

EC-26-120



CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

Mayor Timothy M. Keller

INTER-OFFICE MEMORANDUM

April 23, 2026

TO: Klarissa J. Peña, President, City Council

FROM: Timothy M. Keller, Mayor



SUBJECT: Educational Campaign and Crosswalk and Signal Update Pursuant to Council Bill No. R-25-196

Pursuant to Council Bill No. R-25-196, this Executive Communication provides an update on the public education campaign on the traffic code updates enacted in Ordinance No. O-2025-032 and a report on crosswalks and signals.

Public Education Campaign

The Department of Municipal Development (DMD) entered into professional technical contracts with two local consultants to support the public educational campaign: (1) Mood, to develop campaign materials; and (2) 2540, to work on public outreach. DMD also created a working group with representatives from DMD, Communications, Parks and Recreation, and Public Affairs to strategize around the campaign and to review and deploy campaign materials. Our goal was to reach as many community members as possible, including future drivers.

The campaign consists of the following:

- (1) "Stop for Everyone" branding
- (2) Five campaign videos, deployed online and on KOB, KRQE, Estrella and Telemundo.
- (3) Campaign videos in Spanish
- (4) "Stop for Everyone" webpage
- (5) Billboards
- (6) Digital Displays at the Convention Center, Sunport, CNM, and City Hall, and at more City owned assets
- (7) Bus Shelter posters
- (8) Webinar
- (9) One Page Flyer Distribution to Drivers Education Schools and others
- (10) Campaign stickers, magnets, and coloring pages

- (11) Community meetings
- (12) Presentations to APS
- (13) Radio (in progress)

To measure the success of the campaign, our consultant Mood has put together data on how the campaign has reached the public over the first month. Here is a summary, as of April 12, 2026:

1. Engagement and Reach

- The campaign has generated a total of 715,900 impressions.
- 39,621 total clicks to the website so far.
- A standout CTR (click-through rate) of 13.28% on social media.

2. Streaming TV & Audio Retention

While social media drove traffic, the Streaming TV and Audio components excelled at keeping the audience's attention.

- Streaming content has achieved a 92.42% completion rate. Nearly all viewers watched or listened to the ads in their entirety.
- Streaming TV Premium have been particularly effective at holding attention, boasting a 98.13% completion rate.

3. Creative Performance

- The 'Stop For Everyone' and RRFB spot on social media showed the highest individual engagement rate--over 15% CTR each (even 5% is considered very high)
- The social campaign has generated significant earned media, including 167,259 total engagements and 131,802 video views.

The campaign is successfully balancing broad brand awareness with high-intent engagement. The Streaming TV and Audio components performed exceptionally well for message retention, with nearly all viewers watching or listening to the creative in its entirety. Simultaneously, our Facebook and Instagram efforts acted as a primary driver for action, pulling in a click-through rate that is significantly above average.

We expect these numbers to go up as the campaign is broadcast more broadly.

Ultimately, the success of the educational campaign will be measured by a reduction in fatal and serious injury crashes, particularly when combined with the significant infrastructure improvements the City has been making. However, that will take time.

Crosswalk Inventory

DMD does not count individual striped crosswalks, but rather tracks striped crosswalks as part of an entire intersection. DMD would not restripe a single crosswalk at an intersection, but rather would stripe all of the crosswalks, the stop bars, and the turn arrows. There are approximately 1,085 intersections with crosswalks around the City. There are also 340 crosswalks as part of

school zones, Pedestrian Hybrid Beacons (PHBs or HAWK signals), Rectangular Rapid Flashing Beacons (RRFBs), and other vulnerable road user crossings.

Approximately 260 of these locations need to be restriped, at an approximate cost of \$3.5M. DMD prioritizes its restriping efforts based on condition, school zone, and whether the intersection is on the HFIN.

A map of crosswalk locations is enclosed.

Signal Inventory

We have attached a map showing the locations of the passive and flashing beacons across the City, as well as a map of the flashing beacons associated with the schools.

We have also attached a map of all the traffic signals around the City.

All signals and beacons are currently operational. When equipment breaks down, DMD will learn of the outage through its traffic cameras or 311 reports, and address the outage immediately.

Approximately 400 City owned signals require equipment and technology updates. Estimated costs to update all City owned signals to meet current design standards is approximately \$30M. This would cover costs to replace all outdated cabinets and controllers, rebore conduit and repull wire where necessary, install new detection equipment, and replace all existing twisted pair with fiber optic wire.

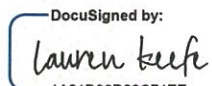
Educational Campaign and Crosswalk and Signal Update Pursuant to Council Bill No. R-25-196

Approved:

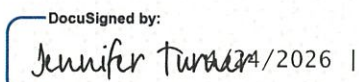
 4/27/26

Samantha Sengel, EdD Date
Chief Administrative Officer

Approved as to Legal Form:

DocuSigned by:
 4/27/2026 | 8:31 AM MDT
1A21D96D32C74EE...
Lauren Keefe Date
City Attorney

Recommended:

Initial
 DocuSigned by:
 4/27/2026 | 3:39 PM MDT
02203CCDD87B47B...
Jennifer Turner Date
Municipal Development Director

Cover Analysis

1. What is it?

Pursuant to Council Bill No. R-25-196, this Executive Communication provides an update on the public education campaign on the traffic code updates enacted in Ordinance No. O-2025-032 and a report on crosswalks and signals.

2. What will this piece of legislation do?

Provide an update to the City Council on the public education campaign on the traffic code updates enacted in Ordinance No. O-2025-032 and a report on crosswalks and signals.

3. Why is this project needed?

It is required by. R-25-196.

4. How much will it cost and what is the funding source?

N/A

5. Is there a revenue source associated with this contract? If so, what level of income is projected?

No

6. What will happen if the project is not approved?

This is a report and not a project.

7. Is this service already provided by another entity?

No

FISCAL IMPACT ANALYSIS

TITLE: Educational Campaign and Crosswalk and Signal Update Pursuant to Council Bill No. R-25-196

R:

O:

FUND:

DEPT:

- ☒ 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:

	2026	Fiscal Years 2027	2028	Total
Base Salary/Wages				-
Fringe Benefits at				-
Subtotal Personnel	-	-	-	-
Operating Expenses		-		-
Property		-	-	-
Indirect Costs	-	-	-	-
Total Expenses	\$ -	\$ -	\$ -	\$ -
[x] Estimated revenues not affected				
[] Estimated revenue impact				
Revenue from program				0
Amount of Grant		-	-	
City Cash Match				
City Inkind Match				
City IDOH	-	-	-	-
Total Revenue	\$ -	\$ -	\$ -	\$ -

These estimates do not include any adjustment for inflation.

* Range if not easily quantifiable.

Number of Positions created

COMMENTS: Pursuant to Council Bill No. R-25-196, this Executive Communication provides an update on the public education campaign on the traffic code updates enacted in Ordinance No. O-2025-032 and a report on crosswalks and signals.

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

PREPARED BY:

APPROVED:

DocuSigned by:

Christina Owens

4/24/2026 | 3:19 PM MDT

FISCAL ANALYST

DocuSigned by:

Jennifer Turner 4/24/2026 | 3:39 PM MDT

DIRECTOR

REVIEWED BY:

Signed by:

Susanne Oliver

4/24/2026 | 3:47 PM MDT

EXECUTIVE BUDGET ANALYST

Signed by:

Dana Sandoval

4/24/2026 | 5:24 PM MDT

BUDGET OFFICER

Signed by:

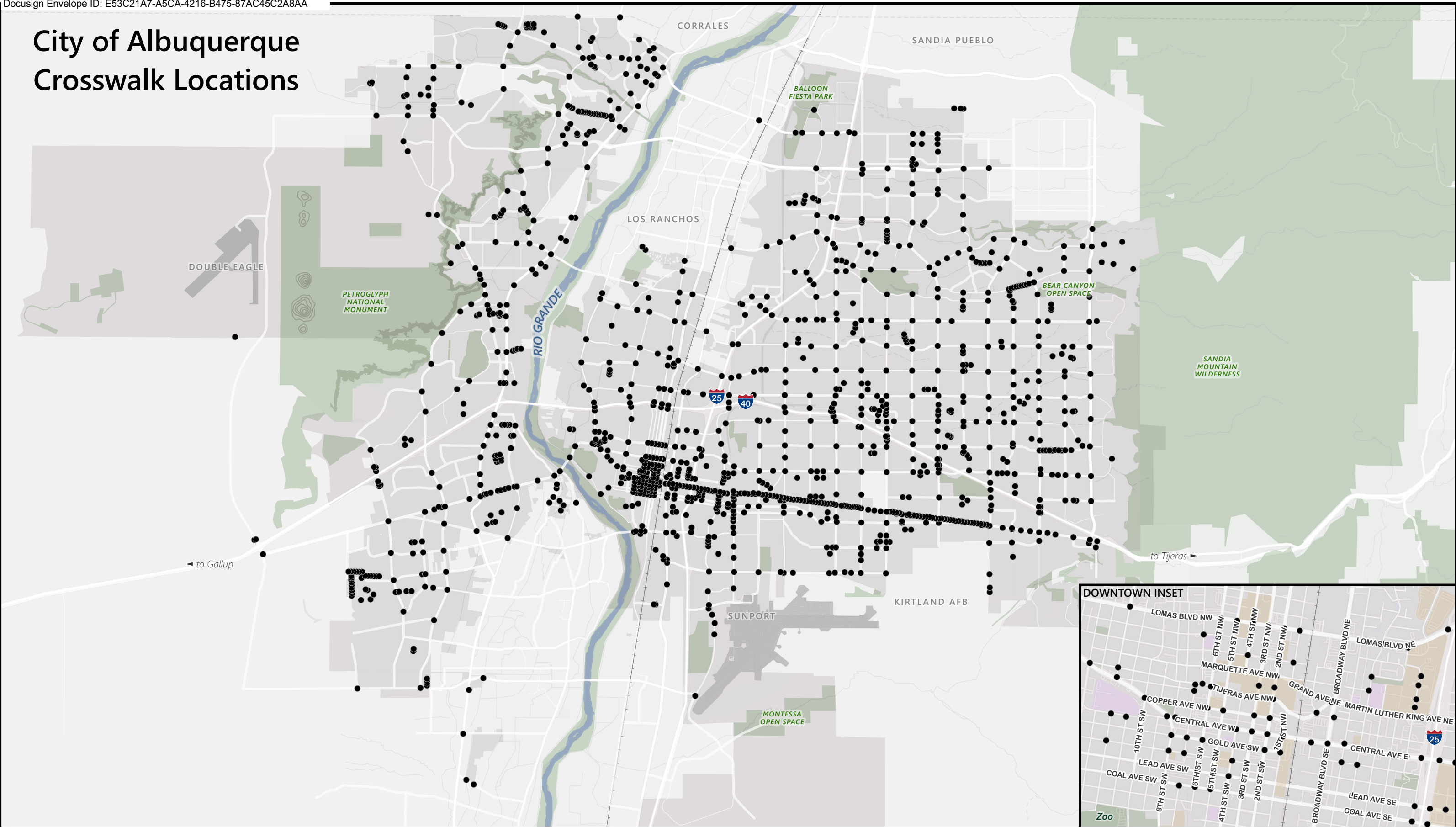
Christine Bourner

4/24/2026 | 5:25 PM MDT

CITY ECONOMIST

City of Albuquerque

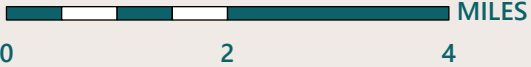
Crosswalk Locations



LEGEND

- Crosswalk Location

Date Exported: 4-22-2026



City of Albuquerque

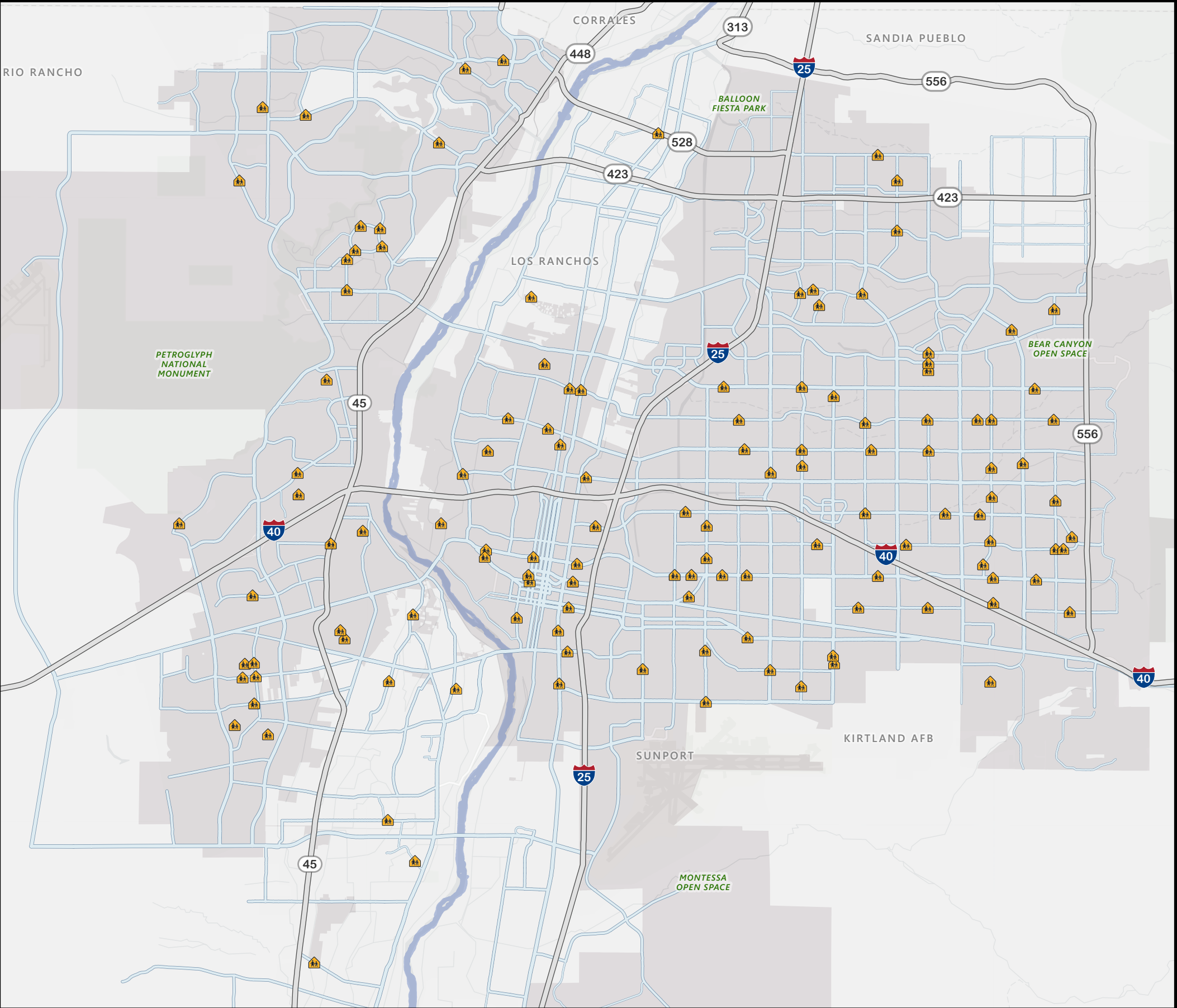
School Zone Flashing Beacon Locations

(LEAD/COAL)/EDITH
1724 Camino Del Valle SW
4TH/MILDRED
7 BAR LOOP/LA CANADA
94TH/BENAVIDES
ALAMEDA/4TH
ALAMEDA/GEORGIA
OKEEFFE
ANAHEAIM/BARSTOW
ATLANTIC/8TH
ATRISCO/MILNE
ATRISCO/SAN YGNACIO
AVENIDA CESAR CHAVEZ/
EDITH
BARCELONA/JOE SANCHEZ
BELLAMAH/MORRIS
BLUEWATER/LUMINOSO
BRENTWOOD HILLS/
CHELWOOD PARK
BURLISON/ESTHER
BURLISON/WYOMING
CAMERO/JUAN TABO
CAMPUS/MONTE VISTA
CANDELARIA /
PENNSYLVANIA
CANDELARIA/7TH
CANDELARIA/ADAMS
CANDELARIA/MOON
CANDELARIA/SAN PEDRO
CANDELARIA/VALLEY H.S.
CENTRAL/LAGUNA
CHELWOOD PARK /
CONSTITUTION
CLAREMONT/SAN PEDRO
COMANCHE /
PENNSYLVANIA
COMANCHE/CHELWOOD
COMANCHE/INCA
COMANCHE/MOON
COMANCHE/MORRIS
COMANCHE/WASHINGTON
CONSTITUTION/FLORIDA
CONSTITUTION/LA
CHARLES
CONSTITUTION/MARRON
COPPER / GENERAL
SOMERVELL
COPPER/6TH
COPPER/GROVE
COPPER/ORIENTE
DELAMAR/SAN LUIS
DON FELIPE/DON FELIPE
ELIZABETH/COLVILLE
ELLISON/CIBOLA LOOP

EUCARIZ/86TH
EUCARIZ/PINCHER CREEK
FORTUNA/COORS
GIBSON/CARLISLE
GLENRIO/LOMA HERMOSA
GONZALES/MERILDA
GRIEGOS/2ND
GRIEGOS/4TH
HANNETT/CARLISE
HARPER/GLENDORA
HARPER/MCKINNEY
HOMESTEAD / TAYLOR
RANCH
HOMESTEAD/CARSON
HOMESTEAD/MOJAVE
INDIAN SCHOOL / RIO
GRANDE
INDIAN SCHOOL/BRITT
INDIAN SCHOOL/BRYN
MAWR
INDIAN SCHOOL/
EASTRIDGE
INDIAN SCHOOL/PARSITAL
INDIAN SCHOOL/
PENNSYLVANIA
KATHRYN/LOUISIANA
KATHRYN/SAN MATEO
KATHRYN/SAN PEDRO
KATHRYN/YALE
KIMELA/CORRIZ
LADERA/72ND
LEXINGTON/JUAN TABO
LOMAS/6TH
LOMAS/EDITH
LOMAS/GIRARD
LOMAS/JEFFERSON
LOMAS/LOMA VISTA
LOMAS/LOYOLA
LOMAS/MORNINGSIDE
LOMAS/NORTHRIDGE
LOMAS/RANCHO SECO
LOMAS/TEXAS
LOMAS/TOMASITA
LOS ARBOLES/MORRIS
MACKLANDLAND AVE/
CARLISLE BLVD
MAE/ARTISCO
MARTIN LUTHER KING/
EDITH
MCDONALD/SAN ISIDRO
MENAU/BROADWAY
MOJAVE/SAN ILDEFONSO
MONTANO/SAN
ILDEFONSO

MONTGOMERY/CAIRO
MONTGOMERY/
MORNINGSIDE
MONTGOMERY/SAN PEDRO
MOUNTAIN/MONTOYA
NATALIE/LOUISIANA
ODELIA/LOCUST
OSUNA/MOON
PACIFIC/BROADWAY
PARADISE/DAVENPORT
PARADISE/LA PAZ
PERSHING/CARLISE
PHOENIX/SAN MATEO
SAGE/SAPPHIRE
SAN FRANCISCO/BARSTOW
SAN JACINTO/MORRIS
SAN VICTORIO/LOWELL
SNOW HEIGHTS/MORRIS
SOLAR/NABOR
SPAIN/MOON
SUNSET GARDENS/YERBA
SUNSET/GATEWOOD
SUSIE RAYOS ELEMENTARY/
72ND
TAYLOR RANCH/
HOMESTEAD
THAXTON/BROADWAY
TIERRA PINTADA/STORM
CLOUD
TIJERAS/7TH
TOMASITA/ANGELINA
TOWER / 90TH
TOWER/86TH
TRUMBULL/LOUISIANA
VENTANA VILLAGE/WIND
CAVE
Volcano Vista HS
ZUNI/MADISON

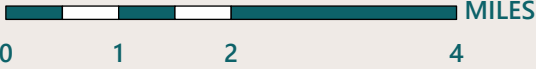
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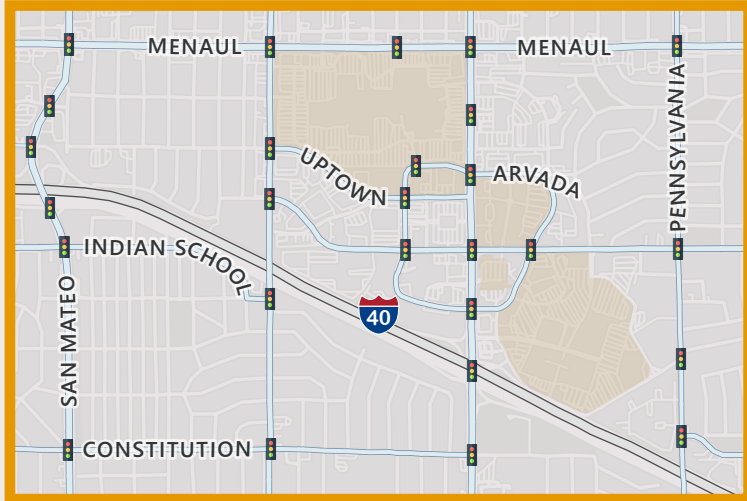


School Zone Flashing Beacon

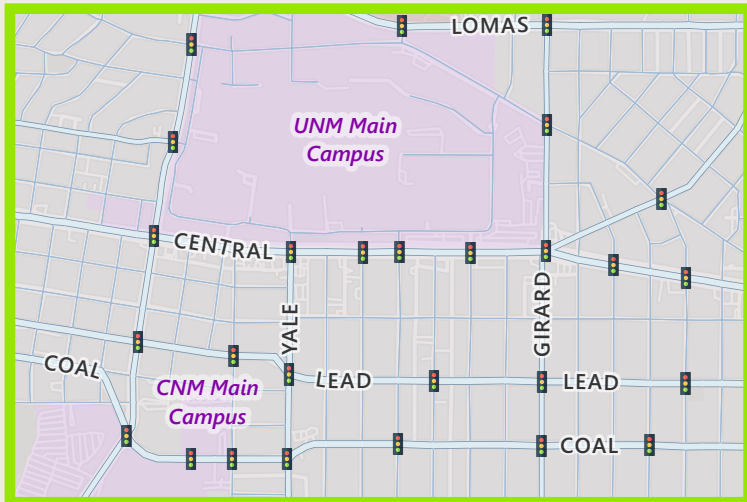


City of Albuquerque Traffic Signal Locations

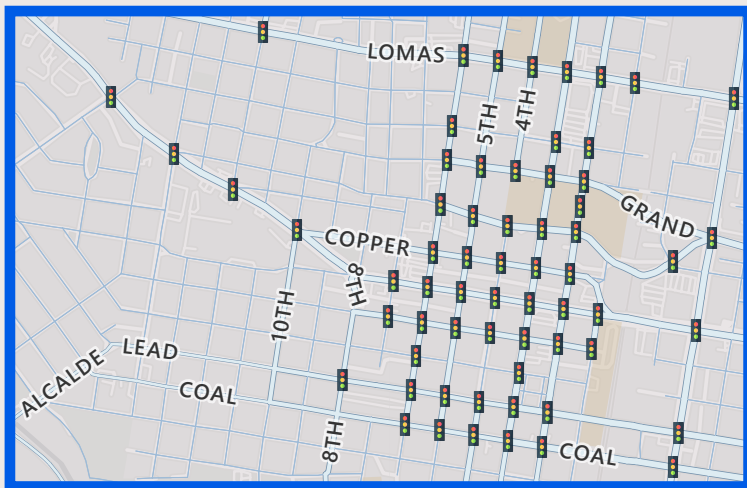
UPTOWN



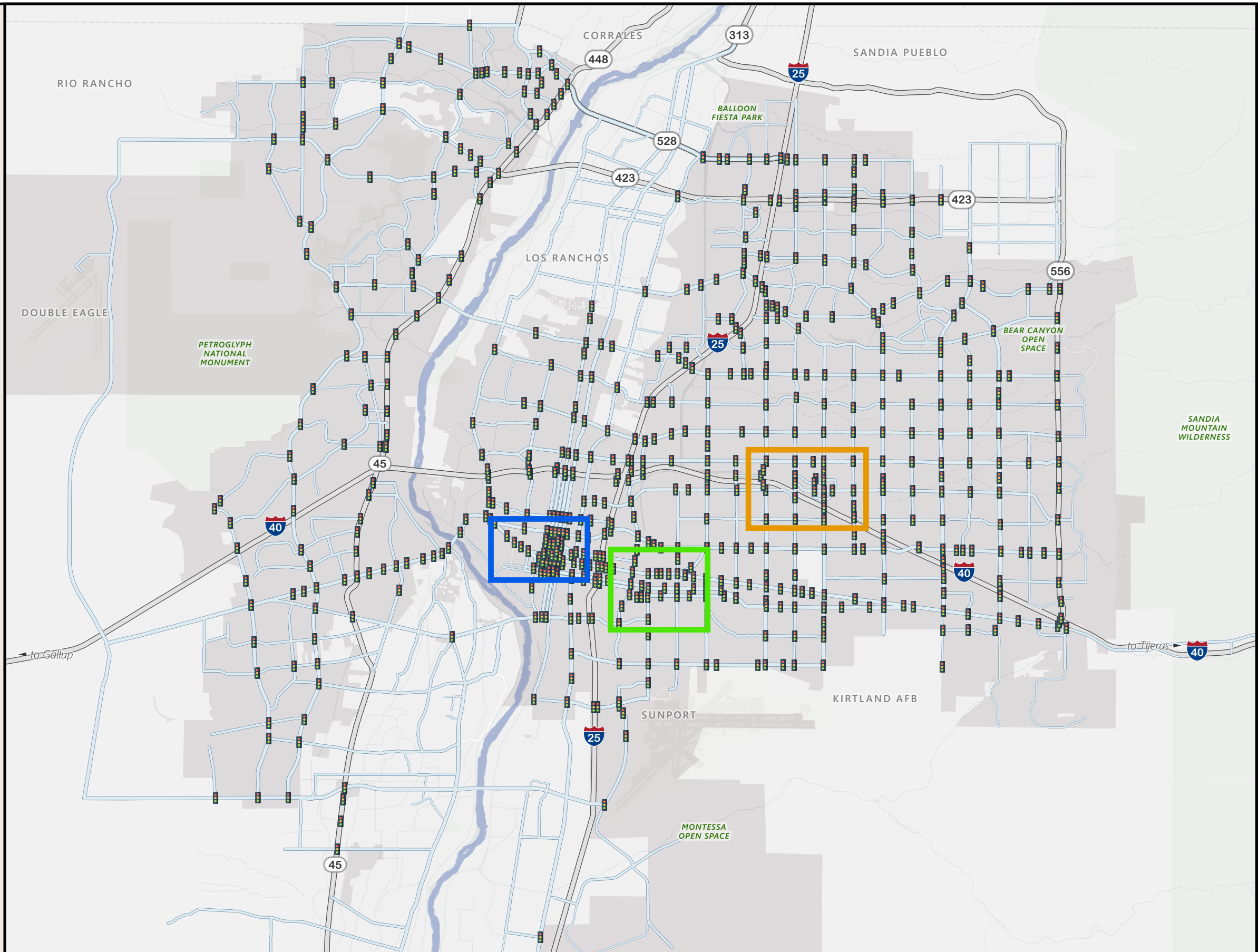
UNM



DOWNTOWN



Date Exported: 4-22-2026



Legend
Traffic Signal



**ONE
ALBUQUE
RQUE** municipal
development



0 1 2 3 MILES

City of Albuquerque

Flashing Beacon Locations

Pedestrian Hybrid Beacon (PHB) /Hawk Locations

- CENTRAL/15TH
- CENTRAL/ALAMEDA DRAIN
- CENTRAL/BRITT
- CENTRAL/BRYN MAWR
- CENTRAL/CONCHAS
- CENTRAL/DOROTHY
- CENTRAL/LARGUAYRA
- CENTRAL/NOB HILL HAWK
- CENTRAL/SAN PABLO
- CENTRAL/SOLANO
- CENTRAL/TEXAS
- CENTRAL/WALTER
- GIBSON/PALAMOS
- HAHN ARROYO/CARLISLE
- INDIAN SCHOOL/Q STREET
- LOMAS/ALVARADO
- NATALIE/LOUISIANA

Fire Beacon Locations

- 13010 INDIAN SCHOOL RD NE
- 4001 CARLISLE BLVD NE
- 6600 ACADEMY RD NE
- 98TH AND EUCARIZ
- CENTRAL/PENNSYLVANIA
- CORONA/WYOMING
- JUAN TABO/MANITOBA

Pedestrian/Bicycle Beacon Locations

- 1601 WYOMING BLVD NE
- BALDWIN AND EUBANK
- CENTRAL/MONTE VISTA
- CENTRAL/UNIVERSITY
- I-40/LOUISIANA
- LOMAS/UNIVERSITY
- PHEONIX/JUAN TABO

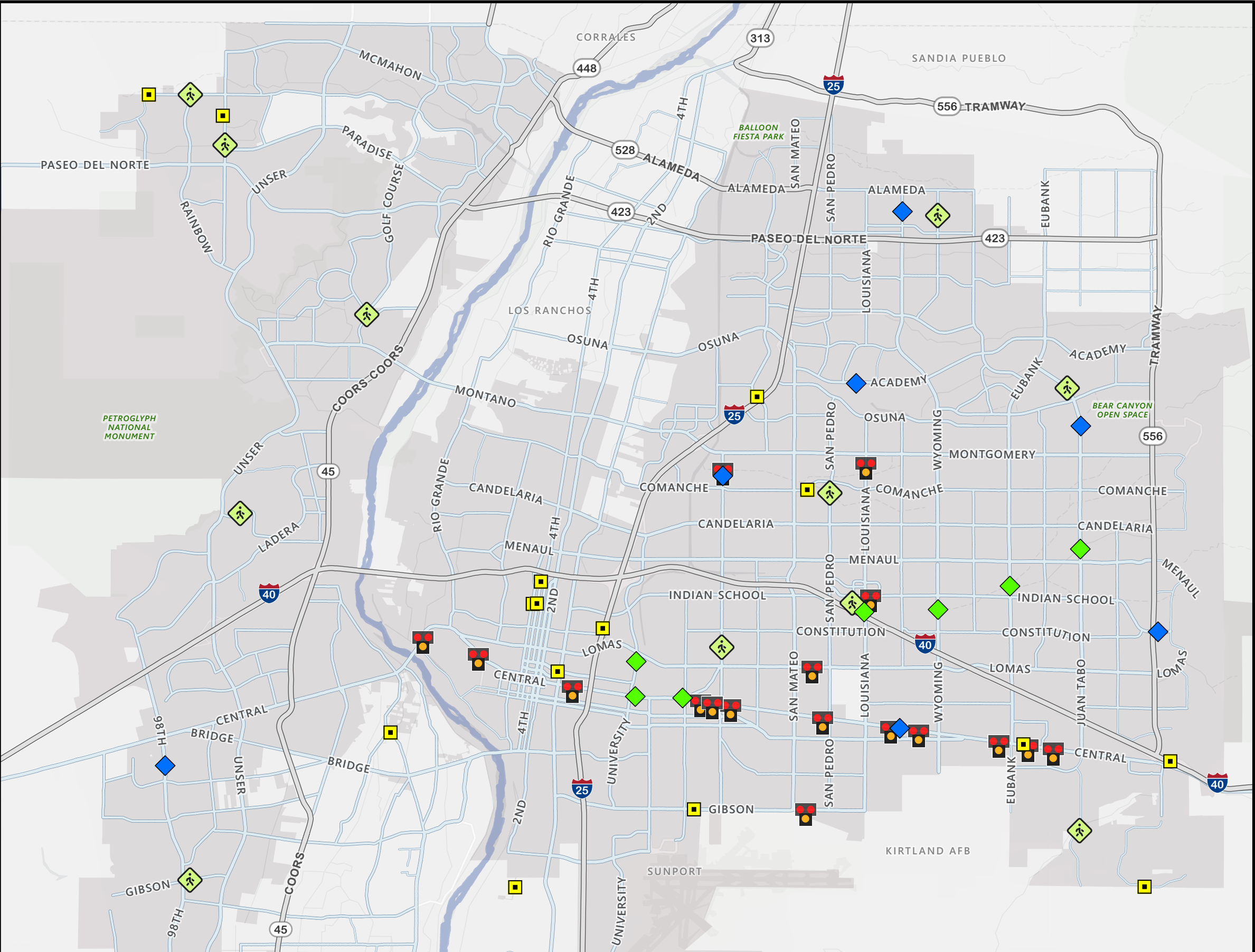
Rectangular Rapid Flashing Beacon Location

- 98TH/GIBSON
- AMERICAS PKWY/HAINES
- BARSTOW/DESERT RIDGE MIDDLE SCHOOL
- BOB MCCANNON/TODOS SANTOS
- CAMERO/JUAN TABO
- CARLISLE/MACKLAND
- IRVING/RAINBOW
- JUAN TABO/MONACHOS
- LA CORRIDA/SAN PEDRO
- TAYLOR RANCH/LA ORILLA
- UNIVERSE/PARADISE

Warning Beacon Locations

- 2ND ST/HILLS ST
- 5504 COMANCHE RD NE
- BELLAMAH/5TH
- BELLAMAH/6TH
- CENTRAL/BRITT
- CENTRAL/FOUR HILLS
- GIBSON AND GIRARD
- HAINES AVE/5TH ST
- HOOPER/ATRISCO BLVD
- JEFFERSON/I-25
- MLK/BROADWAY
- MOUNTAIN RD/I-25 SB FRONTAGE
- VENTANA RIDGE/IRVING
- VENTANA/UNIVERSE
- WAGON TRAIL DR/BERNALLILO PL

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Legend

-  Pedestrian Hybrid Beacon (PHB)/Hawk
-  Fire
-  Rectangular Rapid Flashing Beacon
-  Pedestrian/Bicycle
-  Warning

