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El Paso County Agenda Item Details

Item Title:	Transit Operations - Barracuda Contract for Community Demand Response Public Outreach (2025-0260)
Submitted By:	Jose M. Landeros, Deputy County Administrator
Department:	Strategic Capital Development
Department Phone Number:	915-273-3592
Subject:	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)
Background:	<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&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:**

Barracuda Public Outreach Agreement with El Paso County for Task Order 10

This Agreement ("Agreement") is entered into as of _____, 2025 ("Effective Date"), by and between El Paso County ("County"), and Barracuda Public Relations, LLC ("Barracuda"), collectively referred to as the "Parties."

1. Scope of Services

Barracuda agrees to provide public outreach services to the County as outlined below:

1. Design and deliver a bilingual survey layout in digital PDF format. The Texas A&M Transportation Institute (TTI) through Contract 2024-0748 with the County will provide bilingual survey content and handle printing. This includes two (2) rounds of revisions; additional changes will be billed at the rates specified herein.
2. Develop a bilingual social media toolkit to promote survey participation. This includes two (2) bilingual graphics with captions for organic (non-paid) social media promotion.
3. Design a bilingual mailer for water bill inserts. The County will provide specifications and coordinate with utility entities for printing and distribution. This includes two (2) rounds of revisions; additional changes will be billed at the rates specified herein.
4. Design materials for pop-up events:
 - a. Two (2) foam display posters in 24x36 inches and 11x17 inches (delivered digitally). The County will coordinate printing. This includes two (2) rounds of revisions; additional changes will be billed at the rates specified herein.
 - b. Design for a custom tablecloth and banner. The County will provide bilingual copy and coordinate printing. This includes one (1) round of revision; additional changes will be billed at the rates specified herein.
 - c. One (1) bilingual double-sided 8.5x11 inch FAQ one-pager in PDF format. The County will provide bilingual copy and handle printing. This includes two (2) rounds of revisions; additional changes will be billed at the rates specified herein.
 - d. One (1) bilingual 4x6 inch comment card for pop-up events. Barracuda will manage printing with a budget allowance of up to \$225 for 500 color, double-sided, cardstock comment cards. This includes two (2) rounds of revisions; additional changes will be billed at the rates specified herein.
5. Social Media Ads: Design and manage paid social media ads to promote survey participation. This includes graphic design and ad placement with a maximum ad spend of \$750.
6. Public Relations:
 - a. Write and disseminate two (2) press releases to local media promoting survey participation.
 - b. Produce a video package (VOSOT) for local media dissemination.

7. Cost of Services

The total cost for services provided under this Agreement shall not exceed **\$10,125**. Payment for services shall be made on a monthly basis, with invoices payable within thirty (30) days of receipt.

Service	Hours	Rate	Total
Public Relations Executive/Project Management	15	\$140/hr	\$2,100
Graphic Design	43	\$110/hr	\$4,730
Social Media Strategist (Toolkit & Ads)	18	\$100/hr	\$1,800
Video Package (VOSOT)	2	\$260/hr	\$520
Comment Card Printing (hard cost)	-	-	\$225
Social Media Ad Budget	-	-	\$750
Total			\$10,125

3. **Timeline**

The services outlined in this Agreement shall commence on **March** _____, **2025**, and conclude when services have been fulfilled.

4. **Payment Terms**

Barracuda shall submit invoices to the County on a monthly basis. The County shall remit payment within thirty (30) days of receiving a valid invoice.

5. **Revisions and Additional Work**

The scope of work includes the specified number of revisions for each deliverable. Any additional revisions beyond those outlined will be billed at the hourly rates specified.

6. **Termination**

Either Party may terminate this Agreement with thirty (30) days written notice. In the event of termination, the County shall pay Barracuda for services rendered up to the effective date of termination.

7. **Entire Agreement**

This Agreement represents the entire agreement between the Parties with respect to the subject matter.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

Ricardo A. Samaniego, El Paso County Judge

Date: _____

Marina Monsisvais, Barracuda PR

Date: _____