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El Paso County Agenda Item Details

Item Title: Transit Operations - Rescind Barracuda Contract for Community Demand Response Public Outreach (2025-0260)

Submitted By: Xavier Banales, Interim Director

Department: Transit Operations

Department Phone Number: 915-273-3838

Subject: Rescind the Commissioners Court Order of March 24, 2025, Item No. 4V on the Consent Agenda to 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: Barracuda PR has indicated they are going out of business therefore the "Barracuda Contract for Community Demand Response Public Outreach" (Contract 2025-0260), approved on March 24, 2025 should be rescinded.

Contract Number: 2025-0260

Contract Term Start: N/A

Contract Term End: N/A

County Attorney Opinion Number:

Fiscal Impact: Fiscal Impact Historical
None.

Fiscal Impact Projected
None.

Long Account Number: Amount:

Long Account Number: Amount:

Budget or Unbudgeted Match:

Recommendation:

Rescind the Commissioners Court Order of March 24, 2025, Item No. 4V on the Consent Agenda to 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:

On March 24, 2025, Item 4V – Commissioners Court approved the Barracuda Public Outreach Agreement with El Paso County for Task Order 10 with Barracuda PR in support of Texas A&M Transportation Institute (TTI) Task Order 10.

Strategic Plan:

Goal:

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Objective:

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: _____