementations**

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## **1.0 BACKGROUND & PURPOSE**

The Brushy Creek Municipal Utility District Board of Directors implements administrative, financial, and operational policy changes when necessary that impact services to District customers and patrons. The Board understands the importance of educating the District's residents and customers. Some changes, such as new fees or regulations, may require messaging support to help residents understand why they have been put in place.

Therefore, the District desires to engage a public relations firm to help us communicate important and timely information as we strive to maintain the quality and high standards of the Brushy Creek MUD's infrastructure, outdoor spaces, parks, and amenities. Because of these standards, the Brushy Creek MUD community has been consistently recognized as a desirable place to live, raise a family, and participate in diverse recreational and community-focused activities. This is what is known as *The Brushy Creek Life*, and policy changes.

The intent of the Request for Proposal (RFP) is to obtain pricing proposals from qualified firms for public relations and communication consulting services related to *ad hoc* or periodic/on-demand support. Such services would be defined at the time of engagement. The selected consultant will work closely with the District's Board of Directors, General Manager, and Public Information Specialist to define a clear, targeted, and effective communication initiative that aligns with the District's expectations, organizational goals, and values.

### **1.1 Organizational Overview**

Brushy Creek Municipal Utility District (the District) was originally created as Williamson County Municipal Utility District No. 2 on October 27, 1977, with a confirmation election held on January 21, 1978. On August 31, 1990, the District name was changed to Brushy Creek Municipal Utility District. Municipal Utility Districts (MUDs) are a type of local government. The District is governed by a five person Board of Directors elected by residents of the District. The District's primary functions are to provide retail water, wastewater and drainage services, as well as parks and recreation facilities and functions, to District residents.

The District operates with a total budget of \$25 million, maintaining a strong focus on fiscal responsibility while ensuring a competitive total compensation package for its employees. Revenue sources primarily consist of property tax revenues, water/wastewater utility service fees, and recreation program fees.

The District employs approximately 69 full-time, 52 part-time, and 70 seasonal employees.

## **2.0 QUALIFICATIONS & SCOPE OF SERVICES**

### **2.1 General Qualifications:**

Qualified Proposers should be skilled in the practice of public relations, strategic communications, public engagement, media relations, preparation of publicity and the

development of promotional programs and materials designed to improve public awareness of District services, programs, activities, plans, and projects.

**2.2 Specific Qualifications:**

Qualified Proposers should include demonstrable experience providing effective governmental public relations services:

Minimum of five years' experience in public relations

Resident and stakeholder engagement campaigns focused on governmental/municipal operations, initiatives, conditions, challenges, and matters of public policy.

Ability to read and understand public sentiment and respond with appropriate content, placed strategically within appropriate platforms (print, digital, social media, etc.) to reach the widest possible audience.

**2.3 Work Location:**

While much of the work can take place remotely, the selected Consultant will need to be available to attend meetings and events occasionally in BCMUD when required.

**2.4 Scope of Work:**

A preliminary scope of work is outlined below. This scope is not intended to be all-inclusive but instead, generally demonstrative of services to be provided. Final scope as well as payment terms and provisions will be negotiated with any selected consultant during contract preparation.

Respondents to this RFP are free to expound upon or suggest modifications to the preliminary scope of work, and BCMUD welcomes such creative expressions as the Consultant might determine necessary to meet the District's communication challenges.

- Work with the District's Public Information Specialist, General Manager, other designated staff, and Board of Directors to appropriately coordinate messaging for District initiatives.
- Advise the District regarding best strategies for engaging residents and gauging public opinion.
- Develop and execute upon approval crisis communication as necessary.
- Develop and execute upon approval a communication strategy for primarily Spanish speakers.
- Act as spokesperson for the District upon request.

- Create proactive information and content to improve public awareness of specified District initiatives and when they are necessary.
- Create new strategies for enhancing the District's reach through traditional and non-traditional media and informational platforms.
- Prepare press releases, statements, announcements, and social media posts for special projects, crisis or litigation communications, and governmental/intergovernmental advocacy upon request.
- Write articles for various publications upon request.
- Provide on-call public relations services for exigent and crisis situations.
- Reach out to key stakeholders in the community for historical and technical content.
- Provide an overview for evaluating the success of communications, including analytical tools or services used, and the type of information that will be reported back to the District as it relates to meeting District objectives.
- Assist, coordinate, coach, and guide District officials and staff in disseminating information to the public to include speaking engagements, interviews with media, literature, and so forth.
- Understand the digital divide of the community and provide an equal share in information dissemination through social and conventional media (e.g. static signage, notices, speaking engagements, robocalls, radio ads, press releases, etc.)
- Define how analytics can be converted into insights and how the insights will help guide the District in making decisions on how we disseminate information in the future.
- Provide guidance on cultural considerations for identified demographics as necessary.
- Maintain internal procedures that ensure project budget control, prompt billing, and quality control, including but not limited to auditing invoices for accuracy.
- Upon request, negotiate media rates, optimize potential advertising costs, monitor communication campaigns, and provide analytics and return on investment (ROI).
- Prepare project cost schedules and worksheets for expenditures and obtain prior approval of all expenditures with regard to authorized advertising by submitting pre-production estimates. Implement based upon the District's notice to proceed approval.
- \*\*Upon request, assist the District in legislative efforts during the session and work with honorable state legislatures and state leaders on communicating the District's water and administrative planning efforts.\*\*

- **\*\*Be available for discussion on communication strategy or guidance when called upon, including nights and weekends if necessary.\*\***

### **3.0 PROPOSAL PROCESS AND SUBMISSION REQUIREMENTS**

**3.1** Proposal must address the requirements identified in this RFP.

**3.2** The current schedule is as follows:

(a) Advertise RFP	July 7, 2025
(b) Proposal Due Date	August 6, 2025 @ 2:00pm
(c) Review of Proposals	August 20, 2025
(d) Interviews (if needed)	August 27, 2025
(e) Approval of Agreement	September 25, 2025

The District reserves the right in its sole discretion to alter or modify the current schedule set out above as necessary and will notify known Proposers of any changes.

**3.3** It is the Proposer's sole responsibility to ensure that its Proposal is received by the District by the Due Date. Proposals received after the Due Date will be rejected and returned unopened.

**3.4** **Proposal Contents:** Proposals should include, but not necessarily be limited to, the following: One or more consultants who submit a proposal may be asked to make virtual presentations to the Brushy Creek Municipal Utility District. Written proposals should provide a straightforward and concise description of the respondents' capabilities to satisfy the requirements of the RFP. It should explain the work to be performed, how the work will be accomplished, and the results that can be expected. Emphasis should be placed on the completeness and clarity of content and understanding of the District.

To be considered, all proposals must contain the following information.

Proposals not addressing the following items may be considered non-responsive.

(a) Cover letter identifying the Proposer(s), the size of the firm, and location of the office from which the work will be conducted. List your firm's full name, address, telephone, and fax numbers.

(b) The following items should be addressed as part of every submitted Proposal:

1. Describe experience with general and specific qualifications as noted in § 2.0 of this RFP, and any other areas you believe are relevant to the District's decision.

2. Provide a list of every municipality or governmental entity worked with currently and for the past five years.
3. Provide a list of each team member who may provide services under this request, along with their anticipated role and a description of responsibilities. Designate the person to serve as project manager and key staff that will be assigned to this project. Include specific information on the staff's experience with the public sector.
4. Describe any knowledge or experience that makes you or your team particularly qualified to provide these services.
5. Identify the availability of the project manager and key staff to address any questions or concerns as well as to attend several meetings, answer questions, and to present the deliverables identified in this RFP to the staff and to the Board of Directors.
6. Disclose any potential conflicts of interest that may arise in the performance of these services by you or any member of your team.
7. Has litigation ever been filed against your firm? If so, explain in detail. Is there litigation against your firm currently in progress? If so, explain in detail.
8. Provide a minimum of three (3) client references.
9. Provide the name of your professional liability insurance carrier and workers' compensation carrier and the limits of your insurance as applicable.
10. The District is soliciting talent and expertise first and foremost. While cost to the District is very important, the selection will not be based solely on cost.
  - (a) Please provide a rate sheet if you propose to bill for services at an hourly rate, including the current hourly rate for each team member who may work on District matters. Or, state specifically whether you will work on a fixed fee or per project or retainer basis, and if so, how you propose that such a fee be determined.
  - (b) Please specify how hourly or fixed fees will be based and whether such fees would be raised prior to July 1, 2025. Please disclose any other applicable billable rates and expenses, such as travel mileage, photocopying, and postage.

#### **4.0 EVALUATION PROCESS AND SELECTION CRITERIA**

- 4.1** The following criteria and weights shall be utilized as a guideline to evaluate every submitted Proposal. Individual criteria have been assigned varying weights.



(a) Qualifications and Relevant Experience	40%
(b) References from Other Similar Projects	20%
(c) Schedule & Availability	30%
(d) Cost of Services	10%

*Proposers may be invited to an interview with the selection committee and or the District's Board of Directors. The final selection will be based on the District's determination of the best scoring.*

## **5.0 CONTRACT MATTERS**

In considering the requirements set out in this RFP, if the District selects any of the Proposals as best meeting the needs of the District and in the public interest, then the District may enter into negotiation for a Professional Services Agreement with the Proposer.

Upon selection of a consultant, the District will negotiate a contract for performance of the services with the selected consultant including the terms of compensation and schedule for performance. If the parties are unable to reach agreement on the form and terms of the contract, then the District may select and contract with another qualified consultant for the services.

## **6.0 NATURE OF THIS DOCUMENT**

- 6.1** This RFP is solely a request for proposals. It is not an invitation for tenders, an offer of contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the District or any other person can or will be created except by a written contract executed by the General Manager or Board of Directors.
- 6.2** Proposers are cautioned that a Proposal or part of a Proposal may be made public or otherwise disclosed by the District if the District elects to do so or is required to do so by law.
- 6.3** The District reserves the right to accept or reject any submitted Proposals and to waive any informalities or irregularities in said submittals. The RFP does not bind the District to accept a submittal when, in the District's sole discretion, the District determines not to do so. Additionally, the District reserves the right to modify the schedule as necessary and will notify those participating in the RFP of any changes.
- 6.4** The District reserves the right in its sole discretion to alter those criteria or requirements in the course of negotiations with any Proposer.

- 6.5** The District operates under the public disclosure laws, as part of normal procedures. Proprietary information must be identified and will be protected as far as possible.
- 6.6** Failure to conform to directions under this RFP may lead to the rejection of a Proposal.

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