

# Economic and Rural Development Policy Committee Presentation

## *Developing a Border Community for the Future*

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Presented by Mario Juarez-Infante, PE, City Manager  
09.12.2024



# Overview



1. Defining the Future
2. Support Infrastructure
3. Quality of Life
4. Aligning Planning with Policy
5. Housing
6. Public Safety
7. Building Capacity
8. Questions?

# Defining the Future

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## Strategic Investments

- Strategic Planning Initiative that defines Council and Leadership Team Priorities for the next 12 months and foreseeable 5 years
- Update the City's Comprehensive Master Plan, aligning Vision and Mission with the Strategic Plan
- Integrate Executive Coaching, Continued Education Programs, and Incentives to Build Capacity and Expertise

# STRATEGIC PLAN 2022 → 2027 → 2040



Sunland Park, New Mexico  
March 2022

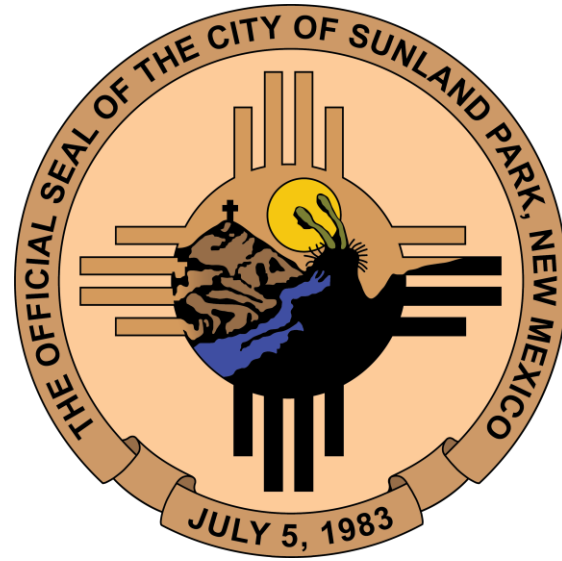


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## Paradigm Shift in Community Culture

- Adopted a new City Seal
- Created a new logo
- Enhancing a professional culture and environment
- Integrating art and brand in infrastructure design and facilities such as the Multi-generational Center, MVD, and CRRUA Administration Building

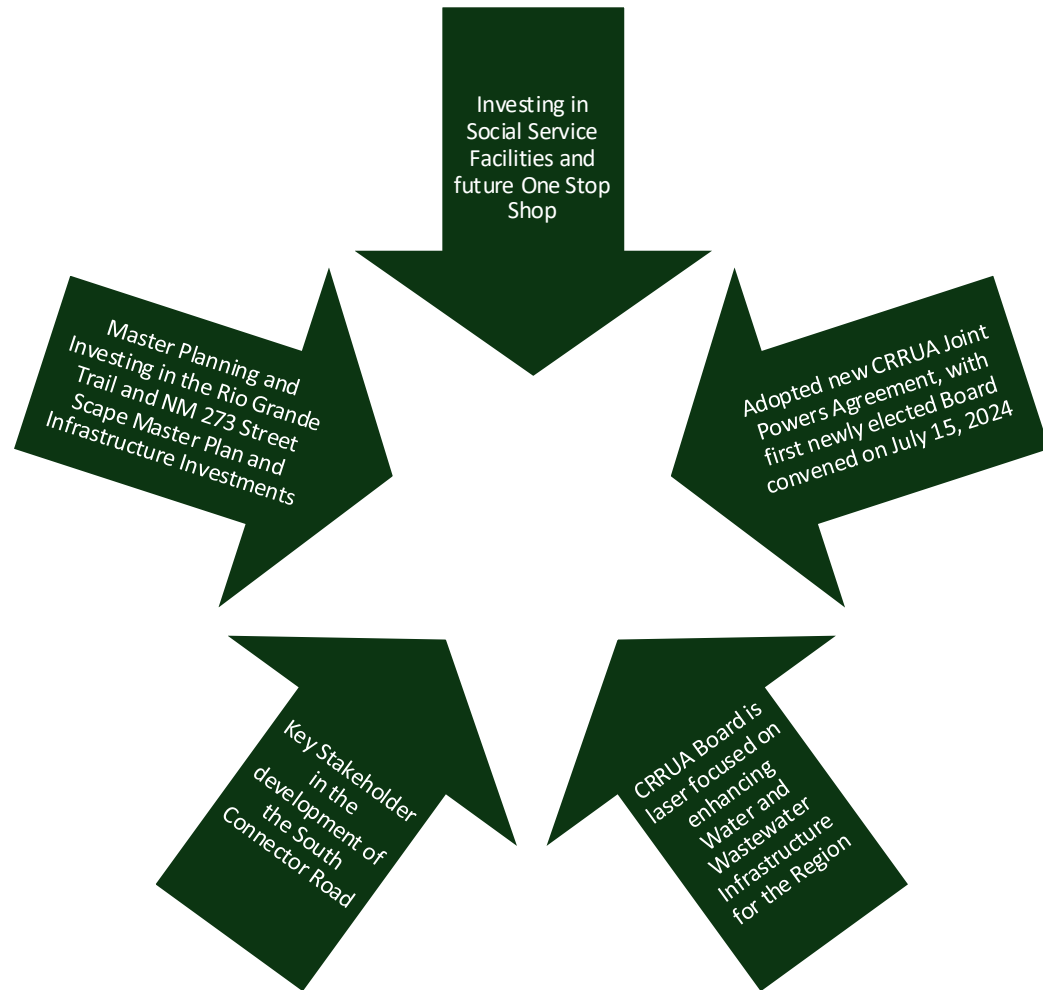


# Support Infrastructure

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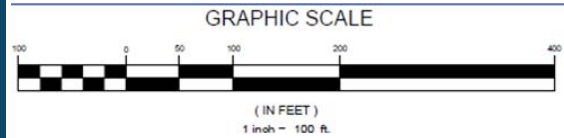
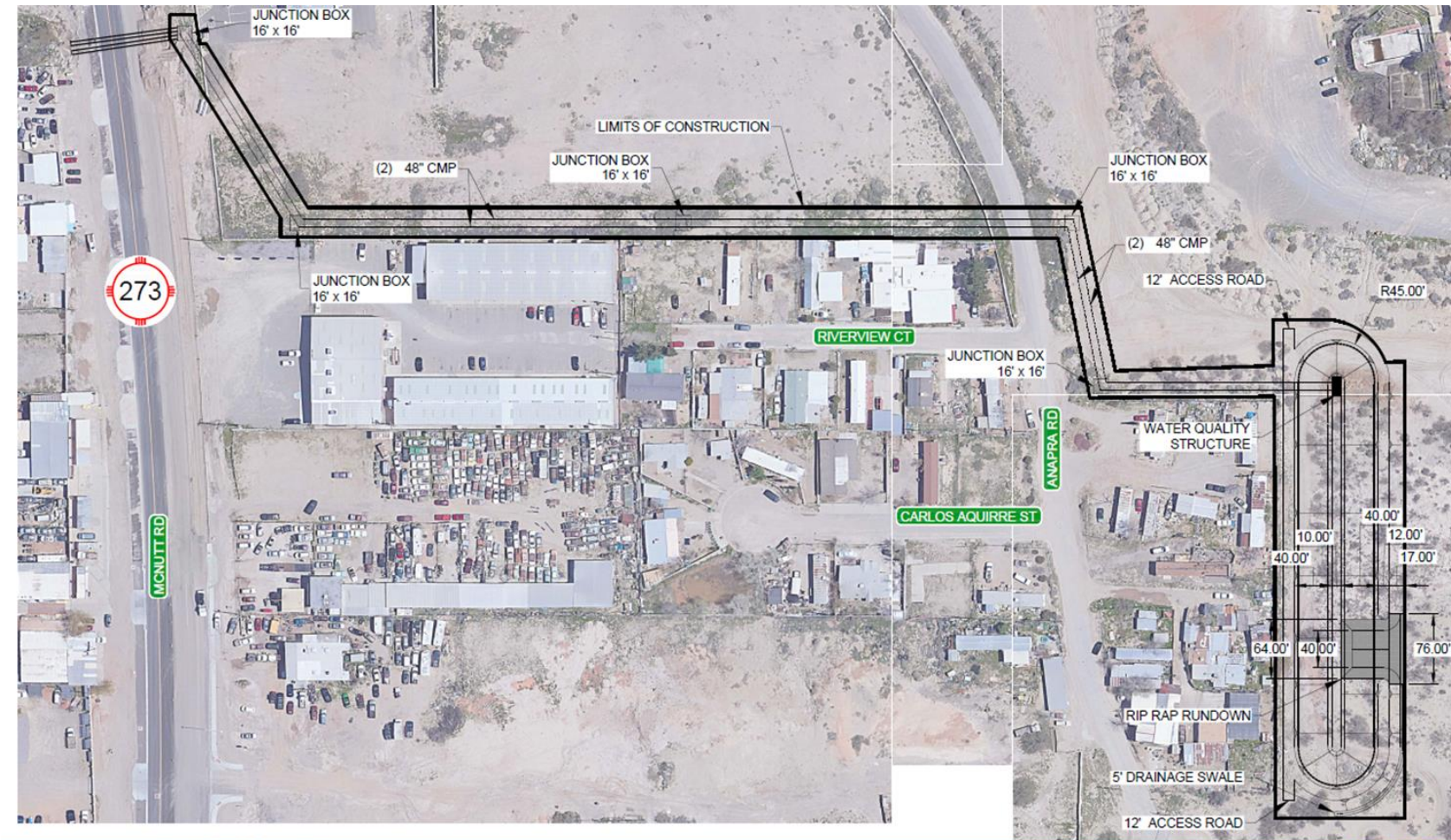


# Support Infrastructure



# Rehabilitate and Replace Aging Infrastructure

- Calle Diaz Water, Sewer, and Drainage Improvements
- Calle Morroco Water, Sewer, and Drainage Improvements
- Riverside Phase I Roadway, Drainage, and Utility Improvements
- Carlos Aguirre Flood Control Improvements



**CARLOS AQUIRRE POND - PHASE 1**

**WILSON & COMPANY**  
 414 N MAIN  
 SUITE A  
 LAS CRUCES, NEW MEXICO  
 88001  
 PH (505) 348-4000  
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# Quality of Life

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## Enhancements

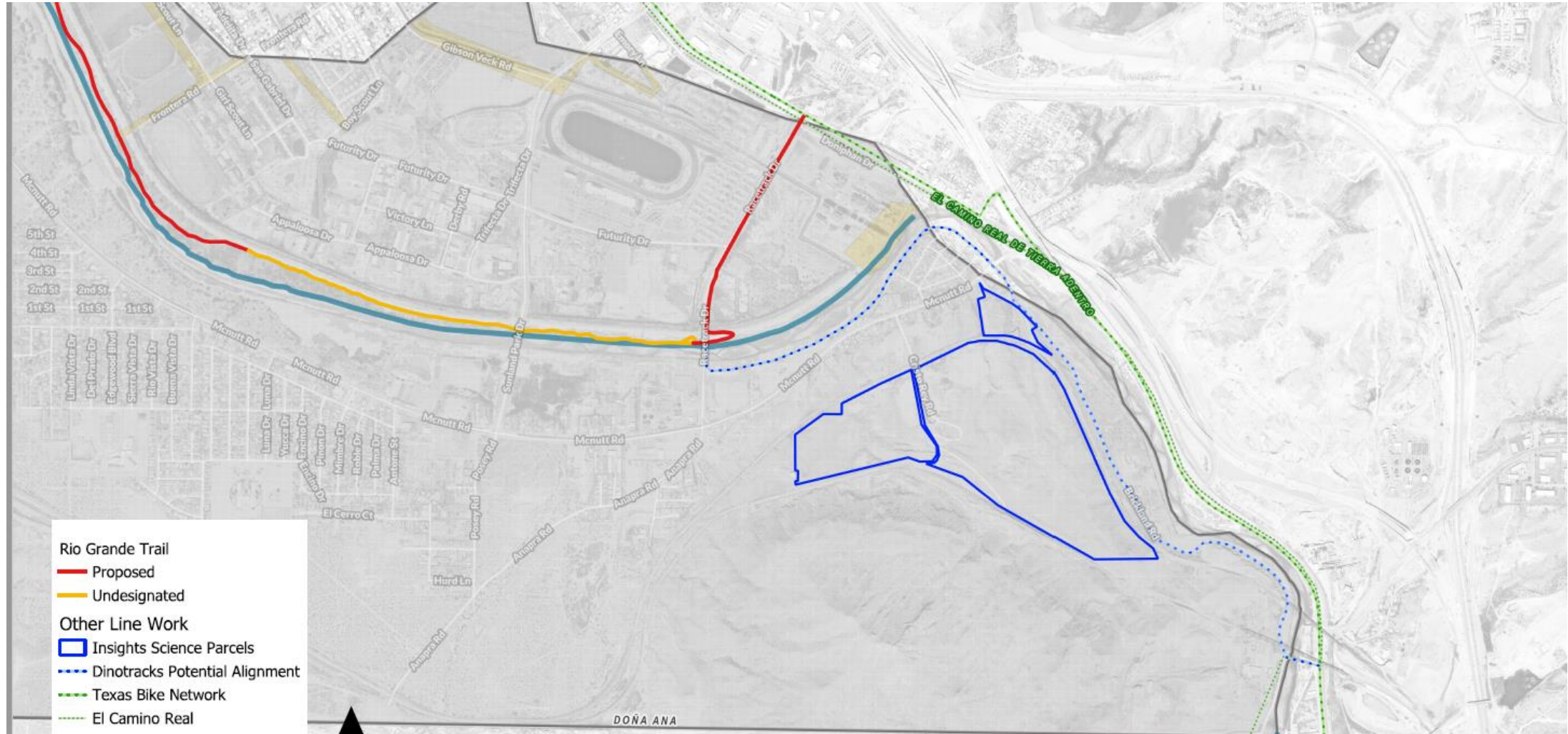
- Rio Grande Trail
- NM 273 Streetscape Master Plan
- Futsal Facility
- Artificial Turf Soccer and Football Facility
- Multi-generational Facility Phase I
- Multi-generational Center Master Plan



# Quality of Life



# Quality of Life



# Quality of Life



4"-6" ROCK MULCH



SCREENINGS / BOULDERS



CONCRETE EDGING



6' STEEL BENCH



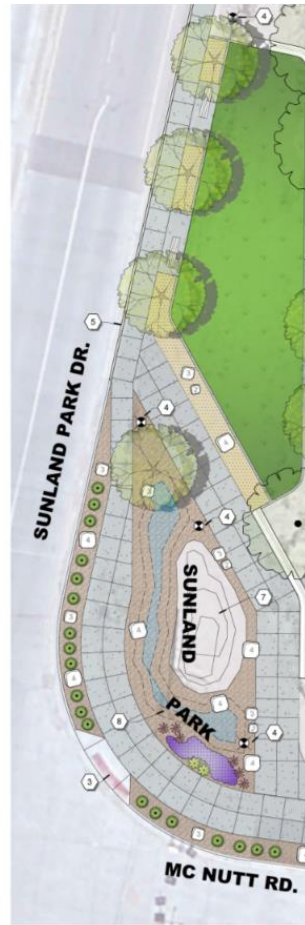
CONCRETE SEATING



CONCRETE SIDEWALK



CRISTO REY MONUMENT AND RIO GRANDE MONUMENT



SUNLAND PARK / MC NUTT PLAZA CON



# Aligning Planning with Policy

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# Planning & Policy

- Comprehensive Master Plan Update
- NM 273 Streetscape Master Plan
- New Land Development Code combines Zoning and Sub-division Regulations
- Development Impact Fee Feasibility Study



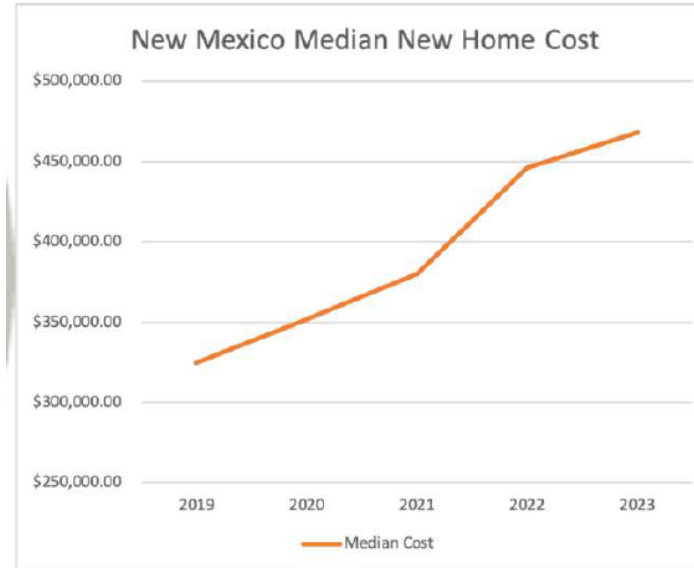
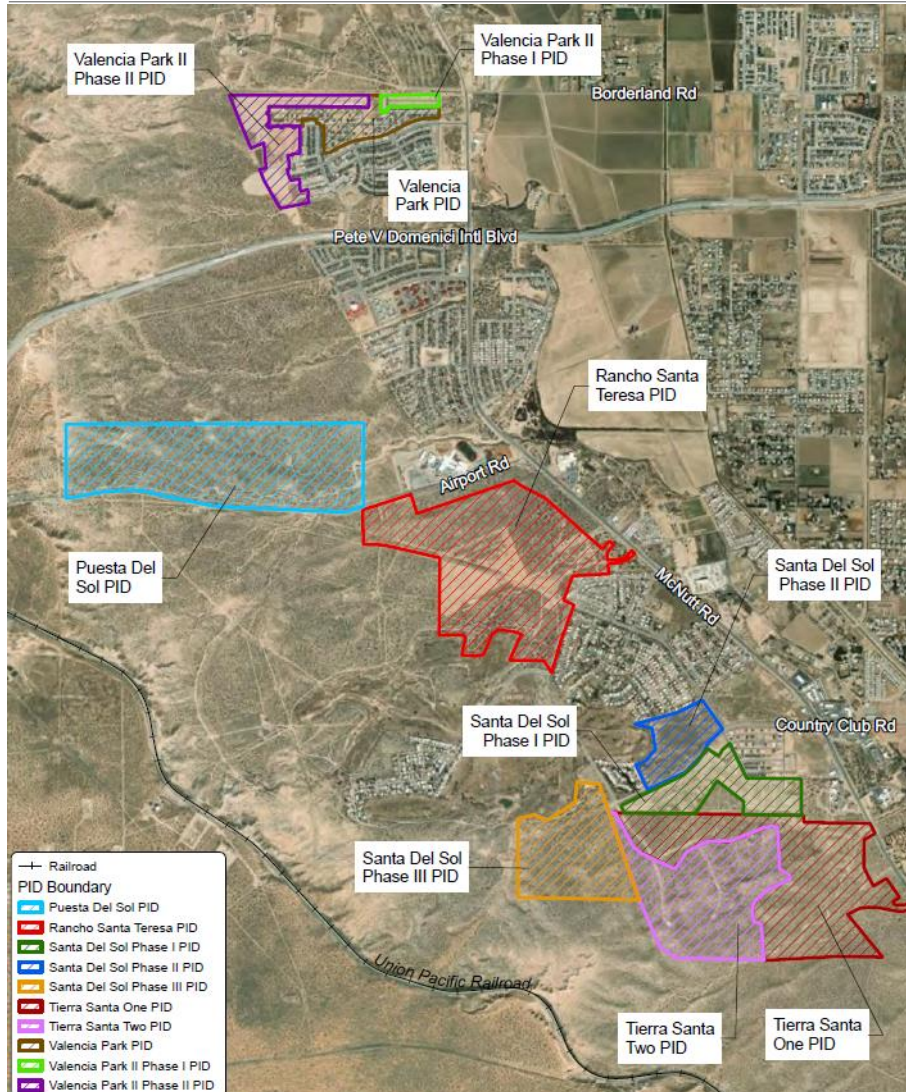
# Housing

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# Housing



- 44% increase in median cost of a new home in four years
- Current median price around \$450,000, \$950,000 in Santa Fe
- Unaffordable to 82% of New Mexicans

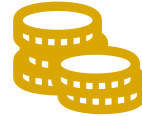
# Planning & Policy Opportunity Enterprise and Housing Revolving Loan Fund



\$125 Million fund at the NM Finance Authority



Workforce housing projects, affordable housing infrastructure



Structured as creative financing for development



Targeting up to 300% Area Median Income (AMI)

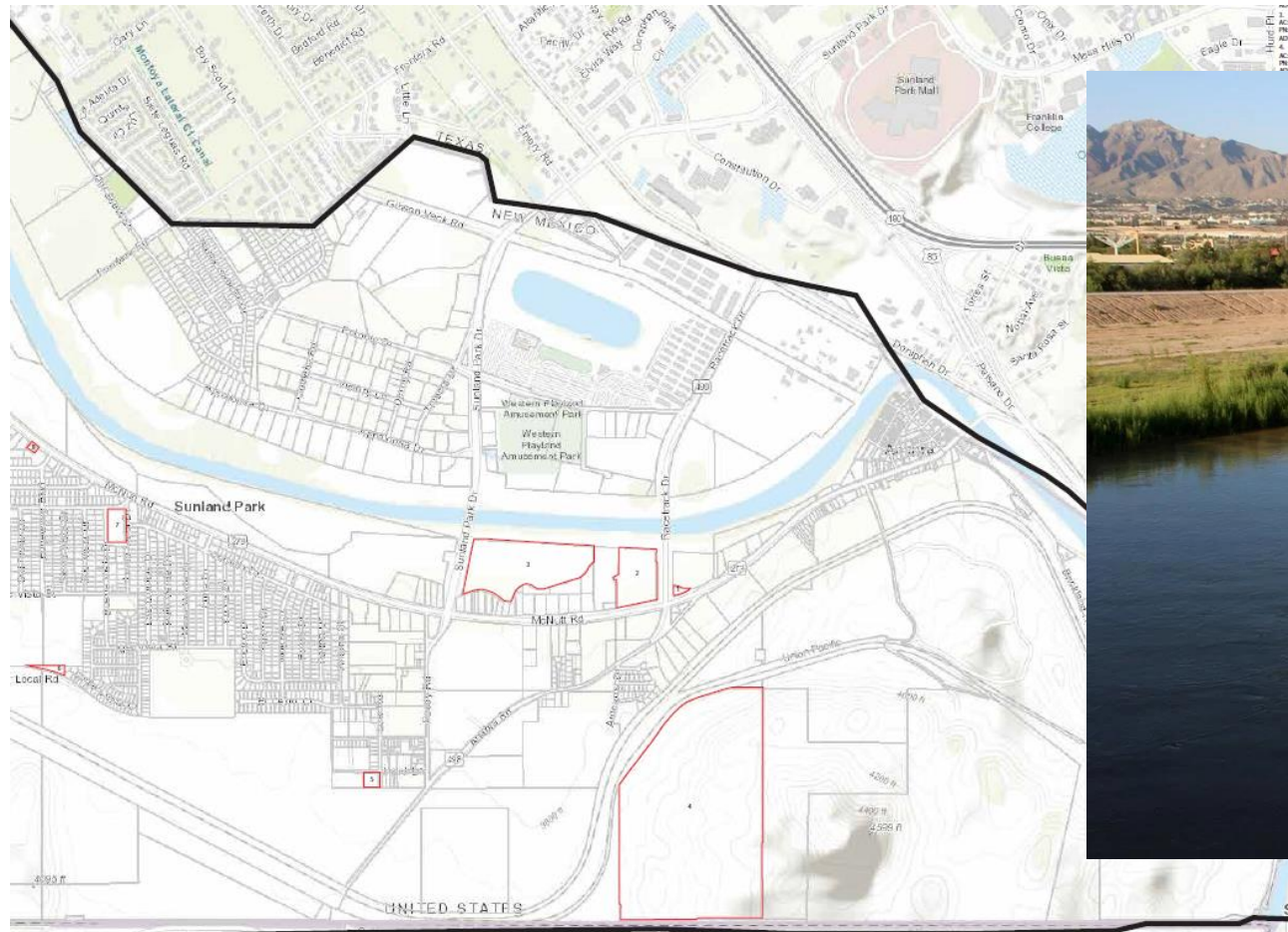


Below market-rate housing



Rule making process

# Potential City Sponsored Housing Project



# Public Safety

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# Public Safety



Drone Technology Integration



Renegotiated Fire and Police Collective Bargaining Agreements



Increased Staffing, Equipment, and Training



Proactive Collaboration with State and Federal Law Enforcement Agencies



Enhanced Communications Reliability

# Fire Department Improving the ISO Rating



- A better ISO (Insurance Services Office) rating can lower insurance premiums for businesses and homeowners by 3% to 7% with each improved rating. Sunland Park is currently a 4/4x rating working towards a 3/3x. This is accomplished by working on increasing staffing, improving response times, training, equipment, and water supply. Lower insurance costs make the area more attractive to businesses, encouraging investment and economic development.

# Police Department



## **School Resource Officer**

Investment and commitment to school safety, which increases likely-hood of families moving to Sunland Park area due to safer schools for their children and families

## **Recruitment & Retention Farm**

Partnership with Gadsden Independent Schools for early law enforcement internships.

## **Police Service Aide Program**

increases visibility and deterrence of criminal activity and provides improved initial response times to those in need.

# Capacity Building

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# Capacity Building



Increased Public Works Staffing and Custodial in FY 2025

Created and hired an Environmental and Capital Projects Manager in FY 2025

Increased Fire Staff positions

Increased Police Staff positions

Added Fire Ladder Truck, Five new Police Vehicles, Street Sweeper, Loader, and Rescue OHV



Questions?