Sun Rides, "A Cyclist's Guide for the Paso del Norte" started as a project called "Move-On! Ride your bike in the Paso Del Norte" as a way to promote cycling in the El Paso, Texas and Ciudad Juárez, Mexico. The Paso del Norte Health Foundation was able to provide the needed funds to develop these many printed materials so that residents and visitors can easily find the places to ride in the area.

**PROJECT DESCRIPTION**

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The main goal of this project was to promote cycling by providing information on the available biking routes in the El Paso Texas to existing and potential riders. This information consists on maps and brochures of existing biking trails, dirt roads, or paved streets that are currently used by active cyclists. In summary, the project set the baseline through a pilot project to deliver printed materials such as: Several single trail series folded maps; a small booklet with most biking trails for the El Paso and Juárez area; and A full size map of El Paso and Juárez with the same biking trails as the booklet mentioned above.

Trials were selected according to suggestions from local residents, groups and bicycle clubs. In addition to the printed materials, this project established a comprehensive group of participants from the riding community to continue with the efforts of the Mapping Committee of the Border Cycling Coalition. Some of the partners involved in the project are the National Parks Service, the City of El Paso, many local groups, and other volunteers such as cyclists, bike shops, and clubs.

**RESEARCH COMPONENT**

To have enough information regarding the format of the maps we develop a survey that will help us divided the different categories of bike riders and the different types of activities for riding a bike. This are road biking, mountain biking, and recreational biking. This is so we can give everyone a map that will help them get around. Click [here](#) to see an example of the survey.

We chose 8 different maps from 56 that we had originally. These maps had different formats such as: Topographic, GIS graphics, artistic, 3D artistic, aerial photo, 3D aerial Photo, elevation model and 3D elevation model. Originally we were thinking that the more difficult the level of rider the more complex the map will have to be. This was format was almost follow but for a couple of things as you can see in the following chart.
A second investigation is in progress as of today and will continue for the next several months. In this investigation we are trying to get as much information as possible of the biking habits of the people in the region.

For this investigation we recur to the different biking shops in the area. We created about 1500 packages containing different information, some of there are two types of packages. Both packages have the same survey, in this survey we asked the present types of activities and how often they will have done it in the past. Also some questions regarding the places they mostly ride on, and some questions regarding the city conditions for biking. We also included a cycling activity log to see were they ride, how long they ride, how often they ride and the type of weather in which they ride. There are two surveys; the first survey is giving right away and a second given to them after two months. This second survey with almost the same information as the past one, to see how much difference were or were not the maps included on these packages.

There are no results currently for this investigation.

For more information please visit sun-rides.org

**IMPACT EVALUATION**

As part of this project Dr. Gerald Lucker ran an evaluation of the impact of our project. The Paso del Norte Health Foundation funded us to promote cycling in the Paso del Norte area by providing information on available biking routes to (1) current bike riders and (2) prospective riders in El Paso, Texas.

The evaluation was based on the maps and brochures of existing bike trails, dirt bike trails, and paved roads that are currently used by active cyclists. Originally, an experiment was designed to determine whether having access to these bike maps and trail brochures increases the (1) frequency and (2) duration of bike use among a group people who have access to the maps as compared to an equivalent group who haven’t been given these maps.

Local retailers who sell bikes (i.e., Kmart, Target, Wal-Mart, etc.) as well as specialty bike retailers (e.g., Bicycle Company, Bicycle World, Crazy Cat Cyclery, Ride On Sports) were recruited to distribute research materials to all individuals who make a bike purchase during a three-month period of time (or until 450 sets of material have been distributed).

Materials consisted of two different information packets (Appendices B1 and B2). All packets contained an invitation to participate in a "Paso del Norte Bicycle Survey". The conditions of study participation were clearly explained (i.e. to participate, individuals will have to complete and return the enclosed bicycle survey and a monthly bike use log, and agree to be contacted in six months to complete a follow-up questionnaire). Two-thirds of the packets (300) also contained bike maps and brochures as described above. “experiment” and “control” packages were randomly ordered, and then sequentially numbered. The original plan was for retailers to distribute packages in the numbered order on the envelopes.

As an incentive to participate, all individuals who complete all parts of the study were to be entered into a lottery to receive either one of six professional quality bikes valued at $650 or one of the many prizes such as cycle-computers, socks, water bottles, etc. In addition, all participants were to receive a t-shirt as a “Thank You” for their participation.

We were not able to create partnerships with the big retailers so we had to work only with the local bike shops. For a more detailed explanation for this effort please see Section #4. When it became clear that it would not be possible to collect data at large retail chains at the point-of-sale, the question of whether having cycling maps would positively impact the activity levels of those given maps versus no maps would not be addressable.

Since the original project intended to assess whether having bike trail maps would increase the use of bikes, and consequently increase the intensity and duration of exercise, it was decided to continue to focus on bike trails maps, but to change data collection strategies. The
principal investigator, in consultation with the Foundation decided to assess the attitudes of current cyclists and cyclist supporters about the relative usefulness of a group of different types of bike trail maps.

Final refusals from the major retailers came at about six months into the project duration. Therefore it was critical to gather data as soon as possible. Therefore it was decided to conduct two surveys, a long survey and a short survey (Appendix A1 and A2 respectively), at bike events that took place during the summer of 2005.

While doing the surveys some people did not wanted to invest too much time responding therefore we went ahead and develop a short version of the survey so we could get that information anyhow.

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**FUNDING AGENCY**
- The paso del Norte Health Foundation

**OUR PARTNERS**
- El Paso Bike Club
- Borderland Mountain Bike Association
- Chupacabras Race Site
- City of El Paso Official Site
- Crazy Cat Cyclery
- National Park Service - RTCA - New Mexico Office
- Tour del Paso Race Site
- Roughrider Racing
- Power Shots
- Revolution Cyclery
- The Bicycle Company

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