



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.

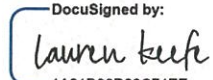
Approximately 400 City owned signals require equipment and technology updates. Estimated costs to update all City owned signals to meet current design standards is approximately \$30M. This would cover costs to replace all outdated cabinets and controllers, rebore conduit and repull wire where necessary, 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


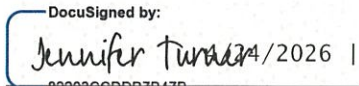
Approved:


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
82203CEBDB7B47B...
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:

	Fiscal Years			Total
	2026	2027	2028	
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	\$ -	\$ -	\$ -	\$ -

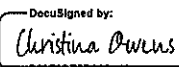
These estimates do not include any adjustment for inflation.
 * Range if not easily quantifiable.

Number of Positions created

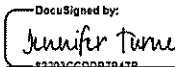
COMMENTS: Pursuant to Council Bill No. R-25-196, this Executive Communication provides an update on the public education campaign on the traffic code updates enacted in Ordinance No. O-2025-032 and a report on crosswalks and signals.

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

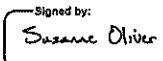
PREPARED BY:

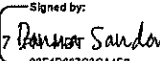
DocuSigned by:

 Christina Owens 4/24/2026 | 3:19 PM MDT
 FISCAL ANALYST

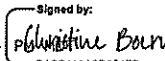
APPROVED:

DocuSigned by:

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

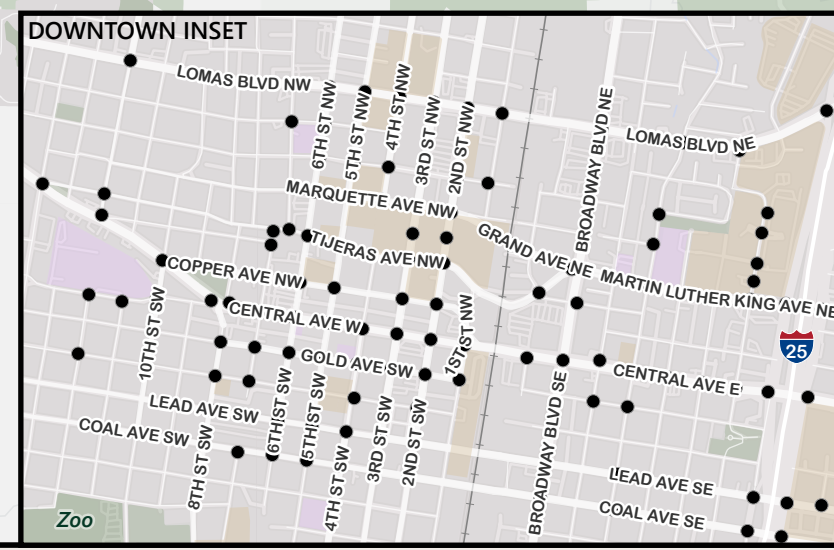
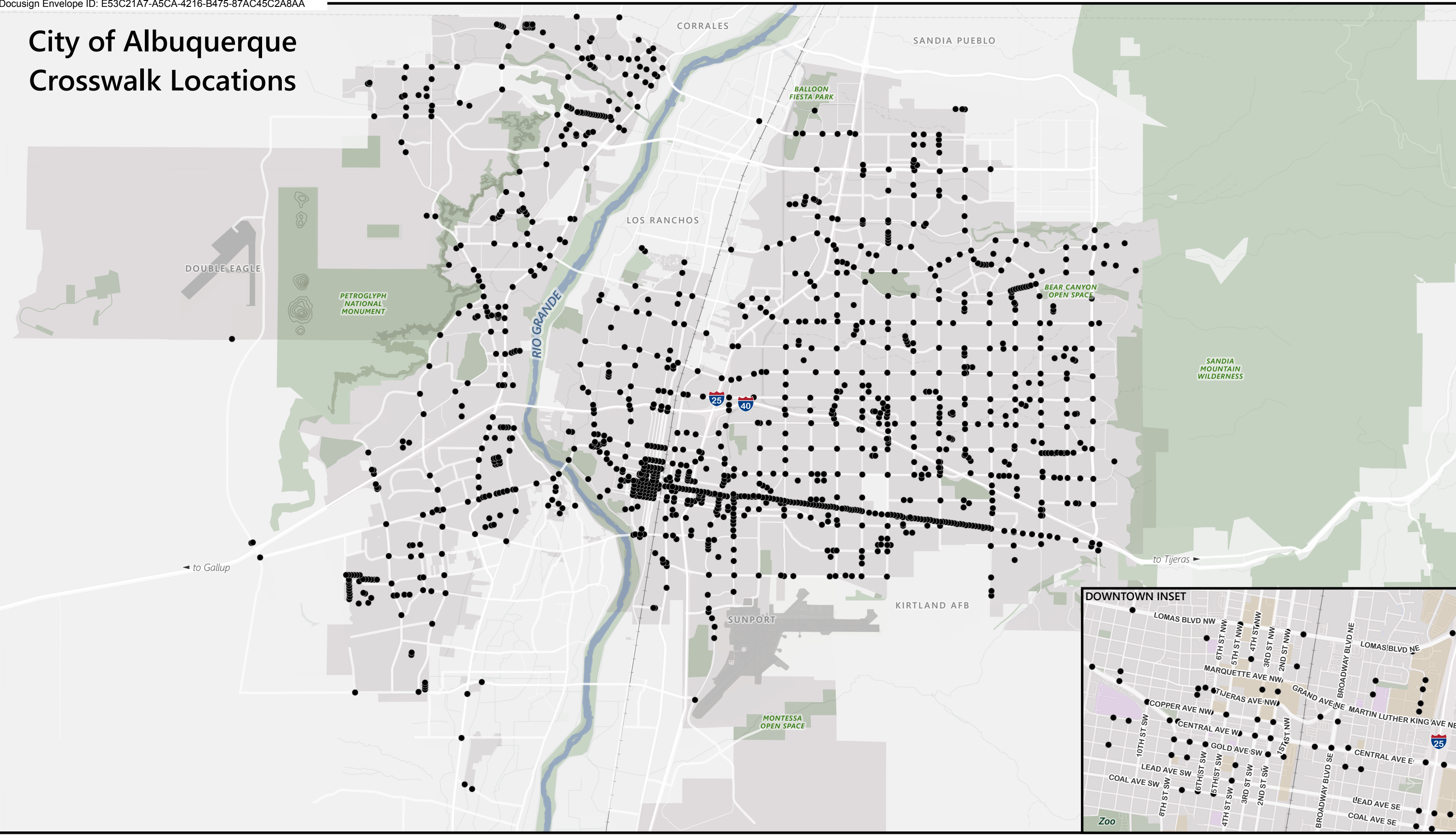
REVIEWED BY:

Signed by:

 Suzanne Oliver 4/24/2026 | 3:47 PM MDT
 EXECUTIVE BUDGET ANALYST

Signed by:

 Pamela Sandoval 4/24/2026 | 5:24 PM MDT
 BUDGET OFFICER

Signed by:

 Christine Bourner 4/24/2026 | 5:25 PM MDT
 CITY ECONOMIST

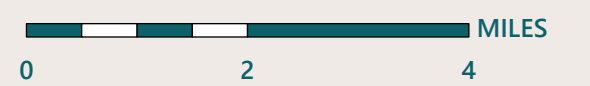
City of Albuquerque Crosswalk Locations



LEGEND

- Crosswalk Location

Date Exported: 4-22-2026

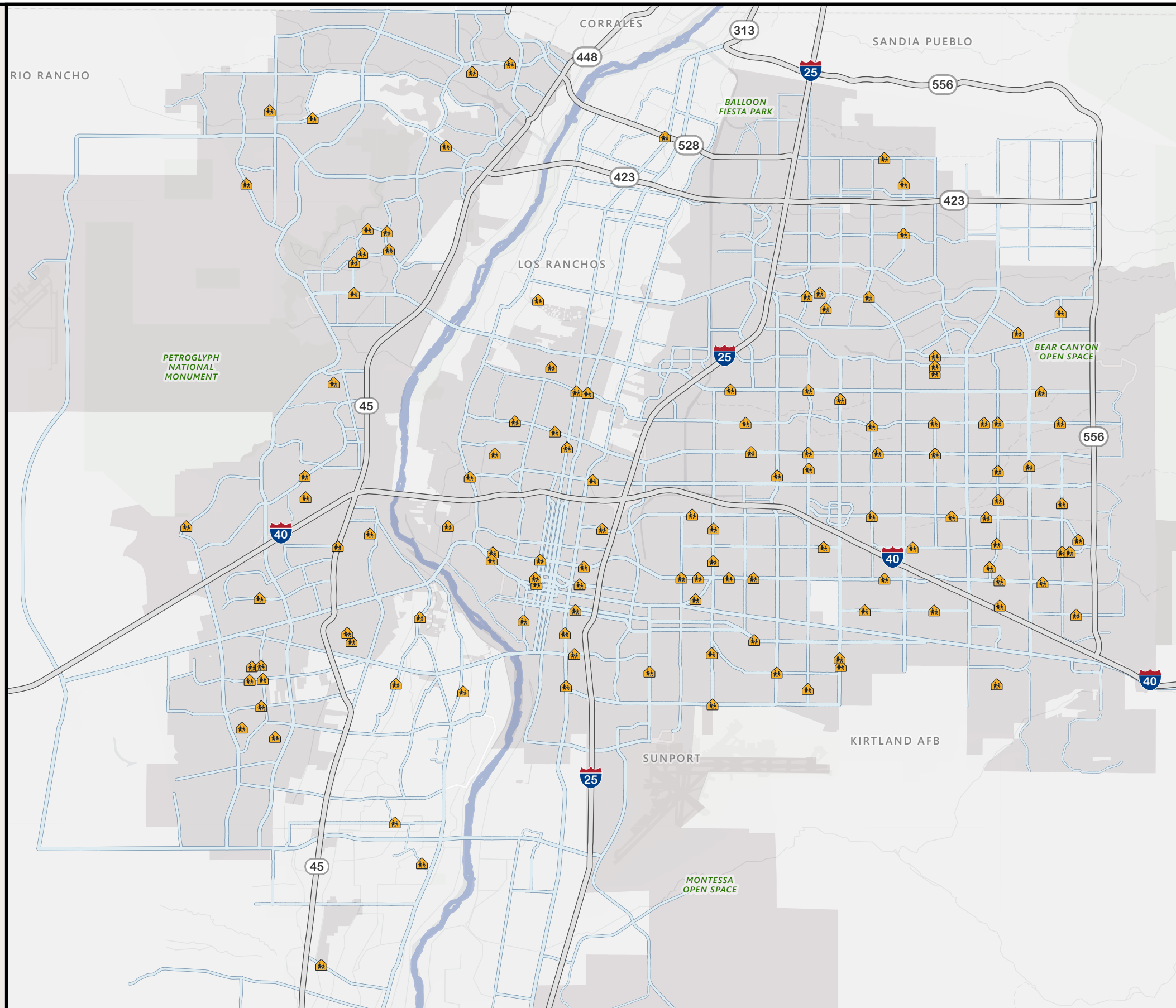


City of Albuquerque School Zone Flashing Beacon Locations

(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
 MENAUL/BROADWAY
 MOJAVE/SAN ILDEFONSO
 MONTANO/SAN
 ILDEFONSO

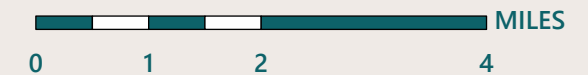
MONTGOMERY/CAIRO
 MONTGOMERY/
 MORNINGSIDE
 MONTGOMERY/SAN PEDRO
 MOUNTAIN/MONTOYA
 NATALIE/LOUISIANA
 ODELIA/LOCUST
 OSUNA/MOON
 PACIFIC/BROADWAY
 PARADISE/DAVENPORT
 PARADISE/LA PAZ
 PERSHING/CARLISE
 PHOENIX/SAN MATEO
 SAGE/SAPPHIRE
 SAN FRANCISCO/BARSTOW
 SAN JACINTO/MORRIS
 SAN VICTORIO/LOWELL
 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



Legend



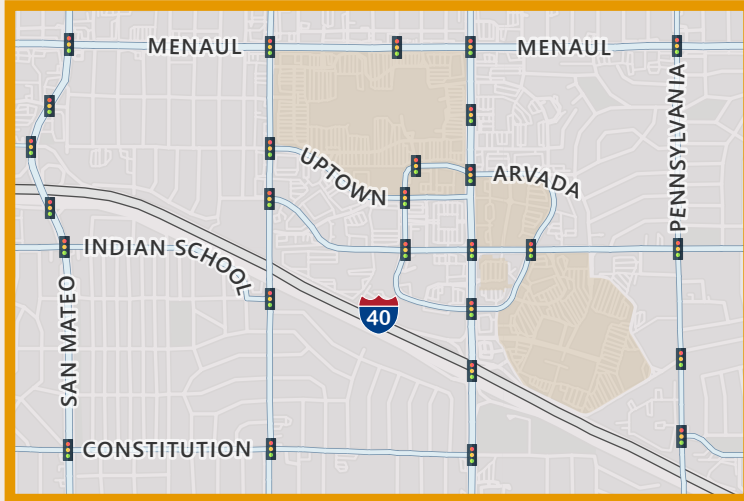
School Zone Flashing Beacon



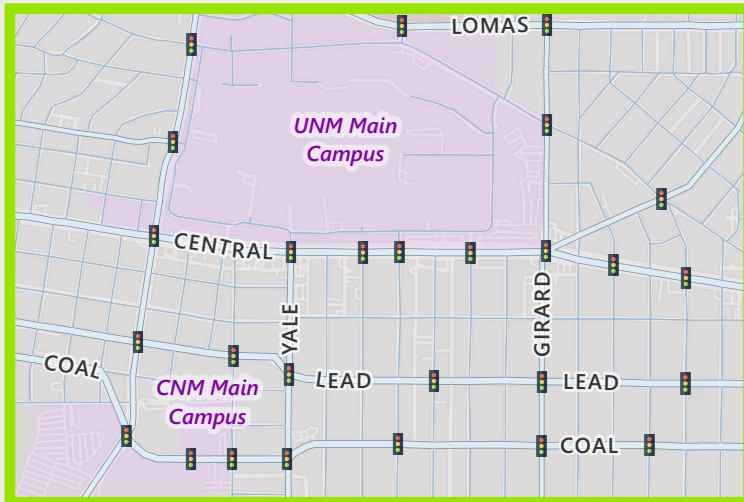
Date Exported: 4/22/2026

City of Albuquerque Traffic Signal Locations

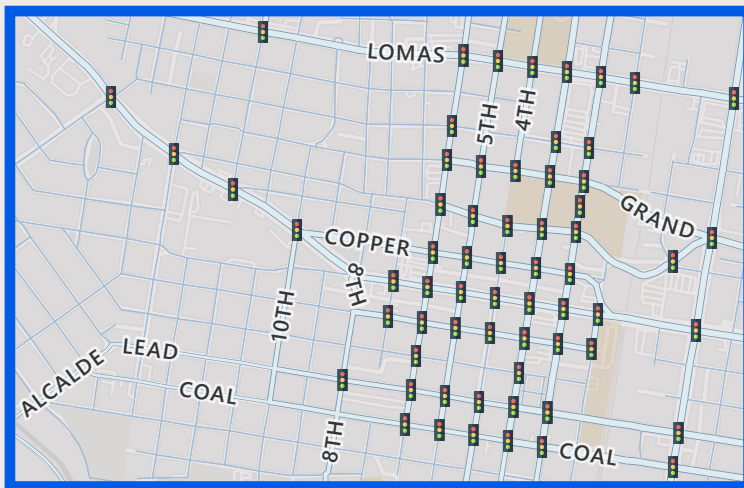
UPTOWN



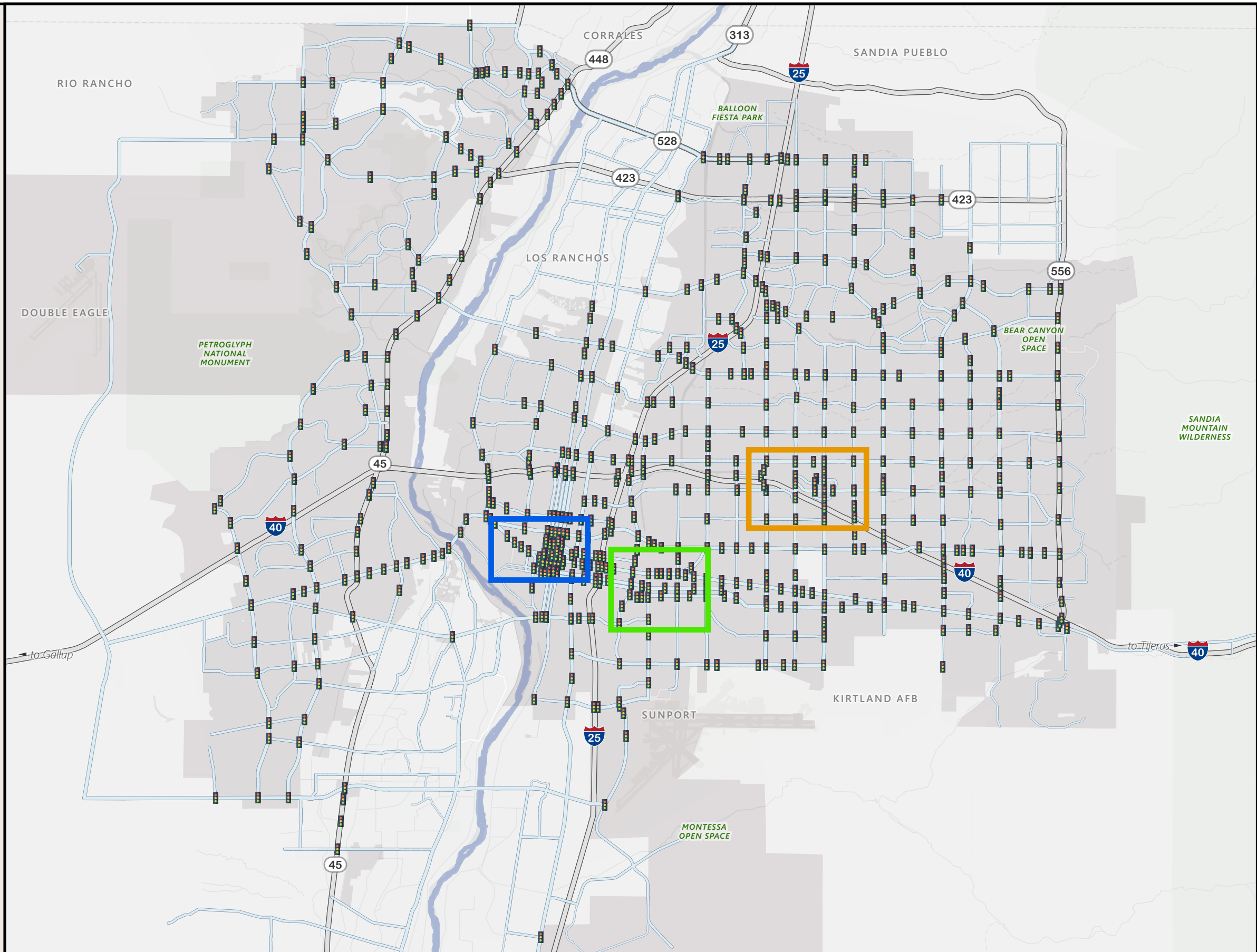
UNM



DOWNTOWN

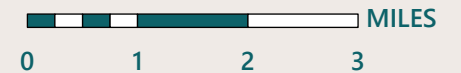


Date Exported: 4-22-2026



Legend

 Traffic Signal



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

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

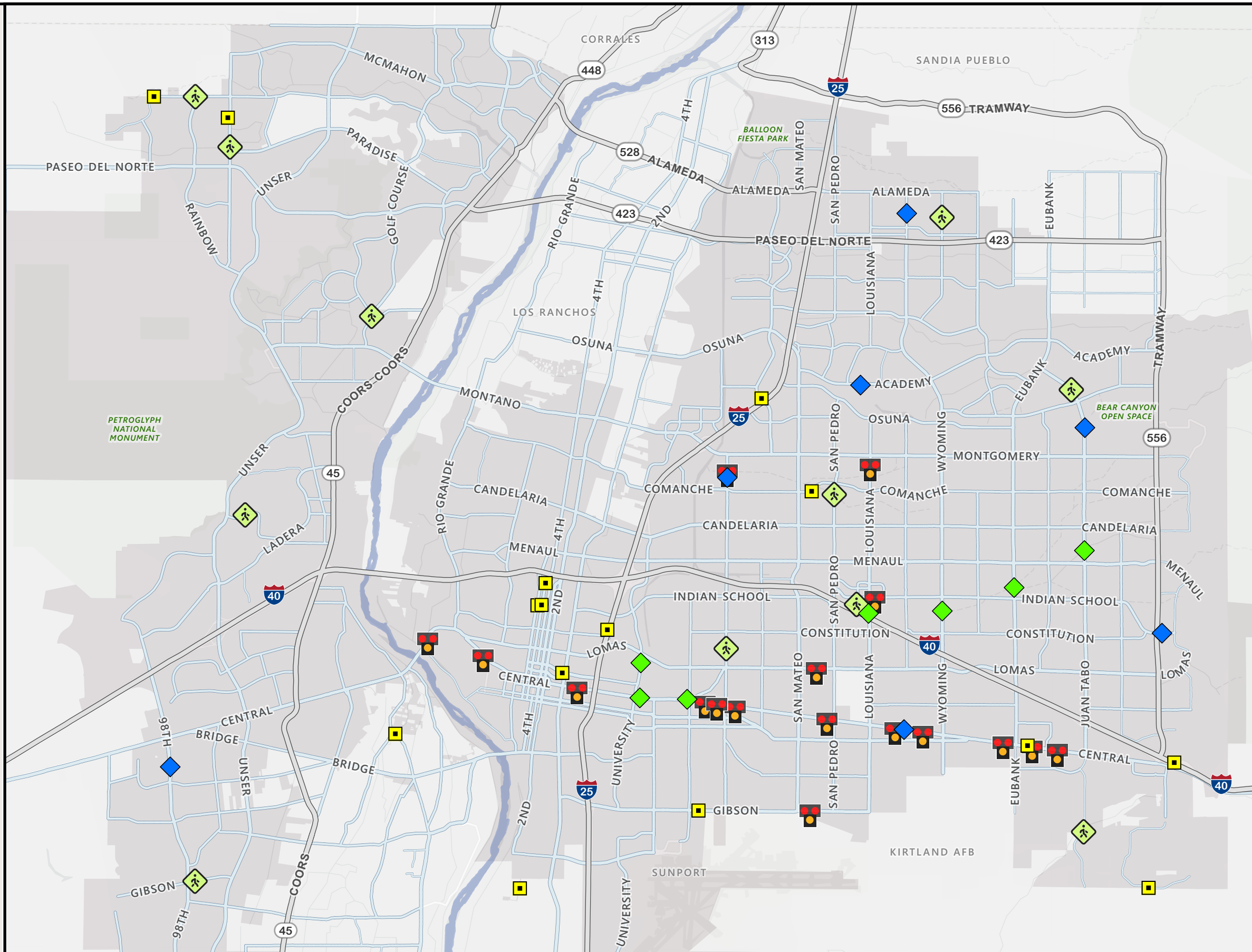
- 2ND ST/HILLS ST
- 5504 COMANCHE RD NE
- BELLAMAH/5TH
- BELLAMAH/6TH
- CENTRAL/BRITT
- CENTRAL/FOUR HILLS
- GIBSON AND GIRARD
- HAINES AVE/5TH ST
- HOOPER/TRISCO BLVD
- JEFFERSON/I-25
- MLK/BROADWAY
- MOUNTAIN RD/I-25 SB FRONTAGE
- VENTANA RIDGE/IRVING
- VENTANA/UNIVERSE
- WAGON TRAIL DR/BERNALLILO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

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



Legend

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

