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International Bridges Crossborder Survey (IBCS)

2-year study proposal
April 2023



Study background

- Critical questions for regional policy is who is crossing, why are they crossing, what are they spending on, and how wait times influence crossborder social and purchasing activities
- Previous literature on impact from personal travel is limited and based on:
 - anecdotal information
 - non-probabilistic sampling and snapshots in time
 - macro-level government data with many assumptions

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Study background

- In August 2019 City Council approved an international collaboration agreement between IBD and El Colegio de la Frontera Norte (Cd. Juárez and Tijuana campuses)

- **Objective: quantify cross-border social and spending activities and their relation to the El Paso economy**
 - year-long longitudinal collection of survey data with a second-year exercise option
 - to capture seasonal and cyclical trends and external shocks (exchange rate, violence, migration, national security, etc.)
 - parties contributed staff and research expertise to reduce cost

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Study background

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- In March 2020 the survey was paused due to COVID
 - initial findings were presented to City Council in September 2020
 - *El Paso-Ciudad Juárez Social and Expenditure Profile*
Technical Report and Presentation Findings at <https://pdnuno.com/data/ibcs>
- Restart requires new signed agreement



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El Paso-Ciudad Juárez Social and Expenditure Profile

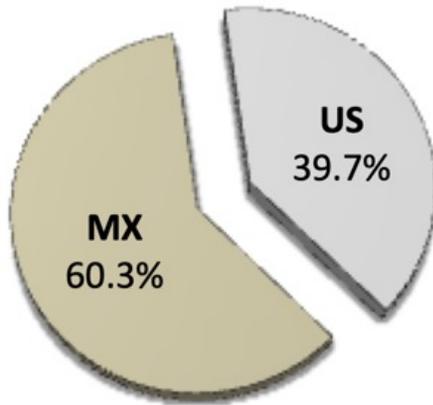
Findings for October 1, 2019 to March 17, 2020





Primary residence (%)

- Sample size – 8,623 survey responses
- Weighted sample (population) size – 7,617,473 personal crossings



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Juarez Municipio	58.9
El Paso County	37.3
Dona Ana County	1.2
Chihuahua Municipio	0.9
Other Texas place	0.2
Other New Mexico place	0.1
Other Chihuaua place	0.1
Other US place	0.8
Other MX place	0.6

96% are "local" crossings



Main reasons for crossing (%)

	MX	US
shop	40.7	14.9
eat/drink	1.4	4.7
health visit	1.0	8.1
social family	16.8	37.9
social friends	2.0	3.2
social activity	2.1	3.8
going to a house	4.5	10.8
job or work	16.9	6.9
business activity	3.1	2.1
school attend	3.9	1.5
school drop/pick up/activity	1.6	0.8
drop/pick up person	2.6	2.4
vacation	0.8	0.9
other	2.7	2.2

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- Reasons overlap
- MX residents cross mainly for shopping, work related and social reasons
- US residents cross mainly for social and shopping reasons





Self-reported goods purchases

NAICS	% of spending visit		avg. spending	
	MX	US	MX	US
423 wholesale durable goods	0.65	0.22	\$268	\$458
4411 auto dealers	0.17	-	\$2,849	-
4413 auto parts & accessory stores	2.43	0.87	\$203	\$392
442 furniture & furnishings stores	1.00	0.55	\$127	\$267
443 electronics & appliance stores	2.05	0.72	\$249	\$169
444 building materials & garden supply	0.75	0.84	\$200	\$342
445 <u>food & beverage stores</u>	17.59	31.63	\$72	\$86
446 <u>health & personal care stores</u>	1.65	8.52	\$88	\$177
447 <u>gasoline stations</u>	9.57	1.97	\$36	\$36
448 <u>clothing & accessory stores</u>	26.34	1.70	\$150	\$73
451 sporting, musical & books stores	1.44	0.40	\$169	\$260
452 <u>general merchandise</u>	14.36	4.48	\$158	\$277
453 misc store retail	0.87	0.83	\$115	\$57

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78% of MX & 53% of US resident spending is retail

← groceries rank #1 for US residents

← clothing ranks #1 for MX residents





Study benefits

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- Profiles and the contribution of border crossers are useful for:
 - business recruitment and expansion efforts as companies research the El Paso market
 - providing contextual information for State and Federal funding opportunities
 - primary data source for academic research
 - better knowledge of bridge users to improve customer services



2023 proposed timeline

- Development
 - **May** – survey logistics and technical platform
 - **June** – tablet app and survey training and pre-test
- Implementation
 - **July** – begin survey (goal of 4,000 completed surveys every quarter)
- Analysis
 - **October** – develop quarterly data base
 - **December** – crossborder profiles

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Study budget

	Years 1 & 2 (25 months)	Years 3 & 4 (if exercised)
Staff	\$197,842	\$195,053
Operations	\$79,367	\$78,628
COLEF in kind	\$11,053	\$11,053
IBD cost	\$266,157	\$262,628
Total cost	\$277,209	\$273,681

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Funding source: IBD capital improvement program



Requested City Council Action

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That the Mayor be authorized to sign a bi-national Cooperation Agreement between the City of El Paso and El COLEF to conduct crossborder surveys for an initial period of 25 months at a cost of \$266,157 with the option to extend for another 24 months at an additional cost of \$262,628.



Mission

Deliver exceptional services to support a high quality of life and place for our community



Values

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople



Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government