



# Rio Rancho





# OVERVIEW

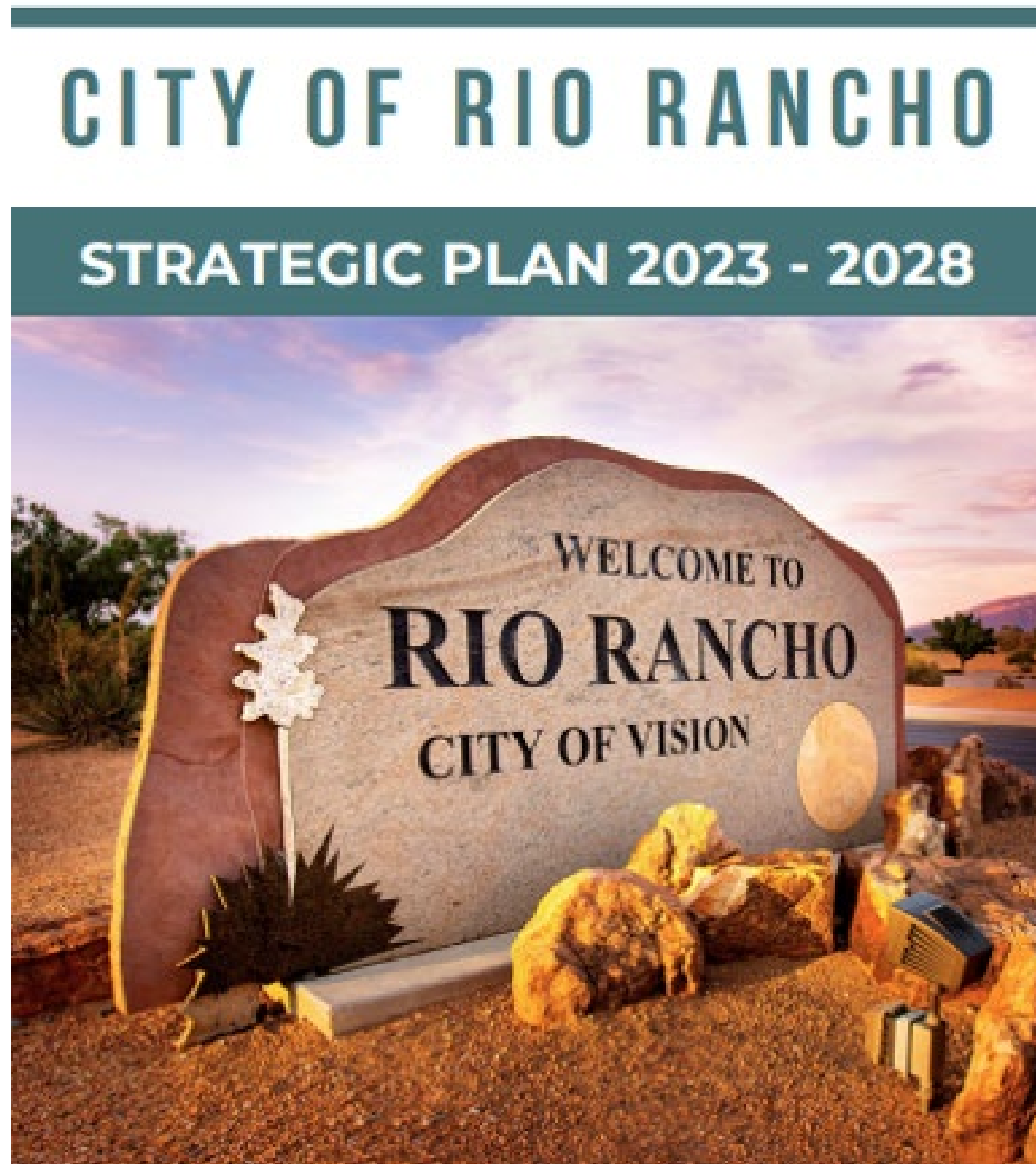


110,000



- Home-ruled municipality
- Council-Manager form of government with professional staff
- Full-time Mayor

# GUIDED BY A STRATEGIC PLAN



**MISSION**



Why do we do what we do?

How will we get there?


The mission of the City of Vision is to deliver high quality of life for all people of Rio Rancho through exceptional municipal services.



STRATEGIC PLAN 2023-2028 7

**VISION**

Where do we want to be?




To provide a nationally recognized, small community environment with robust amenities for all.

STRATEGIC PLAN 2023-2028 6

**CORE VALUES**

How do we behave?



- Stewardship - be fiscally responsible, conserve, and sustain for future generations.
- Integrity - be ethical and transparent with the highest degree of honesty.
- Safety and well-being - be responsive, proactive, and resilient in maintaining a safe and enjoyable living environment.
- Respect - treat one another with dignity and professionalism.

STRATEGIC PLAN 2023-2028 8

## *Five Key Service Areas:*

**Quality of Life | Community & Economic Development  
Public Infrastructure | Public Safety | Organizational Excellence**

# ACCOLADES

- Top 25 Best Places to Live in the Southwest by Livability in 2024
- Fortune.com 50 Best Places to Live for Families in the U.S. in 2024
- Motley's Fool ranked Rio Rancho #2 on their list of The 10 Most Affordable Cities with High Salaries and Low Cost of Living in the West in 2024
- Top 100 Best Places to Live in the U.S. by Livability in 2024
- Top 25 Best Places to Live in the Southwest by Livability in 2023
- Top 100 Best Places to Live in the U.S. by Livability in 2023

The screenshot shows a webpage from Fortune Well. At the top, there is a search bar and the logo 'FORTUNE Well.'. The main heading is 'Best Places to Live for Families'. Below this, there are navigation links for '< Previous' and 'Next >'. The featured city is 'Rio Rancho, New Mexico'. To the right of the title is a photograph of a park with children playing. Below the photo is a caption: 'Residents enjoy A Park Above located on the south side of the city of Rio Rancho. COURTESY OF THE CITY OF RIO RANCHO'. At the bottom of the article preview, there is a table with the following data:

STATE	COUNTY	POPULATION
New Mexico	Sandoval	112,471

LIVABILITY Find Your Place Best Places Topics Search...



The graphic features a circular seal with 'LIVABILITY' at the top, 'TOP 100' in the center, and '2024' at the bottom. Below the seal, the text reads 'Rio Rancho, NM' and 'BEST PLACES TO LIVE IN THE U.S. IN 2024'. A paragraph of text follows: 'Beneath the cerulean skies of New Mexico, Rio Rancho epitomizes the Land of Enchantment. Stunning desert landscapes, affordable housing, excellent schools and endless outdoor activities (thanks to year-round sunshine!) cultivate a strong sense of community.'



# EXPANSION OF HEALTHCARE FACILITIES

**2 regional hospitals serving Rio Rancho and surrounding communities**





# EXPANSION OF COMMERCIAL & RETAIL SERVICES

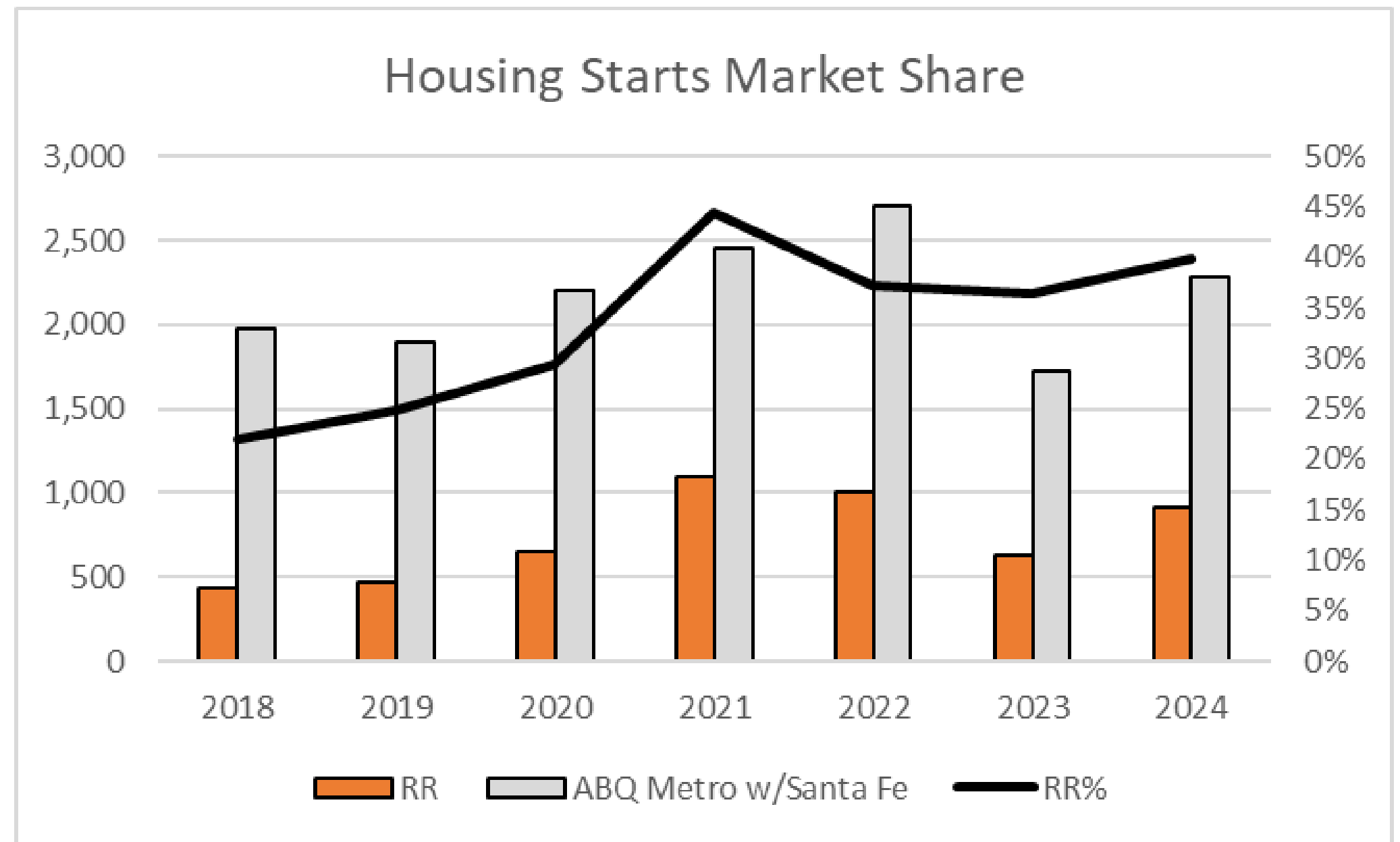


- Unser Gateway Commercial Area
  - 65-acre development, The Village, will feature anchor tenant, Albertson's Market Street in Q1 2025
- Southern Boulevard Corridor Commercial Area
  - In-fill development: QSRs and retail services.
- Enchanted Hills Commercial Area
  - In Summer 2023, the City opened The Hub @ Enchanted Hills, quality of life center with library & indoor pickle ball courts
  - September 2024 opening of The Block @ Plaza Enchanted Hills
  - September 2024 opening of TrueValue North, second store in Rio Rancho with same ownership
  - October 2024 opening of Sprouts Farmers Market

# HOUSING

## Rio Rancho Single Family Residential Starts as a Percentage of the Metro

Fiscal Year	RR	ABQ Metro with Santa Fe	RR%
2018	436	1981	22.0%
2019	472	1901	24.8%
2020	648	2205	29.4%
2021	1091	2460	44.3%
2022	1008	2705	37.3%
2023	627	1722	36.4%
2024	912	2283	39.9%



# 2025 Legislative Session

The Rio Rancho Governing Body will officially adopt the 2025 Legislative Priorities and Capital Outlay requests later this year. Priorities preview includes:

## **Investment in public infrastructure**

- Rio Rancho, like many communities, has seen 50-150% cost increases in infrastructure projects in recent years

## **Investment in public safety**

- In addition to personnel needs, Rio Rancho is seeking funding to build a new Fire Station to serve the growing population

## **Investment in workforce development and economic opportunities**

- Rio Rancho supports legislation that makes available more resources for job creation and economic development programs, including site readiness

## **IPRA Reform to modernize and offset the associated cost burden**

- In less than four years, a doubling in records request (with increased complexity)

Municipalities across the state are facing similar challenges.

**Take time to talk to your local government.**



Thank You

**VISIT [RRNM.GOV/](https://rrnm.gov/) FOR MORE INFORMATION.**