

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**AGENDA DATE:** October 8, 2024  
**PUBLIC HEARING DATE:** N/A

**CONTACT PERSON(S) NAME AND PHONE NUMBER:** Carlos Olmedo, PhD, (915)212-7509, [olmedocx@elpasotexas.gov](mailto:olmedocx@elpasotexas.gov)

**DISTRICT(S) AFFECTED:** All Districts

**STRATEGIC GOAL:** Goal 1 - Cultivate an environment conducive to strong economic development.

**SUBGOAL:** Subgoal 1.2 – Enhance visitor revenue opportunities.

**SUBJECT:**  
Update council on the International Bridges Crossborder survey.

**BACKGROUND / DISCUSSION:**  
The International Bridges Department will present Council with the findings from the International Bridges Crossborder Survey on the social and expenditure activities of travelers through the City's ports of entry.

**PRIOR COUNCIL ACTION:**  
International cooperation agreement with El Colegio de la Frontera approved April 2023.

**AMOUNT AND SOURCE OF FUNDING:**  
Funding source: Department 564 – Fund 3360 – Division 64870  
(\$266,157 for 25 months and \$262,628 option to extend another 24 months).

**HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED?  X  YES   NO**

**PRIMARY DEPARTMENT:** International Bridges  
**SECONDARY DEPARTMENT:** N/A

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:** Roberto Tinajero, M.S., Director for international Bridges



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(If Department Head Summary Form is initiated by Purchasing, client department should sign also)