

**CITY of ALBUQUERQUE
TWENTY-FIFTH COUNCIL**

COUNCIL BILL NO. F/S R-23-184

ENACTMENT NO. R-2023-104

SPONSORED BY: Isaac Benton, Renée Grout

1 RESOLUTION

**2 AMENDING RESOLUTION R-23-152 TO ESTABLISH A POLICY PROHIBITING
3 ADVERTISING ON THE EXTERIOR OF TRANSIT BUSES AND PARATRANSIT
4 VEHICLES.**

**5 WHEREAS, for the Transit Department to provide safe and efficient
6 services, the Department’s rolling stock, including Albuquerque Rapid Transit
7 buses, ABQ RIDE motor coaches, and Sun Van paratransit vehicles should
8 display a readily identifiable external appearance that provides a consistent,
9 uniform, and professional image to visitors and residents, and that does not
10 obstruct visibility of the inside of all its vehicles from people on the street; and**

**11 WHEREAS, a uniform branding color scheme improves public confidence
12 in the City’s transit system by presenting a consistent image across the
13 Department’s rolling stock that is positive and inviting to new and regular
14 transit users and visitors to the City; and**

**15 WHEREAS, the Albuquerque City Council adopted Resolution R-23-152,
16 directing the Transit Department to cease using vehicle wraps applied to the
17 exterior of vehicles. The intent of R-23-152 is to remove advertising from the
18 exterior of buses to create a clear brand through a uniform color scheme and
19 graphics; and**

**20 WHEREAS, the Transit Department should establish a brand, through a
21 uniform color scheme and graphics on the exterior of its rolling stock,
22 regardless of how it is applied; and**

**23 WHEREAS, the term “bus wrap” as used in R-23-152 should be replaced
24 with the term “vehicle wraps.”**

**25 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
26 ALBUQUERQUE:**

1 **SECTION 1. R-23-152 is amended as follows: “SECTION 1. Upon the**
2 **enactment of this Resolution the Transit Department shall cease to install**
3 **vehicle wraps or signage on the Department’s motor coaches and paratransit**
4 **vehicles for the purpose of commercial, non-profit or public agency**
5 **advertising. Existing advertising on Transit Department vehicles may continue**
6 **until the end of the advertiser’s contract term with the City of Albuquerque’s**
7 **vendor for transit advertising and shall not be renewed.”**

8 **SECTION 2. The Transit Department shall develop a plan to increase**
9 **opportunities for utilizing new technologies for placing advertisements inside**
10 **of buses and at bus stops.**

11 **SECTION 3. The Transit Department shall modify, as necessary, the**
12 **existing vendor contract for the sale and placement of advertising on the**
13 **exterior and interior of transit vehicles and bus shelters to incorporate the**
14 **mandates of this Resolution.**

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1 PASSED AND ADOPTED THIS 4th DAY OF December, 2023
2 BY A VOTE OF: 6 FOR 2 AGAINST.

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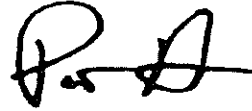
4 For: Bassan, Benton, Fiebelkorn, Grout, Peña, Davis

5 Against: Lewis, Sanchez

6 Excused: Jones

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Pat Davis, President

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City Council

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14 APPROVED THIS _____ DAY OF _____, 2023

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17 Bill No. F/S R-23-184

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Timothy M. Keller, Mayor

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City of Albuquerque

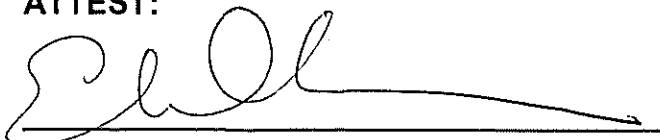
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25 ATTEST:

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Ethan Watson, City Clerk

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[+Bracketed/Underscored Material+] - New
[-Bracketed/Strikethrough-Material-] - Deletion

FISCAL IMPACT ANALYSIS

TITLE: AMENDING RESOLUTION R-23-152 TO ESTABLISH A POLICY FOR APPLYING VEHICLE WRAPS TO CREATE A UNIFORM BRAND ON THE CITY OF ALBUQUERQUE'S TRANSIT BUSES AND PARATRANSIT VEHICLES

R:23-184 O:
FUND: 661
DEPT: Transit

- No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

		Fiscal Years				
		2023	2024	2025	2026	Total
Base Salary/Wages						
Fringe Benefits at	1.4500%					
Subtotal Personnel						
Operating Expenses						
Property						
Indirect Costs	9.80%					
Total Expenses		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Revenue From Transit Advertising		\$465,000.00	\$414,000.00	\$321,000.00	\$268,000.00	\$1,468,000.00
[X] Estimated revenues not affected (Includes Advertising Interior of Abq Ride Buses and Sun Van Vehicles and at Bus Shelters and Bus Benches)		\$131,000.00	\$131,000.00	\$131,000.00	\$131,000.00	\$655,000.00
[X] Estimated revenue impact or loss (Bus Wrap Revenue)		\$465,000.00	\$414,000.00	\$321,000.00	\$268,000.00	\$1,468,000.00
Amount of Grant		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
City Cash Match		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
City Inkind Match		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
City IDOH		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Revenue Loss		\$ (334,000)	\$ (283,000)	\$ (190,000)	\$ (137,000)	\$ (813,000)

The City Bus Advertising Contractor Assumes All Expenses for Installing and Maintaining Transit Advertising

Note:

These estimates do not include any adjustment for inflation.
* Range if not easily quantifiable.

Number of Positions created NA

COMMENTS:

COMMENTS ON NON-MONETARY IMPACTS TO COMMUNITY/CITY GOVERNMENT:

THIS AMENDMENT PASSED ON A 8-0 VOTE.
For: Bassan, Benton, Davis Fiebelkorn, Grout, Lewis, Peña and
Sanchez
Excused: Jones

CITY COUNCIL
of the
CITY OF ALBUQUERQUE

December 4, 2023

FLOOR AMENDMENT NO. 1 TO FS/R-23-184

AMENDMENT SPONSORED BY COUNCILOR Benton and Grout

1. On page 2, line 5 delete "public or private", and insert in lieu thereof:
"commercial, non-profit or public agency."
2. On page 2, line 14 delete "commercial".

Explanation: Clarifies the restrictions on advertising.

THIS AMENDMENT FAILED ON A 3-5 VOTE.

For: Bassan, Fiebelkorn, Peña

Against: Benton, Davis, Grout, Lewis and Sanchez

Excused: Jones

**CITY COUNCIL
of the
CITY OF ALBUQUERQUE**

December 4, 2023

FLOOR AMENDMENT NO. 2 TO FS/R-23-184

AMENDMENT SPONSORED BY COUNCILOR Peña

1. On page 2, line 5 delete "commercial, non-profit or public agency." and insert in lieu thereof: "commercial and non-profit."

Explanation: Clarify the restrictions on advertising do not apply to public agency advertising