



## **El Paso County Agenda Item Details**

<b>Item Title:</b>	Transit Operations - Barracuda Contract for Community Demand Response Public Outreach (2025-0260)
<b>Submitted By:</b>	Jose M. Landeros, Deputy County Administrator
<b>Department:</b>	Strategic Capital Development
<b>Department Phone Number:</b>	915-273-3592
<b>Subject:</b>	<p>Approve and authorize the County Judge to sign the Barracuda Public Outreach Agreement with El Paso County for Task Order 10 with Barracuda Public Relations, LLC for public outreach services in support of Texas A&amp;M Transportation Institute Task Order No. 10 (expansion of community demand response services) pending final legal review and approval from the County Attorney's Office. Funding in the amount of \$10,125 is available in SG-PLANST24-OPERATING EXP. (Contract No. 2025-0260)</p>
<b>Background:</b>	<p>The Transit Operations Department has worked over the last several years to expand community demand response services to complement existing fixed-route services, including the launch of ADA Paratransit Services in August 2024. As part of these efforts, the County has engaged the Texas A&amp;M Transportation Institute (TTI) to provide technical assistance in developing a comprehensive General Public Demand Response (GPDR) service plan. This initiative supports the transition to more flexible service models, such as micro-transit, as fixed-route contracts expire in 2024, and new services are anticipated for 2025.</p> <p>While TTI's scope includes technical analysis and service planning, it has been determined that additional support is needed for public engagement activities to ensure broad community awareness and input. To augment these efforts, the County is utilizing Barracuda Public Relations, which already supports the work of the El Paso Transportation Authority (ETA), to enhance community outreach and engagement. This collaboration will help ensure that public feedback is effectively integrated into transit service planning and implementation.</p>

**Fiscal Impact:**

Fiscal Impact Historical  
None

Fiscal Impact Projected  
\$10,125

Long Account Number: Amount:

Long Account Number: SG-PLANST24-OPERATING EXP  
COSG-7208-0002024-431-80-80102-0001-00000-600000-  
Amount: \$10,125.00

Long Account Number: Amount:

**Budget or Unbudgeted Match:**

**Recommendation:**

Approve and authorize the County Judge to sign the Barracuda Public Outreach Agreement with El Paso County for Task Order 10 with Barracuda Public Relations, LLC for public outreach services in support of Texas A&M Transportation Institute Task Order No. 10 (expansion of community demand response services) pending final legal review and approval from the County Attorney's Office. Funding in the amount of \$10,125 is available in SG-PLANST24-OPERATING EXP. (Contract No. 2025-0260)

**Prior Action:**

None

**Strategic Plan:**

Goal:

6. Advance Community Support Services

Objective:

6.6 Expand the public transit system

**Strategic Plan Information:**

**Estimated Time Needed  
For This Item:**