

CITY of ALBUQUERQUE

TWENTY-FIFTH COUNCIL

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

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:

2 "SECTION 1. Upon the enactment of this Resolution the Transit
3 Department shall cease to install [~~bus vehicle~~] wraps [~~or signage~~] on the
4 Department's motor coaches and paratransit vehicles [for the purpose of
5 public or private advertising]. Existing [~~bus wrap~~] advertising on Transit
6 Department vehicles may continue until the end of the advertiser's [contract]
7 term with the City of Albuquerque's vendor for transit advertising and shall
8 not be renewed."

9 SECTION 2. The Transit Department shall develop a plan to increase
10 opportunities for utilizing new technologies for placing advertisements [~~on~~
11 ~~bus panels~~] inside of buses and at bus stops [~~where they are most~~
12 ~~appropriate~~].

13 SECTION 3. The Transit Department shall modify, as necessary, the
14 existing vendor contract for the sale and placement of commercial
15 advertising on the exterior and interior of transit vehicles and bus shelters to
16 incorporate the mandates of this Resolution."
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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 Subtotal Personnel	1.4500%				
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 Adverstising Contractor Assumes All Expenses for Installing and Maintaining Transit Adverstising

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: