

CITY of ALBUQUERQUE TWENTY-FIFTH COUNCIL

COUNCIL BILL NO. R-23-184 ENACTMENT NO. _____

SPONSORED BY: Isaac Benton

1 RESOLUTION

2 AMENDING RESOLUTION R-23-152 TO ESTABLISH A POLICY FOR APPLYING
3 VEHICLE WRAPS TO CREATE A UNIFORM BRAND ON THE CITY OF
4 ALBUQUERQUE'S TRANSIT BUSES AND PARATRANSIT 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 an identifiable external appearance that is a consistent, organized and
9 professional image to visitors and residents, and that does not obstruct
10 visibility of the inside of all its vehicles from people on the street; and

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

15 WHEREAS, to provide an identifiable professional color scheme on the
16 Transit Department's rolling stock, the Albuquerque City Council adopted
17 Resolution R-23-152, directing the Transit Department to remove bus wraps,
18 which are vehicle wraps applied to the exterior of a bus, and replacing that
19 media with a "painted" uniform branding-color scheme. The intent of R-23-152
20 is to remove advertising from the exterior of buses to create a clear brand
21 though a uniform color scheme and graphics; and

22 WHEREAS, the Transit Department has established a brand, through a
23 uniform color scheme and graphics on the exterior of its rolling stock, though
24 it is applied not using paint but with a wrap. An amendment to R-23-152 is
25 required to allow for the use of wraps for branding; and

1 WHEREAS, in addition the Transit Department uses wraps to place its
2 uniform brand scheme on paratransit vehicles. Therefore, the term “bus wrap”
3 as used in R-23-152 should be replaced with the term “vehicle wraps.”

4 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
5 ALBUQUERQUE:

6 SECTION 1. R-23-152 is amended as follows:

7 “SECTION 1. Upon the enactment of this Resolution the Transit
8 Department shall cease to install [~~bus vehicle~~] wraps on the Department’s
9 motor coaches and paratransit vehicles [for the purpose of advertising or
10 public service announcements]. [Vehicle wraps may be placed on the
11 Department’s motor coaches and paratransit vehicles for the purpose of
12 applying a uniform brand scheme that is in the Department’s fleet colors.]
13 Existing [~~bus vehicle~~] wrap[s for the purpose of advertising or public service
14 announcements ~~advertising~~] on Transit Department vehicles may continue
15 until the end of the advertiser’s term with the City of Albuquerque’s vendor for
16 transit advertising and shall not be renewed.

17 SECTION 2. The Transit Department shall develop a plan to increase
18 opportunities for utilizing new technologies for placing advertisements on bus
19 panels inside of buses and at bus stops where they are most appropriate.

20 SECTION 3. The Transit Department shall modify, as necessary, the
21 existing vendor contract for the sale and placement of commercial
22 advertising on the exterior and interior of transit vehicles and bus shelters to
23 incorporate the mandates of this Resolution.”

24
25
26
27
28
29
30
31
32

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: