

**TAKE NOTICE THAT A REGULAR MEETING
OF THE PHARR INTERNATIONAL TOLL BRIDGE BOARD
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
TUESDAY, SEPTEMBER 30, 2025**

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 2025.
- B) Finance Report for August 2025.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

- A) Approval of Minutes for July 23, 2025 - Regular Called Meeting.
- B) Discussion and action, if any, on renewal of Texas International Produce Association (TIPA) Annual Membership dues in the amount of \$2,000.
- C) Discussion and action, if any, on renewal of NASCO Annual Membership in the amount of \$5,000.
- D) Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$930 per month for 12 months.

E) Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$2,050 per month for 12 months.

F) Discussion and action, if any, on Advertising with Rio Grande Guardian in the amount of \$10,000 for 12 months.

G) Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$3,708.33 per month for 12 months.

H) Discussion and action, if any, on ratification of Southern Border Conference Sponsorship in the amount of \$10,000.

I) Discussion and action, if any, on Freight Transport Logistics Study by Border Infrastructure Consulting LLC in the amount of \$95,000.

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 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 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 City Clerk's Office at 956-402-4200 Ext 1201 or FAX 956-475-3442 or Email cityclerksoffice@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Regular Meeting of the International Toll Bridge Board was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 23rd day of September 2025 at 4:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 23rd day of September 2025



ALESSANDRA GARCIA, CPM
ASSISTANT CITY CLERK

I certify that the attached notice and agenda of items to be considered by the Pharr International Toll Bridge Board was removed from the bulletin board of City Hall on the _____ day of _____, 20____ by,

Name: _____

Title: _____



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for August 2025.

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:

Cleo Salinas

Created/Initiated - 09/23/2025

**CROSSINGS AND REVENUES
FOR THE MONTH OF AUGUST
FISCAL YEAR 2024 – 2025**

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **107,641** vehicles for the month of August F.Y. 2024-2025, which showed a decrease of **(-3,784)** vehicles or **-3.40%** over the same month in F.Y. 2023-2024.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **47,686** cars for the month of August F.Y. 2024 – 2025, showing a decrease of **(-6,136)** cars or **-11.40%** over the same month in F.Y. 2023 – 2024.

c) NORTHBOUND CAR CROSSINGS

Northbound Car crossings at the Pharr International Bridge totaled **50,231** cars for the month of August F.Y. 2024 – 2025, showing an increase of **9,458** cars or **23.20%** over the same month in F.Y. 2023 – 2024.

d) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **59,955** trucks for the month of August F.Y. 2024-2025, showing an increase of **2,352** trucks or **4.08%** over the same month in F.Y. 2023 - 2024.

SOUTHBOUND TRUCK CROSSINGS SHOWED AN INCREASE OF 522 TRUCKS OR 0.88% FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **59,433** trucks for the month of August F.Y. 2024-2025, showing a decrease of **(-2,536)** trucks or **-4.09%** over the same month in F.Y. 2023-2024.

TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF AUGUST TOTAL 119,388, REPRESENTING A DECREASE OF -184 OR -0.15% OVER THE SAME TIME PERIOD IN F.Y. 2023-2024.

f) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled **\$1,876,042** dollars for the month of August F.Y. 2024 – 2025.

\$ 238,430 Autos & other
\$ 1,634,640 Trucks
\$ 2,972 Profit on pesos
\$ 1,876,042 TOTAL

Revenues showed an increase of **\$36,156** or **1.97%** over the same month in F.Y. 2023 – 2024.

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

	F.Y. 2023-2024	F.Y. 2024-2025	GAIN / LOSS	INC% / DEC%
OCTOBER	101,828	107,028	5,200	5.11%
NOVEMBER	103,703	110,777	7,074	6.82%
DECEMBER	104,961	113,440	8,479	8.08%
JANUARY	98,056	105,428	7,372	7.52%
FEBRUARY	92,085	89,853	(-2,232)	-2.42%
MARCH	103,381	104,452	1,071	1.04%
APRIL	111,523	103,155	(-8,368)	-7.50%
MAY	107,554	105,646	(-1,908)	-1.77%
JUNE	97,012	99,670	2,658	2.74%
JULY	104,469	101,749	(-2,720)	-2.60%
AUGUST	111,425	107,641	(-3,784)	-3.40%
YTD TOTAL	1,135,997	1,148,839	12,842	1.13%
SEPTEMBER	101,107			
TOTAL CROSSING	1,237,104			

**PHARR INTERNATIONAL BRIDGE
SOUTHBOUND CAR CROSSINGS COMPARISON BY FISCAL YEAR**

F.Y. 2023-2024 F.Y. 2024-2025 GAIN / LOSS INC% / DEC%

OCTOBER	44,769	49,109	4,340	9.69%
NOVEMBER	49,801	54,183	4,382	8.80%
DECEMBER	53,253	60,477	7,224	13.57%
JANUARY	35,975	46,555	10,580	29.41%
FEBRUARY	34,782	40,229	5,447	15.66%
MARCH	47,136	44,341	(-2,795)	-5.93%
APRIL	48,934	45,345	(-3,589)	-7.33%
MAY	47,229	48,173	944	2.00%
JUNE	44,106	42,759	(-1,347)	-3.05%
JULY	48,430	43,102	(-5,328)	-11.00%
AUGUST	53,826	47,686	(-6,136)	-11.40%
YTD TOTAL	508,237	521,959	13,722	2.70%
SEPTEMBER	47,861			
TOTAL CROSSING	556,102			

SOUTHBOUND CAR CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2024 - 2025

			GAIN	% INC.	DAILY
	AUGUST F.Y. 24-25	AUGUST F.Y. 23-24	LOSS	% (DEC.)	AVERAGE
GATEWAY	104,333	93,027	11,306	12%	3,478
VETERANS (LOS TOMATES)	141,042	154,325	-13,283	-9%	4,701
FREE TRADE (LOS INDIOS)	36,457	42,838	-6,381	-15%	1,215
TOTAL BROWNSVILLE	281,832	290,190	-8,358	-3%	9,394
DEL RIO	154,959	152,094	2,865	2%	5,165
DONNA	59,661	69,589	-9,928	-14.27%	1,989
EAGLE PASS	246,079	259,379	-13,300	-5%	8,203
YSLETA-ZARAGOZA	293,410	276,348	17,062	6%	9,780
STANTON-LERDO	140,211	142,908	-2,697	-2%	4,674
TOTAL EL PASO	433,621	419,256	14,365	3%	14,454
LAREDO	451,673	433,401	18,272	4%	15,056
McALLEN- HIDALGO	220,221	250,403	-30,182	-12%	7,341
ANZALDUAS	121,411	145,490	-24,079	-17%	4,047
TOTAL	341,632	395,893	-54,261	-14%	11,388
PHARR	47,686	53,826	-6,140	-11.41%	1,590
PROGRESO	39,883	41,994	-2,111	-5.03%	1,329
ROMA	62,282	58,175	4,107	7.06%	2,076

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND CAR CROSSINGS COMPARISON BY FISCAL YEAR**

F.Y. 2023-2024 F.Y. 2024-2025 GAIN / LOSS INC% / DEC%

	F.Y. 2023-2024	F.Y. 2024-2025	GAIN / LOSS	INC% / DEC%
OCTOBER	35,311	41,181	5,870	16.62%
NOVEMBER	37,578	43,427	5,849	15.56%
DECEMBER	45,033	50,228	5,195	11.54%
JANUARY	35,971	41,526	5,555	15.44%
FEBRUARY	37,625	37,923	298	0.79%
MARCH	41,810	48,015	6,205	14.84%
APRIL	39,903	49,293	9,390	23.53%
MAY	40,567	49,911	9,344	23.03%
JUNE	38,415	44,025	5,610	14.60%
JULY	40,487	47,938	7,451	18.40%
AUGUST	40,773	50,231	9,458	23.20%
SEPTEMBER	38,490			
TOTAL CROSSING	471,963			

**PHARR INTERNATIONAL BRIDGE
SOUTHBOUND TRUCK CROSSINGS COMPARISON BY FISCAL YEAR**

F.Y. 2023-2024 F.Y. 2024-2025 GAIN / LOSS INC% / DEC%

OCTOBER	57,059	57,919	860	1.51%
NOVEMBER	53,902	56,594	2,692	4.99%
DECEMBER	51,708	52,963	1,255	2.43%
JANUARY	62,081	58,873	(-3,208)	-5.17%
FEBRUARY	57,303	49,624	(-7,679)	-13.40%
MARCH	56,245	60,111	3,866	6.87%
APRIL	62,589	57,810	(-4,779)	-7.64%
MAY	60,325	57,473	(-2,852)	-4.73%
JUNE	52,906	56,911	4,005	7.57%
JULY	56,039	58,647	2,608	4.65%
AUGUST	57,603	59,955	2,352	4.08%
YTD TOTAL	627,760	626,880	(-880)	-0.14%
SEPTEMBER	53,246			
TOTAL CROSSING	681,002			

SOUTHBOUND TRUCK CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2024 - 2025

	AUGUST F.Y. 24-25	AUGUST F.Y. 23-24	GAIN LOSS	% INC. % (DEC.)	DAILY AVERAGE
ANZALDUAS (Empty only)	3,433	4,934	-1,501	-30%	114
VETERANS (LOS TOMATES)	23,505	24,327	-822	-3%	784
FREE TRADE (LOS INDIOS)	4,426	3,165	1,261	40%	148
TOTAL BROWNSVILLE	27,931	27,492	439	2%	931
DEL RIO	5,494	5,964	-470	-8%	183
DONNA	51	165	-114	-69%	2
EAGLE PASS	32,521	22,044	10,477	48%	1,084
YSLETA-ZARAGOZA-EL PASO	59,289	62,566	-3,277	-5%	1,976
LAREDO	251,804	264,708	-12,904	-5%	8,393
PHARR	59,955	57,603	2,352	4%	1,999
PROGRESO	8,072	7,876	196	2%	269
ROMA	845	983	-138	-14%	28

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

	F.Y. 2023- 2024	F.Y. 2024- 2025	GAIN / LOSS	INC% / DEC%	FULL TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
OCTOBER	58,427	63,509	5,082	8.70%	41,202	22,307	16,756	8,875
NOVEMBER	57,049	61,144	4,095	7.18%	40,995	20,189	18,472	9,848
DECEMBER	53,437	56,425	2,988	5.59%	38,124	18,301	19,275	11,253
JANUARY	59,331	62,953	3,622	6.10%	44,435	18,518	22,636	13,431
FEBRUARY	57,446	49,863	(-7,583)	-13.20%	36,830	13,033	18,449	10,787
MARCH	58,119	62,036	3,917	6.74%	44,963	17,073	21,261	11,938
APRIL	63,383	58,802	(-4,581)	-7.23%	41,465	17,337	21,247	10,648
MAY	62,212	59,630	(-2,582)	-4.15%	42,128	17,502	20,516	11,569
JUNE	55,684	58,132	2,448	4.40%	38,655	19,477	17,162	9,014
JULY	59,822	59,036	(-786)	-1.31%	39,839	19,197	17,586	9,332
AUGUST	61,969	59,433	(-2,536)	-4.09%	39,592	19,841	17,839	9,151
SEPTEMBER	58,907							
TOTAL CROSSING	705,786							

Agriculture trucks at the Pharr International Bridge totaled 17,839 crossings for the month of August representing a 30% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of 1,475 trucks or 9.01% over the same month in F.Y. 2023-2024.

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

	F.Y. 2023-2024	F.Y. 2024-2025	GAIN / LOSS	INC% / DEC%
OCTOBER	115,486	121,428	5,942	5.15%
NOVEMBER	110,951	117,738	6,787	6.12%
DECEMBER	105,145	109,388	4,243	4.04%
JANUARY	121,412	121,826	414	0.34%
FEBRUARY	114,749	99,487	(-15,262)	-13.30%
MARCH	114,364	122,147	7,783	6.81%
APRIL	125,972	116,612	(-9,360)	-7.43%
MAY	122,537	117,103	(-5,434)	-4.43%
JUNE	108,590	115,043	6,453	5.94%
JULY	115,861	117,683	1,822	1.57%
AUGUST	119,572	119,338	(-184)	-0.15%
SEPTEMBER	112,153			
TOTAL CROSSING	1,386,788			

**PHARR INTERNATIONAL BRIDGE
F.Y. 2024-2025 CROSSINGS COMPARISON BY AXLE**

	CARS	2X TRUCKS	3X TRUCKS	4X TRUCKS	5X TRUCKS	6X TRUCKS	MOBILE HOMES	WIDE LOAD	SPEC. CROSS	MONTH TOTAL
OCTOBER	49,109	2,989	5,873	964	42,619	250	1	157	5,066	107,028
NOVEMBER	54,183	2,620	6,047	954	41,653	174	12	136	4,998	110,777
DECEMBER	60,477	2,443	5,492	782	38,814	159	7	132	5,134	113,440
JANUARY	46,555	2,637	5,108	833	45,260	184	1	115	4,735	105,428
FEBRUARY	40,229	2,166	3,985	683	38,250	186	1	104	4,249	89,853
MARCH	44,341	2,676	5,333	1,031	45,343	249	0	128	5,351	104,452
APRIL	45,345	2,752	4,831	967	42,615	192	0	124	6,329	103,155
MAY	48,173	2,848	4,757	905	41,843	168	7	137	6,808	105,646
JUNE	42,759	4,250	4,867	793	39,903	151	3	128	6,816	99,670
JULY	43,102	4,223	5,372	851	41,170	170	1	116	6,744	101,749
AUGUST	47,686	4,127	6,594	857	41,165	160	1	138	6,913	107,641
SEPTEMBER										
TOTAL CROSSING										

**TOTAL PERCENTAGE FOR CARS AND TRUCKS FOR THE MONTH OF AUGUST
F.Y. 2024-2025.**

- 1X CARS 44%
- 2X TRUCKS 4%
- 3X TRUCKS 6%
- 4X TRUCKS 1%
- 5X TRUCKS 438%
- 6X TRUCKS 0.1%

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

	F.Y. 2023-2024	F.Y. 2024-2025	GAIN / LOSS	INC% / DEC%
OCTOBER	\$ 1,396,136	\$ 1,709,722	\$ 313,586	22.46%
NOVEMBER	\$ 1,431,520	\$ 1,815,436	\$ 383,916	26.82%
DECEMBER	\$ 1,545,696	\$ 1,758,294	\$ 212,598	13.75%
JANUARY	\$ 1,795,097	\$ 1,762,476	(\$32,620)	-1.82%
FEBRUARY	\$ 1,662,818	\$ 1,528,157	(\$ 134,661)	-8.10%
MARCH	\$ 1,720,767	\$ 1,824,299	\$ 103,531	6.02%
APRIL	\$ 1,935,889	\$ 1,771,074	(\$ 164,814)	-8.51%
MAY	\$ 2,016,526	\$ 1,825,700	(\$ 190,826)	-9.46%
JUNE	\$ 1,625,040	\$ 1,747,133	\$ 122,092	7.51%
JULY	\$ 1,778,230	\$ 1,786,595	\$ 8,365	0.47%
AUGUST	\$ 1,839,885	\$ 1,876,042	\$ 36,156	1.97%
YTD TOTAL	\$ 18,747,610	\$ 19,404,933	\$ 657,323	3.51%
SEPTEMBER	\$1,682,709			
TOTAL CROSSING	\$ 20,430,319			



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.B.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for August 2025.

Classification: Regular

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

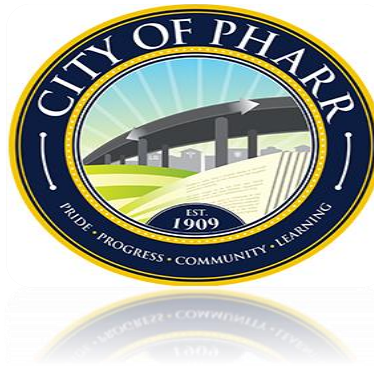
Exclude Material from Public Packet? No

Reason:

ROUTING:

Cleo Salinas

Created/Initiated - 09/23/2025



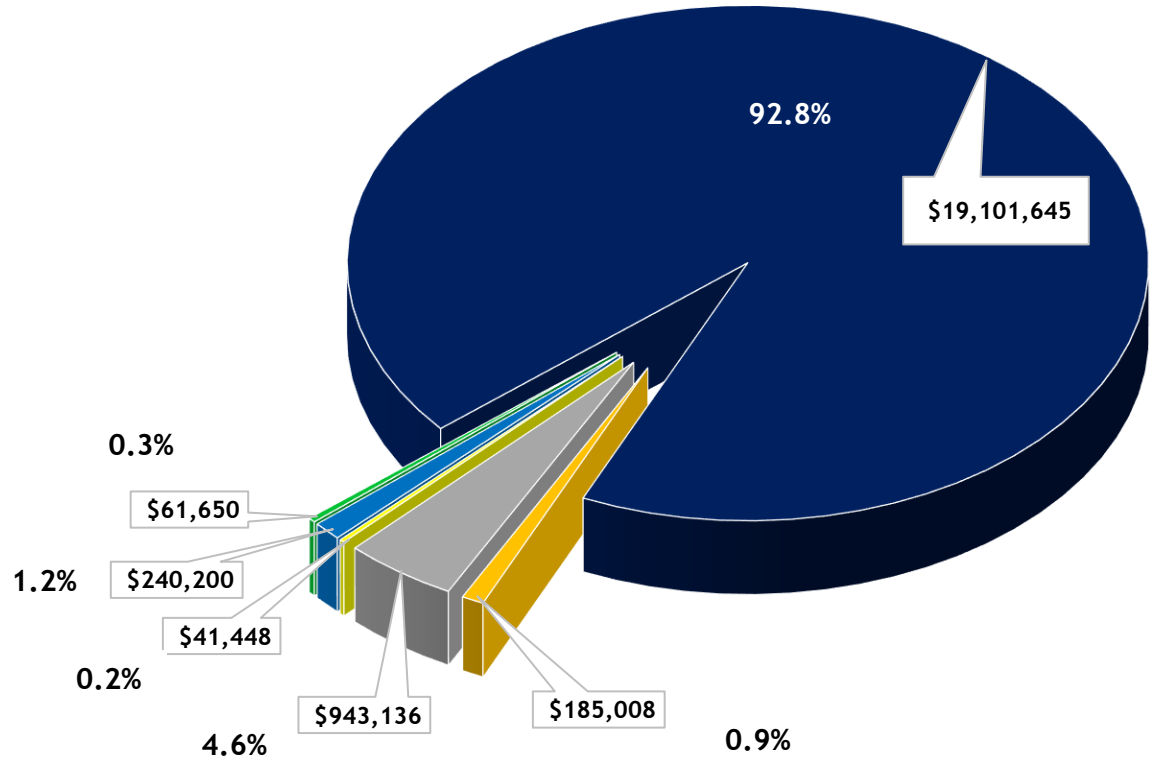
PHARR INTERNATIONAL BRIDGE

Financial Report
August - FY 24/25



Bridge Revenues

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

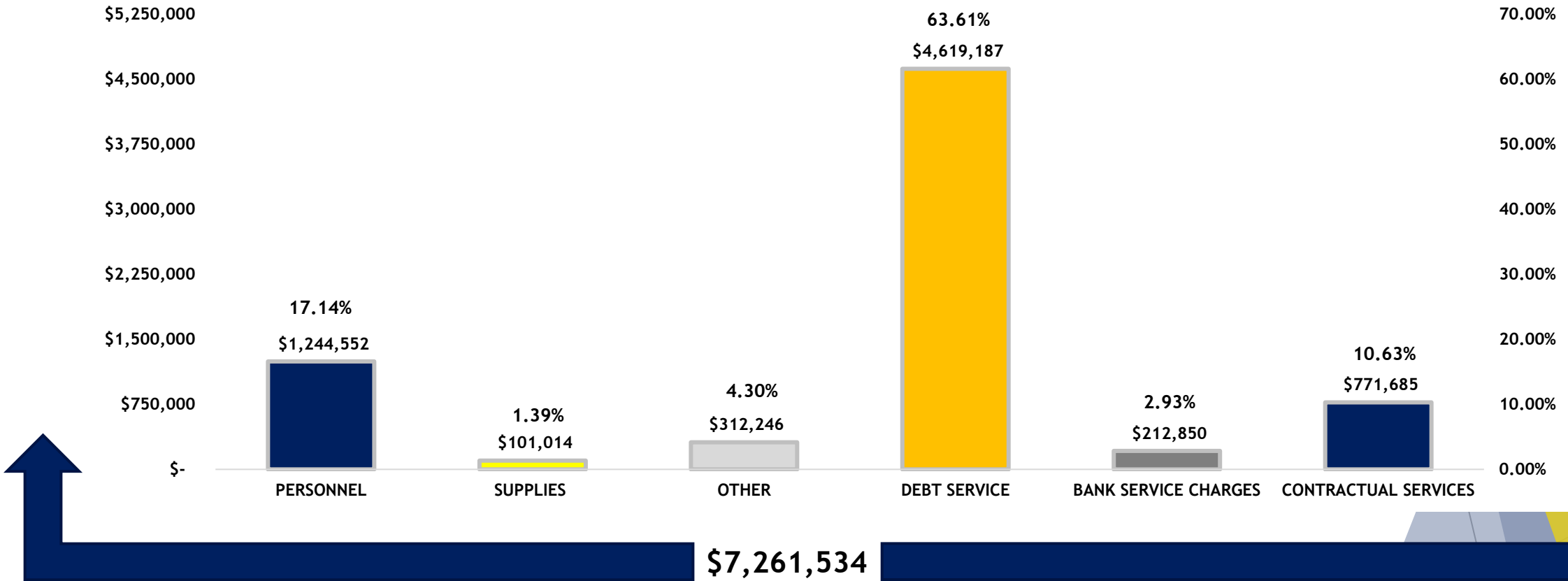


\$20,573,088

Total Revenues



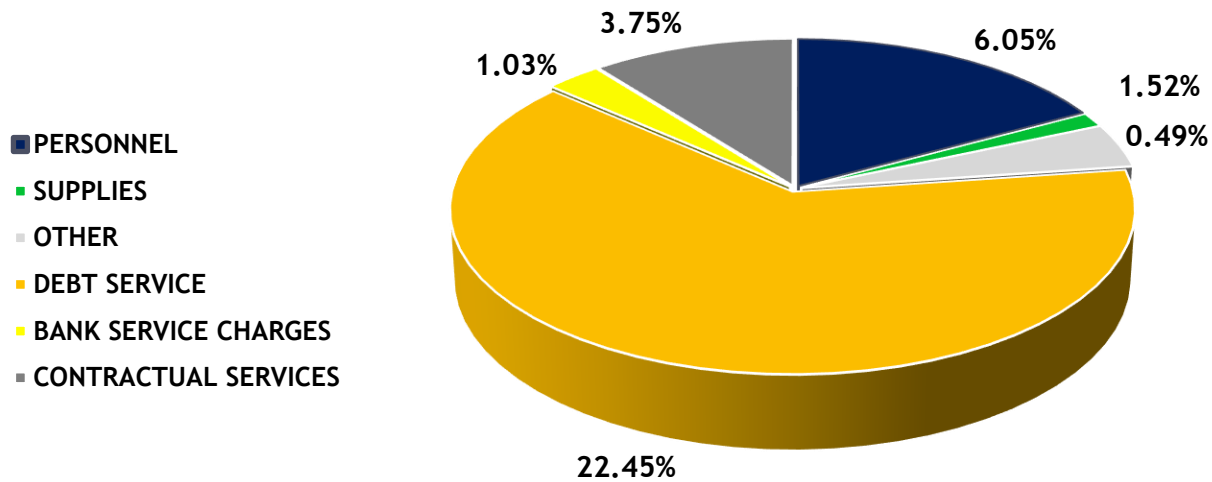
Total Operating Expenses



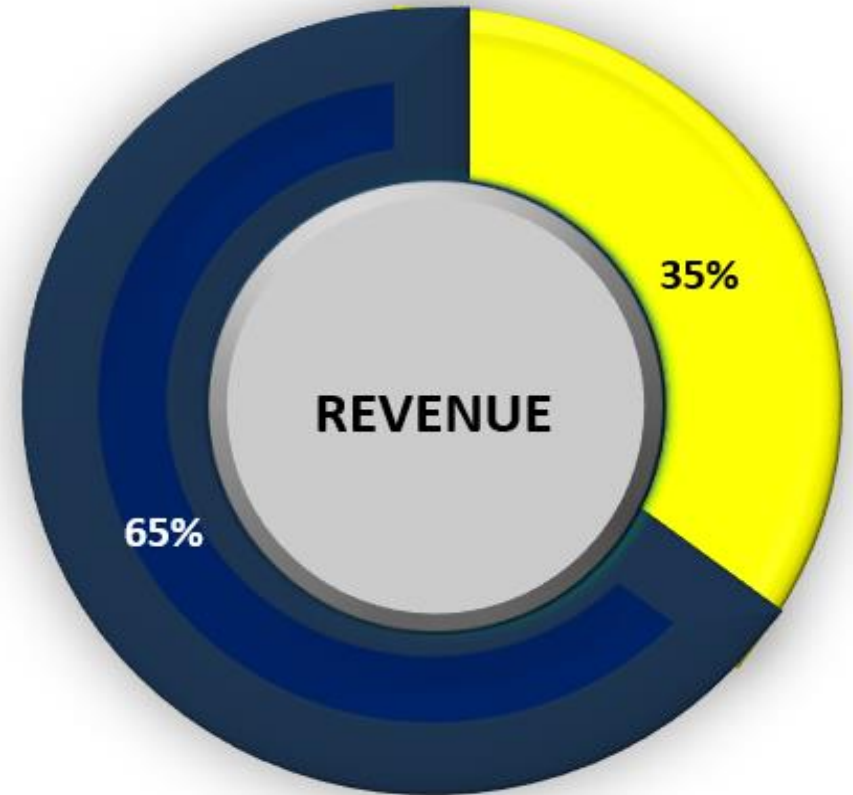
Operating Expenses



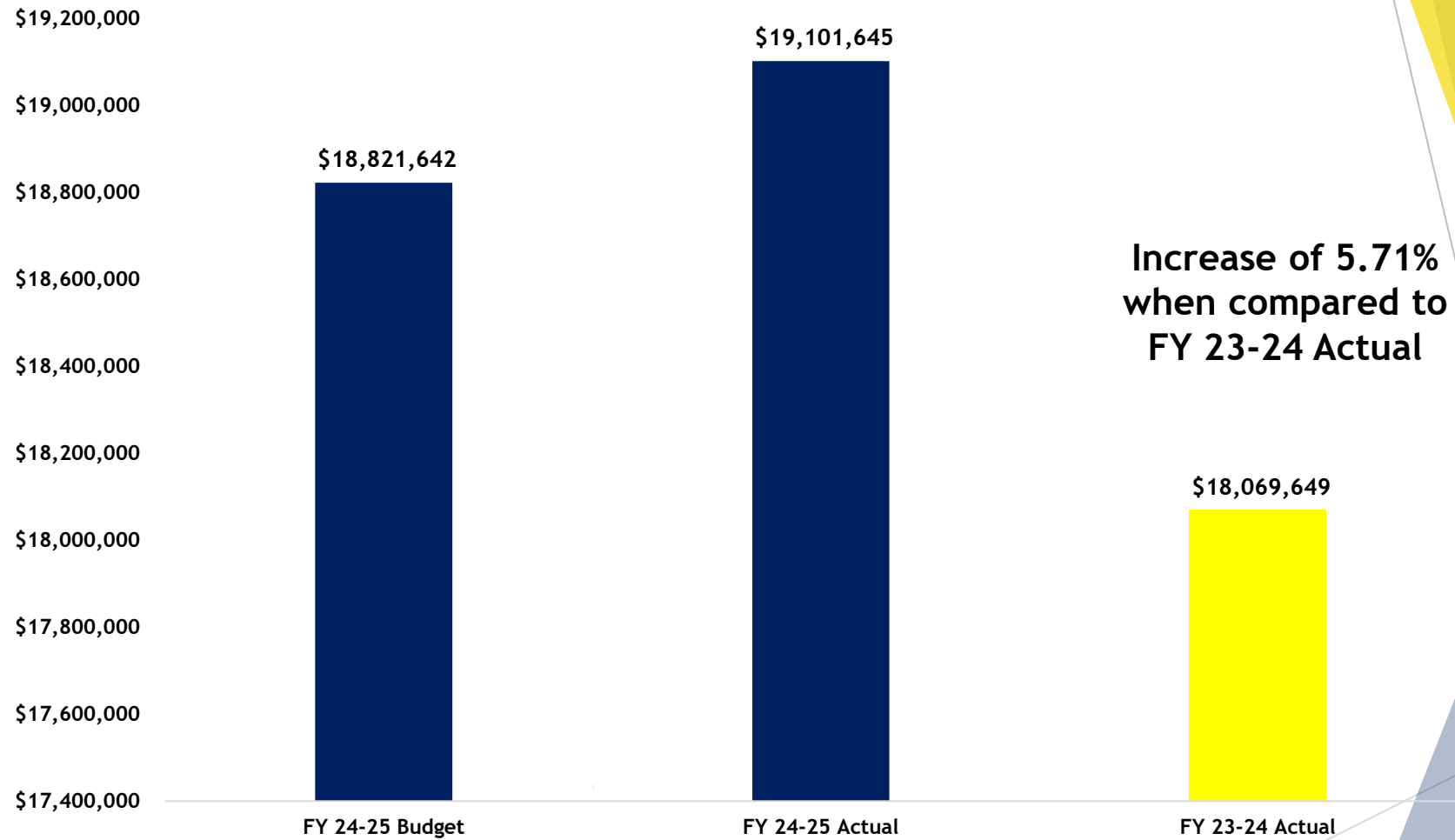
Operating Expenses As A Percentage of Revenues



REVENUES OVER EXPENSES



Toll Collections

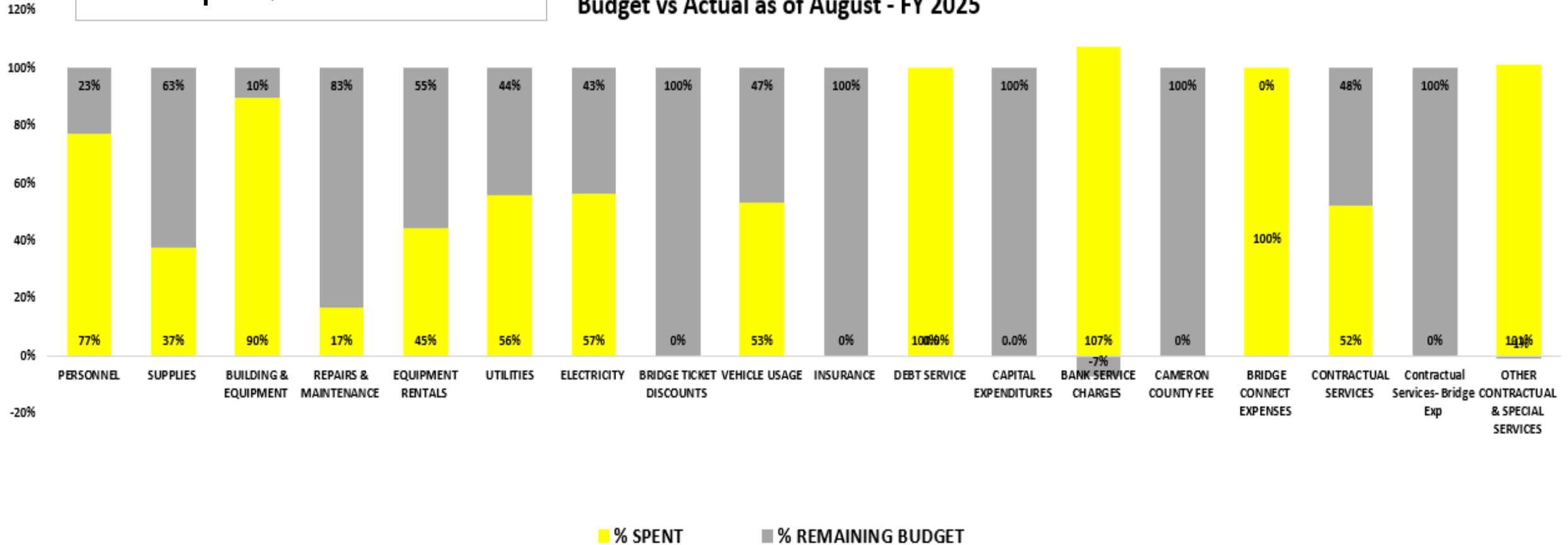


August - FY 2025

Budget Benchmark: $\leq 92\%$

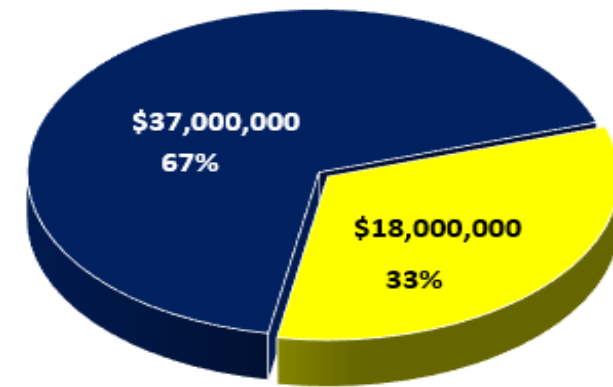
Actual Spent: $< 35\%$

Bridge Expenditures Budget vs Actual as of August - FY 2025



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

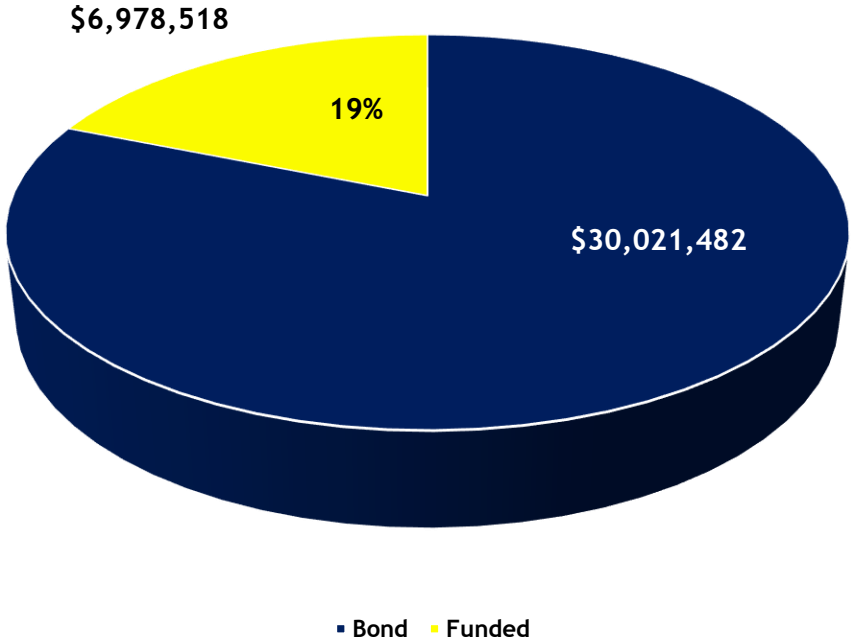


■ Bridge Expansion ■ DAP 16

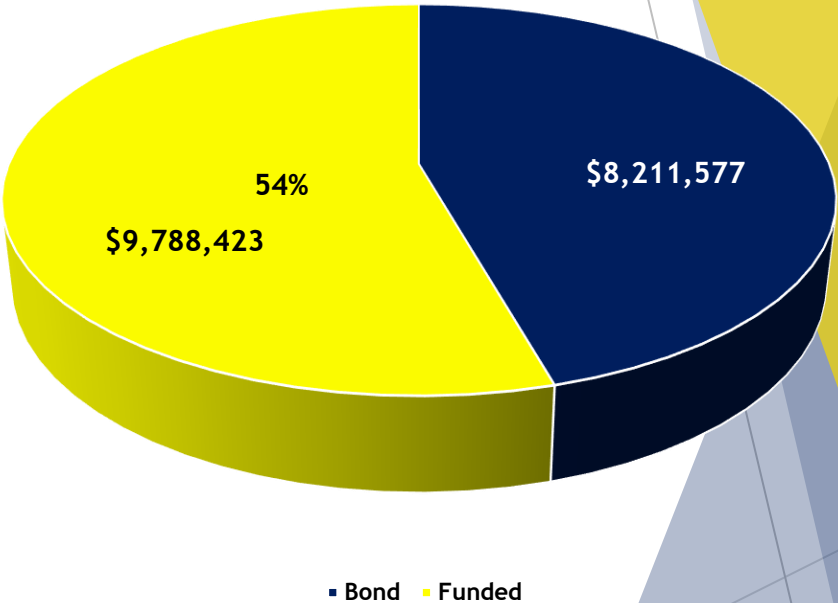


Bridge Bond Debt: YTD Funded Amount

Bridge Expansion



DAP 16 - Stevedore



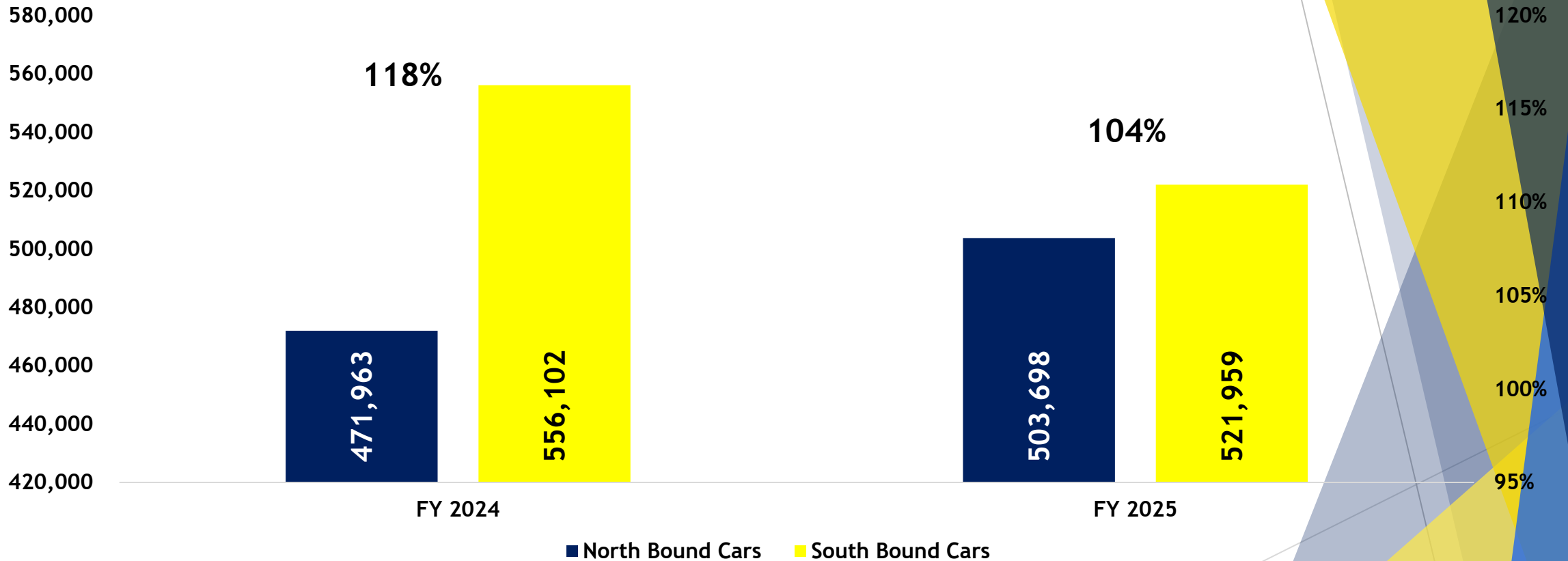
PHARR INTERNATIONAL BRIDGE

Southbound Recapture Rate

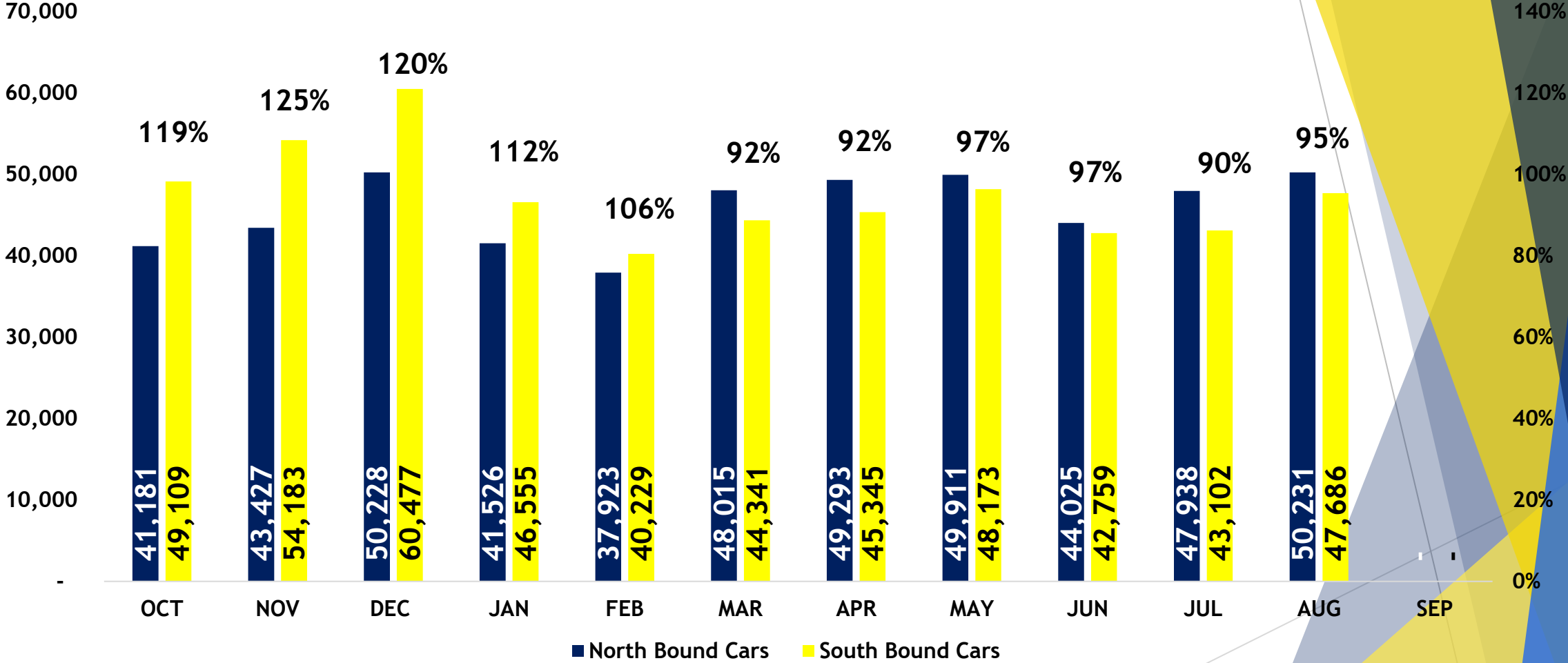
August - FY 2025



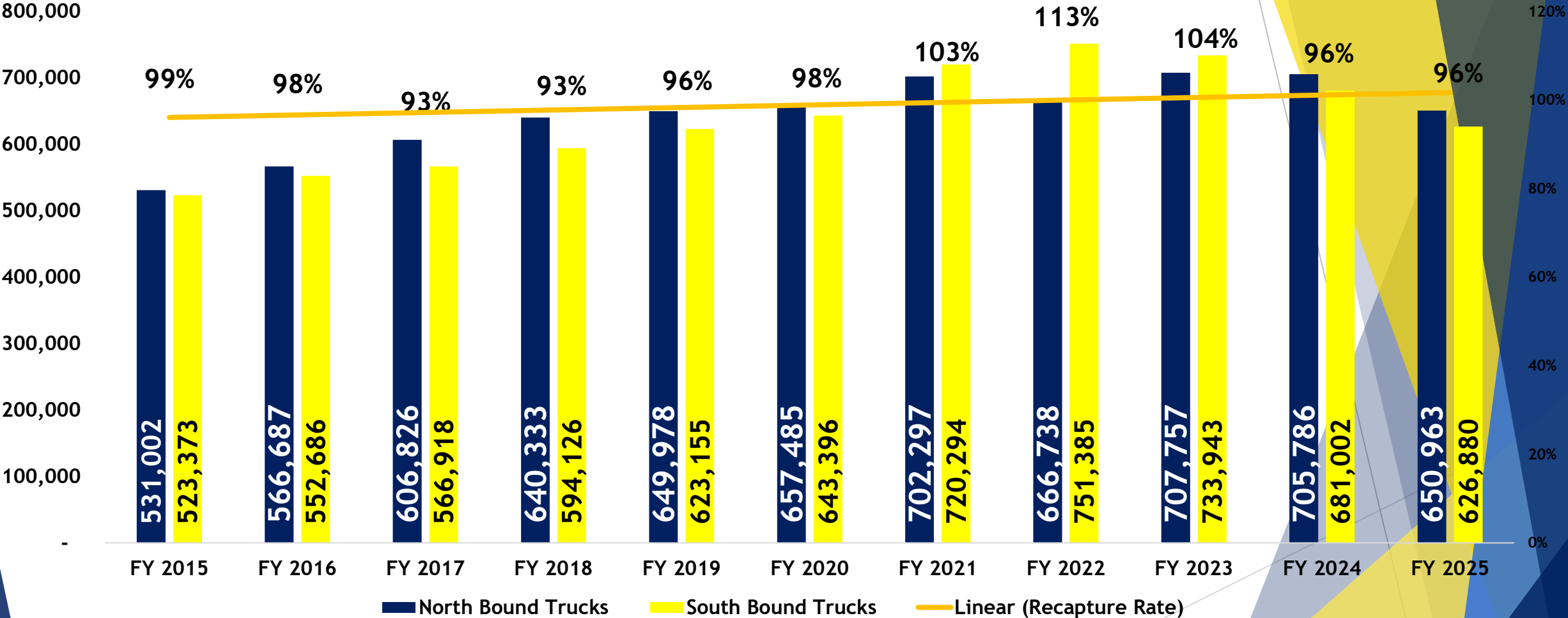
Historical Southbound Car Recapture Rate



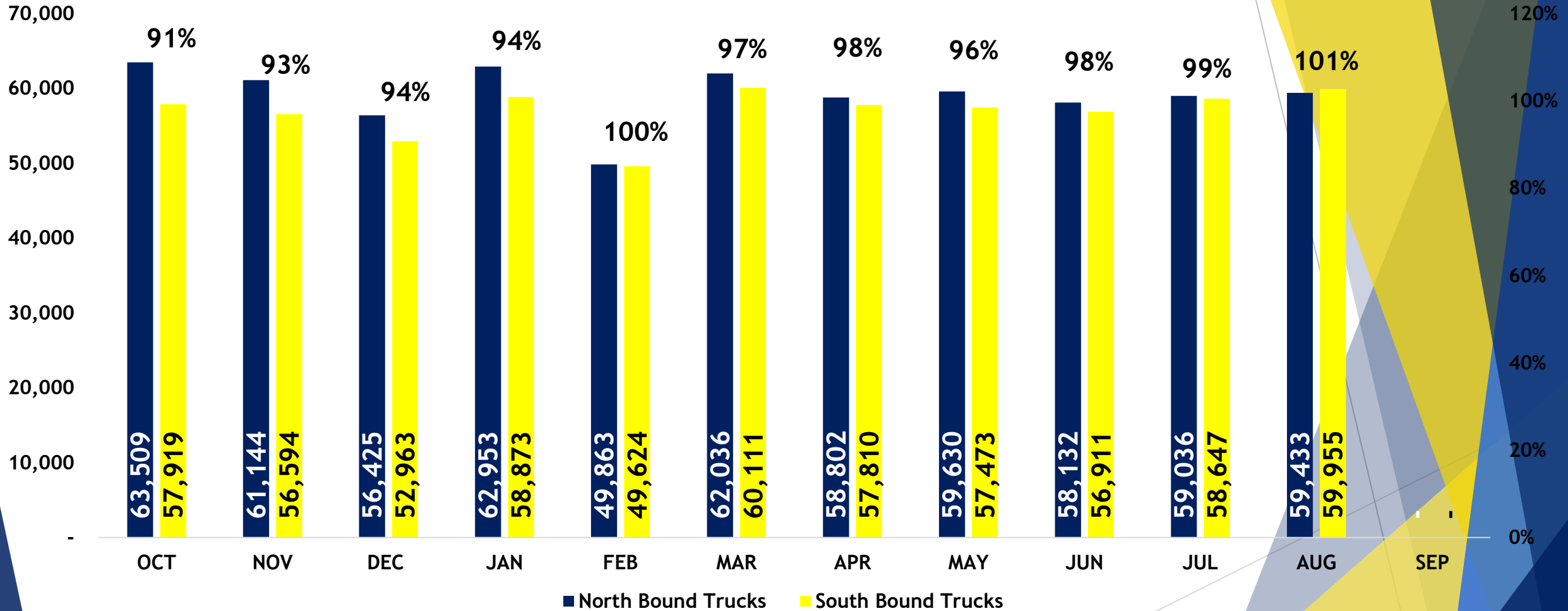
YTD Southbound Car Recapture Rate



Historical Southbound Truck Recapture Rate



YTD Southbound Truck Recapture Rate



QUESTIONS



THANK YOU





AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 26, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/26/2025



Report on Capital Improvement Project Activity
Pharr-Reynosa International Bridge
September 2025

Interim City Engineer – Pilar Rodriguez, P.E.
Tuesday, September 30, 2025



Pharr
Engineering



BRIDGE BOARD MEETING

Engineer: Halff Associates, Inc.

Contractor: TBD

CM: Brownstone Consultants, LLC

Status:

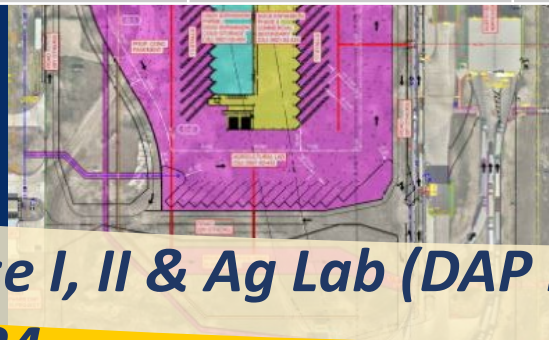
- Bid Opening for re-bid on Thur., June 20, 2024.
- Bid Analysis and recommendation sent to TxDOT for concurrence on Fri. July 05, 2024
- Received concurrence from TxDOT on Aug. 22, 2024.
- Awarded project at City Commission on Tue. Sept. 03, 2024.
- Pre-Construction Meeting was held on October 23, 2024.

Next Steps:

- Construction ongoing

Start Contract Time: November 04, 2024
Contract Time: 425 standard workweek days (22 mo.) + 30 (8/18/2025) = 455
Time to Date (09/25/25): ~233 (51.2%)
End Contract Time: July 17, 2026 (latest schedule August 26, 2026)
Contract Amount: \$45,253,972.12
Change Orders: \$22,835.40 (8/18/2025)
Revised Contract: \$45,276,807.52
PCOs: 4, -\$53,994.54, 40 days
Total Paid to Date (1-10): \$11,399,544.10 (25.2%) (8/25/2025)
Latest Reimbursement Requests: #6 for \$1,188,715.10 (submitted 08/27/2025)

Month	Total Amount Paid to Date (%)	Total Time to Date (%)
November '24	1.0	3.5
December '24	1.7	8.7
January '25	5.1	14.1
February '25	9.2	19.1
March '25	12.2	23.8
April '25	14.8	29.2
May '25	16.6	34.1
June '25	21.3	39.5
July '25	23.2	44.5
August '25	25.2	49.4
September '25	TBD	51.2



Dock Expansion Phase I, II & Ag Lab (DAP FY 16)



Pharr
Engineering



CSJ: 0921-02-424

CSJ: 0921-02-424

CSJ: 0921-02-433

CONSTRUCTION



BLD-D

BLD-C

Cold Storage

BLD-B

Elec Room 187

BLD-A



09-25-2025 – The contractor continued excavating for the generator yard foundation.

Dock Expansion Phase I, II & Ag Lab (DAP FY 16)



Pharr
Engineering



CSJ: 0921-02-424

CSJ: 0921-02-424

CSJ: 0921-02-433

CONSTRUCTION

Engineer: Structural Engineering Associates, Inc. (SEA)
CM: Brownstone Consultants, LLC
Contractor: IOC Company, LLC

- Status:**
- Project is under construction.
 - OSB easements have been finalized. Light easements are being worked on.
 - HCID No. 2 Agreement and Temporary Construction Permit were executed

- Next Steps:**
- Construction ongoing

Start Contract Time: August 05, 2024

Contract Time: 480 calendar days + 30 (int'l span, 2/25/25) + 15 (weather, SEJ, 5/19/2025) + 02 (9/2/25) = 527

Time to Date (9/25/25): 416 calendar days (78.94%)

End Contract Time: January 12, 2026

Contract Amount: \$47,601,706.75

Change Orders: -\$824,457.60 (OSB, 2/25/25)
 \$36,317.42 (SEJ, 05/19/2025)
 \$15,206.86 (9/2/2025)

Revised Contract: \$46,828,773.43

Total Paid to Date (1-13): \$27,510,448.21 (58.75%) (8/25/2025)

Latest Reimbursement Request: #11 (9/09/2025). Remaining balance of \$277,435.62 to be reimbursed at Final.

Month	Total Amount Paid to Date (%)	Total Time to Date (%)
August '24	5.63	4.17
September '24	6.92	10.63
October '24	9.98	16.88
November '24	15.83	23.33
December '24	20.02	29.58
January '25	23.14	36.04
February '25	28.40	42.5
March '25	34.26	45.49
April '25	40.25	51.6
May '25	46.42	57.45
June '25	50.74	61.71
July '25	55.95	67.43
August '25	58.75	73.33
September '25	TBD	78.94

International Bridge Expansion

CSJ: 0921-02-479



Pharr
Engineering



CONSTRUCTION

Ongoing Work

Reinforced Concrete Slab **20%**

Ongoing Work

Deck Panels Installed **20%**

Ongoing Work

Girders Installed **49%**

Ongoing Work

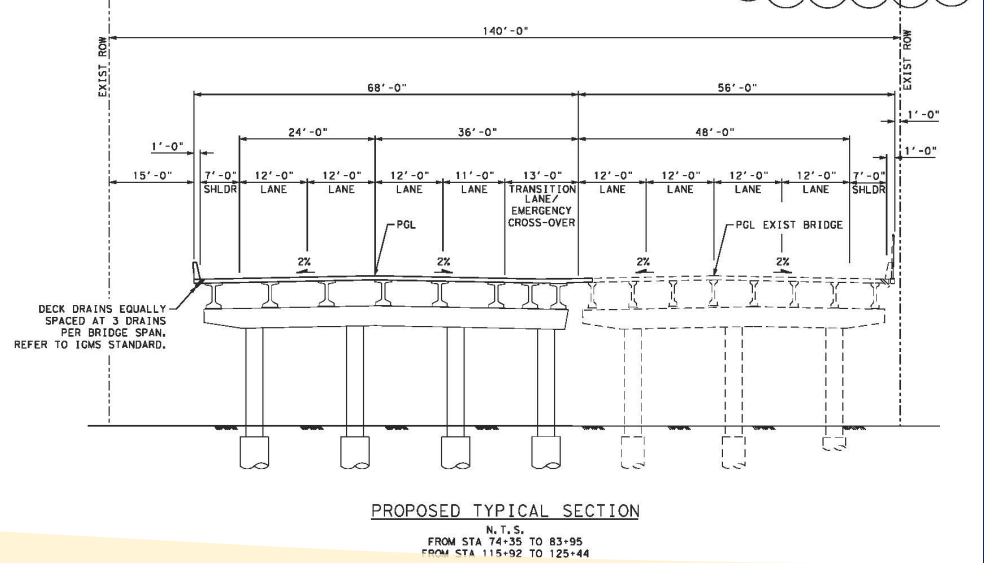
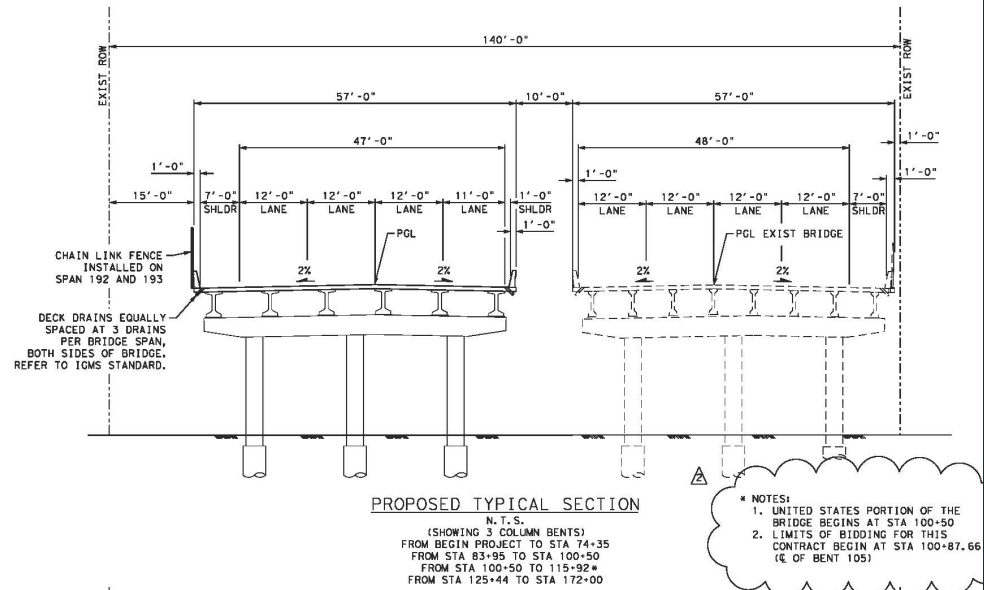
Precast Bent Caps Installed **95%** (pending bent caps at Bent 105, 190, and 193)

Ongoing Work

Columns Completed **90%** (pending columns at Bent 105, 190 (2) , and 193)

Ongoing Work

Drilled Shafts Completed **100%** (pending two drill shafts at Bent 105)



International Bridge Expansion

CSJ: 0921-02-479



Pharr
Engineering



CONSTRUCTION



09-24-2025 – Crew utilized a 35-lb jackhammer to continue breaking concrete from drill shafts B and D at bent 105

International Bridge Expansion

CSJ: 0921-02-479



Pharr
Engineering



CONSTRUCTION



09-24-2025 – Crew continued tying bridge deck steel rebar at Unit 39.

International Bridge Expansion

CSJ: 0921-02-479



Pharr
Engineering



CONSTRUCTION

Engineer: Javier Hinojosa Engineering

Contractor: NM Contracting LLC

CM: City of Pharr

Location: 10200 S. Juniper St.

Status:

- Bid opening was on Thur., May 30, 2024, and a total of six (6) bids were received.
- City Commission awarded the project to NM Contracting on Monday, May 5, 2025
- Pre-Construction Meeting was held on Thursday, July 03, 2025.
- Contract time started Wednesday, July 16, 2025.

Next Steps:

- Contractor is installing underground utilities.

Start Contract Time: July 16, 2025

Contract Time: 275 standard workweek days

Time to Date (9/25/25): 48 (17.5%)

End Contract Time: August 19, 2026

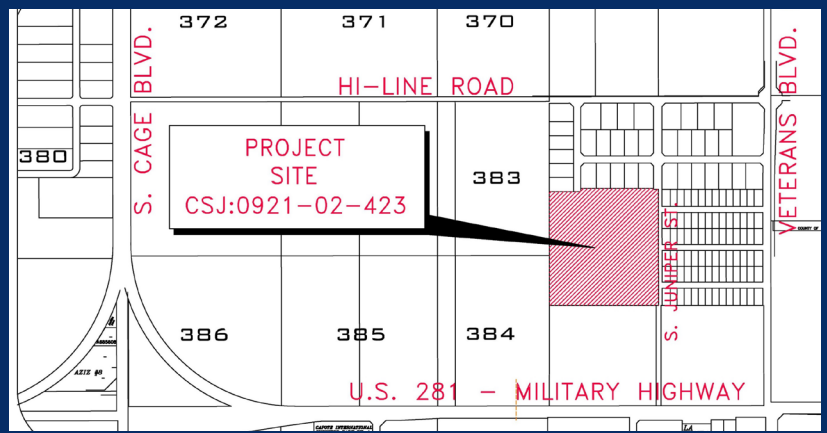
Contract Amount: \$11,888,058.76

Change Orders: \$0

Total Paid to Date: \$447,232.68 (8/25/2025, 3.76%)

Latest Reimbursement Requests: \$0.00 (#1 is underway)

Month	Total Amount Paid to Date (%)	Total Time to Date (%)
July '25	0.76	2.5
August '25	3.76	10.2
September '25	TBD	17.5



Commercial Vehicle Parking Area

CSJ: 0921-02-423



Pharr

Engineering



CONSTRUCTION



09-11-2025

Commercial Vehicle Parking Area

CSJ: 0921-02-423



Pharr
Engineering



CONSTRUCTION

WE ARE



DEPARTMENT MISSION STATEMENT

“To enhance health, safety and welfare in the City of Pharr by providing economical, responsive and effective professional engineering and GIS services for the planning, construction, and preservation of public infrastructure and improvement of quality of life.”



Pharr
Engineering



END



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.A.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for July 23, 2025 - 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:

Cleo Salinas

Created/Initiated - 09/23/2025

**MINUTES
TOLL BRIDGE BOARD
REGULAR MEETING
WEDNESDAY, JULY 23, 2025
118 S. CAGE BLVD. 2ND FLOOR**

The Toll Bridge Board met in a regular meeting on Wednesday, July 23, 2025, and following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Lazaro Beas, Member
Roberto Garza, Member

MEMBERS ABSENT: None

**EX-OFFICIO MEMBERS
PRESENT:** None

**EX-OFFICIO MEMBERS
ABSENT:** Mayor Ambrosio Hernandez
Mayor Pro-Tem Michael Pacheco

STAFF PRESENT: Luis Bazan, Bridge Director
Javier Martinez, Asst. Bridge Director
Vanessa Guzman, Marketing Coordinator
Cleo Salinas, Office Manager
Freddy Flores, Bus. Expansion & Special Projects Manager
Oscar Duenas, Intl' Business Development Manager
Jacob Delgadillo, City of Pharr Intern

OTHERS PRESENT: Pilar Rodriguez, Interim City Engineer
Maria Rangel, Asst. City Engineer
Ricardo Rodriguez III, City Attorney
Ezequiel Ordonez, Bridge México Liaison
Eddie Gutierrez, Financial Consultant
Andy Vega, CBP
Javier Montero, CAXCAN
Evelyn Cedillo, INDEX

ITEM 1. CALL TO ORDER

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

Chairman Edgar Delgadillo called the meeting to order at 12:04 p.m. Roll call established a quorum.

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 JUNE 2025

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, went over the total crossings and revenues report for the month of June 2025. He reported total crossings for the month of June were 99,670, which was an increase of 2,658 vehicles or 2.74% compared to last year. Mr. Bazan further reported total car crossings for the month of June were 42,759, which was a decrease of -1,347 cars or -3.05%. He also reported that northbound car crossings for the month of June 2025 were 44,025, which was an increase of 5,610 cars or 14.60% and went over car crossing comparisons from other bridges for the month of June 2025.

Luis Bazan, Bridge Director, reported on the total truck crossings for the month of June 2025. He stated crossings were 56,911, which was an increase of 4,005 trucks or 7.57% increase and went over truck crossings comparisons from other bridges for the month of June 2025.

Luis Bazan, Bridge Director, also reported northbound crossings for the month of June 2025 were 58,132, which was an increase of 2,448 trucks or 4.40% increase and stated the agriculture for the month of June 2025 had 17,162 trucks, which represents 30% of all imports from Mexico to the U.S. He further reported the combination of northbound and southbound truck crossings for the month of June 2025 were 115,043, which was an increase of 6,453 or 5.94%.

Luis Bazan, Bridge Director, went over the crossing comparisons by axle for the month of June 2025. He stated cars were 42,759, 2X trucks were 4,250, 3X trucks were 4,867, 4X trucks were 793, 5X trucks were 39,903, 6X trucks were 151, mobile homes were 3, and wide loads were 128. He stated special crossings were 6,816 and the total combination for the month of June was 99,670.

Lastly, Luis Bazan, Bridge Director, reported on total revenues collected for the month of June 2025. He reported the total revenues collected for the month were \$1,747,133, which showed an increase of \$122,092 or 7.51% in revenues.

B) FINANCE REPORT FOR JUNE 2025

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, called upon Eddie Gutierrez, Bridge Financial Consultant, for the June 2025 finance report.

Eddie Gutierrez, Bridge Financial Consultant with Blue Stone Capital Solutions, briefly reported on the expenditures and revenues year-to-date for the bridge. He also reported on F.Y. 2024-2025 1st, 2nd, and 3rd Quarter Crossings & Revenues Comparison.

C) ENGINEER'S REPORT

Luis Bazan, Bridge Director introduced the item.

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

Pilar Rodriguez, Interim City Engineer, reported on the DAP FY16 project. He stated they were currently about 40% through the contract time and approximately 21% of the project had been paid out. He then presented a photo of the construction site and explained the status of the project.

Pilar Rodriguez, Interim City Engineer, reported on the 2nd Span Project. He stated they were 61% through the contract time frame and paid out approximately 50.74%. He added that contractor IOC Company was averaging a production rate between 5% to 6% per month based on the contract amount. He further reported that work continued for the columns, bent caps, girders, and bridge deck. He then presented photos of the construction site and explained the status of the project.

Lastly, Pilar Rodriguez, Interim City Engineer, reported on the Commercial Vehicle Parking Area. He stated that the City Commission awarded the contract for \$11,888,058.76. He added that the contractor has mobilized equipment on site but has not yet achieved any productivity. He further added that the notice to proceed started on July 16, 2025, and they have utilized 2% of their time with no pay application submitted.

Discussion ensued on the engineer's report.

D) DIRECTOR'S REPORT

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, reported on a meeting with PEDC Director about their travel plans till the end of the fiscal year. He highlighted that PEDC and Bridge continue to work together even though they have different job objectives. He added that the travel plans during summer get hectic, and he thanked the board members for their

continued participation, support, and flexibility in attending these trips. He further stated that travel plans are necessary to seek new opportunities as they see the trends geopolitically or geoeconomically.

Lastly, Luis Bazan, Bridge Director, congratulated Lazaro Beas for his re-appointment as a Bridge Board Member for another 3-year term.

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 BOARD 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 12:30 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 1:09 p.m., Chairman Delgadillo stated the Bridge Board would be resuming the open meeting.

ITEM 3. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JUNE 18, 2025 – REGULAR CALLED MEETING

Chairman Delgadillo introduced the item.

Vice-Chairman Tony Martinez moved to approve. Member Lazaro Beas seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION AND ACTION, IF ANY, ON RATIFICATION OF ASOCIACION DE AGENTES ADUANALES DE REYNOSA SPONSORSHIP IN THE AMOUNT OF \$ 5,000.

Chairman Edgar Delgadillo introduced the item.

Vice-Chairman Tony Martinez moved to approve. Member Lazaro Beas seconded the motion and when put to a vote, it carried unanimously.

C) DISCUSSION AND ACTION, IF ANY, ON INDEX REYNOSA/FUNDACION RAMMAC CHARITY GOLF FUND RAISER SPONSORSHIP IN THE AMOUNT OF \$ 10,000.

Chairman Edgar Delgadillo introduced the item.

Secretary Adalberto Campero moved to approve. Member Lazaro Beas seconded the motion and when put to a vote, it carried unanimously.

D) DISCUSSION AND ACTION, IF ANY, ON INDEX 50TH NATIONAL CONVENTION SPONSORSHIP IN THE AMOUNT OF \$ 19,000.

Chairman Edgar Delgadillo introduced the item.

Member Lazaro Beas moved to approve. Vice-Chairman Tony Martinez seconded the motion and when put to a vote, it carried unanimously.

E). DISCUSSION AND ACTION, IF ANY, ON RATIFICATION OF PROPOSAL FROM TALLER DE INFOGRAFIA Y FOTOGRAFIA DIGITAL (TIF) FOR 2025-2026 CONFERENCE MARKETING MATERIALS IN THE AMOUNT OF \$ 46,000.

Chairman Edgar Delgadillo introduced the item.

Secretary Adalberto Campero moved to approve. Member Lazaro Beas 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 Tony Martinez moved to adjourn. Secretary Adalberto Campero seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 1:11 p.m.

BRIDGE BOARD:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

**STATE OF TEXAS
COUNTY OF HIDALGO**

CITY OF PHARR

ON THE 23RD DAY OF JULY 2025, the Toll Bridge Board convened in a REGULAR MEETING at the Commissioner’s Room located at 118 S. Cage, 2nd Floor, Pharr, Texas. The meeting being open to the public and notice of said meeting, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, 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.

ATTEST:

VANESSA GUZMAN, BRIDGE
MARKETING COORDINATOR

DATE APPROVED: _____

DRAFT



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.B.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on renewal of Texas International Produce Association (TIPA) Annual Membership dues in the amount of \$2,000.

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:

Cleo Salinas

Created/Initiated - 09/23/2025

Texas International Produce Association
 901 Business Park Drive, Ste. 500
 Mission, TX 78572-6007
 Tel (956) 581-8632
 E-Mail info@texipa.org



INVOICE 1838 PO NUMBER 8/1/2025

BILL TO MESSAGE

Pharr International Bridge
 Luis Bazan
 9900 S. Cage Blvd.
 Pharr, TX 78577

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
----------	-------------	------------	-------

1	Municipal/EDC Member - Membership Dues Annual	2,000.00	2,000.00
---	---	----------	----------

Prefer to skip the credit card fee? Simply mail us a check or use direct deposit to pay your dues.

SUBTOTAL	2,000.00
TOTAL	2,000.00

PAYMENT/CREDIT/WRITE OFF/DISCOUNTS APPLIED	(0.00)
TOTAL DUE BY 8/1/2025	2,000.00

CURRENT	31-60 DAYS PAST DUE	61-90 DAYS PAST DUE	OVER 90 DAYS PAST DUE	TOTAL OPEN INVOICE
2,000.00	0.00	0.00	0.00	2,000.00

[Submit payment online here](#)



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.C.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on renewal of NASCO Annual Membership in the amount of \$5,000.

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:

Cleo Salinas

Created/Initiated - 09/23/2025



NASCO

North American Strategy for Competitiveness

14902 Preston Road, Suite 404-533
Dallas Texas 75254
U.S.A

Invoice

Invoice# INV-001699

Balance Due
USD5,000.00

Bill To

Pharr International Bridge

Mr. Luis Bazan

9900 S. Cage Blvd.
Pharr Texas
78577

Invoice Date : 09/03/2025

Due Date : 11/01/2025

#	Item & Description	Rate	Amount
1	NASCO Annual Membership Dues November 2025 - October 2026	5,000.00	5,000.00

Sub Total 5,000.00

Total USD5,000.00

Balance Due USD5,000.00

Notes

We welcome payment by credit card, check, wire, or ACH transfer. Please make checks payable to North American Strategy for Competitiveness or NASCO. If you intend to pay by wire transfer, please contact Rachel Connell at rachel@nasconetwork.com to get our current banking information.

We truly appreciate your support!



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.D.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$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:

Cleo Salinas

Created/Initiated - 09/23/2025

Advance Publishing LLC

217 West Park Avenue, Pharr, Texas, 78577

Sept. 15, 2025

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2026

Dear Mr. Bazan,

Good morning. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2026, much like we did last year and the year prior.

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 2025 and extend through the month of August 2026, 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 2025 thru August 2026), or \$11,160 total for the new fiscal year.

Last year's budget amount was the same as this year's proposed price. Few prices have stayed the same during these inflationary times, but ours will remain the same for the new fiscal year.

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.E.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$2,050 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:

Cleo Salinas

Created/Initiated - 09/23/2025

BUENA AVENTURA LLC DBA
TEXAS BORDER BUSINESS
 614 S. 12th St. • McAllen, TX 78501-4964
 Office: 956/ 928-1255 • Sales: 956/ 451-4585

ADVERTISING AGREEMENT



Client: **Pharr International Bridge FY 2025-26** 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: **vanessa.guzman@pharr-tx.gov**
 Contact: **Luis Bazan** Billing E-Mail: **vanessa.guzman@pharr-tx.gov**
 Ad Size: **1-Full-Pg Print** No. of Insertions: Rate per **\$2,150 less \$100=**
 (Ads/month): **12 x (1 Ad /Month)** Insertion: **\$2,050 per Ad** **Grand Total: \$24,600.00**

NOTES:

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

Additional instructions:

Texas Border Business agrees to publish 12-Full Color Print Advertisements for the Pharr International Bridge (Client) during the period of 12 months for the Fiscal Year 2025-2026 beginning October 2025 through September 2026.

Texas Border Business will publish all press releases we receive from the Client and cover as many events for the Pharr International Bridge as possible.

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 – TBB assumes responsibility for errors originating with the publication, limited only to the first advertisement that is in error.

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% per month on the unpaid balance, which is an annual percentage rate of 18%.

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.

AUTOMATIC RENEWAL – This agreement may renew at the end of this term, but only if the client agrees to the terms. Either party may cancel the renewal of this agreement upon written notice. This agreement is binding when fully executed; there are no other agreements, verbal or otherwise, not contained herein.

 Client Signature Date

Luis Bazan Director- Pharr International Bridge

Print Name Title

Authorized Signature 956-451-4585
 Cell

September 12, 2025 robertog@tbbmega.com

Date Email



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.F.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Rio Grande Guardian in the amount of \$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:

Cleo Salinas

Created/Initiated - 09/23/2025

Rio Grande

GUARDIAN

International News Service

PO Box 5057, McAllen, Texas 78502

Advertising Proposal for Pharr Bridge Board

Date: September 10, 2025

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 International Bridge on all Rio Grande Guardian digital platforms

Period: One Year. October 1, 2025 – September 30, 2026

Banner Ads running in Heavy Rotation on home and inside pages of RGG and Business Journal website (Billboard: 970x250 pixels; Leaderboard: 728x90 pixels; Square: 300x250 pixels);

Videos produced by client to run on home page as required;
Podcasts/Video conversations upon request: Guest columns penned by client; News releases to run in Border Business section.

Investment: \$10,000 (includes a \$2,000 discount for an upfront payment).

Terms: Payment made upfront

Thank You for considering the Rio Grande Guardian for your marketing needs.

Steve Taylor, Editor & Publisher

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



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.G.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$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:

Cleo Salinas

Created/Initiated - 09/23/2025

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

Aug / 11 / 2025

Inbound Logistics Advertising's Options:

Program / Oct 2025 – September 2026

10 Web ADS + 3 Dialog Newsletter ADS.

6 Inbound Logistics Full Page ADS.

(25 October- November 26)(2026 Planner January – March – July – September)

2025

October and November 2025 - Online Top Banner (600x60) ROS 50% SOV

December 2025 - Online Top Banner (600x60) - Home Page 50% SOV

2026

January 2026 - Dialog newsletter - Top Banner (600x60)

February and March 2026 - Online Box 2 (300x250) Home Page & ROS 50% SOV

April 2026 -Dialog newsletter top banner (600x60)

May 2026 -Online Top Banner (600x60) - Home Page 50% SOV

-Dialog newsletter top banner (600x60)

June 2026 -Online Box 2 (300x250) Home Page & ROS 50% SOV
July 2026 -Online Leaderboard (728x90) ROS 50% SOV
August and September 2026 -Dialog newsletter first middle banner (600x60)

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

TOTAL \$44,500,00. US DLLS

Guillermo Almazo
Inbound Logistics
Publisher@il-latam.com



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.H.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on ratification of Southern Border
Conference Sponsorship in the amount of \$10,000.

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:

Cleo Salinas

Created/Initiated - 09/23/2025

Uniting Brokers in Paradise

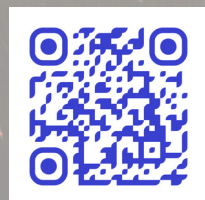


SOUTHERN BORDER CONFERENCE

SEPTEMBER 24 - 27, 2025

COURTYARD MARRIOTT

6700 PADRE ISLAND BLVD
SOUTH PADRE ISLAND, TX



SPONSORSHIP LEVELS

PHARR INT'L BRIDGE

BIG KAHUNA SPONSOR - \$6,000

Includes the following:

- Table signage & promo product placement during luncheon and event
- 50% off Exhibitor booth
- Logo featured on SBC Conference banner
- Featured placement on SBC website
- 5 Complimentary conference registrations
- Acknowledgement throughout conference

LUNCHEON SPONSOR - \$4,000

Includes the following:

- Speaking engagement
- Receive Public recognition during a designated luncheon session at the conference.
- Showcase the company's products and services during the luncheon, which is scheduled for Thursday, September 25th from 12:00 PM to 1:15 PM.
- Provide company marketing pamphlets for placement on tables to enhance visibility among attendees.
- Include a souvenir of your choice on tables or in conference gift bags.

Sponsorship Commitment Form

Sponsorship Level : _____

First and Last Name : _____

Firm or Company Name : _____

Address : _____

City : _____

State : _____

Zip : _____

Phone : _____

Email : _____

Payment Instructions:

- ❖ Check: Please make your check payable to
Mid Valley Customs Brokers Association
PO Box 4164
McAllen, TX 78501
- ❖ PayPal : <https://www.paypal.com/ncp/payment/XWT2K9MHXUKYG>



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.I.

DATE SUBMITTED: September 23, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Freight Transport Logistics Study by Border Infrastructure Consulting LLC in the amount of \$95,000.

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:

Cleo Salinas

Created/Initiated - 09/23/2025

CITY OF PHARR

PROFESSIONAL INFRASTRUCTURE SERVICES AGREEMENT

FREIGHT TRANSPORT LOGISTICS STUDY BY

BORDER INFRASTRUCTURE CONSULTING LLC.

WHEREAS, the City of Pharr, Texas (City) desires to maintain its rising financial and economic influx; and

WHEREAS, the City has created and established the Pharr-Reynosa International Toll Bridge; and

WHEREAS, the City has maintained open communication and a positive working relationship with Mexico and its officials throughout the years; and

WHEREAS, the City deems it necessary to have a voice, through a consultant, that will continue to market the City and its international bridge for years to come, and allow the City make improvements to infrastructure on both the Pharr and Mexican side of the international bridge by continuing to negotiate with Mexican officials.

This Agreement is entered into by the City of Pharr, Texas (City) represented by Ambrosio "Amos" Hernandez in his capacity as Mayor of the City of Pharr, Texas, and Border Infrastructure Consulting, LLC (Consultant) represented by Rogelio De Leon in his capacity as President of the Company which is an entity legally incorporated under the laws of the State of Texas with background, knowledge, experience and expertise necessary to provide the services set forth in this Agreement.

The Consultant, in consideration for the professional fees herein stated, the terms of this agreement and amendments thereto, as well as, any resolutions and minutes authorizing approval of the terms and conditions contained within this agreement.

Consultant further agrees to render the following professional services:

1. SERVICES. The "Consultant" will perform all the services in connection with the Lobbying Infrastructure for the following projects:

- a) Phase I: Definition of the geographic area of influence, Data Collection and Compilation. Define the geographic limits for the Pharr Bridge study, ensuring a comprehensive understanding of its reach and impact. Consolidate key data and establish a detailed work plan for the upcoming origin-destination analysis. Achieve a clear understanding of mobility flows, delivering actionable insights to support strategic planning and investment decisions.
- b) Phase II: Definition of the geographic area of influence, Data Collection and Compilation. Define the geographic limits for the Pharr Bridge study, ensuring a comprehensive understanding of its reach and impact. Consolidate key data and establish a detailed work plan for the upcoming logistics study. Achieve a clear understanding of mobility flows, delivering actionable insights to support strategic planning and investment decisions.
- c) Phase III: Operational Enhancement Proposals for Pharr Bridge — Final Summary. Identify key operational challenges and propose targeted improvements aimed at enhancing efficiency, reducing delays, and supporting future freight traffic. Deliver a final report that presents critical findings and strategic recommendations to guide future actions.

The above mentioned projects shall be completed according to the terms within the timeline as outlined in Exhibit "A." On Exhibit "A" the parties identify the characteristics of the assigned project and its delivery conditions, which shall adhere according to the timeline described in Exhibit "A," which contains a description of the tasks that will be performed by the "Consultant" according to the City's desires and objectives.

2. PERSONNEL. The Consultant agrees that all personnel used by the Consultant shall be deemed employees or sub-consultants of the Consultant and will not be considered employees, agents or sub-consultants of the City for any purpose whatsoever. Consultant assumes full responsibility for the actions of all such personnel while performing services and for the payment of their compensation (including, if applicable, withholding of income taxes, and the payment and withholding of social security and other payroll taxes), workers' compensation, disability benefits and the like to the extent applicable to the personnel involved. Notwithstanding and without in any way limiting any terms and conditions set forth in this agreement, all sub-consultants of Consultant shall be deemed to have made all of the representations and warranties of Consultant set forth herein and shall be subject to any and all obligations of Consultant hereunder, and, if requested by the Institute, Consultant shall obtain from each sub-consultant its written consent to and acknowledgment of the terms of this agreement. Consultant shall be responsible for any breach by any sub-consultant of any representations, warranties or obligations set forth in this agreement.

3. COMPENSATION AND PAYMENT. The "City" will compensate "Consultant" for the Services performed in an amount of the \$95,000.00 USD, which will be paid in (3) separate invoices The Border Infrastructure Consulting, L.L.C., upon completion of each of the 3 phases in Exhibit "A." for the performance of lobbying services related the Lobbying Infrastructure Project (Freight Transport Logistics Study by secoesc CONSULTORES). The "Consultant" understands that there is no reimbursement of travel expenses, office supplies and any other extraordinary expenses, which the Consultant will incur at any business trip to the City of Victoria, Tamaulipas, Mexico.

The "Consultant" agrees to utilize the City resources in obtaining travel arrangements, prior to scheduling and expenditure, if practicable. The "City" shall use act in accordance with accepted standards and rates from the state comptroller and related federal agencies.

4. ADDITIONAL DUTIES. Any additional duties required of the Consultant shall be subject to approval of the City's governing body, and upon written amendment of this agreement.

5. TERM; TERMINATION OF CONTRACT. The term of this Agreement shall commence on the 14th day of October, 2025 and shall expire on the 16nd day of December, 2025. Also, any party to this agreement can terminate this agreement for \\any reason or for no reason upon forty-five (45) days written notice to the other party. This agreement can also be terminated upon mutual consent of both parties, prior written notice.

6. RENEWAL OF CONTRACT. Upon the expiration of this contract, the contract may be renewed only with the consent of the City's Board of Commissioners.

7. HOLD HARMLESS AND INDEMNIFICATION. The Consultant agrees to protect, defend, hold harmless and indemnify the City, any member of its departments, Board of Commissioners, its officers, employees and agents, from and against any and all claims, actions, liabilities, costs, attorneys' fees, judgment, liens, court orders, and damages brought by third parties.

8. INDEPENDENT CONTRACTOR / NONDISCLOSURE. The parties stipulate and agree that:

(a) Consultant shall be an independent contractor for all purposes under this Agreement, and as such, no part of Consultant's work-product, methods, or process provided to City shall be directed or controlled by City; (b) Consultant is not prohibited from providing services to any other entity or person that are not in conflict with the interests of Pharr and its corporations and departments; (c) Consultant will provide its own equipment, supplies, and necessities to perform under this agreement; (d) Consultant acknowledges and agrees that it may be personally liable for self-employment taxation; (e) Consultant is not entitled to any benefits as may be applicable to the personnel of the City; (f) Consultant further agrees and stipulates that neither or any agent, employee, or representative shall disclose or share any information or materials obtained from the City or in furtherance of this agreement with any person or third-party, including but not limited to any other domestic or foreign municipality unless authorized by City.

9. NON-ASSIGNMENT. This agreement and the terms and conditions hereof shall not be assigned or subcontracted by either party without written amendment thereof.

10. CONSOLIDATION. This document is intended by the parties as the final, merged, and bonding expression of their agreement and is a complete and explosive statement of the terms thereof and supersedes all prior negotiations, representations, and agreements and no representation, understandings, or agreements have been made or relied upon in the making of this agreement, other than those specifically set forth herein.

The parties hereto execute this Agreement on this ____ day of October 2025.

Dr Jonathan B. Flores

Interim City Manager

City of Pharr, Texas

Ezequiel Ordonez

Operations Manager,

Border Infrastructure Consulting, LLC

DRAFT

EXHIBIT "A"

TIMELINE - INFRASTRUCTURE LOBBYING SERVICES

The "Consultant" agrees to assist the "City" with the following services:

Phase I: October 2025

Definition of the geographic area of influence, Data Collection and Compilation. Define the geographic limits for the Pharr Bridge study, ensuring a comprehensive understanding of its reach and impact. Consolidate key data and establish a detailed work plan for the upcoming origin-destination analysis. Achieve a clear understanding of mobility flows, delivering actionable insights to support strategic planning and investment decisions.

Phase II: November 2025

Definition of the geographic area of influence, Data Collection and Compilation. Define the geographic limits for the Pharr Bridge study, ensuring a comprehensive understanding of its reach and impact. Consolidate key data and establish a detailed work plan for the upcoming logistics study. Achieve a clear understanding of mobility flows, delivering actionable insights to support strategic planning and investment decisions.

Phase III: December 2025

Operational Enhancement Proposals for Pharr Bridge — Final Summary. Identify key operational challenges and propose targeted improvements aimed at enhancing efficiency, reducing delays, and supporting future freight traffic. Deliver a final report that presents critical findings and strategic recommendations to guide future actions.

DESCRIPTION	COST	TOTAL PAYMENT TO DATE	SCHEDULED PAYMENT DATE
Phase 1 Definition of the geographic area of influence, Data Collection and Compilation	\$35.0 K	\$47.5 K	Oct, 10 2025
Phase 2 Origin-Destination Analysis, Market Study Summary, and Presentation of Preliminary Findings.	\$30.0 K	\$71.25 K	Nov 15, 2025
Phase 3 Commercial Traffic Simulation and Operational Enhancement Proposals for Pharr Bridge — Final Summary	\$30.0 k	\$95.0 K	December, 15, 2025



QUOTATION

REYNOSA-PHARR INTERNATIONAL BRIDGE
Freight Transport Logistics Study
International Cargo Traffic Mexico - USA

Cd. Victoria, Tamaulipas, September 20, 2025

Submitted to: **Luis Bazan/**
Pharr Bridge Director
600 S. Cage Blvd.
Pharr, TX 78577, USA

Ezequiel Ordonez
Border Infrastructure Consulting L.L.C.

Submitted by: **Sergio Ruiz Gacia**
President
~~secoesc~~ CONSULTORES

In response to your kind request for the preparation of an International Freight Transport Logistics Study focused on land freight traffic through the Reynosa-Pharr International Bridge, I am pleased to inform you that ~~secoesc~~-CONSULTORES possesses the necessary capabilities and extensive experience to successfully undertake the work required for this purpose.

We are convinced that a Logistics Study on Cargo Transport constitutes a critical step toward enhancing the current operations of the Reynosa-Pharr International Bridge. By identifying traffic patterns and logistics flows, such a study will support data-driven decision-making aimed at optimizing infrastructure usage and mitigating operational bottlenecks. Furthermore, it will lay the groundwork for sustainable commercial development, reinforcing the bridge's strategic role in facilitating economic exchange between Mexico and the United States. In this context, the implementation of this study becomes a key instrument for strengthening regional competitiveness and supporting long-term planning.

Pursuant to the foregoing, we hereby submit our technical and financial proposal for the execution of the corresponding scope of work.

Background:

The Reynosa-Pharr Bridge, located on Mexico's northern border, ranks as the third most important commercial crossing in terms of trade value, after Laredo-Nuevo Laredo and El Paso-Ciudad Juárez. However, in terms of efficiency and capacity, it faces unique challenges due to its limited infrastructure and the rapid traffic growth.

Below are some of the most critical factors that not only justify an in-depth study of the Logistics of Freight Transport at this Mexico-U.S. border point, but also demonstrate the urgent need for immediate attention to this issue.

1. Bilateral Trade and Economic Importance

The bilateral trade between Mexico and the United States exceeded \$700 billion dollars in 2022, and a significant portion of this trade passes through the Reynosa-Pharr Bridge. This international bridge is part of the trade corridor that connects Mexico with the U.S. market, which accounts for over 70% of Mexico's total trade.

The Reynosa-Pharr Bridge is one of the most important crossings for commercial traffic between Mexico and the United States. This is largely due to the fact that the Reynosa-Pharr region is a key manufacturing hub, with more than 300 maquiladoras that rely on the efficient crossing of raw materials and finished products. According to data from the Texas Department of Transportation (TxDOT), in 2022, over 1.5 million freight trucks crossed this bridge, carrying goods valued at more than \$80 billion dollars.

The manufacturing industry in the Reynosa region employs more than 150,000 people, many of whom depend on the efficient flow of goods through the bridge. Any disruption in the bridge's operations, or the possible downturn in international trade flows, as a result of current international bilateral trade policies, can directly impact these industries and, consequently, the local economy.

2. Projected Traffic Growth

According to Texas Department of Transportation (TxDOT) projections, truck traffic volume at the Reynosa-Pharr Bridge is anticipated to increase by 25% by 2030, driven by bilateral trade growth and manufacturing sector expansion in the region. This demand surge will necessitate targeted infrastructure and technology investments to maintain crossing operational efficiency.

At Pharr, a second bridge span is currently under construction, with a minimum expected outcome of doubling current traffic capacity. However, concurrent with roadway network expansions, complementary infrastructure and logistics measures must be implemented to optimize operational workflows in proportion to the resulting traffic capacity increase.

3. Wait Times

Data from the U.S. Border Patrol indicates that wait times at the Reynosa-Pharr Bridge can exceed four hours during peak traffic periods, particularly in high-demand commercial seasons. A report by the Northern Border Chamber of Commerce estimates that border delays cost companies up to US\$1,000 per minute per stalled truck.

Furthermore, a study by the American Transportation and Logistics Association (ASTL) found that border crossing delays result in US\$150 million in annual losses for transportation firms. The Organization for Economic Co-operation and Development (OECD) suggests that improving border efficiency could reduce wait times by 30-40%, leading to major cost savings and enhanced regional competitiveness.

Technologies such as pre-approved inspection systems (e.g., the U.S. FAST program) have proven effective, cutting processing times by 50% at other border crossings.

4. Safety and Accidents

Mexico's Ministry of Communications and Transportation (SCT) reported 1,268 accidents involving heavy trucks near northern border crossings between 2008 and 2012, resulting in 496 casualties (200 fatalities) and MX\$174.25 million pesos in damages.

More recently, SCT data shows a 15% increase in accidents (2020-2022) around the Reynosa-Pharr Bridge, with congestion and inadequate infrastructure identified as key contributing factors.

5. Environmental Impact

The U.S. Environmental Protection Agency (EPA) report estimates that idling vehicles at the Reynosa-Pharr Bridge generate over 10,000 tons of excess CO₂ emissions annually, along with increased noise pollution affecting nearby communities. Congestion also contributes to noise pollution and affects the quality of life of local residents.

In 2021, a US\$100 million investment was announced to modernize the Reynosa-Pharr bridge, with the goal of expanding lanes and improving inspection systems. However, according to a report by the Border Environment Cooperation Commission (BECC), an additional US\$500 million in investments will be needed by 2030 to maintain the bridge's efficiency in the face of projected growth.

Technical Scope

The information presented above underscores the critical importance of maintaining and enhancing the operational efficiency of the Reynosa-Pharr International Bridge, given its significant impact on trade, the economy, security, and environmental sustainability. In this context, we now present a detailed breakdown of the work to be carried out, structured into sequential actions designed to deliver results aligned with the scope and objectives of the study.

1. Definition of Geographic Scope

- Area of Influence: Identification of the cargo origin zones in Mexico and their destination in the United States.
- Logistic Corridors: Analysis of the main routes connecting the Pharr Bridge with distribution centers, dry ports, and industrial zones on both sides of the border.

2. Data Collection

Primary Data

- Land Surveys: Application of surveys at strategic points (bridge, customs, logistics centers) to gather information on:
 - Supply chain management: Strategies for ensuring the timely and cost-effective delivery of goods across borders.
 - International trade regulations: Understanding customs procedures, trade agreements (e.g., NAFTA, WTO), and the legal framework for international shipping.
 - Technology in logistics: The role of innovations like blockchain, IoT (Internet of Things), and AI in improving efficiency and reducing costs.
 - Risk management: How businesses mitigate risks like theft, damage, or delays in transit.
- Interviews with Key Stakeholders: Interviews with transportation companies, chambers of commerce, customs authorities, and carrier associations to obtain qualitative perspectives.

Secondary Data

- Customs Statistics: Collection of international freight cargo data from customs authorities in both countries.
- Traffic Data: Compilation of historical records of cargo traffic volumes provided by the bridge authorities.
- Economic Information: Collection and analysis of data on bilateral trade, key industries in the region, and economic trends.

3. Road Transport Trends

International Freight Transport Logistics Study. Analysis of the key components involved in the cross-border movement of goods, such as:

- Electrification of transport: The rise of electric trucks and vehicles is part of the larger push towards sustainability in logistics. Many companies are seeking alternatives to traditional diesel-powered vehicles.
- Autonomous trucks: Self-driving trucks could revolutionize the sector by reducing labor costs and increasing efficiency.
- Data-driven solutions: Advanced GPS, telematics, and route optimization software allow logistics companies to improve delivery times, reduce fuel consumption, and increase safety.
- E-commerce growth: The rise of e-commerce is putting additional pressure on road transport for last-mile deliveries, often in urban areas.
- Regulatory compliance: Changes in regulations, such as emissions standards or road safety protocols, are influencing how logistics companies operate.

4. State and Federal Priorities in International Transportation and Diversification

- Infrastructure investment: Governments often prioritize upgrading ports, highways, and railways to make them more efficient for international trade. Infrastructure investments could include expanding capacity, modernizing equipment, or enhancing digital systems for customs processing.
- Diversification of transport modes: Governments are increasingly focused on diversifying the modes of transportation used to move goods internationally. This may include promoting multimodal transport (road, rail, sea, air) to reduce dependency on one type of transportation and improve overall efficiency.
- Environmental policies: Both federal and state governments are focusing on making transportation more sustainable. This includes reducing carbon emissions from trucks, trains, ships, and airplanes, as well as encouraging the use of green technologies like electric vehicles and renewable energy sources.



- **Trade agreements and regulations:** Policies on international trade agreements, tariffs, and border regulations impact transportation priorities. Governments are often balancing economic interests with the need for safe, efficient transportation networks.
- **Smart infrastructure:** There's a push for "smart" infrastructure that integrates technology into transport networks, improving both efficiency and security. This includes things like AI-powered traffic management, automated port operations, and digital customs processing

5. Presentation of Results

- Technical Report: Preparation and presentation of a detailed document with findings, analysis, and recommendations.

Execution Timeline

The following timeline presents the execution schedule for this study, structured into three phases, and based on the six activity items outlined above.

ACTIVITY	WEEK											
	1	2	3	4	5	6	7	8	9	10	11	12
Phase 1												
1	DEFINITION OF GEOGRAPHIC SCOPE	█	█									
2	DATA COLLECTION		█	█	█							
Phase 2												
3	ROAD TRANSPORT TRENDS			█	█	█	█					
4	PRIORITIES IN INTERNATIONAL TRANSPORTATION AND DIVERSIFICATION					█	█	█				
Phase 3												
5	FINAL REPORT & DELIVERY OF RESULTS								█	█	█	█

Economic Proposal

The work proposed here has a cost of:

\$95,000.00 US Dollars
 (NINETY-FIVE THOUSAND US DOLLARS)



QUOTATION

REYNOSA-PHARR INTERNATIONAL BRIDGE
Freight Transport Logistics Study
 International Cargo Traffic Mexico - USA

Scope of Work and Financial Program

PHASES	SCOPE OF ACTIVITIES	OUTLINED OBJECTIVES	AMOUNT USD	ACUMULATIVE AMOUNT USD
Phase 1 Oct 2025	Definition of the geographic area of influence, Data Collection and Compilation.	<ul style="list-style-type: none"> ✓ Define the geographic limits for the Pharr Bridge study, ensuring a comprehensive understanding of its reach and impact. ✓ Consolidate key data and establish a detailed work plan for the upcoming logistics study. ✓ Achieve a clear understanding of mobility flows, delivering actionable insights to support strategic planning and investment decisions. 	\$35,000.00	\$35,000.00
Phase 2 Nov 2025	Road Transport Trends & International Priorities. Presentation of Preliminary Findings.	<ul style="list-style-type: none"> ✓ Generate key insights into freight cargo traffic dynamics, and mobility patterns ✓ Provide a strong foundation to support strategic planning and informed decision-making 	\$30,000.00	\$65,000.00
Phase 3 Dec 2025	Operational Enhancement Proposals for Pharr Bridge — Final Summary.	<ul style="list-style-type: none"> ✓ Identify key operational challenges and propose targeted improvements aimed at enhancing efficiency, reducing delays, and supporting future freight traffic. ✓ Deliver a final report that presents critical findings and strategic recommendations to guide future actions. 	\$30,000.00	\$95,000.00

NOTES:

- This quotation is valid for 30 (thirty) days.
- The payment will be subdivided into 3 monthly payments according to the SCOPE OF WORK AND FINANCIAL PROGRAM



QUOTATION

REYNOSA-PHARR INTERNATIONAL BRIDGE
Freight Transport Logistics Study
International Cargo Traffic Mexico - USA

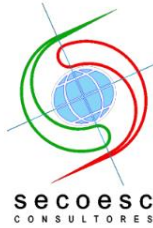
Budget Breakdown.

DESCRIPTION	COST	TOTAL PAYMENT TO DATE	SCHEDULED PAYMENT DATE
Phase 1 Definition of the geographic area of influence, Data Collection and Compilation	\$35.0 K	\$47.5 K	Oct, 10 2025
Phase 2 Origin-Destination Analysis, Market Study Summary, and Presentation of Preliminary Findings.	\$30.0 K	\$71.25 K	Nov 15, 2025
Phase 3 Commercial Traffic Simulation and Operational Enhancement Proposals for Pharr Bridge — Final Summary	\$30.0 k	\$95.0 K	Dec 15, 2025

In anticipation that the work proposal meets your expectations, I thank you in advance for your kind attention and remain at your disposal for any comments regarding this proposal. I look forward to your feedback.

M.C. Ing. Arq. Sergio Ruiz Garcia
President
secoesc CONSULTORES

Attached: Company information **secoesc CONSULTORES**:



SERVICIOS ESPECIALIZADOS DE CONSULTORIA, ESTUDIOS Y CONSTRUCCION

Company Information Summary

MARCH 2025

NOMBRE: **RUIZ GARCIA SERGIO**
CEDULA FISCAL: RUGS-510114-NM2
DOMICILIO: Libramiento Naciones Unidas #2538
Col. Luis Donaldo Colosio,
Cd. victoria, Tamaulipas. C.P. 87018
TELEFONO : (834) 313-31-28
(834) 126-85-75

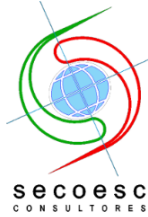
REGISTROS

IMSS: F05-30590-10-1
CMIC: No. 00086676
CONTRATISTA SOP-TAM: No.0285
PROVEEDOR-TAM: No.512787
D.R.O. Victoria, Tam.: No. 82



Libramiento Naciones Unidas #2538,
Col. Luis Donaldo Colosio, C.P. 87014
Cd. Victoria Tamaulipas, México

Tel: (+52) 834 313 3128
834 126 8575
e-mail: gruporuizmx@gmail.com



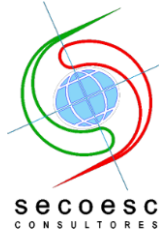
Corporate Experience in Infrastructure Projects

MARCH 2025

Key Urban Planning and Infrastructure Projects (1991–2024)

Various locations Throughout Tamaulipas, Mexico, and the Texas–Mexico border region.

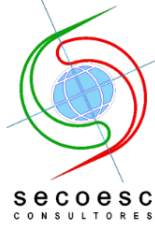
- 1. Urban Development Master Plan and Conceptual Design for TAMANTEX Industrial Park**
Lucio Blanco, Matamoros, Tamaulipas – 1991
Urban-industrial development of a 600-hectare site near the Free Trade International Bridge access road in Matamoros.
- 2. Urban Development Plan and Tourist-Residential Subdivision Project – Playa Bagdad**
Matamoros, Tamaulipas – 1992
Land tenure regularization along Playa Bagdad's coastal zone, relocation of fishing communities, and development of primary infrastructure. Commissioned by the Matamoros Municipal Government.
- 3. Conceptual Urban Redevelopment Project – Nuevo Laredo**
Nuevo Laredo, Tamaulipas – 1992
Urban planning and infrastructure adjustment in the areas affected by the construction of the Eastern Bypass and Plaza México.
- 4. Engineering and Architectural Support – Executive Project for Los Tomates International Port of Entry**
Matamoros, Tamaulipas – 1996–1997
Review and refinement of “As-Built” drawings and documents for the Tomates-Veterans International Port.
- 5. Construction Supervision Support – Laredo III Port of Entry**
Nuevo Laredo, Tamaulipas – 1997
Oversight of infrastructure and facility construction for the World Trade International Bridge. Commissioned by the Tamaulipas State Infrastructure Department.
- 6. Conceptual Design – “Las Flores” International Port of Entry**
Nuevo Progreso, Río Bravo, Tamaulipas – 1999–2000
Development of conceptual infrastructure and facilities design for the new border crossing.
- 7. Reynosa-McAllen (Anzaldúas) International Port of Entry**
Reynosa, Tamaulipas – 2000–2003
Full executive project for infrastructure and buildings of the Anzaldúas International Bridge.
- 8. Urban Development Plan and Conceptual Project – Díaz Ordaz-Sullivan International Bridge**
Gustavo Díaz Ordaz, Tamaulipas – 2006
Urban plan for the impacted area and conceptual design for the border facilities.



Corporate Experience in Infrastructure Projects

MARCH 2025

9. **Río Bravo-Donna International Bridge (Phase I)**
Río Bravo, Tamaulipas – 2007–2008
Topographic survey and access road design, land tenure regularization, and full Executive Project for infrastructure and buildings.
10. **Guadalupe-Tornillo (Fabens) International Bridge**
Cd. Juárez, Chihuahua – 2008–2009
Full executive project for infrastructure and building of the new bridge in Guadalupe, Chihuahua.
11. **Feasibility Study – Relocation of Francisco Javier Mina International Airport**
Tampico/Altamira, Tamaulipas – 2010
Cost-benefit and feasibility analysis to relocate the airport from its actual site in Tampico to Altamira in order to reduce urban congestion and support cargo traffic growth.
12. **Arroyo Loco Project in downtown of Tula City**
Tula, Tamaulipas – 2011
Redevelopment of marginalized urban areas, redevelopment plan along a 2-km stormwater drainage corridor through Tula's downtown to enhance urban conditions.
13. **Master Development Plan – Nuevo Laredo III International Bridge**
Nuevo Laredo, Tamaulipas – 2011–2012
Long-term (20-year) development plan for the port of entry's infrastructure and facilities.
14. **Strategic Projects – Modernization of the World Trade International Bridge**
Nuevo Laredo, Tamaulipas – 2015
Full executive projects for infrastructure and buildings for initial stages aligned with the master development strategy.
15. **Project UNAPROP Naval Security Unit, Port of Matamoros**
El Mezquital-Higuerillas, Matamoros, Tamaulipas – 2016
Full executive project for infrastructure and building, Design of security service facilities for port operations on a 2-hectare site.
16. **Wait Time/Efficiency & Origin/Destination Study – Pharr International Bridge**
Pharr, Texas, USA – 2016
In-situ data collection and analysis to assess bridge operational efficiency and origin-destination Analysis of cargo flows and benchmarking against competing international border crossings.
17. **Southbound Traffic Forecast Study – Pharr International Bridge (2019–2035)**
Pharr, Texas, USA – 2018
Long-term traffic and revenue forecasting using historical data provided by the Pharr Bridge.



Corporate Experience in Infrastructure Projects

MARCH 2025

18. **Executive Project – Access Control Unit for Port of Matamoros**
El Mezquital, Tamaulipas – 2019
Comprehensive design and construction plans for port entry and exit control infrastructure.
19. **Toll Booth and Roadway Upgrade – Lucio Blanco-Los Indios Port of Entry**
Matamoros, Tamaulipas – 2020
Redesign of toll facilities and access roads to accommodate oversized wind turbine component transport to the U.S.
20. **Commercial Traffic Forecast Study – Rio Bravo-Donna Port Expansion**
Rio Bravo, Tamaulipas – 2021
30-year cargo traffic projection study to support funding applications for expansion works.
21. **Cargo Expansion Project, Rio Bravo-Donna International Bridge**
Rio Bravo, Tamaulipas – 2022
Full executive Infrastructure project and facility design for accommodating commercial cargo operations.
22. **Military Security Complex, El Tejón**
San Fernando, Tamaulipas – 2023
Complete executive project for the design and construction of infrastructure and facilities for a permanent military security outpost on Federal Highway 101, designed to accommodate 100 personnel.
23. **Sanitation Infrastructure Project, Higuierillas and El Mezquital**
Matamoros, Tamaulipas – 2024
Comprehensive project for the construction of the sewer network and wastewater treatment plant for the communities of Higuierillas and El Mezquital, in the municipality of Matamoros, Tamaulipas.



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM

BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM

BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025



AGENDA MEMORANDUM

BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 22, 2025

MEETING DATE: September 30, 2025

FROM: Cleo Salinas, 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:

Cleo Salinas

Created/Initiated - 09/22/2025