



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# PUBCAP Meeting

---

• • • Wednesday, February 18, 2026



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Call Open Meeting To Order

---



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Approval of January Minutes

---



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Old Business

---



**BROWNSVILLE**  
**PUBLIC UTILITIES BOARD**

# **New Business**

---



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# 2026-2030 Strategic Business Plan

PUBCAP Meeting

February 18, 2026

Luis Arturo Jiménez

Operations Administrator / Project Lead

Brownsville Public Utilities Board

# Strategic Planning Partner: **ScottMadden**



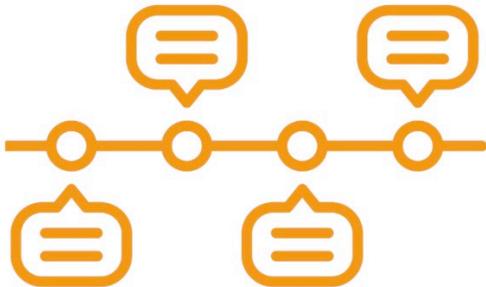
Management consulting firm specializing in strategic planning and utility sector transformation since 1983

**DEVELOPMENT PROCESS:**  
**19-week engagement**  
(March–December 2025)

**STRATEGIC ASSESSMENT:**  
Stakeholder engagement, SWOT analysis,  
framework development

**STRATEGY DEVELOPMENT:**  
Plan formation, implementation  
guidance, and socialization

## KEY MILESTONES:



**March 2025:** RFP Issued

**June 2025:** Board Approval & Contract Signed

**July 2025:** Project Kickoff

**December 2025:** Strategic Plan Delivered & Approved by BPUB Board

**Ongoing:** Communication



# Built Together, For Our Community



## External Partners:

- City of Brownsville Leadership
- Cameron County
- Port of Brownsville
- GBEDC (Greater Brownsville Economic Development Corporation)
- BCIC (Brownsville Community Improvement Corporation)
- PUBCAP (Public Utilities Board Consumer Advisory Panel)



## Internal Stakeholders:

- BPUB Board of Directors
- Executive Leadership Team
- Department Directors & Managers
- Employees across all divisions

# Preparing BPUB for **Tomorrow**



## Our Strategic Framework

### Clear Direction

- The Strategic Business Plan serves as the unifying framework for all BPUB's subordinate plans

### Measurable Progress Accountability



**10**

Strategic Focus Areas



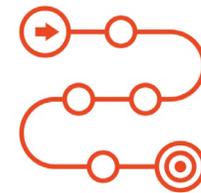
**16**

Measurable KPIs



**4**

Desired Outcomes



**5**

Year Roadmap



# Vision

Empowering greater Brownsville's future through exceptional utility services, community leadership, and operational excellence.

# Mission

To deliver **safe, reliable, and affordable** utility services that empower our community, champion growth, and are guided by operational excellence, financial strength, transparency, and strong leadership.

# BPUB's Focus Areas

## **Affordability & Power Supply Optimization**

*Competitive rates and reliable infrastructure allows growth*

## **Optimizing Water Supply**

*Strategic resource planning supports sustainable development*

## **Resiliency, Reliability & Technology Modernization**

*Grid hardening and digital transformation ensure reliable services*

## **Customer Experience & Community Engagement**

*Enhanced service delivery improves resident satisfaction*

## **Risk Management & Interorganizational Effectiveness**

*Data-driven decisions and accountability strengthen operations*

## **Resiliency & Reliability**

*Reliable utilities during emergencies support community response*

# Transparent & Accountable

## How We Stay Accountable:

- **sp2030.brownsville-pub.com**  
Complete plan, KPIs, and roadmap publicly available
- **Quarterly Performance Tracking**  
All 16 KPIs are measured against industry benchmarks
- **Regular Updates**  
Briefings on progress and risk





BROWNSVILLE  
PUBLIC UTILITIES BOARD

# Questions?





**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Project SHARE Scholarship

---

MIGUEL COLLIS, DIGITAL INFORMATION PLATFORMS MANAGER

# Mission

---

BPUB's annual project share scholarship program aims to support deserving high school graduates in their pursuit of higher education. This directly reflects BPUB's commitment to the transformative power of education. Over the past 19 years, BPUB has awarded roughly \$203,500 in scholarships to 197 recipients.

**19**

Total Years

**197**

Recipients

**\$203,500**

Total Scholarships Awarded

# Scholarship

---

10 \$2K

scholarships awarded each year to Brownsville-area high schools  
graduating students

# Application Requirements

---

1. Fill out the online application
2. Must reside in a household that receives service from BPUB
3. Must be graduating from high school during the 2025 - 2026 school year
4. Must attend an accredited university in the United States

# Promotional Campaign

1. Regular social media posts promoting the scholarship
2. Outreach to local schools
  - Flyers, Promotional Posters
3. Billboards
4. Press Release



# Submission Requirements

---



The application must be filled out online.

[www.bpubscholarship.com](http://www.bpubscholarship.com)

# Deadline:

---

The scholarship application deadline is on Monday, March 9

# What's next?

---

- Evaluate submissions
- Send award letters
- Winners will be announced in The Brownsville Herald
- Award ceremony



**BROWNSVILLE**  
**PUBLIC UTILITIES BOARD**

**Thank you**

---



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Public Comments

---



**BROWNSVILLE**  
**PUBLIC UTILITIES BOARD**

# Next Meeting Date

---

MARCH 18, 2026



**BROWNSVILLE**  
PUBLIC UTILITIES BOARD

# Adjournment

---