

**TAKE NOTICE THAT A REGULAR MEETING OF THE
PHARR INTERNATIONAL TOLL BRIDGE BOARD
WILL BE HELD AT THE
CITY COMMISSIONERS' ROOM
118 S. CAGE, 2ND FLOOR, PHARR, TX
ON TUESDAY, SEPTEMBER 26, 2023 AT 12:00 PM**

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

1. CALL TO ORDER:

- A) Roll call and possible action on the excusing of any absent member.
- B) Pledge of Allegiance/Invocation.

2. DIRECTOR'S ADMINISTRATIVE REPORT: *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

- A) Crossings and Revenues Report for August 2023.
- B) Finance Report for July 2023.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

- A) Approval of Minutes for August 16, 2023, Regular Called Meeting.

AGENDA BRIDGE BOARD MEETING
September 26, 2023

B) Discussion and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

C) Discussion and action, if any, on Advertising with Rio Grande Guardian for \$10,000 for 12 months.

D) Discussion and action, if any, on Advertising with Texas Border Business for \$1,850 per month for 12 months.

E) Discussion and action, if any, on Advertising with Inbound Logistics for \$3,708.33 per month for 12 months.

F) Discussion and action, if any, on proposal from XOANA Entertainment Company for road/traffic and promotional commercial route signs in Reynosa for \$2,750 per month for 3 years.

G) Discussion and action, if any, on proposal from Texas Manufacturing Assistance Center (TMAC) for Strategic Plan Document Development for \$6,875.

H) Discussion and action, if any, on proposed toll fee increase for both commercial trucks and passenger vehicles at the Pharr International Bridge.

4. **CLOSED SESSION:** *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or**

AGENDA BRIDGE BOARD MEETING
September 26, 2023

charges against an officer or employee. The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

5. **RECONVENE:** *into regular session and consider action, if any, on item(s) discussed in executive session.*

6. **ADJOURNMENT:**

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is a wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Pharr Bridge Office at (956)402-4660 ext. 6106/6101 or FAX (956)223-2013 or E-Mail vanessa.guzman@pharr-tx.gov or cleo.salinas@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do certify that the above agenda of said meeting of the Pharr International Bridge Board is a true and correct copy and that said notice was posted on the bulletin board of City Hall and on the City's webpage at www.pharr-tx.gov. The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 22nd day of September 2023 at 12:00 p.m. and will remain posted continuously for 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 of the Texas Government Code (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 22nd day of September 2023




Imelda Perez, Asst. City Clerk



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for August 2023.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

**CROSSINGS AND REVENUES
FOR THE MONTH OF AUGUST
FISCAL YEAR 2022 – 2023**

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **104,179** vehicles for the month of August F.Y. 2022-2023, which showed a decrease of **(-3,220)** vehicles or **(-3.00%)** over the same month in F.Y. 2021-2022.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **46,041** cars for the month of August F.Y. 2022 – 2023, showing an increase of **3,467** cars or **8.14%** over the same month in F.Y. 2021 – 2022.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **58,138** trucks for the month of August F.Y. 2022-2023, showing a decrease of **(-6,687)** trucks or **(-10.32%)** over the same month in F.Y. 2021 - 2022.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled **\$1,403,132** dollars for the month of August F.Y. 2022 – 2023.

\$	184,164 Autos & other
\$	1,211,817 Trucks
\$	<u>7,151 Profit on pesos</u>
\$	1,403,132 TOTAL

Revenues showed a decrease of **(-\$ 64,265)** or **(-4.38%)** over the same month in F.Y. 2021 – 2022.

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **59,385** trucks for the month of August F.Y. 2022-2023, showing a decrease of **(-344)** trucks or **(-0.58%)** over the same month in F.Y. 2021-2022.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-1,247) TRUCKS OR (-2.10%) FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF AUGUST TOTAL 117,523 REPRESENTING A DECREASE OF (-7,031) OR (-5.64%) OVER THE SAME TIME PERIOD IN F.Y. 2021-2022.

**PHARR INTERNATIONAL BRIDGE
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)**

	F.Y. 2021-2022	F.Y. 2022-2023	GAIN / LOSS	INC% / DEC%
OCTOBER	97,565	107,357	9,792	10.04%
NOVEMBER	102,518	103,271	753	0.73%
DECEMBER	107,076	110,978	3,902	3.64%
JANUARY	102,505	115,425	12,920	12.60%
FEBRUARY	96,158	106,463	10,305	10.72%
MARCH	108,546	121,692	13,146	12.11%
APRIL	89,679	109,333	19,654	21.92%
MAY	103,970	111,852	7,882	7.58%
JUNE	101,575	101,657	82	0.08%
JULY	100,837	98,309	(-2,528)	(-2.51%)
AUGUST	107,399	104,179	(-3,220)	(-3.00%)
YTD TOTAL	1,117,828	1,190,516	72,688	6.50%
SEPTEMBER	102,896			
TOTAL CROSSING	1,220,724			

A. VEHICLE CROSSINGS SHOWED A DECREASE OF (-3,220) VEHICLES OR (-3.00%) OVER THE SAME MONTH IN F.Y. 2021-2022.

B. VEHICLE CROSSING SHOWED AN INCREASE OF 72,688 VEHICLES OR 6.50% OVER THE ELEVEN (11) MONTHS IN F.Y. 2021-2022.

**PHARR INTERNATIONAL BRIDGE
CAR CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2021-2022	F.Y. 2022-2023	GAIN / LOSS	INC% / DEC%
OCTOBER	33,627	43,454	9,827	29.22%
NOVEMBER	36,220	42,460	6,240	17.23%
DECEMBER	42,624	51,652	9,028	21.18%
JANUARY	36,032	50,266	14,234	39.50%
FEBRUARY	35,195	50,155	14,960	42.51%
MARCH	41,472	53,570	12,098	29.17%
APRIL	36,340	44,513	8,173	22.49%
MAY	42,219	41,031	(-1,188)	(-2.81)
JUNE	41,029	42,693	1,664	4.06%
JULY	41,088	43,707	2,619	6.37%
AUGUST	42,574	46,041	3,467	8.14%
YTD TOTAL	428,420	509,542	81,122	18.94%
SEPTEMBER	40,919			
TOTAL CROSSING	469,339			

A. CAR CROSSINGS SHOWED AN INCREASE OF 3,467 CARS OR 8.14% OVER THE SAME MONTH IN F.Y. 2021-2022.

B. CAR CROSSING SHOWED AN INCREASE OF 81,122 CARS OR 18.94% OVER THE ELEVEN (11) MONTH IN F.Y. 2021-2022.

SOUTHBOUND CAR CROSSINGS COMPARISON
FOR THE MONTH OF AUGUST F.Y. 2022 – 2023

			GAIN	% INC.	DAYLY
	AUG. F.Y. 22-23	AUG. F.Y. 21-22	LOSS	% (DEC.)	AVERAGE
GATEWAY	102,164	103,926	-1,762	-2%	3,405
VETERANS (LOS TOMATES)	159,235	154,368	4,867	3%	5,308
FREE TRADE (LOS INDIOS)	34,444	34,796	-352	-1%	1,148
TOTAL BROWNSVILLE	295,843	293,090	2,753	1%	9,861
EAGLE PASS	253,598	229,958	23,640	10%	8,453
LAREDO	411,779	383,054	28,725	7%	13,726
McALLEN- HIDALGO	253,321	236,545	16,776	7%	8,444
ANZALDUAS	119,907	104,812	15,095	14%	3,997
McA. & ANZ. COMP TO 2016	373,228	341,357	31,871	9%	12,441
PROGRESO	42,491	41,476	1,015	2.45%	1,416
DONNA	60,216	51,202	9,014	17.60%	2,007
PHARR	46,041	42,574	3,467	8.14%	1,535

**PHARR INTERNATIONAL BRIDGE
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2021-2022	F.Y. 2022-2023	GAIN / LOSS	INC% / DEC%
OCTOBER	63,938	63,903	(-35)	(-0.05%)
NOVEMBER	66,298	60,811	(-5,487)	(-8.28%)
DECEMBER	64,452	59,326	(-5,126)	(-7.95%)
JANUARY	66,473	65,159	(-1,314)	(-1.98%)
FEBRUARY	60,963	56,308	(-4,655)	(-7.64%)
MARCH	67,074	68,122	1,048	1.56%
APRIL	53,339	64,820	11,481	21.52%
MAY	61,751	70,821	9,070	14.69%
JUNE	60,546	58,964	(-1,582)	(-2.61%)
JULY	59,749	54,602	(-5,147)	(-8.61%)
AUGUST	64,825	58,138	(-6,687)	(-10.32%)
YTD TOTAL	689,408	680,974	(-8,434)	(-1.22)
SEPTEMBER	61,977			
TOTAL CROSSING	751,385			

A. TRUCK CROSSINGS SHOWED A DECREASE OF (-6,687) TRUCKS OR (-10.32%) OVER THE SAME MONTH IN F.Y. 2021-2022.

B. TRUCK CROSSING SHOWED A DECREASE OF (-8,434) TRUCKS OR (-1.22%) OVER THE ELEVEN (11) MONTHS IN F.Y. 2021-2022.

SOUTHBOUND TRUCK CROSSINGS COMPARISON
FOR THE MONTH OF AUGUST F.Y. 2022 – 2023

			GAIN LOSS	% INC. % (DEC.)	DAYLY AVERAGE
	AUG. F.Y. 22-23	AUG. F.Y. 21-22			
VETERANS (LOS TOMATES)	24,092	20,726	3,366	16%	803
FREE TRADE (LOS INDIOS)	1,256	1,392	-136	-10%	42
BROWNSVILLE	25,348	22,118	3,230	15%	845
EAGLE PASS	19,047	17,958	1,089	6%	635
LAREDO	260,733	246,019	14,714	6%	8,691
PHARR	58,138	64,825	-6,687	-10%	1,938
PROGRESO	6,520	4,690	1,830	39%	217
ANZALDUAS (Empty only)	4,517	2,891	1,626	56%	151

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)**

	F.Y. 2021- 2022	F.Y. 2022- 2023	GAIN / LOSS	INC% / DEC%	FULL TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
OCTOBER	55,089	59,862	4,773	8.66%	42,412	17,450	17,937	9,472
NOVEMBER	55,973	56,312	339	0.61%	41,104	15,208	18,584	9,868
DECEMBER	55,061	55,104	43	0.08%	38,581	16,523	19,862	10,405
JANUARY	57,439	60,392	2,953	5.14%	42,496	17,896	21,284	12,269
FEBRUARY	52,772	56,904	4,132	7.83%	40,130	16,774	19,736	11,379
MARCH	60,137	65,349	5,212	8.67%	45,897	19,452	22,590	11,915
APRIL	44,692	58,672	13,980	31.28%	41,502	17,170	20,814	10,135
MAY	56,519	66,352	9,833	17.40%	43,659	22,693	20,459	10,110
JUNE	55,967	59,087	3,120	5.57%	39,836	19,251	17,875	8,939
JULY	55,597	56,078	481	0.87%	37,823	18,255	16,634	8,811
AUGUST	59,729	59,385	(-344)	(-0.58%)	39,489	19,896	15,750	7,937
SEPTEMBER	57,767							
TOTAL CROSSING	666,742							

Northbound trucks at the Pharr International Bridge totaled **59,385** trucks for the month of August F.Y. 2022-2023, showing a decrease of **(-344)** trucks or **(-0.58%)** over the same month in F.Y. 2021-2022.

TRUCK CROSSING SHOWED AN INCREASE OF 44,522 TRUCKS OR 7.31% OVER THE SAME ELEVEN (11) MONTH IN F.Y. 2021-2022.

Agriculture trucks at the Pharr International Bridge totaled **15,750** crossings for the month of August representing a **27%** of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed a decrease of **(-492)** trucks or **(-3.03%)** over the same month in F.Y. 2021-2022.

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND & SOUTHBOUND
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2021-2022	F.Y. 2022-2023	GAIN / LOSS	INC% / DEC%
OCTOBER	119,027	123,765	4,738	3.98%
NOVEMBER	122,271	117,123	(-5,148)	(-4.21%)
DECEMBER	119,513	114,430	(-5,083)	(-4.25%)
JANUARY	123,912	125,551	1,639	1.32%
FEBRUARY	113,735	113,212	(-523)	-0.46%
MARCH	127,211	133,471	6,260	4.92%
APRIL	98,031	123,492	25,461	25.97%
MAY	118,270	137,173	18,903	15.98%
JUNE	116,513	118,051	1,538	1.32%
JULY	115,346	110,680	(-4,666)	(-4.05%)
AUGUST	124,554	117,523	(-7,031)	(-5.64%)
SEPTEMBER	119,744			
TOTAL CROSSING	1,418,127			

A. TRUCK CROSSINGS SHOWED A DECREASE OF (-7,031) TRUCKS OR (-5.64%) OVER THE SAME MONTH IN F.Y. 2021-2022

**PHARR INTERNATIONAL BRIDGE
REVENUE COMPARISON BY FISCAL YEAR**

	F.Y. 2021-2022	F.Y. 2022-2023	GAIN / LOSS	INC% / DEC%
OCTOBER	\$ 1,418,151	\$ 1,547,162	\$ 129,011	9.10%
NOVEMBER	\$ 1,350,178	\$ 1,375,261	\$ 25,083	1.86%
DECEMBER	\$ 1,605,104	\$ 1,556,275	(\$ 48,829)	(-3.04%)
JANUARY	\$ 1,496,333	\$ 1,553,154	\$ 56,821	3.80%
FEBRUARY	\$ 1,373,791	\$ 1,350,030	(\$ 23,761)	(-1.73%)
MARCH	\$ 1,561,510	\$ 1,649,118	\$ 87,608	5.61%
APRIL	\$ 1,240,476	\$ 1,537,725	\$ 297,249	23.96%
MAY	\$ 1,423,226	\$ 1,665,946	\$ 242,720	17.05%
JUNE	\$ 1,396,576	\$ 1,388,129	(\$ 8,447)	(-0.60%)
JULY	\$ 1,420,750	\$ 1,314,776	(\$ 105,974)	(-7.46%)
AUGUST	\$ 1,467,397	\$ 1,403,132	(\$ 64,265)	(-4.38)
YTD TOTAL	\$ 15,753,492	\$ 16,340,708	\$ 587,215	3.73%
SEPTEMBER	1,457,298			
TOTAL CROSSING	17,210.790			

A. REVENUES SHOWED A DECREASE OF (\$64,265) OR (-4.38%) OVER THE SAME MONTH IN F.Y. 2021-2022

B. REVENUES SHOWED AN INCREASE OF \$587,215 OR 3.73% OVER THE ELEVEN (11) MONTHS IN F.Y. 2021-2022.

**PHARR INTERNATIONAL BRIDGE
F.Y. 2022-2023 CROSSINGS COMPARISON BY AXLE**

	CARS	2X TRUCKS	3X TRUCKS	4X TRUCKS	5X TRUCKS	6X TRUCKS	MOBILE HOMES	WIDE LOAD	SPEC. CROSS	MONTH TOTAL
OCTOBER	43,452	3,279	4,908	1,387	49,933	4,218	1	131	48	107,357
NOVEMBER	42,460	2,897	4,651	1,323	47,910	3,856	7	118	49	103,271
DECEMBER	51,652	2,721	4,455	1,059	44,484	6,410	6	132	59	110,978
JANUARY	50,266	2,888	4,342	1,152	49,160	7,431	3	140	43	115,425
FEBRUARY	50,155	2,752	4,200	1,100	45,193	2,936	6	77	44	106,463
MARCH	53,570	3,245	4,685	1,235	51,452	7,225	2	226	52	121,692
APRIL	44,513	2,591	3,910	1,175	44,896	12,115	1	99	33	109,333
MAY	40,858	3,103	4,475	1,312	47,785	14,143	6	123	47	111,852
JUNE	42,693	2,993	4,363	1,102	44,205	6,041	5	222	33	101,657
JULY	43,707	2,713	4,739	1,078	44,346	1,516	0	159	51	98,309
AUGUST	46,041	3,281	4,918	1,206	47,465	974	4	256	34	104,179
SEPTEMBER										

TOTAL CROSSING

**TOTAL PERCENTAGE FOR CARS AND TRUCKS FOR THE MONTH OF AUGUST
F.Y. 2022-2023.**

- 1X CARS 44.00%
- 2X TRUCKS 4.0%
- 3X TRUCKS 4.0%
- 4X TRUCKS 1.0%
- 5X TRUCKS 46.00%
- 6X TRUCKS 1.00%



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for July 2023.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

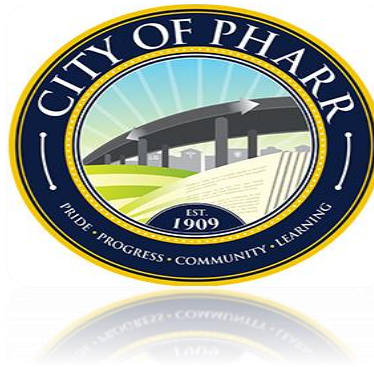
Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



PHARR INTERNATIONAL BRIDGE

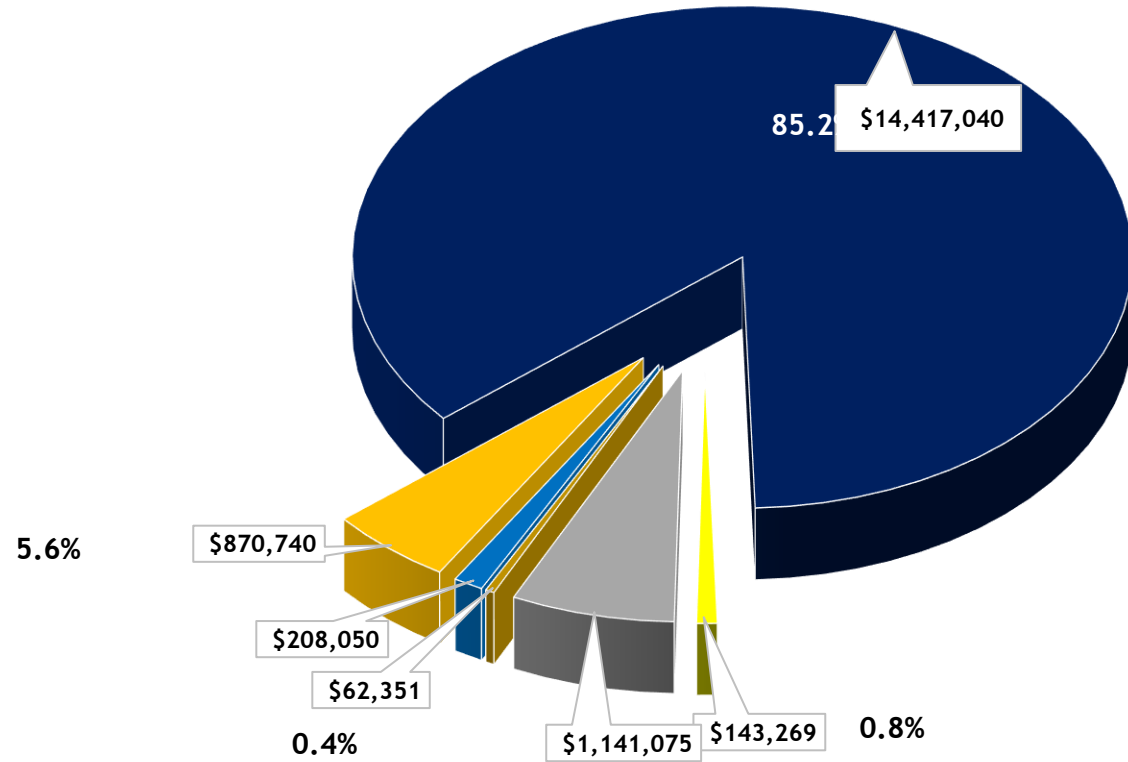
Financial Report

July 2023



Bridge Revenues

- Toll Fees
- Credit Card - Surcharge
- Interest from Bond Proceeds
- Peso Exchange Rate Income
- Rental Income
- Other

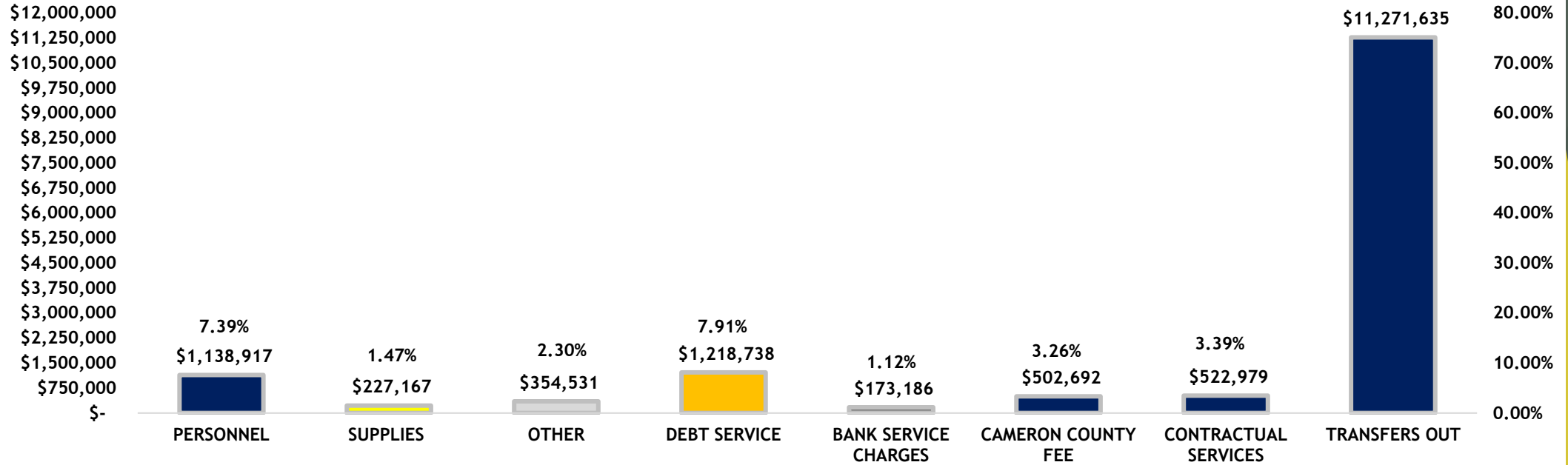


\$16,842,524

Total Revenues



Total Expenses



\$15,409,486

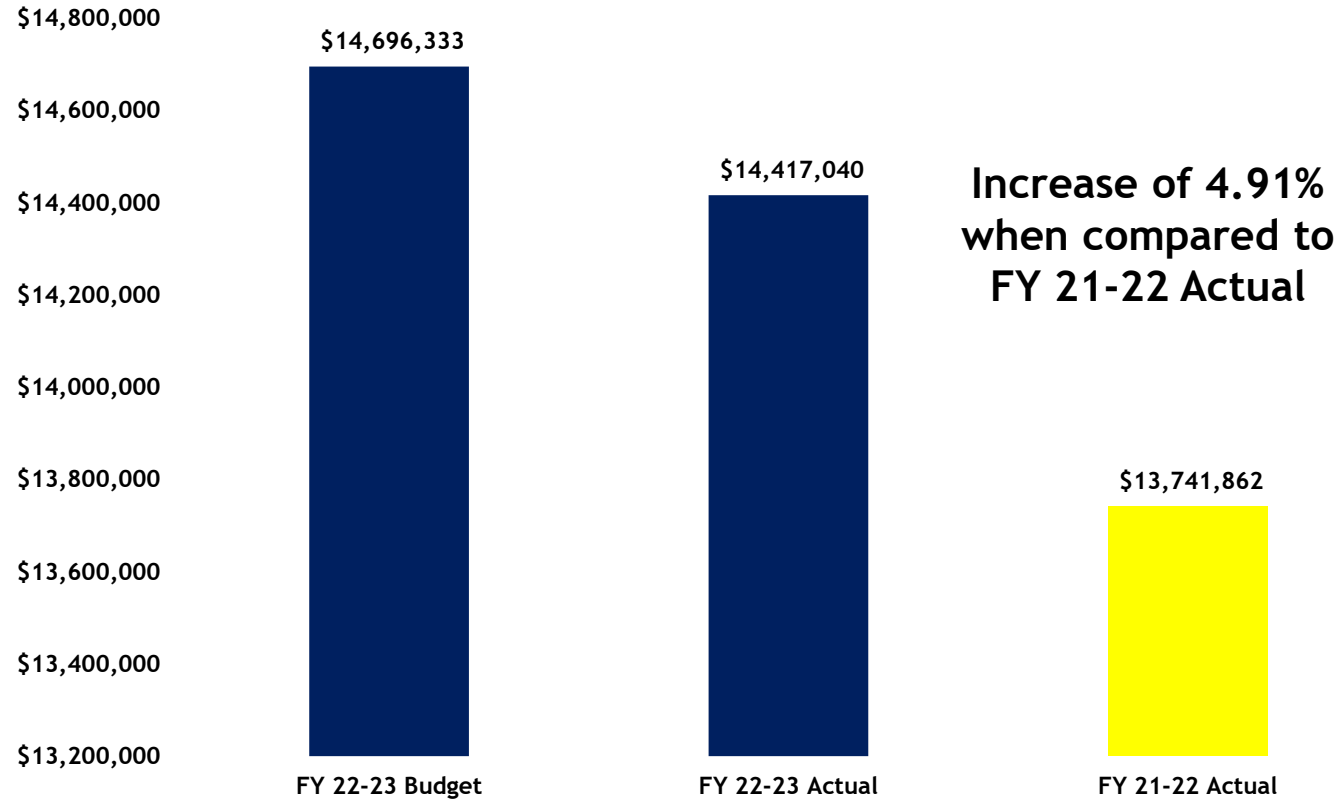
Operating Expenses

\$1,432,679

Revenues Over Expenses



Toll Collections



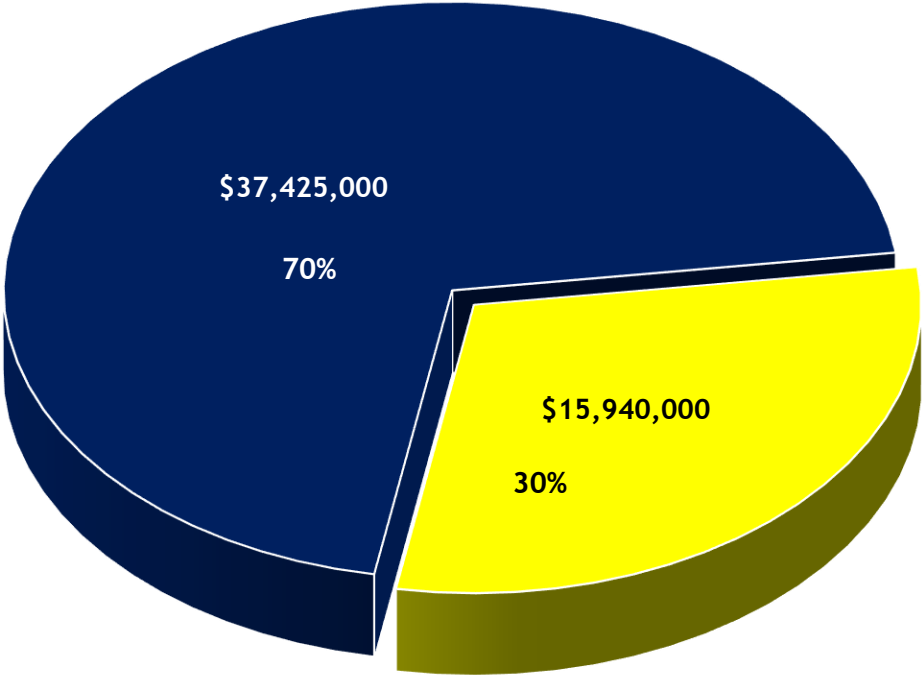
<or=83% Budget Benchmark
 FYTD July 2023 > 81%

Bridge Expenditures Budget vs Actual as of July 2023



Fiscal Year	Principal	Interest	Total Debt Service
2021	\$ -	\$ -	\$ -
2022	\$ 545,000	\$ 2,368,673	\$ 2,913,673
2023	\$ 505,000	\$ 2,311,550	\$ 2,816,550
2024	\$ 1,925,000	\$ 2,286,300	\$ 4,211,300
2025	\$ 2,005,000	\$ 2,204,000	\$ 4,209,000
2026	\$ 2,095,000	\$ 2,118,250	\$ 4,213,250
2027	\$ 2,180,000	\$ 2,028,600	\$ 4,208,600
2028	\$ 2,295,000	\$ 1,919,600	\$ 4,214,600
2029	\$ 2,405,000	\$ 1,804,850	\$ 4,209,850
2030	\$ 2,530,000	\$ 1,684,600	\$ 4,214,600
2031	\$ 2,655,000	\$ 1,558,100	\$ 4,213,100
2032	\$ 2,785,000	\$ 1,425,350	\$ 4,210,350
2033	\$ 2,925,000	\$ 1,286,100	\$ 4,211,100
2034	\$ 3,070,000	\$ 1,139,850	\$ 4,209,850
2035	\$ 3,205,000	\$ 1,008,450	\$ 4,213,450
2036	\$ 3,340,000	\$ 871,200	\$ 4,211,200
2037	\$ 3,485,000	\$ 728,100	\$ 4,213,100
2038	\$ 3,635,000	\$ 578,700	\$ 4,213,700
2039	\$ 3,790,000	\$ 422,800	\$ 4,212,800
2040	\$ 3,925,000	\$ 287,100	\$ 4,212,100
2041	\$ 4,065,000	\$ 146,250	\$ 4,211,250
Total	\$ 53,365,000	\$ 28,178,423	\$ 81,543,423

Bridge Bond Debt



■ Bridge Expansion ■ DAP 15 & 16



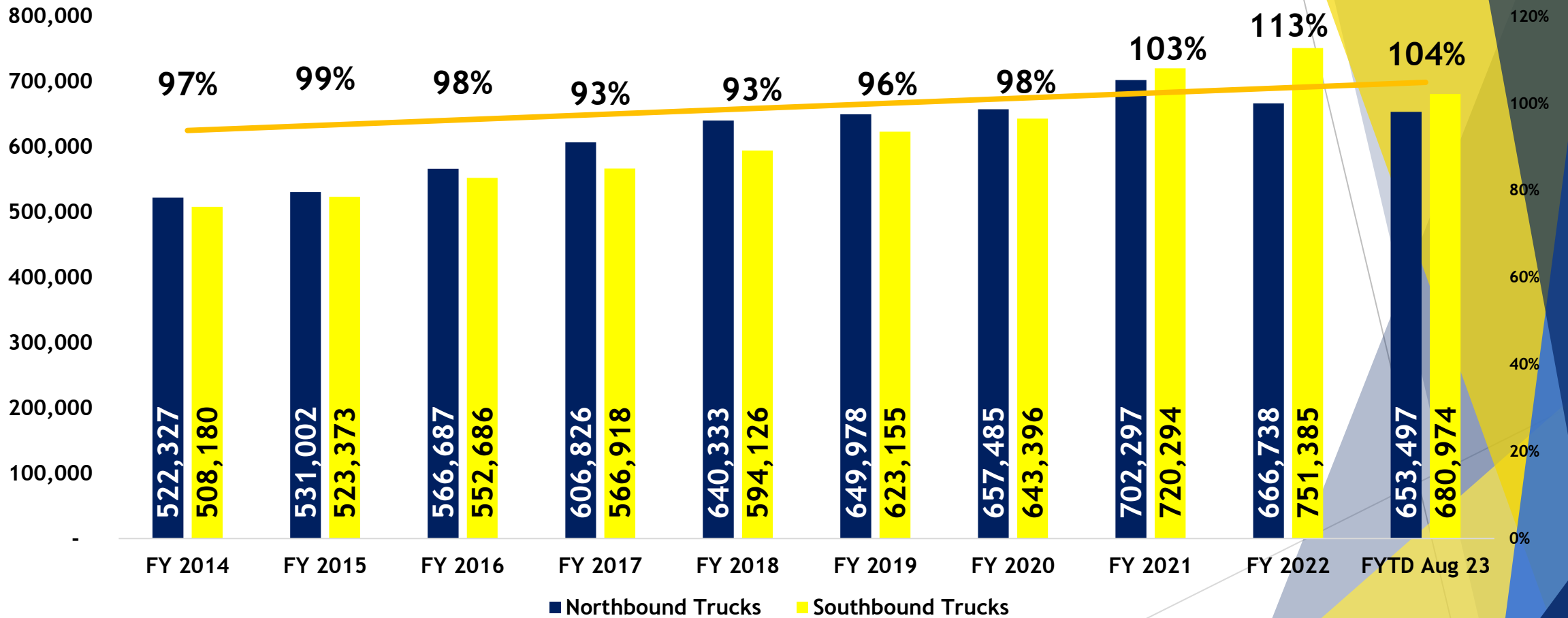
PHARR INTERNATIONAL BRIDGE

Southbound Recapture Rate

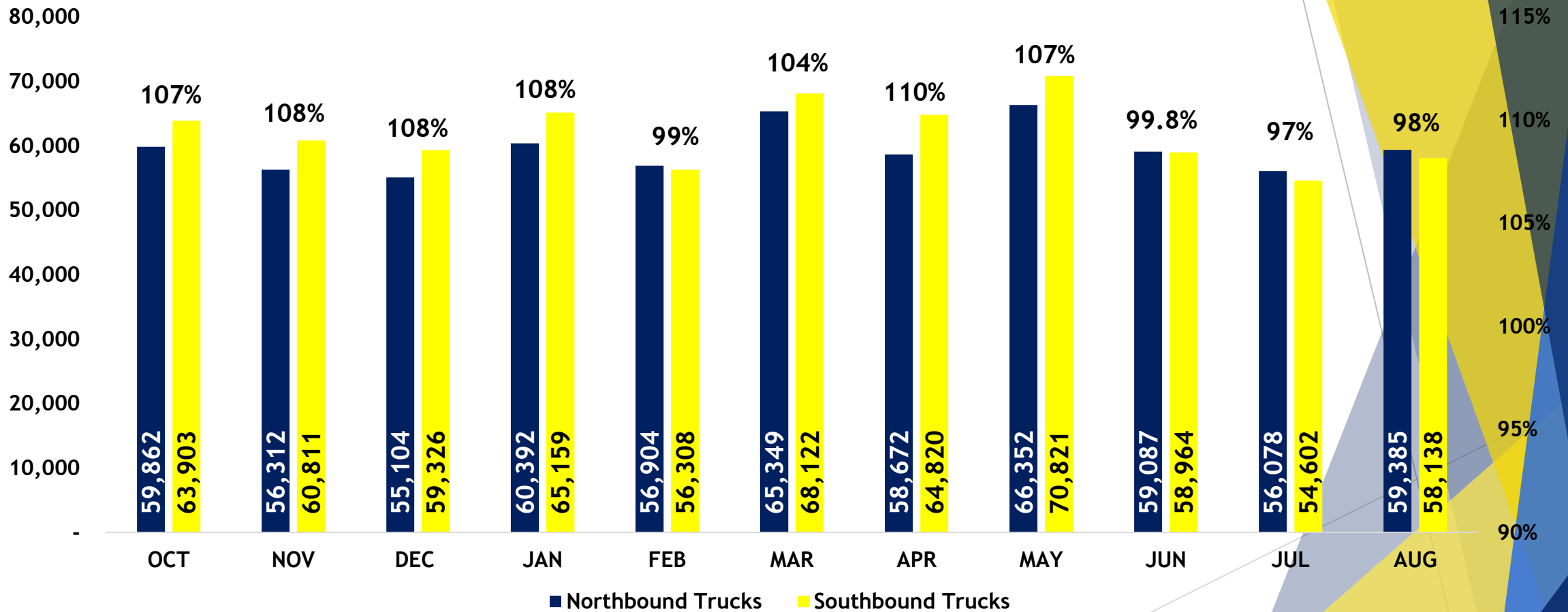
August 2023



Historical Southbound Recapture Rate



YTD Southbound Recapture Rate



QUESTIONS



THANK YOU





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Engineer's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Director's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for August 16, 2023, Regular Called Meeting.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

**MINUTES
TOLL BRIDGE BOARD
REGULAR MEETING
WEDNESDAY, AUGUST 16, 2023
118 S. CAGE BLVD. 2ND FLOOR**

The Toll Bridge Board met in a regular called meeting on Wednesday, August 16, 2023, and following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Ilse Vidaurri, Member

MEMBERS ABSENT: Lazaro Beas, Member

EX-OFFICIO MEMBERS

PRESENT: None

EX-OFFICIO MEMBERS

ABSENT: Mayor Ambrosio Hernandez
Mayor Pro-Tem Daniel Chavez

STAFF PRESENT: Luis Bazan, Bridge Director
Fred Brouwen, Director of Operations
Vanessa Guzman, Marketing Coordinator
Cleo Salinas, Administrative Assistant
Freddy Flores, Trade Liaison

OTHERS PRESENT: Hilda Pedraza, Assistant City Manager
Ricardo Rodriguez III, City Attorney
Ruben Alfaro, City Engineer
Karla Saavedra, Finance Director
Cynthia Garza, Director of Governmental Affairs
Joel Robles, Asst. Police Chief
Ezequiel Ordonez, Bridge México Liaison
Eddie Gutierrez, Financial Consultant
Hollis Rutledge, Governmental Affairs
Andy Vega, CBP
Carlos Rodriguez, CBP
Elmer Martinez, CBP
David Chacon, Brownstone

ITEM 1. CALL TO ORDER

A) ROLL CALL AND POSSIBLE ACTION ON THE EXUSING OF ANY ABSENT MEMBER

Chairman Delgadillo called the meeting to order at 12:17 p.m. Roll call established a quorum.

Vice-Chairman Martinez moved to excuse absent members. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

B) PLEDGE OF ALLEGIANCE/INVOCATION

Luis Bazan, Bridge Director, led in the pledge of allegiance and said the invocation.

ITEM 2. DIRECTOR'S ADMINISTRATIVE REPORT

A) CROSSING AND REVENUES REPORT FOR JULY 2023

Chairman Edgar Delgadillo introduced the item.

Fred Brouwen, Director of Operations, went over the total crossings and revenues report for the month of July 2023. He reported total crossings for the month of July were 98,309, which was a decrease of -2,528 vehicles or -2.51% compared to last year. Mr. Brouwen further reported total car crossings for the month of July were 43,707, which was an increase of 2,619 cars or 6.37% and went over car crossing compassions from other bridges for the month of July 2023.

Fred Brouwen, Director of Operations, reported on the total truck crossings for the month of July 2023. He stated crossings were 54,602, which was a decrease of -5,147 trucks or -8.61% decrease and went over truck crossings compassions from other bridges for the month of July 2023.

Fred Brouwen, Director of Operations, also reported northbound crossings for the month of July were 56,078, which was an increase of 481 trucks or 0.87% increase. Mr. Brouwen stated the agriculture for the month of July 2023 had 16,634 trucks, which represents a 29.7% of all imports from Mexico to the U.S. He further reported a combination of northbound and southbound truck crossings for the month of July 2023 were 110,680, which was a decrease of -4,666 or -4.05%.

Fred Brouwen, Director of Operations, went over the total revenues collected for the month of July 2023. He reported total revenues collected for the month were \$1,314,776, which showed a decrease of -\$105,974 or -7.46% in revenues.

Lastly, Fred Brouwen, Director of Operations, reported on crossing comparisons by axle for the month of July 2023. He stated cars and trucks were 43,707, 2X trucks were 2,713, 3X trucks were 4,7393, 4X trucks were 1,078, 5X trucks were 44,346, 6X trucks were 1,516, mobile homes were 0, and wide loads were 159. He stated special crossings were 33 and the total combination for the month of July was 98,309.

B) FINANCE REPORT FOR JUNE 2023

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, called upon Eddie Gutierrez, Bridge Financial Consultant, for the finance report for June 2023.

Eddie Gutierrez, Bridge Financial Consultant with Blue Stone Capital Solutions, briefly reported on the expenditures and revenues year to date for the bridge.

Discussion ensued on the finance report.

C) ENGINEER'S REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Ruben Alfaro, City Engineer, was present and questions on projects could be entertained at this time.

Ruben Alfaro, City Engineer, reported on the recent activity for DAP FY15 Projects. He stated at the end of July 2023 they had a final walkthrough with the General Services Administration (GSA) and Customs and Border Protection (CBP) and the punch list report has been updated. He stated the first item was the removal of all construction debris from the project staging area which was expected to be finished this week. He further stated there were some items at the primary inspection canopy and the metal panels were improperly installed so the contractor would reinstall them. He added item 2 was the surface of the primary booth touch-up paint was not smooth as expected and stated paint was provided by the manufacturer and they were in communication with them to see what the issue was. He further stated item 3 was to fix the issue with the A/C condensate water leak and stated the issue was the water pump capacity so they would upgrade to a higher capacity to fix the issue. He added the fourth item was to fix and replace the rain drip guard above the inspection booth which would be worked on by the contractor.

Ruben Alfaro, City Engineer, further reported the installation of the floodlights had already been completed as part of this punch-list and the metal panels were being worked on at the 2nd BSIF as well. He stated the same issue with the touch-up paint at the 2nd BSIF Exit was being addressed with the manufacture for the booths and another issue with the concertina wire above the chain link gate was being fixed. He also stated the flooring tile needed to be fixed and the closet door for the electrical section was not

closing properly so that was being worked on as well. He further reported on item 7 the exhaust fan inside the booth restroom was not working properly and cleaning and re-touching of all structural members from metal building was needed. He added the generator was already on site and the ATS was expected to arrive on September 11, 2023 and would be installed once both were in place. He also stated item 11 was to properly seal all thru-roof and thru-wall penetrations at the top of the booths and the final one was at the secondary inspection building and needed to complete the replacement of the light fixtures that were not working properly. He briefly stated based on the report these were minor items and the project seems to be slowing down but that was because there were minor detail items that needed to be ironed out. He further reported time to date on the Northbound Lane Expansion was 151% and place to date was 98% of the funds for this project. He stated time to date on the 2nd BSIF Exit was 114% and placed to date was 92% and the project completion date for both projects was August 2023.

Ruben Alfaro, City Engineer, further reported on DAP FY16 projects. He stated two of the three AFA amendments have been executed and received approval from FHWA for additional funding. He stated they were currently working on the AFA amendment with TxDOT and the Donations Acceptance Agreement amendment with the Federal government. He stated the expected letting date was the fall of 2023.

Ruben Alfaro, City Engineer, reported on the 2nd Span Project. He stated they posted a Notice of Availability/ Opportunity for Public Hearing in the newspaper and the City's webpage, and they were currently in negotiations for the maintenance easements for the new bridge and required right-of-way for the overhead sign bridges were ongoing. He further stated they expect to have it ready to let in September 2023 and expect environmental clearance by Spring of 2024.

D) DIRECTOR'S REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, reported starting next month Brownstone Consulting, project managers for all their projects, would attend every meeting to answer any specifics or technical questions that may be needed.

Luis Bazan, Bridge Director, further reported on the Industrial Warehouse Summit. He stated the first Industrial Warehouse Summit in conjunction with the Economic Development Corporation was launched in April 2023 and the purpose was to fulfill the needs for warehousing space. He added one of the issues that has come up regardless of trade was that there was not enough dry warehousing space for industrial capacity to fulfill the needs of trade, so it is up to them to bring this to the region and invite their regional partners to ensure that they were filling that gap. He stated this was not something that would happen overnight but was part of their educational process to bring everyone to the table from bankers, investors, and industrial warehouse developers. He stated for the one next week they have invited the Pharr Economic

Development Corporation and the neighboring cities Economic Development Corporations to participate and discuss what are they doing as a region for a more competitive border region and attract nearshoring opportunities.

At this time, Chairman Delgadillo stated they would deviate from the agenda and go into closed session. There was no objection.

ITEM 4. CLOSED SESSION: IN ACCORDANCE WITH CHAPTER 551 OF THE TEXAS GOV'T. CODE, THE PHARR BOARD OF COMMISSIONERS HEREBY GIVES NOTICE THAT IT MAY MEET IN A CLOSED (NON-PUBLIC) EXECUTIVE SESSION TO DISCUSS THE ITEMS LISTED ON THE PUBLIC PORTION OF THE MEETING AGENDA IN ACCORDANCE WITH THE FOLLOWING BELOW

The time being 12:45 p.m., Chairman Delgadillo stated the Bridge Board would be entering into closed session in accordance with Chapter 551 of the Texas Govt. Code to discuss agenda items listed in the public portion of the agenda and Pursuant to Sections 551.071, 551.072, 551.074, 551.076, 551.084 and 551.087.

ITEM 5. RECONVENE

The time being 1:29 p.m., Chairman Delgadillo stated the Bridge Board would be resuming the open meeting.

ITEM 3. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JULY 26, 2023

Chairman Edgar Delgadillo introduced the item.

Vice-Chairman Martinez **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION AND ACTION, IF ANY, ON THE GREATER PHARR CHAMBER OF COMMERCE MEMBERSHIP RENEWAL FOR \$1,200

Luis Bazan, Bridge Director introduced the item.

Vice-Chairman Martinez **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

C) DISCUSSION AND ACTION, IF ANY, ON THE 2023 SOUTHERN BORDER CONFERENCE SPONSORSHIP AND EXHIBITORS BOOTH FOR \$1,750

Luis Bazan, Bridge Director, introduced the item.

Secretary Campero **moved** to approve. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

D) DISCUSSION AND ACTION, IF ANY, ON THE TEXAS REAL ESTATE GOLDEN SPONSORSHIP FOR \$2,000

Luis Bazan, Bridge Director, introduced the item.

Vice-Chairman Martinez **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

ITEM 6. ADJOURNMENT

There being no other business to come before the board, Vice-Chairman Martinez **moved** to adjourn. Secretary Campero seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 1:30 p.m.

APPROVED AS SUBMITTED:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

STATE OF TEXAS §
COUNTY OF HIDALGO §
CITY OF PHARR §

ON THE 16th DAY OF AUGUST 2023, the Toll Bridge Board convened in a Regular Meeting at the Pharr International Bridge, the meeting being open to the public and notice of said meeting, giving the date, place and subject thereof, having been posted to the public and notice of said meeting, given in accordance to Chapter 551, of the Texas Government Code, (Open Meetings Act) and their being present a quorum, I, **VANESSA GUZMAN, BRIDGE MARKETING COORDINATOR**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

VANESSA GUZMAN, BRIDGE
MARKETING COORDINATOR

DATE APPROVED: _____



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

Advance Publishing LLC

217 West Park Avenue, Pharr, Texas, 78577

Aug. 18, 2023

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2024

Dear Mr. Bazan,

Good afternoon. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2024, much like we did for last year and the year before that. Time does indeed march on.

What I would like to propose is that the Pharr International Bridge publish one full-page ad a month in The Advance News Journal, highlighting either the bridge's growth or development, and its growing partnership with Mexican-based businesses and the trucking industry on both sides of the border. This would begin during the month of September 2023 and extend through the month of August 2024, which would mark the end of the new, upcoming fiscal year. If you miss a month, we can double up the following month, if that helps facilitate a certain event.

That sort of budget would equal \$930 x 12 months (September 2023 thru August 2024), or \$11,160 total for the new fiscal year.

Last year's budget amount was the same.

Please let me know if we can be of assistance, or if you have any questions. Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing LLC



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Rio Grande Guardian for \$10,000 for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

Rio Grande

GUARDIAN

International News Service

PO Box 5057, McAllen, Texas 78502

Ad Buy Renewal Proposal for Pharr Bridge Board

Date: August 23, 2023

Client: Pharr Bridge Board
c/o Luis Bazan and Vanessa Guzman
Email: luis.bazan@pharr-tx.gov and vanessa.guzman@pharr-tx.gov

Promotion: Promoting Pharr-Reynosa International Bridge on various RGG platforms

Period: 12 months (September 2023 – August 2024)

Package: THREE Banner Ads running on home and inside pages of RGG website:
(Billboard: 970 wide x 250 deep. Side Bar: 300 wide x 250 deep.
Leaderboard: 728 wide x 90 deep.)

Guest columns and/or videos provided by client to be published as and when required.

Podcasts, livestreams, and video stories as and when required by client.

News releases produced by client to be published in Business section.

Investment: \$10,000 for **12 months** (a saving of \$1,000) or \$5,500 for **6 months**.

Terms: Upon Receipt

Thank You for your interest in promoting Pharr-Reynosa International Bridge in the Rio Grande Guardian

Steve Taylor, Editor & Publisher

Tel: (956) 605-9380; Email: staylor@riograndeguardian.com



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Texas Border Business for \$1,850 per month for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

**BUENA AVENTURA LLC DBA
TEXAS BORDER BUSINESS**

614 S. 12th St. • McAllen, TX 78501
Office: 956/ 928-1255 • Sales: 956/ 451-4585

ADVERTISING AGREEMENT



Client: Pharr International Bridge – FY 2023-24 Agency: _____

Address: 118 S. Cage Blvd./ P.O. Box 1729 City/St/Zip: Pharr, TX 78577

Office: 956-402-4000 Cell: 956-702-5300 E-Mail: _____

Contact: Luis Bazan Billing E-Mail: vanessa.guzman@pharr-tx.gov

Ad Size: 1 Full-Page Print Insertions (1/month): 12 months Insertion Rate: \$1,950 less \$100
\$1,850 per Ad Grand Total: \$22,200.00

NOTES:

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2023										X	X	X
2024	X	X	X	X	X	X	X	X	X			
2025												

Additional Instructions:

Texas Border Business agrees to publish 12-Full Color Print Advertisements for the Pharr International Bridge (client) during a period of 12 months for the Fiscal Year 2023.-2024 beginning October 2023 through September 2024. The Ads must be submitted by the 24th day of the month PRIOR to the month of publication.

Texas Border Business would cover any events on the Pharr International Bridge and publish all press releases we receive from the client.

POLICY - This Agreement for advertising in its publication **Texas Border Business (TBB)** is strictly between **Buena Aventura LLC**, 614 S. 12th St., McAllen, TX 78501, and the **Client** and its **Agency of Record** and is non-transferable. No person/ party other than named above may run Ads in part or whole under this agreement. All rates are non-commissionable. Publisher has the right at any time to edit or reduce ad copy or refuse, reject, and cancel any advertisement.

POSTPONEMENT - Postponement of one Ad or the entire agreement is permitted only if advertising agreement is paid in full. No exceptions. The request for a Postponement must be made by Client in writing and signed by an authorized officer of the company.

ERRORS - Publisher assumes responsibility for errors originating with the publication, limited only to the first advertisement that is in error only.

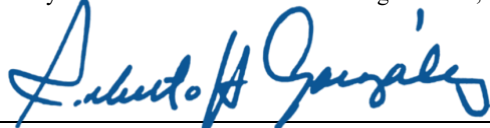
PAYMENTS - Client is required to pay the first Ad at the signing of the advertising agreement. If credit is extended, Client will be billed for each subsequent publication, with payment due and payable within 10 days thereafter. Client hereby agrees to pay to **TBB** a finance charge of 1.5%, (annual percentage rate of 18%) per month on the unpaid balance.

CREDIT - All advertising accounts must establish credit with **TBB**. Credit forms are available through your sales representative. If this agreement is canceled for nonpayment, all advertising costs will be re-billed at full-price rates with all collection costs added and due to the account.

CANCELLATIONS - Once this agreement is signed, no cancellations are accepted. If client wishes to cancel, this will result in client's responsibility for full payment of reserved space for the entire agreement amount.

AUTOMATIC RENEWAL - This agreement will automatically renew for another term at the end of each term and at the current rate. Either party may cancel this agreement upon written notice. This agreement is binding when fully executed and there are no other agreements, verbal or otherwise, not contained herein.

Client Signature Date
Luis Bazan Pharr International Bridge Director
Print Name Title


Authorized Signature Cell
August 18, 2023 robertog@tbbmega.com
Date Email



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.E.

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Inbound Logistics for \$3,708.33 per month for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023

**Vanessa Guzman – Marketing
Pharr Texas, International Bridge**

Aug / 28/ 2023

Inbound Logistics Advertising Options:

Program / Oct 2023 – September 2024

10 Web ads + 3 Dialog Newsletter ads.

6 Inbound Logistics Full Page ads.

(2023 October- November)(2024 Planner January – March – July – September)

2023

October : ROS - Top Banner - 600x60

November : Home Page - Box 3 - 300x250

Dialog (11/1) - Middle Banner 2 - 468x60

December: Home Page + ROS Top Box - 300x250

2024

January: Leaderboard

Dialog (1/3/24) Top Banner 600x60

February: Dialog (2/7/24) Top Banner 600x60

March: Home Page - Top Banner 600x60

April: Home Page - Top Banner 600x60

May: Dialog - Middle 1st position 468x60

June: Home Page - Box 2 300x250

July: Home Page - Box 2 300x250

August : ROS - Top Banner 600x60

September: ROS - Top Banner 600x60

Social Media (2 Facebook postings + 2 Twitter Postings + Podcast)

\$44,500,00. US DLLS

Guillermo Almazo
Inbound Logistics
Publisher@il-latam.com



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.F.

DATE SUBMITTED: September 20, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposal from XOANA Entertainment Company for road/traffic and promotional commercial route signs in Reynosa for \$2,750 per month for 3 years.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/20/2023



RENEWAL PROPOSAL 2023

PREPARED FOR: PHARR INTERNATIONAL BRIDGE

RENEWAL PROPOSAL 2023

Client / Service Description / Objective / Prepared By

CLIENT PHARR INTERNATIONAL BRIDGE.

**SERVICE
DESCRIPTION**

With the strategic distribution of signaling announcements, the pharr international bridge has a permanent image that highlights before the competition; in addition to capture and maintain the interest of commercial trucks.

OBJECTIVE

Serve of conduct to guide the mexican market, promote the international bridge of the city of pharr, mainly to keep attracting visitors and inspiring the trust of more commercial trucks.

PREPARED BY

MYRIAM CANTU
Project Manager
myriam_marlene@xoanacompany.com



SPECIAL ESTIMATE

**SIGNS IN DIFFERENT PLACES TO GUIDE THE CONDUCTORS TO THE DIFFERENT ACCESS
TO THE PHARR INTERNATIONAL BRIDGE.**

 **3 SIGNS**

Measurements 9.84 x 15.0 ft (3.0 x 4.60 m)

 **1 SIGN**

Measurements 5.41 x 10.0 ft (1.65 x 3.05 m)

 **7 SIGNS**

Measurements 2.46 x 6.23 ft (75 x 190 cm)

 **9 SIGNS**

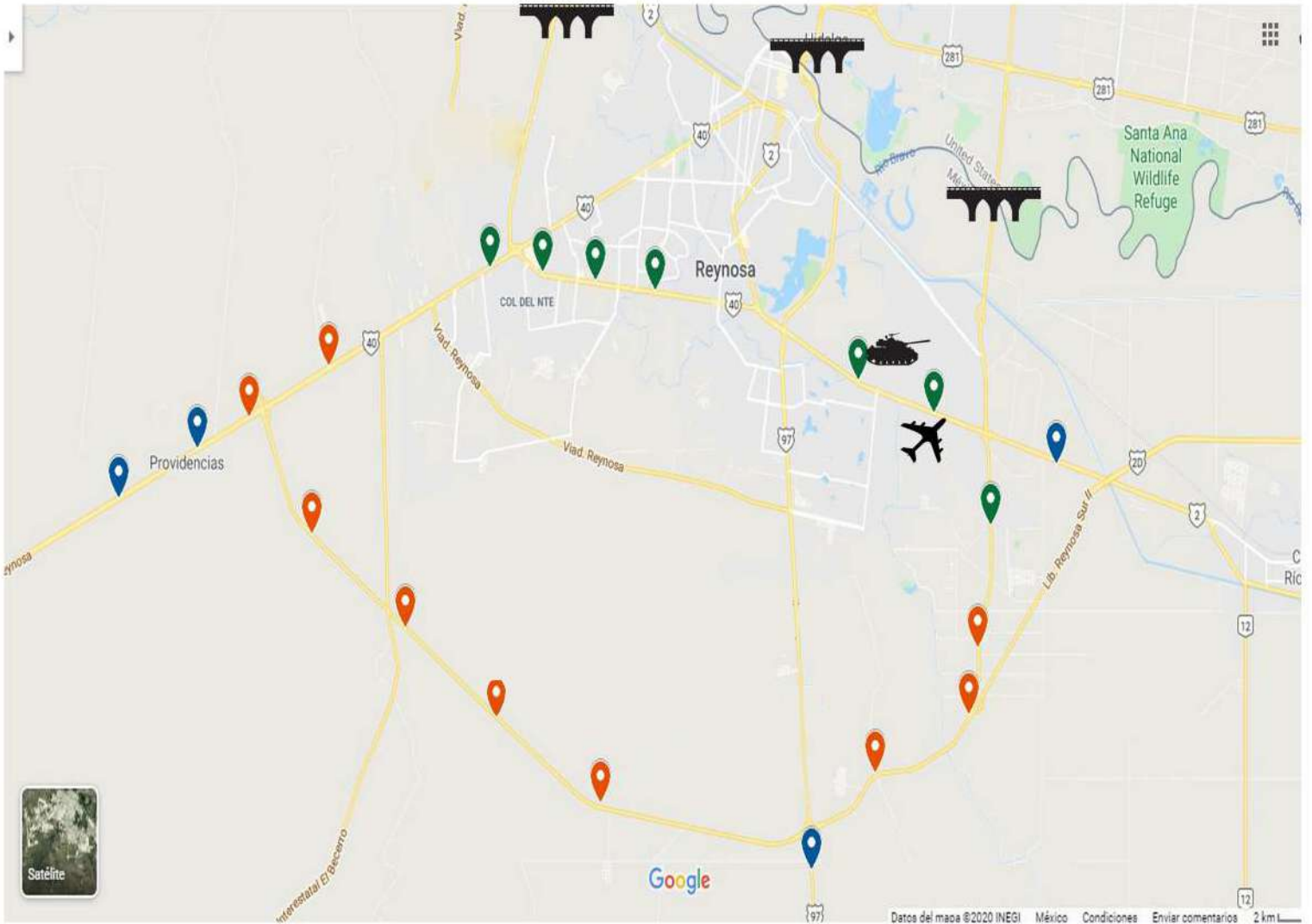
Measurements 1.83 x 7.84 ft (56 x 239 cm)

TOTAL - 20 SIGNS

PACK OF 3 YEARS - COST \$ 2,750.00 DLLS /MONTH



LOCATION MAP



3805 Plantation Grove Blvd. ste D #18
Mission Tx. 78572



SIGN - 9.84 ft x 15.0 ft → 3



SIGN - 5.41 ft x 10.0 ft → 1



SIGN - 1.83 ft x 7.84 ft → 9



SIGN - 2.46 ft x 6.23 ft → 7





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.G.

DATE SUBMITTED: September 21, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposal from Texas Manufacturing Assistance Center (TMAC) for Strategic Plan Document Development for \$6,875.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/21/2023



at The University of Texas Rio Grande Valley

1201 W. University Dr. CRMF 1.301
Edinburg, Texas 78539
Telephone: (956) 665-7011
Fax: (956) 665-7079
Email: tmac@utrgv.edu

PROPOSAL FOR SERVICES	
Proposal Title:	Strategic Plan Document Development
Project Manager:	Jesse Cano
Proposal No:	091123-01
Date:	September 11, 2023

Client:	Pharr International Bridge
Address:	9900 S. Cage Blvd., Pharr, TX 78577
County:	Hidalgo
Contact Person:	Mr. Luis Bazan
Secondary Contact:	
Phone:	(956) 402-4100
Fax:	
Type of Business:	Government Entity
No. of Employees:	100+

The Texas Manufacturing Assistance Center (TMAC) at The University of Texas Rio Grande Valley (UTRGV) is pleased to submit the following proposal to the Pharr International Bridge. The objective, scope, key tasks, as well as the estimated hours for the preparation, execution, and follow-up of events are outlined below.

BACKGROUND

TMAC at UTRGV is an affiliate of the Manufacturing Extension Partnership (MEP) program of National Institute of Standard and Technology. See TMAC's web page at www.utrgv.edu/tmac to learn more about TMAC South Texas.

TMAC at UTRGV has a successful history of assisting organizations in the application of Lean, Six Sigma, Strategic Excellence, Safety and other techniques through both onsite and online facilitation and training. Our approach is to encourage employee involvement to transfer knowledge so that improvements can be continued and sustained by the organization.

SCOPE OF WORK

TMAC Trusted Business Advisors will assist the Pharr International Bridge with the creation of their final document for the organization's strategic plan. The strategic plan is a critical tool for guiding the organization's growth and success in the coming years. The final document will serve as a comprehensive roadmap, articulating the mission, vision, goals, and strategies for achieving the objectives. It will also include key performance indicators (KPIs) to measure progress and ensure accountability. A structured approach will be used that will include the key steps below.

Note: The bulk of the estimated hours will be utilized by TMAC Specialists in the office to prepare, generate drafts, develop designs, and complete any other tasks that will aid the progress and success of the project.

Service Outline (Key Steps):

- Define the Purpose and Audience
- Outline the Document
- Write a Draft
- Review and Revise
- Incorporate Visual Elements
- Review for Consistency
- Obtain and Incorporate Feedback
- Finalize Content
- Formatting and Design
- Table of Contents and Page Numbers
- Proofreading
- Document Review and Approval
- Finalize and Save
- Distribution and Communication

Note: the proposed hours are an estimation based on the experiences of the Advisors and could be completed sooner or may require more time. If it is determined and/or requested by The Pharr International Bridge that additional hours are needed to assist with deliverable(s), TMAC will do so and update the proposal accordingly with the Pharr International Bridge’s approval.

Project Deliverable:

- Electronic Version of the Strategic Plan (final copy)
- Document File (final version)

CLIENT RESPONSIBILITIES

TMAC expects the Pharr International Bridge leadership team and participants to:

- Have all participants and/or be ready for the sessions.
- Keep interruptions to a minimum, emergencies only.
- Provide an adequate meeting space (if applicable).
- Actively participate during the sessions and discussions.
- Complete all prework, action items and/or assignments.

LOCATION OF WORK SESSIONS

TMAC and/or PIB Offices

<u>Project Investment</u>	
	<u>Amount</u>
Strategic Plan Document Development (~30 hrs.)	\$8,750.00
Partner Discount-----	(\$1,875.00)
	<u>\$6,875.00</u>
TERMS OF PAYMENT:	
<ul style="list-style-type: none"> • All prices are in US dollars. • Payment is due before or on the day of support, <u>upon invoice received</u>. <ul style="list-style-type: none"> ○ 50% before or on the first day of support ○ 50% on or before the last day of support • Payment may be made by Bank Transfer, Purchase Order, Credit Card (Visa or MC), Money Order or Check* (*US dollars only) 	
This proposal is valid for 60 days after the date of issuance.	

The cost for this assistance is \$6,875.00. If the scope of work or required effort changes during the course of the project, additional funding may be required with Pharr International Bridge’s agreement.

TERMS AND CONDITIONS:

1. UTRGV will perform this quotation in accordance with client written instructions and or specifications.
2. If no written instructions or specifications were available, UTRGV will follow standard industry practices.
3. Any deviation or alternation from services quoted involving extra costs will only be executed upon receipt of written orders executed by client authorized representative and will become an extra charge over and above the quoted price.
4. All payments are due and payable per terms of this proposal. Invoices will be submitted per terms of payment and are due and payable within 15 days.
5. All prices are based on current costs and can only be revised by written agreement of both parties. UTRGV reserves the right to revise prices in case of major cost increases.
6. Upon request by UTRGV, client agrees to participate in a customer satisfaction survey conducted on behalf of the National Institute of Standards and Technology of the US Dept of Commerce.
7. Client shall be held accountable for payment of expenses incurred due to contract cancellations. A 20% fee before commencement of project and if project is in progress, an assessment of expenditures will be conducted along with the 20% cancellation fee.

Indemnification: PHARR INTERNATIONAL BRIDGE shall, to the extent authorized under the Constitution and laws of the State of Texas, indemnify and hold The University of Texas Rio Grande Valley (UTRGV) harmless from liability resulting from the negligent acts or omissions of PHARR INTERNATIONAL BRIDGE, its agents or employees pertaining to the activities to be carried out pursuant to the obligations of this Agreement provided. However, that PHARR INTERNATIONAL BRIDGE shall not hold UTRGV harmless from claims arising out of the negligence or willful malfeasance of UTRGV, its officers, agents, or employees, or any person or entity not subject to PHARR INTERNATIONAL BRIDGE supervision or control.

Dispute Resolution: To the extent that Chapter 2260, Texas Government Code, is applicable to this Agreement and is not preempted by other applicable law. The University of Texas Rio Grande Valley (UTRGV) and PHARR INTERNATIONAL BRIDGE shall use the dispute resolution process provided for in Chapter 2260 and the related rules adopted by the Texas Attorney General pursuant to Chapter 2260. To attempt to resolve any claim for breach of contract made by either party that cannot be resolved in the ordinary course of business.

ACCEPTANCE OF PROPOSAL

The undersigned parties bind themselves to accept the terms and conditions specified above.

Representing Party

Performing Party

Mr. Luis Bazan
Director
Pharr International Bridge

Mr. David Ortiz
Region Director
TMAC South Texas

Date: _____

Date: _____



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.H.

DATE SUBMITTED: September 22, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposed toll fee increase for both commercial trucks and passenger vehicles at the Pharr International Bridge.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

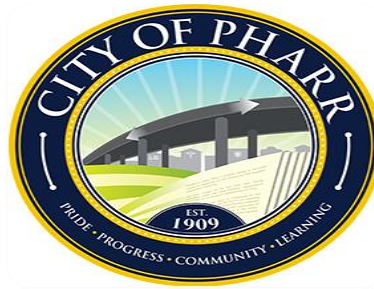
Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/22/2023



Pharr International Bridge Proposed Southbound Truck and Car Toll Rate Increase Study



EXECUTIVE SUMMARY

Proposed Truck and Car Toll Rate Increase Study

RGV BORDER DISTRICT

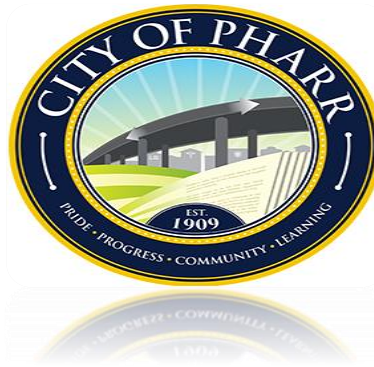
- 1) Toll Rate Comparison
- 2) Graphs Comparison

FY 2023 Truck and Car
Crossing and Revenues

FY 2024 Projected Truck
and Car Crossings and
Revenues
(Proposed Toll Fee Increase)

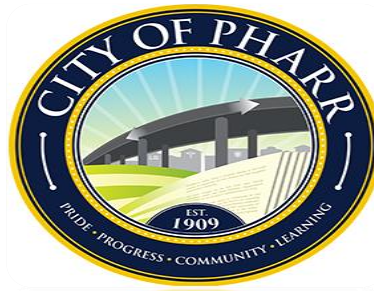
FY 2024 Projected
Overall Summary
Revenues and Proposed
Budget

SWOT ANALYSIS



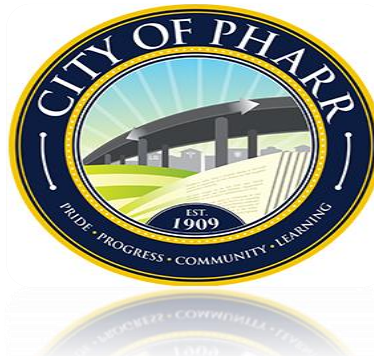
RGV BORDER DISTRICT Truck Toll Rate Comparisons



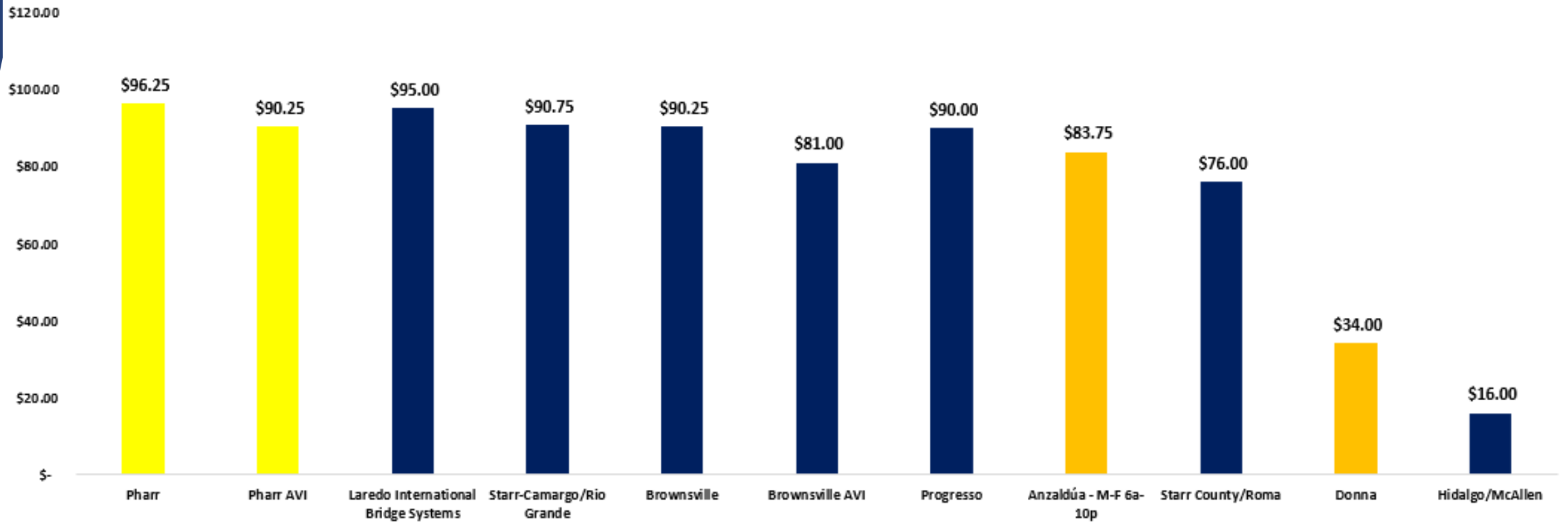


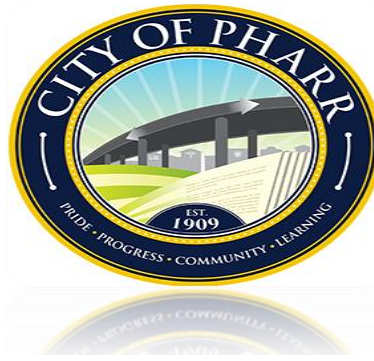
TxDOT - RGV Border District - Current Truck Toll Rate Comparison

Bridge	Commercial					Aggregate Toll Fees
	2 axle	3 axle	4 axle	5 axle	6 axle	
Pharr	\$ 12.25	\$ 16.25	\$ 18.25	\$ 23.25	\$ 26.25	\$ 96.25
Pharr AVI	\$ 11.25	\$ 15.25	\$ 17.25	\$ 21.25	\$ 25.25	\$ 90.25
Laredo International Bridge Systems	\$ 9.50	\$ 14.25	\$ 19.00	\$ 23.75	\$ 28.50	\$ 95.00
Starr-Camargo/Rio Grande	\$ 12.75	\$ 14.75	\$ 17.75	\$ 21.25	\$ 24.25	\$ 90.75
Brownsville	\$ 11.00	\$ 15.00	\$ 17.25	\$ 22.00	\$ 25.00	\$ 90.25
Brownsville AVI	\$ 9.50	\$ 13.50	\$ 15.50	\$ 19.25	\$ 23.25	\$ 81.00
Progreso	\$ 9.00	\$ 13.50	\$ 18.00	\$ 22.50	\$ 27.00	\$ 90.00
Anzaldúa - M-F 6a-10p	\$ 11.25	\$ 14.50	\$ 16.00	\$ 19.00	\$ 23.00	\$ 83.75
Starr County/Roma	\$ 11.00	\$ 13.00	\$ 15.00	\$ 17.00	\$ 20.00	\$ 76.00
Donna	\$ 8.00	\$ 12.00	\$ 14.00	\$ -	\$ -	\$ 34.00
Hidalgo/McAllen	\$ 7.00	\$ 9.00	\$ -	\$ -	\$ -	\$ 16.00

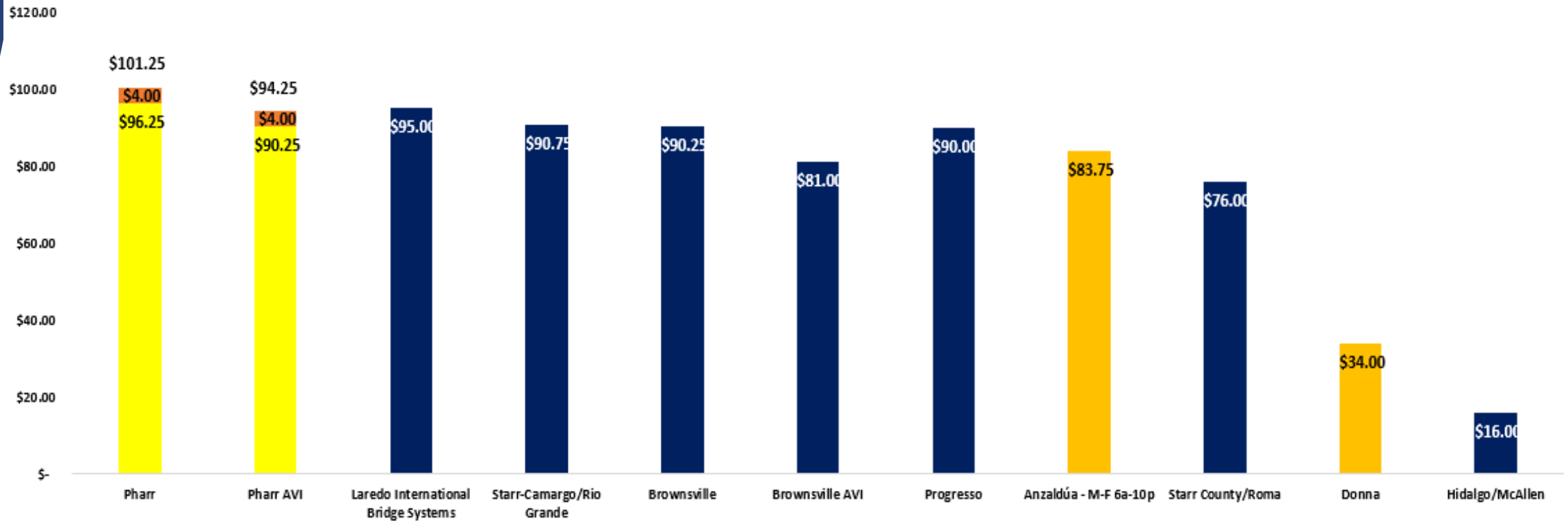


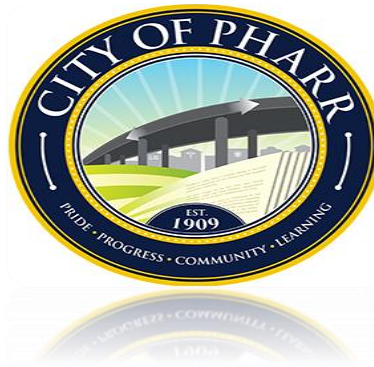
TXDOT RGV Border District - Aggregate Truck Toll Fees





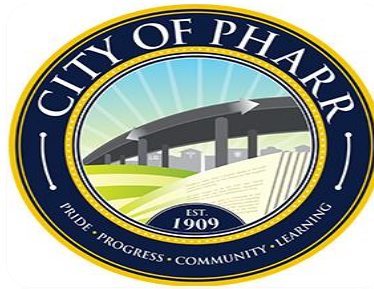
TXDOT RGV Border District - Proposed Aggregate Truck Toll Fees





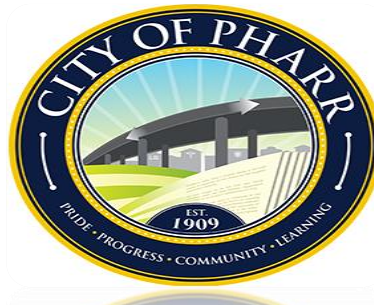
RGV BORDER DISTRICT Car Toll Rates Comparisons



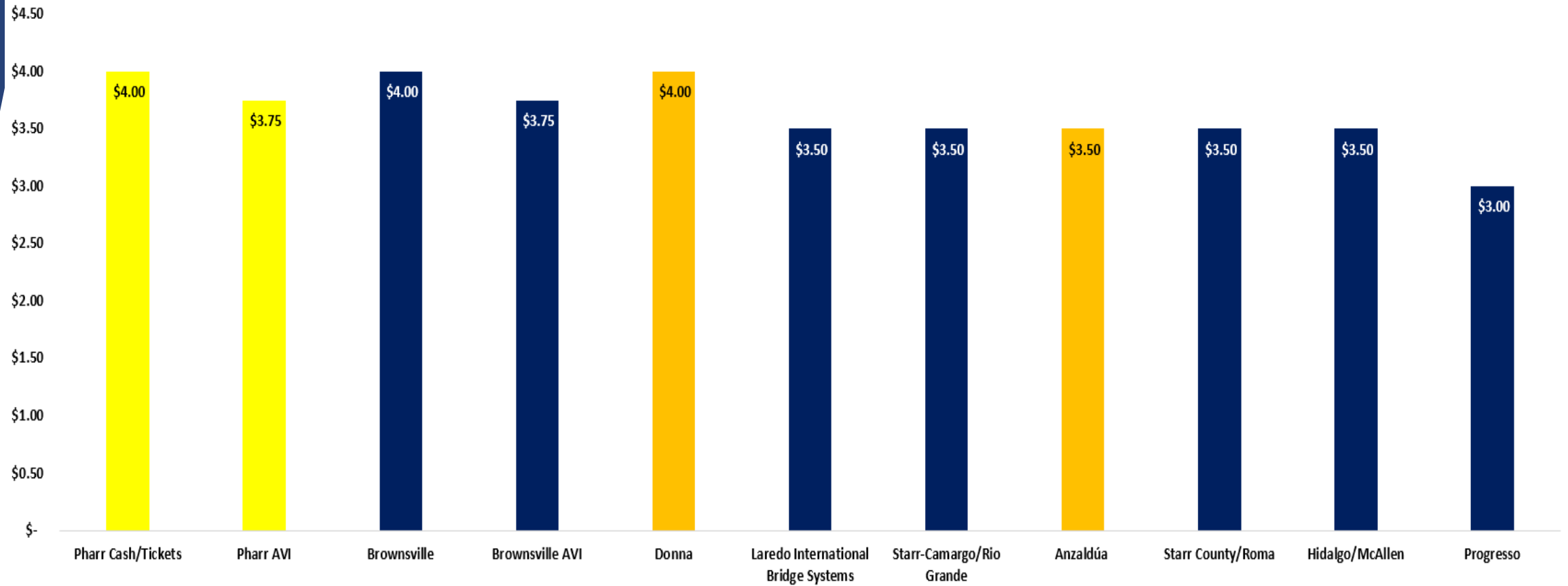


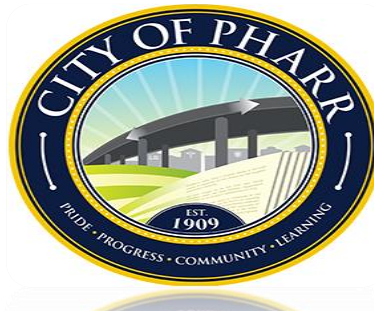
TxDOT - RGV Border District - Current Toll Rate Comparison

Bridge	Current Car Toll Fees	Proposed Increase \$0.25	Proposed Increase \$0.50	Proposed Increase \$0.75	Proposed Increase \$1.00
Pharr Cash/Tickets	\$ 4.00	\$ 4.25	\$ 4.50	\$ 4.75	\$ 5.00
Pharr AVI	\$ 3.75	\$ 4.00	\$ 4.25	\$ 4.50	\$ 4.75
Brownsville	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00
Brownsville AVI	\$ 3.75	\$ 3.75	\$ 3.75	\$ 3.75	\$ 3.75
Donna	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00
Laredo International Bridge Systems	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
Starr-Camargo/Rio Grande	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
Anzaldúa	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
Starr County/Roma	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
Hidalgo/McAllen	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50	\$ 3.50
Progreso	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00

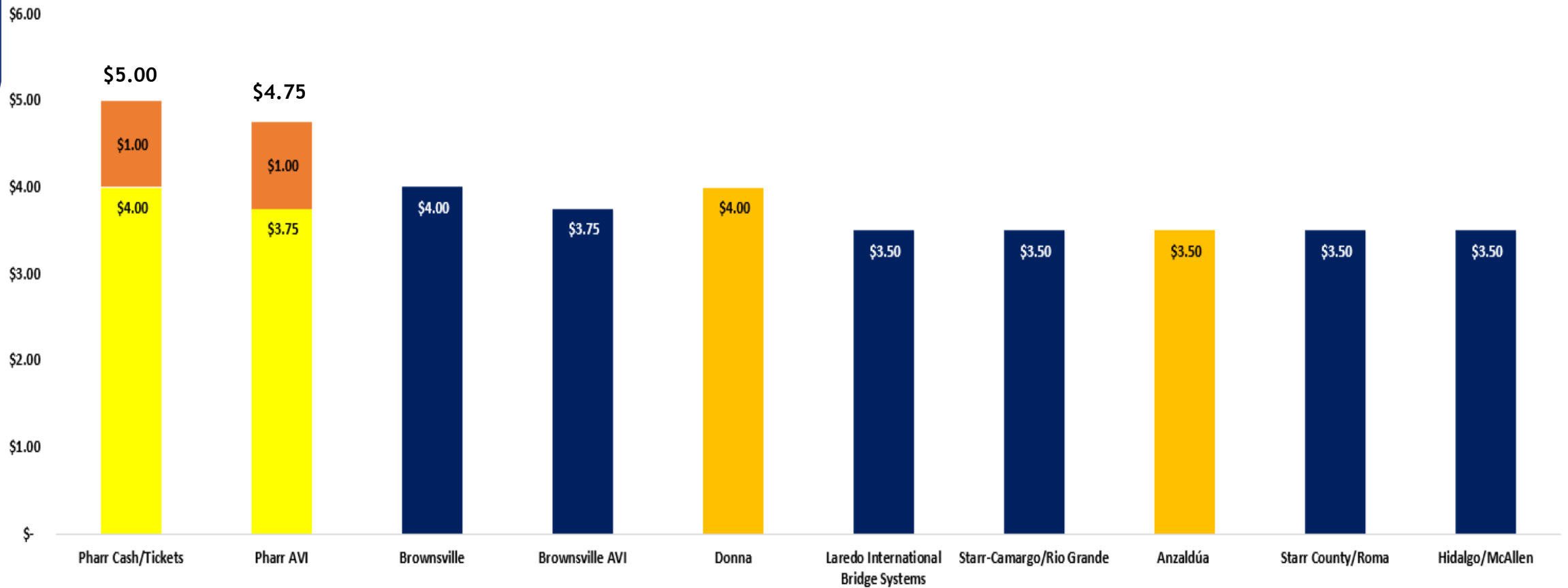


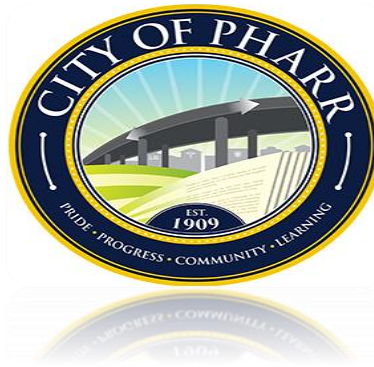
TXDOT RGV Border District - Current Car Toll Rates





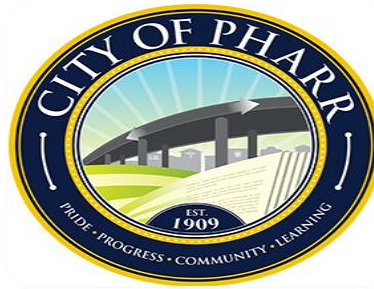
TXDOT RGV Border District - Pharr Int'l Bridge Proposed \$1.00 Car Toll Rate Increase





FY 2023 Projected Truck and Car Crossing and Revenues





PHARR INTERNATIONAL BRIDGE FY 2023 TRUCK CROSSING AND REVENUES BY MONTH (Projected)

Prepared 9/14/2023



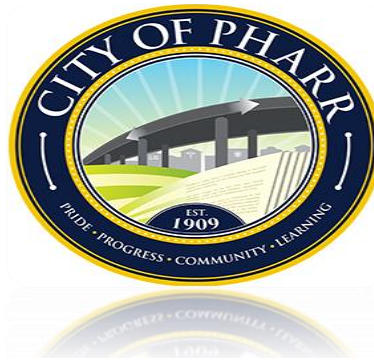
		October	November	December	January	February	March	April	May	June	July	August	September	PROJECTED 2023
	Percentage	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	TOTAL CROSSINGS
2 Axle Truck, Bus, Dully	4.78%	3,279	2,897	2,721	2,888	2,752	3,245	2,591	3,103	2,993	2,713	3,281	2,951	35,414
Commercial 3 Axle	7.31%	4,908	4,651	4,455	4,342	4,200	4,685	3,910	4,475	4,363	4,739	4,918	4,513	54,159
Commercial 4 Axle	1.93%	1,387	1,323	1,059	1,152	1,100	1,235	1,175	1,312	1,102	1,078	1,206	1,194	14,323
Commercial 5 Axle	76.12%	49,933	47,910	44,484	49,160	45,193	51,452	44,896	47,785	44,205	44,346	47,465	46,984	563,813
Commercial 6 Axle	9.85%	4,218	3,856	6,410	7,431	2,936	7,225	12,115	14,143	6,041	1,516	974	6,079	72,944
TOTAL SOUTHBOUND TRUCK CROSSINGS AND REVENUES	100%	63,725	60,637	59,129	64,973	56,181	67,842	64,687	70,818	58,704	54,392	57,844	61,721	740,653

YTD AVERAGE

	Average Rate	October	November	December	January	February	March	April	May	June	July	August	September	Average Rate
	Cash & AVI	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Cash & AVI
2 Axle Truck, Bus, Dully	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75	\$ 11.75
Commercial 3 Axle	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75
Commercial 4 Axle	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75	\$ 17.75
Commercial 5 Axle	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25	\$ 22.25
Commercial 6 Axle	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75	\$ 25.75

YTD AVERAGE

		October	November	December	January	February	March	April	May	June	July	August	September	PROJECTED 2023
	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	TOTAL REVENUES
2 Axle Truck, Bus, Dully	\$ 38,528	\$ 34,040	\$ 31,972	\$ 33,934	\$ 32,336	\$ 38,129	\$ 30,444	\$ 36,460	\$ 35,168	\$ 31,878	\$ 38,552	\$ 34,676	\$ 416,117	
Commercial 3 Axle	\$ 77,301	\$ 73,253	\$ 70,166	\$ 68,387	\$ 66,150	\$ 73,789	\$ 61,583	\$ 70,481	\$ 68,717	\$ 74,639	\$ 77,459	\$ 71,084	\$ 853,009	
Commercial 4 Axle	\$ 24,619	\$ 23,483	\$ 18,797	\$ 20,448	\$ 19,525	\$ 21,921	\$ 20,856	\$ 23,288	\$ 19,561	\$ 19,135	\$ 21,407	\$ 21,185	\$ 254,225	
Commercial 5 Axle	\$ 1,111,009	\$ 1,065,998	\$ 989,769	\$ 1,093,810	\$ 1,005,544	\$ 1,144,807	\$ 998,936	\$ 1,063,216	\$ 983,561	\$ 986,699	\$ 1,056,096	\$ 1,045,404	\$ 12,544,849	
Commercial 6 Axle	\$ 108,614	\$ 99,292	\$ 165,058	\$ 191,348	\$ 75,602	\$ 186,044	\$ 311,961	\$ 364,182	\$ 155,556	\$ 39,037	\$ 25,081	\$ 156,525	\$ 1,878,299	
FY 2023 TOTAL PROJECTED TRUCK TOLL REVENUES	\$ 1,360,071	\$ 1,296,066	\$ 1,275,762	\$ 1,407,927	\$ 1,199,157	\$ 1,464,690	\$ 1,423,780	\$ 1,557,628	\$ 1,262,563	\$ 1,151,387	\$ 1,218,594	\$ 1,328,875	\$ 15,946,498	



PHARR INTERNATIONAL BRIDGE FY 2023 CAR CROSSING AND REVENUES BY MONTH (Projected)

Prepared 9/21/2023



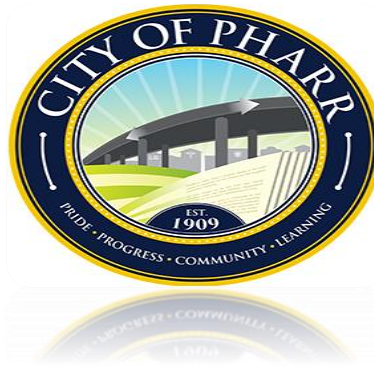
		October	November	December	January	February	March	April	May	June	July	August	September	PROJECTED 2023
	Percentage	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	Crossings	TOTAL CROSSINGS
Car	100.00%	43,454	42,460	51,652	50,266	50,155	53,570	44,513	41,031	42,693	43,707	46,041	46,322	555,864
TOTAL TRUCK CROSSINGS	100%	43,454	42,460	51,652	50,266	50,155	53,570	44,513	41,031	42,693	43,707	46,041	46,322	555,864

YTD AVERAGE

	Average Rate	October	November	December	January	February	March	April	May	June	July	August	September	Average Rate
	Cash & AVI	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Rate	Cash & AVI
Car	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88	\$ 3.88

YTD AVERAGE

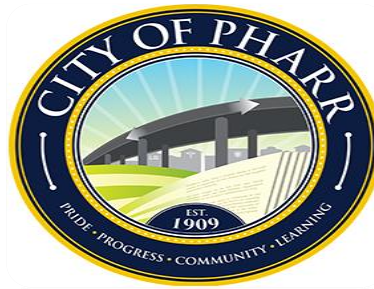
		October	November	December	January	February	March	April	May	June	July	August	September	PROJECTED 2023
		Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	TOTAL REVENUES
Car		\$ 168,384	\$ 164,533	\$ 200,152	\$ 194,781	\$ 194,351	\$ 207,584	\$ 172,488	\$ 158,995	\$ 165,435	\$ 169,365	\$ 178,409	\$ 179,498	\$ 2,153,973
FY 2023 TOTAL PROJECTED CAR TOLL REVENUES		\$ 168,384	\$ 164,533	\$ 200,152	\$ 194,781	\$ 194,351	\$ 207,584	\$ 172,488	\$ 158,995	\$ 165,435	\$ 169,365	\$ 178,409	\$ 179,498	\$ 2,153,973



FY 2024 Projected Truck and Car Crossing and Revenues

Proposed Toll Rate Increases





PHARR INTERNATIONAL BRIDGE
FY 2024 PROJECTED TRUCK CROSSING AND REVENUES BY MONTH
 Monthly \$1.00 Increase - CAP at \$5.00 (Including \$1.00 In September)
 Prepared 9/21/2024



	Percentage	October Crossings	November Crossings	December Crossings	January Crossings	February Crossings	March Crossings	April Crossings	May Crossings	June Crossings	July Crossings	August Crossings	September Crossings	PROJECTED 2024 TOTAL CROSSINGS
2 Axle Truck, Bus, Dully	4.78%	3,279	2,897	2,721	2,888	2,752	3,245	2,591	3,103	2,993	2,713	3,281	2,951	35,414
Commercial 3 Axle	7.31%	4,908	4,651	4,455	4,342	4,200	4,685	3,910	4,475	4,363	4,739	4,918	4,513	54,159
Commercial 4 Axle	1.93%	1,387	1,323	1,059	1,152	1,100	1,235	1,175	1,312	1,102	1,078	1,206	1,194	14,323
Commercial 5 Axle	76.12%	49,933	47,910	44,484	49,160	45,193	51,452	44,896	47,785	44,205	44,346	47,465	46,984	563,813
Commercial 6 Axle	9.85%	4,218	3,856	6,410	7,431	2,936	7,225	12,115	14,143	6,041	1,516	974	6,079	72,944
TOTAL SOUTHBOUND TRUCK CROSSINGS AND REVENUES	100%	63,725	60,637	59,129	64,973	56,181	67,842	64,687	70,818	58,704	54,392	57,844	61,721	740,653

Monthly Increase	\$ 2.00	\$ 1.00	\$ 1.00	\$ 1.00
\$5 CAP Increase				

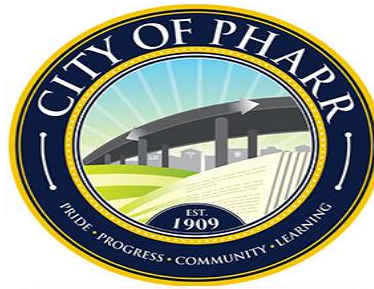
	Average Rate Cash & AVI	October Rate	November Rate	December Rate	January Rate	February Rate	March Rate	April Rate	May Rate	June Rate	July Rate	August Rate	September Rate	Average Rate Cash & AVI
2 Axle Truck, Bus, Dully	\$ 10.75	\$ 12.75	\$ 13.75	\$ 14.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 10.75
Commercial 3 Axle	\$ 14.75	\$ 16.75	\$ 17.75	\$ 18.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 14.75
Commercial 4 Axle	\$ 16.75	\$ 18.75	\$ 19.75	\$ 20.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 16.75
Commercial 5 Axle	\$ 21.25	\$ 23.25	\$ 24.25	\$ 25.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 21.25
Commercial 6 Axle	\$ 24.75	\$ 26.75	\$ 27.75	\$ 28.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 24.75

	October Revenue	November Revenue	December Revenue	January Revenue	February Revenue	March Revenue	April Revenue	May Revenue	June Revenue	July Revenue	August Revenue	September Revenue	PROJECTED 2024 TOTAL REVENUES
2 Axle Truck, Bus, Dully	\$ 41,807	\$ 39,834	\$ 40,135	\$ 45,486	\$ 43,344	\$ 51,109	\$ 40,808	\$ 48,872	\$ 47,140	\$ 42,730	\$ 51,676	\$ 46,481	\$ 539,421
Commercial 3 Axle	\$ 82,209	\$ 82,555	\$ 83,531	\$ 85,755	\$ 82,950	\$ 92,529	\$ 77,223	\$ 88,381	\$ 86,169	\$ 93,595	\$ 97,131	\$ 89,137	\$ 1,041,165
Commercial 4 Axle	\$ 26,006	\$ 26,129	\$ 21,974	\$ 25,056	\$ 23,925	\$ 26,861	\$ 25,556	\$ 28,536	\$ 23,969	\$ 23,447	\$ 26,231	\$ 25,960	\$ 303,649
Commercial 5 Axle	\$ 1,160,942	\$ 1,161,818	\$ 1,123,221	\$ 1,290,450	\$ 1,186,316	\$ 1,350,615	\$ 1,178,520	\$ 1,254,356	\$ 1,160,381	\$ 1,164,083	\$ 1,245,956	\$ 1,233,342	\$ 14,510,000
Commercial 6 Axle	\$ 112,832	\$ 107,004	\$ 184,288	\$ 221,072	\$ 87,346	\$ 214,944	\$ 360,421	\$ 420,754	\$ 179,720	\$ 45,101	\$ 28,977	\$ 180,839	\$ 2,143,297

FY 2024 TOTAL PROJECTED TRUCK TOLL REVENUES	\$ 1,423,796	\$ 1,417,340	\$ 1,453,149	\$ 1,667,819	\$ 1,423,881	\$ 1,736,058	\$ 1,682,528	\$ 1,840,900	\$ 1,497,379	\$ 1,368,955	\$ 1,449,970	\$ 1,575,759	\$ 18,537,533
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FY 2023 TOTAL PROJECTED TRUCK TOLL REVENUES	\$ 1,296,346	\$ 1,235,429	\$ 1,216,633	\$ 1,342,954	\$ 1,142,976	\$ 1,396,848	\$ 1,359,093	\$ 1,486,810	\$ 1,203,859	\$ 1,096,995	\$ 1,160,750	\$ 1,267,154	\$ 15,205,845
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Increase in Revenues	\$ 127,450	\$ 181,911	\$ 236,516	\$ 324,865	\$ 280,905	\$ 339,210	\$ 323,435	\$ 354,090	\$ 293,520	\$ 271,960	\$ 289,220	\$ 308,605	\$ 3,331,687
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PHARR INTERNATIONAL BRIDGE
FY 2024 PROJECTED TRUCK CROSSING AND REVENUES BY MONTH
October \$4.00 Increase - CAP at \$5.00 (Including \$1.00 In September)
Prepared 9/21/2024



	Percentage	October Crossings	November Crossings	December Crossings	January Crossings	February Crossings	March Crossings	April Crossings	May Crossings	June Crossings	July Crossings	August Crossings	September Crossings	PROJECTED 2024 TOTAL CROSSINGS
2 Axle Truck, Bus, Dully	4.78%	3,279	2,897	2,721	2,888	2,752	3,245	2,591	3,103	2,993	2,713	3,281	2,951	35,414
Commercial 3 Axle	7.31%	4,908	4,651	4,455	4,342	4,200	4,685	3,910	4,475	4,363	4,739	4,918	4,513	54,159
Commercial 4 Axle	1.93%	1,387	1,323	1,059	1,152	1,100	1,235	1,175	1,312	1,102	1,078	1,206	1,194	14,323
Commercial 5 Axle	76.12%	49,933	47,910	44,484	49,160	45,193	51,452	44,896	47,785	44,205	44,346	47,465	46,984	563,813
Commercial 6 Axle	9.85%	4,218	3,856	6,410	7,431	2,936	7,225	12,115	14,143	6,041	1,516	974	6,079	72,944
TOTAL SOUTHBOUND TRUCK CROSSINGS AND REVENUES	100%	63,725	60,637	59,129	64,973	56,181	67,842	64,687	70,818	58,704	54,392	57,844	61,721	740,653

Monthly Increase \$ 5.00
 \$5 CAP Increase

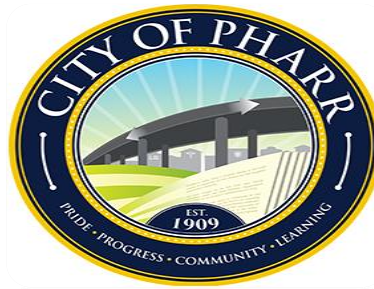
	Average Rate Cash & AVI	October Rate	November Rate	December Rate	January Rate	February Rate	March Rate	April Rate	May Rate	June Rate	July Rate	August Rate	September Rate	Average Rate Cash & AVI
2 Axle Truck, Bus, Dully	\$ 10.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75	\$ 15.75
Commercial 3 Axle	\$ 14.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75	\$ 19.75
Commercial 4 Axle	\$ 16.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75	\$ 21.75
Commercial 5 Axle	\$ 21.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25	\$ 26.25
Commercial 6 Axle	\$ 24.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75	\$ 29.75

	October Revenue	November Revenue	December Revenue	January Revenue	February Revenue	March Revenue	April Revenue	May Revenue	June Revenue	July Revenue	August Revenue	September Revenue	PROJECTED 2024 TOTAL REVENUES
2 Axle Truck, Bus, Dully	\$ 51,644	\$ 45,628	\$ 42,856	\$ 45,486	\$ 43,344	\$ 51,109	\$ 40,808	\$ 48,872	\$ 47,140	\$ 42,730	\$ 51,676	\$ 46,481	\$ 557,773
Commercial 3 Axle	\$ 96,933	\$ 91,857	\$ 87,986	\$ 85,755	\$ 82,950	\$ 92,529	\$ 77,223	\$ 88,381	\$ 86,169	\$ 93,595	\$ 97,131	\$ 89,137	\$ 1,069,646
Commercial 4 Axle	\$ 30,167	\$ 28,775	\$ 23,033	\$ 25,056	\$ 23,925	\$ 26,861	\$ 25,556	\$ 28,536	\$ 23,969	\$ 23,447	\$ 26,231	\$ 25,960	\$ 311,515
Commercial 5 Axle	\$ 1,310,741	\$ 1,257,638	\$ 1,167,705	\$ 1,290,450	\$ 1,186,316	\$ 1,350,615	\$ 1,178,520	\$ 1,254,356	\$ 1,160,381	\$ 1,164,083	\$ 1,245,956	\$ 1,233,342	\$ 14,800,103
Commercial 6 Axle	\$ 125,486	\$ 114,716	\$ 190,698	\$ 221,072	\$ 87,346	\$ 214,944	\$ 360,421	\$ 420,754	\$ 179,720	\$ 45,101	\$ 28,977	\$ 180,839	\$ 2,170,073

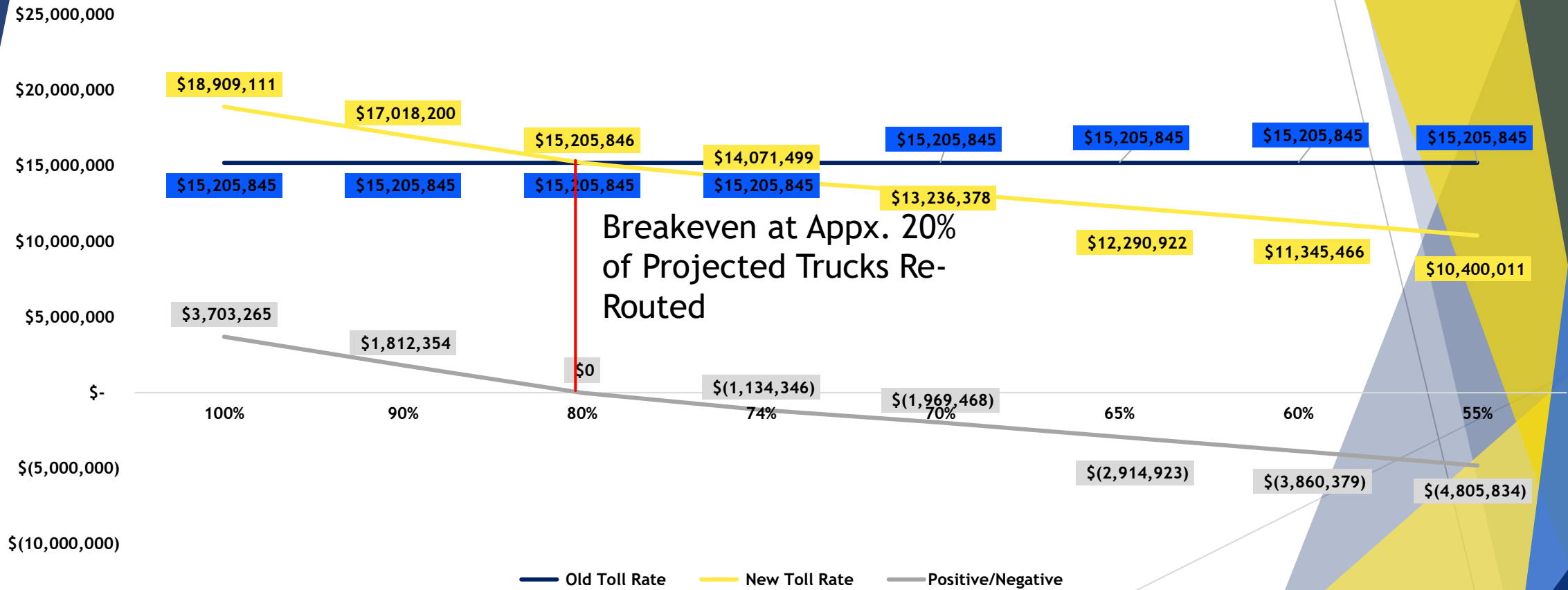
TOTAL PROJECTED TRUCK TOLL REVENUES \$ 1,614,971 \$ 1,538,614 \$ 1,512,278 \$ 1,667,819 \$ 1,423,881 \$ 1,736,058 \$ 1,682,528 \$ 1,840,900 \$ 1,497,379 \$ 1,368,955 \$ 1,449,970 \$ 1,575,759 \$ 18,909,111

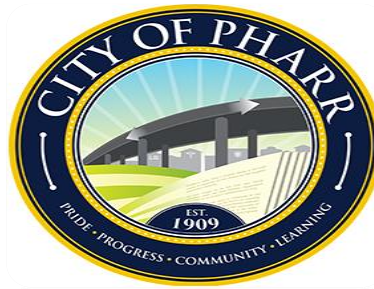
TOTAL PROJECTED TRUCK TOLL REVENUES \$ 1,296,346 \$ 1,235,429 \$ 1,216,633 \$ 1,342,954 \$ 1,142,976 \$ 1,396,848 \$ 1,359,093 \$ 1,486,810 \$ 1,203,859 \$ 1,096,995 \$ 1,160,750 \$ 1,267,154 \$ 15,205,845

Variance \$ 318,625 \$ 303,185 \$ 295,645 \$ 324,865 \$ 280,905 \$ 339,210 \$ 323,435 \$ 354,090 \$ 293,520 \$ 271,960 \$ 289,220 \$ 308,605 \$ 3,703,265



Pharr Truck Crossing - Percentage Re-Route Breakeven Analysis





PHARR INTERNATIONAL BRIDGE
FY 2023 CAR CROSSING AND REVENUES BY MONTH (Projected)
\$1.00 Toll Rate Increase
Prepared 9/21/2023



Increase in Crossings
2.00%
YTD AVERAGE

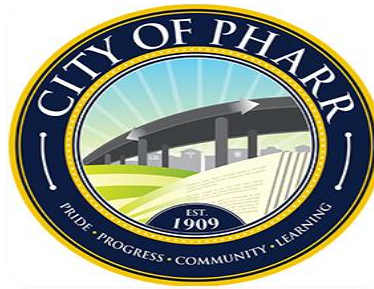
	Percentage	October Crossings	November Crossings	December Crossings	January Crossings	February Crossings	March Crossings	April Crossings	May Crossings	June Crossings	July Crossings	August Crossings	September Crossings	PROJECTED 2023 TOTAL CROSSINGS
Car	100.00%	44,323	43,309	52,685	51,271	51,158	54,641	45,403	41,852	43,547	44,581	46,962	47,248	566,981
TOTAL TRUCK CROSSINGS	100%	44,323	43,309	52,685	51,271	51,158	54,641	45,403	41,852	43,547	44,581	46,962	47,248	566,981

	Average Rate Cash & AVI	October Rate	November Rate	December Rate	January Rate	February Rate	March Rate	April Rate	May Rate	June Rate	July Rate	August Rate	September Rate	Average Rate Cash & AVI
Car	\$ 3.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88	\$ 4.88

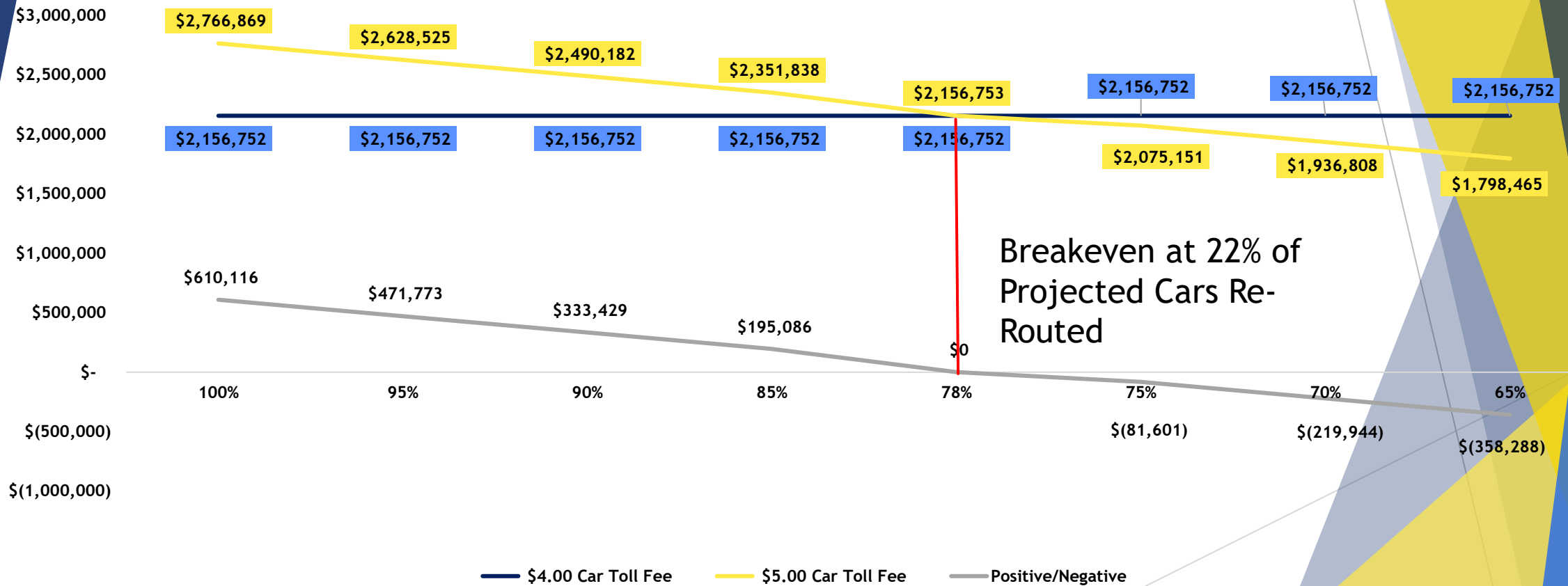
	October Revenue	November Revenue	December Revenue	January Revenue	February Revenue	March Revenue	April Revenue	May Revenue	June Revenue	July Revenue	August Revenue	September Revenue	PROJECTED 2023 TOTAL REVENUES
Car	\$ 216,075	\$ 211,132	\$ 256,840	\$ 249,948	\$ 249,396	\$ 266,377	\$ 221,341	\$ 204,027	\$ 212,291	\$ 217,333	\$ 228,939	\$ 230,336	\$ 2,764,034
FY 2024 TOTAL PROJECTED CAR TOLL REVENUES	\$ 216,075	\$ 211,132	\$ 256,840	\$ 249,948	\$ 249,396	\$ 266,377	\$ 221,341	\$ 204,027	\$ 212,291	\$ 217,333	\$ 228,939	\$ 230,336	\$ 2,764,034

FY 2023 TOTAL PROJECTED TRUCK TOLL REVENUES	\$ 168,384	\$ 164,533	\$ 200,152	\$ 194,781	\$ 194,351	\$ 207,584	\$ 172,488	\$ 158,995	\$ 165,435	\$ 169,365	\$ 178,409	\$ 179,498	\$ 2,153,973
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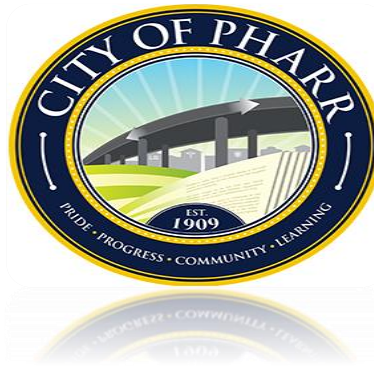
Increase in Revenues	\$ 47,691	\$ 46,600	\$ 56,688	\$ 55,167	\$ 55,045	\$ 58,793	\$ 48,853	\$ 45,032	\$ 46,856	\$ 47,968	\$ 50,530	\$ 50,838	\$ 610,061
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Pharr Car Crossings - Percentage Re-Route Breakeven Analysis

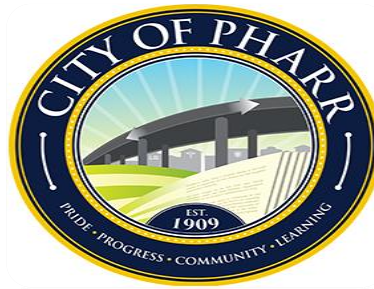


Breakeven at 22% of Projected Cars Re-Routed

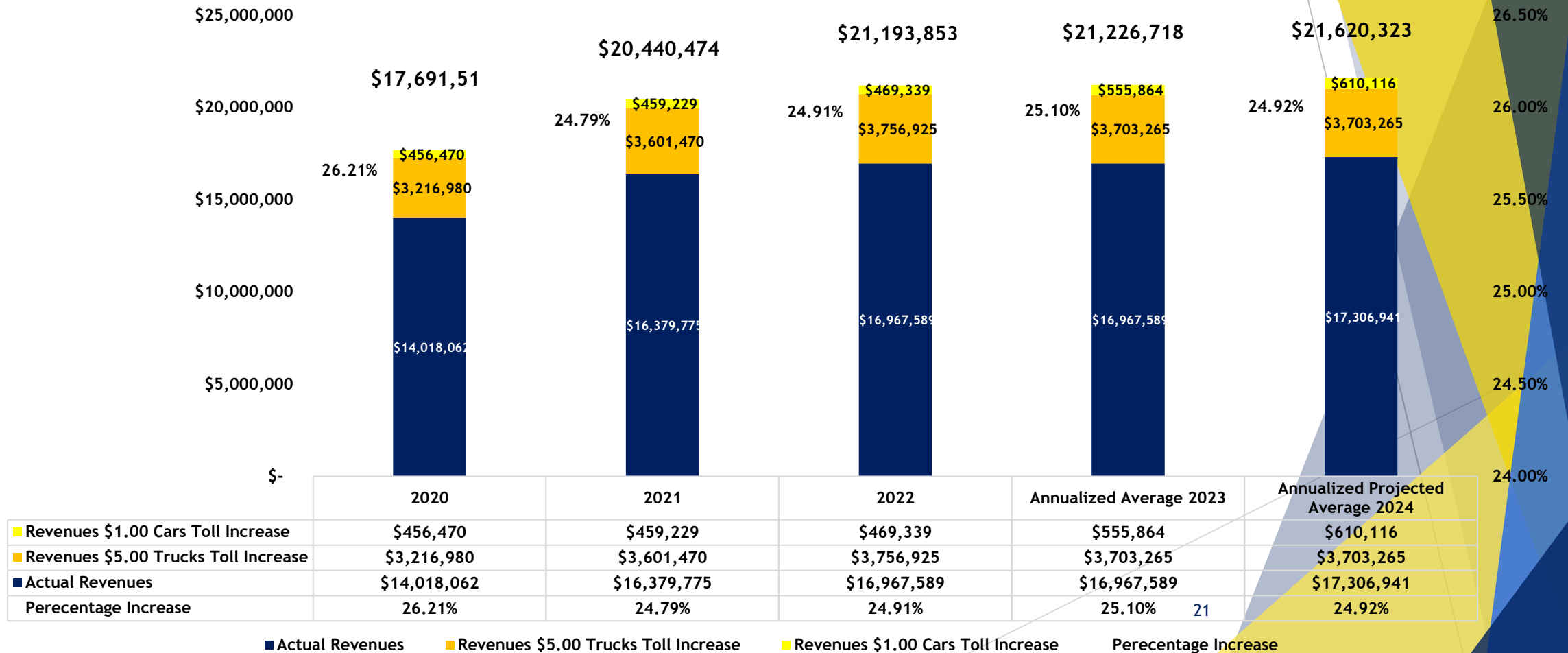


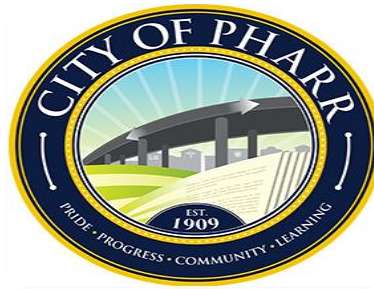
FY 2024 Projected Overall Summary Revenues and Proposed Budget



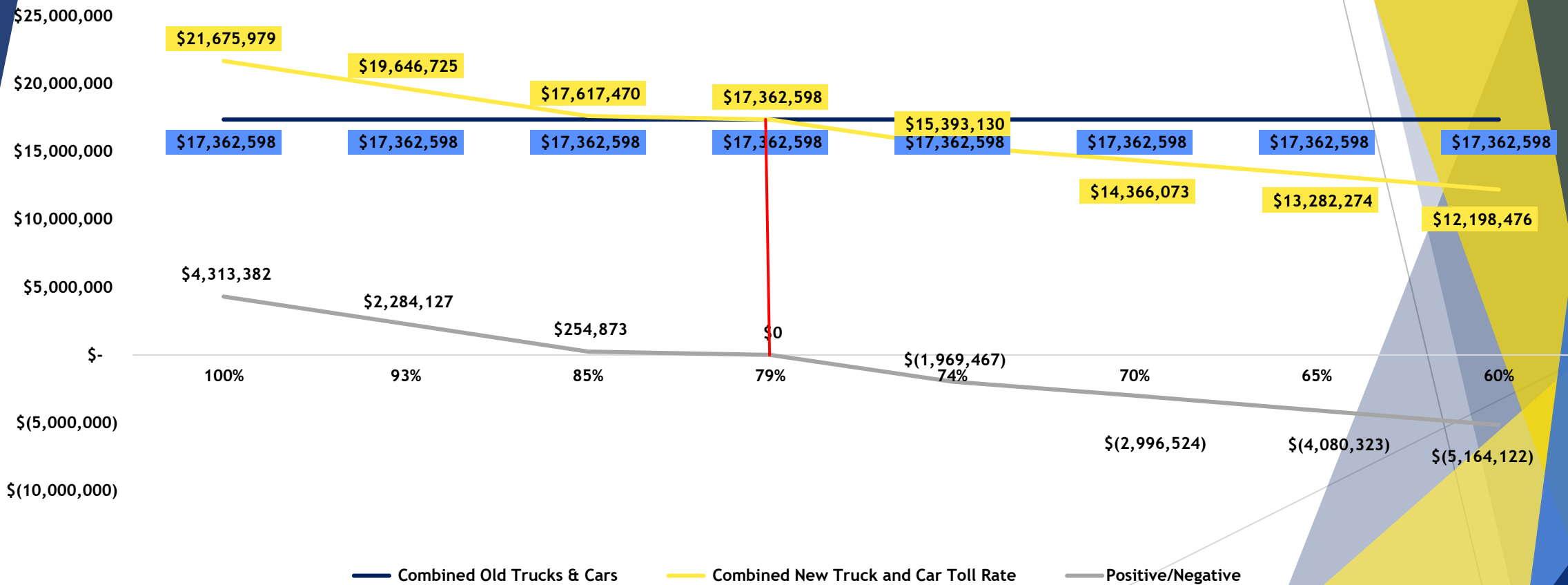


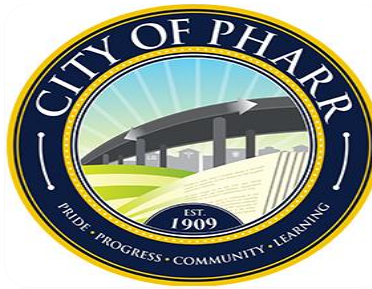
FY 2024 Projected Revenues - Proposed Combined Truck and Car Toll Rate Increases



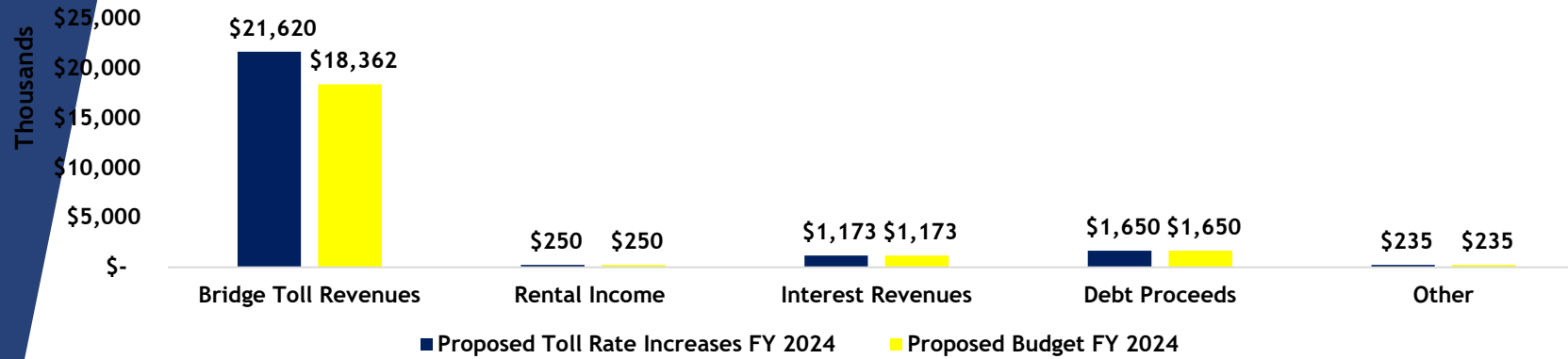


Pharr Truck and Car Crossings - Percentage Re-Route Breakeven Analysis

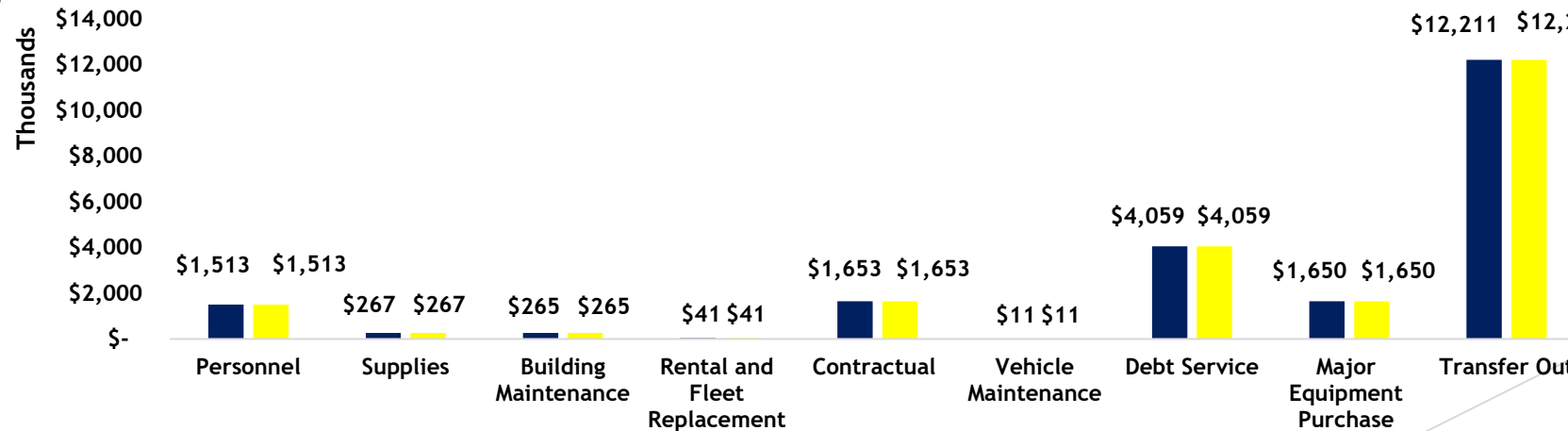




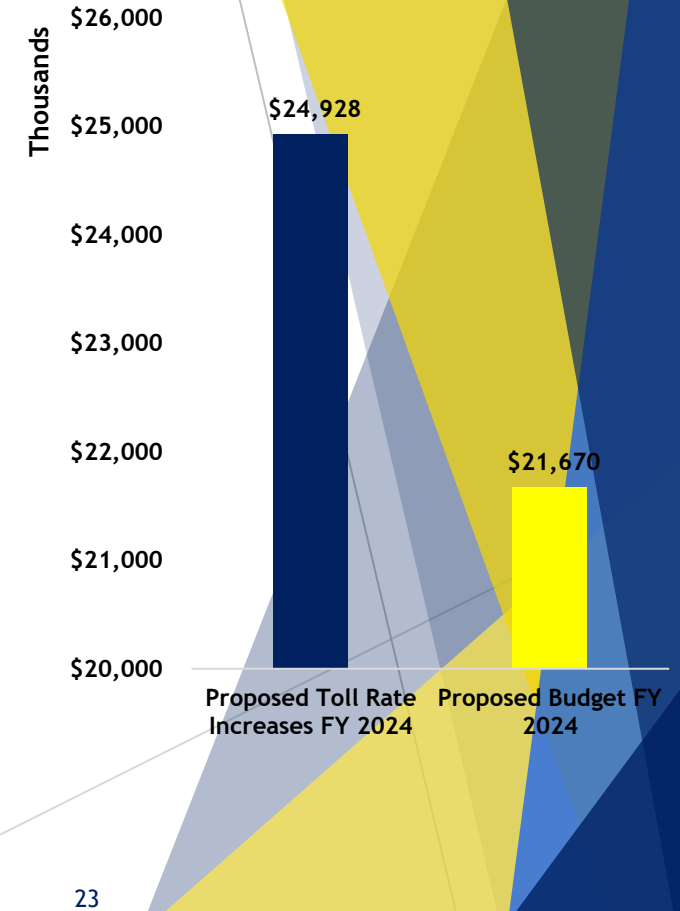
FY 2024 Projected Revenues

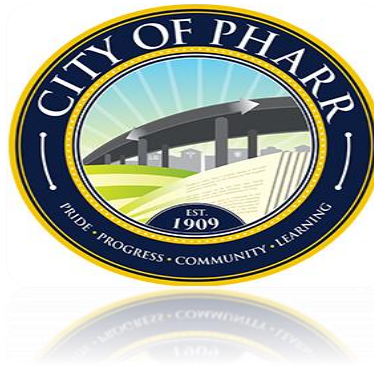


FY 2024 Projected Expenses

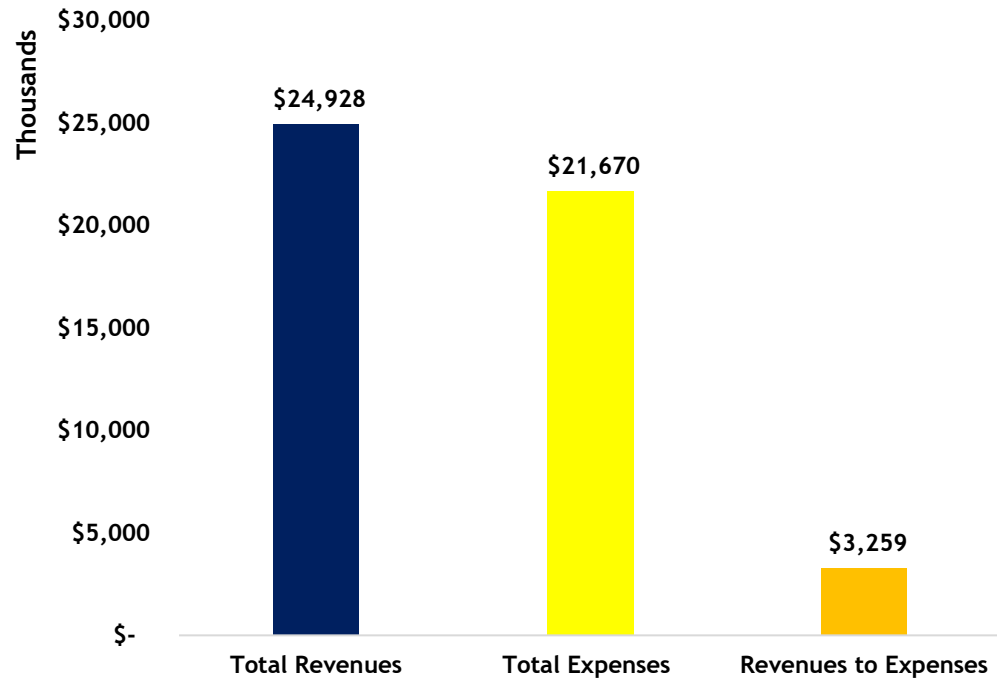


Total Revenues

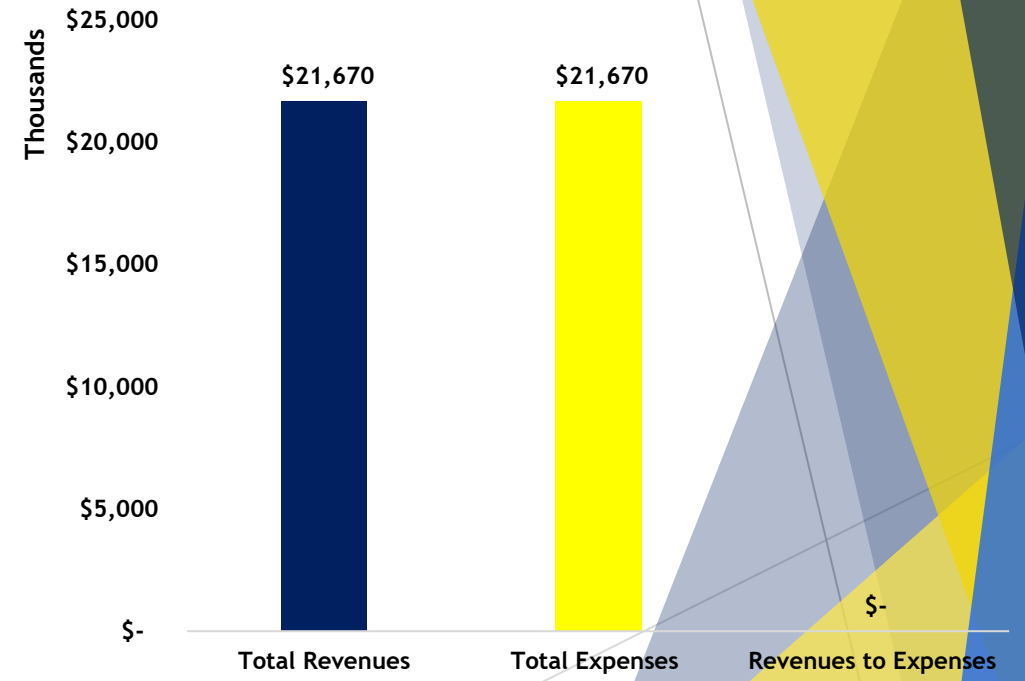




Proposed Toll Rate Increases FY 2024



Proposed Budget FY 2024



TxDOT – RGV BORDER DISTRICT RATE COMPARISON SWOT ANALYSIS

S

Minimal Initial Investment

Time to Implement Fees

Continuous Improvement

W

Additional Fee – Crossing Customers

Upset Customers

O

Additional Source of Revenues

Revenues for Bridge Projects & Road Improvements

Improve Travel Efficiencies

Provide Safer Roads

Marketing Strategies Targeting

Increase - AVI Clients

T

PIB – Reputation of Most Expensive POE

Additional New POE's

Other POEs - Aggressively Will Pursue PIB Customers

Customers Re-Route/Re-Direct to Other POE due to additional surcharges/fees

Decline in NB & SB Crossings

Declining Revenues and Income

Questions



THANK YOU





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

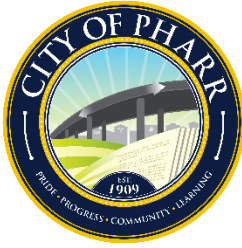
Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 19, 2023

MEETING DATE: September 26, 2023

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues**. The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2023