



Legislation Text

File #: R-23-184, Version: 2

CITY of ALBUQUERQUE
TWENTY-FIFTH COUNCIL

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

SPONSORED BY: Isaac Benton, Renée Grout

RESOLUTION

F/S Amending Resolution R-23-152 To Establish A Policy Prohibiting Advertising On The Exterior Of Transit Buses And Paratransit Vehicles (Benton, Grout)

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

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

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

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

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

BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF

ALBUQUERQUE:

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

“SECTION 1. Upon the enactment of this Resolution the Transit Department shall cease to install [bus vehicle] wraps [or signage] on the Department’s motor coaches and paratransit vehicles [for the purpose of public or private advertising]. Existing [bus wrap] advertising on Transit Department vehicles may continue until the end of the advertiser’s [contract] term with the City of Albuquerque’s vendor for transit advertising and shall not be renewed.”

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

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