

ALBUQUERQUE PEDICABS

Andrew Maldonado Engineers Roadrunner Pedicab Bicycle Taxi Service

Lean, Green, and Meant to Be Seen

by Marissa N. Perez

Combining his passion for cycling, a background in hi-tech industry engineering, and an entrepreneurial spirit, Andrew Maldonado started a part time business back in August of 2006. He envisioned meeting the growing needs of RailRunner riders to get from the train to their end destination, be it the office, a restaurant, or a museum. He began with two pedicabs and now has eight, which are equipped with moving billboards to generate revenue. Passengers do not pay a fare, only a tip to their cyclist. By creating a business model that emphasizes green (no noise or pollution), Andrew is aligned with the low carbon footprint crowd. Eventually, he plans to have a service that encompasses the entire central metro region using pedicabs powered by endorphins, electrical assist motors and/or fuel cell technology. It's a great service for residents and visitors alike!

Andrew Maldonado is a local, born and raised in the North Valley, with a contagious energy. He

has completed 14 marathons (and counting) plus dozens of mountain bike races and century rides. Now he applies that same energy to his burgeoning business venture. His pedicabs have already worked the Balloon Fiesta, Nob Hill's Shop-n-Stroll, the Uptown area, and downtown Albuquerque. His part time idea has turned into a full time venture with growing demand. Andrew is receiving technical assistance through the Manufacturing Extension Partnership on his business plan and recently joined the Hispano Chamber and the Albuquerque Convention and Visitors Bureau.

What are the benefits of this pedicab service? Pedicab cyclists are paid solely through tips, but an added advantage for the diehard cyclist is that after pulling a pedicab, your regular bike feels light as air! Plus, you are a roaming ambassador for our region and meet lots of interesting folks. Riders simply flag a Roadrunner Pedicab and tell the cyclist a destination. It's up to each pedicab to determine their personal radius. As for advertisers, Andrew would be happy to explain the many benefits of using a PedalMedia moving billboard to



Roadrunner Pedcabs are great transportation to the Balloon Fiesta.

promote your business or organization! Call him at (505) 453-1991.

RoadRunner Pedicab Bicycle Taxi Service embodies the best of Central New Mexico: friendly, fit, hi-tech and fun!

Where to find RoadRunner

Pedicabs: Home base for the Pedicabs is at 100 Iron Ave SE. The cabs run along Iron to Broadway to Central, and then in the area from 1st Street to 7th Street, and from Gold Ave to Copper and to Lomas. They run up to the University of New Mexico, as well. They try to run a loop from the Alvarado Transit Center (Greyhound Bus Station/Rail Runner/ Rapid Ride stop), then past the Convention Center, the Doubletree Hotel, and then back to the Hyatt. From the Hyatt they cut through on the 4th Street walking path to Central, and then go west on Central Ave to Hotel Blue on 7th St. They go by Flying Star restaurant, then back up to Gold Ave to the Cold Stone ice cream place at First and Gold, where they start the loop again. Reservations are not necessary, but can be arranged by calling 453-1991.

The RoadRunner Pedicabs will also be found at the NM State Fair and the Albuquerque Balloon Fiesta.

SCHEDULE: RoadRunner Pedicabs are transitioning from a part time operation to full time. Part time hours are **Wednesdays thru Saturdays from 8pm to 3am**. They hope to soon run seven days a week.

Twenty-one pedalcyclists are needed to take the Pedi Cab to a full time schedule, and they are currently recruiting to staff the bicycle taxis. Old Town? Downtown? Uptown? could all be in the future.



Downtown Albuquerque - typical loop in the core area, from Alvarado Transit Center, to 7th Street. UNM trips also available.

Safety from p. 1

In Summer 2007, the NM DOT took concrete steps to address the safety issue by launching a program in partnership with the Bicycle Coalition of New Mexico to provide bicycle safety education to a diverse population of New Mexicans. This effort will build on previous efforts to expand funding for on-street and off-street bikeways around the state. The NM DOT's Bicycle/Pedestrian/Equestrian Coordinator, Tim Rogers, stated that "In the past, the primary way that NMDOT has promoted bicycling has been through building infrastructure - shoulders, bike lanes, and paths. Now, working with the Bicycle Coalition of New Mexico and its partners, we will take a statewide approach to providing safety education around bicycling. This is another great way for NMDOT to promote a transportation alternative that is healthy, fun, easy on the environment and easy on our system."

History: Since the early 1990's, the NM Department of Transportation has supported the Bicycle Safety Education Program in the City of Albuquerque Parks and Recreation Department. This program delivers a bicycle safety program to most fourth and fifth graders in the City during the school year, and to many other youth groups during summer and after-school hours. Albuquerque was eligible for special federal funding to promote bicycling and walking because it had an air pollution problem (carbon monoxide) and became eligible for special funding aimed at reducing car travel (the so-called CMAQ or Congestion Mitigation and Air Quality funds).

But in the rest of New Mexico, there have been only *ad hoc* efforts at bicycle safety programs, led by the efforts of local citizens, municipalities, police departments, health agencies and other groups. With the new, albeit limited, funding, the Bicycle Coalition can develop an enhanced network to promote bicycle safety among adults and children. The program will give special emphasis to working with immigrant populations that may be less familiar with American traffic and bicycling behaviors. Currently the Bicycle Coalition is developing a partnership with groups like La Familia Medical Center to solicit input from community members about how to develop effective education programs for diverse constituencies. It has named its program, "Ciclismo para los Niños." BCNM is also scheduling an increasing number of adult bicycle education classes, using its cadre of certified bicycle safety instructors. The program is in its infancy, and is developing a job description in preparation for hiring a bicycle safety education coordinator to implement this program over the next three years. If you are interested in working with BCNM on this effort, please contact us with your ideas.

See the Calendar section to learn about opportunities to participate in bike safety programs currently being scheduled.



Rail Runner in Albuquerque seeing 150 cyclists per day!

Tony Sylvester, a special projects planner at the Mid-Reigon Council of Governments (MRCOG), in Albuquerque told the New Mexico Bicyclist that 150 bicyclists per day are bringing their bicycles onto the train to complete their trips along the Rail runner corridor. It appears that Albuquerque citizens have figured out that a bicycle can help make mass transit very convenient.

If you are a bicyclist that uses the RailRunner for your commute, we'd like to print your story about how the Rail Runner meets your transportation needs. Write to us at info@bikenm.org

New Mexico Rail Runner Express offers Special Weekend Service to Balloon Fiesta

(Albuquerque, NM - September 19, 2007)- For the second year in a row, the New Mexico Rail Runner Express will be offering special service for the popular opening and closing weekends of Fiesta. People can ride the train to the Los Ranchos/Journal Center station, where they can hop on a shuttle bus that will take them right onto Balloon Fiesta field. See the Balloon Fiesta 2007 Rail Runner Schedule (PDF) at www.nmrailrunner.com/PDF/Balloon%20Fiesta%202007%20Schedule%20flattened.pdf Contact: For questions, call 245-RAIL or go to www.nmrailrunner.com/news_fiesta07.asp