CITY OF ALBUQUERQUE
Cruising Community Policing Model
A Vehicle for Change

A Blueprint For Communities To Start Their Own Program

Updated May 2023

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EXECUTIVE SUMMARY

On August 19 and 20, 2021, the City of Albuquerque hosted athe first National Community Policing Conference aimed at creating a cruising community policing model in collaboration with municipalities throughout the region who are bridging the gap between their local lowrider clubs, law enforcement agencies, and communities at large. The main goal of the Conference was to develop a "blueprint" for any municipality wanting to establish a cruising community policing program in their community.

The conference included a series of breakout groups, workshops, and gatherings for attendees to develop the foundation for this blueprint and also network with other police departments, school systems, lowrider communities, and city officials who are starting up their own programs or trying to grow them. Communities that participated the creation of this blueprint include Olathe, KS, Tucson, AZ, and National City, CA. Other entities that participated include the Albuquerque New Mexico DEA Office and members of the Albuquerque Cruising Task Force. Bernalillo County Commissioner Steven Quezada's policy analyst was also in attendance, along with City Councilor Lan Sena. This conference was held in-person at the City Council Office, but was also attended by some municipalities via Zoom.

The Conference was spearheaded and funded by City Councilor Klarissa Pena and the Albuquerque Police Department's Southwest Proactive Response Team. The Conference was hosted the same weekend as the Lowrider Supershow. Councilor Pena intends to host this Conference on an annual basis in order to continue building a network of municipalities wanting to start, grow, and refine their cruising community policing programs. She also intends to launch a monthly virtual forum among partnering municipalities to provide them with a platform for showcasing their program successes and also hear feedback on how to grow their programs.

On June 1 through June 5, the City of Albuquerque hosted its second conference. This conference included a broader range of cities throughout the country, including Santa Rosa, CA and Espanola, NM. While the first conference focused mostly on the development of a new community policing model, the second conference focused more on desired outcomes of programs using this model and identifying measures of success.

While the focus of this report is to outline the evolving blueprint for other municipalities around the country to start implementing their own cruising community policing programs, the Appendix of this report includes background information outlining the journey that participating communities took to solidifying this blueprint.

We appreciate your participation in helping spread the word about this emerging community policing model.

Albuquerque City Councilor Pena and Staff

BLUEPRINT

Conference attendees discussed a wide variety of approaches to developing a "blueprint" or "playbook" for other cities wanting to establish a cruising community policing program. While this blueprint is still in the process of being developed, key elements discussed by attendees include the following:

1. **Potential Program/Model Names and Key Words:** Conference attendees discussed a wide variety of potential names for both their individual cruising community policing programs as well as a name for the entire model. A few potential program/model keywords include but are not limited to "Vehicles for Change," "Custom Car," "Youth Engagement," "Youth Leadership," and "Community Engagement." At the end of the conference, attendees came to a consensus that "Vehicles for Change" might be one of the most appropriate names for individual programs and/or the entire model.

2. **Blueprint Language:** Language included in the blueprint needs to be simple and succinct so that police departments and community groups can easily pick up the blueprint and get started.

3. **Target Populations Being Served:** When it comes to changing public perception and bridging gaps in understanding, the program should be focused on illuminating and celebrating the presence and role of "small misunderstood motor vehicle communities" such as the lowrider community, drag racing community, motorbike community, etc. On the other side of the program, minority youth members should be the target population getting access to opportunities.

4. **Program Development:** Considering the fact that every community is going to have a different set of target populations to serve, it is important to conduct a survey to determine each community's specific needs. This process should involve surveying both the motor vehicle communities in need of support as well as the youth who are in need of opportunities.

5. **Geographic Focus:** Each cruising community policing program can be applied city-wide, but should initially be deployed in a small, tailored location such as being parked outside of a Walgreens, school facility, or a community park.

6. **Budget:** While $35,000 was the original amount of funding that was invested into the program in Albuquerque, this funding can go a long way when it leverages a lot more funding and volunteer labor/technical skill from the community (over $60,000 in Albuquerque). Other potential funding sources include but are not limited to: school district grants, DEA funding, in-kind monetary and non-monetary donations, sponsorships from local businesses, police department resources being retrofitted rather than auctioned, etc.

7. **Partnerships:** Conference attendees emphasized that establishing partnerships with other institutions is critical to establishing and growing sustainable cruising community policing programs. Not only will establishing partnerships ensure the longevity of these programs, but they will also allow these programs to operate on a minimal budget. Potential partners include, but are not limited to school districts, community organizations, civic associations, neighborhood associations, correctional facilities, and small local businesses.

8. **Data Collection:** (Police Departments): Initiating conversations with people who would normally not engage with law enforcement at target locations should lie at the heart of this program. Besides

collecting quantitative data about time, place, and manner of interactions with the public, police officers participating in the program should also be able to use the content of their interactions to develop a much more nuanced understanding of issues that are taking place in the neighborhood. (Schools/Community Organizations): Conference attendees emphasized that there would be great value in establishing a centralized data collection system that stretches across multiple institutions that come into contact with students (ex. Schools, correction facilities, community organizations, police departments, parole officers, etc.). This centralized data collection system would be valuable for capturing and monitoring each student's progress moving through certain programs. Data that could be collected includes but is not limited to the following: grade point averages, program attendance, parole program progress, etc.

9. **Community Involvement:** Each program needs to be accompanied by an Advisory Council that involves a wide variety of community stakeholders, including but not limited to students, parents, teachers,

mentors, police officers, motor vehicle club members, small business owners, etc. This is the venue for community members to have their concerns addressed and also where the program can be tailored to address community needs. This is also where measures of success and testimonials should also be reported back to community members. This venue also provides program managers and staff with an opportunity to evaluate/update their values, measures of success, outcomes, and a variety of other elements of their program.

10. **Regulatory Environment:** Due to the fact that every municipality has a different regulatory environment in which cruising community policing programs can operate, it is important for every municipality to not only understand what regulatory limitations might be in place but to also identify any discrepancies that might exist between what is legislatively on the books and what can be enforced before fully developing their program. This also involves establishing a full understanding of some of the institutional and systemic barriers that exist in each community.

11. **Technical Assistance:** The Virtual Monthly Forum and Advisory Council should be able to provide technical assistance to existing and prospective municipalities who are in need of vetting ideas, receiving certain trainings, and acquiring the credibility needed to get support from their respective municipal leadership. Conference attendees emphasized that because political environments and/or departmental capacity/infrastructure are volatile and are not always in place, being a part of a larger network of municipalities helps provide credibility for the launching of a new program.

12. **Coalition/Network Building:** In order to provide adequate capacity to grow and refine the cruising community policing model, conference attendees discussed the idea of developing a formal coalition/network in the form of a non-profit. While this will involve a great deal of upfront investment of time and energy to develop the non-profit and acquire staffing, this upfront investment would help support a growing movement of cruising community policing that could be scaled around the country. While some conference attendees felt that it would be valuable to formalize this initiative and get started on developing the non-profit as soon as possible, others thought that it would be better to continue to develop an informal network of municipalities and to develop the non-profit later on.

13. **Branding:** While each municipality launching their own cruising community policing program should be responsible for branding their own program, conference attendees discussed the value of branding the cruising community policing model itself. This would not only help legitimize the program as a model, but would also help individual municipalities applying for grants and soliciting funding from other sources. As part of this effort, conference attendees proposed the idea of offering another scholarship opportunity to students in interested municipalities to participate in a logo design competition for the cruising community policing model.

14. **Scaling:** Conference attendees emphasized that there are a wide variety of governmental agencies (not just law enforcement agencies) in each and every community that have vehicles that could be retrofitted using community/youth engagement. Once a community fully establishes a cruising community policing program, there are many opportunities to scale that program throughout that community or throughout their respective state. For example, Olathe is currently in the process of trying to create chapters of their Bike Club and Shop program throughout the state of Kansas.

APPENDIX

A. VIRTUAL FORUM FORMAT

Frequency: Monthly (or on an as-needed basis)
Duration: 1.5 hours
Platform: via Zoom

Goals:
- Share best practices among participating municipalities
- Introduce new municipalities to the concept of cruising community policing
- Provide a venue for featuring initiatives/municipalities, providing trainings, and/or inviting sister agencies to present on their most recent work (ex. BCSO and State Police)
- Provide municipalities with a venue for coordinating any virtual advocacy efforts that might ensue in a participating municipality's local initiative
- Generate a community of advocates from different cities and coordinate cohesive advocacy efforts
- Promote the #copcarchallenge hashtag campaign in order to continue building a regional and national network of cities aimed at retrofitting law enforcement vehicles
- Promote friendly competition between agencies and departments
- Target/promote the recruiting divisions within participating agencies

Presentations: Attendees connect with City of Albuquerque staff to schedule a 15-minute slot of time ahead of time to present their community's most recent successes as well as their challenges in cruising community policing.

Next Steps
- Develop a centralized website for disseminating information to existing and prospective forum members
- Develop a spreadsheet of contact information among participating municipalities to share among forum members.
- Develop a new member packet of materials to share with municipalities who are just getting started on their cruising community policing efforts. This packet should include the "blueprint" and also a measures of success template. The template should be used as a "report card" for municipalities presenting during the forum.
- Continue to promote the #copcarchallenge hashtag campaign in order to keep building a regional and national network of cities aimed at retrofitting law enforcement vehicles
- Follow the lead of Albuquerque City Council staff and APD Southwest Proactive Response Team (PRT) in coordinating virtual forums

Discussion Period
- Attendees have 30 minutes of discussion following each presentation.
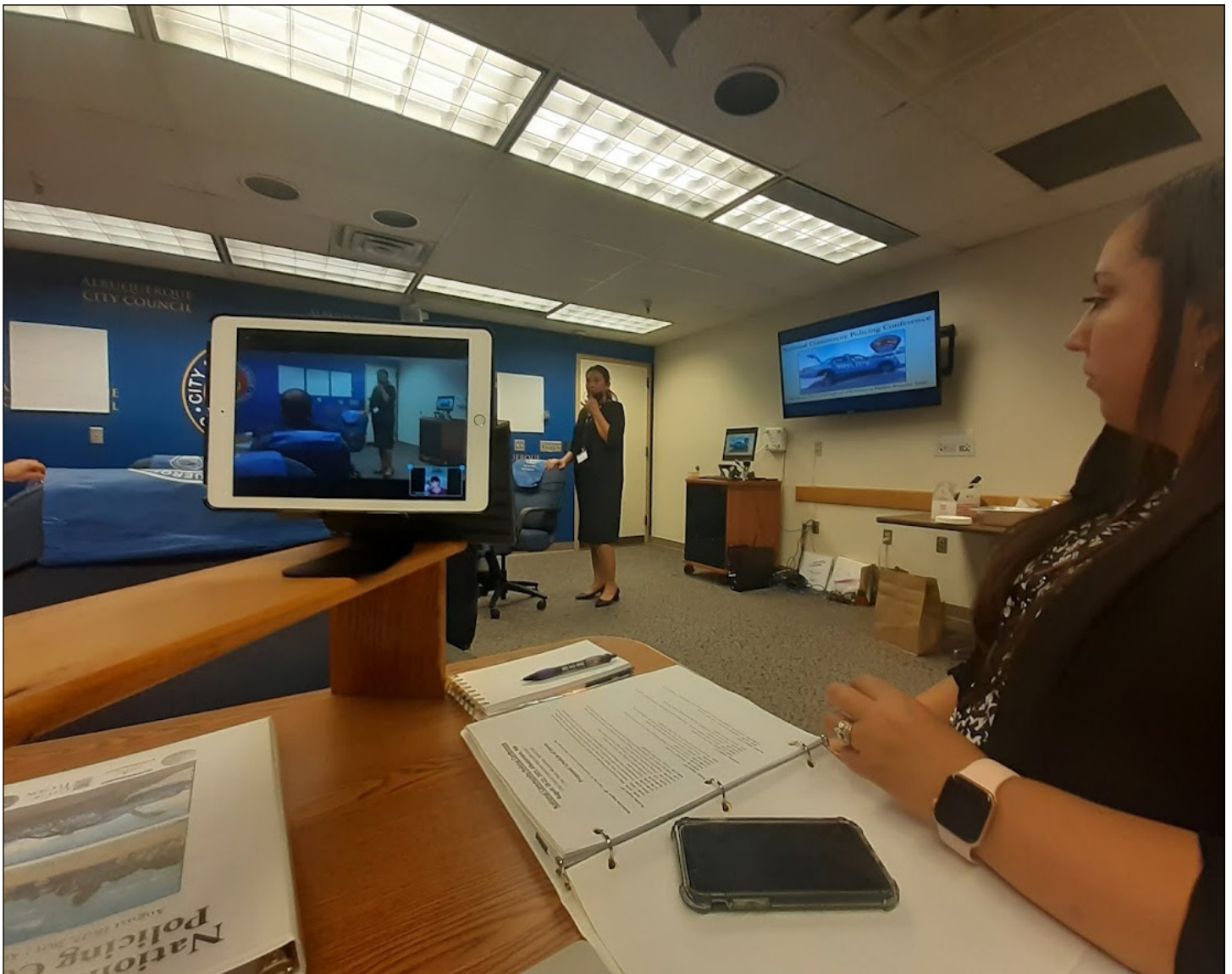
Blueprint
- Attendees have 30 minutes to add any new content to the Blueprint

Action Items/Next Meeting
- Any action items that are needed in order to help implement each municipalities' initiatives (10 minutes)
- Municipalities discuss their Measures of Success (10 minutes)
- Scheduling of next month's presentation (10 minutes)

B. 2021 CONFERENCE MAIN THEMES

During the conference, attendees discussed the following main themes on how to grow their cruising community policing efforts.

Funding Sources: During the conference, attendees discussed different opportunities on how to fund their cruising community policing programs:

• Before even looking into trying to secure sources of funding to purchase a new vehicle and/or rehabilitate one, it would be good to start looking at the existing inventory of vehicles at police departments for resources. These existing resources could be rehabilitated straight away rather than auctioning them off as is usually done. There might also be opportunities to donate vehicles across cities.

• With all of the discussion regarding the involvement of schools in lowrider leadership programs, participants emphasized that school districts most likely have grants available.

• Chambers of Commerce have auctions each year that might be used as a place to generate some funding for vehicle acquisition. After making strong connections with the local business community, there are plenty of opportunities to acquire sponsorships in lieu of promotions.

• As was demonstrated in the way that the lowrider community in Albuquerque donated much of the supplies and labor to the retrofitting of the APD lowrider vehicle, there are always opportunities to collect smaller donations from the community. Every community has an ample amount of labor that could be donated to support these efforts. Participants emphasized that there is a multiplier effect of donated labor (including a great deal of press opportunities that come with this volunteer labor).

• Conference attendees discussed how there are plenty of opportunities to raise funds by partnering with community organizations to hold fundraisers. Many lowrider communities are already doing this in the form of show n' shines, bicycle jamborees, and other community events.

• Depending on whether or not participating members of the cruising community policing movement are required to pay dues/fees for their membership, there might be an opportunity to establish a separate fund to support new municipalities.

• When it comes to acquiring federal funding, one conference attendee asked about where all the funding for the DARE program went and how the DARE first got started. The attendee was wondering what the viability was for having the new cruising community policing model fill DARE's place and start receiving federal funding more regularly. The Office of National Drug Control Policy and Community Anti-Drug Coalitions of America (CADCA) provides funding to diversion programs in 4-5 year cycles. One example of a program that received funding was the 360 Cities Diversion Program where over 3000 students were involved. Many of these programs have a 6-10 "spoke" approach that involve a multi-pronged approach to connecting local youth with different institutions and sectors to support their growth and development. Knowing that this is the case, there might be an opportunity for the cruising community policing program to receive from federal funding in this manner.

• When it comes to supporting the trade-based aspects of these programs, participating members emphasized that there is plenty of funding available to support these activities through the Perkins

IV Act. Perkins IV is a principal source of federal funding to states and discretionary grantees for the improvement of secondary and postsecondary career and technical education programs across the nation. The purpose of the Act is to develop more fully the academic, career, and technical skills of secondary and postsecondary students who elect to enroll in career and technical education programs.

- When it comes to looking at other cruising community policing programs like Olathe's, it is important to note that the local school district in Olathe does not pay for any of their Bike Leadership and The Shop's programming, and that this is all community/sponsor-driven and funded.

- When it comes to funding the establishment of a facility for these programs to operate, Olathe established a Memorandum of Understanding with the library, DEA, Corrections Department, etc. to create their facility. This was done with only a $12,000 budget.

- In order to leverage funding, conference attendees discussed the opportunity to conduct an economic impact analysis that not only captures the economic injection of money into the local economy through events like the Lowrider Supershow, but that also captures the crime reduction impact. For instance, participants emphasized that crime has a huge impact on loss of retail revenue as a result of crime, and that placing a retrofitted lowrider police car outside of a Walgreens might result in a significant decrease in crime.

Education: Many of the conference attendees had a history of working in the education system or are currently working in the education system in some capacity. There were a great deal of comments made about the role of education in supporting cities' cruising community policing efforts. Attendees discussed the following topics:

- Kids simply need a place to belong, and unfortunately this is why many of them find themselves in gangs. Gangs have been doing something that institutions are just catching up with - and that's called "relationship building." What communities need to do is create a space where kids have the ability to reach their full potential. Middle school is when kids start getting into trouble and by high school they are already "in too deep." One attendee brought up a concept that he called the "Wall Theory": Community service projects are key to giving kids a sense of ownership over their community and their built environment.

- One of the most valuable aspects of the cruising community policing model that centers around youth leadership is its ability to address issues that take place within the family unit. Conference attendees emphasized that identifying how to break the cycles that kids fall into and how to break down the tendency to fall into gang activity early on is critical. Changing multigenerational trajectories is key to creating real change, even if it is just a small group of kids.

- Conference attendees identified two critical components of supporting kids and that is providing them with 1) extracurricular activities and 2) mentorship opportunities. You can't force kids to get into a program. They need to want to do it on their own. Professional networking opportunities are also key. Conference attendees also discussed different strategies for managing volunteers and mentors and emphasized that it is important to tap into the school district because they have a good pool of volunteers and mentors already in place. Working with community groups is also key.

- One, often overlooked, element of any child-based program is integrating adequate transportation for them to get to and from the facilities/sites where the program is taking place.

- One conference attendee emphasized that many school districts have a cost-sharing model that can be integrated with the youth leadership program.
- While cruising community policing programs are most suitable for students who are fully able-bodied, one conference attendee mentioned that their program recently started working with kids with special needs.
- Conference attendees emphasized that scholarships are traditionally designed to reward students with high Grade Point Averages, but those who have done a lot of community service are not necessarily awarded. Establishing scholarships that reward community service is key. Getting students the opportunity to receive high school, college, or trade school credit would be ideal for this program.
- Conference attendees emphasized that it is important to collects data about students getting involved in the youth leadership programs. In one city, they are able to accomplish this by having students swipe their Student IDs. By doing this, the program managers are able to look at everything from attendance to grades to graduation rates of students. In Olathe, students have to have high grades in order to keep coming back to the Olathe Advanced Technical Center, the facility where their program is operated. Program staff recently started talking more to parents. Younger middle school students are harder to work with without getting a release signed.
- Having a good database where different institutions can share data is key to showing how students who have committed crimes or gotten into trouble grow over time. Committees that are part of the program review this data at least one time per month to identify how to improve their program.

Policing: Conference attendees discussed how cruising community policing initiatives require re-thinking what policing looks like and how it is implemented. Here are some of the main themes that were discussed:
- The terms "community-oriented policing" and "problem-oriented policing" have been used so frequently around the country that they have almost become diluted. Perhaps the cruising community policing model can be a new way to make community policing more of a concrete concept and also one that integrates the school system.
- Albuquerque Police Department's Proactive Response Team has a 50% enforcement and 50% outreach model that allows them to do more community-oriented work that might take more time to see change, but that is more effective over time. As one conference attendee mentioned, "We can put a bandaid on it or we can do surgery."
- One conference attendee whose police department has not yet started a cruising community policing program asked a question about how to start building capacity within police departments in order to do more community work.
- When it comes to restructuring the way that police departments hire staff as well as the scope of work of particular positions, conference attendees discussed how it would be ideal to be able to hire staff to help operate their cruising community policing programs instead of relying on volunteers. For instance, it would be ideal for the Albuquerque Police Department to be able to hire trade industry employees like a Master Mechanic rather than having to rely on volunteer mechanics in order to operate the program.
- "Low-rence Cruise" Model: This is an alternative ride-along model developed in Olathe that allows police officers to acquire a better perspective of what it is like for lowriders driving around the city (rather than

the other way around). This model is also used to promote businesses that lowriders and police vehicles stop at along the way.

• When exploring alternatives to traditional enforcement of the law, conference attendees discussed how, in some instances, there might be opportunity to connect youth drivers who have been caught speeding, peeling out, etc. with drag strips or other places that are more appropriate for engaging in exhibition driving in a safer manner (designation of space).

• Conference attendees discussed how "exhibition driving" is a very grey area when it comes to enforcement. In Olathe, the act of cruising in the form of hitting switches is permissive under the Traffic Code - it is only when the act of cruising actually obstructs the flow of traffic that the police department will enforce the law.

Measures of Success: After presenting a list of measures of success to conference attendees that had been developed by the Albuquerque Police Department and Albuquerque City Council staff leading up to the conference, conference attendees discussed the following additions to the list:

• Due to the fact that most of the prospective police officers being recruited to serve in the Albuquerque Police Department are moving from other cities and states, conference attendees recommended adding a measure of success that captures the number of native Albuquerque students and youth who join the police force as a result of the cruising community policing program. Furthermore, it would also be good to capture the number of students and youth who participate in these programs who go on to work in a trade.

• Conference attendees discussed how civilians have a lot more knowledge about their communities than we give them credit for. They often know things that should be easily communicated to law enforcement but this doesn't happen because of lack of trust. One way to quantify this is to capture the number of interactions that are made with the public within the cruising community policing program when the vehicle is parked at a target location (ex. Walgreens where there has been a lot of crime).

C. 2022 CONFERENCE MAIN THEMES

Day 1

Data Collection/Measures of Success
As part of APD's DOJ's Consent Decree, APD's Problem Response Team utilized their Cruising Community Policing program as a quantitative/qualitative approach to documenting progress in their community policing efforts. Quantitatively, this involved administering a pre- and post- survey to elementary school students who had spent quality time with police officers inside of their classroom and who had also been presented to about the lowrider police vehicle. Qualitatively, this involved capturing video testimonials of students sharing the story of their change in perception.

*   *Action Item:* Share this pre- and post- survey with the group and continue to develop it as a tool.
*   *Follow Up Question:* What are other ways to measure changing youth's public perception of local law enforcement officers?

Promoting the National Cruising Community Policing Model/Blueprint/Conference
The group discussed creating a one pager to be able to share with other communities outlining all of the benefits (and total value) of attending these conferences.

*   *Follow Up Discussion:* Brainstorming session on what should be included in the one pager.

Human Resource Management
Fire Departments sometime pay overtime for firefighters to do community work. This might be a small number of firefighters, but the ones that do get involved are often highly engaged. APD is exploring options surrounding having officers on "auxiliary" duty, but this has been hard to sell to officers. APD has also discussed the idea of integrating the Cruising Community Policing program with their IMPRINT program, which already involves officers going to schools and interacting with students.

Action Item: What will it take to integrate the IMPRINT and Cruising Community Policing programs?
Follow Up Discussion: What are some strategies for building capacity within the program?

Fundraising/Philanthropy
With a small membership fee, Cruising Community Policing programs can get access to funding from many other foundations, local businesses, etc through the Hispanic Chamber of Commerce. This can be used to help raise funds for scholarships and other needs.

*   *Action Item:* APD needs to talk to the Hispanic Chamber of Commerce to get a membership. This will

- help them give larger scholarships and more of them.

Bike Procurement

In order to procure bikes for developing a bike program, Albuquerque's Solid Waste Department and Esperanza Bicycle Safety Education Center could partner with APD's Problem Response Team to collect bikes, round them up at city facilities, and then work with local youth in refurbishing them.

- *Action Item:* Coordinate a meeting with SWD, Esperanza, APD PRT, and Council staff.

Memorandums of Understanding

Olathe established an MOU with the mental health facility they are operating their program out of. This could be used as a model MOU for other communities wanting to do a similar type of operation.

- *Action Item:* Include a MOU template in the Blueprint.

Measures of Success

It's important to track what youth members involved in any Cruising Community Policing program do after they graduate. Besides tracking if they move on into the local police force, they could also move on to get involved with local non-profits and other community initiatives. This should also be tracked.

- *Action Item:* Add a "career pathway" item to the Measures of Success template.

Oral History

It would be valuable to capture an "oral history" of the cruising community policing model by interviewing all conference attendees.

- *Action Item:* During the 3rd Annual National Cruising Community Policing Conference, schedule time to create/record an oral history with all conference attendees. Work with Sunny 505 to develop this.

Day 2

Reports
National City
- Established a non-profit advocacy coalition among 50 car clubs in the National City area. This was done back in January 2021.
- The Coalition needs the infrastructure/support from the community in order to be effective in its advocacy efforts.
- The Coalition currently has 2 key critical votes from their local leadership in order to repeal their No-Cruising Ordinance, but they are missing a critical third vote from the Mayor in order make it happen.
- The Coalition started organizing permitted cruises that drew thousands of people out, but the City tried

to charge the non-profit $20,000 per cruise. The Coalition responded by saying that they should not have to pay for this and stopped organizing the cruises.

- The Coalition is now waiting until next year to focus more on getting the votes needed to repeal the No-Cruising Ordinance. They feel that they might have more success after the City's redistricting process.
- The Coalition was inspired by the City of Albuquerque's Cruising Task Force Report and wanted to find ways to implement some of the recommendations.
- The Coalition has collected data, conducted surveys, and are regularly convening all of the car clubs in order to garner more support.
- The Coalition recognizes that the Ordinance hasn't been enforced in 15 years but that it still carries a lot of weight.
- The Coalition is getting the youth involved in advocacy efforts and asking local leaders questions about cruising.
- The Coalition is working on a statewide repeal of No-Cruising Ordinances.
- The Coalition is working closely with the Civilian Advisory Commission in order to address these issues.
- Media advocacy has been critical to growing the movement.

Sacramento
- The organization Brown Issues has been using media advocacy to connect with college campuses throughout the state of California. This form of digital organizing has been used to uplift brown people, coordinate meetings with the lowrider community, etc.
- As part of their advocacy work, Brown Issues has applied the "blue eye/brown eye test" to the No-Cruising Signs around the city that remind people of the 1990's. Through this work, Brown Issues realized that removing the No-Cruising signs around the city was key.
- In conjunction with this work, Brown Issues focused on elevating all of the food and clothing drives (highlighting the positives) throughout the community. This included connecting the lowrider community with the street vendor community and inviting them to share spaces with each other.
- Brown Issues is also working on getting lowriders to teach classes in schools.
- Brown Issues is also working with the City of Sacramento to create a lowrider park.
- Because Sacramento has a lot of community events, City Councilors are each given $75,000 for community events. Brown Eyes is trying to advocate for more of this funding to go towards funding lowrider events.

Tucson
- The City of Tucson used to have a mile of lowriders on the main street.
- The Police Department had another vehicle that was used for engagement but it was not a lowrider. Now they have a vehicle they want to convert into a lowrider but they are lacking the equipment and knowledge on how to do that, especially when it comes to the tires and rims.
- The Police Department is facing a great deal of staffing challenges because of all the drug use and other crimes taking place.
- The Police Department is facing challenges getting sponsorship and getting buy in from the local

business community.

Espanola
- Coalition of community based organizations and initiatives want to create a lowrider police vehicle in Espanola, including Project RACE and Hands Across Cultures. This Coalition has limited resources but wants to start finding a place for storing/working on a vehicle.
- Both Project RACE and Hands Across Cultures work with the Joint Task Force.
- In Espanola, there is a very positive view of cruising, and in fact, it is encouraged.
- There have been a lot of murals with lowriders going up around the town.
- There are a lot less lowriders out and about as compared to how it used to be.

DEA Workshop
- DEA will match local businesses with up to $20,000 - this will ensure that businesses are putting their wallet where their mouths are. This would be a good fundraising strategy.
- $20,000 was given to Olathe's program first - helped Erik and his team figure out what numbers/data needed to be included in the grant proposal
- There are currently 12 cities involved in Operation Engage, but over the next year or so this will increase to 23 cities. For instance, the region around San Diego will have an Operation Engage program that will be starting up as well.
- The proposal needs to contain a youth component in order to receive funding. Funding cannot all go towards purchasing a new car. Much of this funding needs to help with operations.
- DEA Operation Engage has a social media presence that can be used to generate engagement from other communities wanting to start a lowrider police vehicle program.
- Please refer to the Statement of Work document provided by DEA staff in the Appendix.

Preparation for the 3rd Annual National Cruising Community Policing Conference
- Revisit the title of the Conference to be more concise
- Incorporate a Lowrider Coloring Book into the "welcome bags" for conference attendees - *Check in with Diego Joaquin from Espanola on this who knows a local artist who has already developed one and that can be purchased using the following link: https://cruzlopezart.com/shop/ols/products/the-og-streamliner-lowrider-coloring-book
- Keep the conference more centralized in one place or as close as possible
- Share contact information for people who work on the vehicles (mechanics, painters, etc.)
- Schedule time for the group to write letters of support together
- Coordinate with front desk staff better so that late-comers to the conference are more easily able to start getting involved with activities
- Create a directory of contact information for all conference attendees and critical contact information for hotels, government facilities, etc.
- Schedule a time for collecting oral histories/interviews with all conference attendees
- Create a repository of photos and videos

D. MEASURES OF SUCCESS

Over the past three years, conference attendees have been exploring different ways to measure the successes of their programs. Below is the most up to date list of measures of success identified by partnering communities (updated in May 2023 with new measures of success listed in red).

National Cruising Community Policing Blueprint - Measures of Success (Updated May 2023)

Construction & Community Building	Programming, Education/Skills Building, Career Development, Juvenile Detention System	Enforcement	Recruitment	Network Building
APD/City Council Investment ($)	# of Schools Visited (and Provided Education)	Decrease in the # of traffic violations related to exhibition driving	# of new police officers recruited at community events	# of cities involved in monthly forums
Community Investment ($, # of Volunteers, # of Hours)	# of Community Events Attended			# of cities involved in annual conference
# of Lowrider Community Members Involved	# of Public Safety/Drug Awareness Classes			# of cities involved in the blueprint
# of Local Brick and Mortar Businesses and Nonprofits Involved	# of internships and part-time job opportunities offered			
# of Students Involved in Construction and Hood Art Competition	# of Vocational certifications or licenses acquired by students			
Scholarship Funding Awarded ($)	# of Financial literacy programs completed by students			

How do we CAPTURE all of the great work being done?

E. SUPERSHOW FISCAL IMPACT ANALYSIS

As part of the effort of capturing the true economic impact of lowrider culture on local economies, Conference attendees emphasized that it would be valuable to collect and review the following outcomes of Lowrider Supershows that take place in conjunction with each Conference. Here are a few important metrics that Conference attendees thought would be important to document:

- # of Attendees
- # of Vehicles/Exhibitions/Exhibitors
- # of Retail/Food Vendors (Both Inside and Outside of the Convention Center)
- # of Cities Involved
- # of Hotel Rooms Booked
- # of Small Local Brick and Mortar Businesses Visited/Revenue Accrued

Here are the outcomes of the 2021 Lowrider Supershow as collected by event organizer Artemis Productions:

- 400+ exhibitors
- 40+ vendors
- Exhibitors and spectators from across the country:

    o   California (San Francisco, Los Angeles, Fresno)
    o   Oklahoma City
    o   Texas (Midland, Odessa, Plainview, Dallas, El Paso, Fort Worth, Abilene, San Angelo)
    o   Nevada (Las Vegas)
    o   Arizona (Tucson, Phoenix, Yuma)
    o   Colorado (Colorado Springs, Denver, Grand Junction)

Taking things a step further, Albuquerque City Council staff collected sales data and other economic impact data during the 2022 Lowrider Supershow (as featured in the following spreadsheet):

2022 Lowrider Supershow Fiscal Impact Analysis

Number of Tickets Sold:	13500		Average Daily Spend on Food and Beverage:	$ 111.00	Total Direct Economic Impact:	$ 6,331,500.00
Price per Ticket:	$ 20.00					
			Total Food and Beverage Spending:	$1,498,500	Total Outside Economic Impact:	$ 4,621,050.00
Direct Ticket Spending:	$ 270,000.00		Total Outside Food and Beverage Spending:	$ 449,550.00		
Number of Attendees:	13500					
Percent from outside community:	30%				Total Direct Economic Impact, Less Tickets:	$ 6,061,500.00
			Average Daily Spending on Other:	$ 50.00	Total Direct Outside Economic Impact, Less Tickets:	$ 4,540,050.00
Total Outside Attendees:	4050					
Average Number of Days Attended:	1		Total Other Spending:	$ 675,000.00		
Average Number of Nights in Market:	4		Total Outside Other Spending:	$ 202,500.00		
Percent of Attendees Staying at Commercial Lodging:	18%					
Average Nightly Lodging Cost:	$ 100.00		Ticket Sales, Outside:	$ 81,000.00		
Total Lodging Nights:	9720					
Direct Lodging Spend:	$3,888,000					