

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 of
13 Route 66 in the United States and is the only city in the nation where Route 66
14 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

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

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

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

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

3 SECTION 2. Program Framework. The Program shall:

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

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

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

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

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

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

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

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

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

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

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

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. Participating clubs will need to consult with their respective City
22 Councilor to assess the availability of funding prior to getting their recognition
23 signs funded.

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

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

32
33