

# CITY of ALBUQUERQUE

## TWENTY SEVENTH COUNCIL

COUNCIL BILL NO. R-26-22 ENACTMENT NO. \_\_\_\_\_

SPONSORED BY: Klarissa J. Peña, Renée Grout, Stephanie W. Telles

1 RESOLUTION

2 ESTABLISHING A CRUISERS FOR ROUTE 66 PROGRAM ALONG CENTRAL  
3 AVENUE TO CELEBRATE THE ROUTE 66 CENTENNIAL AND SUPPORT  
4 COMMUNITY STEWARDSHIP.

5 WHEREAS, Route 66, known locally as Central Avenue, is a historic  
6 transportation corridor of national and international significance and a  
7 defining cultural, economic, and tourism asset for the City of Albuquerque;  
8 and

9 WHEREAS, the year 2026 marks the 100th anniversary of the establishment  
10 of Route 66, creating a unique opportunity to celebrate, preserve, and enhance  
11 this iconic roadway; and

12 WHEREAS, Albuquerque is home to the longest continuous urban stretch  
13 of Route 66 in the United States and is the only City in the nation where Route  
14 66 crosses itself; and

15 WHEREAS, Route 66 has long served as a cultural gathering place and  
16 corridor of expression for a wide range of communities whose traditions,  
17 creativity, and public presence contribute to Albuquerque's identity and  
18 tourism economy; and

19 WHEREAS, the City of Albuquerque encourages community partnerships  
20 and volunteer engagement through programs such as the Solid Waste  
21 Department's Adopt-A-Median program, administered in partnership with Keep  
22 Albuquerque Beautiful; and

23 WHEREAS, the City of Albuquerque's Transit Department administers the  
24 Adopt-A-Stop program, which mobilizes community volunteers to maintain  
25 safe, clean, and welcoming transit stops throughout the City; and

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1 WHEREAS, the creation of a Cruisers for Route 66 program, modeled off  
2 the City's Adopt-A-Median and Adopt-A-Stop programs, would support the  
3 Solid Waste Department's Clean City Crews, the Parks and Recreation  
4 Department, Transit Department's Operations Division, the Department of  
5 Municipal Development's Street Maintenance Division, and private property  
6 owners along Central Avenue in maintaining portions of the public right-of-  
7 way along Central Avenue by inviting community organizations to help keep  
8 streetscapes clean and attractive; and

9 WHEREAS, for the purpose of this Resolution, "streetscape" includes  
10 medians, curbs, parkways between curbs and sidewalks, bus stops and  
11 stations, non-vehicular improvements located within the public right-of-way,  
12 and other public realm elements that contribute to the visual identity of Route  
13 66, but does not include travel lanes, parking lanes, or private property; and

14 WHEREAS, establishing a Cruisers for Route 66 program will provide a  
15 structured, safe, and culturally-rooted vehicle for community participation that  
16 celebrates Albuquerque's Route 66 heritage and positions the City as a  
17 national leader in honoring the Mother Road during the Centennial and  
18 beyond.

19 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
20 ALBUQUERQUE:

21 SECTION 1. Program Establishment. The City Administration shall develop  
22 the Cruisers for Route 66 Program (the "Program") to encourage community  
23 stewardship, beautification, and cultural recognition along Central Avenue  
24 streetscape in celebration of the Route 66 Centennial. The Solid Waste  
25 Department, Parks and Recreation Department, Transit Department,  
26 Department of Municipal Development, Arts and Culture Department, and any  
27 other appropriate departments are authorized and directed to jointly develop,  
28 administer, and enforce program guidelines, application procedures, safety  
29 requirements, and maintenance standards for the Program.

30 For the purpose of this Resolution, "streetscape" includes medians, curbs,  
31 parkways between curbs and sidewalks, bus stops and stations, non-vehicular  
32 improvements located within the public right-of-way, and other public realm

elements that contribute to the visual identity of Route 66, but does not include travel lanes, parking lanes, or private property.

**SECTION 2. Program Framework. The Program shall:**

(A) Ensure volunteers' safety and welfare while participating in the Program.

(B) Be modeled off of and coordinated with the City's existing Adopt-A-Median and Adopt-A-Stop programs.

(C) Require eligible organizations to work with City staff to identify the safest and most appropriate streetscape segments along Central Avenue, including medians, bus stops, sidewalks, and other elements of the public right-of-way. Segments will be identified and adopted on a first come, first serve basis.

(D) Encourage participation from community organizations, civic groups, neighborhood associations, cultural organizations, and businesses that wish to contribute to the stewardship of the Route 66 corridor.

(E) Encourage participating organizations to serve as community stewards and ambassadors of the Route 66 corridor, particularly during Route 66 Centennial activities.

(F) Establish flexible adoption segments, recognizing that different streetscape elements may vary in size, location, and maintenance needs.

(G) Require participating organizations to complete appropriate safety training, volunteer agreements, and documentation consistent with existing City volunteer programs.

(H) Allow participating organizations to engage in activities including but not limited to:

- (a) Litter removal,
- (b) Streetscape beautification,
- (c) Reporting infrastructure maintenance issues,
- (d) Reporting graffiti, and
- (e) Participation in coordinated cleanup events.

**SECTION 3. Recognition and Signage. The City Administration shall develop recognition signage and branding elements for participating organizations that reflect the Route 66 Centennial identity, celebrate**

1 Albuquerque's local culture, and maintain consistent design standards across  
2 the corridor.

3 SECTION 4. Interdepartmental Coordination. The participating departments  
4 shall coordinate to:

5 (A) Identify appropriate streetscape segments available for adoption along  
6 Central Avenue.

7 (B) Develop a shared map and inventory of adoptable medians, transit  
8 stops, and streetscape elements.

9 (C) Provide participating organizations with clear guidance materials,  
10 including safety protocols, reporting procedures, and maintenance  
11 expectations.

12 (D) Provide reasonable access to cleanup supplies and coordination  
13 support, including trash bag collection and coordination with City cleanup  
14 crews.

15 (E) Encourage participation in citywide cleanup events, including events  
16 associated with the Route 66 Centennial and national volunteer initiatives.

17 SECTION 5. Recognition Signage Funding. City Council Set-Aside funds  
18 will be the primary funding source used to fund recognition signage for clubs  
19 participating in the program. The location where clubs adopt their streetscape  
20 will determine which City Councilor's Set-Aside funds will be used for each  
21 club's sign. For clubs adopting locations that stretch across multiple Council  
22 Districts, the cost of funding recognition signage shall be shared among  
23 Councilors representing those Districts. Participating clubs will need to  
24 consult with their respective City Councilor to assess the availability of  
25 funding prior to getting their recognition signs funded.

26 SECTION 6. Pilot Period. The Program shall initially operate as a two-year  
27 pilot program, after which the City Administration shall evaluate the Program  
28 and provide recommendations to the City Council regarding program  
29 expansion and operational improvements.

30 SECTION 7. SEVERABILITY. If any section, paragraph, clause or provision  
31 of this Resolution is held to be invalid or unenforceable for any reason, the  
32 invalidity or unenforceability of that section, paragraph, clause or provision  
33 shall not affect any of the remaining provisions of this Resolution.