



CRUISING TASK FORCE

APRIL 2, 2018
CITY COUNCIL
CITY OF ALBUQUERQUE



FINDINGS &
RECOMMENDATIONS
(PER R-17-250)

ACKNOWLEDGEMENTS



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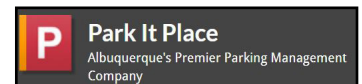
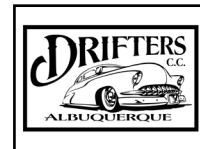


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EXECUTIVE SUMMARY

Revisiting the City of Albuquerque’s “Cruising In Public Streets Ordinance” has long been overdue.

In December 2017, the Albuquerque City Council adopted R-17-250, creating a Cruising Task Force charged with making recommendations to promote responsible cruising in the City of Albuquerque. The Resolution acknowledged that the current Ordinance allows the City Council to limit cruising, calling it “a threat to the public health, safety, and welfare through congestion created by the repetitive, unnecessary driving of motor vehicles,” but also acknowledged that if done responsibly, cruising should be celebrated by the City as being part of the community’s cultural heritage.

The Task Force held a total of six meetings throughout the months of February and March to discuss local issues surrounding cruising and potential solutions to address those issues. During these six meetings, the Task Force discussed the existing conditions surrounding cruising behavior, culture, and regulation in the City of Albuquerque and provided a list of recommendations for the City to further support the cruising community. The Task Force identified six types of recommendations: 1) Legislative, 2) Administrative, 3) Event Coordination, 4) Enforcement, 5) Barricades, and 6) Next Steps.



The Cruising Task Force meeting in the City Council Committee Room on the 9th Floor of Civic Hall.

Here is a list of recommendations that the Task Force suggests for the City of Albuquerque to implement first:

1. Repeal the Cruising Ordinance (that includes the option to enact No-Cruising Zone Resolutions) and utilize existing definitions in other sections of the Traffic Code and add additional definitions modeled off of other municipalities to more effectively regulate irresponsible driving behaviors among all motor vehicle operators.
2. Develop a city-wide tactical plan that focuses on how to address irresponsible driving behaviors, in general, where these behaviors are most prevalent, and how to go about addressing concerns in those areas.
3. Encourage the Department of Municipal Development and the Albuquerque Police Department to produce Public Service Announcements and use variable message boards as tools to provide more education on local traffic laws.
4. Develop a standard Code of Conduct for motor vehicle clubs and individual motor vehicle operators to abide by in order to be recognized by the City.
5. Conduct economic impact analyses of both existing and future motor vehicle club culture, industries, and events in Albuquerque.
6. Ensure on-going communication between motor vehicle club representatives, neighborhood association representatives, business owners, property owners, residents, motor vehciel clubs, private security officers, law enforcement officers, City staff, and other stakeholders by coordinating a quarterly “check-in” meeting. This is to ensure that the City is able to implement findings and recommendations made by the Cruising Task Force.
7. Conduct any further research surrounding the celebration and regulation of cruising culture and events that is needed to keep up with national trends surrounding the cruising movement.

Part 1
BACKGROUND



HISTORY OF CRUISING IN ALBUQUERQUE

Cruising Culture History

Cruising has long been deeply engrained in the City of Albuquerque and the state of New Mexico's cultural heritage. Whether circling around San Gabriel Park (near Tingley Beach) to meet up with the rest of your cruising club, participating in a Show 'n Shine at the old K-Mart parking lot on West Central, or cruising Downtown to hit switches around Firestone, each generation of cruisers has been able to find the time and place to cruise. Much of this culture is tied back to Route 66 and the specific stretch that runs along Central Ave.



Cruising outside of the Firestone Automotive Shop on the corner of 7th St. and Central Ave.

Commissioned in 1926, Route 66 has played an important role in the history of Albuquerque and the U.S. In 1937, the highway alignment shifted from going north and south on 4th St. to east and west on Central Ave. (creating an intersection of the pre-1937 and post 1937 Route 66 highways at the intersection of 4th St. and Central Ave.) The westward migration of those seeking “the cure” for tuberculosis, escaping the Dustbowl and searching for new opportunities during the Great Depression brought people to and through Albuquerque, creating a demand for goods, services and lodging. The more prosperous years, following the Great Depression, brought families on vacation, military supplies and building materials to the area. Both alignments helped to make Albuquerque a thriving place.

Most lowrider historians agree that the tradition of cruising has its origins with Mexicans and Mexican Americans in El Paso and Juárez in the 30's and 40's. After World War II, many ex-military men in the Southwest migrated to Los Angeles to work in aircraft factories, bringing along their passion for customized rides and meeting up with the pachuco culture in the barrios of East L.A. In the 40's and 50's, the use of hydraulics was quickly adopted by Hispanics in Northern New Mexico, where they served another function (getting through rough dirt roads). By the 60's, lowriders became identified with the Chicano movement, as these cars began to symbolize a proud cultural identity that has been present in New Mexico ever since.

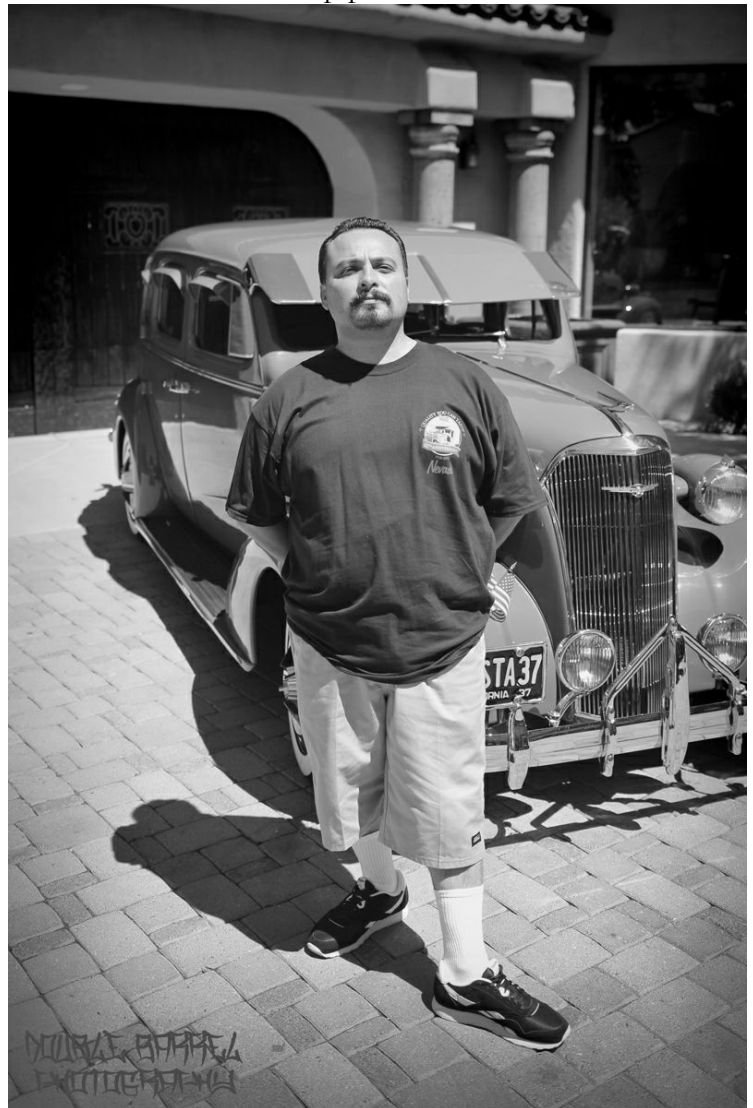
In the early 70's, Interstates 40 and 25 were completed and concentrations of motor vehicle traffic began to shift. In the 70's, traffic began to divert off of Central - leaving many businesses without enough patrons to stay open. Over the next couple of decades, many community groups, including motor vehicle clubs, worked to continue the legacy of Route 66 in Albuquerque. Much of this was accomplished through the cruising events that were held on West Central, in which motor vehicle club representatives had established strong relationships with business

owners and private parking lot owners in order to hold Show n' Shines. Around this same time, much of the cruising community began to utilize San Gabriel Park (a state park located within the boundaries of the current West Old Town Neighborhood Association, located northwest of the Albuquerque Bio Park and Tingley Beach) as an informal hub for gathering. This was also when much of the low-rider community from Los Angeles began coming to Albuquerque.

Legislative History

In the 90's and 2000's, the cruising community began to establish more of a presence in Downtown, Albuquerque. At this same time, the Downtown resident and business owner community began expressing more of an interest in promoting walkability and supporting businesses in the area. To this end, City Councilors Adele Baca-Hundley and Michael Brasher enacted an ordinance in June 2000 that established the Downtown Albuquerque Business Improvement District. Around the same time, the Downtown 2010 Sector Development Plan was jointly developed by the City of Albuquerque's Planning Department and the Downtown Action Team (DAT). These efforts initiated conversations about using barricades in the Downtown area to help provide a balance between creating vibrant, pedestrian-friendly neighborhood while also accommodating the cruising community at certain hours and on certain days. During this same time, the street racing community also began to establish more of a presence along Montgomery Blvd. and in the North East Heights (street racing was prevalent in these areas before a legal outlet for drag racing was available). While the cruising community's presence was well-received by some community groups in the Downtown area, the street racing community was not as well-received by the City. This unfortunately ended up damaging the rapport of both communities, prompting City Councilor Greg Payne to first enact Resolution that created a Committee to address cruising in June 2002 (also aimed at establishing a separate pilot program to address youth drivers) and then quickly following it up with a Memorial enacted in August 2002 aimed at exploring opportunities for developing an isolated drag racing facility.

Interventions aimed at addressing concerns surrounding cruising and drag racing continued in May 2005 when Mayor Martin Chavez signed the Cruising In Public Streets Ordinance (refer to Appendix A) and began researching Downtown traffic patterns by placing speed detectors on Central, Gold, and Copper Avenues. This was modeled after other municipalities that were establishing "No-Cruising Zones" around this same time. Later that same year, City Councilor Craig Loy sponsored a Resolution establishing such



The cruising community encompasses a wide variety of motor vehicle enthusiasts, including old classic cars.

a zone specifically for the Downtown area (refer to Appendix B). When driving within the boundaries of this zone, any motorist spotted passing the same traffic control point three times within a two-hour period could be issued a citation.

While this most recent set of interventions has curbed some of the issues associated with cruising in the Downtown area, many of the issues (and the stigma) associated with cruising and street racing have continued and are still apparent today. Another more recent intervention that has proved to be quite controversial among various stakeholders (but that was not established legislatively) is the inclusion of barricades in the Downtown area. While setting up barricades has proven to deter some of the irresponsible driving behaviors in the Downtown area, the barricades have also invited a variety of other irresponsible ancillary behaviors among both pedestrians and motorists such as loitering, panhandling, reckless driving, etc. While the will of previous City Administrations played a large role in getting the barricades set up in the first place, the decision of when and where to set up the barricades has been more recently passed on to Downtown business owners, property owners, and residents.

For these reasons, current City Councilors Klarissa Pena and Isaac Benton sponsored a Resolution aimed at identifying strategies to celebrate Albuquerque’s cruising culture while also regulating the “bad apples” that have continually damaged the reputation of the City’s more responsible motor vehicle clubs (refer to Appendix C). The very act of establishing the Cruising Task Force has already begun to change the public perception surrounding this activity and has initiated a much more positive dialogue surrounding cruising culture in the 21st Century.



The Cruising Task Force was comprised of three representatives from the cruising community, three representatives from the merchant community, and four City staff members.

CRUISING IN THE UNITED STATES

When looking at how cruising culture has penetrated municipalities throughout the country, we see that cruising is a pastime largely confined to downtown areas and public spaces such as parks. When looking at various municipalities’ Code of Ordinances across the country, the simplest definition, and probably the most universally accepted of cruising is “unnecessary repetitive driving.”

While this definition has been fairly consistent across the country, some attempts to legally define cruising have been more difficult, as citizens and organizations have successfully challenged anti-cruising ordinances in court on

constitutional grounds. While many municipalities have enacted anti-cruising ordinances because they have seen cruising as having a potential negative impact on the public safety and welfare of their citizens, other municipalities have enacted legislation creating “Cruising Permitted Zones.” These sanctioned zones have been able to provide an economic boost to the communities in which they have been enacted, but have also invited a variety of other concerns surrounding public safety and traffic congestion. Albuquerque’s Cruising Task Force has taken this wide spectrum of interventions and potential impacts into consideration when assessing specific issues associated with cruising in Albuquerque.

Please refer to the table in Appendix D for more information on municipalities’ various responses to cruising, the mechanism by which they are intended to work, the conditions under which they work best, and other factors to be considered before implementation.

ESTABLISHMENT OF THE CRUISING TASK FORCE

In December 2017, the Albuquerque City Council adopted R-17-250, which created a 10-member task force to explore options and make recommendations to promote responsible cruising in the City of Albuquerque. The Resolution acknowledged that the current “Cruising In Public Streets Ordinance” allows the City Council to limit cruising, calling it “a threat to the public health, safety, and welfare through congestion created by the repetitive, unnecessary driving of motor vehicles,” but also acknowledged that if done responsibly, cruising should be celebrated by the City as being part of our cultural heritage.

The Task Force, comprised of City staff from APD, Municipal Development, Planning, Council Services, and Cultural Services (representation from this department was added subsequent to the passing of the resolution) as well as three representatives from the cruising community and three from the business community, was asked to explore strategies for encouraging responsible cruising and discouraging irresponsible cruising.

The Task Force held a total of six meetings in the months of February and March - the first one inviting everyone who applied to serve on the Task Force (even if they were not chosen to serve) and the fifth one inviting the community-at-large to provide feedback on preliminary findings and recommendations. This Community Outreach Event was held on March 15, 2018.



Cruising Task Force members separating into breakout groups to explore enforcement strategies.

While the Task Force focused its discussion on existing conditions related to responsible and irresponsible driving behaviors in the Downtown area during the first two meetings, the Task Force focused its discussion on past, current, and future enforcement strategies in the Downtown area during the third and fourth meeting. The Task Force also focused on assessing the economic impact of current and future cruising events on the local economy during the fourth meeting. Most of the feedback provided by attendees at the Community Outreach Event focused on the impact of cruising on Downtown business owners and residents. The Task Force focused on how to use barricades more effectively and how to address exhibition driving in the sixth and final meeting.

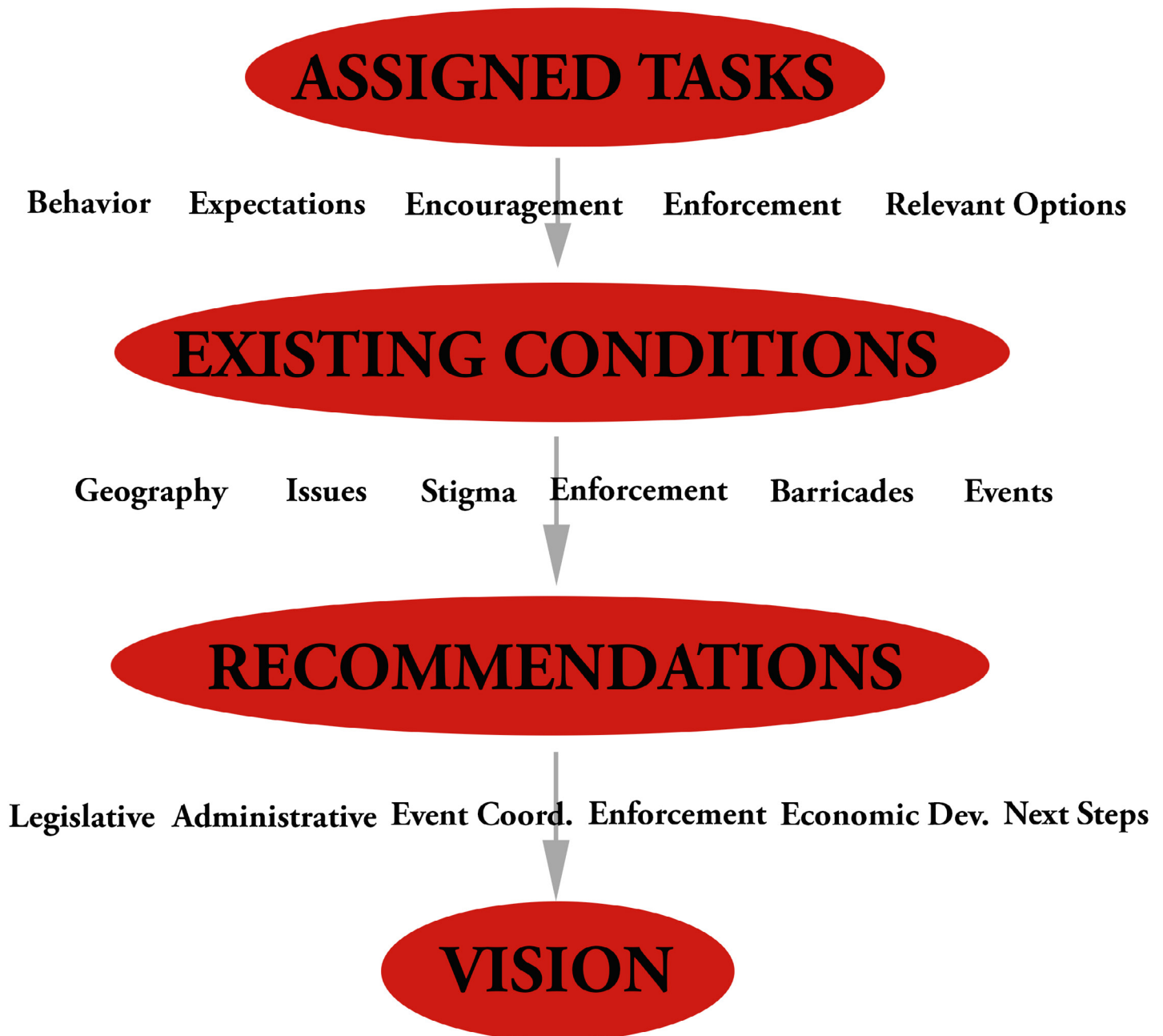
The Task Force acknowledges that the work completed since February is just the beginning steps for addressing these issues, and is ready and willing to continue supporting the City Council in their efforts to celebrate cruising in Albuquerque.



City Councilors Klarissa Pena and Isaac Benton making opening remarks at the Community Outreach Event on March 15, 2018 at the Albuquerque Convention Center.

METHODOLOGY

The Cruising Task Force formulated its recommendations based upon the tasks the group was assigned per R-17-250. The following diagram outlines the Task Force's methodology:



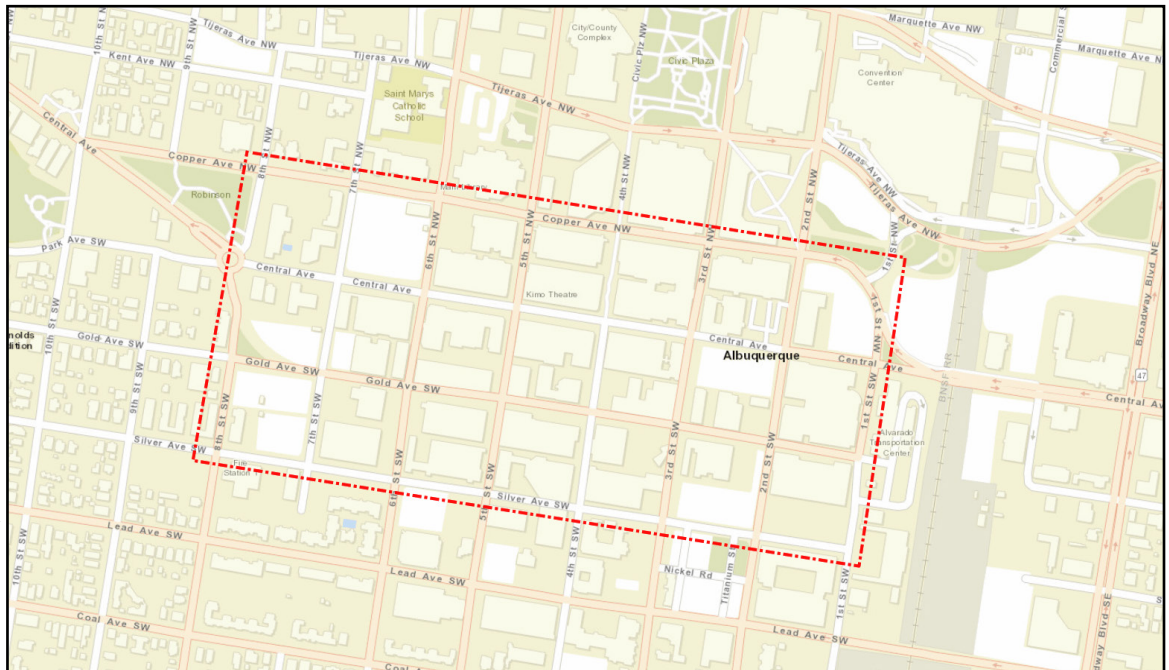
EXISTING CONDITIONS

Introduction

Based upon the scope of the Cruising Task Force designated by R-17-250, the group focused on six different discussion areas when discussing the existing conditions surrounding cruising in Albuquerque: 1) Geography, 2) Issues, 3) Stigma, 4) Enforcement, 5) Barricades, and 6) Events.

1) Geography: *The Cruising Task Force focused most of its discussion on the Downtown area throughout all six of its meetings.*

While there are many neighborhoods throughout the City where motor vehicle operators engage in irresponsible driving behavior, the Cruising Task Force focused on the geographic scope identified in the No-Cruising Zone Resolution (R-05-328) to help guide discussion during each of its six meetings. As reflected in the following elements of the area, Downtown is a complex part of the City with a great deal



R-05-328, sponsored by City Councilor Craig Loy in 2006, established Downtown as a No-Cruising Zone.

of dense, mixed-used development (primarily residential and commercial) that is often difficult to regulate during different times of the day depending on the types of land uses and activities that are involved. These types of land uses often give rise to irresponsible behaviors among both private establishments and nearby public right-of-way - some of which is caused by patrons and pedestrians and some of which is caused by motorists.

- **Sense of Place:** Downtown is the heart of the City and has the most history of being used as a cruising hub.
- **Area:** 67 acres
- **Dimensions:** 3 blocks x 7 blocks
- **Streets:** From Copper Ave. south to Silver Ave. and from 8th St. east to 1st St.
- **Neighborhood Associations (Within the Boundaries):** Silver Platinum Downtown NA, Reynolds Addition NA, The Lofts @ 610 Central SW Owners Association Incorporated, Downtown NA
- **Existing Zoning:** All properties within the boundaries currently zoned SU-3, Arts & Entertainment (per the Downtown 2025 Sector Development Plan)

- **Integrated Development Ordinance Zoning:** All properties within the boundaries will be converted to Mixed-Use, Form-Based, Urban Development (MX-FB-UD)
- **Existing Land Uses:** Restaurant (with and without liquor), Office Building, Paved Parking, Parking Structure, Local/State/Federal Government Facilities, Auto Repair and Maintenance, Clothing and Apparel, Vacant, Apartments
- **Integrated Development Ordinance Land Uses:** All land uses, except for the following: any use that requires NR-SU zoning, Adult Entertainment, Adult Retail, Paid Parking Lot, Heavy Manufacturing, Special Manufacturing, Drive-through or drive-up facility
- **Police Area Command:** Valley
- **Fire Safety:** Fire Station 1 (located at 724 Silver SW)
- **City Cultural Facilities:** KiMo Theatre (located at 423 Central Ave NW)
- **Public Transportation:** Alvarado Transportation Center

2) Issues: *The Cruising Task Force identified the following issues that are most pressing in the Downtown area.*

- Many of the concerns that downtown business owners and residents are expressing are not being caused by motor vehicle club representatives participating in the Cruising Task Force, but are rather being caused by solo riders and others acting on the peripheries of their events and gatherings.
- Late night businesses are experiencing a negative impact from solo riders who are exhibiting reckless driving in the Downtown area. Most of the motor vehicle club representatives have already gone home by the time that this occurs.
- When numerous drivers park their motor vehicles or leave them idling near Firestone for gatherings on Sundays, other drivers who are trying to enter or leave the Downtown area sometimes find it difficult to maneuver around those vehicles that are staying in the area for a longer period of time. To compound the issue and the congestion in the area, the roundabout on 8th St. and Central Ave. often brings motor vehicles bumper to bumper.
- Much of the negative impact that irresponsible drivers have on nearby businesses and residents comes in the form of excessive noise. This noise is usually caused by engine revving, burning rubber, loud music, and other noises created by late night commotion outside of bars and nightclubs.
- Another noise that often concerns surrounding business owners and residents is motor vehicle clubs' use of their sirens. These sirens are also sometimes confused with emergency vehicle sirens. While cruising culture and history should be taken into consideration when regulating these sirens, the Albuquerque Police Department needs more of a sense of direction when it comes to regulating these various types of noises so that law enforcement officers are able to fairly and equitably regulate all motor vehicle operators to ensure public safety in the Downtown area. Direction can be found in the Noise Ordinance, which also provides specificity on how to regulate noise at different times of the day.



Rollerz Car Club Representative, Lorenzo Ottero, brainstorming with previous Mayoral candidate Gus Pedrotty.

- To compound the noise and the commotion, immature drivers are often driving recklessly at this time of night. While much of this irresponsible driving takes place along Central Ave., whenever it is barricaded, many of the drivers start traveling along nearby streets like Gold Ave. and Copper Ave.
- On Thursday, Friday, and Saturday nights, private security guards, bouncers, and law enforcement officers struggle to contain heavily intoxicated patrons coming out of the bars and night clubs. This struggle calls for more coordination between public and private security measures being provided in the Downtown area.

3) Stigma: *One of the most reoccurring themes that came up during each of the Cruising Task Force's meetings was how negative public perception of the cruising community has hindered various clubs' abilities to be supported by the City of Albuquerque and the community-at-large when holding their events.*

- There are numerous types of motor vehicle operators and clubs that are perceived by the community-at-large as being part of the same cohort. This includes low-riders, hot-rodders, bikers, drag racers, and a variety of other types of motor vehicle enthusiast groups. While there are many similarities between these groups in terms of the types of events and gatherings that they hold, each type of motor vehicle has different behaviors associated with them that should be considered when identifying various enforcement strategies that are most effective.
- There is a common conflation of members of the low-rider community and drag racing community even though their driving behaviors are very different. While low-riders are known for the way they slowly move through intersections and potentially congest traffic, street racers are known for the way they speed through collector and arterial streets, often driving other vehicles off the road. There is also often conflation between where each of these different communities like to operate their vehicles. While low-riders tend to cruise in the Downtown area, street racers have been known to speed along roadways like Montgomery Blvd.
- There should be a clear differentiation between street racing and drag racing. Motor vehicle enthusiasts who participate in the legal hobby of drag racing at venues specifically set up for this type of motorsport are often confused with people who illegally engage in street racing on public motorways, which the Montgomery Tactical Plan was setup to deter. In addition to the differentiation between street racers and drag racers, it should be noted that there are also motor vehicle enthusiasts who enjoy in the cosmetic modification of their late model domestic and import vehicles without the intention of modification for performance gains. These enthusiasts account for a large number of individuals who attend events and participate in cruising.
- While individual motor vehicle operators who are associated with motor vehicle clubs often tend to have higher standards of behavior while driving, solo riders who are not associated with one of these clubs should not necessarily be seen as a "bad apple."
- At the end of the day, public perception should not guide or dictate local law enforcement measures - each motor vehicle operator's irresponsible driving behavior should be judged individually.



Downtown parking lot owner, Neal Greenbaum, and Downtown music venue owner, Stephen Segura, expressing their concerns surrounding irresponsible driving behavior seen in the Downtown area, but also expressing their support for the cruising community and their events.

4) Enforcement: *Identifying the most appropriate enforcement measures and strategies for regulating irresponsible driving and other associated unwanted activities was the most common discussion topic among the Cruising Task Force.*

- There are currently no tactical plans to regulate cruising, street racing, or other types of irresponsible driving in particular areas of the City. These tactical plans related to irresponsible types of driving were created under the direction of previous administrations. The Albuquerque Police Department does not currently have the capacity to develop and implement these plans.
- While the Cruising in Public Streets Ordinance created the mechanism by which a City Councilor can sponsor a Resolution to designate a particular area of the City as a “No-Cruising Zone,” the only area of the City that has been designated as such has been the Downtown area. Other areas of the City that have been known for cruising, street racing, and other forms of irresponsible driving but have not been designated as No-Cruising Zones include Montgomery Blvd., the Northeast Heights, and West Central. The Cruising in Public Streets Ordinance and No-Cruising Zone Resolution framework was modeled off of other mid-sized municipalities in the southwestern part of the United States. Considering the fact that the Downtown area has continued to be one of the most frequently cruised parts of the City, it is apparent that, as an enforcement tool, the No-Cruising Zone Resolution has not been very effective.
- There is a difference between community-policing and self-policing. The Albuquerque Police Department supports the concept of community policing, but realizes that how it is implemented is what matters most. While the Albuquerque Police Department supports self-policing, the biggest issue with self-policing is that it can become dangerous with unknown strangers and/or individuals who might need mental healthcare. While many motor vehicle clubs are already practicing self-policing, the Albuquerque Police Department encourages these clubs to communicate more with their field officers in order to adequately address issues that take place in the Downtown area.
- Current provisions in the Cruising Ordinance and No-Cruising Zone Resolution duplicate provisions throughout other sections of the Traffic Code and the City’s overall Code of Ordinances. Although there might be sufficient language in the City’s Code of Ordinances to give law enforcement the tools they need to regulate irresponsible motor vehicle operators, the Albuquerque Police Department’s lack of staffing often disables them from adequately addressing various forms of irresponsible driving.
- While field officers are assigned particular beats to help develop stronger relationships with community members, frequent shifts in Albuquerque Police Department staffing and in the bidding process for being assigned to new beats make it difficult for police officers to be effective. To compound the issue, frequent changes in chains of command make communication and coordination difficult between different beats. Staffing restraints are intensified by the fact that many senior officers are retiring and because the Albuquerque Police Department is facing difficulties recruiting new officers.



APD Commander Josh McDonald presenting the Cruising Task Force’s enforcement recommendations at the Community Outreach Event.

5) Barricades: *One of the most controversial discussion topics that emerged among the Cruising Task Force was how to utilize barricades more effectively.*

- While the City has been contracting with private traffic management companies to set up barricades during peak hours for many years, the City is continually trying to find a way to use barricades to simultaneously promote walkability and curb irresponsible driving in particular areas and during particular times of the day.
- While barricading has proved to be effective in curbing driving in particular areas and during particular times of the day, it has also attracted other unwanted ancillary activities such as loitering, drug use, and theft.
- The decision of how, when, and why to put up barricades in the Downtown area is not a legislative matter. This decision is, in fact, made at the discretion of Downtown business owners, property owners, neighborhood associations, and other community groups. To complicate matters, neighborhood association representatives often have different opinions, needs, and wishes in regards to regulating irresponsible driving in the Downtown area.
- 9-10 months ago, the Albuquerque Police Department was bringing out barricades in the Downtown area by 8pm. This seemed to parallel the No-Cruising Resolution, but members of the cruising community reported that the barricades appear to have been going up earlier and earlier since then. Much of this is dependent on business owners' concerns, but with so many business owners moving in and out of Downtown properties, coming to consensus on when and where to set up the barricades is becoming more and more difficult.
- Currently, barricades appear to be set up mostly on Thursday, Friday, and Saturday nights to help address some of the activities that surround the late night bars and clubs. Barricades have also been going up on Sundays even though many of the businesses in the Downtown area are not open during those hours. It should be noted, however, that since the Cruising Task Force began convening in February, a few businesses like Posh Night Club have decided to expand their hours of operation on Sundays because they feel that the motor vehicle clubs are bringing them more business. It should also be noted that since the Cruising Task Force began convening, the Albuquerque Police Department has not been setting up barricades on Sundays and has been establishing stronger relationships with motor vehicle operators and clubs in the Downtown area. In consideration of this new sense of cooperation that is developing in the Downtown area, motor vehicle operators and clubs hope that it will become a regular practice for the Albuquerque Police Department to not have to put up the barricades on Sundays.



Central Ave. experiences a high traffic volume on certain evenings in the Downtown area. One way that the Albuquerque Police Department tries to balance walkability and motor vehicle activity is to set up barricades in the evening.

6) Events: *While the Cruising Task Force discussed many of the opportunities that could come with holding more cruising events in the City of Albuquerque, the Cruising Task Force recognized that holding larger events requires a great deal of communication and coordination between various City departments and stakeholder groups.*

- The act of cruising, in and of itself, is often not associated with a certain type of formal event, but can happen more spontaneously among a small group of motor vehicle operators. Show ‘n Shines and other types of motor vehicle shows, however, are more formal events that often occupy parking lots, areas surrounding parks, and other public spaces. Considering the fact that there are significant differences between these two types of activities, law enforcement officers should take on two different strategies for addressing issues surrounding these activities. While the mere act of cruising should be regulated on more of a case-by-case basis and should be applied to individual motor vehicle operators or a small group of them, motor vehicles events should be regulated for all of the other ancillary activities surrounding each event. These other activities include ensuring that adequate security is provided at the event, an insurance policy has been identified, and sanitation services have been provided by an outside entity (including restroom facilities and litter control).
- There are a number of individuals who initiate “pop-up” events throughout the City. These type of events have grown in frequency and in attendance over the past few years due to the ability of individuals and attendees to utilize social media platforms to share event information with others. Law enforcement currently does not have a formal process for regulating these types of cruising events and ensuring that field officers are present when one occurs. This lack of coordination calls for the Albuquerque Police Department to develop an on-call list of officers to connect with event organizers.
- Currently, there are not many cruising events that are going through the special event permitting process administered by the Cultural Services Department of the City. The time that it takes to process a special event permit depends on the complexity of the event that is being organized. Some motor vehicle clubs have been applying for noise permits when holding their events, but few apply for special event permits.



While some cruising events are organized organically, others go through the process of applying for noise permits and/ or special event permits.

- While the City of Albuquerque might not yet have a formal process for permitting cruising events, other municipalities and counties have been able to hold cruising events across multiple jurisdictions. One event that has been particularly successful over the past few years is the Racing Southwest Jemez Cruise. The cruise route is from the Santa Ana Star Center in Rio Rancho all the way to the Village of Jemez Springs Community Park. Considering the scale of this type of event, all participating law enforcement agencies need to be particularly intentional and communicative about the way they monitor each event.

Part 2

RECOMMENDATIONS



DOUBLE BARREL
Photography

Introduction

The Task Force created a series of recommendations for the City Council to consider in supporting responsible cruising and celebrating cruising as a part of the City’s cultural heritage. The recommendations are based on meetings and discussions with local stakeholders, research of best practices from other municipalities, coordination between different City departments, and local officials’ interest in updating the current Cruising In Public Streets Ordinance. The group identified six different types of recommendations: 1) Legislative, 2) Administrative, 3) Event Coordination, 4) Enforcement, 5) Economic Development, and 6) Next Steps.

1) Legislative: *With the City of Albuquerque’s current Code of Ordinances already having a wide variety of provisions that can adequately address all of the irresponsible behaviors (both among pedestrians and motorists) associated with cruising, the City Council has a wide range of options to take legislative action (please refer to Appendix F for more information on the City’s existing provisions that can adequately address these issues):*

- Repeal the Cruising Ordinance and/or the No-Cruising Resolution. This would include utilizing existing definitions in other sections of the Traffic Code and add additional definitions modeled off of other municipalities that regulate irresponsible driving behaviors among all motor vehicle operators (please refer to Appendix E for definitions from other municipalities that CABQ could add to its Code of Conduct).
- Rather than enacting a “Cruising Permitted” Resolution with specific time, place, and manner provisions (as other municipalities have done), enact a Resolution that identifies only specific time and manner criteria for cruising events that can be held in different parts of the City (depending on how motor vehicle clubs coordinate with surrounding businesses and residents).
- Enact a new Resolution celebrating cruising as a part of Albuquerque’s cultural heritage.
- Enact an Ordinance that establishes standards of behavior for both individual motor vehicle operators and motor vehicle clubs to be recognized by the City of Albuquerque. These standards would include the development of a standard Code of Conduct that each individual motor vehicle operator would have to abide by in order to be a part of a recognized club as well as standards for motor vehicle clubs to be recognized by the City. This Ordinance would also establish a Motor Vehicle Club registry to be administered by a chosen City Department. Staffing and funding limitations should be considered when implementing this recommendation.



City Councilors Klarissa Pena and Isaac Benton sitting with County Commissioner Steven Quezada and listening to legislative recommendations being presented by the Cruising Task Force.

2) Administrative: *Much of the Task Force's conversations centered around how different City departments need more communication and coordination to fully support the cruising community.*

- Encourage the Albuquerque Police Department to utilize the New Mexico Council of Car Club's Resource Directory to better coordinate the allocation of law enforcement resources at cruising events. This Resource Directory currently has two different features that would be particularly useful to the Albuquerque Police Department: 1) a comprehensive list of motor vehicle clubs and 2) a comprehensive list of upcoming motor vehicle events. While the New Mexico Council of Car Club's



Events and Operations Manager, Eric Werner, presenting the Cruising Task Force's administrative recommendations.

Resource Directory is a good starting point for identifying when and where events are taking place, it does not include a large majority of more organic events being held throughout Albuquerque. Other resources would include the Racing Southwest event directory on Facebook and the New Mexico Car Shows Facebook page, both of which are extensive and updated daily.

- Identify the most suitable City Department to administer a Motor Vehicle Club Registry. In order to apply to be included on the Registry, motor vehicle clubs have to abide by a standard Code of Conduct that has been developed in collaboration with the Albuquerque Police Department. (For more information on how Codes of Conduct have been developed in other cities, please see Appendix G). It is then the responsibility of each motor vehicle club to train their members to abide by the Code of Conduct and to place a placard on each of their vehicles to signify their recognition by the City. This would be comparable to the way that the Office of Neighborhood Coordination maintains a list of neighborhood associations that have to meet the requirements outlined in the Neighborhood Association Recognition Ordinance in order to be recognized by the City.
- Identify the most suitable City Department to establish an incentive for event attendees to patronize participating businesses. This could be modeled off of events in Nob Hill in which participating businesses and patrons wear pins in order to identify their eligibility for a discount. This is meant to activate ancillary economic activities surrounding each cruising event.
- Encourage the Economic Development Department and the Cultural Services Department to collaborate with Visit Albuquerque and the Film Industry to develop a marketing plan to promote upcoming events.
- Utilize a wide variety of news outlets and mediums to promote upcoming events. This includes the use of local radio in order to attract a broader demographic of attendees.
- Encourage the Department of Municipal Development to produce Public Service Announcements about the Traffic Code in order to provide more education on local traffic laws. This could include general expectations of all motor vehicle operators. Using variable message boards might be another effective tool.
- Encourage the Department of Municipal Development to conduct a traffic study to assess whether or not it is possible to create a more fluid flow of traffic going east to west (and vice versa) along Central Ave. in the Downtown area. The cost of conducting a traffic study is around \$20,000, so adequate funds would need to be available in order to conduct this study.

3) Event Coordination: *While many local motor vehicle clubs are already holding informal cruising events, the Task Force explored options for formalizing, promoting, and scaling these events.*

- Utilizing the New Mexico Council of Car Club’s Resource Directory, the Albuquerque Police Department could develop an on-call list of officers to connect with event organizers when holding events. Encourage motor vehicle event organizers to go through the special event permitting process and/or acquire a noise permit as part of organizing their events.
- Coordinate Show ‘n Shine events with motor vehicle club representatives, private parking lot owners, and law enforcement officers that have the goal of raising funds to support local non-profits and charity initiatives. This coordination would need to address the following logistics in order to be sustainable:



If an annual cruising event was well-coordinated by all City Departments involved in the special event permitting process, the Cruising Task Force believes that this annual event has the potential to be on the same scale as the International Balloon Fiesta.

- Shared insurance policies need to be acquired by the event organizer and private parking lot owner.
 - Sanitation services need to be provided (this includes everything from providing adequate bathroom facilities and cleaning services).
 - Private security measures need to be identified and coordinated with the Albuquerque Police Department.
 - Participating non-profit organization(s) need to leverage their 501c3 status in order to have the event function as a fundraiser.
- Ensure adequate communication between event organizers and the Albuquerque Fire Department, EMT, ABQ RIDE, and any other City Department which operates emergency services and/or public transportation services. This is to ensure that emergency and public transportation vehicles are able to efficiently change their route in order to accommodate the congested traffic that might ensue during the event.
 - Collaborate with the Transit Department in coordinating cruising events that involve other modes of transportation, including bicycling and riding the bus.
 - Collaborate with the Department of Family and Community Services to coordinate cruising events that are near community centers, integrated with their programming, and already have a mechanism in place for charging attendees an entrance fee.
 - Coordinate a pilot motor vehicle event program with the Cultural Services Department aimed at garnering community buy-in from other motor vehicle clubs, surrounding businesses, residents, and the community-at-large. This would include improving partnerships and improved coordination between different local government agencies, departments, business groups, and local non-profits interested in the implementation of a pilot program.
 - Coordinate an annual motor vehicle event with the Cultural Services Department, the Albuquerque Police Department, and the Economic Development Department aimed at scaling the size of the pilot motor vehicle event program (if proven to be successful).

- Collaborate with the Economic Development Department to identify the most suitable revenue-generating mechanism for implementing this pilot program. Due to the fact that the City currently pays very little for coordinating special events (much of this cost is shared with traffic management companies and private security companies), it is essential for the City to identify another source of funding for these events.
- Identify a spokesperson(s) to serve as a public information staff to prepare formal press releases for upcoming cruising events to be distributed to media outlets such as radio, TV, and print media. Press releases should include the goals of the event and provide a timely advance notice of its entrance fee. Formal requests should be made to appear on locally produced radio/TV talk shows and grant interviews to journalists for print media in order to provide the public with a clear understanding of the intent of events and how participating clubs will contribute to the cultural and economic growth of the community. In addition, this public information staff should manage all social media platforms to further promote events and filter shared posts from members and the public in general.

4) Enforcement: *Considering current staffing limitations among the Albuquerque Police Department, the Task Force identified a variety of enforcement strategies that involve being resourceful with local government resources.*

- Identify officers who are already interested and engaged in the subject of cruising to develop stronger relationships with various motor vehicle clubs and individual motor vehicle operators and to identify their most pressing needs.
- Allocate more resources to adequately enforce violations of the Traffic Code in the Downtown area. This should also include an assessment of the various types of violations that law enforcement officers should focus on the most.
- Develop a city-wide tactical plan that focuses on how to address irresponsible driving behaviors, in general, where these behaviors are most prevalent, and how to go about addressing concerns in those areas.
- Continue to set up barricades in the Downtown area on the most appropriate nights when Downtown pedestrian activity is strongest (Thursday, Friday, and Saturday nights), but explore opportunities for not barricading on Sundays when City-recognized motor vehicle clubs are most present. This could involve scheduling regular conversations between Downtown business owners, neighborhood association representatives, traffic engineers, and law enforcement officers.
- Identify the most suitable time after sundown (perhaps one hour) when the Albuquerque Police Department would be able to issue citations, move barricades, start towing, etc. in order to adequately address irresponsible driving and parking in the Downtown area. Although incoming business owners might request for the barricades to be put up at different times, the Albuquerque Police Department should consider the disadvantages with not being consistent with their timing. The Albuquerque Police Department might consider changing the time to put up barricades depending on the season. While barricades are currently being set up at 8pm, motor vehicle clubs are requesting to have them set up at 9 or 10pm on particular nights.
- Explore opportunities for balancing the amount of time that the barricades are set up and the number of law enforcement officers that are needed to adequately serve the Downtown area.



The Cruising Task Force recommends the Albuquerque Police Department and the Department of Municipal Development to engage in further conversations about what kinds of driving activities constitute “exhibition driving” and which do not.

- Team-up field officers with an interest in cruising with officers working within the Motor Unit in order to effectively monitor and regulate irresponsible driving behavior in the Downtown area. The Albuquerque Police Department should also explore opportunities for collaborating with the County to have one of the new Mobile Crisis Units present in the Downtown area in situations when loitering, panhandling, drug use, theft, and other unwanted activities are most prevalent.
- Identify a few vintage police vehicles that law enforcement officers could bring to motor vehicle events to use as a tool for connecting with event attendees and to help celebrate cruising culture.
- Encourage the Albuquerque Police Department to work more closely with Downtown business owners who have hired private security officers and/or bouncers in order to address some of the irresponsible behaviors of their patrons. This includes specifically assessing how patrons move from inside private establishments out into the sidewalk and the rest of the public right-of-way.
- Encourage the Albuquerque Police Department, the Department of Municipal Development, and City Council staff to define different types of responsible and irresponsible “exhibition driving” and to assess where and when it should be permitted. Exhibition driving has been defined differently in various municipalities and those definitions are applied differently depending on whether they take place in parking lots or in various parts of the public right-of-way. While irresponsible forms of exhibition driving might include unnecessary engine noise, tire squealing and skidding, and racing, more responsible forms of exhibition driving might include raising or lowering a motor vehicle in the air with electric- or hydraulic-powered adjustable suspension. For more information on how exhibition has been defined in other municipalities, please refer to Appendix E.

5) Economic Development: *One of the most exciting aspects of the cruising movement that the Task Force explored was the potential impact of cruising events on the local economy and the need for local government to be able to capture the true impact of those events.*

- Identify a regional/national/international strategy for promoting motor vehicle events and all of the potential local economic development opportunities surrounding these events.
- Partner with Lowrider Magazine and other national publications to promote local cruising culture and events.
- Explore challenges, opportunities, and strategies for funding, developing, and operating a Cruising Museum. This could be modeled off of the museum that is being proposed in Espanola, New Mexico.
- Encourage the Economic Development Department to conduct economic impact analyses of both existing and future motor vehicle club culture, industries, and events in Albuquerque. This could include assessing the economic impact of all of the tourists coming to Albuquerque to participate in these industries and events as well as local residents who are attending. It could also include a more narrowly-tailored analysis of the economic impact of a single event. For more specific information on this, please refer to the Appendix G.
- Encourage the Planning Department to conduct a geospatial analysis identifying the most suitable locations for holding motor vehicle events and gatherings. One robust source of local data that could help inform this analysis would be the Mid-Region Council of Government’s Pedestrian Composite Index, which includes a wide variety of indicators related to walkability, business density, pedestrian traffic incidents, etc. Rather than enacting legislation designating particular locations where cruising could be permitted, identifying specific time and manner recommendations for holding motor vehicle events might be more feasible.



Cruising events attract a wide variety of ancillary economic activities among businesses of all sizes, including food trucks and food carts.

6) Next Steps: *While all of the recommendations identified by the Cruising Task Force are important for promoting responsible driving behavior and regulating irresponsible driving behavior, considering the fact that many of the City Departments that would be involved in implementing these recommendations are already limited with their funding and their capacity, the Task Force has identified the following next steps to prioritize. These priorities also take into consideration the results of the survey that was conducted at the Community Outreach Event held on March 15, 2018 and also take into consideration that the bottom line for the City of Albuquerque is to ensure public safety among pedestrians, motor vehicle operators, and surrounding businesses and residents:*

1. Repeal the Cruising Ordinance (that includes the option to enact No-Cruising Zone Resolutions) and utilize existing definitions in other sections of the Traffic Code and add additional definitions modeled off of other municipalities to more effectively regulate irresponsible driving behaviors among all motor vehicle operators.
2. Develop a city-wide tactical plan that focuses on how to address irresponsible driving behaviors, in general, where these behaviors are most prevalent, and how to go about addressing concerns in those areas.
3. Encourage the Department of Municipal Development and the Albuquerque Police Department to produce Public Service Announcements and use variable message boards as tools to provide more education on local traffic laws.
4. Develop a standard Code of Conduct for motor vehicle clubs and individual motor vehicle operators to abide by in order to be recognized by the City.
5. Conduct economic impact analyses of both existing and future motor vehicle club culture, industries, and events in Albuquerque.
6. Ensure on-going communication between motor vehicle club representatives, neighborhood association representatives, business owners, property owners, residents, motor vehciel clubs, private security officers, law enforcement officers, City staff, and other stakeholders by coordinating a quarterly “check-in” meeting. This is to ensure that the City is able to implement findings and recommendations made by the Cruising Task Force.
7. Conduct any further research surrounding the celebration and regulation of cruising culture and events that is needed to keep up with national trends surrounding the cruising movement.

VISION

As part of the Cruising Task Force’s presentation to the community-at-large at the Community Outreach Event on March 15, 2018, Rollerz Car Club representative, Lorenzo Otero, shared the following vision for promoting Albuquerque’s cruising culture and movement:

“When it comes to cruising culture, all roads lead back to New Mexico. In Albuquerque, we have the longest stretch of Route 66 in the country. Our car clubs have always come out to cruise and we always will. Our kids should be able to do all that we did in our youth. While many of our car cruising clubs are already supporting our community through the work that we do, getting support from the City gives us the opportunity to continue to build this movement. Our clubs are also helping the economy in Albuquerque. Our clubs function together as a unit by coming together and finding that common ground. We can come together to have our barbeques, Show ‘n Shines, and other cruising functions, and we can do it responsibly. The future is up to us. It is in our hands. Communication and education is the key. This is a unique, once-in-a-lifetime opportunity for us. Let’s do this.”



APPENDICES



APPENDIX A: CRUISING IN PUBLIC STREETS ORDINANCE (O-05-104)

CITY of ALBUQUERQUE SIXTEENTH COUNCIL

COUNCIL BILL NO. O-05-104 ENACTMENT NO. _____

SPONSORED BY: Craig Loy

1 **ORDINANCE**

2 **ADOPTING RESTRICTIONS ON CRUISING IN A MOTOR VEHICLE IN PUBLIC**

3 **RIGHTS OF WAY AND PROVIDING FOR PENALTIES.**

4 **BE IT ORDAINED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF**

5 **ALBUQUERQUE:**

6 **Section 1. Add the following new section to the Traffic Code, Chapter 8**

7 **ROA 1994.**

8 **“(A) SHORT TITLE. This Ordinance shall be known and may be cited as**

9 **the “Cruising on Public Streets Ordinance.”**

10 **(B) FINDINGS, PURPOSE AND INTENT. The Council finds the**

11 **following: A threat to the public health, safety and welfare exists from the**

12 **congestion created by the repetitive, unnecessary driving of motor vehicles,**

13 **also known as cruising, at certain times on certain streets within the City of**

14 **Albuquerque. Cruising has and continues to hamper sufficient access for**

15 **emergency vehicles; create dangerous traffic congestion, noise, air pollution,**

16 **obstruction of streets, sidewalks and parking lots, impede access to and use**

17 **of property and increase automobile accidents, traffic offenses and acts of**

18 **disorderly conduct. Cruising areas change from time to time creating the**

19 **need for the City Council to designate and re-designate the areas that shall be**

20 **posted as no-cruising areas. The purpose and intent of this ordinance is to**

21 **reduce the dangerous traffic congestion, as well as the noise, air pollution,**

22 **obstruction of streets, sidewalks and parking lots, impediment of access to**

23 **shopping or other commercial enterprises or other buildings open to the**

24 **public, interference with the use of property or conduct of business resulting**

APPENDIX A: CRUISING IN PUBLIC STREETS ORDINANCE (CONTINUED)

1 from cruising, and to insure access for emergency vehicles to and through
2 said streets.

3 (C) DEFINITIONS

4 (1) CARE, CUSTODY AND CONTROL. The person having care,
5 custody or control of a motor vehicle means either the owner of the vehicle as
6 stated on the vehicle registration if present in the vehicle at the time of the
7 violation of this ordinance, or if the owner is not present in the vehicle, the
8 person operating the vehicle at the time of the violation of this Ordinance.

9 (2) CRUISING means driving a motor vehicle past the same traffic
10 control point three times within a two-hour period within the hours of the day
11 cruising is prohibited by City Council resolution and doing so in a manner and
12 under circumstances described in subparagraph D manifesting a purpose of
13 unnecessary, repetitive driving at any location within the designated area.

14 (3) CRUISER. The person having the care, custody or control of
15 a motor vehicle shall be considered the person cruising regardless of whether
16 that person was actually driving the motor vehicle each time it passed the
17 traffic control point.

18 (4) DESIGNATED AREA means the specific street or streets
19 designated by Council Resolution in which cruising is not allowed.

20 (5) TRAFFIC CONTROL POINT means any location established by the
21 Police Department within the posted designated area for the purpose of
22 monitoring cruising.

23 (D) CRUISING PROHIBITED. No person shall intentionally cruise in a
24 designated area at a time prohibited by City Council Resolution.
25 Circumstances that may be considered in determining whether a person has
26 been intentionally cruising include but are not limited to those where the
27 cruiser or any other person present in the vehicle (1) attempts to gain the
28 attention of other motorists or pedestrians or engages them in conversation,
29 whether by hailing, arm waving, horn blowing, or another action or device, (2)
30 enters or exits the vehicle directly from or to another vehicle driven in or
31 parked in close proximity to the designated area, (3) violates state or
32 municipal traffic regulations or municipal ordinances, (4) has declared his or
33 her purpose for being in the vehicle to be that of cruising, (5) contributes

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APPENDIX A: CRUISING IN PUBLIC STREETS ORDINANCE (CONTINUED)

1 knowingly to traffic congestion, obstruction of streets, sidewalks, or parking
 2 lots, impediment of access buildings open to the public, or interference with
 3 the use of property or conduct of business in the designated area (6) is in the
 4 vehicle for the purposes of soliciting an act of prostitution; or displays a
 5 weapon.

6 (E) EXCLUSIONS. The following conduct is not prohibited by this
 7 Ordinance: traveling to a specific destination by a person whose residence
 8 address is in the designated area or by a person whose business or
 9 employment requires driving in the designated area; operating a municipal,
 10 emergency, police, fire, ambulance or other governmental vehicle when
 11 operated in an official capacity or operating a duly licensed public
 12 transportation vehicle.

13 (F) SIGNAGE. Every no-cruising area shall be posted with signs at the
 14 entry and exit points of the designated area that shall state the following: "No-
 15 Cruising", the location of traffic control points and the days of the week, hours
 16 of the day and the area in which cruising is prohibited.

17 (G) DESIGNATION OF NO-CRUISING AREAS. No area shall be
 18 designated or posted as a no-cruising area except upon the passage of a
 19 resolution by the Council specifically mandating said designation and posting
 20 for a particular area, day or days of the week and time or times of day.

21 (H) PENALTY. Each act of cruising declared unlawful by this Ordinance
 22 shall constitute a public nuisance and a separate violation of this Ordinance.
 23 Each violation shall be punishable as provided in section 1-1-99 ROA 1994 and
 24 the court shall enjoin any person convicted of violating this ordinance from
 25 committing further violations of this ordinance."

26 Section 2. Severability Clause. If any section, paragraph, word or phrase
 27 of this ordinance is for any reason held to be invalid or unenforceable by any
 28 court of competent jurisdiction, such decision shall not affect the validity of
 29 the remaining provisions of this ordinance. The Council hereby declares that
 30 it would have passed this ordinance and each section, paragraph, sentence,
 31 clause, word or phrase thereof irrespective of any provision being declared
 32 unconstitutional or otherwise invalid.

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APPENDIX A: CRUISING IN PUBLIC STREETS ORDINANCE (CONTINUED)

1 Section 3. Compilation. Section 1 of this Ordinance shall be incorporated
2 in and made part of the Revised Ordinances of Albuquerque, New Mexico.

3 Section 4. Effective Date. This Ordinance shall take effect five days after
4 publication by title and general summary.

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APPENDIX C: CRUISING TASK FORCE RESOLUTION (R-17-250)

CITY of ALBUQUERQUE
TWENTY SECOND COUNCIL

COUNCIL BILL NO. R-17-250 ENACTMENT NO. R.2017.113

SPONSORED BY: Klarissa Peña and Isaac Benton

1 RESOLUTION
2 CREATING A CRUISING TASK FORCE TO EXPLORE OPTIONS AND MAKE
3 RECOMMENDATIONS TO PROMOTE RESPONSIBLE CRUISING IN THE CITY
4 OF ALBUQUERQUE.

5 WHEREAS, the City of Albuquerque has a Cruising on Public Streets
6 Ordinance that allows for the City Council to limit cruising calling it "a threat
7 to the public health, safety, and welfare through congestion created by the
8 repetitive, unnecessary driving of motor vehicles"; and

9 WHEREAS, cruising, when done responsibly, is deeply ingrained in the
10 Culture of the Southwest and woven into the cultural fabric and heritage of the
11 City; and

12 WHEREAS, responsible cruising may not be a threat to the health, public
13 safety and welfare of Albuquerque, but the Council acknowledges that not all
14 cruisers are responsible; and

15 WHEREAS, it is important that the issue of cruising, both responsible and
16 irresponsible, be studied by those most affected by it, with the goal of
17 encouraging responsible cruising and discouraging irresponsible cruising.

18 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
19 ALBUQUERQUE:

20 Section 1. A ten (10) member Cruising Task Force is established.

21 Section 2. The Task Force shall be made up of the following members:

22 A. Three merchant representatives appointed by the Council with
23 knowledge and interest in issues and community impacts associated with
24 cruising;

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APPENDIX C: CRUISING TASK FORCE RESOLUTION (R-17-250)

1 B. Three car club representatives appointed by the Council with
2 knowledge and interest in issues and community impacts associated with
3 cruising;

4 C. One City staff member from the Albuquerque Police Department;

5 D. One City staff member from the Municipal Development Department;

6 E. One City staff member from the Planning Department;

7 F. One City staff member from the Council Services Department.

8 Section 3. This Task Force shall explore: a) specific forms of behavior
9 among cruisers that are acceptable and those that should not be tolerated
10 within City limits; b) general expectations of responsible cruisers, such as
11 members of car clubs; c) options for encouraging responsible cruising; d)
12 options for efficient law enforcement methods that incorporate community
13 policing policies in cooperation with the cruising community; e) and any other
14 relevant and helpful options relating to this issue. The Task Force shall hold
15 at least one community outreach event to solicit input from stakeholders and
16 the larger community, and shall establish a community group of stakeholders
17 to advise it as they develop their recommendations for the Mayor and the
18 Council. This Task Force shall prepare a list of recommendations for the
19 Mayor and Council's consideration by no later than April 1, 2018.

20 Section 4. This Task Force is a fact finding and recommending body and
21 not a final policy making body; accordingly, any meetings of this Task Force
22 are not subject to the New Mexico Open Meetings Act.
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APPENDIX D: CENTER FOR PROBLEM-ORIENTED POLICING - SUMMARY OF RESPONSES TO CRUISING

The Center for Problem-Oriented Policing developed the following table to summarize various municipalities' responses to cruising. It also includes the mechanism by which each response is intended to work, the conditions under which they ought to work best, and some factors each municipality should consider before implementing a particular response. In most cases, an effective strategy involves implementing several different responses.

<i>General Considerations for an Effective Strategy</i>				
#	Response	How It Works	Works Best If...	Considerations
1	<u>Enlisting community support</u>	Establishes joint ownership of the problem, while educating the public	...there is sufficient police knowledge of, and public interest in, the problem	Partnerships offer the best approach for addressing problems over time
2	<u>Establishing alternative activities for youth</u>	Removes some of the motivation for cruising, directing youth attention away from the streets	...a long-term goal of establishing teen clubs or centers is set, and local businesses contribute	It sends a message that youth are important and community amenities are accessible to all
3	<u>Promoting other uses of the cruising area</u>	Discourages cruisers, as they have to compete for space and attention	...foot traffic increases, cruise areas are used for special events, and businesses stay open later	There may be legal challenges if public space is seriously restricted or people are charged admission to enter public areas
<i>Specific Responses to Problems of Cruising</i>				
#	Response	How It Works	Works Best If...	Considerations
4	<u>Enacting and enforcing cruising ordinances</u>	Deters cruisers through the threat of fines or other penalties	...a large number of officers are deployed in the cruising area, and they enforce the ordinances in conjunction with other, related ordinances	Cruising ordinances are generally less vulnerable to legal challenges if the city posts warning signs in cruising areas and police first give cruisers a written warning; they can be expensive to enforce
5	<u>Enforcing trespassing and loitering laws</u>	Reduces opportunities for onlookers to watch cruising, thereby reducing a main incentive for it	...police obtain judicial cooperation, so that enforcement actions have a significant impact	Enforcing trespassing laws on private property requires owners' consent; loitering laws are subject to legal challenges
6	<u>Restricting parking</u>	Limits the size of the crowds watching the cruising	...parking is restricted on both public streets and private parking lots near the cruising area	New parking ordinances may be required
7	<u>Enforcing laws that restrict juveniles' driving privileges</u>	Reduces the number of juveniles cruising, thereby reducing their risk of offending and being victimized	...the laws prohibit youths from driving at night and limit the number of passengers they can have	Stiffer penalties might include license revocation if underage drivers are convicted of any drinking-related offense; it requires a strong police commitment to enforce the laws
8	<u>Regulating and redirecting traffic</u>	Discourages cruisers from driving in cruising areas, and prevents conversation and antagonism between vehicle occupants	...police also enforce related ordinances	It may require special legal authorization
9	<u>Increasing street lighting</u>	Reduces the risk of traffic crashes, gives victims a better opportunity to identify offenders, and increases the public's sense of security	...a qualified lighting designer and city planners determine types and locations of lighting	It may be costly to implement and bothersome to surrounding residents
<i>Responses With Limited Effectiveness</i>				
#	Response	How It Works	Works Best If...	Considerations
10	<u>Sanctioning cruising in alternative locations</u>	Moves cruising to areas where it is less likely to interfere with other activities, and where police can more easily monitor and control it	...all or most cruisers are willing to use the alternative locations	Local governments may be liable for harms occurring at officially sanctioned locations; police must still be present to monitor cruising; extra amenities may be required if the locations are deemed public spaces
11	<u>Enforcing juvenile curfews</u>	Reduces the number of juveniles cruising, thereby reducing their risk of offending and being victimized	...there is widespread public support for curfew enforcement	Curfews are commonly politically controversial and subject to legal challenge; police enforcement may be labor-intensive
12	<u>Increasing police patrols</u>	Deters cruisers through increased police presence and enforcement	...a special detail of officers (e.g., a traffic unit) is deployed at peak cruising times	It is costly and reduces the number of officers available for other tasks
13	<u>Sentencing offenders to community service</u>	Deters offenders	...community service activities address cruising-related harms	It could gain widespread business and citizen support, and promote positive police-youth relations, depending on whether police administer the program in a positive manner
14	<u>Setting up sobriety and vehicle inspection checkpoints</u>	Discourages cruising, and removes intoxicated drivers and unsafe vehicles from the cruising area	...the checkpoints do not contribute to traffic congestion and confusion	They are labor- intensive and costly

APPENDIX E: DEFINITIONS FROM OTHER MUNICIPALITIES' CODE OF ORDINANCES

Riverside, California

“Congested traffic” means traffic on any public street, alley or highway which is delayed to the point that:

1. Motor vehicles cannot move through a one hundred-yard approach corridor to an intersection controlled by a traffic light within two complete green light cycles where the delay in forward movement is due to the position of other motor vehicles; or
2. Motor vehicles cannot move through a one hundred-yard approach corridor to an intersection controlled by a traffic light, stop sign or yield sign within a five-minute period of time where the delay in forward movement is due to the position of other motor vehicles; or
3. Motor vehicles cannot readily move forward on portions of public streets, alleys or highways between intersections because traffic speed is slowed to less than five miles per hour, and the delay in movement is due to the position of other motor vehicles. The determination that a street, alley or highway is congested shall be made by the ranking peace officer on duty within the affected area.

Las Cruces, New Mexico

- “Exhibition driving” consists of intentionally fish-tailing, peeling-out, losing traction, and burning of rubber while operating a motor vehicle. While operating a motorcycle or motor-driven cycle, includes intentionally operating the vehicle on a single tire (commonly known as a “wheelie”); operating a vehicle from a standing position; or operating the vehicle without at least one hand gripping the handlebars.

Bismarck, North Dakota

- “Exhibition Driving” means driving when:
 1. A vehicle in a manner which disturbs the peace by creating or causing unnecessary engine noise, tire squeal, skid, or slide upon acceleration or braking; or driving and executing or attempting one or a series of unnecessarily abrupt turns.
 2. A vehicle in a manner which results in one or more of the vehicle’s tires to leave the surface of the roadway or ground.
 3. A vehicle and, while in motion, raising or lowering the vehicle with an air, electric or hydraulic powered adjustable suspension.

Glen Ullin, North Dakota

- “Special interest vehicle” – means a motor vehicle, whether licensed or unlicensed, which is used for competition or exhibition by a car enthusiast and is either operative or is being diligently worked on by the car enthusiast for the purpose of making the vehicle operative, and also may be a vehicle which is at least 20 years old and which has not been altered or modified from original manufacturer’s specifications and, because of its historic interest, is being preserved by hobbyists.
- “Car enthusiast” – means the owner of one or more specialized vehicles who collects, purchases, acquires, trades, or disposes of special interest vehicles or parts thereof for his own use in order to restore, preserve, and maintain a special interest vehicle.
- “Collector” – means the owner of one or more specialized vehicles who collects purchases, acquires, trades, or disposes of special interest vehicles or parts thereof for his own use in order to restore, preserve, and maintain a special interest vehicle or antique vehicle.

APPENDIX F: ALBUQUERQUE'S EXISTING CODE OF ORDINANCES

Appendix F: Irresponsible Behaviors Associated with Cruising Addressed in CABQ's Code of Ordinances		
Behavior	Code of Ordinance Section	Language
Drag Racing	7-10-3: Vehicle Nuisance - Specific Violations	It shall be unlawful for any person or persons to engage or participate in a drag race or race for speed within the city limits unless otherwise excepted herein. For purposes of this section, a drag race or competitive race for speed shall be and the terms shall mean any situation or circumstance where two or more persons operate vehicles in such a manner as to cause such vehicles to be side by side on the roadway, or one slightly ahead of the other, and either from a stopped position or while moving, to accelerate such vehicles rapidly with the intent to race or otherwise out gain the other. The provisions of this section shall not apply to authorized or licensed race courses, or other areas which are specifically set aside and supervised by the police department for police training. In any prosecution for a violation of this section, intent may be shown from the surrounding circumstances, from admissions from the violators, from the observations of a law enforcement officer or in any other manner in which intent may be proven in any civil or criminal action under New Mexico law.
Excessively Loud Electronic Sound or Music	7-10-3: Vehicle Nuisance - Specific Violations	It shall be unlawful for any person or persons to play or produce excessively loud sound or music in any vehicle operated on any public street in the city limits. For purposes of this section, excessively loud electronic sound or music shall be and the terms shall mean the use of any machine or device for reproducing sound including any magnifying sound instrument used in the production or replication of music, spoken words or other sounds and designed to enlarge the volume of any instrument, voice or other sound including but not limited to radios, stereos or so called "boom boxes." It shall be a violation of this section if any such sound is plainly audible twenty-five feet from the subject vehicle.
Modification of Exhaust Systems	7-10-3: Vehicle Nuisance - Specific Violations	It shall be a violation of this section for any person to operate any vehicle in the city limits with a modified exhaust system. A modified exhaust system shall mean any change or alteration to the exhaust system found on the vehicle when it was originally manufactured when such change results in noise that exceeds the noise the vehicle made when manufactured. Any violation of ROA 1994 § 8-6-13 shall also be a violation of this paragraph.
Exhibition Driving (Peelouts/Burnouts/Using Hydraulics)	7-10-3: Vehicle Nuisance - Specific Violations	It shall be unlawful for any person to engage in exhibition driving of any vehicle within the city limits. For purposes of this section, exhibition driving shall be and the term shall mean driving a vehicle in such a manner that it creates or causes unnecessary or excessive engine noise, tire squeal, skid or slide upon acceleration, braking or stopping or by operating a vehicle in a manner that willfully creates excessive engine noise by revving the engine. Exhibition driving shall also mean driving a vehicle in a manner that causes the vehicle to unnecessarily turn abruptly or sway and driving and executing or attempting one or a series of unnecessarily abrupt turns. Exhibition driving shall also mean carrying passengers on a part of the structure of the vehicle not designed for that purpose including but not limited to the hood. In any prosecution for a violation of this section, intent may be shown from the surrounding circumstances, from admissions from the violators, from the observations of a law enforcement officer or in any other manner in which intent may be proven in any civil or criminal action under New Mexico law.
Creating Hazardous or Congested Places	8-1-2-31: Stopping, Standing, or Parking Near Hazardous or Congested Places	The Mayor, or his designated representative, is hereby authorized, upon the basis of engineering and traffic study and investigation, to determine and designate zones by proper signs, placed at adequate intervals to inform the motorist, in which the stopping, standing or parking of vehicles will create an especially hazardous condition or will cause unusual delay to traffic and no person shall stop, stand or park a vehicle in any such designated place.
Reckless Driving/Careless Driving	8-2-1-12: Reckless Driving & 8-2-1-13: Careless Driving	Reckless Driving: Any person who drives a vehicle carelessly and heedlessly in willful or wanton disregard of the rights or safety of others, and without due caution and circumspection, and at a speed or in a manner so as to endanger or be likely to endanger any person or property, is guilty of reckless driving. Any person charged under this section may be found guilty of the lesser offense of careless driving [see § 8-2-1-13]. Careless Driving: (A) Any person operating a vehicle on the roadway shall give his full and entire attention to the operation of the vehicle. (B) Any person who operates a vehicle in a careless, inattentive or imprudent manner, without due regard for conditions of traffic, weather, and roadway, grade, corners, width of roadway, and all other attendant circumstances, so as to endanger life, limb, or property of any person, shall be guilty of careless driving.
Insufficient Documentation	8-2-1-15: Driving While License is Suspended, Revoked, Canceled, or Denied	It shall be unlawful for any person to drive a motor vehicle on the public ways of this city at a time when his privilege to do so is suspended, revoked, canceled or denied.
Congested Traffic/Obstructing Traffic	8-2-10-4: Cruising Prohibited	No person shall intentionally cruise in a designated area at a time prohibited by City Council Resolution. Circumstances that may be considered in determining whether a person has been intentionally cruising include but are not limited to those where the cruiser or any other person present in the vehicle: (E) Contributes knowingly to traffic congestion, obstruction of streets, sidewalks, or parking lots, impediment of access buildings open to the public, or interference with the use of property or conduct of business in the designated area;
Creating an Impediment for Patrons to Access Brick and Mortar Locations	8-5-1-1 to 8-5-1-42	No person shall stop, stand or park a vehicle except when necessary to avoid conflict with other traffic or in compliance with law or the directions of a police officer or traffic control device. (*Even though there is no language in the Traffic Code that directly addresses this concern, there is a great deal of language in sections 8-5-1-1 to 8-5-1-42 that are relevant to the issue.)
Interacting/ Speaking with Pedestrians	8-2-7-2: Occupying Roadways, Certain Medians and Roadside Areas Prohibited; Certain Pedestrian Interactions with Vehicles Prohibited (*Recently enacted O-17-51 amends this section of the Traffic Code in order to limit interactions between motorists and pedestrians, but this piece of legislation is currently under litigation and is not being enforced.)	(A) It is unlawful for any person to stand on a street, highway, or controlled access roadway or the exit or entrance ramps thereto; (B) It is unlawful for any person to access, use, occupy, congregate or assemble within six feet of a travel lane of a highway exit ramp or other controlled access roadway exit or entrance ramp, except on a grade separated sidewalk or designated pedestrian way, unless reasonably necessary because of an emergency situation where such area provides the only opportunity for refuge from vehicle traffic or other safety hazard; (C) It is unlawful for any person to access, use, occupy, congregate, or assemble within the landscaped area of any street median, or within any median not suitable for pedestrian use, unless reasonably necessary during an otherwise lawful street crossing at an intersection or designated pedestrian crossing, or because of an emergency situation where the median provides the only opportunity for refuge from vehicle traffic or other safety hazard. (*There is a great deal of language in sections 8-2-7-2 that is relevant to the issue.)
Barricading Streets Attracting Unwanted Activities	12-5-1 and 13-15-1 of the Criminal Code	*The two sections of the Code of Ordinances listed here relate to loitering and panhandling, but there is currently no legislation directing a City department on how, when, and why to set up barricades. There is also no legislation related to how barricades attract certain activities. Barricades are currently being set up per the discretion of surrounding business owners and residents.

APPENDIX G: SOCAL CHALLENGERS MEMBERSHIP CODE OF CONDUCT & WAIVER OF LIABILITY FORM

SOCAL Challengers

Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement

Car Cruise Events, SOCALChallengers

All car cruise events hosted either fully, or in part, by SOCAL Challengers

VEHICLE ACCIDENT WAIVER, RELEASE OF ALL LIABILITY AND ASSIGNMENT OF CLAIMS

As consideration for being allowed to participate in the event(s) described above I agree:

1. I acknowledge that vehicle activity is a potentially hazardous activity which can be a test of a person's physical and mental limits and carries with it the potential for death, serious injury and property loss. The risks include, but are not limited to, those caused by terrain, facilities, temperature, weather, condition of driver's equipment, vehicular traffic, actions of other people including, but not limited to, organizers, participants, volunteers, spectators, SOCAL Challengers, and its officers. These risks are not only inherent to drivers, but are also present for passengers and spectators. I hereby assume all of the risks of participating, viewing and/or volunteering in this event. I realize that liability may arise from negligence or carelessness on the part of the persons or entities organizing, conducting, or participating in this event and hereby release them of all possible liability. I certify I am at least 18 years old. I promise not to sue and agree to pay all court costs and all attorney fees that result from my actions, civil or otherwise.
2. I certify that I am physically fit with no known physical or mental impairment and have prepared for participation in the event(s). I acknowledge that this Accident Waiver and Release of Liability form will be used by the event holders, sponsors and organizers of the event(s), in which I may participate and that it will govern my actions and responsibilities at said events. I certify that I am not under the influence of any narcotic, alcohol, or other drug that may impair my understanding or judgment and that I will not at any time during the event(s) operate my vehicle under the influence of any narcotic, alcohol, or drug. I certify that I have fully adequate insurance to cover all medical claims, the vehicle and any other equipment, and any damage or liability I may ultimately be found responsible for during all travel to the point of my entry into the Cruise, the Cruise, the period between the end of the Cruise and final destination, the period of the remainder of the event at the final destination and my departure from the final destination. I further certify that I have all the insurance required by law and I am licensed and competent to operate a vehicle in a safe manner and my license has all vehicle endorsements or certificates required by my state of residence.
3. In consideration of my being permitted to participate in this event, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows: (A) Waive, Release and Discharge from any and all liability for my death, disability, personal injury, property damage, property theft, or actions of any kind which may hereafter accrue to me during the event or during my traveling to and from this event, THE FOLLOWING ENTITIES OR PERSONS: SOCAL Challengers, officers of aforementioned entity, committee persons, cruise organizers, members, and participants and (B) indemnify and hold harmless the entities or persons mentioned in this paragraph from any and all liabilities or claims made by other individuals or entities as a result of any of my actions during this event.
Accordingly, I do hereby release and discharge SOCAL Challengers, officers of aforementioned entity, committee persons, cruise organizers, members, and participants from all claims, demands, and causes of action of every kind whatsoever for any death, damages, and/or injuries which may result from my participation in this event. This shall be construed broadly to provide a release and waiver to the maximum extent permissible under applicable law.
4. I hereby consent to receive medical treatment, which may be deemed advisable in the event of injury, accident and or illnesses during the event(s). I agree to pay for any and all costs related to medical response, treatment and transport on my behalf.
5. I certify I will adhere to all state laws and regulations while operating my vehicle at this event that is or may be required by the United States and/or any state in which my participation occurs and that my vehicle is in safe operational condition. I agree to abide by the directions/rules given by the organizers of this event and understand that my privilege to drive may be removed without refund if I am in violation of the rules set forth or acting/performing in an unsafe manner, or any manner disruptive to the operation of the event(s).
6. I agree to pay for all expenses (including, but not limited to, lodging, food, beverages, gasoline, oil, repairs and maintenance, and any other costs or expenses I may incur) intending that SOCAL Challengers shall be totally free of such costs and expenses.

APPENDIX G: SOCIAL CHALLENGERS MEMBERSHIP CODE OF CONDUCT & WAIVER OF LIABILITY FORM (CONTINUED)

7. As additional consideration for being allowed to participate in the event(s) described above, I hereby assign to SOCIAL Challengers any claim I have or might have, in contract or in tort in any way, shape, form or fashion arising out of its action, the actions of other drivers or anyone that participates in or comes in contact with participants in the event(s). This assignment is intended by all parties to be a full and complete assignment of any claim I have against SOCIAL Challengers, officers of aforementioned entity, committee persons, cruise organizers, members, and participants may have against entities and individuals listed in this paragraph whether directly or through third parties. The intent of the parties is that SOCIAL Challengers, officers of aforementioned entity, committee persons, cruise organizers, members, and participants shall be liability free with regard to anything in any way connected with the event.

The undersigned, for themselves, their personal representatives, heirs and next of kin:

1. Hereby releases, waives, discharges and covenants not to sue the promoters, participants, sanctioning organizations or any subdivision thereof, drivers, rescue personnel, sponsors, advertisers, owners and leasees of premise used to conduct the EVENT, premise and event inspectors, underwriters, consultants and others who give recommendations, directions, or instructions or engage in risk evaluation or loss control activities regarding the premises or EVENT and each of them, their directors, officers, agents and employees, all for the purposes herein referred to as "Releasees" from all liability to the undersigned, their personal representatives, assigns, heirs and next of kin for any and all loss or damage, and any claim or demands therefore on account of injury to the person or property or resulting in death of the undersigned arising out of or related to the EVENT, whether caused by the negligence of the releasees or otherwise.
2. Hereby agrees to indemnify and save and hold harmless the releasees and each of them from loss, liability, damage, or cost they may incur arising out of or related to the undersigned's injury or death, whether caused by the negligence of the releasees or otherwise.
3. Hereby assumes full responsibility for any risk of bodily injury, death or property damage arising out of, or related to the EVENT whether caused by negligence of releasees or otherwise.
4. Hereby acknowledged that the activities of the EVENT are very dangerous and involve the risk of serious injury and/or death and/or property damage. The undersigned, also expressly acknowledges that injuries received may be compounded or increased by negligent rescue operations or procedures of the releasees.
5. Hereby agrees that this release and waiver of Liability, assumption of risk and Indemnity Agreement extends to all acts of negligence by the releasees, including negligent rescue operations and is intended to be as broad and inclusive as is permitted by the laws of the State or Province in which the EVENT is conducted and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT. I UNDERSTAND ITS TERMS AND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT. I HAVE SIGNED IT FREELY AND VOLUNTARILY WITHOUT INDUCEMENT, ASSURANCE OR GUARANTEE BEING MADE TO ME AND INTEND MY SIGNATURE TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW. MY SIGNATURE INDICATES AGREEMENT TO ALL TERMS AND CONDITIONS STIPULATED IN THE ABOVE WAIVER.

Full Signature of Participant: _____

Printed name: _____ Date: _____

Full Signature of Witness: _____

Printed name: _____ Date: _____

APPENDIX H: ECONOMIC IMPACT ANALYSES (PROPOSED SCOPE)

Introduction: Economic impact analyses are used to estimate how spending associated with a particular event, project, or industry flows through a regional economy. The Cruising Task Force feels it is important to be able to analyze the economic impact of holding various-sized motor vehicle events in Albuquerque and, for this reason, proposes for the Economic Development Department to conduct a series of economic impact analyses to measure the impact of both existing and future cruising events taking place within City limits. Due to time restraints, the Cruising Task Force only developed a preliminary draft scope of an economic impact analysis that it hopes the Economic Development Department might further expand upon after this report is presented to City Council.

Purpose: Conducting an economic benefit analysis of holding a cruising special event would be integral to City Departments like Cultural Services and Economic Development to determine not only the feasibility of coordinating such an event, but also to determine the potential return on investment for various industries, sectors, and the City of Albuquerque.

Methodology: The following methodology has been used to assess the economic impact of sporting events. This methodology has been applied to sporting events of all sizes (ranging from around 1,000 to 40,000 attendees):

1. Quantify the proportion of respondents who live in the host city and those who are from elsewhere;
2. Group respondents by their role in the event, eg, spectators, competitors, media, officials etc;
3. Establish basic characteristics of visitors, eg, where they live and composition of the party;
4. Determine the catchment area according to local, regional, national or international respondents;
5. Quantify the number of visitors staying overnight in the host city and the proportion of these making use of commercial accommodation;
6. Quantify how many nights those using commercial accommodation will stay and the cost per night;
7. Quantify for those staying overnight (commercially or otherwise) and day visitors, the daily spend in the host city on six standard expenditure categories;
8. Quantify what people have budgeted to spend in the host city and for how many people such expenditure is for;
9. Establish the proportion of people whose main reason for being in the host city is the event;
10. Determine if any spectators are combining their visit with a holiday to estimate any wider economic impacts.

Event Details

- *Event:* Integration with existing events like Art Walk, First Friday of the Month, etc.
- *Geography:* Event is held in one neighborhood, but includes people coming from throughout the region
- *Type of Analysis:* Input/output analysis
- *Timing:* One half day event, but implications for the whole weekend surrounding the event

Industries Impacted

- *Accommodation:* Hotels, Motels, Air BnB, Vacation Homes
- *Automotive:* Engine repair shops, Body shops, Upholstery shops, Junk yards, Glass replacement shops
- *Food and Drink:* Coffee shops, Restaurants, Bars
- *Arts and Culture:* Art Galleries, Museums
- *Charity:* Homelessness, Healthcare, Funeral Industry, Community Development

- *Security:* Private security companies, hotel and motel security
- *Retail:* Clothes, apparel
- *Parking:* Private parking lots, public parking lots (both types being leased)
- *Traffic Management Companies:* Barricades, traffic plans, etc.

Events to Study

- *Current Events:* Show ‘n Shines, Downtown Cruising Nights
- *Prospective Events:* Cruising Day of the Month

Potential Locations

- Old Town, Downtown, and BioPark (one continuous cruising event)
- Need for a quality facility such as the Convention Center
- Need for a large space such as Balloon Fiesta Park

Case Studies

- Hot August Nights (Phoenix, Arizona)
- Super Cruise (Golden, Denver)

Challenges

- Most venues are not large enough for this type of event
- Acquiring enough funds to support holding the event
- Finding a place to store participating vehicles - car theft is still an issue

Direct Effects (Across Various Industries and Sectors)

- Total Sales Generated
- Total Value Added Generated (approximated by compensation of employees plus earnings before taxes)
- Total Government Revenues Generated
- Total Solicitation Permits Purchased
- Total Money Raised to Support Local Charities

Indirect Effects

- Total sales generated by business-to-business transactions (ex. businesses initially benefitting from the direct effects of holding a cruising event will subsequently increase spending at other local businesses).

Induced Effects

- Increase of payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.)
- Increase household spending because of increased payroll expenditures

Example Scenario

- Assessing the economic impact of hundreds of tourists coming into Albuquerque who stop at local restaurants to eat (like the Route 66 Diner), stay at local hotels (like the El Vado), stop at automotive shops (like Firestone), attend cruising events (like a Show ‘n Shine), and even stay at local AirBnB locations as an extended vacation.

APPENDIX I: CRUISING TASK FORCE SURVEY

Out of the 60+ individuals who attended the Community Outreach Event on March 15 at the Albuquerque Convention Center, 35 of them completed the following survey.

1. How well do you feel you know traffic laws in the City of Albuquerque and the State of New Mexico?

- A. Very well
- B. Fairly well
- C. Not very well
- D. Not at all

2. Would you like the City of Albuquerque to hold special cruising events?

- A. Yes, once a year
- B. Yes, every couple of months
- C. None

3. Which areas of the City of Albuquerque would you like to see more cruising events?

- A. Downtown
- B. West Central
- C. Old Town
- D. Nob Hill
- E. Balloon Fiesta Park
- F. Route 66 Visitors Center (coming soon)

4. What kind of impact do you feel cruising has on businesses?

- A. Positive impact
- B. Negative impact
- C. No impact

5. Why would you attend a cruising event held by the City of Albuquerque? (Check all that apply)

- A. To see the cars
- B. To go to local businesses
- C. To get some food
- D. To meet new people

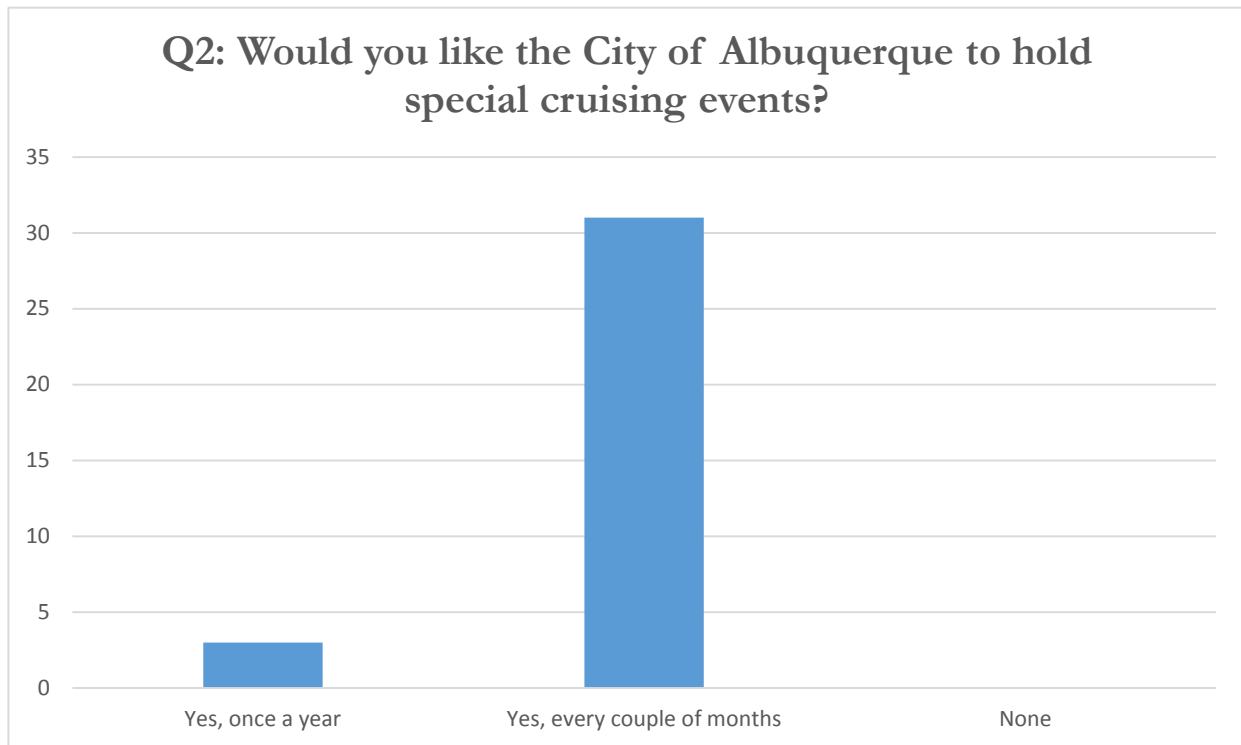
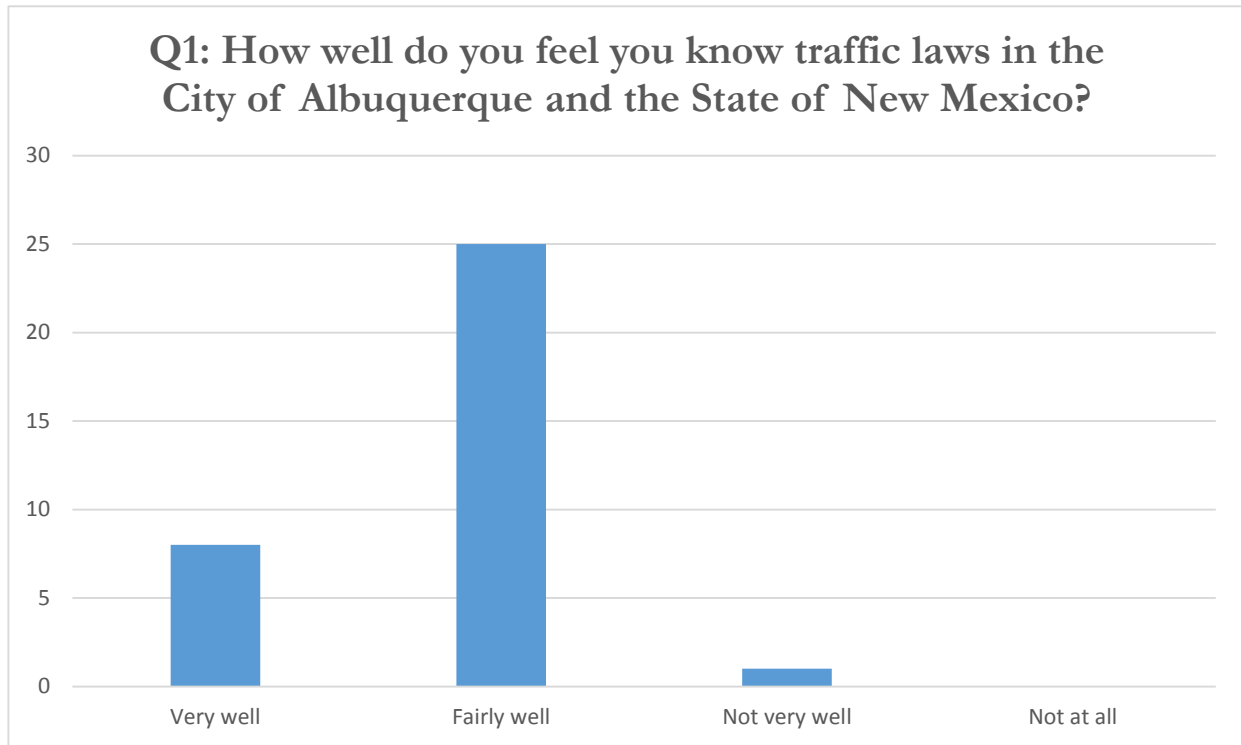
6. Do you have any concerns about cruising in your neighborhood?

- A. No, not at all
- B. No, I love cruising and want to see more of it in my neighborhood
- C. Yes, I am concerned with the noise
- D. Yes, I am concerned about safety

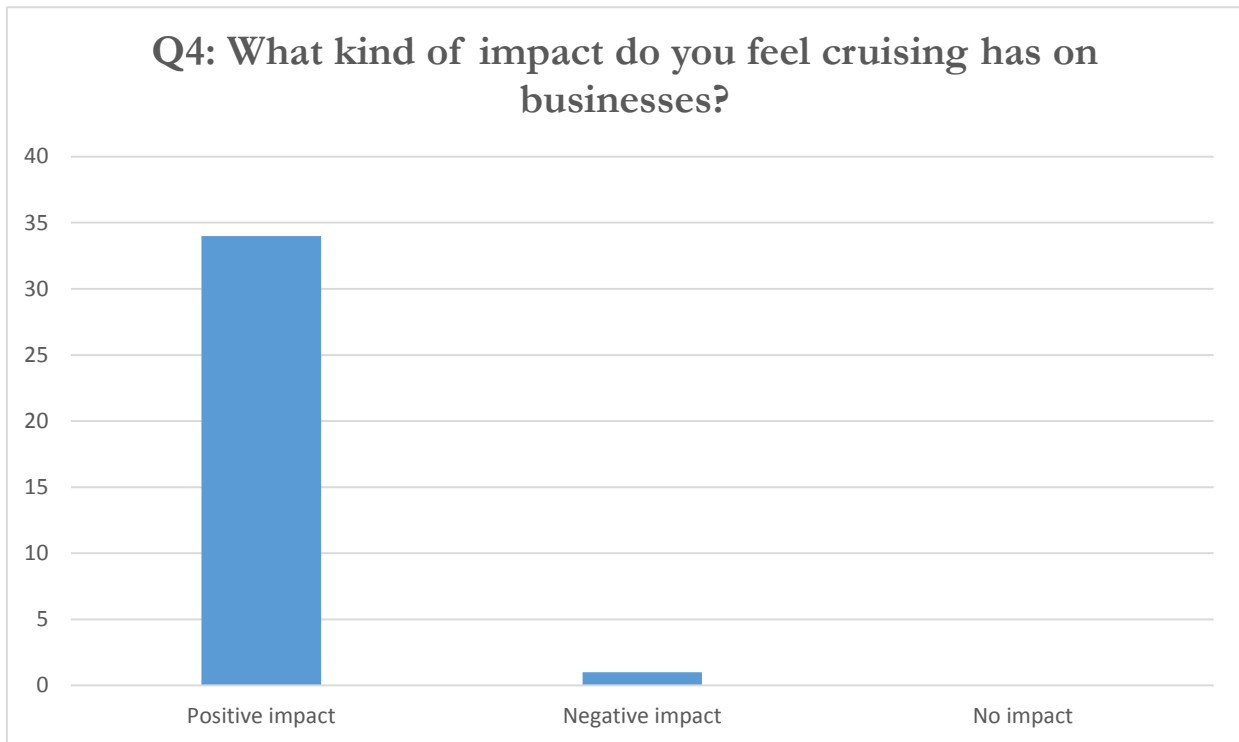
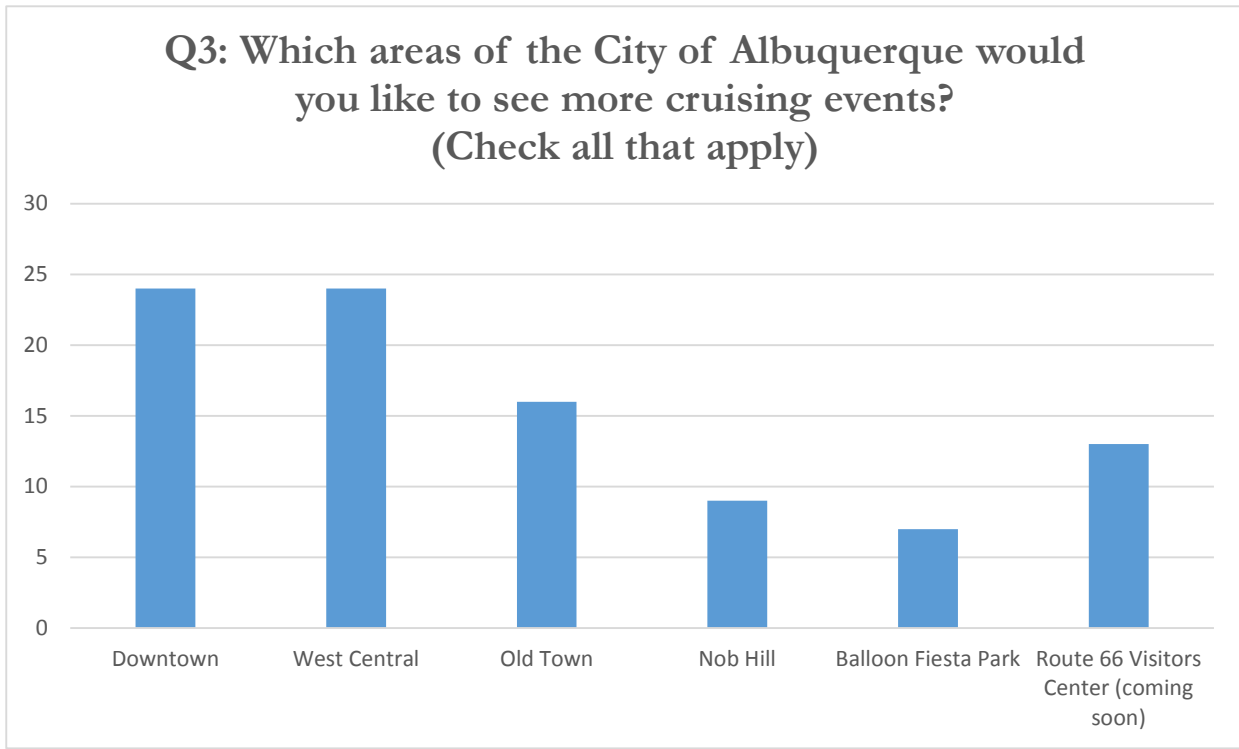
7. Should a standard Code of Conduct while cruising be created, using input from cruisers, neighborhoods, business associations, and APD?

- A. Yes
- B. No

CRUISING TASK FORCE SURVEY RESULTS



CRUISING TASK FORCE SURVEY RESULTS (CONTINUED)



APPENDIX J: BIBLIOGRAPHY

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