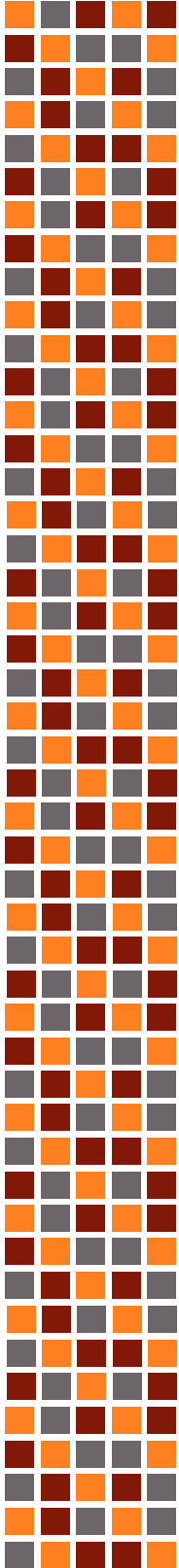




CITY OF DEMING



Comprehensive Plan
Approved February 2017

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CHAPTER 1

Executive Summary

The Executive Summary provides an overview of the existing conditions, concepts, and the Goals, Objectives, and Implementation Strategies presented in each of the Comprehensive Plan elements. It describes the key planning themes that are woven throughout the Comprehensive Plan and summarizes the community engagement process.

1.1 INTRODUCTION

The 2016 City of Deming Comprehensive Plan is intended to be a general policy guide for decision-making by City elected officials concerning the location, character, and rate of growth in the community. The Comprehensive Plan is a written and graphic representation of the community’s vision for the physical development, economic health, and social well being of Deming over the next 20 years. It addresses a wide range of community issues, goals and aspirations, and strategies regarding land use, economic development, transportation, infrastructure, housing, parks and recreation, community services and facilities, and hazard mitigation that are based on community priorities. The Comprehensive Plan is intended to be a living document and adaptable to evolving conditions.

The City of Deming is located in south central New Mexico along Interstate 10 (see *Vicinity map below*). Deming is the county seat and the main population center for Luna County, with an estimated 2014 population of 14,760. It is one of the two incorporated municipalities located in Luna County (the other being Columbus). Luna County is bordered by Grant and Sierra counties to the north, Doña Ana County to the east, and Grant and Hidalgo counties to the west. Luna County's southern border abuts Mexico.



Vicinity map.

1.2 COMPREHENSIVE PLAN ELEMENTS

In addition to the Executive Summary (Chapter 1) and the Community Profile (Chapter 2), the Comprehensive Plan is comprised of nine planning elements. For each of these elements, the Comprehensive Plan provides a description of existing conditions, issues, and opportunities, and presents goals, objectives, and implementation strategies to support the community's vision and desired development for the City of Deming.

LAND USE

The Land Use element (Chapter 3) provides the necessary guidance for decision-making on the growth and physical development of the City. It strives for a balance between infill development of vacant and/or underutilized properties and annexation of adjacent land through a cost/benefit analysis. A Preferred Land Use Scenario illustrates how the City is envisioned to grow in the next 20 years.

Land use goals, objectives, and implementation strategies address land use conflicts and the appropriate location of residential and non-residential land uses; infill development and redevelopment of vacant properties that have existing access infrastructure; the orderly expansion of Deming through annexation of areas that have shown a benefit to the community; and the visual appearance of Deming through branding, wayfinding and signage, attention to the urban/rural interface, facade improvements, and code enforcement.

ECONOMIC DEVELOPMENT

The Economic Development element (Chapter 4) addresses the fundamental role economic development plays in ensuring the community can continue to grow and prosper while acknowledging the cultural assets that residents want to preserve. The Economic Development element includes an economic profile that summarizes household incomes and wages, existing occupations and industries, major employers, taxable gross receipts, property values, poverty status and unemployment, and tax revenues; a summary of the key role agriculture plays in the local economy; a summary of Deming's economic strengths and challenges; a summary of the local and regional economic development organizations; and a comprehensive description of available economic development opportunities (Columbus Port of Entry, transportation hub, HUB zone, LEDA, value-added agriculture, MainStreet farmer's market, commercial kitchen incubator, USDA grants, Deming and Peru Mill Industrial Parks, arts and culture, tourism, retirement community, Deming Municipal Airport, and renewable energy).

Economic Development goals, objectives, and implementation strategies address the need for a diversified economy with businesses that build upon existing strengths and cultural and community values, attracting new businesses and retention of existing businesses, marketing, tax incentives, and having a well-trained workforce; support for small business development, retention, and expansion; promoting Deming as a tourist destination; and workforce development and job training opportunities.

TRANSPORTATION

The Transportation element (Chapter 5) addresses the multi-modal transportation system in Deming, including vehicular, pedestrian and bicycle facilities, transit, aviation, and rail, and how it ties into other plan elements that address economic development, land use planning, and community development. The chapter describes Deming's roadways and functional roadway classification, ownership, and existing street conditions; rail system and the various rail classifications (Class 1 Railroads, Shortline Railroads, and Passenger Railroads); transit services provided by Corre Caminos; aviation services offered at the Deming Municipal Airport; Safe Routes to School Program; and transportation challenges, including the need for an updated regional transportation study in conjunction with Luna County, the need for a truck bypass route, traffic congestion and traffic safety issues, aviation needs at the Deming Municipal Airport, and rail needs at Peru Mill Industrial Park.

Transportation goals, objectives, and implementation strategies address the establishment of an efficient, safe, and convenient transportation system that balances the needs of pedestrians, bicyclists, motorists, and large trucks through updating the regional transportation study, studying the feasibility of a truck bypass route, identifying potential new streets or expansion of existing streets, pursuing available funding through the NMDOT, and continuing the City's participation in the Southwest Regional Planning Organization (SWRPO); maintaining safe street conditions through new street construction and rehabilitation, maintenance of pavement, and installation of curb and gutter and ADA ramps; expansion of general aviation operations at the Deming Municipal Airport; and rail improvements at the Peru Mill Industrial Park in support of economic development initiatives.

INFRASTRUCTURE

The Infrastructure element (Chapter 6) addresses the various infrastructure systems that help support the health, safety, and welfare of the community. This includes a description of the City's water supply, transmission, and distribution system, fire protection, water quality, and water conservation initiatives; stormwater drainage and the likelihood for flooding due to Deming's flat terrain; wastewater collection, treatment, capacity of the wastewater treatment plant, and the use of treated effluent; natural gas and the planned improvements to install electronic read gas meters and a new high pressure line; electric service; solid waste collection, disposal, transfer stations, and the regional Butterfield Landfill which serves Deming, Columbus, and Luna County; and telecommunications, including telephone, and internet services available to the community. The chapter also includes a description of the infrastructure needs for designated colonias, including the City of Deming, and the need to coordinate with the Colonias Development Council and SWNMCOG and pursue funding from the Colonias Infrastructure Project Fund.

Infrastructure goals, objectives, and implementation strategies address the maintenance of a safe and efficient domestic water supply to meet current and future demand through water line replacement, development of a new water production source, extension of water lines to annexation areas and colonia communities; promoting the sustainable and efficient management of quality water service through voluntary water conservation measures and reuse of treated effluent at parks and schools; maintenance of a safe and efficient wastewater collection and treatment

system to meet current and future demand through rehabilitation, replacement, and/or expansion of wastewater lines, improvements to the City's wastewater treatment facility, replacement of manholes; and determining the feasibility to extend wastewater services to annexed properties and colonia communities; minimizing the public and private property losses and injuries from storm events through development of a stormwater master plan, bank stabilization, on-site detention and retention, and water harvesting; increasing community participation in recycling by providing additional recycling bins and development of an educational program on the benefits of recycling; improving gas service by replacing and extending gas lines and installation of electronic read meters; expansion of wireless and fiber optics; and pursuing available funding for infrastructure through available state and federal sources.

HOUSING and NEIGHBORHOODS

The Housing element (Chapter 7) is intended to provide a preliminary assessment of existing housing conditions and needs and the framework needed to initiate an affordable housing plan as defined and facilitated by the New Mexico Mortgage Finance Authority. This section includes a summary of housing and household characteristics, current home sales; a description of housing costs and affordability; a summary of existing conditions in the designated colonias, including Deming and in other communities across Luna County; a summary of existing housing organizations that provide services in Deming and Luna County; and a summary of housing issues and needs, including affordable housing, senior housing, housing for seasonal and migrant workers, homelessness, and the quality and appearance of housing.

Housing goals and implementation strategies address ensuring an adequate supply of safe and affordable housing; maintaining safe, well-maintained, and stable neighborhoods; providing senior housing options; housing services for the homeless; and promotion of green building and sustainable housing development. One of the key implementation strategies is for the City to develop an affordable housing plan in coordination with New Mexico Mortgage Finance Authority and the Southwestern Regional Housing and Community Development Corporation (SWRHDCD).

PARKS and RECREATION

The Parks and Recreation element (Chapter 8) describes the quality of life and the myriad of benefits these types of facilities and programs bring to the community. Parks and recreational programming is considered an essential service provided by the City of Deming. The benefits cross over into numerous aspects of community development, including economic development since many new companies look for communities that place a high value on and invest in these amenities; an increase in tourism and expenditures through sports events and tournaments; environmental through floodplain protection, natural air filtering, prevention of soil erosion, and reduction of the "heat island affect, and species habitat; community health and wellness; and reduction of crime and vandalism. The chapter also contains a description of existing park facilities and events with a preliminary assessment of the level of service being provided in Deming; a description of existing and proposed multi-purpose trails; and a summary of recreation opportunities and challenges.

Parks and recreation goals, objectives, and strategies address the need for a preventative maintenance and improvement program; creating and implementing a

parks and recreation master plan; use of school facilities by the public for recreational purposes; and encouraging the development of park facilities by private developers.

COMMUNITY SERVICES and FACILITIES

The Community Services and Facilities element (Chapter 9) addresses public health, safety, and welfare related to quality of life services that impact all residents, without regard to age or socio-economic standing, in Deming. The chapter includes descriptions of public safety services, including police, fire, and emergency services; community facilities, such as the Marshall Memorial Library and the Robert L. Beckett Senior Complex; primary, secondary, and higher public education; community development and social services; and community healthcare. Many of these services and facilities are administered by the City of Deming and some by Luna County, Deming Public Schools, Mimbres Memorial Hospital, or other local or state agency. The primary objective of the Community Services and Facilities element is to reinforce the importance in developing and maintaining partnerships between the City of Deming and other providers for the benefit of the community.

Community Services and Facilities goals, objectives, and implementation strategies address the maintenance and enhancement of public safety services; maintenance of community facilities and delivery of services; improving the delivery of healthcare services through partnerships and collaboration; and providing equal access to quality education and learning opportunities through partnerships with educators, from primary to secondary and higher, so all residents have the opportunity for success in life.

HAZARD MITIGATION

The Hazard Mitigation element (Chapter 10) describes the potential hazards for Deming, including flooding, high winds, tornadoes, etc. The intent is to help the community reduce the loss resulting from disasters and protect public health, safety, and welfare. The chapter references the Luna County/City of Deming/Village of Columbus 2014 Hazard Mitigation Plan. It includes key principles of hazard mitigation; a summary of best practices; hazard ratings; and the City of Deming's hazard impacts and probability.

Hazard Mitigation goals, objectives, and strategies address decreasing the community's vulnerability to natural hazards and reducing the number of injuries and damages from hazard events through management of storm drainage; implementation of a coordinated response to dust storms by the City's Police and Fire Departments and New Mexico State Police; development of a flood insurance awareness program; bank stabilization projects at those areas at highest risk for erosion and subsequent damage; and working with the City's Police and Fire Departments, Luna County, and the Village of Columbus on a early warning system (reverse 911).

IMPLEMENTATION

The Implementation element (Chapter 11) repeats the implementation strategies contained in each of the Plan elements and provides a time line and responsible entity/partnership for each strategy. The time lines are categorized by short term (1-3 years), medium term (4-8 years), long term (8 years and greater), and on-going. The implementation schedule is intended to provide some flexibility to respond to the City's fiscal constraints and is not meant to be rigid set of rules. It is designed to provide structure to the City in adhering to an implementation schedule.

1.3 GUIDING PRINCIPLES

Guiding principles to ensure the successful implementation and relevancy of the Comprehensive Plan include:

- Reviewing the Comprehensive Plan on a regular basis and updating it every five years. The City should establish an annual review to ensure that Comprehensive Plan stays relevant and useful.
- Engaging a wide cross section of the public on all updates to the Comprehensive Plan.
- Linking the Infrastructure Capital Improvement Plan (ICIP) to the priorities and implementation strategies identified in the Comprehensive Plan.
- Monitoring and identifying funding sources and programs that could be utilized for implementation of capital improvements.
- Basing future grant applications and funding requests on the implementation strategies contained in the Comprehensive Plan.

Many of the implementation strategies identified in this Comprehensive Plan require considerable levels of capital outlay and will need to be prioritized, and for the larger projects, completed in phases. Establishing partnerships with other local, regional, and in some cases, state-wide entities to address community needs will help the City of Deming to implement the Comprehensive Plan. In addition, Appendix A includes a list of potential funding sources that cover a wide range of community development areas that can assist the City when seeking funding for a particular project or initiative.

1.4 KEY PLANNING THEMES

There are several common planning themes that run throughout the Comprehensive Plan. These planning themes are based on issues that were identified through the planning process and have been addressed through goals, objectives, and implementation strategies.

A summary of the key planning themes is as follows:

- Strive to diversify and grow the economy in order to capture a greater share of gross receipt taxes, lower the unemployment rate, and keep the youth within the community. The City of Deming and Luna County should continue to pursue new and complementary industries that build upon renewable energy, value added agriculture, senior support services, hospitality services, etc. The City should continue to develop and maintain partnerships with local and regional economic development agencies.
- Emphasize the importance of workforce training and education of Deming youth. The City of Deming, Deming Public Schools, Mimbres Valley Learning Center, and Western New Mexico University should work cooperatively together to ensure Deming youth have a bright future, become productive citizens, and avoid social problems such as drug and alcohol abuse, which can lead to poverty and crime.

- Make the community more sustainable. This extends to agricultural best practices, land use decisions and infrastructure investment, water conservation, and resource protection. The City of Deming and Luna County are home to several alternative energy producers, an industry that is well suited for expansion in this community.
- Continue to grow the community and emphasize infill of vacant properties and reuse of vacant buildings. There are many areas within the City limits that are undeveloped or underutilized, but have access to City infrastructure and services. As some of these infill areas get developed, consider expansion of the City through targeted annexations (as identified in Chapter 3 Land Use) that are based on a comprehensive cost/benefit analysis that contains a determination of existing infrastructure capacity, ability to extend services, and potential for economic development.
- Support the economic health and well being of the Downtown Business District. Downtown Deming has significant historic and cultural resources that draw people to the community. The City should continue working with Deming MainStreet to prioritize capital improvements and allow the area to reach its full potential as a tourist destination.
- Recognize that housing is a basic human right and the existing housing stock does not adequately meet the needs of community, as many households in Deming are cost-burdened. Development of additional housing for single parent households, workforce, seniors, seasonal and migrant workers, homeless, and other special populations is needed in Deming. The City should pursue the development of an affordable housing plan through the New Mexico Mortgage Finance Authority (MFA) and work on identifying City-owned excess properties that could be used under a affordable housing program.
- Deming cherishes its senior population and sees itself as a retirement community. In order to support the City becoming a more robust retirement community, the City will need to ensure that senior support services, such as medical facilities and professionals, housing and continuum of care facilities, senior programs, and volunteer opportunities, are available so seniors can age-in-place in the Deming community.

1.5 COMMUNITY ENGAGEMENT PROCESS

The consultants held a series of three stakeholder meetings on February 2, 2016. The meetings were well attended and many stakeholder groups were represented. The meetings included an overview of the project, summary of the activities within each of the project phases, and the project schedule. Subsequent to the presentation, each stakeholder group was asked to brainstorm and express their visions and ideas regarding Deming's future through the following questions:

- What are some of the positive aspects of Deming that should be maintained in the future?
- What are some of your concerns with Deming and how would you fix them?
- How and where do you see Deming growing in the future and what type of growth is needed?
- What is your vision of Deming 20 years into the future?
- What changes would be needed to make this vision a reality?

A public meeting was held on March 30, 2016 at City Hall. The consultant gave a short presentation on the Comprehensive Plan and the planning process, and then facilitated a visioning process for the future of Deming. Participants were then asked to “vote” on the goals and strategies from the 2010 Comprehensive Plan to help determine their relevance and priority. The participants choose their top 12 goals from the entire list of goals and their top strategies per planning element; four land use strategies, six economic development strategies, five housing strategies, two community services and facilities strategies, five recreation strategies, three transportation strategies, four utility strategies, and three hazard mitigation strategies. The participants were also asked to provide any goals or strategies that they felt were missing or other comments that they wished to share.



One of the February Stakeholder meetings.

The community engagement process provided the background and vision for the goals, objectives, and implementation strategies for each of the Comprehensive Plan elements.

CHAPTER 2

Community Profile

The Community Profile summarizes the context and history, physical characteristics, demographic trends, and key community indicators for the City of Deming and draws comparisons to Luna County. This initial analysis assisted in the subsequent development of goals, objectives, and implementation strategies.

2.1 CONTEXT and HISTORY

CONTEXT

The City of Deming is located in southwestern New Mexico within Luna County. The City is approximately 90 miles from the Arizona state line, 30 miles from the International Port of Entry at Columbus, and approximately 100 miles from El Paso, Texas. Interstate 10 goes through Deming and continues east to Las Cruces and El Paso, Texas and west to Tucson, Arizona. Two additional highways, US 180 and NM State Highway 26, intersect just north of the City limits and provide access to Silver City and Hatch, respectively.

Deming lies in the Mimbres Basin, which forms a valley between two mountain ranges. The geographic features of the area help to define the City. The Florida Mountains rise up to the southeast of the City. Florida Peak reaches an elevation of 7,295 feet. Like many of the mountain ranges in southwestern New Mexico, the Florida Mountains were formed by volcanic activity. To the north of the City lies Cooke's Range and Cooke's Peak, which reaches an elevation of 8,408 feet.

HISTORY OF DEMING

There are a number of historic assets that tell the story of Deming as a community. Some of Deming's historic assets have been officially recognized through the State Register of Cultural Properties and the National Register of Historic Places. Deming has 16 individually registered properties, as well as two registered districts, including the Silver Avenue Historic District Downtown and the Deming Historic District.

Much of the history of Deming comes from two books produced and copyrighted through the Luna County Historical Society; *The History of Luna County (edited by Jean La Porta, 1978)*, and *The History of Luna County, New Mexico: Supplement One (Pete and Virginia Measday, 1982)*. The history of Luna County goes back to pre-colonial America, when Native Americans inhabited the region. The Apache tribe used the area as a staging ground for hunting parties in the nearby mountains north of what would become the Deming town site. In 1780, the Spanish arrived, led by Don Juan Bautista de Anza, who was searching for a trade route from Sonora to Santa Fe. He was accompanied by Don Joseph Antonio de Vildosola and Don Francisco Martinez who helped to explore the Deming area. Martinez stayed in the area to explore the possibilities of starting a settlement; however, violence between the Apaches and Spaniards prevented any settlement in the late 1700's and early 1800's.

The period between 1800 and 1846 was a time of relative inactivity in the area. This changed in 1846 when the US Army Mormon Battalion, led by Phillip S. Cooke, passed through the area while escorting a wagon train from Texas to California. The arrival of the army ushered in the frontier period of Luna County history. In 1860, the US Army established Ft. Cummins, which was the only walled fort built in New Mexico. The purpose of the fort was to protect the route for additional settlers moving to California. Soon thereafter, the Southern Pacific Railroad established itself in the area and Deming was born.

The Deming town site was founded in 1881. It was named for Mary Anne Deming, who would become the wife of Charles Crocker, one of the railroad's chief executives. Specifically, the railroad established Deming as a center for train engine repair, which

spurred a great deal of growth. Workers flocked to the area creating the need for housing, which was initially met by the erection of tents and shanties. Deming's role as a major railroad center was enhanced when the Atchison, Topeka, and Santa Fe railway completed a junction with the Southern Pacific and Deming became a major shipping point between Tucson and El Paso. Deming was originally founded as part



J.A. Mahoney Building, built in 1885.

of Grant County, but developed an intense rivalry with Silver City, which was so bitter that Luna County was created as a result. Luna County was named for Solomon Luna, a local sheep trader.

In 1887, Deming was home to 1,600 people and boasted two schools, four hotels, and four churches. The Deming Headlight was established during this time, making it one of the oldest, active newspapers in the nation. A social

club also became active in the City. However, the early history of Deming was marred by the violence and social ills common to many frontier towns. There were frequent murders, brawls, and shoot-outs in the town, and many of the downtown buildings were home to brothels.

Deming was originally platted in 1889. The plat showed the town site on both sides of the railroad tracks. However, the majority of the homes and stores were developed south of the railroad tracks. The area to the north of the railroad tracks became home to many Hispanic families and was known as Deming Park, and was later annexed into the City. In 1901, the City's commercial areas formed along Silver Street and soon spread to the surrounding areas. Gold Avenue and Pine Street soon became



Fire in 1914 destroyed Downtown block.

the City's major commercial streets with the residential neighborhoods developing on adjacent streets. As many considered Deming to be a desert oasis, most of the east/west streets were named after trees. North/south streets were named after minerals.

Deming was incorporated in 1902. Population growth occurred primarily due to railroad activity. The town was dubbed "New Chicago"

by some railroad people because of the optimistic view of the area's population growth. However, railroad activities soon began to shift to El Paso and along with them, many employees. Local cattlemen replaced many of the other railroad workers though, ensuring that Deming would not decline like many of the railroad towns that sprung up throughout the west. The cattlemen brought further diversity to the City, which was already ethnically and culturally rich given the large number of Anglos, Hispanics,

African Americans (descendants of Buffalo soldiers stationed at Fort Bayard), and Chinese railroad workers.

Two large institutions continued to help Deming grow in the early 1900's. Holy Cross Sanitarium grew in prominence as it became a major location for tuberculosis treatment. The hospital; however, burned down in 1939. The other institution that helped Deming grow was Camp Cody, a US Army camp established to help quell raids from Mexico such as the famous Pancho Villa raid on nearby Columbus.

The camp became a training facility, and eventually, home to thousands of U.S. troops. The Depression, and then World War II, focused new attention on Deming as the area benefited from federal projects associated with the WPA and Civilian Conservation Corps. Deming received a new library, fire station, and road infrastructure. In the early 1940s, the 388th Army Air Force Base was built. The Air Force Base was activated in 1942, and was used for bombardment training until 1945 when the site was inactivated. The airfield was closed in 1946 and sold through the War Assets Administration (WAA). During World War II, Deming lost 100 men.

Improvements to the area's transportation system was another factor that contributed to Deming's growth. The City became more accessible and opened up a new route from Texas to California. The arrival of Interstate 10 in 1964 spurred this development, and Deming became a logical stopping point between the two states. Now that the City was accessible from almost all parts of the United States, Deming began to attract WWII and Korean War Veterans wishing to take advantage of the City's climate and undergo rehabilitation treatments there. At about the same time, the Deming "Ranchette's" were platted, providing greater housing opportunities.

Today, much of Deming's western heritage is reflected in its Downtown architecture and culture. The City is the county seat for Luna County and remains a retail base for many of the smaller communities in the vicinity like Columbus and Lordsburg. Deming must compete with Las Cruces and El Paso for its own share of gross receipts. However, with economic diversification, the City should be able to retain more gross receipts monies and to continue its pattern of growth.



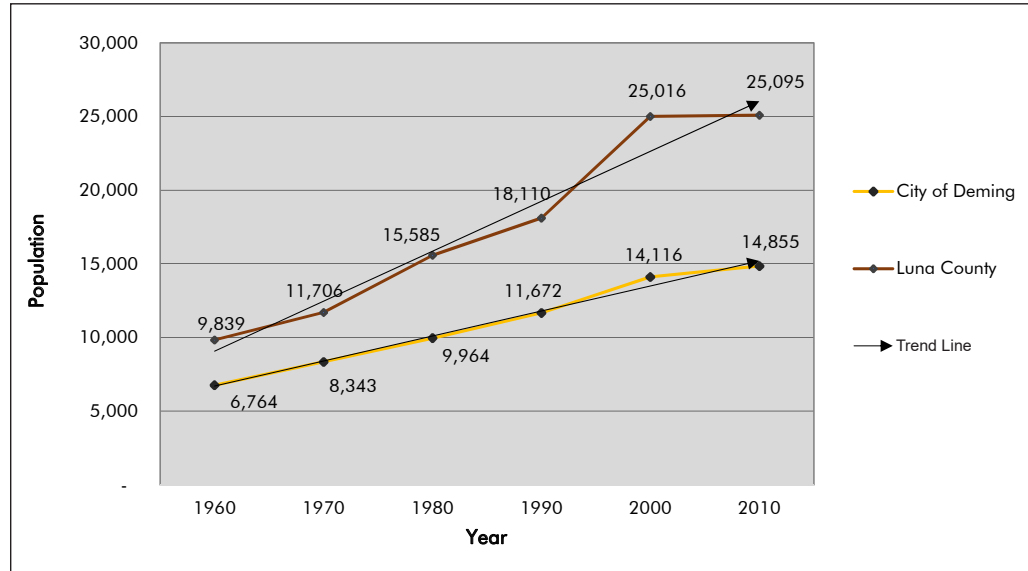
Deming Luna Mimbres Museum (originally, the Deming Armory).

2.2 DEMOGRAPHICS

POPULATION GROWTH

In 2010, the population of Deming was 14,855 people. Growth has increased since 1960 at an average annual growth rate of 2.4%. Not a single decade has had a loss in population growth, although there has been some stagnation. From 1960 to 2000, Luna County experienced strong population growth, highlighted by a gain of almost 7,000 residents from 1990 to 2000. Since 2000, the County and City have experienced stagnation, similar to many towns in New Mexico.

FIGURE 2.1: HISTORICAL POPULATION CHANGE 1960-2010



Source: US Census Bureau.

POPULATION CHARACTERISTICS

Table 2.1 provides population characteristics for the City of Deming and Luna County from 2000 to 2010. The greatest shift in growth was primarily in those 55 and older, although, the 20 to 29 age cohorts grew in both Deming and Luna County. The most significant decrease was experienced in school age children and those between 30 and 44 years old, the latter being the population most likely to have children. This could be the reason the City had a noticeable loss in the younger cohorts. The median age increased in Deming from 34.9 years to 36 years old from 2000 to 2010, which is slightly lower than that of the state (36.7).

Race and ethnicity, as defined and categorized by the U.S. Census Bureau, are self-identification terms in which residents choose the race or races with which they most closely identify and indicate whether or not they are Hispanic or Latino origin (ethnicity). The Hispanic or Latino ethnic identity includes people of all races.

In 2010, 68.6% of the population in Deming identified themselves as Hispanic or Latino (of any race), which was a slight increase from 2000. Deming has a significantly larger Hispanic or Latino population than the state as a whole (46.3%) and slightly larger than Luna County (61.5%). Of the 31.4% of those who identified as Not Hispanic or Latino, 28.8% identified as White; .9 identified as Black or African American; .4% identified as American Indian and Alaska Native; .5% identified as Asian; .1 identified as Some Other Race; and .6% identified as Two or More races.

TABLE 2.1: POPULATION CHARACTERISTICS, 2000 - 2010						
Population	City of Deming			Luna County		
	2000	2010	% Change 2000-10*	2000	2010	% Change 2000-10*
Total Population	14,116	14,855	5.2%	25,016	25,095	0.3%
Male	6,675	7,309	9.5%	12,198	12,474	2.3%
Female	7,441	7,546	1.4%	12,818	12,621	-1.5%
Under 5 years	8.4%	8.0%	1.3%	7.7%	7.3%	-5.2%
5 to 9 years	8.9%	7.4%	-12.5%	8.5%	7.0%	-17.4%
10 to 14 years	8.3%	7.2%	-8.5%	8.5%	7.4%	-12.5%
15 to 19 years	8.0%	8.2%	7.4%	7.9%	7.7%	-1.4%
20 to 24 years	5.5%	6.6%	27.3%	5.0%	5.8%	14.6%
25 to 29 years	5.4%	6.3%	23.8%	4.9%	5.4%	10.2%
30 to 34 years	5.7%	5.2%	-3.4%	5.4%	5.0%	-8.6%
35 to 39 years	6.1%	5.2%	-9.8%	6.2%	5.0%	-19.6%
40 to 44 years	6.0%	5.6%	-1.8%	6.1%	5.6%	-9.1%
45 to 49 years	5.2%	5.4%	10.2%	5.5%	5.9%	7.0%
50 to 54 years	5.1%	5.5%	12.3%	5.6%	6.1%	9.5%
55 to 59 years	4.3%	5.4%	31.1%	5.1%	6.0%	18.1%
60 to 64 years	4.6%	5.5%	24.5%	5.3%	6.4%	20.6%
65 to 69 years	5.3%	4.9%	-2.7%	5.8%	5.8%	1.0%
70 to 74 years	4.8%	4.6%	1.2%	5.0%	4.9%	-1.2%
75 to 79 years	3.7%	4.1%	16.5%	3.5%	4.2%	20.3%
80 to 84 years	2.6%	2.7%	10.7%	2.3%	2.7%	18.6%
85 to 89 years	1.6%	1.4%	-2.3%	1.2%	1.4%	13.7%
90 years and over	0.7%	0.7%	8.7%	0.5%	0.6%	27.5%
18 years and over	69.1%	72.4%	10.2%	70.0%	73.5%	5.4%
62 years and over	21.4%	21.9%	7.8%	21.4%	23.5%	9.9%
Median age (years)	34.9	36	3.2%	36.7	39.5	7.6%
Race						
One race	96.9%	97.4%	5.7%	96.9%	97.4%	0.8%
White	69.7%	76.6%	15.8%	74.3%	77.7%	5.0%
Black or African American	1.2%	1.5%	32.9%	0.9%	1.1%	22.0%
American Indian and Alaska Native	1.4%	1.3%	2.1%	1.1%	1.3%	14.0%
Asian	0.5%	0.6%	25.0%	0.3%	0.5%	41.7%
Two or More Races	3.1%	2.6%	-9.4%	3.1%	2.6%	-13.6%
Ethnicity						
Hispanic or Latino	64.6%	68.6%	11.8%	57.7%	61.5%	6.8%
Not Hispanic or Latino	35.4%	31.4%	-6.7%	42.3%	38.5%	-8.6%

Source: U.S. Census Bureau, 2000 and 2010 SF1 100%. * Percentages calculated from raw numbers.

Age demographics by gender in 2000 and 2010 are illustrated in Figures 2.2 and 2.3. The largest growth during this time frame was for males 20 to 29 and 55 to 64. Females over the age of 75 represented a significantly larger share compared to their male counterparts.

FIGURE 2.2: 2010 AGE DISTRIBUTION PYRAMID

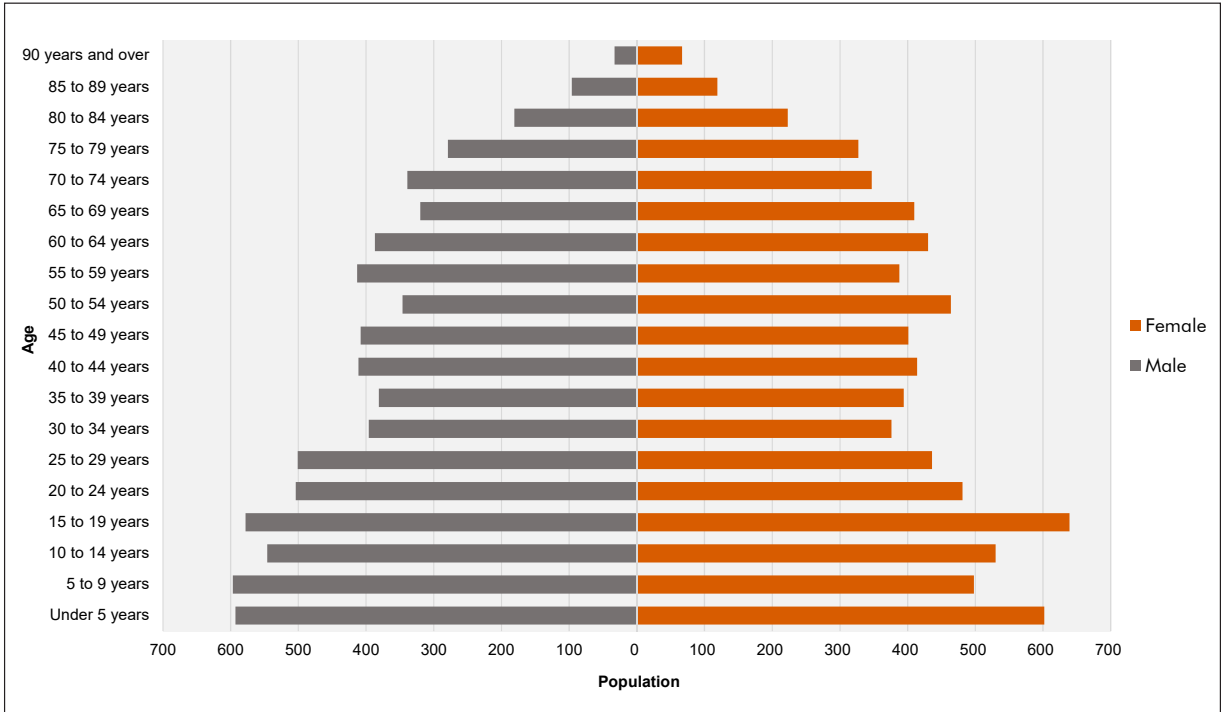
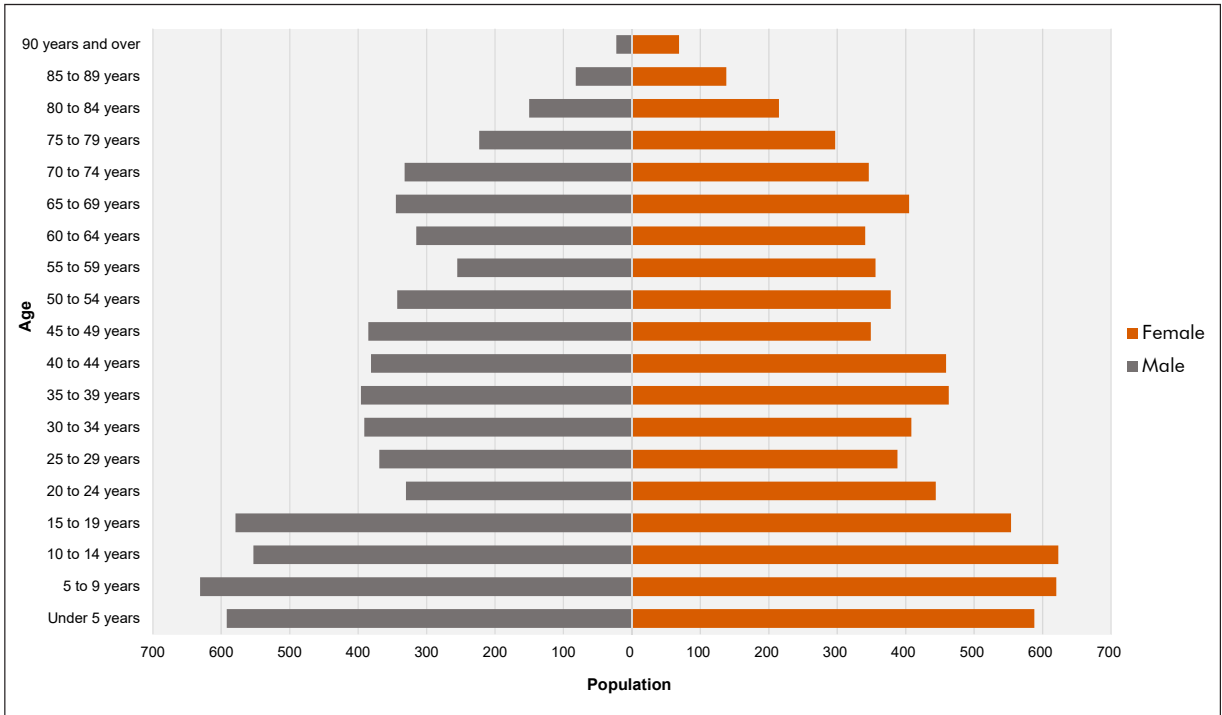


FIGURE 2.3: 2000 AGE DISTRIBUTION PYRAMID



Source: U.S. Census Bureau, 2010 and 2000 SF1 100%.

BIRTH RATES

The New Mexico Department of Health tracks birth rate count and characteristics within Luna County from 1990 to 2014. Births in the County have seen some fluctuations over the past 25 years. Since 1990, birth count has an average count of 397 per year. The highest count was in 2007 at 454 births, while the lowest was in 1990 at 310 births. From 1990 to 1996, birth rates increased by 38.7%. From 2007 to 2011, birth rates steadily decreased by 21.3%.

2.3 POPULATION PROJECTIONS

The University of New Mexico Bureau of Business and Economic Research (BBER) provides population projections for each county within the state. Luna County is projected by BBER to grow at a steady rate from 2010 to 2040. These projections estimate the average annual growth rate at 1.4%, which would increase the County’s current population by 10,500 people.

TABLE 2.2: COUNTY POPULATION PROJECTIONS

County	2010	2020	2030	2040
LUNA COUNTY	25,095	28,024	31,465	35,595
Hidalgo County	4,894	4,818	4,671	4,403
Grant County	29,371	29,457	29,310	29,102
Sierra County	11,988	12,048	12,218	12,737
Doña Ana County	210,536	243,164	273,513	299,088

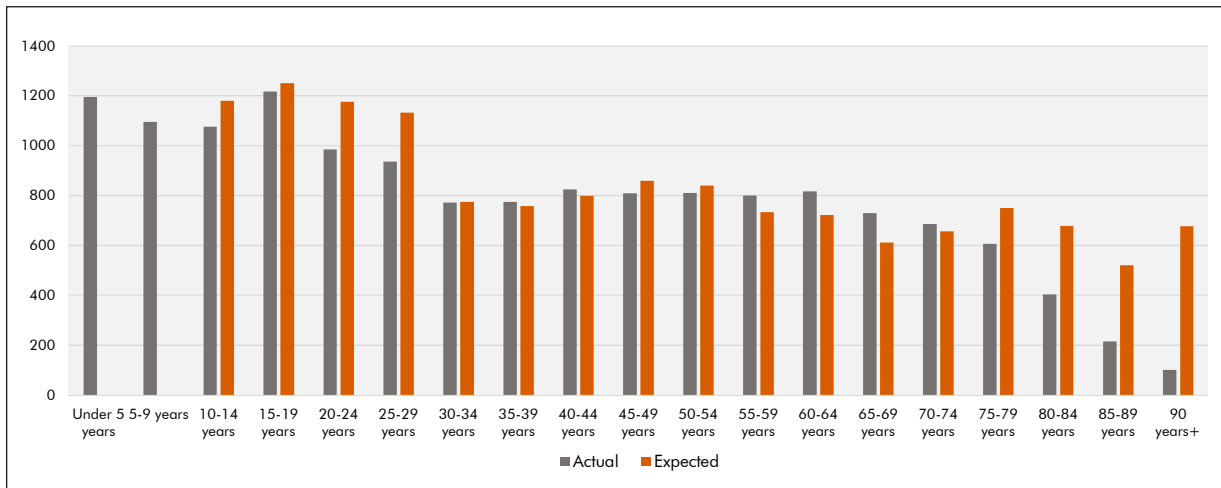
Source: Bureau of Business and Economic Research, County Population Projections.

Compared to neighboring counties, Luna County is projected to grow at the second highest rate with only Doña Ana County (1.4%) projected at a higher rate. Hidalgo, Grant, and Sierra counties are projected to stagnate or shrink over the next 30 years.

2.4 MIGRATION

Figure 2.4 illustrates migration in Deming by age cohort between 2000 and 2010. The gray bars represent the expected population in each cohort and is derived by taking the 2000 Census age data and aging the numbers by ten years. Comparing the expected data (gray bars) to the actual data (orange bars) will show if the age cohort experienced an in-migration or out-migration of residents during the assumed time frame. This method does not account for deaths; therefore, the expected 75 years and over age cohorts will almost always be higher than the actual population.

FIGURE 2.4: MIGRATION BY AGE COHORT, 2000-2010



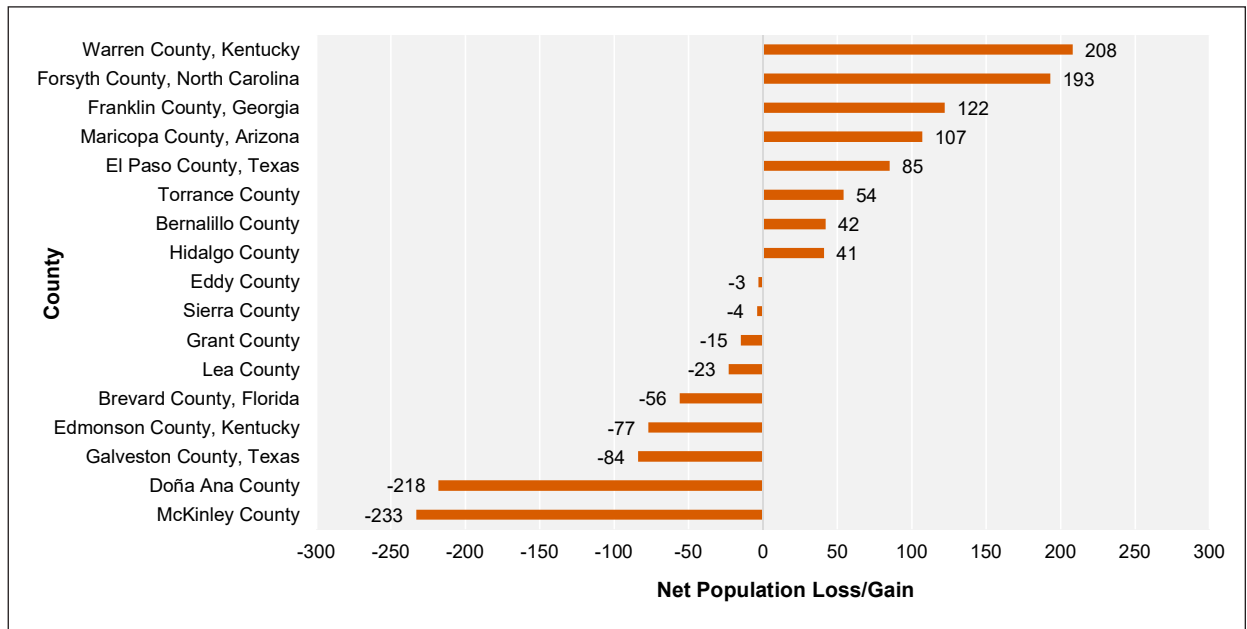
Source: U.S. Census Bureau, 2000 & 2010 SF1 100%.

The City of Deming has experienced some in- and out-migration among those 10 to 29 years and 55 to 74 years. The expected versus actual population of those between 30 and 54 years old remained relatively the same with minimal net migration. The 10 to 14, 15 to 19, 20 to 24, and 25 to 29 cohorts experienced strong out-migration with the actual population significantly lower than the expected population. The 50 to 54, 55 to 59, 60 to 64, 65 to 69, and 70 to 74 cohorts had strong in-migration. This in-migration among the older cohorts (65 years and older) is in fact dampened because the expected population does not account for deaths that may have occurred among the older cohorts, thus, the in-migration could be even greater than shown in Figure 2.4 above.

COUNTY-TO-COUNTY MIGRATION

Figure 2.5 provides county-to-county net-migration estimates for Luna County. The County experienced strong population gain from Warren County, Kentucky; Forsyth County, North Carolina; Franklin County, Georgia; and Maricopa County, Arizona. Luna County did not experience any significant net population gain from any county in New Mexico; however, Luna County did have some population gain from Torrance, Bernalillo, and Hidalgo Counties. Generally, this urban to rural trend is rare as most people across the United States move from rural areas to urban areas. On the contrary, Luna County lost a significant amount of population to McKinley County and neighboring Doña Ana County. Out-migration to Doña Ana County (and Las Cruces) can be expected since it contains the largest city near Deming.

FIGURE 2.5: COUNTY-TO-COUNTY MIGRATION ESTIMATES, 2013



Source: U.S. Census Bureau, Data Flows Mapper, 2013.

2.5 EDUCATION

EDUCATIONAL ATTAINMENT

Both the City and County have experienced increases in those with a high school diploma and higher education levels. The share of those with less than a high school diploma in Deming decreased from 42.4% in 2000 to 31.2% in 2014. The City also saw an increase in those with a bachelor’s degree or higher, who in 2014 represented 13% of the population. Those with an Associate’s Degree almost doubled during the time frame. The Western New Mexico University Deming Mimbres Valley Learning Center offers Graduate, Bachelor, and Associate degrees and could be attributed to the large increase in higher education degrees in Deming. These education attainment data trends are extremely positive for the City of Deming and Luna County.

Education Level	City of Deming			Luna County		
	2000	2014	% Change 2000-14	2000	2014	% Change 2000-14
Population 25 years and over	8,715	9,382	7.7%	15,777	16,161	2.4%
Less than 9th grade	23.1%	18.7%	-12.9%	22.1%	19.5%	-10.0%
9th to 12th grade, no diploma	19.3%	12.5%	-30.1%	18.0%	11.0%	-37.2%
High school graduate (includes equivalency)	30.6%	35.1%	23.6%	29.9%	32.5%	11.4%
Some college, no degree	14.4%	15.6%	16.3%	16.6%	17.5%	8.2%
Associate's degree	3.0%	5.1%	86.4%	3.0%	5.6%	92.1%
Bachelor's degree	5.6%	7.2%	37.6%	6.3%	8.1%	32.9%
Graduate or professional degree	4.0%	5.8%	55.3%	4.1%	5.7%	43.1%
Percent bachelor's degree or higher	9.7%	13.0%	19.4%	10.4%	13.9%	16.2%

Source: U.S. Census Bureau, American Community Survey 2009 - 2014 5-year estimates.

GRADUATION RATES

According to the New Mexico Public Education Department, the 2014 four-year graduation rates for Deming Public Schools was 69.3%, which was 4.3% higher than the state average. Silver Consolidated Schools had the highest graduation rate in the area at 86.5%. All of the area school districts had a higher graduation rate than the state average.

School District	Graduation Rates
DEMING PUBLIC SCHOOLS	69.3%
Las Cruces Public Schools	76.6%
Lordsburg Municipal Schools	69.4%
Silver Consolidated Schools	86.5%
Truth or Consequences Municipal Schools	74.9%
New Mexico	65.0%

Source: New Mexico Public Education Department.

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CHAPTER 3

Land Use

Land use is a central element of the Comprehensive Plan and is interconnected with the other Plan elements due to its primary role in the physical development and growth of the City. The Land Use element is intended to provide the necessary guidance for decision-making on land use and development issues through a preferred land use scenario. It also provides the foundation for revisions to Deming's land development codes, including the Zoning and Subdivision Regulations. Goals, Objectives, and Implementation Strategies address the current and future land use and zoning needs as Deming grows in the future.

3.1 EXISTING LAND USE

There is a full spectrum of existing land uses within the City of Deming (see *Existing Land Use map, page 27*). Analyzing existing land use helps to determine whether there is a lack of consistency between existing land use and zoning. It also allows the City to determine where the gaps are located that potentially should be filled. For instance, there may be a residential area and no neighborhood parks in close proximity. If there is an inconsistency between land use and zoning, and it occurred prior to the adoption of the Zoning Ordinance, these properties would be considered non-conforming uses. Inconsistencies that have occurred since adoption of the Zoning Ordinance are considered illegal. Both non-conforming uses and illegal uses should be addressed by the City of Deming through zone changes, or potentially, removal. A brief description of each land use category and their general location follows below.

RESIDENTIAL

The predominant land use in Deming is single family residential. Single family residential is located both north and south of the railroad tracks, although the majority is south of the railroad tracks. The

largest area of single family housing is located between Columbus Road and Hermanas Grande Street south of the railroad tracks. This area surrounds a core area with parks, schools, and other public facilities. With most of the land in the northeast and northwest parts of the City zoned for commercial, industrial, and multi-family uses, the City is growing to the southeast where there are large tracts of vacant land



House along W. Birch Street.

suitable for new residential subdivisions. Over the past ten years, new residential subdivisions have been located close to the southern municipal boundary. New residential developments include the Country Club Estates, a 300-lot senior community located near Country Club Road and Doña Ana Road. Existing multi-family residential developments are generally located south of Pine Street between Columbus Road and Country Club Road.

COMMERCIAL

Commercial land uses are primarily located south of the railroad tracks and Interstate 10 (which run parallel through the central part of Deming) along Pine Street, Gold Avenue, and a portion of Silver Avenue.

The commercial development in the Downtown core along Gold Avenue, a portion of Silver Avenue, and Pine Street close to Downtown is characterized by retail, office, and service uses. Much of the



J. A. Mahoney Building in Downtown.

historic character remains in the Downtown area. Commercial development along

Pine Street, east of Pearl Street, is characterized by larger parcels with more auto-oriented development. The commercial uses in these areas include national retail and restaurant chains, auto sales and repair, gas stations, hotels, and RV parks.

AGRICULTURAL

Agricultural uses in Deming are generally located outside the City limits; however, there is some agricultural activity within the City limits along Doña Ana Road and Skyview Road. Agricultural uses include irrigated cropland and pecan orchards.

PARKS

Parks are located in close proximity to existing residential development. The two largest parks are located on the east side of Deming, the Voiers “Pit” Park, and the Rio Mimbres Golf Course. The E.J. Hooten Complex, Memorial Stadium, and Scout Park are all co-located with Deming Middle School, Hofacket Mid-High School, and Deming High School.

INSTITUTIONAL

Institutional uses include Deming Public Schools, Deming Municipal Airport, and Mimbres Memorial Hospital. Elementary Schools and churches are located throughout the community. Larger institutions, such as the hospital, high school, and the Luna County Courthouse, are located in a cluster, close to Downtown.

INDUSTRIAL

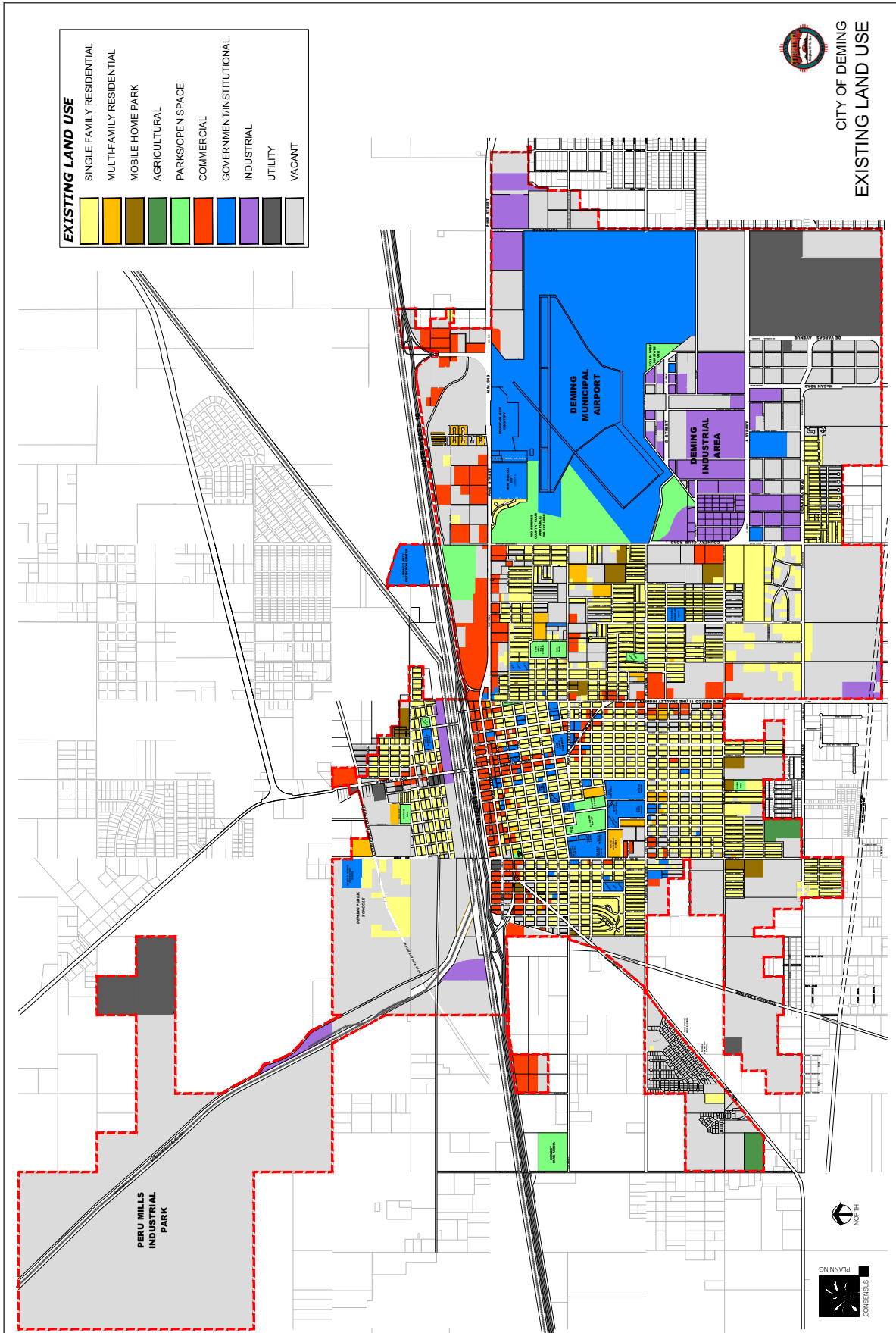
Existing industrial uses are concentrated south of the Deming Municipal Airport in the Deming Industrial Park, which currently has a number of vacant buildings. There are a few industrial uses north of the railroad tracks. There is still a large amount (over 40%) of land throughout the City that is undeveloped, including the Peru Mill Industrial Park which is envisioned to accommodate businesses that require large tracts of land and rail access.



Hangar buildings in the Deming Industrial Park.

VACANT LAND

Large areas of vacant land are located north of the railroad tracks between Gold Avenue and the western City limits, and south of Florida Street between Columbus Road and the eastern City limits. Some undeveloped areas include smaller parcels within areas that are generally developed. These smaller parcels, located within developed areas of Deming present a opportunity for small scale residential infill. Other undeveloped areas include larger lots that are contiguous to other undeveloped areas. These larger vacant parcels present opportunities for larger scale, residential, commercial, and industrial development, depending on the underlying zoning.



3.2 EXISTING ZONING

Zoning Regulations are contained in Title 12 of the Deming City Code. Title 12 contains eighteen chapters that address definitions, zoning districts, non-conforming uses, development standards, manufactured homes, appeals, and special uses. There are sixteen different zone districts established by Chapter 3 of Title 12. Generally, the districts include residential zones, commercial zones, an industrial zone, and a government zone.

RESIDENTIAL ZONES

Eleven of the sixteen zoning districts address residential uses. The A, A-1, A-3, and A-4 districts are all single family dwelling districts, with some variety between the districts in lot sizes, dwelling size, and permitted non-residential uses such as schools and churches. The B-2 district allows a similar range of residential uses, with the addition of fee-simple ownership such as condominiums and townhouses. The T-2 district allows any use from the A districts and a modular or prefabricated unit on a permanent foundation. The A-5 district covers residential and agricultural uses, and requires a minimum of 2 acres. The B, B-1, and T districts cover multi-family residential uses, offices, and institutional use. In addition, mobile homes are permissive in the B-1 and T districts. The B-3 district allows residential and limited commercial uses for developments with at least 100 units.

- A Single Family Dwelling
- A-1 Single Family Dwelling
- A-3 Single Family Dwelling (smaller width)
- A-4 Single Family Dwelling (smaller width)
- A-5 Use District (large lot residential, agricultural uses, institutional)
- B Multiple Dwelling District (apartments, hospitals, lodging houses, retail, offices)
- B-1 Dwelling District (house trailers, mobile home parks)
- B-2 Use District (fee simple ownership: condos and townhouses)
- B-3 Use District (residential, commercial with over 100 residential units)
- T Use District (B and B-1 uses)
- T-2 Use District (A uses, modular and prefabricated housing on a permanent foundation)

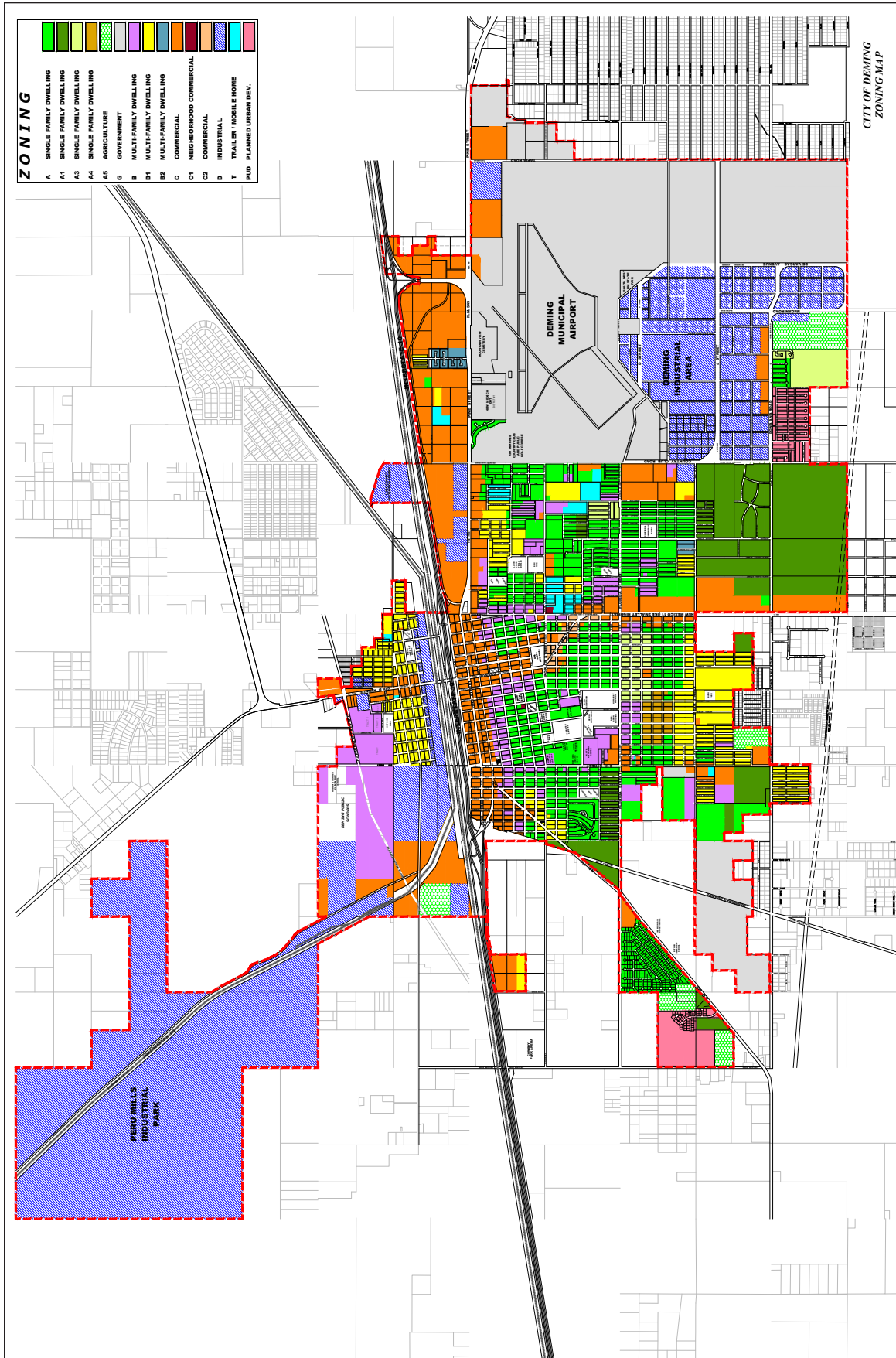
COMMERCIAL DISTRICTS

Commercial uses are covered by the C, C-1, and C-2 zone districts. All three districts allow multi-family residential uses, plus a range of commercial uses, ranging in intensity. The C and C2 zone districts allow a wider range of commercial uses, while the C-1 zone district contains a specific list of permissive retail and commercial uses.

- C Commercial District (RVs, amusement, some B uses, industrial, storage)
- C-1 Neighborhood Commercial District
- C-2 Commercial District

INDUSTRIAL DISTRICT

The D zone district covers industrial uses. All uses are permitted, with the exception of residential uses. Existing residential uses are treated as non-conforming uses. The D zone district includes a list of specific uses, such as explosives manufacture and storage, which requires review by the City Council prior to the issuance of a building permit or occupancy permit.



INSTITUTIONAL DISTRICT

The G zone district covers governmental and non-governmental uses approved by the City Council. The uses listed in the D Industrial zone district that required City Council review are prohibited. The airport property is exempted from this zone.

CODE AMENDMENTS

The City of Deming made the following amendments to the Zoning, Building, and Subdivision Regulations since 2010:

- Adoption of the G Government Zone District (2014);
- Amendment to the C Commercial District to specify the location for a dwelling on a commercial site (2011);
- Amendment to the D Industrial District to remove residential uses, regulating the intensity of uses allowed, and revising the height restrictions (2010);
- Amendment to the Additional Height, Area, and Use regulations (2012, 2013);
- Amendment to the Fences and Walls regulations (2012);
- Adoption of the Flood Damage Prevention regulations (2010); and
- Amendment to the Subdivision Regulations allowing for a Three Mile Planning and Platting Jurisdiction, (2014).



Luna County Courthouse.

3.3 ZONING REVIEW and UPDATE

As an implementation action of the Comprehensive Plan, the City of Deming should pursue amendments to the Zoning Regulations that ensure consistency between the two documents. The amendments should include, but not be limited to, the following:

- Creation of zoning and development standards that are designed to accommodate senior housing and the ability for residents to age-in-place. Amendments may include allowing support services within senior housing projects, special parking standards, provision of mother-in-law quarters, and shared housing.
- Addressing the redundancy of the eleven different residential districts. The number of residential districts currently in the Zoning Code is cumbersome and there is not a significant difference between the districts.
- Addressing non-conforming uses, particularly residential development within commercial zones, to determine whether these properties should be rezoned. Properties that are zoned inconsistent with existing land use could cause the owners to have issues with selling the property and/or taking out a new mortgage.
- Adequate buffering and screening of heavy commercial and industrial development where it is adjacent to residential areas or public streets. The existing Zoning Regulations provide the minimum landscaping and screening requirements for residential, commercial, and industrial development (5-foot

side yard setback for an industrially zoned lot adjoining a residential district). However, under some circumstances, no front yard screening is required.

3.4 BUILDING PERMITS

Building permits are a good indicator of community growth and development activity. The City of Deming issues building permits for new construction, additions and alterations to existing buildings, demolition, and aesthetic review in certain areas. The number of building permits have stayed relatively flat since 2010. Between 2010 and 2015, the majority of the permits involve residential additions and alterations. During the same time period, there were 41 new single family residential permits, two apartment permits, and 15 new commercial permits.

TABLE 3.1: BUILDING PERMITS, 2010-2015

Year	Single Family Residential	Multifamily Residential	Commercial
2010	9	0	3
2011	7	1	3
2012	5	1	3
2013	6	0	2
2014	7	0	2
2015	7	0	2
Total	41	2	15

Source: City of Deming.

3.5 EXTRATERRITORIAL ZONING

New Mexico law enables municipalities the size of Deming to exercise extraterritorial zoning jurisdiction within one mile of its City boundary and planning and platting jurisdiction within three miles of its municipal boundary (NMSA 3-19-5 to 3-21.2). Deming exercises its concurrent zoning authority through the Extraterritorial Zoning Regulations (Deming-Luna County 2006), per Title 12 of the Deming City Code. These regulations are intended to address the transition in land uses between Luna County and the City of Deming. The City and County approved an ordinance governing the platting and platting jurisdiction in the Extraterritorial Zone in 2014, the Three Mile Planning and Platting Jurisdiction, Title 13, Chapter 7 of the Deming City Code.

3.6 ANNEXATION

Annexation is a legal mechanism by which a municipality may expand its regulatory and taxing authority to adjacent unincorporated land. It can be used to ensure that land use and development standards in adjacent unincorporated lands are consistent with land use within the municipality. It allows a municipality to uniformly and effectively provide services, such as water, sewer, and emergency services, as well as manage growth and land use.

Areas to be considered for annexation must be contiguous to the municipal boundary and the municipality must be able to demonstrate the ability to provide services. This allows the municipality to time its utility extensions so that the demand for services does not outstrip the ability to serve the new development.

Municipalities in New Mexico have the authority to annex territory via Section 3, Article 7 of the New Mexico State Statutes. Pursuant to Section 3-7-1, NMSA 1978, there are

three methods available to municipalities seeking to annex new lands. Each method is based upon specific goals and conditions and illustrates different degrees of legislative delegation of power to municipalities. These three methods include:

- Arbitration Method (Sections 3-7-5 through 3-7010 NMSA 1978): Allows a municipality to annex contiguous territory if the municipality can declare that the benefits of annexation can be made within a reasonable time frame to the desired territory.
- Municipal Boundary Commission Method (Sections 3-7-11 through 3-7-16 NMSA 1978): Establishes an independent commission to determine annexation of a territory to the municipality. The Municipal Boundary Commission will meet whenever a municipality petitions to annex a territory or if a majority of the landowners of a territory petition the Commission to annex the territory into the municipality.
- Petition Method (Section 3-7-17, NMSA 1978): Requires a petition signed by the majority of property owners in a contiguous territory supporting annexation into a municipality.

Since 2010, there have been three annexations in Deming; one in 2012 and two in 2014, totaling approximately 308 acres. Deming has historically annexed property only at the request of the property owner. This has sometimes resulted in “shoestring” annexations, which are long, narrow stretches of land, such as along the Western Interstate Frontage Road and along 8th Street in the far northern part of the City (adjacent to the El Paso Natural Gas Pipeline). The City intends to avoid these types of shoestring annexations by encouraging property owners to include other property owners in annexation petitions.

Given the amount of vacant land within in Deming, infill development will likely remain a higher priority for growth opportunities than annexation. Consideration of future annexations should include a comprehensive cost/benefit analysis that shows a clear benefit to the City through expansion of economic development through additional gross receipts taxes, property taxes, and/or employment opportunities.

3.7 OTHER DEVELOPMENT REGULATIONS

In addition to the Zoning Regulations, development in Deming is regulated through the Subdivision and Building Regulations. The Subdivision Regulations are provided in Title 13 of the Deming City Code and cover the procedures, provisions, and preliminary and final plats; design standards for streets, sidewalks, lots and blocks, drainage, street lighting, and utilities; and variance procedures.

The Building Regulations are provided in Title 11 of the Deming City Code and reference the New Mexico Commercial Building Code, New Mexico Residential Building Code, New Mexico Energy Conservation Code, and New Mexico Existing Building Code. Water conservation is addressed through indoor and outdoor use and contained in Sections 11-1-5 Indoor Water Conservation, 11-1-6 Water Conservation; Use of Gray Water; and 9-4-7 Outdoor Water Conservation.

3.8 COMMUNITY CHARACTER and HISTORIC PRESERVATION

Community character can be a strong asset for attracting new residents, tourists, and business. One of the most successful ways of doing this is through preserving and restoring the community's historical buildings and applying its characteristic elements to future architectural designs. Character elements identified and valued by Deming residents include:

- Historic architecture
- Features evoking the “old west”
- Florida Mountains and “rural” feeling
- Tree-lined streets
- Desert-style landscaping
- Multi-cultural and small town atmosphere
- Original Harvey House that was relocated from the railroad across the street from Pit Park



Florida Mountains.

COMMUNITY CHARACTER

The Deming Luna County MainStreet organization was reestablished in 2008, and subsequently, the Deming Downtown Master Plan was adopted in 2013 as a Metropolitan Redevelopment Area Plan (see *Chapter 4: Economic Development for more detail on the Deming MainStreet Master Plan*). The Master Plan contains a number of recommendations that support the enhancement of the community character of Deming, including expanding the façade improvement program to help property owners upgrade their buildings, a wayfinding program, and improvements to Silver Avenue.

HISTORIC PRESERVATION

The historic assets of Deming are primarily documented through individually registered properties. In 2016, Deming had 16 individually registered properties on the State Register of Cultural Properties or the National Register of Historic Places, or both. In addition, Deming has two registered historic districts:

- Silver Avenue, listed 1987 (State)
- Downtown Deming, listed 2012 (State), and 2013 (National)

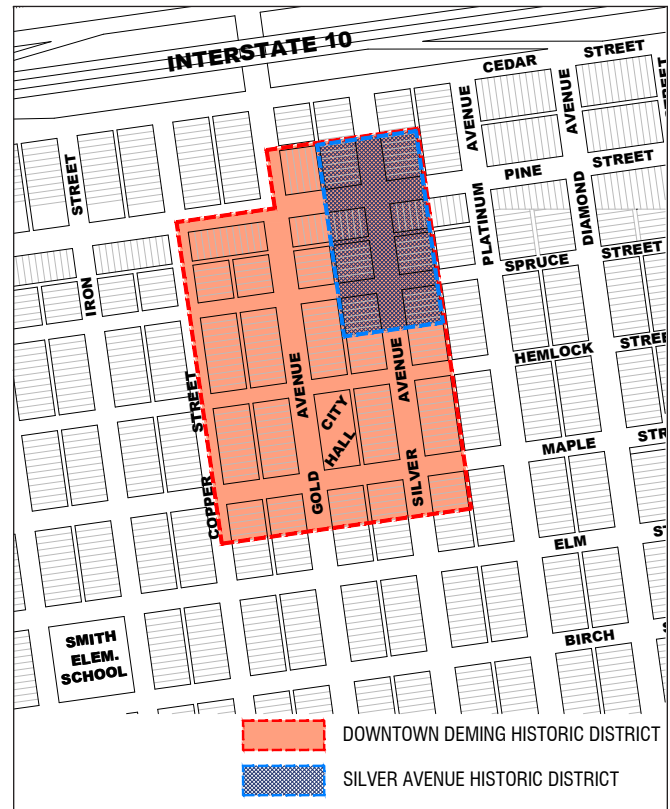
The majority of historic resources of Deming are located in the Downtown area. Individually listed buildings include the Deming Luna Mimbres Museum (also known as the Deming Armory), the Custom House, and the J.A. Mahoney building. The City Market (Meyers Meat Market), Deming National Bank, the Baker Hotel, Mountain States Telephone and Telegraph Company, and Morgan Hall are located within the Downtown Historic District.



Deming National Bank.

Deming is also home to the Luna County Historical Society. A historic walking tour is available for residents and visitors to download from the City's web site. The walking tour highlights key historic properties within Downtown Deming.

As a Certified Local Government, the City of Deming is able to apply for federal historic preservation grants. The New Mexico Historic Preservation Division must set aside 10% of its annual Historic Preservation Fund allocation for a grant program to communities that are certified through the National Park Service as a Certified Local Government. In 2015, it was projected that about \$78,000 was available to the eight CLGs in New Mexico, including Deming. The Downtown Deming Historic District nomination was prepared with funds from a CLG grant, plus a matching grant from the City of Deming. In addition, Certified Local Governments receive technical assistance in historic preservation from the State Historic Preservation Office.



Deming Historic Districts.

3.9 PREFERRED LAND USE SCENARIO

The Preferred Land Use Scenario provides a vision for the orderly growth and development of Deming over the next 20 years and is based on community input and analysis of existing development and zoning (see page 37). Generally, the developed area within City limits is assumed to remain the same, with infill of vacant parcels proposed to match the adjoining land use. The vacant and underdeveloped properties provide excellent opportunities for infill development. Appropriate land uses for these properties should reflect the land uses in the immediate area, including residential development, neighborhood and community commercial development, and industrial development.

Due to the large amount of vacant or underutilized properties within the current City limits, proposed annexation areas are limited and likely to be phased over time as resources allow. Annexation should only occur once the City has completed a cost/benefit analysis for each area and has made a commitment to provide utilities and public safety services within a reasonable time frame.

The Preferred Land Use Scenario includes the following land use categories:

LOW DENSITY RESIDENTIAL / AGRICULTURAL (PALE YELLOW)

This land use category is located in the mostly undeveloped southeast area of the City in the vicinity of Doña Ana Road and NM 418. It is generally characterized by large lot residential development that contain small-scale agricultural uses and typical lot sizes of 2 acres and above, although the existing platted subdivision in this area is comprised of smaller lot sizes.

MEDIUM DENSITY RESIDENTIAL (DARK YELLOW)

Medium density residential is anticipated to continue being the most dominant residential land use category in Deming. It is characterized by single family residential development with typical lot sizes of 7,000 to 9,000 square feet.

MEDIUM/HIGH DENSITY RESIDENTIAL (BROWN)

This land use category is characterized by higher density development that include a range of residential products including single family detached, townhouses, apartments, and mobile home parks.

MIXED USE (ORANGE)

There is one mixed use area identified on the Preferred Land Use Scenario located north of Doña Ana Road and west of 8th Street. The proximity to existing and proposed residential development and the location on two busy thoroughfares make this an appropriate location for mixed use containing residential and neighborhood scale commercial uses.

COMMERCIAL (RED)

Commercial uses are primarily located along the major roadways of Pine Street, Gold Avenue, and Country Club Road. There are also commercial areas adjacent to I-10 that are intended to meet travelers' needs for lodging, dining, and gas. The commercial, service, office, and entertainment needs of Deming are served by this land use category. Commercial uses range in scale and form from smaller downtown offices and commercial retail to the more suburban large retail facilities.

PARKS (LIGHT GREEN)

This land use category includes public and private park and recreation uses, including Voiers “Pit” Park, Rio Mimbres Country Club and Golf Course, and Cowboy Park Arena. The parks range in scale from neighborhood scale to large regional recreational facilities. Additional park areas within the future residential area may be necessary to serve the community.

GOVERNMENT / INSTITUTIONAL (BLUE)

This includes City Hall, Deming Public Schools, Mimbres Memorial Hospital, Luna County Courthouse, Luna County Detention Center, etc.

INDUSTRIAL (PURPLE AND GREY)

This land use category contains the existing industrial areas at the Deming Industrial Park, Peru Mill Industrial Park, and along the railroad tracks. While industrial uses exist in these areas, further light and heavy industrial development on vacant parcels is anticipated. The scenario proposes a significant amount of new industrial land that could be developed over time for economic development purposes.

LIGHT INDUSTRIAL / UTILITY (GREY)

This land use category includes existing electric substations located within residential areas.

GATEWAYS

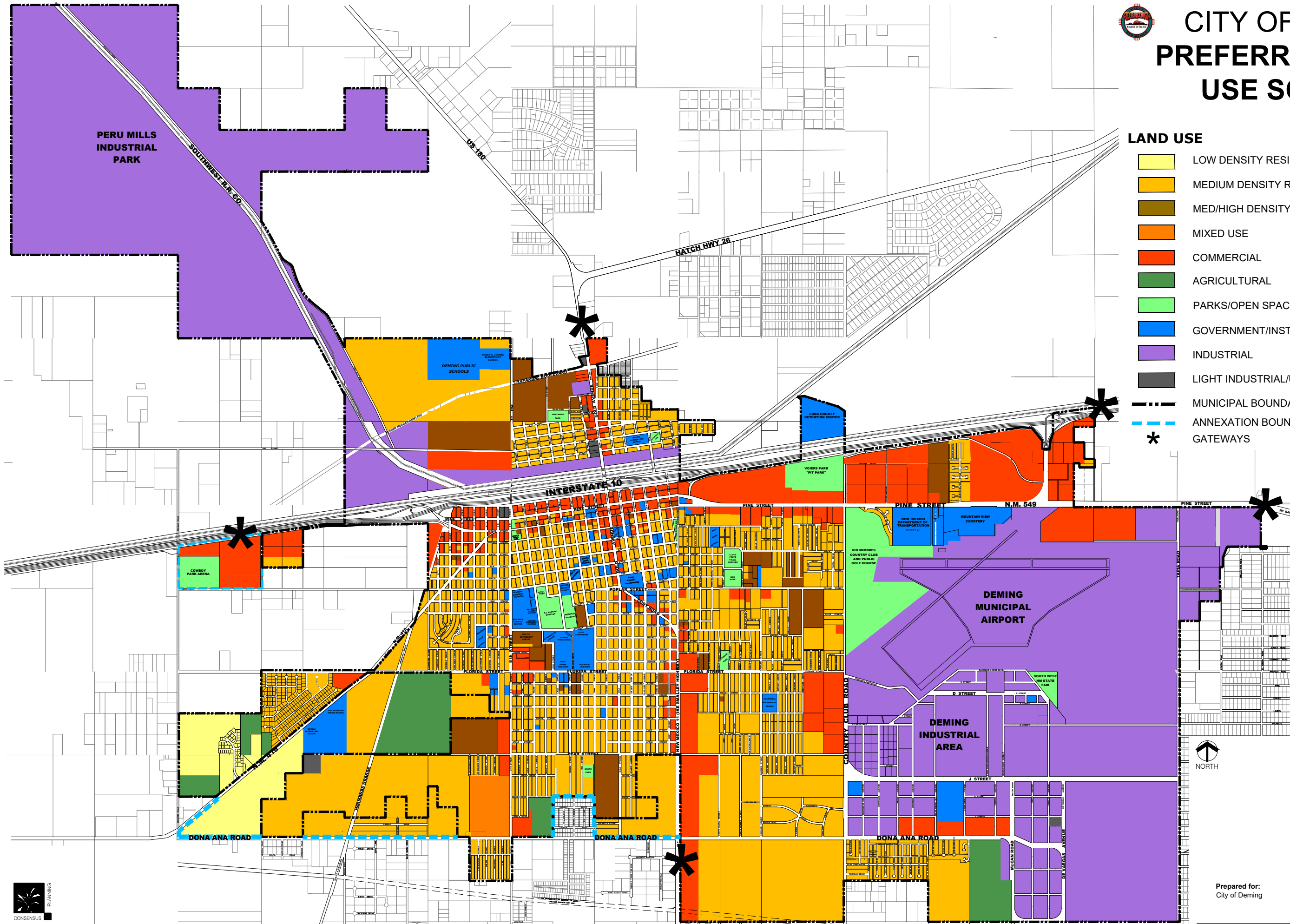
Gateways are located at the five major roadway entry points to Deming. These are locations that are appropriate for entry signage that welcomes visitors to the City of Deming. The gateways would be an excellent opportunity for identifying a brand image Deming.

PRIORITY ANNEXATION AREAS

Future annexation are located in four general locations and are discussed below in 3.10 Priority Annexation Areas and illustrated on the associated Priority Annexation Areas map (*see page 40*).



CITY OF DEMING PREFERRED LAND USE SCENARIO



- LAND USE**
- LOW DENSITY RESIDENTIAL / AGRICULTURAL
 - MEDIUM DENSITY RESIDENTIAL
 - MED/HIGH DENSITY RESIDENTIAL
 - MIXED USE
 - COMMERCIAL
 - AGRICULTURAL
 - PARKS/OPEN SPACE
 - GOVERNMENT/INSTITUTIONAL
 - INDUSTRIAL
 - LIGHT INDUSTRIAL/UTILITY
 - MUNICIPAL BOUNDARY
 - ANNEXATION BOUNDARY
 - * GATEWAYS



Prepared for:
City of Deming

Prepared by:
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Albuquerque, NM. 87102



3.10 PRIORITY ANNEXATION AREAS

The City of Deming has identified four areas adjacent to the municipal limits that have excellent potential for growth over the next 20 years (*see page 40*). The annexations are anticipated to be completed over time, as resources allow, and can also be completed in sub-phases. The City of Deming should complete a cost/benefit analysis for each area, which should include a determination of the existing infrastructure capacity, ability for expansion, estimated cost, and potential for economic development opportunities. The annexation areas are not intended to be listed in order of priority. Descriptions for each of the proposed annexation areas are provided as follows:

AREA 1

Area 1 is 93-acres and contains the existing Cowboy Park Arena and surrounding area. It is proposed for recreational and commercial uses. Commercial uses may include hotels, RV Parks, and support services for visitors to Deming.

AREA 2

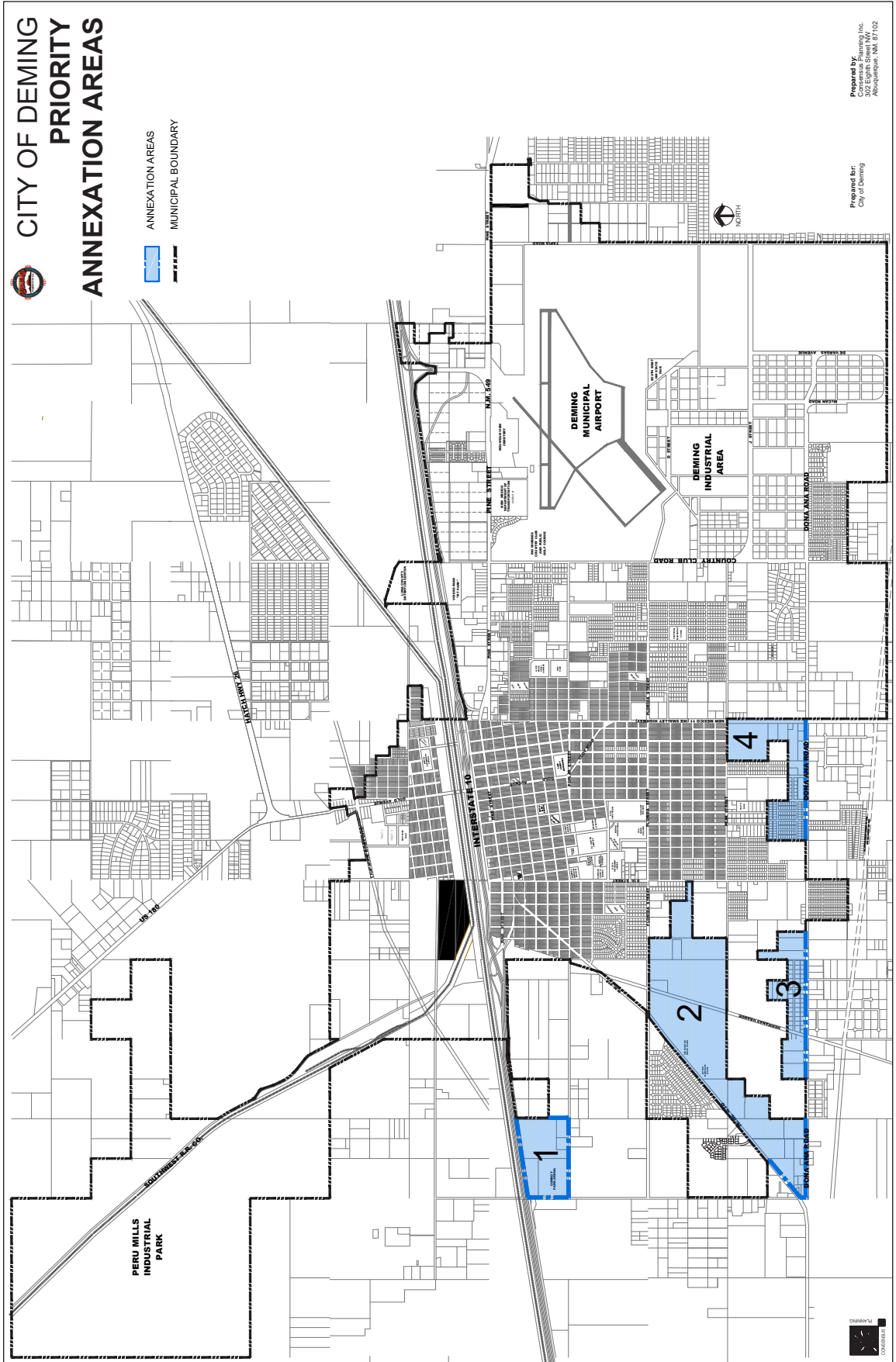
Area 2 is 121-acres and is located along in the southwestern corner of Deming, between NM 418 and the municipal limits. It is proposed for medium and low density residential development in proximity to Bataan Elementary School and Red Mountain Middle School.

AREA 3

Area 3 is 95-acres and located along the southern edge of Deming, between municipal limits and Doña Ana Road. This area is proposed for medium density residential development.

AREA 4

Area 4 is 369-acres and is located along the southern edge of Deming between Doña Ana Road, municipal limits, and New Mexico Route 11. This area is proposed for medium density residential development.



3.11 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Land Use Goal 1: Ensure land uses are appropriately located within existing residential and commercial development areas.

Objective 1.1: To avoid land use conflicts between incompatible uses and to protect property values.

Objective 1.2: To allow land uses with similar intensity to co-locate and provide for adequate transitions between land uses of different intensity.

Implementation Strategy 1.1: Create a mixed use zone that allows residential and neighborhood scale commercial uses at specific locations within the community.

Implementation Strategy 1.2: Create a light industrial zone that allows light manufacturing uses.

Implementation Strategy 1.3: Evaluate existing non-conforming uses and make a determination if a zone change is warranted.

Land Use Goal 2: Promote quality infill development and redevelopment and reuse of abandoned properties within existing neighborhoods and areas that are currently served by City infrastructure.

Objective 2.1: To allow for a more cost effective delivery of City services.

Objective 2.2: To encourage the development of mixed use projects within Downtown Deming.

Implementation Strategy 2.1: In coordination with local developers, provide incentives for infill development and redevelopment, including but not limited to, reduction or waivers for utility extensions and density bonuses.

Implementation Strategy 2.2: Support redevelopment projects within Downtown Deming as identified in the City of Deming Downtown Master Plan.

Implementation Strategy 2.3: Amend the Zoning Code to allow for context sensitive development standards (i.e., parking, setbacks, building height, landscaping, etc.) for Downtown Deming.

Implementation Strategy 2.4: Identify excess City-owned properties that are available for sale and redevelopment purposes.

Land Use Goal 3: Pursue the orderly expansion of the City of Deming through annexation of areas that abut the municipal boundary and can be served efficiently with infrastructure and emergency services.

Objective 3.1: To achieve consistency and cost savings in the delivery of services.

Objective 3.2: To determine the impact of annexations to the City of Deming through a cost/benefit analysis.

Objective 3.3: To address substandard conditions in areas adjacent to the municipal boundary.

Implementation Strategy 3.1: Develop criteria for evaluating proposed annexations as identified in the Priority Annexation Areas map and other future potential annexation areas. The criteria should address existing capacity of infrastructure systems and community services, feasibility and cost of infrastructure extensions, support for economic development activities, and an assessment of the property owners' support for the annexation.

Implementation Strategy 3.2: Identify higher density and/or high intensity uses to locations within annexation areas along principal arterials and major intersections and with minimal interface to single family development.

Land Use Goal 4: Support an attractive built environment that reflects and/or is complementary to Deming's unique history and small town atmosphere.

Objective 4.1: To provide a more welcoming and authentic experience for visitors to Deming.

Objective 4.2: To promote community pride amongst Deming residents.

Implementation Strategy 4.1: Work with Deming MainStreet, Chamber of Commerce, and other groups to help define Deming's "brand" and incorporate the brand into community gateways and wayfinding system.

Implementation Strategy 4.2: Develop community gateways (signage) at the major entries into Deming, as identified on the Preferred Land Use Scenario.

Implementation Strategy 4.3: Develop a wayfinding signage program that directs visitors to Downtown Deming and other key areas of interest.

Implementation Strategy 4.4: In coordination with MainStreet Deming, establish a facade improvement program to support the maintenance and beautification of commercial buildings in Downtown Deming.

Implementation Strategy 4.5: Evaluate the adequacy of code enforcement staffing levels to enforce existing regulations that address dilapidated buildings, weeds and litter, and dumping within Downtown and throughout Deming. Hire new code enforcement staff if staffing levels are deemed inadequate.

CHAPTER 4

Economic Development

Economic development connects to and integrates with the other elements of the Comprehensive Plan. Appropriate land use patterns and development, adequate transportation and infrastructure, safe and affordable housing, good education, and quality of life amenities are all key to supporting the economic well-being of Deming and its residents. Sound economic development goals will encourage Deming to grow and develop in a manner that builds upon the existing assets and strengths found in Deming today.

This section provides a summary of the economic profile of Deming today and identifies economic opportunities for Deming residents and businesses. Goals, Objectives, and Implementation Strategies provide guidance to ensure the economic prosperity that Deming needs to sustain the community over time.

4.1 ECONOMIC PROFILE

MEDIAN HOUSEHOLD INCOME

Between 2000 and 2014, the median household income in Deming grew by 27.1%. In 2014, Deming’s median household income was \$25,526, which was 56.8% of the median household income for the state.

Area	2000	2014	% Change 2000 - 14
DEMING	\$20,081	\$25,526	27.1%
Luna County	\$20,784	\$28,489	37.1%
New Mexico	\$34,133	\$44,968	31.7%

Source: U.S. Census Bureau, 2000 & 2013.

AVERAGE WEEKLY WAGES

Average weekly wages are computed quarterly by the Bureau of Labor Statistics. In the 2nd quarter of 2015, average weekly wages were significantly lower (\$476) in Luna County as compared to the state. Luna County was ranked 29th out of the 33 counties in New Mexico for average weekly wages.

County & Rank	Wage
LUNA COUNTY (29)	\$476
Hidalgo County (32)	\$416
Grant County (8)	\$720
Sierra County (31)	\$435
Doña Ana County (15)	\$584
New Mexico	\$767

Source: BLS, Quarterly Census of Employment and Wages.

OCCUPATION

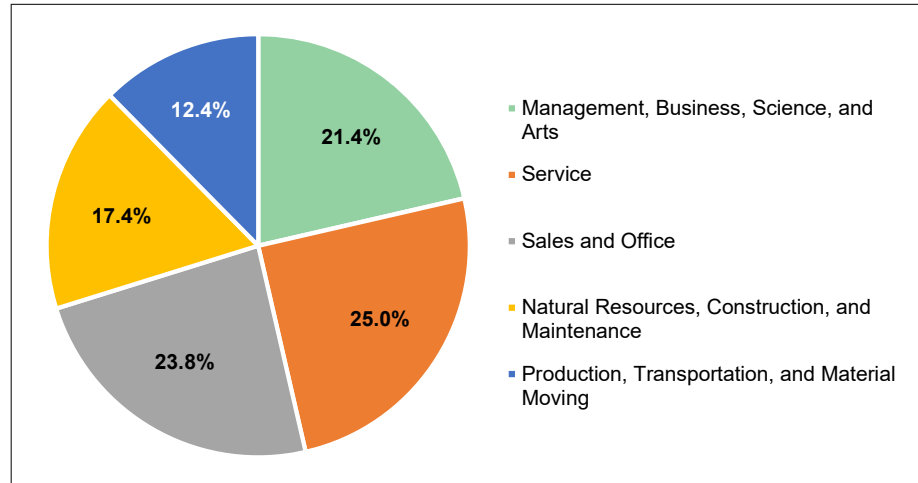
The U.S. Census Bureau divides occupations into five categories: Management, Business, Science, and Arts; Service; Sales and Office; Natural Resources, Construction, and Maintenance; and Production, Transportation, and Material Moving. Natural Resources, Construction, and Maintenance experienced the largest increase from 14.0% to 17.4%, while Production, Transportation, and Material Moving decreased by 21.0%. In comparison, New Mexico as a whole, Management, Business, Science, and Arts represents 35.6% of occupations, while Production, Transportation, and Material Moving represents 9.2% of all occupations.

Occupation	2000	2014	% Change
Management, Business, Science, and Arts	22.5%	21.4%	-4.9%
Service	24.2%	25.0%	3.3%
Sales and Office	23.6%	23.8%	0.8%
Natural Resources, Construction, and Maintenance	14.0%	17.4%	24.3%
Production, Transportation, and Material Moving	15.7%	12.4%	-21.0%

Source: U.S. Census Bureau, 2000 SF3, 2010-2014 American Community Survey.

The occupational breakdown in Deming is more evenly distributed compared to the state, with Service and Sales and Office having the greatest share. Natural Resources, Construction, and Maintenance represented the lowest share of the population at 12.4%. Management, Business, Science, and Art is significantly lower than the state’s share.

FIGURE 4.1: OCCUPATION IN DEMING, 2014



Source: U.S. Census Bureau, 2010-2014 American Community Survey.

MAJOR EMPLOYERS

Deming Public Schools, Luna County, and Mizkan are the largest employers in Luna County, each with over 250 employees. The number of employees at Mizkan varies between the off-season (over 300 employees) and during the peak season (800-1,000 employees). Other large employers cover a range of economic sectors, including healthcare, transportation, service, and public administration. Luna County has two wineries (St. Clair and New Mexico Wineries, Inc.) in the 100 to 249 employment category. The City of Deming, New Mexico Department of Transportation, and Mimbres Memorial Hospital fall into the 100 to 249 employee category.

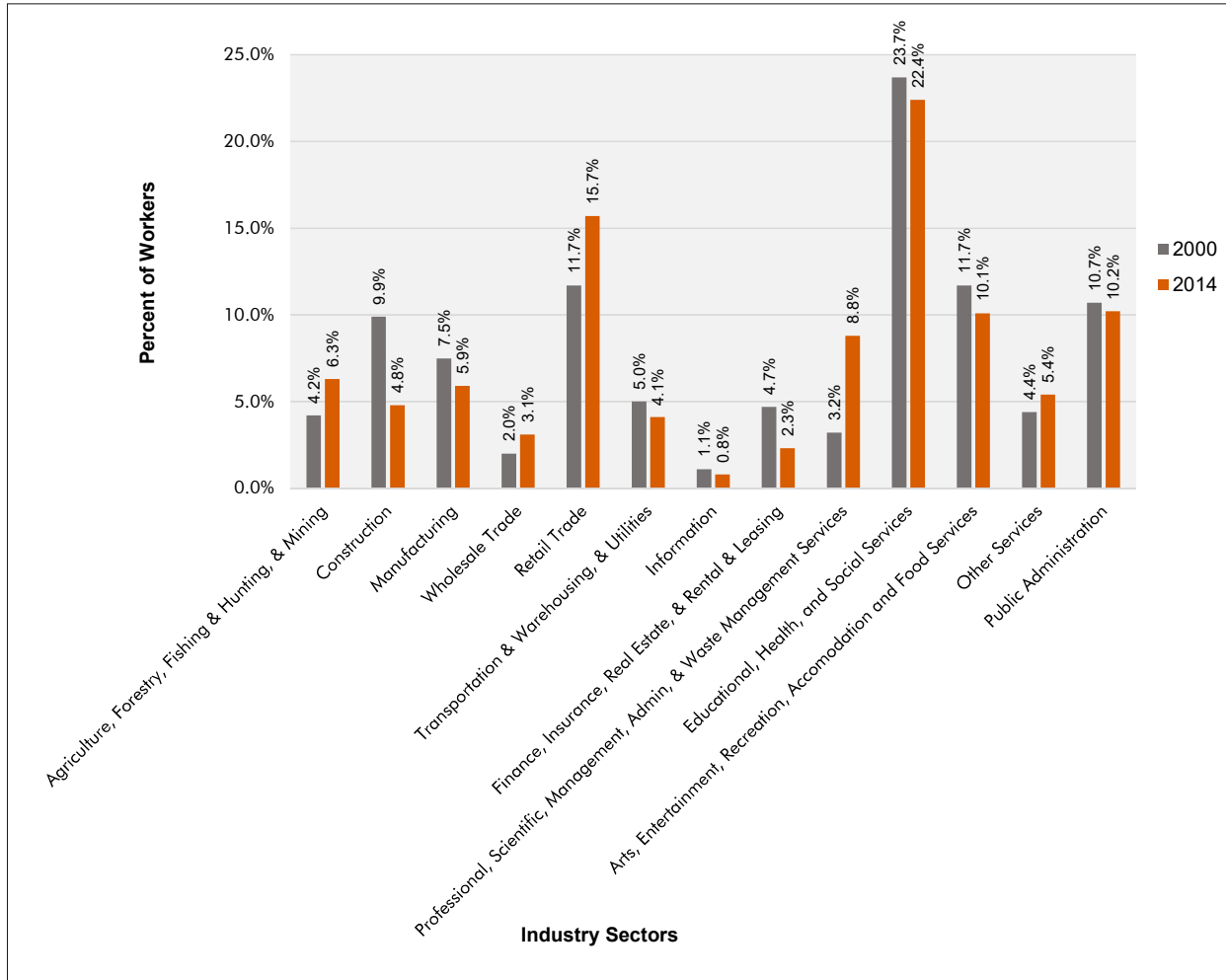
TABLE 4.4: MAJOR EMPLOYERS IN LUNA COUNTY		
250+ Employers		
Deming Public Schools	Luna County	Mizkan
100 to 249 Employees		
Carzalia Valley Produce	Solitaire Homes	NMDOT
St. Clair Winery	J & H Transportation	City of Deming
New Mexico Wineries, Inc.	Mimbres Memorial Hospital	Addus Health Care
Pepper’s Supermarket	Walmart	
50 to 99 Employees		
Amigo’s Mexican Food	Mountain Shadows Home Care	Sonic Drive-In
Deming Electronics	Quality Inn	McDonald’s
Sisbarro Superstore	Denny’s	First New Mexico Bank - Deming

Source: New Mexico Department of Workforce Solutions.

INDUSTRY

There are 13 industry sectors recognized by the Census Bureau. Educational, Health, and Social Services represented the largest share of industry during both 2000 and 2014, which is typical in New Mexico. The largest increase during this time was in Retail Trade from 11.7% to 15.7%, which represented the second highest share of industry in the City. Other large industry sectors in Deming include Arts, Entertainment, Recreation, Accommodation and Food Services at 10.1% and Public Administration at 10.2%.

FIGURE 4.2: INDUSTRY SECTORS IN DEMING, 2000 and 2014



Source: U.S. Census Bureau, 2000 and 2014.

UNEMPLOYMENT

The New Mexico Department of Workforce Solutions calculates unemployment rates by county. The southwest area of New Mexico experienced declining unemployment rates between 2010 and 2015. Luna County’s unemployment rate slightly decreased from 20.3% to 19.5%, but retained the highest unemployment rate in the state and region.

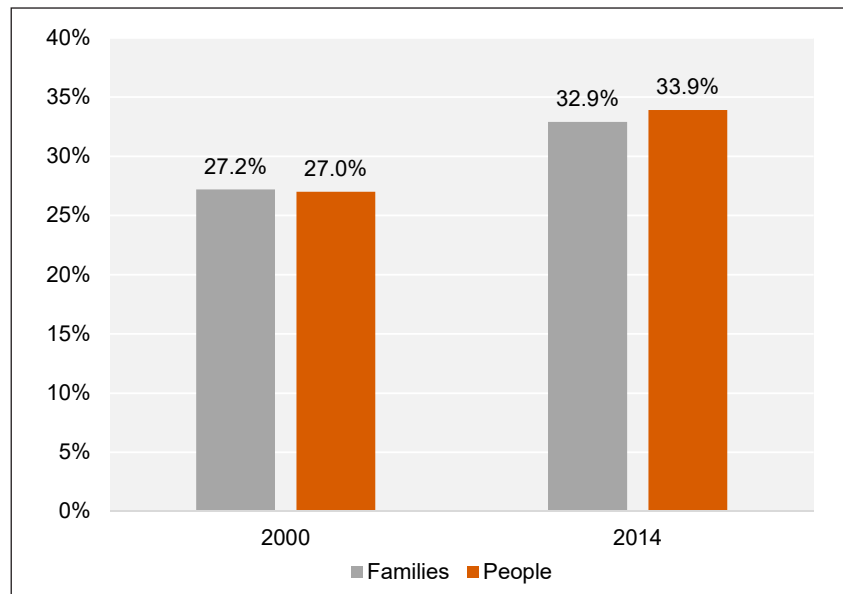
County & Rank	Dec, 2010	Dec, 2015	% Change
LUNA COUNTY (1)	20.3%	19.5%	-3.9%
Hidalgo County (20)	8.1%	6.3%	-22.2%
Grant County (16)	7.9%	6.8%	-13.9%
Sierra County (7)	9.5%	8.3%	-12.6%
Doña Ana County (15)	7.2%	6.9%	-4.2%
New Mexico	7.3%	6.2%	-15.1%

Source: New Mexico Department of Workforce Solutions, LASER.

POVERTY STATUS

The number of families in Deming below the poverty level increased from 27.2% to 32.9% between 2000 and 2014. Similarly, the number of people below the poverty level increased from 27.0% to 33.9%. The percentage of families below the poverty line in 2014 is more than double that of the state. Additionally, 45.5% of homeowners are devoting more than 30% of household income to housing and utilities, indicating that a significant portion of the population is “cost burdened” leaving many families unable to devote the necessary disposable income to purchase day-to-day necessities.

FIGURE 4.3: FAMILIES AND PEOPLE BELOW THE POVERTY LEVEL



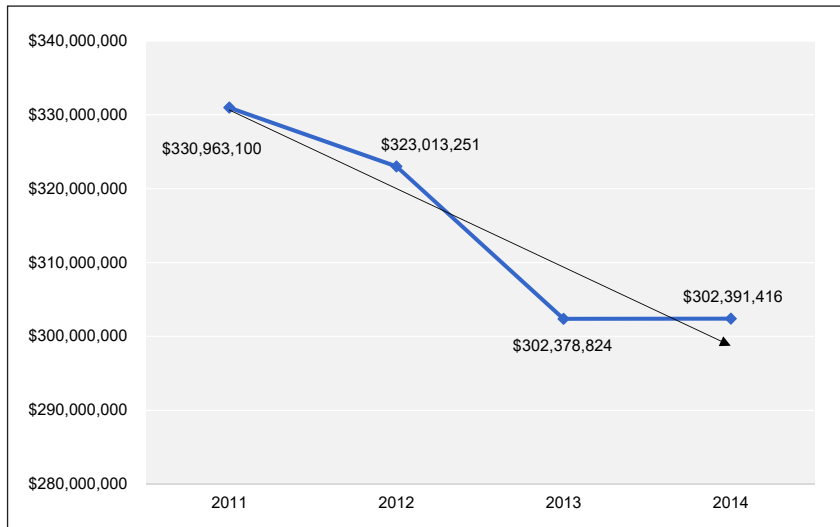
Source: U.S. Census Bureau, 2010-2014 American Community Survey.

TAXABLE GROSS RECEIPTS TAX

Taxable gross receipts revenue for all industries in Luna County have experienced a downward trend from 2011 to 2014. In 2011, gross receipts revenue was \$330,963,100, but decreased to \$302,391,416 by 2014. A greater focus on economic

development efforts within Deming and Luna County will help spur job creation to increase gross receipts revenue within the area.

FIGURE 4.4: LUNA COUNTY TAXABLE GROSS RECEIPTS, 2011 – 2014



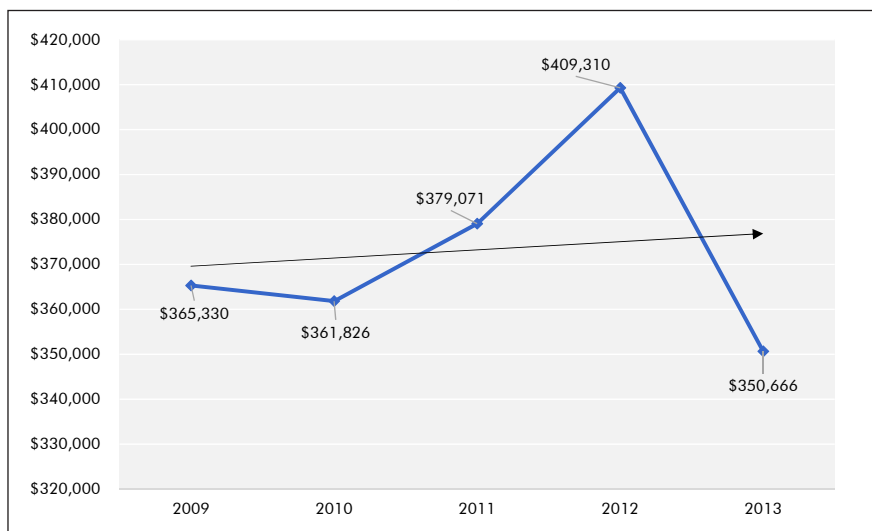
Source: New Mexico Taxation and Revenue Department.

LODGERS' TAX RECEIPTS

Tourism is an important part of Deming's economy. Deming is located along Interstate 10 and draws a large amount of lodgers' tax revenue from those traveling through town and stop for lodging. With the correct marketing approach, Deming can attract an even greater number of travelers to the City for overnight visits. Attracting out of town visitors is vital because the money they spend is coming from outside the local economy, thus growing the economic pie of the City.

Lodgers' tax is imposed on persons using commercial lodging accommodations and provides revenue for tourism-related facilities and advertising. Measuring lodgers' tax is an important way to track overnight visits in Deming. From 2009 to 2013, revenue from lodgers' tax peaked in Deming in 2012, then dropped by over 14% in 2013.

FIGURE 4.5: LODGERS' TAX RECEIPTS, 2009 – 2013



Source: UNM Bureau of Business and Economic Research.

RETAIL GAP ANALYSIS

An important component in analyzing Deming’s current retail condition is gaining an understanding of the demand and supply for retail sales. In order to complete this analysis, Nielsen Claritas Retail Market Power (RMP) database was used to provide an estimate for the retail opportunity gap for the City. Retail sales are categorized according to the North American Industrial Classification System (NAICS), which is based upon how businesses report their gross receipts. It should be noted that there are a range of retail stores that fall under each NAICS category. For instance, Food and Beverage Stores includes grocery stores; convenience stores; specialty food stores; and beer, wine, and liquor stores.

The demand data, which is derived from the Consumer Expenditure Survey and fielded by the U. S. Bureau of Labor Statistics, represents the consumer expenditures that occurred in a specific year for that area. The supply data, which is derived from the Census of Retail Trade, a component of the Economic Census fielded by the U.S. Census Bureau, represents the retail sales that occurred in that area. When the demand is greater than the supply, there is a surplus, which means that the area is pulling in sales from a larger geographic area.

The analysis showed an opportunity gap of \$36,408,401 for the City of Deming. This means that people are traveling outside of the trade area to other areas to spend their disposable income. Deming’s 2016 demand (consumer expenditures) was \$189,374,515 and the 2016 supply (retail sales) was \$225,782,916. Highlights from this market analysis were in the Food and Beverage Stores category, which had an opportunity gap of \$108,705,295. Motor Vehicle & Parts Dealers had the largest surplus at \$22,352,423.

TABLE 4.6: RETAIL MARKET POWER OPPORTUNITY GAP - DEMING			
NAICS Category	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus
Motor Vehicle & Parts Dealers - 441	\$36,911,130	\$14,558,707	\$22,352,423
Furniture & Home Furnishings Stores - 442	\$3,562,312	\$2,920,460	\$641,852
Electronics & Appliances Stores - 443	\$2,938,017	\$2,662,734	\$275,283
Building Material, Garden Equipment Stores - 444	\$20,684,077	\$12,872,881	\$7,811,196
Food & Beverage Stores - 445	\$26,061,848	\$134,767,143	-\$108,705,295
Health & Personal Care Stores - 446	\$10,927,960	\$1,521,261	\$9,406,699
Gasoline Stations - 447	\$14,344,261	\$20,320,156	-\$5,975,895
Clothing & Clothing Accessories Stores - 448	\$8,136,500	\$1,507,124	\$6,629,376
Sporting Goods, Hobby, Book, Music Stores - 451	\$3,204,374	\$211,197	\$2,993,177
General Merchandise Stores - 452	\$22,801,742	\$8,048,531	\$14,753,211
Miscellaneous Store Retailers - 453	\$5,059,254	\$1,262,396	\$3,796,858
Non-Store Retailers - 454	\$17,037,896	\$900,180	\$16,137,716
Foodservice & Drinking Places - 722	\$17,705,144	\$24,230,146	-\$6,525,002
Total Retail Sales & Eating, Drinking Places	\$189,374,515	\$225,782,916	-\$36,408,401

Source: Nielsen Site Reports.

4.2 AGRICULTURE

Agriculture is one of the primary driving forces behind the economy in Deming and Luna County. This section provides agriculture data drawn from the USDA Census of Agriculture 2012 and 2007, which collects data at the county level only.

Luna County is ranked in the top ten counties in New Mexico in many of the commodity categories, such as vegetables, melons, potatoes, and sweet potatoes; and fruits, tree nuts, and berries. Luna County is ranked 10th out of 33 counties in New Mexico in the total value of agricultural products sold.



Delivery of St. Clair's wine.



Luna Rossa vineyards.

Between 2007 and 2012, Luna County lost 16 farms, which attributed to a decrease in 15.8% of farming related acreage. However, the market value of products sold increased by 27.8% and the average net farm income increased by 38.6%. In comparison, New Mexico experienced an increase of 18.1% in the number of farms from 2007 to 2012. Acreage dedicated to farming decreased slightly within New Mexico during this time period.

TABLE 4.7: LUNA COUNTY AGRICULTURE MARKET, 2007 & 2012			
	2007	2012	% Change
Number of Farms	206	190	-7.8%
Land in Farms (acres)	653,558	550,174	-15.8%
Average Size of Farm (acres)	3,173	2,896	-8.7%
Market Value of Products Sold	\$48,891,000	\$62,482,000	27.8%
Average Net Farm Income	\$237,334	\$328,852	38.6%

Source: U.S. Department of Agriculture Census of Agriculture, 2007 and 2012.

Tables 4.8 through 4.10 provide a summary of the 2012 value of sales by commodity group, top crops, and top livestock inventory in Luna County. Value of crops, including nursery and greenhouse, represented almost \$40 million (64%) of the total value of agricultural products sold, while livestock, poultry, and their products represented over \$22 million (36%).

TABLE 4.8: LUNA COUNTY VALUE OF SALES BY COMMODITY, 2012

Commodity	Value	State Rank
Total value of agricultural products sold	\$62,482,000	10
Value of crops, including nursery and greenhouse	\$39,948,000	6
Value of livestock, poultry, and their products	\$22,534,000	13
Grains, oilseeds, dry beans, and dry peas	\$5,663,000	9
Tobacco	-	-
Cotton and cottonseed	\$2,763,000	4
Vegetables, melons, potatoes, and sweet potatoes	\$18,447,000	3
Fruits, tree nuts, and berries	\$3,293,000	5
Nursery, greenhouse, floriculture, and sod	\$262,000	13
Cut Christmas trees and short rotation woody crops	-	-
Other crops and hay	\$9,519,000	8
Poultry and eggs	\$6,000	13
Cattle and calves	(D)	(D)
Milk from cows	(D)	10
Hogs and pigs	-	-
Sheep, goats, wool, mohair, and milk	\$22,000	28
Horses, ponies, mules, burros, and donkeys	\$126,000	26
Aquaculture	(D)	2
Other animals and other animal products	(D)	30

In 2012, the County was ranked high in many of the commodity sales categories. A large portion of sales comes from vegetables, melons, potatoes, and sweet potatoes, in which the County was ranked third with sales of \$18,447,000. Sales in cotton and cottonseed ranked fourth in the state, while fruits, tree nuts, and berries were fifth. Strong sales and production in these three categories, among others, will allow Luna County to be competitive in agricultural production at the state and national level.

Luna County has a greater state presence in crop production compared to livestock inventory. The top crop in Luna County in 2012 was Forage - land used for all hay and haylage, grass silage, and greenchop with 7,415 acres, followed by Vegetables harvested with 4,119 acres, in which the County was ranked third. The top livestock inventory was Cattle and calves with 18,679 heads, followed by Layers.

TABLE 4.9: TOP CROPS (ACRES), 2012

Crops	Acreage	State Rank
Forage-land used for all hay and haylage, grass silage, and greenchop	7,415	15
Vegetables harvested, all	4,119	3
Corn for silage	2,680	9
Cotton, all	1,998	5
Upland cotton	(D)	5

TABLE 4.10: TOP LIVESTOCK INVENTORY ITEMS, 2012

Livestock	Quantity	State Rank
Cattle and calves	18,679	24
Layers	249	26
Horses and ponies	233	32
Sheep and lambs	186	23
Goats, all	142	26

Source: U.S. Department of Agriculture Census of Agriculture, 2012.

Luna County has a large share of the pepper (other than bell, including chile) commodity. The 2012 Census of Agriculture showed that Luna County harvested 1,731 acres in this category. This acreage represents 18% of the state’s total and is the third most productive county in the state. Grape production is another large commodity in the County. There are three farms dedicated to growing grapes in Luna County.

With continued investment in agricultural sales and production, Luna County can continue to grow its economy. Agriculture is very important to the economy of Deming and Luna County, as it is a commodity that is exported to other parts of the country, thus bringing new money into the region.

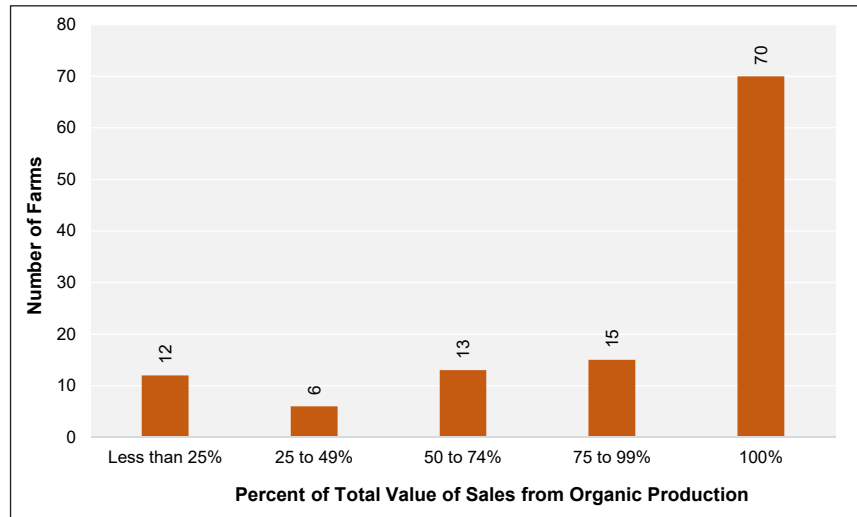
ORGANIC FARMING

Organic farming has been taking a strong role in the agriculture economy nation-wide and in New Mexico and Luna County. The U.S. Department of Agriculture conducts a special study for organic farming across the country. The 2014 Organic Survey collects sales data information at the commodity level along with acreage and production data for a variety of organic crop and livestock commodities. Organic is defined as food that is produced without the use of conventional pesticides, petroleum-based fertilizers, sewage-sludge based fertilizers, herbicides, pesticides, genetic engineering, antibiotics, growth hormones, or irradiation. Organic produce continues to increase in popularity among consumers. Similarly, organic farming has seen a large increase over the past decade. From 2008 to 2014, the number of certified organic farms increased from 10,903 farms to 12,634 farms, an increase of 15.9%.

The majority (78%) of organic sales in 2014 were to wholesale markets. Wholesale markets includes buyers for supermarkets and natural food stores, processors, distributors, wholesalers, brokers, and packers. The remaining sales were direct to retail markets and institutions and consumers.

In 2014, New Mexico had 116 organic farms that comprised 34,431 acres of land. The total value of organic agricultural products sold was \$21,860,000. As indicated by Figure 4.6, 70 farms received 100% of their sales from organic production. Eighteen farms received less than 50% of their sales from organic production.

FIGURE 4.6: SALES FROM ORGANIC FARMING



Source: U.S. Department of Agriculture, Organic Survey, 2014.

Preferred Produce, a certified organic produce supplier for local markets, including Whole Foods and La Montanita Co-op, is located just south of Deming within Luna County. The business started in 2010 and recently expanded through Local Economic Development Act funds from the state. In 2014, Preferred Produce received a \$20 million contract (\$4 million per year) to grow kosher romaine lettuce for an East Coast distributor. According to its founder and co-owner, Matthew Strong, if Preferred Produce successfully fulfills this 5-year contract, it will turn into a 40-year standing contract for lettuce, plus some additional kosher products, including spinach, dill, and strawberries.

An important niche of organic agriculture is value-added organic agriculture, which helps to increase the economic production of the sector, and thus is important to Deming’s economy. In New Mexico, ten farms sold value-added agriculture products that produced \$1,359,464 in sales. The City of Deming and Luna County should continue to analyze the viability of this growing sector of agriculture. The altitude and climate make Deming a very desirable location for many types of agricultural production.

ECONOMIC DIVERSIFICATION

A key component of the City’s pursuit of economic development has been economic diversification. In the past, Deming has depended on a few industries that employed a significant portion of the workforce. Over the past ten years; however, Solitaire Mobile Homes opened a manufacturing plant in the Deming Industrial Park (south); Mizkan (previously Border Foods) expanded operations to become the largest chile processor in New Mexico; and Luna Energy Facility opened a 570-megawatt natural gas-fired power plant. In addition, the Peru Mill Industrial Master Plan was adopted, and Deming continues to actively seek to attract new businesses to Deming.

4.3 ECONOMIC STRENGTHS and CHALLENGES

A number of strengths and challenges that Deming faces emerged during discussions and meetings with the planning consultants. A snapshot of these strengths and challenges are provided below.

Strengths		Challenges	
Vineyards and wine production	Existing school system and new schools	High unemployment	Lack of opportunity after high school, many leave Deming
Agriculture	Youth activities	Lack of workforce for positions available	Infrastructure improvements - roads, drainage
Chile productions	Deming Municipal Airport	Low skill set	Track traffic damaging roads
Weather and climate	Sense of community and small town feeling	Limited housing options	Agricultural products exported as few businesses to process
Five State parks	Value-added agriculture	Limited return on housing investment	Lack of civic engagement
View of Florida Mountains	Geographic location	Unavailable services	Lack of entertainment options
Proximity to Columbus	Diverse population and culture	Hunger and poverty	Aesthetics and code enforcement
Deming Library	Photovoltaics	Perception of limited parking downtown	No clusters of activity, everything is spread out
Transportation network	History	Fallow agricultural land	Mining in the Florida Mountains
Game hunting	Abundant land	Not enough downtown wayfinding	Water concerns
Deming Arts Center	Positive local government	Empty buildings and lots	Better walking and biking facilities
Air and water quality	Small businesses	Quality of Housing Authority units	High number of teenage pregnancies
Retiree and snowbird population	Assistance to support the community	Economic development model is not working	High drug use rates
		Large number of retirees means less workforce	Lack of health care options
		Border Patrol employees don't live in Deming	More support for early childhood education
		Need more school age activities	

4.4 ECONOMIC DEVELOPMENT ORGANIZATIONS and INITIATIVES

Economic development is facilitated in Deming through a number of different organizations and initiatives as described below:

DEMING LUNA COUNTY ECONOMIC DEVELOPMENT, INC.

Deming Luna County Economic Development, Inc. (DLCED) is a 20+ year old organization that collects and disseminates economic data, advises Luna County and Deming on economic development issues, and has been the primary point of contact for new businesses interested in investing in Deming, Columbus, or Luna County. The Board is comprised of representatives from the Deming business community, City of Deming, Luna County, Deming/ Luna County MainStreet, Deming Public Schools, Western New Mexico University, Deming Tourist Development Committee, and Silver Spikes. The DLCED focuses on business retention and expansion, quality of workforce and workforce development, Deming as a retirement community, and organizational functionality. The 2016 Strategic Plan identifies goals and strategies under the following four priority areas:

Business Retention and Expansion

Goal: Attract value-added target industry and retain existing industry accounting for substantial capital investment and new jobs at meaningful wages and salaries.

Strategy 1: Research and contact suppliers and customers of existing local industries regarding potential expansion into the area, especially those involved in food processing.

Strategy 2: Continue current effort to expand comprehensive community profile to include up-to-date demographics and research information needed by prospects. It should also be placed on a web site.

Strategy 3: Establish a comprehensive data file of sites and buildings. Update computer files regularly. Date sheets with photographs and maps are needed.

Goal: Work with existing industry to retain existing jobs and to assist with expansion projects.

Strategy 1: Redesign the industry call program. Conduct a detailed training program. Create 2-3 person teams to make calls with professional field interview forms.

Quality of Workforce/Workforce Development

Goal: Develop long-term programs designed to enhance partnerships between business, education, and training officials to develop long-term programs that enhance the availability and quality of the current and future workforce. Develop long-term program of enhancing youth awareness of careers and world of work.

Strategy 1: Continue to encourage further vocational Tech Prep as a program for high school students and other 2+2 programs and dual credit. Enhance soft skills as well as basis skills.

Strategy 2: Build alternative education programs into Tech Prep, internships, and other initiatives to enhance career viability for client youth. Reward students for participation, encourage mentorships, internships, and certificates.

Strategy 3: Encourage and develop funding for teacher internships with Luna County industry and other teacher continuing education efforts.

Strategy 4: Build "Adopt A School Program" and ensure that every manufacturer or processor becomes involved with the effort.

Retirement Industry One of the DLCED's primary goals was for Deming to obtain the American Association of Retirement Communities (AARC) Seal of Approval, which has been accomplished.

Goal: Involve retirement community more.

Strategy 1: Hold Winter Visitor Event to welcome snowbirds and acquire data for them.

Organizational Functionality

Key Activities:

- Board and leadership development and training;
- Bylaws revision;
- Creation of a board operating policy and procedure manual;
- Creation of an annual budget;
- Creation of a formal board and officer nominating committee and process;
- Adoption of basic board management forms and formats;
- Creation of a formal membership development plan to include ROI of membership in DLCED; and
- General organizational updating and management.

DEMING/LUNA COUNTY MAINSTREET

The Deming/Luna County MainStreet area is generally bounded by Cedar Street to the north, Platinum Avenue to the east, Maple Street to south, and Copper Street to west. The Deming Downtown Master Plan (2013) covers the MainStreet boundary, as well as a larger Metropolitan Redevelopment Area. As a MRA plan, the Plan proposed the following series of recommendations and projects:

- Expanding the façade improvement program,
- Making improvements to the alleys,
- Establishing an art program for empty storefront display windows,
- Providing wayfinding and gateway entry features,
- Designating a site for the Farmers Market,
- Making enhancements to the Silver Avenue corridor;
- Creating a performing arts center;
- Creating a road diet, pedestrian enhancements, and bike routes on Poplar Street; and
- Creating a transportation facility.



Painted storefront windows on Pine Street.

Recent projects that the Deming/Luna County MainStreet have completed include:

- Arts Park, rehabilitation of the pocket park on Pine Street
- Regular seasonal Farmers' Market
- Façade Squad, which provides façade improvements to buildings in the area
- Design improvements for the Leyendecker Park
- Mimbres Pot Capital, the placement of decorative Mimbres pot style features throughout Downtown Deming.

Deming/ Luna County MainStreet also holds regular events to encourage residents and tourists to visit the MainStreet area, serving visitors, residents and the 400 people employed Downtown.

DEMING-LUNA COUNTY CHAMBER OF COMMERCE

Founded in 1910, the Deming-Luna County Chamber of Commerce is a non-profit organization that supports the economic development of the Deming area through advocacy for member businesses. Current programs offered by the Chamber are the annual Parks & Activities Guides, posting the Deming calendar of events and sponsoring networking events such as 1st Friday Mixers, publishing the Deming Horizons relocation magazine. The Chamber also maintains the Visitor's Center for Deming. The Chamber of Commerce and the offices for the Deming Luna County MainStreet are both located at the Visitors Center at 800 E. Pine Street.

DEMING SILVER SPIKES

Established in the late 1970s, the Deming Silver Spikes is a local organization consisting of approximately 28 members that provides legislative advocacy at the state level for general projects that improve the quality of life in the City of Deming, Luna County, and the Deming Public School District. As part of its advocacy efforts, the Silver Spikes promote local projects and advocate on behalf of local initiatives such as capital outlay requests and other state-funded programs.

DEMING TOURIST DEVELOPMENT COMMITTEE

The Deming Tourist Development Committee (TDC) is an organization that promotes tourism to Deming and the greater region through the promotion of the area's recreational amenities, museums, important sites, and year-round attractions that are unique to the Deming area.

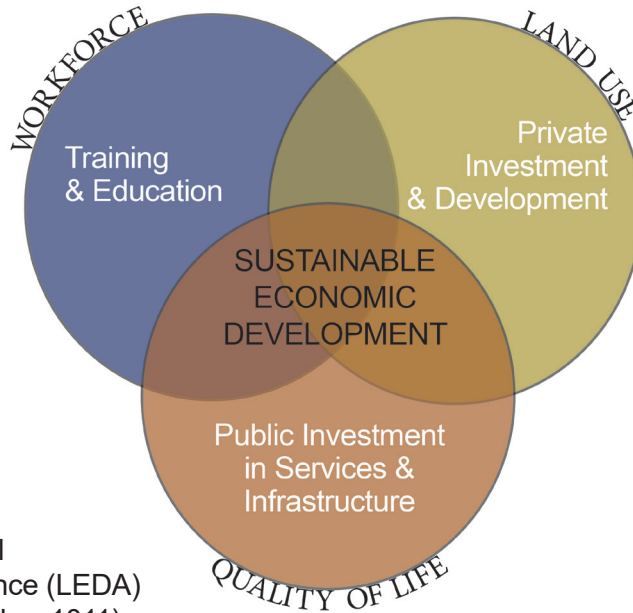
To accomplish its promotional mission, the TDC conducts research on targeted demographic groups and develops marketing campaigns, as well as promotional materials that aim to boost tourism in Deming. Many of the TDC's images are used in magazines and billboards throughout the state. AAA New Mexico Journey, Group Tour Magazine, New Mexico Vacation Guide, New Mexico Magazine, and True West Magazine are a few publications that have featured the TDC's promotional materials.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

WNMU-Deming partners with the SBDC-NM to provide services to business professionals. Business development plans, marketing plans, financial planning, management consulting, business start-ups are some of the services offered at the SBDC. The SBDC is located at the Mimbres Valley Learning Center at 2300 E. Pine Street.

4.5 ECONOMIC DEVELOPMENT OPPORTUNITIES

There is a myriad of economic development opportunities available to the City of Deming. In order to create a healthy and sustainable business environment, the City needs to capitalize on its strengths and focus on three primary components of economic development; workforce, land use and development, and quality of life. The following economic development opportunities require the City to take a leadership role and to foster cooperation between the public and private entities within Deming, Luna County, and the southwest region of New Mexico.



LOCAL ECONOMIC DEVELOPMENT ACT (LEDA)

The City of Deming adopted a Local Economic Development Act Ordinance (LEDA) in November 1999 (Ordinance Number 1011).

The Ordinance permits Deming to “create new job opportunities, by providing land, buildings or infrastructure for facilities to support new or expanding business, provided that adequate safeguards are employed to protect public monies, and resources.” The Ordinance calls for an economic development plan that is made available to the public. This Plan will focus on promoting the establishment of economic development projects that may qualify under the State LEDA Act.

In 2015, LEDA funding of \$135,000 was awarded to Preferred Produce Inc., an organic produce supplier, for the construction of a 45,000 square feet greenhouse. The construction of the greenhouse brought 10 new jobs to Deming. LEDA funding was previously awarded to Border Foods (now Mizkan).

COLUMBUS 24-HOUR PORT OF ENTRY

Deming is the first major town on the route north from the Columbus Port of Entry. As the only 24-hour Port of Entry in New Mexico, this provides a significant opportunity for Deming to capture business coming north from Mexico. Deming is currently working with Luna County, Village of Columbus, and Deming Public Schools on a by-pass study for freight and truck traffic traveling north from the border. Facilities that service this type of traffic, such as gas stations, restaurants, and hotels, would be



Rendering of the new Port of Entry in Columbus.

well-positioned along this future roadway. The Village of Columbus is currently working on a master plan for the Port of Entry. The master plan proposes an improved entry addition to the Port, as well as roadway improvements to encourage a better flow of traffic and to support freight and truck traffic. The roadway improvements include a bypass for Deming that would improve access to Interstate 10. Deming has a large amount of land that is zoned for industrial uses but has not been developed. The freight and truck traffic generated by the 24-Hour Port of Entry provides an opportunity for future businesses that could be located in Deming's industrial areas. Deming's major economic strength is its position as a transportation hub and regional retail and services center.

TRANSPORTATION HUB

Deming is well positioned to offer goods and services to travelers. It lies halfway between Las Cruces and Lordsburg, and between Tucson and El Paso. It is a north-south hub for those traveling to Silver City or Chihuahua, Mexico. Retail businesses related to travel, particularly gas stations, auto parts and accessories stores, and accommodations and food services, benefit from Deming's orientation as a travel hub. Deming is also a regional center for low-and middle-order goods (gas, restaurants, hotels, Walmart, groceries).

HUB ZONE

Deming and greater Luna County are certified HUB Zone designated areas. The HUB Zone program is administered by the U.S. Small Business Administration and provides contracting assistance to small businesses located in historically underutilized business areas (HUB Zones). The goal of the HUB Zone program is to promote job growth, capital investment and economic development in certified HUB Zone areas. Benefits for HUB Zone-certified companies include competitive and sole source contracting, a 10% price evaluation preference in full and open contract competitions, and subcontracting opportunities.

VALUE-ADDED AGRICULTURE

Given the strength and volume of agricultural production in the Deming and Luna County area, value-added agriculture is an important economic development tool for Deming. This is particularly relevant to the chile production in the County. The USDA defines value-added agriculture as:

“A physical change in the physical state or form of the product, the production of a product in a manner that enhances its value, as demonstrated through a business plan, and the physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product”.

Deming should utilize its current local agriculture production and large areas of vacant, industrial lands to create value-added exported products, which in turn will expand the market and create jobs and revenue. Examples of two well-known Deming companies working in this arena are the Mizkan chile production facility and St Clair Winery.

- Mizkan - In 2011, Mizkan acquired the Border Foods chile production facility, which opened in 1972. Mizkan is a 200-year old Japanese company that specializes in vinegars, sauces, salad dressings, and other food products.

Mizkan remains one of the largest green chile and jalapeño pepper processors in the world. The facility employs approximately 200 people year round, and significantly more during the growing season.

- Local Wineries - Local wineries in Deming include St. Clair and Luna Rossa, both of which are growing in size and popularity. St. Clair employs approximately 65 people in its Deming plant and eight people in its tasting room. St. Clair will be opening a new events center in 2016 and a newly remodeled tasting room. Monthly winery tours from Las Cruces to Deming began in 2016, have been sold out every month since the original tour, and will continue as long as there is interest. A St. Clair representative mentioned that more local events in which St. Clair can provide beer and wine could help the business momentum continue to grow.



St. Clair vineyard.

Luna Rossa, located at 3710 W. Pine Street, is also experiencing an increase in regional business. The winery is based in Deming, and in 2012, opened a second location in Mesilla to serve wine and pizza. Currently, Luna Rossa's Deming winery employs four full-time positions and plans to fill two additional positions in 2016. During harvest, which can be between two and three times per year, the winery employs between seven and 25 field workers. Due to the winery's recent growth, there are no plans to expand in Deming.

- Deming Luna County Farmers' Market - The Deming Farmers' Market is located in the parking lot adjacent to the U.S. Post Office on Spruce Street. The annual farmers' market held by MainStreet provides a valuable opportunity for farmers, local producers, and artists to get their products to a wider local market. Farmers Markets provide fresh, local, and seasonal produce and encourage healthy eating habits in a community at the same time as supporting local businesses. MainStreet provides a market space and does not charge vendors to set up their tables.
- Commercial Kitchen Incubator - Deming would be particularly well positioned for the development of a commercial kitchen incubator with a focus on locally grown crops. A commercial kitchen incubator would help foster the creation of new jobs and the community's entrepreneurial climate. Co-tenants are able to share their knowledge in marketing, networking, and basic principles of business. There are several community kitchen incubators located in New Mexico, including Silver City, Gallup, Albuquerque's South Valley, and Taos. According to the New Mexico Finance Authority, other community kitchens

are planned in Santa Fe, Las Cruces, Las Vegas, Anton Chico, El Morro, and Española.

Starting a commercial kitchen can be cost prohibitive, which has led to the development of community commercial kitchens that provide training on how to use commercial level equipment and how to package and sell the product. Rental space within a commercial kitchen incubator is typically provided at on a below market, hourly rate. In order to launch a commercial kitchen incubator in Deming, it would likely require the City of Deming partnering with Luna County to provide the capital and some support for on-going operational funds. The USDA Rural Development program is another potential resource for capital funding.

New Mexico's largest community commercial kitchen is the Mixing Bowl, a joint project of Bernalillo County and the Rio Grande Community Development Corporation. According to the New Mexico Finance Authority, the Mixing Bowl gets 64% of its funding from kitchen rental and other fees, and the rest comes from grants. The challenge that all community commercial kitchens face is becoming a self-sustaining operation that allows start-ups to grow into businesses that create economic base jobs. The planned community kitchen at Northern New Mexico College in Española is considering the option of the start-ups to give the kitchen a share of their eventual revenue rather than pay a user fee.

- USDA Value-Added Producer Grant - In 2015, the USDA Rural Development made \$30 million available to farmers, ranchers, and food entrepreneurs to develop new product lines through the USDA Value-Added Producer Grant program. The grants are intended to enable small and medium-sized family farms and ranches to develop new product lines from raw agricultural products or additional uses for already developed product lines. Special priority is given to military veterans, socially disadvantaged, and beginning farmers and ranchers; operators of small- and medium-sized family farms and ranches; farmer and rancher cooperatives; and applicants that propose mid-tier value chain projects. Since 2009, USDA has awarded 853 Value-Added Producer Grants totaling \$104.5 million. Deming's St. Clair winery has been a recipient of this grant program, which helped with marketing a new line of Hatch chile-infused wine.

DEMING INDUSTRIAL PARKS

The City of Deming is fortunate in having two industrial parks within municipal limits, including the Deming Industrial Park and Peru Mill Industrial Park. Both of these industrial parks provide an opportunity for the City to expand and diversify the economy.

- Deming Industrial Park - Deming Industrial Park, just south of the Municipal Airport, is home to a number of industries, including Mizkan, Joseph's Lite Cookies, Solitaire Manufactured Homes, Schwans (food distribution), and the US Border Patrol. It offers utilities extended to the property line of each lot, including natural gas, electricity, wastewater treatment, sewage, garbage/landfill services and telecommunications.

- Peru Mill Industrial Park - Peru Mill Industrial Park, located in the northwest area of Deming, was master planned by the City of Deming in 2010. The Comprehensive Master Plan for the Peru Mill Industrial Park provides goals and recommendations for infrastructure improvements to support the redevelopment of the former Peru Mill site. The site contains 1,512 acres of City-owned, mostly undeveloped land, that would accommodate larger industries. The proximity of Peru Mill to rail service and the interchange with two Class I railroads - Burlington Northern and Santa Railroad (BNSF) and the Union Pacific Railroad (UPRR) - are major assets and the competition between these two railroads is intense and should lead to favorable and competitive haul rates. However, significant rail improvements are needed to support manufacturing, warehousing, and transload operations requiring rail service. The Master Plan includes a proposed land use plan and phasing plan for the development of the site. Large, rail-served properties are generally located west of Peru Mill Road. Non-rail served properties are generally located east of Peru Mill Road. The Master Plan identified industry types that would be appropriate for Peru Mill, including cross-dock/transload facilities, local or specialized warehousing, logistic centers, food processing, solar energy generation, renewable energy projects, and manufacturing.

ARTS and CULTURE

Deming has a number of venues for enjoying arts and culture, including the Deming Luna Mimbres Museum, Deming Performing Arts Theatre, Deming Arts Center, and the Deming Arts Council. Arts and culture venues not only enrich the quality of life of residents, but can draw visitors to the community.

The Deming Luna County Mimbres Museum is a joint partnership between the Luna County Historical Society and the City of Deming. The City of Deming owns the building, while the Museum artifacts are owned by the Luna County Historical Society. The Museum is operated by volunteers and is open from 9:00 a.m. to 4:00 p.m., Monday through Saturday. Admission is free. The Museum contains a number of collections including art, Native American artifacts, western and military memorabilia, photographs, and an archive of historical documents. The Museum is located in the 1916 National Guard Armory.



Street view of Luna Deming Mimbres Museum.

The Deming Performing Arts Theatre is located in Morgan Hall and provides a venue for live performances of theatre, music, and dance. Performances run from October through April and are operated by volunteers. The Deming Performing Arts Theatre seeks to provide scholarships to graduating Deming High School students that will be studying in the performing arts field.

The Deming Arts Center is home to the Deming Arts Council. The Deming Arts Council promotes the arts through exhibitions, classes, and special events at the Deming Arts Center. The Deming Arts Center and Arts Council is located in a historic commercial building that dates to 1904. The Center is open Tuesday through Saturday and presents a new exhibit each month. The exhibits range from the work of well-known area artists to the work of students at Deming schools. Both the Center and the Council are staffed by volunteers.



Deming Arts Center.

The former El Rancho Theater (previously known as the Deming Theater and the Sunn Theater) is located adjacent to Morgan Hall in Downtown. The Spanish Pueblo Revival style theater was built in 1942; however, over the years it has lost some of its defining features, in particular the marquee. The 2013 MainStreet Deming Downtown Master Plan included rehabilitation of the building as one of the Plan's recommended projects. A potential funding source for the rehabilitation is the New Mexico Historic Theaters Initiative, a statewide effort administered through the Economic Development Department and New Mexico MainStreet that was established in 2010. The Initiative seeks to rehabilitate historic theaters and install new digital projection and sound equipment. Movie theaters are an important anchor for downtown districts, providing an entertainment venue that improves quality of life and supports other retail and service businesses. Since January 2013, grants through the New Mexico Historic Theaters Initiative have supported seven theaters around New Mexico, including the Luna Theater (Clayton), Silco Theater (Silver City), Lea Theater (Lovington), Shuler Theater (Raton), El Morro Theater (Gallup), Flickinger Center for Performing Arts (Alamogordo), and the Lyceum Theater (Clovis). Each of the theaters was identified as a catalytic economic driver for the community.

TOURISM

The mild climate of Deming draws many visitors to the area, especially during the winter months. The Deming Visitors Center provides information (both in person and on line) on attractions, events, dining, lodging, and historic walking tour, which helps to draw visitors to Deming and the surrounding area. Deming has a number of lodging choices through motels, hotels, and RV parks, but lacks more intimate lodging such as B&Bs, which could draw additional tourists to the area. Tourist attractions include the Rockhound State Park, City of Rocks State Park, Pancho Villa State Park, Spring

Canyon State Park, and the Florida Mountains, as well as annual events, such as the Great American Duck Race and the Klobase Festival.

Edward T. McMahon, author of *Ten Principles for Responsible Tourism* (Urban Land Institute, September/October, 2015) states “Tourism is about more than marketing. It is also about protecting and enhancing the product communities are trying to promote”. The following recommendations are applicable to the City of Deming and the desire to attract more tourists:



City of Rocks State Park.

1. Preserve and restore historic buildings, neighborhoods, and landscapes.
2. Focus on the authentic. Preserve the authentic aspects of local heritage and culture, including food, art, music, handicrafts, architecture, landscape, and traditions.
3. Ensure that tourism support facilities (e.g., hotels, restaurants) are compatible with their surroundings. Tourists crave authenticity and integrity of place.
4. Interpret the resource. Visitors want information about what they are seeing, which can make the community come alive.
5. Protect community gateways. First impressions matter.
6. Control outdoor signs. This will make an immediate, visible improvement in the physical environment.
7. Enhance the journey as well as the destination. Encourage the development of heritage corridors, bike paths, rail trails, greenways, and scenic byways.
8. Get tourists out of their cars. Create places where people can safely walk and bike in attractive settings.
9. Link sites. Provide connections between communities through historic, cultural, or natural attractions (e.g., birding trails, wildlife trails, heritage trails) in order to attract a wider range of tourists.
10. Recognize that tourism has limits and must be managed. Ensure tourism development does not exceed the carrying capacity of the community.

RETIREMENT COMMUNITY

Deming is the only community west of the Mississippi River that has been certified as a retirement community by the American Association of Retirement Communities (AARC). The mild weather and low cost of living make Deming an attractive retirement location and their contribution to the Deming economy is significant. The City estimates that for every retiree, there are approximately three service jobs.

Deming has been actively seeking to attract retirees to the community for a number of years. Deming sees a significant number of retirees that visit Deming during the winter months at the RV parks. Deming should focus on providing amenities such as healthcare, cultural, and recreational facilities that will make Deming more attractive to retirees and allow them to age-in-place. Economically vibrant small towns often have a

large number of retirees due to the services they support, the income they provide, and their volunteer activities. Retirees often look for communities that are small, safe, quiet, have a mild climate, and offer high quality of living at a low cost.

SMALL-SCALE MANUFACTURING

Small-scale manufacturing involves the production of anything from food to electronics, textile design to hardware. Generally, these businesses have approximately 20 employees or less. Small-scale manufacturers are often located throughout a community, from industrial areas to commercial properties to private homes. Despite the disparate nature of the small-scale manufacturers, there are an increasing number of avenues available today to manufacturers that provide support and help. A large number of resources are on the internet connecting manufacturers with clients, designers, and buyers. Web sites include etsy.com, makersrow.com, custommade.com, and opportunitythreads.com.

Small-scale manufacturing can help to create a vibrant downtown, providing a key source of tenants and bringing foot traffic to the downtown area. Small-scale manufacturing is most effective in downtowns when it includes a retail component with the production. This ensures that the use is active and supports activity in the downtown area. Examples of a small-scale manufacturing use with a retail component include a coffee roaster with a coffee shop or a brewery with a tap room.

Small-scale manufacturing in Deming would be appropriate for the Downtown area and could include a community commercial kitchen. Such a venture would provide a venue for local entrepreneurs to create value-added agriculture products, as well as providing a retail location, and education space for classes in the culinary arts.

DEMING MUNICIPAL AIRPORT

The Deming Municipal Airport, and its associated industrial park, provides an important transportation connection to Deming, as well as an industrial area that can serve aviation-related business and other industries. Aviation related opportunities include aviation maintenance, training, rehabilitation, and aviation-related research.

RENEWABLE ENERGY

A key component of sustainability is renewable energy generation. This industry segment has been growing strong in the Deming/Luna County area due to an abundance of land, sunshine, and wind provide an opportunity. Renewable energy is currently produced at several facilities, including:

- Macho Springs Energy Facility - The Macho Springs Energy Facility, located in Luna County, includes the Macho Springs Solar Facility and Macho Springs Wind Farm. The Solar Facility was purchased by Southern Power and Turner Renewable Energy in May 2014. This 55-MW solar facility, located on 597 acres, generates



Macho Springs Wind Farm.

electricity for more than 18,000 households under a 20-year power purchase agreement with El Paso Electric.

Macho Springs Wind was acquired in December 2014 by Capital Power. The facility is located on approximately 1,800 acres and is comprised of 28 Vestas V100-1.8 megawatt turbines. The Wind Farm generates electricity for approximately 14,000 households through a 20-year power purchase agreement with Tucson Electric Power.

- Public Service Company of New Mexico - The Public Service Company of New Mexico (PNM) operates the PNM Solar Center on an 80-acre site just south of Deming. This facility was expanded in 2013 and currently contains 138,000 solar panels, generating enough electricity for 2,800 households.
- City of Deming Compressed Natural Gas Fleet - The City of Deming's fleet currently includes 22 compressed natural gas vehicles, two public stations, and two slow fill private stations. Staff is trained in the conversion of vehicles to compressed natural gas and maintenance of the equipment at the two stations.

4.6 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Economic Development Goal 1: Pursue a diversified economy through recruitment of stable industries that provide well paying jobs.

Objective 1.1: To create a more sustainable economy through attracting new businesses and retention of existing businesses.

Objective 1.2: To create new employment opportunities in order to retain Deming's youth and lower the unemployment rate.

Economic Development Implementation Strategy 1.1: Recruit industries that are complementary to existing business clusters and sensitive to the natural and cultural environment in Deming and Luna County, including renewable energy, tourism support facilities, food manufacturing and distributing, value-added agriculture, and retirement support industries.

Economic Development Implementation Strategy 1.2: Work with and support cooperation between the local and regional economic development agencies on economic development initiatives. Organizations should include, but not be limited to, Deming Luna County Economic Development, Deming Silver Spikes, Deming-Luna County Chamber of Commerce, and Deming/Luna County MainStreet.

Economic Development Implementation Strategy 1.3: Develop a marketing initiative that provides information on available tax incentives, job training initiatives, available commercial and industrial sites, and desired businesses to companies interested in expanding or relocating to Deming.

Economic Development Implementation Strategy 1.4: Promote Deming's unique assets, including its friendly, small town atmosphere; active art

community; historic and cultural resources; rail access; renewable energy generation; available industrial land; and the Deming Airport on the City's web site, social media, and trade publications.

Economic Development Implementation Strategy 1.5: Identify funding sources for and continue implementation of infrastructure and roadway improvements at Peru Mill per the recommendations contained in the 2010 Comprehensive Master Plan for the Peru Mill Industrial Park.

Economic Development Implementation Strategy 1.6: Make improvements to the Deming Industrial Park, including rehabilitation and reuse of vacant or underutilized buildings, landscape improvements, and entry signage. Work with the US Army Corp of Engineers on remediation of contaminated sites.

Economic Development Implementation Strategy 1.7: Work with the Deming-Luna Chamber of Commerce and Deming Luna County Economic Development on creating an annual business recognition program for those local businesses that have demonstrated:

- 1) Outstanding business achievement as evidenced by growth in sales, profits, and/or employees; or new product development and/or new markets entered;
- 2) Commitment to the local community through contributions or service to a civic group, volunteer program or non-profit organization; or
- 3) Dedication and creativity in the development of a new business.

Economic Development Goal 2: Encourage and support small business development, retention, and expansion.

Objective 2.1: To provide business and employment opportunities for local residents.

Objective 2.2: To maintain and enhance Deming's unique small town character and home grown businesses.

Economic Development Implementation Strategy 2.1: Work with local banks and economic development organizations to offer access to capital to small businesses through a revolving-loan fund.

Economic Development Implementation Strategy 2.2: Complete a feasibility study for developing a commercial kitchen incubator that utilizes locally grown products and promotes a farm to table economy.

Economic Development Implementation Strategy 2.3: Coordinate with WNMU-Deming on providing education and outreach to Deming residents regarding the small business development center (SBDC) located at the Mimbres Valley Learning Center.

Economic Development Implementation Strategy 2.4: Work with the Deming-Luna County Chamber of Commerce on developing and promoting a "Support Local Business" program.

Economic Development Goal 3: Create a well-trained workforce that is able to meet the needs of local employers and attract new businesses and industries.

Objective 3.1: To ensure that the Deming workforce is adequately trained for new employment opportunities.

Objective 3.2: To help residents achieve prosperity through raising the median household income and the quality of life for Deming residents.

Economic Development Implementation Strategy 3.1: Work with Deming Luna County Economic Development and local employers on seeking workforce investment funding (Job Training Incentive Program - JTIP) from the New Mexico Economic Development Department and other entities.

Economic Development Implementation Strategy 3.2: Work with Mimbres Valley Learning Center on expanding the range of vocational classes offered to include culinary arts, woodworking, textiles, etc.

Economic Development Implementation Strategy 3.3: Provide better outreach and information (English and Spanish) about existing vocational classes offered at the Mimbres Valley Learning Center and other workforce development programs.

Economic Development Implementation Strategy 3.4: Encourage local business owners to provide opportunities for local retirees and the underutilized workforce to serve as mentors and teachers.

Economic Development Implementation Strategy 3.5: Support the Mayor's Teen Round Table work study program and coordinate efforts with Deming Public Schools, Deming Cesar Chavez Charter High School, and local businesses and organizations to provide work opportunities for local youth.

Economic Development Goal 4: Affirm and strengthen Deming's position as a tourist destination.

Objective 4.1: To encourage additional retail, restaurant, and hospitality uses within Downtown Deming.

Objective 4.2: To recognize the unique art, historic, and cultural resources within Downtown Deming.

Economic Development Implementation Strategy 4.1: Prioritize capital improvement projects for Downtown Deming and incorporate these projects into the ICIP.

Economic Development Implementation Strategy 4.2: Encourage new sit down restaurants, retail businesses, and entertainment venues to rehabilitate and locate in existing vacant buildings within Downtown.

Economic Development Implementation Strategy 4.3: Allocate a larger portion of the lodgers' tax revenues towards marketing for Deming as a tourist and food destination.

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CHAPTER 5

Transportation

Transportation connections provide a key role in the development, growth, and sustainability of Deming. Deming is served by major highway connections from across the United States and south to Mexico, as well as two Class I railroads, the Burlington Northern & Santa Fe Railroad and the Union Pacific Railroad. The Transportation element provides information on the existing roadway system, rail and air service in and through Deming, and pedestrian and bicycle facilities. It articulates the need for a systematic approach to guide the community towards a safe, balanced, multi-modal transportation system that continues to serve the community's transportation needs over time.

5.1 INTRODUCTION

Originally known for the railroad expansion, Deming has become one of several major transportation hubs for travelers throughout the state. Located along Interstate 10, Deming lies halfway between Las Cruces to the east and Lordsburg to the west; serving as one of many stopping points between El Paso, Texas and Tucson, Arizona. The City also acts as a north/south hub for travelers connecting to Silver City to the north and the Columbus/Palomás port-of-entry to the south. The Union Pacific Railroad (UPRR) and Burlington Northern & Santa Fe Railroad (BNSFRR) converge in Deming. Additionally, Corre Caminos, based out of Silver City, provides public transit services to the community.

5.2 ROADWAYS

Within Deming's municipal limits, major transportation routes can be found in all four directions of the City. North of Deming is NM 26 - a shortcut off Interstate 25 to Interstate 10 that provides a connection to the Village of Hatch. NM 26 also provides a connecting route from the Village of Hatch to US 180, which is also known as the Silver City Highway. South of Deming is NM 11, which connects to the Village of Columbus and the US/Mexico border. Traveling east of Deming, I-10 connects to the City of Las Cruces and the City of El Paso and destinations such as the City of Lordsburg and the states of Arizona and California to the west. Aside from these major highways and interstates, the City of Deming's roadway system includes County roads and City streets. These roadways either terminate within or traverse to the City limits.

FUNCTIONAL ROADWAY CLASSIFICATION

Deming's existing street network is separated into five distinct categories: local streets, collectors, arterials, state highways, and U.S. highways. Descriptions of these roadway classifications are as follows:

- State Highway - This road type allows for a higher amount of traffic and a greater speed than any of the aforementioned road classifications. State highways also serve as primary routes for trips into and out of Deming. I-10, NM 26, and NM 11 are all examples of this type of roadway classification.
- U.S. Highway - A US Highway includes any road, street, parkway or freeway/expressway that includes rights-of-ways, bridges, and protective structures and includes a portion of any interstate. US highways also serve as primary routes for trips into and out of Deming. US 180 is an example of this type of roadway classification. There is an additional route between Deming and Las Cruces known as the Lost Highway, which includes a portion of roadway where US 70 and US 180 overlap with I-10.
- Principal Arterial - Principal arterials serve a larger amount of traffic at a higher rate of speed than either local or collector streets. Arterials provide for a high rate of mobility, and typically have four or more travel lanes and have a central turning lane and right-hand turn lanes when intersecting with minor arterials or collectors. On occasion, arterials allow for access to adjoining properties. This is apparent along some of Deming's major streets, including Gold Avenue, which has a significant number of commercial buildings and other facilities that attract a higher volume of traffic.

are located in residential areas or areas that experience low volumes of daily vehicle travel. Local streets comprise the majority of the street network in Deming. An example of a local street in Deming is Birch Street.

OWNERSHIP STATUS

- State Roads Within City Limits - NM 418 enters Deming from the southwest and terminates near the City’s northwestern boundary. NM 549 enters the City from the east, ending at its junction with US 70/80. NM 11 enters Deming from the south and terminates at Florida Street. NMDOT, from Country Club Road west, maintains Florida Street beyond the City limits to 418. Country Club Road is maintained by NMDOT from Florida Street to Pine Street. Eighth Street enters on the southwest side as a County Road and changes to State-maintained from Florida Street north to I-10.
- City-Maintained Roads - The most recent City of Deming street inventory shows that the City has a total of 166 streets. The total mileage of roads maintained by the City is 120 miles. Most of this mileage is comprised of two-lane roads, with the exception of Gold Road and Cody Road, which have some stretches that contain four-lanes. Table 5.1 provides the City’s street inventory from 2002 broken down by traveled surface type. The data is by the lane mile and indicates that 90.4% of Deming’s streets are paved with Portland Cement Concrete (PCC), Asphalt Concrete Pavement (ACP), or Bituminous Surface Treatment (BST).

Surface Type	PCC	ACP	BST	Earth	Undeveloped (Platted)	Total
Lane Miles	3.39	157.74	16.09	15.23	3.65	196.10
% of Total	1.7%	80.4%	8.2%	7.8%	1.9%	100%

Source: City of Deming Public Works Department.

EXISTING CITY STREET CONDITIONS

The City of Deming utilizes a Pavement Condition Rating (PCR) system that applies a numerical rating in three categories of Good, Fair, and Poor. Table 5.2 below details the City’s latest rating of surfaced street conditions and indicates that nearly half of the streets are in poor condition. The City has used various state and federal funding sources in combination with its own matching funds to improve existing streets and to reduce the amount of streets in the poor category. Deming has its own pothole repair equipment that is used every year as needed, mostly in the fall after the rainy season in July and August.

Street Surface Condition	% of All Streets
Poor (0-20 PCR)	55%
Fair (21-80 PCR)	25%
Good (81-100)	20%

Source: City of Deming Public Works Department.

NMDOT funds have been used every year to place a street surface maintenance sealing application on various streets. Deming currently has \$425,000 budgeted for municipal road repair and improvements. This effort will be accomplished with the City’s labor, chip spreader, haul trucks, and roller equipment.

5.3 RAIL

The rail system has played an important role in New Mexico’s economic growth, especially in the City of Deming. The City of Deming was established during the 1881 expansion of rail routes west and has since continued to serve as a hub for several rail line routes. Two Class I railroads contribute to this rail system, as well as one Amtrak flag stop. These railroad routes converge from the east and northeast direction of municipal limits before diverting to the west and northwest portion of the City through Peru Mill Industrial Park (see Chapter 4: Economic Development for more information on Peru Mill Industrial Park and rail access).

The classification of Deming’s existing railroad routes are based on their respective owners, including Union Pacific, Southwestern Rail Line, and the Amtrak passenger railroad. The major railroad routes accommodate approximately 100 to 200 trains a day according to a 2005 Freight Train Volume analysis completed by Cambridge Systematics, Inc. Existing conditions of the City’s railroads are detailed as follows:

CLASS I RAILROADS

- Union Pacific Railroad – Sunset Route - The establishment of the Union Pacific Railroad (UPRR) in the City of Deming was recorded as the nation’s second transcontinental railroad link. Union Pacific has a route that travels from El Paso through Deming and continues on to Lordsburg. It is known as the Sunset Route. The Sunset Route is approximately 760-miles in length and is responsible for connecting the Los Angeles, California Port to El Paso, Texas. On average, the Sunset Route carries up to 65 trains per day, which are responsible for transporting valuable goods.



Union Pacific Railroad.

- Southwestern Railroad – Deming to Rincon Route - The BNSF Railway operates over 32,500 miles of track throughout the United States. Although it does not directly own or operate routes through the City of Deming, BNSF is the owner of a right-of-way found along secondary main lines. Through these easements, Southwestern Railroad (SWRR) leased the rights-of-ways found in Deming to establish its Deming-Rincon Route. The Deming-Rincon Route extends 54.4 miles and is classified as a secondary line. This route is responsible for connecting Rincon, New Mexico to Deming where it connects with two different routes. These additional routes are the Union Pacific Sunset Route and the Southwestern Railroad Whitewater line.

SHORTLINE RAILROADS

- Southwestern Railroad – Whitewater Line Route - Southwestern Railroad purchased the northern portion of the Whitewater Line route from Grant County. This route serves the mining operations found near Hurley, New Mexico located just north of Deming. The Whitewater Lines includes 57.1 miles of single-track. From the 57.1 miles there are 30.6 mainline miles that travel from Deming to

Whitewater. This is the main route for connecting the mining industry in Grant County with the Deming to Rincon Route. The Whitewater Line has stops in Hanover, Fierro, Tyrone, and Burro Mountain Junction.

PASSENGER RAILROADS

- Amtrak Sunset Limited - The Amtrak Sunset Limited travels from Florida to California. The substation located in Deming is one of a kind since it is known as a Flag Stop, which is a location or substation where trains typically only stop if there are passengers boarding or descending at the station. There are two trains; one travels eastbound and the other travels westbound. These trains operate three times a week linking Los Angeles, Tucson, El Paso, Houston, San Antonio, and New Orleans. Amtrak leases rights-of-way from Union Pacific Railroad.

5.4 TRANSIT

The Regional Transit District Act, passed in 2003 by the New Mexico State Legislature, authorized the creation of Regional Transit Districts in New Mexico. The Transit and Rail Division of the NMDOT is responsible for administering the transit and rail programs. The City of Deming is located in District One, Southwest Regional Transit District (SWRTD), which is comprised of Luna, Hidalgo, and Grant counties. In addition to bus transportation, Amtrak interstate passenger trains stop in Deming (*see Section 5.3 Rail for more information*).

The SWRTD provides transit service via Corre Caminos. Corre Caminos operates a local bus route in Silver City, as well as paratransit service and three intercity bus routes. Two express routes are available with twice daily non-stop service from Silver City to Deming and Lordsburg. Corre Caminos also operates paratransit service (demand response service) in Deming, which provides curb-to-curb service to individuals needing special assistance. Standard one-way fares at \$1.50. Multi-ride passes are available to seniors and people with disabilities.

5.5 AVIATION

The Deming Municipal Airport is located approximately two miles southeast of the City. It is a small public-use airport that generally serves the City and surrounding communities found in Luna County. The Airport, which covers an area of 2,870 acres, includes two runways, fuel system, and a terminal with passenger and crew facilities on the north side of the facility. Although the Deming Municipal Airport is smaller than major airports such as the Albuquerque Sunport, it accommodates airplanes up to and including those classified as approach category “B” and airplane design group II. The Deming



Aerial view of Deming Municipal Airport.

Municipal Airport provides daily air service for general aviation, as well as some military aviation. Following NMDOT-Aviation Division's Pavement Management Program, major components, such as pavement conditions, safety, and fuel systems, are described in the following text.

Deming Municipal Airport has two runways, one principal runway and a secondary runway. Runway 8/26, the principal runway, is approximately 8,000 feet in length and 75 feet in width. Runway 4/22, the secondary runway, is 5,657 feet in length and 60 feet wide. Runway 8/26 has pavement rated at 20,000 pounds and Runway 4/22 pavement is rated at 12,000 pounds for aircrafts with a single gear.

The existing configuration of both runways provides wind coverage of nearly 98%. Wind coverage is one of the major factors that control the condition and capacity of aviation infrastructure. Additionally, the Deming Municipal Airport provides visual aids such as a lighting wind indicator, visual glide slopes, and lighting. With the 1995 Terminal Addition, the City was able to provide services such as phones, restrooms, and a pilots' lounge for passengers and crew.

Another service at the Deming Municipal Airport is a modernized fuel delivery system, which is provided to aircrafts via three fuel service trucks. Located on the premises is over 10,000 square feet of hangar space for transient aircraft and a 5,000 square foot repair facility. Deming Municipal Airport averages 78 flights per day.

5.6 BICYCLE FACILITIES and TRAILS

Currently, the City of Deming and community members are actively working on improving bicycle facilities and trails within City limits. These bike paths and facilities will provide the community with additional recreational facilities that encourage physical activities. In addition, the bike paths will offer the opportunity for a reduction in roadway congestion, the possibility of monetary savings, and a safe zone for the public to ride bicycles without competing with larger vehicles. Multi-purpose paths are being constructed around Deming each year to allow bike riders safer routes (*see Chapter 8 Parks and Recreation for more detail on trails in Deming*).

5.7 SAFE ROUTES TO SCHOOL PROGRAM

The Safe Routes to School Program is a federally-funded program originally developed by the Federal Highway Administration. The intent of the program is to encourage communities to increase transportation opportunities to children through the creation of safe walking and bicycling routes. The benefits of such a program are many-fold: increased physical activity for students; less congestion in school drop-off/pick-up zones; fewer conflicts between cars, buses, and students; safer campus for walking and bicycling; students arrive at school energized and ready to learn; and decreased demand for busing. The NMDOT created a Safe Routes to School Handbook that covers the "how tos" of research and analysis, public input, and developing and writing the action plan (*see www.nmsaferoutes.com for more information*). Each year several New Mexico communities hold a Walk and Roll to School Day, which promotes alternative forms of transportation for students going to or from school.

The grant funding available for this program is limited and requires a match from local government. Funding is provided under the Transportation Alternatives Program (TAP)

through the SWNMCOG. According to the NMDOT Planning Bureau, most of the communities in New Mexico that have been successful in creating a Safe Routes to School Program received little grant funding. Their success was based more on having strong local champions (typically the school district) and providing the education and encouragement and incorporating the program concepts into the school culture.

The Deming Public School District collaborated with the City of Deming and SWNMCOG to determine the benefits that such a program will have on their economy as well as establish opportunities for safer routes within the district. Some of the benefits that were identified during this collaboration included the increased physical activity for students, safer campus for walking and bicycling, and students arriving energized and ready to learn. With the objectives in mind, Deming Public Schools, City of Deming, and SWNMCOG has begun creating safe routes, developed the Bicycle Rodeo event, and started making improvements to existing bike trails, sidewalks, and crosswalks that are located within the vicinity of Ruben S. Torres Elementary School.

The Bicycle Rodeo includes a bicycle course and a bike safety seminar that is available to local students. The Bicycle Rodeo is a good example of a community building effort with support from Deming Public Schools staff, Deming Police, Molina Healthcare, New Mexico State University County Extension Office, Luna County, Deming High School Youth Council representatives, City of Deming, and NMDOT.

Another major event in Deming is the Walk and Roll to School Day. This event allows agencies to promote alternative forms of transportation for students traveling to and from school campuses. The Walk and Roll to School day is a global event that is typically held in October. In 2010, New Mexico had approximately 50 schools that participated in this event.

In order for such events to be held, local governments and event holders can apply for grant funding under the Transportation Alternatives Program. However, the grant funding that is available for Safe Routes to School is limited and requires a match from local government. Funding obtained through the Transportation Alternatives Program (TAP) is distributed through the SWNMCOG. According to the NMDOT Planning Bureau, the success for receiving grant funding is dependent on community involvement, and the community's ability to continue promoting, education and encouraging their residents to participate in the program concepts.

5.8 TRANSPORTATION CHALLENGES

The City of Deming's transportation issues include commercial traffic, traffic congestion, traffic safety, limited transportation access, and pedestrian access.

COMMERCIAL TRAFFIC

As a result of the expansion of commercial traffic in the Deming area, there has been an increase in safety concerns and traffic congestion. According to the 2009 Deming/Luna County Regional Transportation Study, the vast majority of commercial truck traffic utilizes NM 11 through Deming to access Interstate 10. A significant amount of truck traffic also utilizes NM 26, located just north of Deming's municipal limits. As heavy commercial traffic from these two routes begin to connect with regular classified vehicles, an increase in traffic congestion near this area has become a major safety concern. Additionally, near Deming's Peru Mill Industrial Park, a plan to incorporate an increase in

truck traffic will result in further congestion and potential safety risk for commercial traffic. The City's plan to address the issue of congestion due to increases heavy commercial traffic would be to install a truck bypass.

TRAFFIC CONGESTION

Traffic along the Columbus Highway traveling into the Downtown Deming area has progressively impacted the congestion described in the commercial traffic section above. The congestion has in part been heightened due to the increased activity near the Port of Entry. Additionally, the presence of semi-truck traffic has been particularly problematic since they are longer and cause more of a bottle neck at the Gold and Pine intersection as the truck traffic attempts to access US 180/NM 26 and the I-10 west- and east-bound on-ramps.

In the past, residents have identified the need for a truck route around the City to alleviate the traffic problems along the Columbus Highway (NM 11), Country Club, Florida, and the Gold/Pine intersection. NM 11 has seen an estimated increase of 6,000 vehicles per day between Deming and Columbus. US 180 has also seen an estimated increase of up to 4,000 vehicles per day between Deming and Silver City. A new Deming/Luna County Regional County Comprehensive Transportation Study would be ideal since the data is estimated and outdated by close to ten years. A new Deming/Luna County Regional County Comprehensive Transportation Study would not only bring the traffic data to current, but also show the true increase in traffic and also bring light to new conditions that have raised within the past ten years.

Citizens who attended community open house meetings conducted as part of the 2009 Regional Transportation Plan identified the following roadway segments where congestion is the worst:

- NM 549
- Country Club Road
- Florida Street
- NM 11
- Interstate 10
- 8th Street

The following intersections were also identified in the 2009 Transportation Study as experiencing congestion or inadequate signaling/lacking turn lanes, etc.:

- NM 549/East Pine Street
- 8th Street/Pear Street
- Gold Street/Cedar Street
- Gold Street/I-10 Frontage Road
- Raymond Reed/Country Club
- Spruce Street/ Pine Street
- Spruce Street/NM 418
- Spruce Street/8th Street

TRAFFIC SAFETY

The following accident data is extrapolated from the 2009 Deming/Luna County Regional Comprehensive Transportation Study (WHPacific Inc., with Wilson & Company) and collected between 2004 and 2006 using information from the City of Deming and NMDOT Consolidated Highways Database. The intersections listed in Table 5.3 are the locations where the greatest numbers of accidents generally occur. The data also includes information on the number and types of accidents at a given intersection.

As shown in Table 5.3, the amount of accidents for the three year study period varied from an average of 2-3 accidents to 6-7 accidents. The intersections that show a higher number of accidents generally are on roads with higher traffic volume and along major transportation corridors. According to the table, by far the most common type of accident is an 'Angle' type accident. 'Rear End' (R.E.) and 'Other' make up the rest of the accident classifications.

TABLE 5.3: CITY OF DEMING ACCIDENT DATA								
Intersection		Total for Year			3 Year	# of Accidents by Type		
Street	Street	2004	2005	2006	Total	Angle	R.E.	Other
2nd Street	N. Copper	6	1	0	7	3	3	1
Ash	Nickel	0	0	3	3	1	2	0
Ash	NM 418	0	0	2	2	2	0	0
Ash	8th Street	0	0	2	2	1	1	0
Ash	Gold	2	2	0	4	3	0	1
Buckeye	Silver	1	0	1	2	1	0	1
Buckeye	Granite	2	0	0	2	1	0	1
Buckeye	Copper	2	0	1	3	3	0	0
Cedar	Gold	1	2	1	4	3	1	0
Cedar	I-10	1	1	2	4	2	2	0
Cedar	Pearl	0	3	0	3	3	0	0
Copper	Holly	1	0	1	2	1	0	1
Copper	Spruce	1	2	0	3	2	0	1
Country Club	Poplar	0	3	0	3	0	2	1
Country Club	Raymond Reed	2	2	0	4	3	1	0
Country Club	Birch	1	1	0	2	0	2	0
Country Club	Doña Ana	1	1	1	3	3	0	0
Country Club	Florida	2	1	0	3	1	2	0
Country Club	Pine	0	3	3	6	4	2	0
Country Club	Pear	1	0	2	3	3	0	0
Doña Ana	Hermanas Grade	1	1	0	2	2	0	0
I-10	Gold	1	1	0	2	0	0	2
TOTALS		29	29	21	79	43	18	18

The accident data above shows that the information is outdated by 10-12 years. Without current data for the City of Deming, there is no other reliable source to reference the current state of traffic safety in the City of Deming. This is another reason why an updated Deming/Luna County Regional Comprehensive Transportation Study should be completed. Having current data could help implement change in Deming's transportation system.

Although accident data shows that Deming’s streets are relatively safe, a number of safety concerns have been identified throughout the planning process. Specific areas of concern that have been identified include the following intersections:

- Hermanas Grade/NM 418
- Spruce Street/NM 418
- I-10 Exit 81/Cedar Street
- Raymond Reed/Country Club

The Regional Transportation Study also identified a serious safety concern at Gold Street at Interstate 10, where major storm events lead to significant flooding resulting in an impassable roadway. Since there are no suitable alternative routes from the south to the north of Deming, this situation creates a serious safety concern. As previously stated, the Regional Transportation Study is outdated by 10-12 years and these safety concerns may have changed or could be the same with the addition of more.

The City of Deming needs a new updated Deming/Luna County Regional Comprehensive Transportation Study. Once this study has been completed, all reliable data will be brought up to date. The new study will also show which issues from the 2009 study are still relevant and will also show any new issues that have arisen since 2009. The updated study will give the City of Deming a solid grasp of the current transportation issues within City limits that need to be addressed.

MULTI-MODAL TRANSPORTATION

Multi-modal transportation serves methods of travel other than just automobiles, including transit, air transport, bicycles, and pedestrian travel. Multi-modal transportation issues concern the use of trails for walking and bicycling, which should be planned and developed throughout the City of Deming. Sidewalks and bicycle facilities, such as on-street bike trails or off-street trails, are needed along road sections to encourage pedestrian and bicycle use. Through public outreach, citizens in the City of Deming have indicated a strong desire for more trails and sidewalks throughout the City. The challenge with sidewalks within the City of Deming is the ability to incorporate pedestrian safety along with traffic efficiency where needed.

AVIATION NEEDS

The Deming Municipal Airport Action Plan identified a number of improvements for the Airport. Airport improvements required to accommodate the B-III group of airplanes would require the widening of Runway 8/26 and Taxiway A and widening of shoulders and grading safety areas to required widths while maintaining the separation between runway and taxiway. Some improvements have recently been made, such as the expansion of Runway 8/26. To accomplish the remainder of the recommended improvements, the City of Deming has designated \$980,000 for a new hangar and programmed \$6.875 million for airport improvements in the 2018-2022 ICIP.

RAIL NEEDS

As identified in the Peru Mill Comprehensive Master Plan and summarized in the Economic Development chapter of this document, rail improvements within Peru Mill Industrial Park are needed to support economic diversity and development in Deming and Luna County. The City of Deming programmed \$10.1 million in improvements to Peru Mill in the 2018-2022 ICIP, including a portion for rail improvements.

5.9 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Transportation Goal 1: Establish an efficient, safe, and convenient transportation system characterized by traffic and roadway management that balances the needs of pedestrians, bicyclists, motorists, and large trucks.

Objective 1.1: To address the traffic congestion and traffic safety issues related to commercial traffic in Deming.

Objective 1.2: To promote a multi-modal transportation system in Deming.

Objective 1.3: To determine available rights-of-way to allow for expansion of sidewalks and bicycle lanes.

Objective 1.4: To ensure the transportation system respects the integrity of existing neighborhoods and residential areas.

Transportation Implementation Strategy 1.1: In conjunction with the NMDOT and Luna County, study the feasibility of a truck bypass route to remove heavy truck traffic from traveling through Downtown and the more densely developed areas of Deming. The study should include recommended corridor locations for the bypass route, freight movement, and industrial park access; and design and construction costs.

Transportation Implementation Strategy 1.2: Create a new regional comprehensive transportation study in coordination with Luna County. The transportation study should include, but not be limited to:

- Existing transportation system, including study area, existing street functional classification, roadway travel lanes, traffic control, existing traffic volumes and speeds, safety constraints, accident data, land use and development constraints, and parking and pedestrian issues;
- Land use and demographic data, including population projections, forecasts for future households, housing, employment, and student population;
- Transportation issues and constraints;
- Transportation modeling, including assumptions, traffic demand model, zones and connectors, base model validation statistics, and base and future model results;
- Traffic forecast alternatives, including alternatives analysis, performance measures, and evaluation of project concepts; and
- Transportation improvement program, including short-, intermediate-, and long-range program, project development, funding sources, costs, etc.

Transportation Implementation Strategy 1.3: Identify future potential streets and/or potential expansion of existing streets within Deming that would relieve congestion and provide for more efficient traffic flow, including, but not limited to, a connection at Cedar Street.

Transportation Implementation Strategy 1.4: Revise the City's Subdivision Regulations to address street improvement development and design standards for all new development.

Transportation Implementation Strategy 1.5: Pursue NMDOT sponsored and funded programs, including Local Government Road Funds, Municipal Arterial Program, Cooperative Projects, Safety Projects, Transportation Enhancement Program, etc., for street, pedestrian, and bicycle improvements to meet existing and future transportation needs.

Transportation Implementation Strategy 1.6: Continue to participate in the Southwest Regional Planning Organization (SWRPO).

Transportation Goal 2: Maintain safe street conditions throughout the City of Deming.

Objective 2.1: To develop standards and maintain a regular schedule of resurfacing and paving streets.

Objective 2.2: To provide more walkable streetscapes through sidewalk and ADA improvements and ramps, and installation of street lights, landscaping, and street furniture along major transportation corridors.

Transportation Implementation Strategy 2.1: Conduct a City-wide street and pavement inventory that sets priorities for new street construction, maintenance of pavement, installation of curb and gutter and ADA ramps, and rehabilitation of streets. Coordinate new projects with the City's Infrastructure Capital Improvement Plan (ICIP).

Transportation Implementation Strategy 2.2: Pursue and allocate funding for implementing the projects identified in the City's 2018-2022 ICIP.

Transportation Implementation Strategy 2.3: Continue implementing the Americans with Disabilities Act for new and updated development to address sidewalks, roadways, and ADA accessibility.

Transportation Implementation Strategy 2.4: Continue to pursue Community Development Block Grant (CDBG) and New Mexico State Legislature State Appropriations funding for transportation improvements.

Transportation Goal 3: Expand general aviation operations at the Deming Municipal Airport.

Objective 3.1: To enhance economic growth opportunities for Deming and Luna County.

Transportation Implementation Strategy 3.1: Prioritize and implement airport projects identified in the City's 2018-2022 ICIP. Pursue available aviation related funding from FAA and the New Mexico Department of Transportation - Aviation Division grant and funding programs.

Transportation Goal 4: Improve railroad infrastructure at Peru Mill Industrial Park.

Objective 4.1: To support new manufacturing, warehousing, and transload operations that require rail access.

Transportation Implementation Strategy 4.1: Complete improvements to the mainline track between the west end of the existing switching yard and the southern boundary of Peru Mill Industrial Park, the bridge over the Mimbres River, and the existing UPRR/SWRR interchange, as identified in the Comprehensive Master Plan for the Peru Mill Industrial Park.

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CHAPTER 6

Infrastructure

Delivery of infrastructure is critical to the City's ability to support the health, safety, and welfare of the community. The maintenance, continued expansion, and investment in the City of Deming's utility systems are key elements to ensure the economic growth and sustainability of the community. The City of Deming's infrastructure systems are summarized in this Chapter, including water supply, transmission, and distribution; wastewater collection and treatment; storm water collection and drainage; natural gas; solid waste collection and disposal; and dry utilities such as electric power and lighting, telephone, and fiber optics.

6.1 WATER

WATER SUPPLY, TRANSMISSION, and DISTRIBUTION

Water supplies for the City of Deming are from the groundwater aquifer in the Mimbres groundwater basin. The water production, storage, and distribution system in the City of Deming have evolved with growth and now the domestic water is provided by 17 active production wells of varying production rates. All wells have been permitted to be supplemental to each other under New Mexico State Engineer Office file number M-299.

The City of Deming 40-Year Water Plan (Daniel B. Stephens & Associates) was completed in 2009. It includes sections on water supply, water demand, water conservation, and a summary with recommendations. According to the 40-Year Water Plan, the City of Deming owns a combined total of 6,143.48 acre feet per year of water rights within the Mimbres basin. The maximum pumping appropriation for any of the 12 original wells is 12,210 acre feet per year of water. The agricultural water rights owned by the City are appurtenant to approximately 2,420 acres of farmland and would tentatively convert to a consumptive use water right of 3,872 acre feet per year of water. Approval to change the place or purpose of use must be acquired prior to development of new wells.

The City of Deming serves the community domestic water needs with approximately 6,148 residential, commercial, industrial, and public water meter hook-ups. The total population served is 14,855 with an average daily production of around 3.836 million gallons per day (MGD) and a total design capacity of 12.295 MGD. The total storage capacity of the system is 4 million gallons. This is derived from a combination of one concrete ground storage tank (3,000,000 gal.) and two above ground steel elevated water storage tanks (500,000 gal. each). The groundwater storage facility is located in the southwest part of the City on W. Pear Street between Hermanas Grade SW and County Road 91.

The City of Deming currently owns groundwater rights in two categories: 1) the right under which water is pumped from the existing City production wells; and 2) agricultural rights appurtenant to irrigated lands that have been purchased by the City for future conversion to municipal use. A new production source using recently acquired water rights will be required to meet future demand and provide for growth. A study to determine the impact or an update to the 40-Year Water Plan is recommended.

Water transmission and distribution is accomplished by approximately 200 miles of distribution pipeline consisting of 12-inch, 6-inch, and 2-inch diameter PVC pipe throughout the service area. Recent upgrades to new meters and auto read system occurred in 2014-15 with no new plans for new wells. A concurrent increase in storage capacity is required for growth. Additional phased storage may be considered within the next ten years along with improvements to the existing distribution system and extensions to new developments. The system should maintain the balance in capacity, storage, and distribution for a safe and effective municipal supply to the City.

FIRE PROTECTION

The amount of water needed for fire flow (the rate of water flow at a residual pressure of 20 pounds per square inch necessary to control a major fire in a specific structure) was set at 1,000 gallons per minute for a two-hour duration with a residual flow of 20 PSI according to the State of New Mexico and National Fire Code. With one ground storage tank with a capacity of 3,000,000 gallons and 553 fire hydrants, the City of Deming has sufficient storage for fires.

In order to upgrade the system to conform to the current guidelines of the State of New Mexico requirements for new businesses and the National Fire Code water supply system standards, improvements to the system would be needed. A feasibility study for this effort is recommended to determine the most efficient method of meeting current fire flow requirements.

WATER QUALITY

Routine chemical monitoring of the City of Deming's wells required by the Federal Safe Drinking Water Act indicates no contamination of the water supply. Overall groundwater quality is good in central Luna County. The water meets primary standards of the Federal Safe Drinking Water Act and has typical total dissolved solids of about 220 milligrams per liter. There are no violations of contaminant levels or of coliform levels on record in recent years.

WATER CONSERVATION

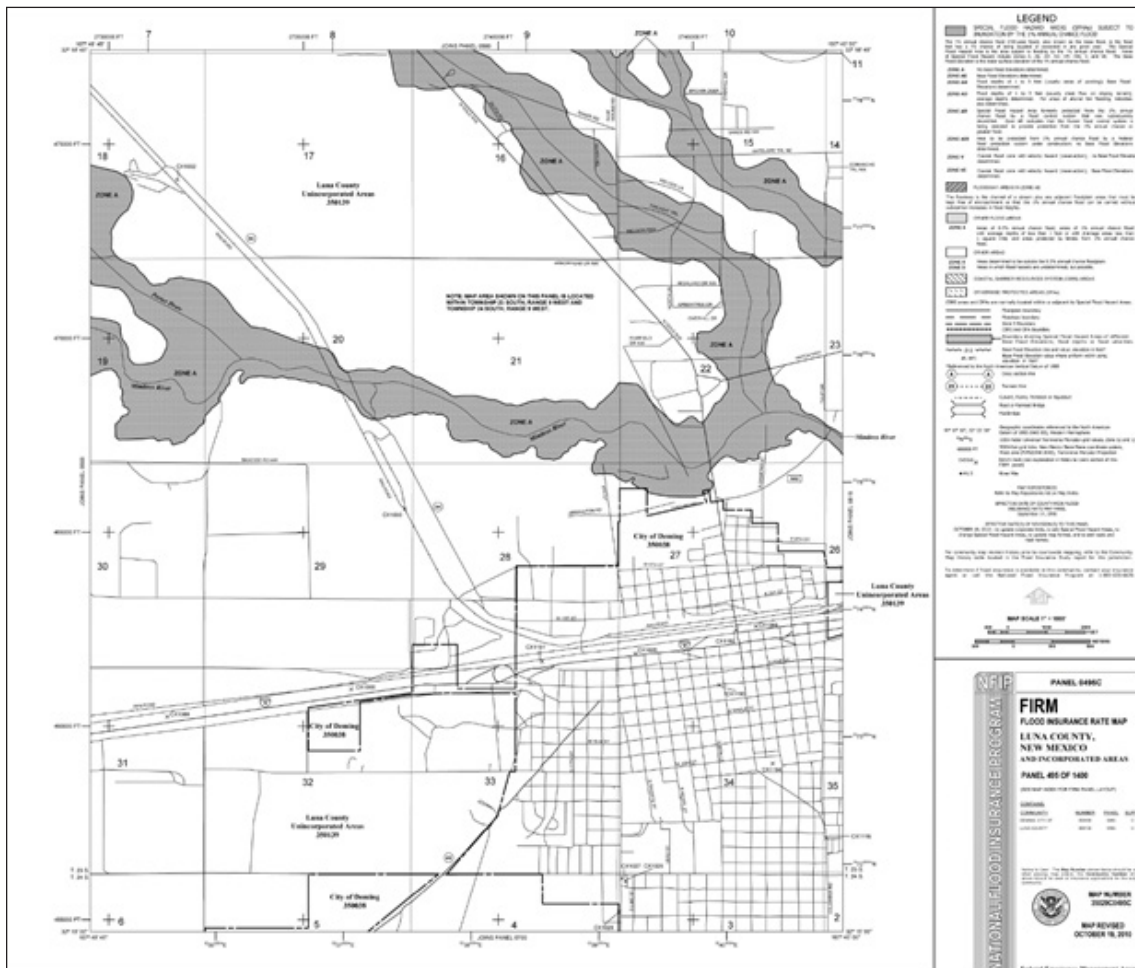
The City of Deming adopted a Water Conservation Ordinance (June 2004) to encourage water users within the municipal limits to reduce water consumption and waste. This is a purview of the State Engineer, who requires a 40-year water management plan for water utilities and enforces water conservation measures. As clean and safe water availability becomes scarcer and in greater demand, water conservation efforts will play a larger role for the City of Deming. Stricter codes regulating domestic water irrigation methods and allocated times for watering will need to be adopted and enforced in the future. Currently, the City of Deming is expending approximately 20% of its annual water consumption on irrigation of parks. Extending the effluent reuse system, which currently satisfies Luna Energy demand and is used to irrigate Rio Mimbres Golf Course and City-owned farmland, to include irrigation at City park facilities would reduce the demand on groundwater.

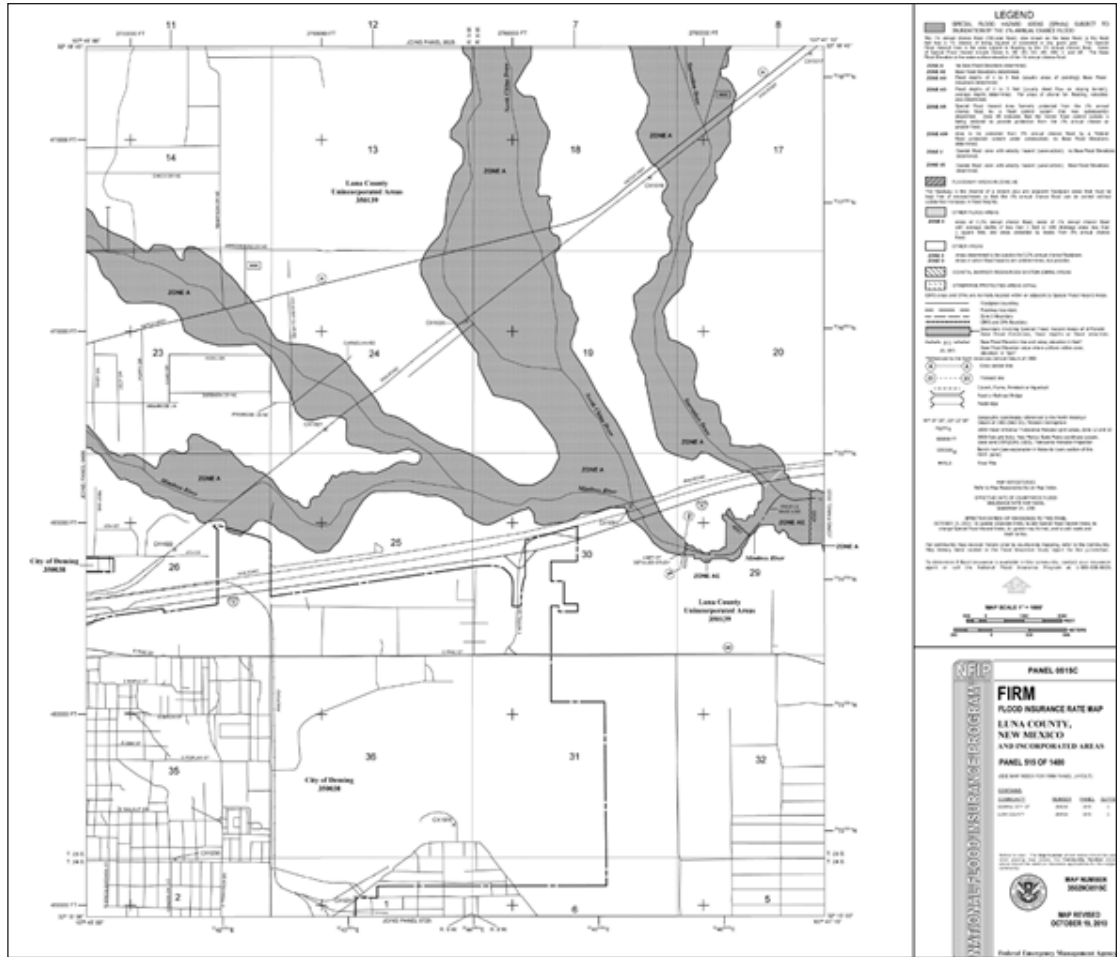
Unaccounted for water is also a concern for the City of Deming. It would be expected that some of the unaccounted for water comes from the water transmission and distribution system line leaks, inaccuracy in the few remaining old meters, and unauthorized water service connections. The City conducted a water audit for 2007 to 2011 using the City's production and revenue data acquired from utility records. The purpose of the audit was to help focus conservation efforts on areas that will provide the greatest decrease in net depletions and adequately measure the benefits of conservation efforts.

6.2 STORM DRAINAGE

For the City of Deming, addressing the overall concerns related to drainage will be a major benefit for the community and will provide a sense of security, especially during the summer months when precipitation usually occurs most frequently (see *Chapter 10 Hazard Mitigation for more information on flooding hazards in Deming*). The City's drainage challenges are complex due to the relative flatness of the area. Furthermore, any drainage improvements must be planned and coordinated to work with existing developed areas. Preparation of an updated storm drainage system master plan would be most effective way to study the current problem areas and identify solutions to remediate the drainage challenges. In addition, GIS mapping of the existing and proposed drainage infrastructure would significantly improve the City's future ability to manage and maintain the drainage system.

The vast majority of the City of Deming is outside the 100-year Special Flood Hazard Area (SFHA), as defined by the Federal Emergency Management Agency (FEMA) Flood Insurance Rate maps (FIRM) 35029C04954C and 35029C04954C both dated effective October 19, 2010 (see *Flood Insurance Rate Maps, below and on page 92*). The Mimbres watershed area encompasses approximately 5,140 square miles, 4,410 of which are in New Mexico. The basin passes through the Black Range, Mimbres Mountains, and Goodstight Mountains and also extends into Mexico (Groundwater Model of the Mimbres Basin, January 2011).





The Mimbres watershed generates runoff from the northern portion of the water shed near the Silver City area. Runoff from the Silver City, Bayard, and Hurley area will converge to the San Vicente Arroyo where the runoff will flow south until it merges with the Mimbres River that flows from Faywood. From the San Vicente Arroyo and Mimbres River merge point, the runoff will keep flowing south through Wamel Canal where the flow then shifts through the northern part of Deming, which is illustrated above in the Flood Insurance Rate maps (FIRM) 35029C04954C and 35029C04954C both dated effective October 19, 2010.

INTERAGENCY COORDINATION

Through close coordination with Luna County and Columbus, and an effort in pursuing the Goals, Objectives, and Implementation Strategies identified in both the Infrastructure and Hazard Mitigation chapters, the City of Deming will have the opportunity to witness improvements and significant changes as they relate to the mitigation of stormwater runoff. The challenge will be to route flows effectively using readily available facilities or property.

6.3 WASTEWATER

The current wastewater treatment plant (WWTP), constructed in 1982, replaced a trickling filter plant that had been in operation since the 1950s. The last modifications to the WWTP were made in 2014, which included aerator upgrades. Deming’s WWTP operates by using six major treatment processes and ten minor flow control processes.

The major processes include a headworks, two aerated ponds, two polishing ponds, two biotowers, two storage ponds, and a disinfection station. The minor units include pumping stations and flow boxes. Wastewater from throughout Deming is collected and transported by the City's sanitary sewer collection system to the plant. There are eight primary wastewater main trunk lines that service the City of Deming, including:

- 3rd/4th Streets alley;
- Cedar Street;
- Hickory to Oak to Poplar;
- Florida Street to Raymond Reed Boulevard;
- Pear Street;
- Doña Ana Road;
- Spruce St./NM 549/US Hwy 70; and
- M Street.

The current design capacity of the WWTP is 3 million gallons a day and is currently processing 1.4 million gallons a day.

The early wastewater collection manholes were constructed of fired clay brick with cement mortar and the wastewater lines were constructed of vitrified clay pipe. The wastewater collection lines were 4-inch and 6-inch in diameter, where the wastewater transmission lines are up to 18-inch in diameter. The recent wastewater construction utilizes PVC gravity sewer lines and precast concrete manholes. A vast majority of the gravity sewer line in the City is vitrified clay pipe (VCP). The WWTP is located southeast of the Deming Municipal Airport and outside the 500-year floodplain.

Treated effluent from the WWTP is also supplied to the natural gas-fired power plant for use in the cooling tower process. A future application of wastewater effluent would be to irrigate fields in the new Sports Complex and also increase the storage capacity offsite. Groundwater in the vicinity of the WWTP and the application areas varies in depth from 125 to 150 feet and flows towards the southeast at a gradient of about 2 feet per 1,000 feet. Total dissolved solids (TDS) of the groundwater varies from 150 to 300 milligram per liter. City Well No. 4 is positioned one-quarter mile north of the golf course. City Wells No. 8 and 10 are located within the Industrial Park, about half way between the golf course and Cropland Area. Ten of the wells are strategically distributed around the application areas and are used for groundwater monitoring purposes only. About 250 of the wells are used for domestic water. The remaining wells are used for agriculture or livestock operations.

The City of Deming discharges effluent from its WWTP under the authorization of New Mexico State Discharge Plan No. 209. The Discharge Permit was originally approved on January 30, 1980, and was last renewed on December 13, 2006. The latest improvements to the WWTP were designed by Engineers Inc. and the improvements were completed in 2014-15. Currently, the WWTP meets all requirements for NMED OP 209. The improvements will provide treatment for the combined municipal and industrial flows. The 2017-2021 Infrastructure Capital Improvement Plan identifies additional items to be replaced. These improvements are expected to adequately handle wastewater treatment for the next 30 years. The wastewater collection system must be maintained and expanded to new development areas to provide the community with a safe and environmentally friendly collection and treatment system.

6.4 GAS and ELECTRIC

The City of Deming supplies natural gas service to the community and outside the City limits. The gas is City-owned and currently has 5,694 metered connections. Aside from providing services within the municipal limits, the City of Deming also provides metered connections to a few hundred meters outside municipal limits to County residents. The gas lines are maintained on a consistent basis, and the system is operated under the regulations of the U.S. Department of Transportation, as administered by the New Mexico State Corporation Commission. The Gas Company of New Mexico also supplies gas to limited areas within City limits and areas adjacent to the City limits.

The 2018-2022 ICIP shows that electronic read gas meters is one of the top ranking improvements that is planned to happen in the near future. Another improvement to the gas system would be the addition of a high pressure line (north). There are no other improvements planned for gas services.

City of Deming residents are served by Public Service Company of New Mexico (PNM) for electrical power. PNM maintains a local office in Deming. Columbus Electric Co-Op provides power to Country Club Estates, within City limits.

6.5 SOLID WASTE

The City of Deming handles the municipal solid waste for the City from collection to disposal. The trash is currently collected from dumpsters. Voluntary participation in curbside collection by property owners is planned for 2017. Waste is transported to the Deming/Luna County Waste Transfer Station and from there it is transported to the Butterfield Trail Regional Landfill.

The Butterfield Trail Regional Landfill, located approximately 17 miles west of Deming, is expected to have a life of more than 100 years serving Deming, Columbus, Luna County, and Hidalgo County. The waste is expected to be primarily composed of residential and commercial waste (including some construction and demolition debris). Between 100 and 120 tons per day of solid waste are received on the average at the landfill. Appliances and large pieces of scrap metal are diverted at the gatehouse of the transfer station to a scrap storage area for pickup by a scrap metal dealer. Batteries, tires, used oil, oil filters, paint and chemicals are separated and held for recycling or removal by a hazardous waste hauler.

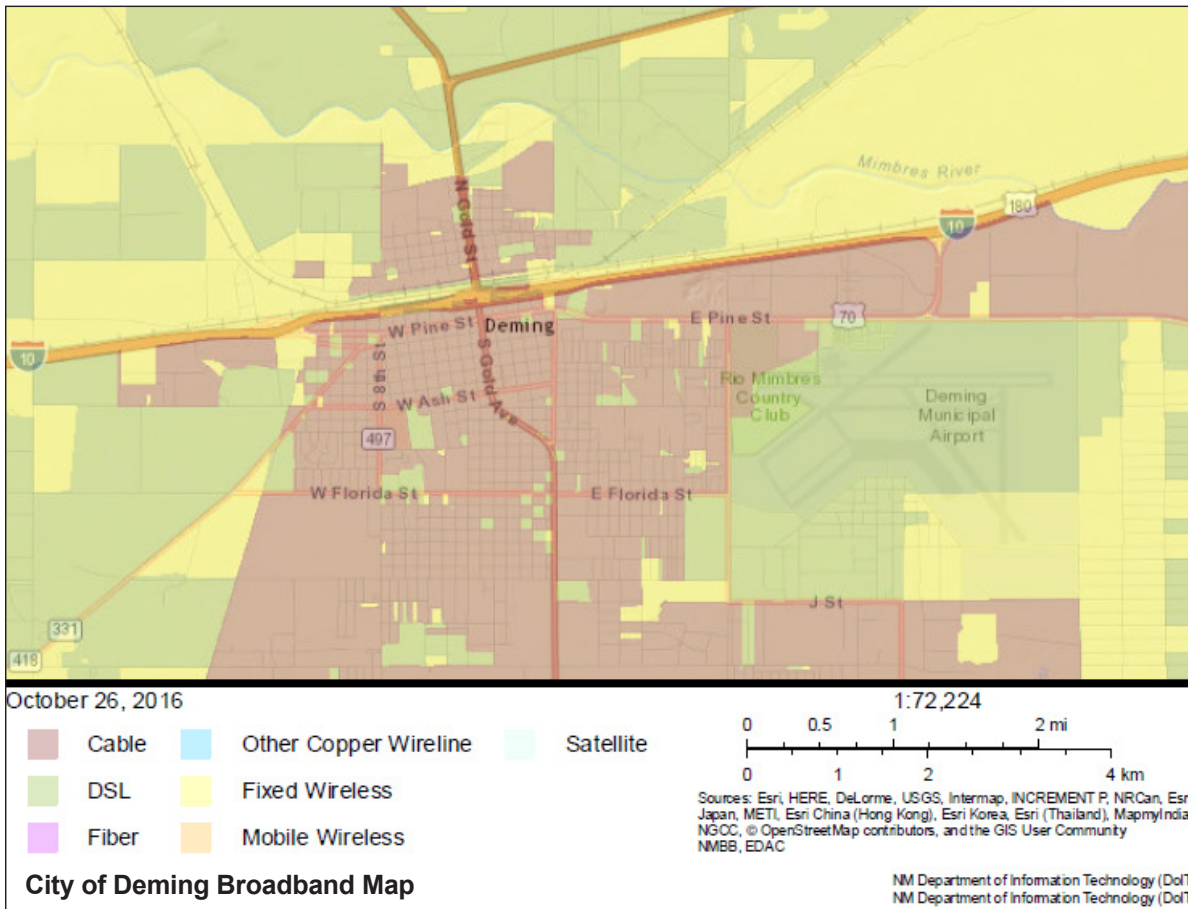
Recycling would reduce the volume of waste going to the landfill and reduce the demand on raw material. Curbside recycling is not yet available locally, but residents can take their recyclables to three locations including the transfer station or the two satellite locations where recycling bins are provided. Various options may be investigated to divert portions of the waste stream from the landfill as well as allow material to be recycled, thus conserving natural resources.

The Old Deming Landfill located on 4th Street is in the final phase (Phase 3) of closing. The Certificate of Closure from the New Mexico Environment Department Solid Waste Bureau is anticipated in Financial Year 2017- 2018. The City of Deming also owns the Tulip Drive Landfill, which is located in Luna County. The City is applying for a grant to fund the first phase of landfill remediation. The landfill is located close to the developed areas of Deming and close to the Mimbres River. This location makes remediation of

the landfill an ideal opportunity to provide a recreation area for the community. Potential sources of funding for closure work on landfills are the Colonias Infrastructure Fund and the New Mexico Environment Department Solid Waste Bureau Recycling and Illegal Dumping Fund Grant.

6.6 TELECOMMUNICATIONS

A range of telecommunications sources are available to residents in Deming. Qwest provides all local area network telephone service for the area. Cellular telephone, cable, and internet services are available from a wide range of providers, including Comcast, Verizon, Xfinity, Sprint, AT&T, CenturyLink, Voice Stream, etc. Satellite TV is provided by Sky Blue and Dish Network.



6.7 CITY OF DEMING/COLONIAS INFRASTRUCTURE NEEDS

There are several colonias in Luna County, including the City of Deming. These communities have special infrastructure needs, which have been recognized by the federal government and the State of New Mexico. In recognition of these needs, the New Mexico State Legislature established the Colonias Infrastructure Act in 2011. The Act is intended to:

- Ensure adequate financial resources for infrastructure development for colonia recognized communities;

- Provide for the planning and development of infrastructure in an efficient and cost effective manner; and
- Develop infrastructure projects to improve quality of life and encourage economic development.

The Colonias Infrastructure Act created the Colonias Infrastructure Board to evaluate applications for financial assistance for planning, designing, constructing, improving, or expanding a qualified project; engineering feasibility reports; project inspections; professional services; environmental assessments or archaeological clearances; acquiring land, water rights, easements, or rights-of-way; or paying legal costs and fiscal agent fees associated with development of qualified projects. The legislation also created the Colonias Infrastructure Trust Fund, with distributions from the Trust Fund made to the Colonias Infrastructure Project Fund annually on July 1st for the purpose of providing funding for qualified projects.

The City of Deming should continue to take advantage of this opportunity by coordinating with the Colonias Development Council and SWNMCOG, and pursuing funding from the Colonias Infrastructure Project Fund for qualified housing and infrastructure projects that include:

- Water system;
- Wastewater system;
- Solid waste disposal facilities;
- Flood and drainage control;
- Road infrastructure; or
- Housing infrastructure.

As part of a joint initiative of the US Department of Agriculture (USDA) and the Environmental Protection Agency (EPA), the Rural Community Assistance Partnership (RCAP) documented the state of water and wastewater availability in the colonias and made recommendations to address the remaining needs (*Source: RCAP U.S.-Mexico Border Needs Assessment and Support Project: Phase II Assessment Report, 2015*). The report notes the significant progress that was made in addressing water and wastewater needs in the colonias within the four border states on the U.S. side. The report provides a summary of the counties within New Mexico with designated colonias, including Luna County.

According to the RCAP report, there was a total population of 19,087 residents living in designated colonias in Luna County. With the exception of the City of Deming, Village of Columbus, and Pecan Park, the colonias in Luna County do not have any form of legally recognized structure. As such, the County has functioned as the fiscal agent in recent years, prioritized the infrastructure needs, and applied for funding. As stated in the report, the challenge has been that most funding sources have a loan component and the County has no ability to absorb the debt. As grant funds are depleted, so does Luna County's ability to secure funds to improve infrastructure for these colonias.

The RCAP worked with the County's engineer, SWNMCOG, and New Mexico Environment Department to gather information regarding infrastructure needs and

to determine priorities. The populations within the communities were categorized by Priority 1 through 5 and are defined as follows:

- **Priority 1:** Communities not served by a public water and/or wastewater facility and a health hazard is (or may) be present. There were no colonias in Luna County that were ranked as Priority 1.
- **Priority 2:** Residents are not served by a public water system – no health hazard indicated or residents are not served by a publicly owned wastewater disposal system, and existing onsite wastewater treatment system is not adequate – no health hazard indicated, or colonia residents are served by publicly-owned water and wastewater facilities, but one or both are in serious violation of regulations. Catfish Cove, Keeler Farm, Rockhound, and Sunshine were ranked as Priority 2 colonias.
- **Priority 3:** Some residents are not served by a publicly-owned water system and/or some residents do not have access to wastewater services and plans are in development and proceeding for financing new water or wastewater services to all areas affected or are currently under construction. There were no colonias in Luna County ranked as Priority 3.
- **Priority 4:** Residents are served by publicly-owned water systems and residents are not served by public wastewater services, but individual onsite wastewater disposal systems appear to be adequate or residents are served by both publicly owned water system and publicly owned wastewater facilities. The City of Deming, Village of Columbus, and Pecan Park were ranked as Priority 4.
- **Priority 5:** The identified colonia does not have any occupied residences (i.e., there are no inhabitants). This includes Bell School and Franklin Farms.

Colonia	Population	Priority
Catfish Cove	22	2
Keeler Farm	320	2
Rockhound	1,196	2
Sunshine	511	2
CITY OF DEMING	14,885	4
Village of Columbus	2,100	4
Pecan Park	80	4
Bell School	3	5
Franklin Farms	0	5

Source: RCAP US-Mexico Border Needs Assessment and Support Project: Phase II Assessment Report.

According to the RCAP, the lack of local capacity was cited as one of the main barriers and noted that in cases where Luna County, Deming, or the SWNMCOG can serve as the fiscal agent for a colonia projects, the need to assume a loan can create an impediment for the infrastructure improvement projects. The RCAP further noted that the

absence of organized entities to develop, manage, and operate infrastructure projects is an issue that should be resolved for these colonias to improve living conditions.

The RCAP recommends technical assistance for Luna County to develop the capacity to operate utilities in colonia designated areas as a regional entity. Additional assistance is recommended to help the City of Deming annex the areas in need of water and wastewater services or work with the communities themselves to develop the capacity to address their own infrastructure needs. Out of the 19,087 colonia residents in Luna County, the RCAP report estimated for drinking water that 6.3% are served, 93.7% are underserved, and .02% are unserved; for wastewater, 3.2% are served, 96.8% are underserved, and .02% are unserved.

The State of New Mexico has a number of state funding sources to finance infrastructure improvements within colonias, including Rural Infrastructure Program (NMED), Drinking Water State Revolving Fund (NMFA), Clean Water State Revolving Fund (NMFA), Water Trust Board Fund (NMFA), Public Project Revolving Fund (NMFA), Local Government Planning Fund (NMFA), Colonias Infrastructure Fund (NMFA), and Community Development Block Grants (NM Department of Finance and Administration).

6.8 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Infrastructure Goal 1: Maintain a safe and efficient domestic water supply and distribution system that meets current demand and accommodates future growth and development.

Objective 1.1: To ensure the current and future water supply needs are met through production wells, water storage, water conservation, and/or water allocations or diversions.

Objective 1.2: To ensure a redundant water supply for fire protection.

Objective 1.3: To plan for and replace aging water infrastructure components to ensure the safe delivery of water to the community.

Infrastructure Implementation Strategy 1.1: Secure funding for rehabilitation and replacement of water lines as needed to accommodate existing needs.

Infrastructure Implementation Strategy 1.2: Develop an appropriate water policy that outlines the strategies for increasing water supplies. Continue to obtain water rights and associated water supplies to address the future growth of the community.

Infrastructure Implementation Strategy 1.3: Develop a new water production source to meet future demand and complete an update to the 40-Year Water Plan that assesses the impact of the new production source.

Infrastructure Implementation Strategy 1.4: As part of the cost/benefit analysis associated with future annexations, determine the capacity and feasibility of extending water service to the annexed properties and colonia communities.

Infrastructure Implementation Strategy 1.5: Amend the Subdivision Ordinance to require that future development demonstrates adequate water supplies for a minimum of 70 years and takes measures to incorporate water conservation measures into the subdivision design.

Infrastructure Goal 2: Promote the sustainable and efficient management of quality water service through water conservation and reuse of treated effluent.

Objective 2.1: To ensure the water supply can meet the needs of the community during drought conditions through the responsible use of water.

Objective 2.2: To conserve potable water for drinking purposes and to use treated effluent to meet non-potable requirements.

Infrastructure Implementation Strategy 2.1: Continue to encourage voluntary water conservation methods such as low flow fixtures, irrigation schedules, xeriscaping, and other measures designed to reduce water use.

Infrastructure Implementation Strategy 2.2: Evaluate the performance of voluntary water conservation methods and determine whether additional measures are needed.

Infrastructure Implementation Strategy 2.3: Improve effluent water quality for irrigation and recreational purposes which should include additional storage capacity and storage locations.

Infrastructure Goal 3: Maintain a safe and efficient wastewater collection and treatment system that meets the current and future needs of the community.

Objective 3.1: To protect the public health, safety, and welfare by providing for the safe collection and treatment of wastewater.

Objective 3.2: To protect the groundwater supply from contamination.

Objective 3.3: To ensure there is adequate capacity for serving the existing development and future growth areas.

Infrastructure Implementation Strategy 3.1: Secure funding and implement projects for rehabilitation, replacement, and/or expansion of wastewater collection lines as needed to meet existing and future demand.

Infrastructure Implementation Strategy 3.2: Make improvements to the City's Wastewater Treatment Facility as needed to keep pace with future growth.

Infrastructure Implementation Strategy 3.3: Replace manholes on an as-needed basis to prevent deterioration.

Infrastructure Implementation Strategy 3.4: As part of the cost/benefit analysis associated with future annexations, determine the capacity and feasibility of extending wastewater service to the annexed properties and colonia communities.

Infrastructure Goal 4: Minimize the public and private property losses and injuries associated with storm events.

Objective 4.1: To protect the community from flooding, preserve property values, and lower flood insurance rates.

Objective 4.2: To minimize the damage to public facilities from flooding.

Infrastructure Implementation Strategy 4.1: Develop and implement a comprehensive Storm Drainage System Master Plan that addresses flood control measures to handle 100-year storm events, on-site retention and detention ponds, and water harvesting, where appropriate.

Infrastructure Implementation Strategy 4.2: Create a GIS database for the storm drainage system.

Infrastructure Goal 5: Increase the community's participation in the recycling program.

Objective 5.1: To reduce the volume of waste going to the landfill and conserve natural resources.

Objective 5.2: To make Deming a more sustainable, environmentally conscious community.

Infrastructure Implementation Strategy 5.1: Determine cost-effective actions to improve the recycling program, including providing additional recycling bins in more locations.

Infrastructure Implementation Strategy 5.2: Develop a public informational program on the benefits of recycling.

Infrastructure Goal 6: Improve the delivery of gas services to the community.

Objective 6.1: To increase the efficiency and accuracy of gas service.

Objective 6.2: To protect the health, safety, and welfare of Deming residents.

Infrastructure Implementation Strategy 6.1: Continue to rehabilitate and replace gas lines on a regular basis and extend lines to new areas based on a cost/benefit analysis.

Infrastructure Implementation Strategy 6.2: Install electronic read gas meters and a high pressure gas line, as identified in the 2018-2022 ICIP.

Infrastructure Goal 7: Expand wireless and fiber optics technologies in Deming.

Objective 7.1: To support business development in Deming.

Objective 7.2: To increase the data transmission rates.

Infrastructure Implementation Strategy 7.1: Continue to work with telecommunication companies on expanding wireless and fiber optics network throughout the community.

Infrastructure Goal 8: Pursue all available funding sources for infrastructure projects.

Objective 8.1: To provide basic services to the residents and businesses and improve the quality of life in Deming.

Objective 8.2: To support economic development initiatives and spur private investment in the community.

Infrastructure Implementation Strategy 8.1: Continue to pursue Community Development Block Grant (CDBG), U.S. Department of Agriculture Rural Development (USDA-RD), Water Trust Board (WTB), New Mexico Department of Finance and Administration (NMDFA), New Mexico State Legislature State Appropriations, and New Mexico Environment Department (NMED) funding for infrastructure projects.

Infrastructure Implementation Strategy 8.2: Coordinate with the Colonias Development Council, SWNMCOG, and Luna County on applying for funding from the Colonias Infrastructure Project Fund for water, wastewater, flood and drainage control projects.

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CHAPTER 7

Housing and Neighborhoods

Housing needs are as diverse as the population they serve. The provision of safe and affordable housing through a wide range of housing types, including single family detached houses, townhouses, apartments, as well as owner occupied and rental properties, at a range of different costs, will help serve this basic human need of the Deming community.

The Housing element provides an overview on housing characteristics, housing costs, and local housing organizations working to meet the affordable housing needs of Deming. The overarching goal is to address the demand for quality housing as the community grows and changes over time, while ensuring that neighborhoods are safe, well-maintained, and stable.

7.1 HOUSING CHARACTERISTICS

HOUSING TYPE and PATTERN

The majority of Deming’s housing stock is located to the east and west of Gold Avenue, Cody Road, and the Columbus Highway, and south of Ash Street. There are other residential areas north of Interstate 10. The older, established neighborhoods are to the west of Cody Road and the Columbus Highway, while many newer homes and subdivisions are developing in the east and southeast areas.

Single-family detached units represent 58.6% of all housing units in the City of Deming. Mobile Homes make-up 1,406 units, or 22.4% of all housing units in the City. This is higher than the state’s average of 16.5%. The next largest housing type is 3 or 4 unit structures, which represent 5.9% of the total housing structures.

HOUSING UNITS

There were an estimated 6,273 housing units in Deming as of 2014. This includes 81 additional units since 2000, which represents a 1.3% increase. Housing units in all of Luna County decreased by 2.6% for the same time period.

From 2000 to 2014, neither the City of Deming nor Luna County had a significant change in total housing units. Within the City, vacant housing units decreased by 9.6%. This indicates a tightening of Deming’s housing market, which could have implications for affordability,

discussed below. It also suggests that the market is driving the demand for new homes in Deming. Renter-occupied units increased in the City of Deming by 36.2% and by 26.2% in Luna County. Since the growth in the number of renter-occupied units exceeded the growth of total housing units in Deming and Luna County, it is assumed that more single-family homes are being converted to rental units.

Housing Type	Number of Units	Percent of Total Housing
Single-Family Detached	3,675	58.6%
Single-Family Attached	83	1.3%
2 Units	196	3.1%
3 or 4 Units	369	5.9%
5 to 9 Units	153	2.4%
10 to 19 Units	64	1.0%
20 to 49 Units	140	2.2%
50 or more Units	168	2.7%
Mobile Home	1,406	22.4%
Boat, RV, van, etc.	19	0.3%
Total Housing Units	6273	100.0%

Source: U.S. Census Bureau, 2010 - 2014 American Community Survey 5-Year Estimates.

Housing Units	City of Deming			Luna County		
	2000	2014	% Change 2000-14	2000	2014	% Change 2000-14
Total housing units	6,192	6,273	1.3%	11,291	10,996	-2.6%
Occupied housing units	5,267	5,437	3.2%	9,397	9,120	-2.9%
Vacant housing units	925	836	-9.6%	1,894	1,876	-1.0%
Owner-occupied housing units	3,597	3,163	-12.1%	7,043	6,149	-12.7%
Renter-occupied housing units	1,670	2,274	36.2%	2,354	2,971	26.2%

Source: U.S. Census Bureau, 2010 - 2014 American Community Survey 5-Year Estimates.

The most recent data regarding telephone service, kitchen and plumbing facilities, and overcrowded living situations is from the 2014 American Community Survey. The data shows that 53 housing units did not have complete plumbing facilities, 37 lacked complete kitchen facilities, and 240 (or 4.4%) did not have telephone service. The high percentage of no telephone service may be due to the increasing use of cellular phones.



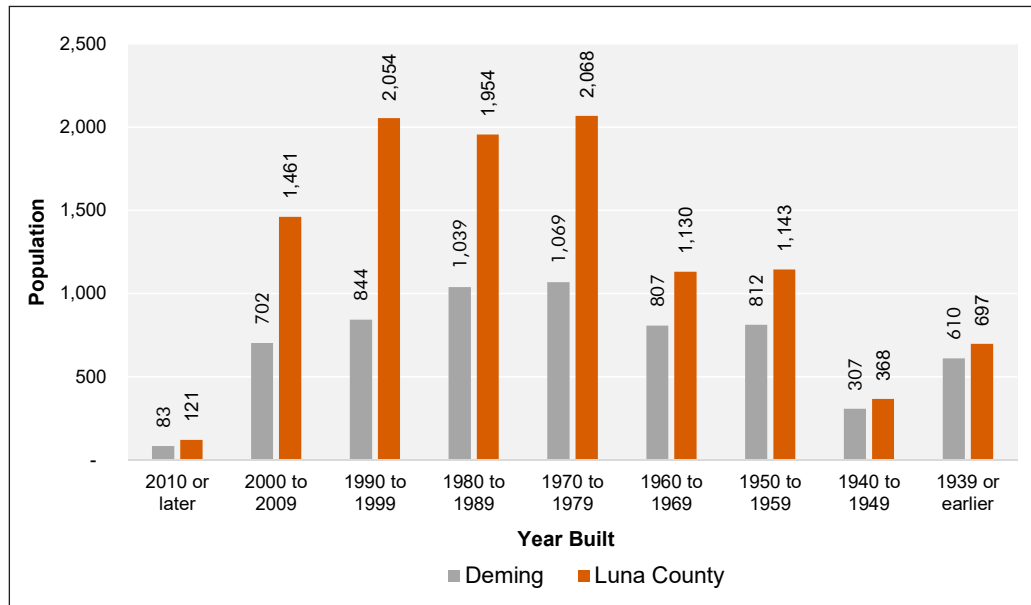
Single family home.

The Census Bureau defines housing as “overcrowded” when there is more than one occupant per room and “severely overcrowded” when there are more than 1.5 occupants per room. By this measure, 202 or 3.7% of all housing units were overcrowded, including 91 that were severely overcrowded, in 2014. This is a decrease from 2000, when 557 (10.7%) housing units were overcrowded and 285 were severely overcrowded.

HOUSING AGE

The peak decades for housing built in Deming was 1970 to 1979 and 1980 to 1989, where 1,069 and 1,039 homes were built, respectively. Since 2010, only 83 units were built in Deming. Similarly, Luna County experienced strong housing construction between 1970 and 1999. The median year for housing built in Deming was 1976, which is older than the median year for housing built in the state (1981).

FIGURE 7.1: YEAR HOUSING BUILT



Source: U.S. Census Bureau, 2010 - 2014 American Community Survey 5-Year Estimates.

7.2 HOUSEHOLD CHARACTERISTICS

In 2014, Deming had 5,267 households; 58.2% were family households and 41.8% were non-family households. From 2000 to 2014, there was an increase of 22.2% in female householder with no husband present and a 23.7% decrease in married-couple family households. Deming had a large increase in non-family householders living alone (32.2%). Average household size remained relatively even from 2000 to 2014 with a small increase from 2.63 to 2.65 people. The decrease in family households and increase in non-family households could be attributed to a change in the age breakdown of residents during this time. The City experienced a decrease in children (0 to 14 years) and those of child bearing age (30 to 39 years), who typically comprise family households. On the contrary, those who comprise non-family households, such as young adults, and seniors, increased.

TABLE 7.3: HOUSEHOLD CHARACTERISTICS, 2000 to 2014

Household Type	City of Deming			Luna County		
	2000	2014	% Change 2000-14*	2000	2014	% Change 2000-14*
Total households	5,267	5,437	3.2%	9,397	9,120	-2.9%
Family households (families)	3,628	3,165	-12.8%	6,592	5,651	-14.3%
With own children under 18 years	1,838	1,278	-30.5%	3,187	2,054	-35.6%
Married-couple family	2,583	1,971	-23.7%	5,040	4,046	-19.7%
With own children under 18 years	1,146	639	-44.2%	2,169	1,206	-44.4%
Female householder, no husband present, family	819	1,001	22.2%	1,163	1,330	14.4%
With own children under 18 years	549	532	-3.1%	777	683	-12.1%
Nonfamily households	1,639	2,272	38.6%	2,805	3,469	23.7%
Householder living alone	1,463	1,934	32.2%	2,481	2,972	19.8%
65 years and over	825	935	13.3%	1,320	1,441	9.2%
Households with one or more people under 18 years	2,081	1,526	-26.7%	3,563	2,438	-31.6%
Households with one or more people 65 years & over	1,887	2,086	10.5%	3,287	3,544	7.8%
Average household size	2.63	2.65	0.8%	2.64	2.69	1.9%
Average family size	3.23	3.59	11.1%	3.20	3.55	10.9%

Source: U.S. Census Bureau, 2000 SF3, American Community Survey 2009 - 2014 5-year estimates.

Luna County experienced similar trends from 2000 to 2014. The County experienced a decrease in family households and increase in non-family households. The most notable decrease was in married-couple families with own children under 18 years (44.4%). Non-family households increased by 23.7% over the time frame.

HOME SALES

The data provided by the Deming Board of Realtors shows that house prices in Deming peaked in 2009, but then dropped to a low of \$69,000 in 2012, with just 124 homes sold. The national housing crisis has been slow to reach Deming, but the impact has been felt nonetheless. Data from 2014 shows median sale prices slowly climbing, along with the number of homes sold.

FIGURE 7.2: DEMING HOME SALES and PRICES, 2006-2014



Source: Deming Board of Realtors.

7.3 HOUSING COSTS and AFFORDABILITY

In 2014, the median value of owner-occupied homes in Deming was \$87,700, while the median price of homes for sale was \$77,000. The 2014 median values represented an increase of 61.1% over 2000 and were 3.5% higher than the median value of homes in Luna County. Given that Deming has high poverty rates, high unemployment, and relatively low income compared with the state, home prices are still high for local residents, though newcomers to the City may find it more affordable.

Households with housing and utility costs that exceed 30% of household income are considered to be “cost burdened.” In 2014, 45.5% of those with a mortgage in Deming were cost burdened. This is significantly higher than the state as a whole where 33.6% of those with a mortgage were cost burdened. For renters, 44.2% of households in Deming were cost burdened. This is lower than renters for the state as a whole where 50.9% were cost burdened. This means that many residents in Deming have minimal disposable income to dedicate toward food, clothing, and other necessities and less money to spend at local establishments.

Input from local residents and stakeholders suggest that rental rates have increased as property owners renovated their properties in response to an influx of Homeland Security and National Guard jobs in the area. The multi-family rental market has not kept up to pace with the result being demand and rents remain high. Meanwhile, prospective homeowners face difficulties obtaining loans.

FIGURE 7.3: MONTHLY OWNER COSTS AS A % OF A HOUSEHOLD INCOME

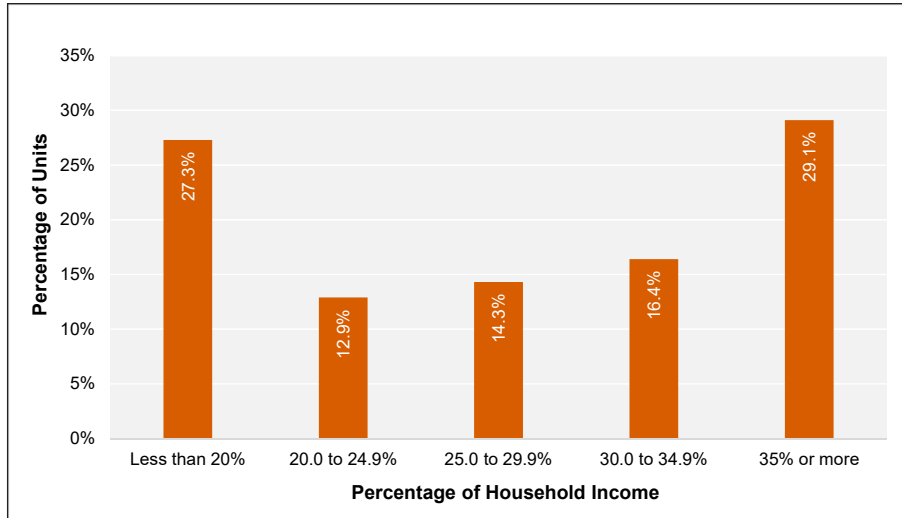
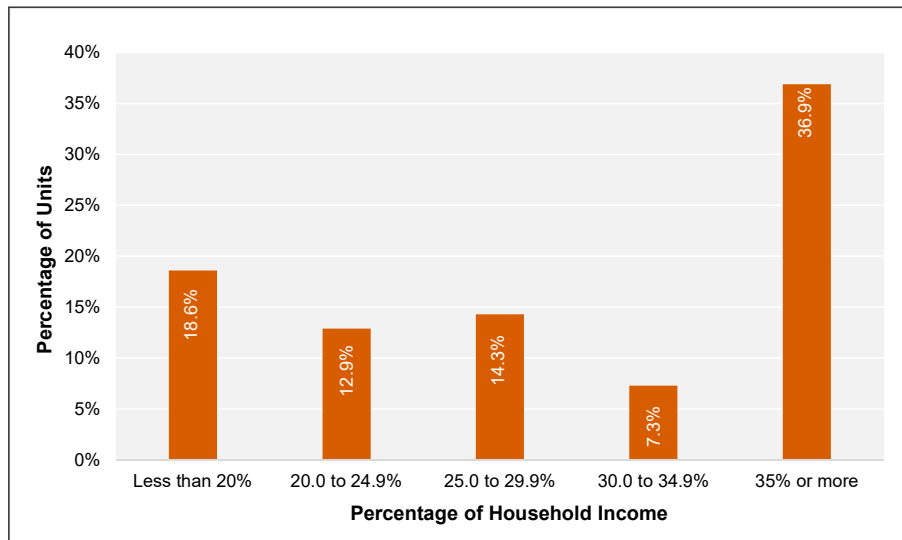


FIGURE 7.4: GROSS RENT AS A % OF HOUSEHOLD INCOME



Source: US Census Bureau, 2010-2014 American Community Survey.

7.4 COLONIAS

Colonias are rural communities with a population of less than 25,000 located within 150 miles of the US/Mexico border. These communities were designated by the municipality or county in which they are located because of a lack of potable water supply; lack of adequate sewage systems; lack of decent, safe, and sanitary housing; or inadequate roads or drainage.

The lack of affordable housing indirectly impacts residents that live in colonias. Many of these residents face long commutes to and from their jobs due to the lack of affordable housing and is a barrier to low income residents who would move closer to work if they could afford to do so. Within Luna County, the City of Deming, Village of Columbus, and the areas of Catfish Cove, Keeler Farm, Rockhound, Sunshine, Pecan Park, Bell School, and Franklin Farms are designated colonia communities (see Section 6: Infrastructure for more detailed information on the infrastructure needs for these colonias).

7.5 HOUSING ORGANIZATIONS

There are several housing organizations that provide affordable housing assistance, counseling, and rehabilitation assistance. These include:; a

WESTERN REGIONAL HOUSING AUTHORITY

The Western Regional Housing Authority (WRHA) covers a broad swath of New Mexico including Grant, Catron, Hidalgo, Luna, Sierra, Socorro, Valencia, and Torrance counties, with offices in Deming and Silver City. WRHA serves low and very-low income families through rental assistance under the Housing Choice Voucher and Low Rent Public Housing programs through the Department of Housing and Urban Development (HUD). In the Deming area, the WRHA provides 420 vouchers. There are approximately 20 people on the two to four month waiting list to receive vouchers. According to the WRHA, demand has been growing for the voucher program due to the number of low income families in the area. In addition, the short waiting list attracts applicants from outside of the state to Deming.

SOUTHWESTERN REGIONAL HOUSING and COMMUNITY DEVELOPMENT CORPORATION

The Luna County Housing Corporation was formed in 2001 through the City of Deming's Enterprise Community. In 2010, the Board voted to officially change the name to Southwestern Regional Housing and Community Development Corporation (SWRHCDC) to better reflect its full scope of services. The SWRHCDC, located at 109 E. Pine Street, seeks to increase housing options for low to medium incomes families through the following services:

- Credit and mortgage counseling;
- First Time Home Buyer Program (*funded by Wells Fargo and New Mexico Mortgage Finance Authority*);
- Homeowner Occupied Rehabilitation Program for homeowners at 50% or less AMI);
- Weatherization Assistant Program (*funded by MFA*);
- Development of housing; and
- Individual Development Accounts to encourage savings, investment, and asset accumulation for moderate income and working families.

In November 2015, the United States Department of Agriculture (USDA) Rural Development program funded a new program called the Mutual Self-Help Grant. The program provides technical assistance to income qualified clients who want to build their own home. The first three homes broke ground in March 2016.

SWRHCDC can provide up to \$55,000 through the MFA for major renovations or repairs for families who meet the income eligibility requirements, as resources are available. The MFA has applied to the Federal Home Loan Bank to increase the amount of funding available. In the past three years, the SWRHCDC has rehabilitated 18 homes, weatherized 30 homes, and constructed 10 new homes.

The SWRHCDC partnered with a private developer to build the 60-unit Mariposa Village, a senior housing complex located at 901 Tennyson Drive containing a mix of low income and market rate units. The SWRHCDC has also partnered with JL Gray Co., Inc. (a

private housing developer) to develop the Sierra Vista development, as well as five other multi-family developments.

The SWRHDC is a recipient of HUD HOME grants for rehabilitation and is currently providing service in a nine county area in New Mexico, including Luna County. The SWRHDC recently received a HUD grant that is going to be used to market its services to the public and to hire more debt and mortgage counselors. It has also been designated as a HUD-certified Community Housing Development Organization (CHDO), which gives it the potential to qualify for special funds, projects, and technical assistance.

TIERRA DEL SOL HOUSING CORPORATION

Tierra del Sol Housing Corporation was incorporated in 1973. It has become a leading producer of both single family and multi-family affordable housing in New Mexico. In Deming, Tierra del Sol developed the Desert Sun Apartments specifically to address the local farm labor population.

Tierra del Sol assists the working poor, farm workers, first time homebuyers, elderly, and the disabled in their housing needs through:

- Self-Help Housing (federal housing program funded by USDA Rural Development for low and very low income families)
- Farm Labor Housing (financing through USDA Rural Development, Section 514 and 516 Programs)
- Rural Rental Housing (financing through USDA Rural Development, Section 515 Program)
- Senior Congregate Housing
- Supportive Housing for the Elderly and Disabled (financing through HUD, Section 202 Supportive Housing for the Elderly)
- Low Income Housing Tax Credit (LIHTC) limited partnership owned mixed housing
- Affordable Homeownership
- Subdivision and Real Estate Developments
- Single Family Home Rehabilitation (partnership between HUD, USDA Rural Development, NMFA, etc.)
- Foreclosure Counseling and Down Payment Assistance

7.6 HOUSING ISSUES and NEEDS

AFFORDABLE HOUSING

Deming is in need of quality affordable housing for low and moderate income households, which includes workforce housing. Workforce housing is housing for essential workers that play a crucial role in a community, such as teachers, public safety officers, and hospital workers, who may not be able to afford housing due to local conditions.

Affordable housing involves both rental units and ownership units. Although the number of rental units increased by 36.2% between 2000 and 2014, there may still be an unmet need for more rental housing in Deming for low income households. There may also be an unmet need in Deming for new affordable owner units.

Development of an affordable housing plan will help detail Deming’s specific housing needs, including rentals and owner units. It will also determine the housing needs for special populations, including homeless, elderly, disabled, and veterans, and provide strategies for addressing the affordable housing needs. Funding for an affordable housing plan is made available through the MFA.

The City of Deming demonstrated its commitment to finding affordable housing solutions by adopting an Affordable Housing Act (Ord. 1173, 12-10-2007). Along with an affordable housing plan, these two tools will help facilitate the development of affordable housing by allowing the City to provide land, funds, or in-kind contributions to non-profit or for-profit developers of affordable housing.

SENIOR HOUSING

Deming has a growing senior population and is positioning itself as a retirement destination. In order to accomplish this, housing needs specific to seniors should be addressed.

Most important is the need for graduated care, or more commonly referred to as continuing care retirement communities, that allows seniors to age-in-place and includes independent living, assisted living, memory care, and nursing care. Existing nursing homes and assisted living facilities are expensive and have long waiting lists. Local seniors have moved to Las Cruces or other locales in order to get those services.



Mariposa Village Apartments.

Additional projects similar to Mariposa Village are needed, as are regular market rate housing options such as townhomes. These housing types appeal to seniors, as they require little to no outdoor maintenance and may offer additional amenities.

HOUSING FOR SEASONAL and MIGRANT WORKERS

Deming has a large influx of seasonal and migrant workers, particularly during the summer months when the chile crop is harvested. Farm workers often have unique housing needs since they are often temporary workers. According to local stakeholders, they often live in overcrowded conditions.

To address this, the City of Deming helped to facilitate the development of farm worker housing at affordable rates. The Desert Sun Apartments, located at 1201 and 1101 N. 8th Street NW, was built by Tierra del Sol Housing Corporation with funding from USDA Rural Development. Additional multi-family projects that are designed to meet the needs of farm workers would also provide a benefit to the Deming community.

HOMELESSNESS

Economic hardship can lead to a rise in homelessness. Some of this may be “hidden” homelessness where people are living with extended family members in overcrowded conditions, or in a car, RV, or other temporary housing solution. Causes of homelessness include economic conditions, domestic violence, or substance abuse. Vulnerable populations include veterans and the disabled.

Current programs addressing homelessness in Deming include the Healing House, Title I Homeless Program, and St. Vincent de Paul Shelter. The Healing House is an emergency shelter for survivors of domestic violence. Title I Homeless Program is a school-based program that assists homeless children meet their basic needs. The St. Vincent de Paul Homeless Shelter provides emergency shelter for one night, a meal, and a change of clothes to the transient population that is traveling through Deming.

Determining the needs for an additional homeless shelter or transitional housing facility would be a component of an affordable housing plan. Supportive services such as parent education, job training, mental health services, and substance abuse treatment programs would also be beneficial to the homeless population in Deming.

QUALITY and APPEARANCE

Although much of Deming’s housing stock is not very old, it has areas where the houses need repair and/or more extensive rehabilitation. As noted above, the SWRHCD administers MFA grants for major home repairs or rehabilitations. However, there is typically a long waiting list and the program is only available to families that are income qualified as quantified by the area median income.

Another issue is that much of Deming’s housing is composed of mobile homes, which tend to deteriorate faster than site-built houses. The City’s Manufactured Housing and Mobile Homes Ordinance (Ord. 786, 3-14-1988) requires a landscaping plan and aesthetic review permit for new mobile homes in areas where site built housing is allowed. However, the regulation does not extend to existing mobile homes, so these tend to have a negative impact on community aesthetics.

Since 2010, Deming developed landscape standards to improve the appearance of the community and conserve resources through the installation of low water use plants. The landscape standards help to address concerns about the visual appearance of Deming.

7.7 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Housing and Neighborhoods Goal 1: Ensure that Deming residents of all socio-economic backgrounds have equitable access to a diverse range of housing types that are safe and affordable.

Objective 1.1: To meet the basic housing needs of Deming residents.

Objective 1.2: To accommodate the housing needs of single parent households, seasonal agricultural workers, people with disabilities, elderly, and other special populations.

Objective 1.3: To provide expanded workforce housing opportunities, particularly for those employed in law enforcement (i.e., Border Patrol), health care, and education.

Housing and Neighborhoods Implementation Strategy 1.1: Work with affordable housing providers and agencies, including the New Mexico Mortgage Finance Authority (MFA) and the Southwestern Regional Housing and Community Development Corporation (SWRHCDC), on increasing the amount of new, affordable for-sale and rental housing and rehabilitation of existing substandard housing.

Housing and Neighborhoods Implementation Strategy 1.2: Apply for a joint Deming/Luna County affordable housing plan grant from the New Mexico Mortgage Finance Authority. The affordable housing plan should be used to:

- 1) Determine housing needs of various demographic groups and special populations by income level;
- 2) Determine the existing regulatory (i.e., land use, zoning, and subdivision regulations) and non-regulatory constraints to affordable housing;
- 3) Identify City- and County-owned resources and properties that could be donated towards an affordable housing program;
- 4) Identify existing housing resources, programs, and funding sources; and
- 5) Identify the goals and quantifiable objectives that Deming and Luna County should take in the next five years to meet affordable housing needs.

Housing and Neighborhoods Implementation Strategy 1.3: Coordinate with the New Mexico Mortgage Finance Authority and SWRHCDC on applying for housing rehabilitation funds from the HOME Investment Partnership Program, USDA Rural Development rural repair and rehabilitation loans, and Section 504 grants for income qualified homeowners and elderly persons (62 and older).

Housing and Neighborhoods Implementation Strategy 1.4: Pursue funding from the Colonias Infrastructure Fund to help support affordable housing development in designated colonia areas.

Housing and Neighborhoods Implementation Strategy 1.5: Develop incentives for developers to build affordable housing for income qualified households and special populations, including single parent households, elderly, veterans, disabled, etc. This may include, but not be limited to, land donation, density bonuses, and/or fee waivers.

Housing and Neighborhoods Implementation Strategy 1.6: Coordinate with SWRHCD on educating and distributing materials on affordable housing programs, credit counseling, first time homebuyer programs, rehabilitation and maintenance assistance programs for seniors, etc.

Housing and Neighborhoods Goal 2: Ensure that Deming neighborhoods are safe, well-maintained, and stable.

Objective 2.1: To address blighting conditions and maintain property values.

Objective 2.2: To discourage crime and vandalism.

Housing and Neighborhoods Implementation Strategy 2.1: Amend the Zoning Ordinance to require landscape buffers between residential and heavy commercial and/or industrial development.

Housing and Neighborhoods Implementation Strategy 2.2: Develop a “Home of the Month” program to recognize exceptional efforts by property owners to maintain and improve their properties in a manner that contributes to the overall appearance of the community.

Housing and Neighborhoods Implementation Strategy 2.3: Develop multi-family design standards for incorporation into the Zoning Ordinance. This may include, but not be limited to, programming for outdoor common areas and incorporating windows, porches, and/or balconies overlooking common areas and parking lots.

Housing and Neighborhoods Goal 3: Increase housing options to meet the needs of Deming's current and future senior population.

Objective 3.1: To assist seniors who can no longer live at home by themselves or are in need of housing assistance.

Objective 3.2: To allow seniors to age-in-place instead of moving out of Deming.

Housing and Neighborhoods Implementation Strategy 3.1: In coordination with the SWRHCD, pursue the development of a full spectrum of senior housing facilities, including independent living, assisted living, memory care, and skilled nursing care facilities, particularly geared towards very low, low, and moderate income seniors.

Housing and Neighborhoods Implementation Strategy 3.2: Identify potential state and federal funding sources and tax incentives for the development of senior housing facilities.

Housing and Neighborhoods Goal 4: Address the needs of homeless population in Deming.

Objective 4.1: To reduce the time people and families spend being homeless and provide a safety net for the homeless population in Deming.

Objective 4.2: To ensure the availability of a continuum of safe and affordable housing and related support services.

Housing and Neighborhoods Implementation Strategy 4.1: As part of developing an affordable housing plan, quantify the need and resources needed to develop a joint Deming and Luna County homeless transitional center and/or a micro-housing community.

Housing and Neighborhoods Implementation Strategy 4.2: Disseminate information on existing homeless services, including temporary and transitional housing facilities, and mental health, substance abuse, and domestic violence service providers.

Housing and Neighborhoods Goal 5: Promote green building and sustainable housing development.

Objective 5.1: To conserve resources and minimize impacts to the environment.

Objective 5.2: To encourage new housing that is conveniently located near jobs, amenities, and support services.

Housing and Neighborhoods Implementation Strategy 5.1: Determine the feasibility of adopting a voluntary green building ordinance that addresses lot selection, design, and construction; construction materials and waste; minimum efficiency standards; indoor and outdoor water use; etc.

Housing and Neighborhoods Implementation Strategy 5.2: Disseminate information on Build Green NM to local homebuilders and contractors.

Housing and Neighborhoods Implementation Strategy 5.3: Identify appropriate locations for new mixed use developments, including within the existing developed area of Deming and the proposed annexation areas.

CHAPTER 8

Parks and Recreation

Recreation and exercise are fundamental to a leading and maintaining a healthy life. Parks and recreation is considered an essential service and plays a major role in the livability of a community. The benefits are many-fold; greater productivity, better health, and increased longevity are just a few of those benefits. As Deming grows in population, so should the provision of parks and recreational spaces and programming.

The Parks and Recreation element identifies existing recreation resources available to Deming residents, provides guidance regarding the provision of park and recreation services, and helps to facilitate the determination of park and recreation needs and opportunities in the City.

8.1 VALUE and BENEFITS of PARKS and RECREATION

The City has made it a priority to provide its residents with quality-of-life amenities, including parks and recreational facilities and cultural events. These amenities serve a variety of functions, including providing a safe place for youth, adults, and seniors to spend time, being a marketing tool for recruiting businesses and new residents, developing community pride, and enhancing overall health and well-being. Parks and recreation in Deming is administered by the City of Deming Community Services Department.



Playground at Lloyd Pratz T-Ball Complex.

A 2016 national survey commissioned by the National Recreation and Park Association, *NRPA Americans' Engagement with Parks Survey*, found that Americans on average visit their local park and recreation facilities approximately 29 times a year. Parks are seen as a place to be with friends and family, to be more physically active, to be closer to nature, to access quality affordable child care and to learn a new skill or craft. The study found that 90% of Americans agree that parks and recreation are important services delivered by local government and 75% of Americans support increased local government spending for park and recreation agencies. Deming residents are no exception to these findings; residents continue to support the City's efforts to improve and maintain parks and recreation facilities.

Recreation and exercise provides a multitude of benefits for youth, adults, and seniors. According to the National Institutes of Health, recreation and exercise result in:

- More energy and capacity for work and leisure activities;
- Greater resistance to stress, disease, anxiety, fatigue, and a better outlook on life;
- Increased stamina, strength and flexibility;
- Improved efficiency of the heart and lungs;
- Weight loss and help with staying at a desirable weight; and
- Reduced risk of heart attack.

ECONOMIC DEVELOPMENT BENEFITS

The quality of park facilities can have a direct impact on whether a new business or individual decides to move into an area. This has a direct impact on the community's potential for economic growth. Research indicates that the quality and variety of parks, recreation, and cultural amenities rank high in decisions to relocate. Recreational and cultural facilities also improve the local tax base and increase property values. Neighborhoods with parks and open space have a higher rate of home sales.

TOURIST ATTRACTIONS

Parks and recreation facilities help attract tourists to the community. Sports tournaments and special events can provide significant revenue in the form of hospitality expenditures - hotels, meals, retail sales, etc. The more amenities the community has to offer, the longer visitors may stay in the community, bringing in new dollars.

ENVIRONMENTAL BENEFITS

Providing parks and open spaces is a cost-effective way to provide floodplain protection that can be used as an alternative to expensive flood-control measures. Development in floodplains is often cost prohibitive, may require extensive engineering, and can have long-term detrimental impacts on the overall drainage in a community. Parks can serve as natural drainage basins and provide a positive community asset in otherwise undevelopable places.

Trees, turf, and vegetation at parks and open space areas act as natural air filters, help to prevent soil erosion, and have strong cooling properties that bring down the ambient temperature in developed areas to reduce the “heat island” affect. Trees and vegetation provide habitat for a number of animal species.

HEALTH and WELLNESS

Parks and recreation helps to sustain a healthy population, both physically and mentally. Recreation provides an outlet for physical activity, while cultural facilities and events offer people the opportunity to expand their education, experience diversity, and celebrate their heritage.

REDUCTION OF CRIME and VANDALISM

Studies have shown that recreational and cultural activities can decrease the incidence of certain types of crime and vandalism, especially those associated with youth.

8.2 EXISTING PARK FACILITIES and EVENTS

There are a total of 16 existing public parks in Deming totaling approximately 93.4 acres (see *Table 8.1*). These include 12 neighborhood parks, three community parks, and one regional park. Most of these are located north of Florida Street. The following park types are classified by the National Recreation and Park Association (NRPA):

NEIGHBORHOOD PARKS

A neighborhood park is typically defined as being a minimum of 5 acres and located in a residential area. They are intended to serve as the recreational focus of the neighborhood and include active and passive recreation. These parks usually serve an area of approximately a 1-mile radius. Neighborhood parks in Deming range from small pocket parks to larger parks with playgrounds and picnic areas. Others are designated sports fields. Total neighborhood park acreage in Deming is approximately 32.4 acres.

COMMUNITY PARKS

A community park is typically defined as being 30-50 acres and designed to serve two or more neighborhoods. These parks usually serve a 3-mile radius. In addition to play equipment, community parks may contain ball fields, playing courts, picnic areas, pavilions, and restrooms. They are typically located along a collector or arterial street. There are three community parks in Deming with a total acreage of approximately 25 acres.

The BMX and Lloyd Pratz Parks are adjacent to each other, essentially comprising one large park. Lloyd Pratz, located in the northern portion, has baseball and T-ball fields. The BMX Park, located in the southern portion, includes a perimeter trail, play equipment, and a BMX bike track. The E.J. Hooten Complex includes baseball courts, tennis courts, and a sand volleyball court.

REGIONAL PARKS

Regional parks are typically large sites, 200 acres and above, with unique natural features such as rivers, diverse land formations, and with vegetation and wildlife indigenous to the region. Regional parks can typically contain a variety of recreational amenities, such as soccer/softball fields, multi-use trails, and community facilities.

Although much smaller than the typical regional park, at 25 acres, Voiers Park (“Pit Park”) is the only regional park in Deming. Pit Park is considered a regional park because of the amenities it offers that draw visitors from outside the area, including an amphitheater, pavilion, and extensive trail system that extends southward to the Rio Mimbres County Club and the Airport Soccer Field. Pit Park was formerly a gravel mining pit, which is how it derived its unofficial name.

TABLE 8.1: PARK FACILITIES		
Park Name	Acres	Address
Neighborhood Parks (12 total)		
Airport Soccer Field	4.6	Raymond Reed Boulevard / Country Club Road
Belisario Alvarez Park	0.2	Columbus Road / E. Elm Street
Centennial Park (shooting range)	4.5	Highway 26
Elsie Vega Park	1.7	Columbus Road / E. Hemlock Street
Florida Park	3.3	E. Florida Street / S. Santa Cruz Street
John Waits Park	2.8	W. 2nd Street / N. Tin Street
Manny Alvarez Park	0.4	Sunset Boulevard / Encanto Circle
Nacio Herb Brown Park	2.5	W. 8th/W. Spruce Street
Pocket Park	0.1	106 E. Pine Street
Scout Park	3.0	700 S. Granite Street
South Park	3.3	W. Pear Street / 2301 S. Tin Street
Tony & Shirley Sayre Pop Warner Football Fields	3.5	Raymond Reed Boulevard / Country Club Road
Veterans Park	0.5	S. Silver Avenue / W. Hemlock Street
Viramontes Park	2.0	E. 1st Street / N. Ruby Street
TOTAL ACRES	32.4	
Community Parks (3 total)		
BMX Park	5.0	Santa Monica Street/ E. Ash Street
E J Hooten Complex	13.8	W. Buckeye Street/S. Granite Street
Lloyd Pratz T-Ball Fields	6.2	E. Poplar/S. Grand Street
TOTAL ACRES	25.0	
Regional Parks (1 total)		
Voiers Park	36.0	E. Cedar Street/ County Club Road
TOTAL ACRES	36.0	

A typical method for evaluating whether a municipality is providing an adequate amount of parks and recreation facilities is to do a level of service analysis based on population. The Trust for Public Land publishes city park data for communities across the United States. The 2015 City Park Facts includes a wide range of data and park land calculations for large and small cities with a range of population densities from high to low density.

According to the Trust for Public Land, in 2015, the median park land per 1,000 residents for all cities studied was 12.5 acres. For low density cities, the median was 14.8 acres per 1,000 residents.



Gazebo at Luna County Courthouse Park.

Based on Deming's 2010 population of 14,855, the City is providing an overall level of service (LOS) for total park acreage at 6.3 acres per 1,000 residents (1 acre/159 people). This is a relatively low LOS, which indicates that one of the City's priorities should be to acquire and develop additional park land. Other low density cities with a similar LOS include Tucson, Arizona (7.4 acres/1,000), Laredo, Texas (5.7 acres/1,000), and North Las Vegas, Nevada (3.8 acres/1,000). In comparison, Albuquerque provides a LOS of 49.3 acres per 1,000 residents.

The 2015 City Park Facts also tracks the amount of spending on parks and recreation per resident. The median total spending in 2015 was \$89 per resident, which included operating and capital expenditures.

ADDITIONAL CITY RECREATION FACILITIES

In addition to parks, Deming has a variety of active and passive public recreation facilities. Some of these were built with collaboration between Deming and Luna County, or with a private entity.

- Sam Baca Aquatic Center - The Sam Baca Aquatic Center is Deming's state-of-the-art aquatic facility. Conveniently located near schools and the Mimbres Memorial Hospital, it has walking/exercise paths and sand volleyball pits in addition to therapy and regular pools.
- Luna County Skate Park - The Luna County Skate Park is located in the northwest area of Deming. A joint effort between the City and County created this recreational amenity for local youth. Luna County provided funding for the equipment and the City assisted with construction.
- Mountain View Cemetery - Although Mountain View Cemetery is not a public recreation facility, it does serve a recreational purpose. Its walkways are used by walkers and joggers, and its diverse bird species attract birdwatchers. The Cemetery is currently in the process of expanding to the east, which will increase its size substantially.

- School Facilities - Some school facilities, including the Memorial Football Stadium track and tennis courts, are available for use by the public. The high school also has gymnasiums, a fine arts facility, and other sports fields that are available for public use.

PUBLIC, PRIVATE, and NON-PROFIT RECREATION FACILITIES

Public, private, and non-profit recreational facilities add to the opportunities available to the community. This facilities include the following:

- Rio Mimbres Country Club Golf Course - The Rio Mimbres Country Club Golf Course is an 18-hole golf course open to the public. It is operated as a private/public partnership; the City of Deming owns ten holes, and the private facility owns the other eight holes, plus a practice hole. The site is managed by the country club.
- Starmax Entertainment Center - The Starmax Entertainment Center, built in 2013, is a major private recreational facility containing a movie theater with six screens, bowling alleys, miniature golf, an arcade, and a sports bar and grill. This project was completed with significant assistance from Luna County. The County currently leases it to a private operator.

RECREATION EVENTS

The following annual community-wide events take place in the Deming area:

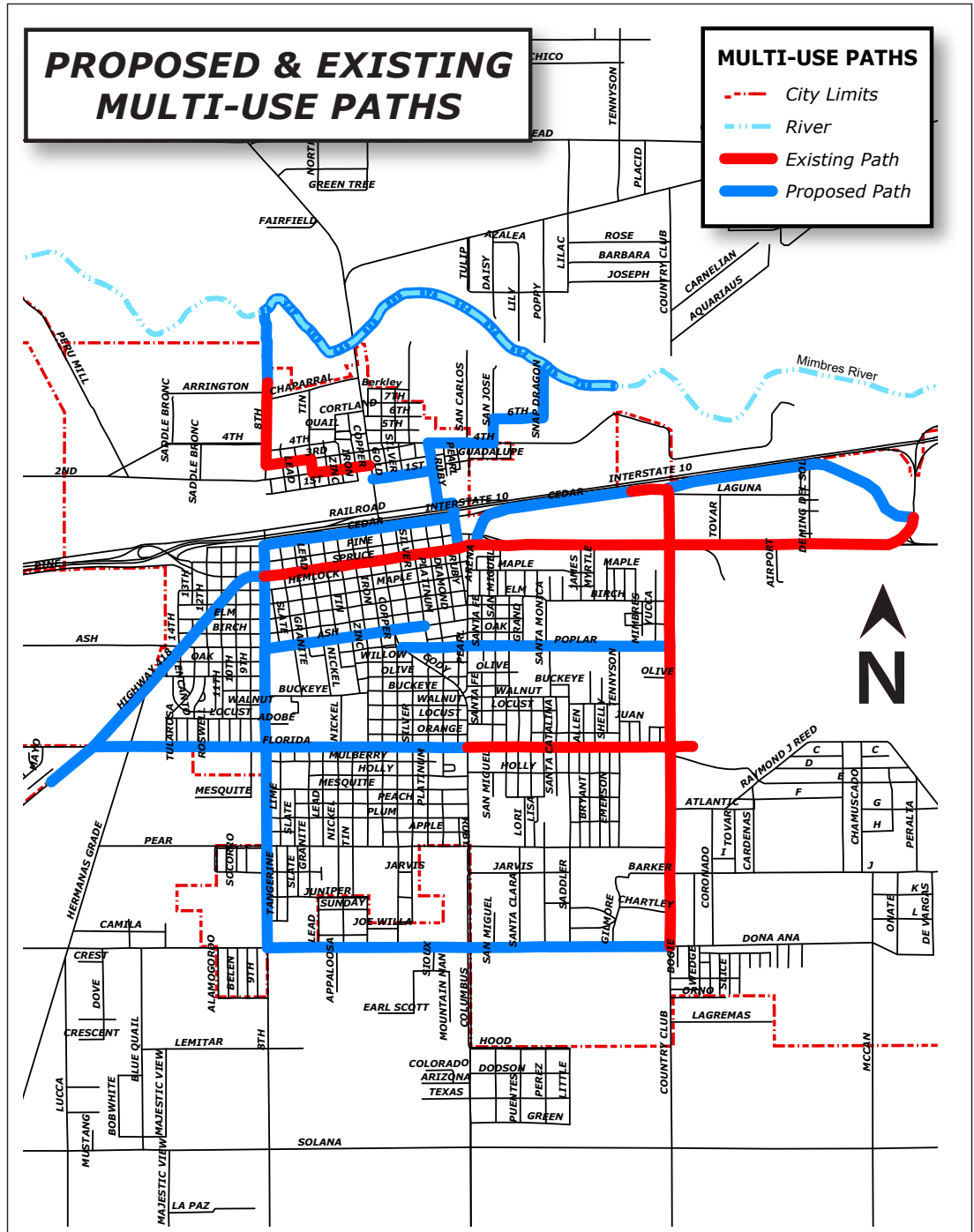
- March: Rockhound Roundup and Celebration of Life Walk
- April: Old Timers' Reunion
- May: Cinco de Mayo festivities
- July: Men's Invitational Golf Tournament
- August: Great American Duck Tournament, Deming's signature event
- September: St. Anne's Fiesta
- October: Southwestern New Mexico State Fair and the Klobase Barbecue

8.3 EXISTING and PROPOSED MULTI-PURPOSE TRAILS

The City has recently initiated trail development in the City. Voiers Park is developed with walking trails, which extend south along Country Club Road, linking it with the Rio Mimbres Country Club Golf Course. The City plans to further extend the trail southward before turning west along Doña Ana Road, and back north along 8th Street, roughly forming a perimeter around most of the community. There are currently six multi-purpose trails in Deming as listed below:

- Voiers "Pit" Park - Located at North Country Club and East Cedar Street (multiple paths)
- Deming High School Track - Located across from Deming High School, near Buckeye Road and Granite Street
- Country Club Road Multi-Purpose Path - Located along North Country Club Road, from south of Pine Street to Doña Ana Road
- Raymond Reed Boulevard Multi-Purpose Path - Runs along Raymond Reed Boulevard, east of County Club Road, south side of the soccer fields

- Florida Street Multi-Purpose Path - Runs along the eastside of Columbus Highway to Country Club Road; funded to extend one mile to Eighth Street
- “Safe Routes” Multi-Purpose Path to Ruben S. Torres Elementary School - Located on the north side of Deming, including N. Gold Ave and W. 2nd Street to W. 3rd Street and NW 8th Street



Source: 2015-2016 Activity and Park Guide for the City of Deming.

8.4 RECREATION OPPORTUNITIES and CHALLENGES

Public and private investment, as well as partnerships between the City, Luna County, and other entities, have greatly improved the availability of recreational facilities in Deming. Nevertheless, several issues remain, which are described below:

- Existing Facilities - There is a need to add or replace playground equipment at all parks. Some parks also need shade structures and portable restroom facilities. In addition to equipment needs, some parks experience frequent vandalism. This creates additional costly maintenance and the need to repair or replace equipment.
- Senior Recreational Needs - Deming has a growing senior population and has the potential to develop as a retirement destination. Specific recreational needs pertaining to seniors include a covered pool for use in winter months, activities such as pickleball, and more walking trails.
- Former Landfill Sites - Former landfill sites that have been stabilized, capped, and rehabilitated provide an opportunity to provide recreational amenities. This includes the Tulip Drive Landfill, which is located adjacent to the Mimbres River and close to the developed areas. The City of Deming owns the landfill and is applying for a grant to begin rehabilitation. Once rehabilitated, this site will be available for the creation of a new recreation area.
- Reuse Storage Pond and Recreational Facility - The City of Deming is currently working on a water conservation project utilizing reclaimed water, which will be completed in several phases as funding becomes available. The goal is to reduce the amount of reclaimed water utilized on City leased farm land and redirect the water to Mountain View Cemetery and City parks for irrigation purposes and to conserve ground water. The City determined that utilizing Pit Park as a storage location for the reclaimed water would allow public access and recreational opportunities for the community, including fishing, paddle boats, picnic areas, bird watching, and other outdoor activities.

8.5 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Parks and Recreation Goal 1: Maintain a comprehensive system of parks, trails, and indoor recreational facilities.

Objective 1.1: To promote community health, wellness, and quality of life through organized, self-led, and City sponsored recreational activities and facilities.

Objective 1.2: To ensure that existing and new residential development has reasonable proximity to neighborhood parks and convenient bicycle and pedestrian access to trails.

Objective 1.3: To engage the City's youth in safe and wholesome recreational activities.

Parks and Recreation Implementation Strategy 1.1: Establish an ongoing preventative maintenance and improvement program for all existing park facilities based on priority needs and best practices. The program should address:

- Installation or replacement of playground equipment;
- Installation of shade structures and picnic tables;
- ADA upgrades;
- Maintenance and replacement of irrigation systems, turf, and plant materials, and court equipment;
- Water conservation through reuse of effluent for irrigation purposes and irrigation best practices.

Parks and Recreation Implementation Strategy 1.2: Create and implement a parks and recreation master plan that includes, but is not limited to:

- Recreation needs assessment geared towards youth, adults, and seniors;
- GIS database of existing park facilities and conditions;
- Public involvement;
- Population trends and projections;
- Site selection criteria for new park facilities;
- Identification of new park land in areas not currently served;
- Outdoor and indoor recreational programming for youth, adults, and seniors; and
- Implementation program for capital improvements.

Parks and Recreation Implementation Strategy 1.3: Provide new technologies and access for residents in parks and recreation facilities (i.e., WIFI in parks).

Parks and Recreation Implementation Strategy 1.4: Create a network of multi-use trails throughout Deming connecting neighborhoods to schools and parks.

Parks and Recreation Implementation Strategy 1.5: Apply for Colonias Infrastructure funding to stabilize, cover, and rehabilitate the Tulip Drive Landfill and develop it as a recreational facility with trails, open space, and other recreational amenities.

Parks and Recreation Implementation Strategy 1.6: Work with Deming Public Schools, civic groups, and law enforcement to reduce vandalism at parks. Consider developing youth-led programs, where youth take ownership of parks through the development of murals, graffiti walls, and clean-up teams.

Parks and Recreation Goal 2: Allow for the use of school recreational facilities by the public.

Objective 2.1: To avoid duplication of recreation facilities and encourage greater efficiency in the delivery of services.

Objective 2.2: To continue and nurture the relationship between the City of Deming and Deming Public Schools for the benefit of the residents.

Parks and Recreation Implementation Strategy 2.1: Update and maintain agreements between the City of Deming and Deming Public Schools regarding public use of school facilities.

Parks and Recreation Implementation Strategy 2.2: Encourage better coordination between sports leagues about shared use of playing fields to ensure equal access to these facilities.

Parks and Recreation Goal 3: Encourage the development of park facilities by private developers.

Objective 3.1: To facilitate the more expeditious development of park facilities for the benefit of the residents in the subdivision.

Parks and Recreation Implementation Strategy 3.1: Develop incentives for developers of subdivisions to build neighborhood parks or dedicate open space. Incentives, such as density bonuses and fee waivers, should be incorporated into the Subdivision Ordinance.

Parks and Recreation Implementation Strategy 3.2: Amend the Subdivision Ordinance to require developers of new subdivisions and apartment complexes to provide public access to the City's trail system, where feasible.

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CHAPTER 9

Community Services and Facilities

Similar to Parks and Recreation, the Community Services and Facilities element is intended to ensure the public health, safety, and welfare, while providing some of the quality of life elements important to sustaining a healthy, strong, and thriving community. This section covers a wide range of topics from community development to the various public services and facilities provided by the City of Deming, Deming Public Schools, Mimbres Memorial Hospital, and other public entities.

9.1 PUBLIC SAFETY

POLICE DEPARTMENT

The Deming Police Department provides preventative patrol and emergency response service to the City. The Department headquarters are located at 700 E. Pine Street.



Deming Police Department.

Divided into several working units, the Department consists of two full-time divisions (Patrol and Criminal Investigations) and two part-time divisions (SWAT and a bicycle team). The Department has 34 sworn officers assigned to the different divisions, including Administration (three officers), Patrol Division (26 officers), Criminal Investigation Division (one supervisory officer and four detectives). Each officer is provided with their own service vehicle, some of which have high mileage and are in the process of being replaced. In 2015,

six service vehicles were replaced. The City budget allocated funds for another six replacements in 2016. The Department also oversees code enforcement and Animal Control with four personnel.

A critical factor in the effectiveness of any emergency response agency is the ability to get personnel and equipment to the scene of the emergency in a timely manner. Emergency service calls are initially sent to central dispatch and are forwarded to the commission officers. The average emergency response time is between three and five minutes. The Department primarily handles emergency response calls from the City, but occasionally will assist with the County, if requested.

The Department is 97% staffed and has been for the last five years; however, staffing and training are ongoing needs. Based on the City's population, the Department should employ 35 officers. Additional staff may be hired if the City determines that additional staff is necessary to maintain an acceptable service ratio standard or calls for police service increase. Officers receive advanced training all over the state and often outside New Mexico. There are two required advanced offer training events. Firearms training is annual and the state mandated biennium training is held once every two years.

FIRE DEPARTMENT

The Deming Fire Department provides fire protection to all of Luna County, with the exception of Columbus, which has its own volunteer-based fire department. The Fire Department operates out of two fire stations; one is manned full-time at 309 S. Gold Avenue and the other at 312 Airport Road is an unmanned substation. In 2015, the Fire Department experienced its highest number of service calls with 3,100 combined fire and EMS calls. The average number of service calls is approximately 2,800.

Staff and equipment are currently considered adequate. The Department is staffed with 19 fire fighters, which are comprised of eight paramedics, five advanced EMTs, three captains, and three lieutenants. The administrative staff is made up of a fire chief and a battalion chief. Service vehicles include five ambulances, one aerial, one tanker, two class "A" pumpers, one tanker pumper, and one brush truck. The City's ISO (Insurance Service Office) rating is 4. Increasing the Department's ISO rating would require classifying the substation as a main station.

US CUSTOMS and BORDER PATROL, DEMING STATION

The U.S. Customs and Border Patrol Deming Station, located at 3300 J Street, is a major employer in Deming. The Deming Station was established in 1927 with the assignment of two inspectors to Deming responsible for patrolling 135 miles of the border with automobiles and horses. Today, there are 300 agents assigned to the Deming Station, which is part of the El Paso Sector of the southern border that covers El Paso and Hudspeth counties in Texas and all of New Mexico. The El Paso Sector employs approximately 2,400 Border Patrol Agent positions, manages six permanent vehicle checkpoints, and patrols 268 miles of international border. The sector encompasses 125,500 square miles.

9.2 OTHER COMMUNITY FACILITIES

MARSHALL MEMORIAL LIBRARY

Marshall Memorial Library is located at 110 S. Diamond Avenue inside the Garcia Civic Center. Operating hours are 8:00 a.m. to 8:00 p.m., Tuesday through Friday. The Library is closed on Saturday, Sunday, and Monday.

The Library is staffed by three full-time and one part-time members, three of which have grade 2 certifications. It is overseen by a Board of Directors, which is appointed by the City Council, and the Friends of the Library provides volunteer support. The Library has a large book collection, access to magazines and the Internet, services for blind patrons, and hosts a range of programs for children and adults, including:

- Summer reading program;
- Weekly American Sign Language class;
- Weekly toddler time hour including story time, songs, and crafts for children between 18 months and five years old;
- Weekly photography club for all ages;
- Weekly special needs activities;
- Weekly Spanish-English practice;
- Monthly City employee safety training; and
- Educational evening classes.

Operating needs include ongoing building maintenance, expanded programming and resources, and an increase in staffing level. In the past, the volunteer group called Supporters of Marshall Memorial Library provided over 250 volunteer hours per month. In April 2015, the program dissolved after the group's champion left Deming and currently, there is only one dedicated volunteer for 20 to 30 hours per month, leaving a large gap. Capital improvements needed include an upgraded, faster Internet system, and a humidifier to keep books from deteriorating.

ROBERT L. BECKETT SENIOR COMPLEX

The Robert L Beckett Senior Complex, located at 800 S. Granite Street, includes the Deming Luna County Senior Citizens Center and the Deming Luna County Adult Day Care Facility. The Complex is owned by the City of Deming, leased to Luna County, and managed by the Deming Luna County Commission on Aging, a non-profit organization. Operating hours are 8:00 a.m. to 4:00 p.m. Monday through Friday. It is closed on Saturday and Sunday. The staff members include 37 full-time and 2 part-time employees.



The Senior Center is designed to be a “one stop shop” for information, services, and support for seniors in Luna County. Programs include adult day care, home delivered meals, transportation, respite care, personal care, congregate meals, volunteer programs (Foster Grandparent Program, Senior Companion Program, RSVP Program), recreational activities and programs, classes, workshops, games, and special events. Four wheelchair accessible vans provide transportation for seniors for medical appointments, congregate meals, shopping, etc.

According to the Senior Center manager, the facility is currently understaffed. Given the current and future retirees expected to live in Deming, the existing facility will eventually be under-sized, so planning for expansion would be prudent.

LUNA COUNTY COOPERATIVE EXTENSION SERVICE OFFICE

The Luna County Cooperative Extension Office (Extension Service Office), located at 210 Poplar Street, provides programs, publications, and resources to the residents of Deming and Luna County that focus on 4-H youth development, agriculture and horticulture, and health and family well-being. Programs include the Master Gardeners’ group and hotline, 4H youth development and rodeo, ICAN (Ideas for Cooking and Nutrition) classes, home economics, agricultural and horticultural resources. The office is part of the New Mexico State University College of Agricultural, Consumer, and Environmental Sciences.

Sustainable agriculture is a key focus for the Extension Service Office and the NMSU College of Agricultural, Consumer, and Environmental Sciences. In 2001, NMSU published a strategic plan on sustainable agriculture defined as follows:

“Sustainable agriculture is a management philosophy and system providing for agricultural needs of current and future generations. Sustainable agriculture utilizes management practices that are profitable, environmentally sound, and beneficial to society.”

The goal of the Extension Service Office is to integrate sustainable agriculture systems and solutions into existing educational programs and develop the necessary educational materials. Through educational programs on sustainable agricultural practices, the Extension Service Office seeks to provide good stewardship of natural resources, improve water quality, improve quality of life in rural communities, protect the health of workers in the food production industry, and promote agricultural diversification while providing for profitable agriculture.

EVENT CENTERS

The Special Events Center, colocated with the Mimbres Valley Learning Center at 2300 E. Pine Street, provides a community gathering space for conferences, receptions, dances, parties, craft and trade shows, and other special occasions. It features a large ballroom, three conference rooms, and a kitchen.

The Andres Z. Silva Conference Center is located at 119 E. Pine Street. The facility can hold up to 184 occupants and can be rented for events and meetings. It has a serving kitchen and tables and chairs.

9.3 EDUCATIONAL FACILITIES

DEMING PUBLIC SCHOOLS

Deming Public Schools serves Deming, Columbus, and unincorporated areas of Luna County. The District consists of seven elementary schools, two middle schools, one intermediate middle/

high school, and one high school. The District offers programs and services in special education, bilingual education, and migrant education. In addition, there is an alternative high school with special vocational programs



Deming High School.

and a pre-school for three to four year olds. Another program associated with Deming Public School is the Secure School, which enables students who are not allowed back into the general student population because of adjudicated disciplinary reasons to continue their education.

Elementary Schools

- Bataan (K-5th), 2200 Highway 418 SW
- Bell (Pre-K-5th), 1000 E. Maple Street
- Chaparral (K-5th), 1400 E. Holly Street
- Columbus (Pre-K- 5th), 7450 Altura Road SE, Columbus
- Memorial (K-5th), 1000 S. 10th Street
- My Little School (Pre-K), 905 S. Zinc Street
- Ruben S. Torres (K-5th), 1910 8th Street NW

Middle Schools / Intermediate

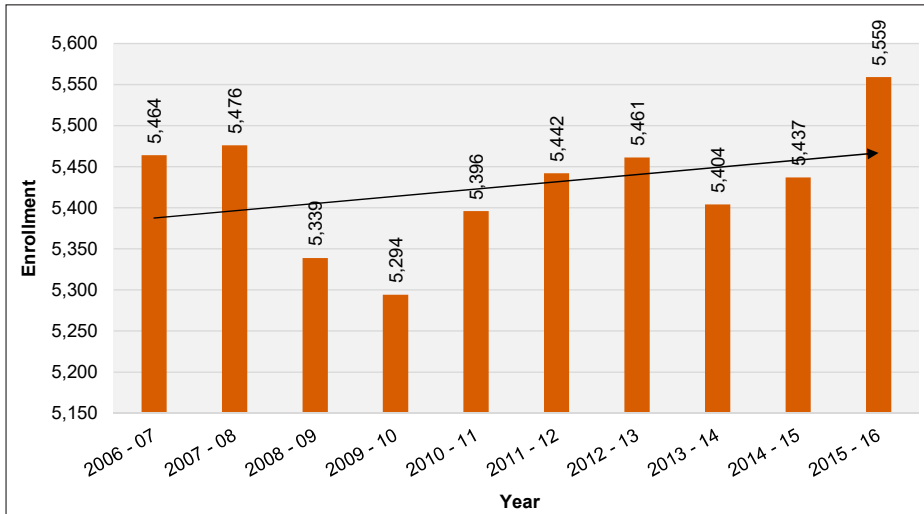
- Red Mountain (7th - 8th), 2100 Highway 418 SW
- Deming Intermediate (6th), 500 W. Ash

High Schools

- Deming High School (9th-12th), 1100 S Nickel
- Deming Cesar Chavez Charter High School (9th-12th), 315 E. 1st Street

Student enrollment has stayed relatively stable over the last 10 years, with a 1.7% growth rate since 2006-2007. The 2015-2016 school year had the highest enrollment in the District's history with 5,559 students.

FIGURE 9.1 STUDENT ENROLLMENT- DEMING PUBLIC SCHOOLS



Source: New Mexico Public Education Department.

New Schools - Two new schools are planned by Deming Public Schools. The Deming Intermediate School will be located on a new site at 1750 Pear Street SW and the former school will be demolished. The Energy Star rated building will serve 450 (up to 600) sixth grade students. The new Deming High School has broken ground and is anticipated to open in August 2017. It is located on the same site as the existing high school and will serve 1,550 students in grade 9th through 12th.



Deming High School, Source: Greer Stafford Architects.



Deming Intermediate School, Source: Dekker/Perich/Sabatini Architects.

Deming Public Schools 5-Year Facilities Master Plan - The Public School Facilities Authority (PSFA) requires that New Mexico Public School Districts have a Facilities Master Plan as a prerequisite for eligibility to receive state capital outlay assistance. Eleven schools make up the Deming Public School District, incorporating a total gross square footage of 820,429 of permanent facilities and 18,876 gross square feet of portable facilities. The Deming Public School District Facility Master Plan (2013) indicates that the district is at capacity in the majority of the elementary schools, but is under capacity and could accommodate additional students at both Deming Intermediate and Deming High School. Deming Public Schools meets the New Mexico State Adequacy Standard for technology by having one computer or tablet per three students. Each school has at least one computer lab. From 2013 to 2018, the School District's top three priorities are: 1) Life, Health, and Safety; 2) Preventive and Regular Maintenance; and 3) Technology.

DEMING CESAR CHAVEZ HIGH SCHOOL

Established in 2005, Deming Cesar Chavez High School is a charter school that serves 156 students in grades 9-12 and also offers education for adults to obtain their diploma or GED. The school offers a general curriculum and provides students with one-on-one instruction and similar class sizes. The Deming Cesar Chavez Charter High School will begin offering a Culinary Program in 2017 and plans to open other industry specific areas of study. Currently, the school is facilitating a work study program that allows the students to earn credit while obtaining work experience, preparing the student to obtain employment to help the community's workforce, and help the students get a good start.

EARLY CHILDHOOD EDUCATION

Luna County provides a variety of services in Early Childhood Education. The community has established a coalition consisting of Early Childhood educators, community members, Department of Health, and others who show an interest in young children within the community. The Coalition's vision is on developing a community-wide system that advocates for early-childhood services for all children so that they will be successful in life. Comprehensive services are delivered in a learning environment that is individualized to support children's growth in the essential domain areas of development. Programs include home visits for prenatal through age five, center-based programs that serve prenatal through age five, private childcare services to assist the working families, mental health and disabilities to serve children with developmental delays, and family partnerships. Some of the comprehensive services provided are education, screenings and follow-up for health & development, family goal setting, family engagement, health & safety, social services, nutrition, and any other school readiness focus to prepare our youngest learners to be ready to enter kindergarten.

HELP-New Mexico, Incorporated has provided Early Childhood Education and Child Development services to children and families in southern New Mexico for the past 30 years. The program serves Luna, Doña Ana, Hidalgo, Otero, and Sierra counties. Currently, there are six child development centers and one area office that house the services of the HELP-NM Office of Learning and Academic Opportunity in Luna County

for approximately 246 children. Some of the other agencies that provide ECE services include:

- Parents as Teachers - Home visiting program for children expecting to age five; serves 115 families in Luna County
- CHI St. Joseph's - Home visiting program for first time parents from expecting mother's to age three, providing services for about 25 families (private funding available for 50 families)
- Ben Archer Healthy Start - Home visiting program serving about 80 families in Luna County; accepts expecting mothers to age three
- Deming Public Schools PED State Pre-k Program - Currently serves 160 children from ages four to five
- Deming Public Schools Child Find - Provides disability services for children ages three to five that qualify to receive services for a developmental delay
- His Kidz learning Center - Private Childcare and CYFD state early pre-k program, currently providing services to 53 children from ages six weeks to age 12
- Children's Reading Foundation of Luna County - Promotes literacy by engaging parents and families in reading, provides education classes for parents, etc.

HIGHER EDUCATION

The Mimbres Valley Learning Center, located at 2300 E. Pine Street, was established in 2002 by the Mimbres Valley Authority. It is the first post-secondary education institution in Luna County. Luna County currently owns, operates, and maintains this vocational-technical school, which has an enrollment of approximately 400 students (half are high school dual enrollment students). Classes are provided through Western New Mexico University (WNMU-Deming), which offers six 2-year degrees and five 4-year bachelor degrees, in addition to opportunities for college enrollment, workforce development, online, and distance education. Programs include business, early childhood development, nursing, criminal justice, social work, education, and independent studies. In the fall of 2016, WNMU-Deming started offering non-credit classes, such as computer science and Spanish.

DEMING LITERACY CENTER

The Deming Literacy Center, located at 2301 S. Tin Street, is dedicated to reducing illiteracy and improving lives in Luna County by assisting adults with their reading, writing, and communication skills. The Center endeavors to create strong relationships with other agencies and groups to address the problem of illiteracy in Luna County. Through this, the Center's vision is "Uniting cultures in the community by addressing illiteracy, education, and citizenship."

The Deming Literacy Center began its service to Deming in May of 1990 and held its home in various locations until finding its permanent and current location. Since its inception, the program has served over 4,100 participants with English-as-a-Second-

Language, Spanish, GED, U.S. Citizenship, and computer classes. All instruction is provided by volunteer tutors, who are required to attend an 18-hour training with the New Mexico Coalition for Literacy.

The program was accredited in March of 2007 through ProLiteracy Worldwide by meeting all the standards. It received the "Exceptional Program Award" in 1997-98 and 2006-07 from the New Mexico Coalition for Literacy. The program is supported and funded by the City of Deming, New Mexico Coalition for Literacy, Wells Fargo Bank, individual donations, and fundraisers.

9.4 COMMUNITY DEVELOPMENT

Deming, like most communities, faces a number of social and economic challenges, many of which are interrelated. These include:

- Poverty Alleviation - Luna County has some of the highest poverty and unemployment rates in New Mexico. Many jobs are in agriculture or food processing, which tend to be low-paying and seasonal.
- Education - Deming Public Schools has made advances in improving its educational system. High school graduation rates have risen since 2000. Career path programs, including nursing and construction trades, home economics, and partnerships with various local colleges are some of the improvements made by the District. Two new school campuses were constructed in the last ten years, including one high school (Cesar Chavez Charter School) and one elementary school, representing Deming's dedication to education and its facilities. Nevertheless, local stakeholders note that there is still an additional need for trade apprenticeship opportunities and adult workforce retraining. In addition, some of the education programs compete with one another and there is a need for improved information sharing.
- Violence, Drugs, and Alcohol - Despite educational improvements, social issues, such as drug use and gang activity, are still prevalent in Deming. Teen pregnancy is also a concern. Drug and alcohol abuse is a problem with both teens and adults. Drug abuse is due to both illegal substances as well as prescription drugs. Gangs and violence are often connected to drugs. Another issue is domestic violence, which tends to increase during times of economic pressure. A theme discussed during multiple stakeholder outreach meetings was the ongoing negative community member perception regarding Deming's culture. Unemployment, limited opportunity, poor education, drugs and alcohol, teen pregnancy, and the general acceptance of these issues has created a community perception issue.
- Senior Services - There are various organizations providing services to seniors in Deming and Luna County, such as New Mexico Aging and Disability Resource Center (ADRC) and the Deming Luna County Senior Citizens Center. Although these are excellent resources, there are often waiting lists for many of the services and some seniors may not be aware of the existing services and programs. In addition, there is a great need for graduated senior care. This need will only continue to grow as Deming continues to be a retirement destination.

APPROACH TO COMMUNITY DEVELOPMENT

It is important to evaluate the root causes of the issues described above and how they relate to one another. Some demographic factors, such as the presence of non-English speakers and seniors, are not likely to change in the short or long term. In addition, these same factors can be assets to the community. For example, a bilingual workforce can be an attractive draw for businesses looking to relocate, while cultural diversity can lend flavor to local arts, entertainment, and dining options. Incoming retirees can provide a boost to the local economy through housing and retail purchases, and may also enrich the community by lending their time and experience as volunteers.

Other issues such as domestic violence, drug and alcohol abuse, and gang activity can be related to poverty and lack of economic opportunities, which also makes affordable housing elusive. Meanwhile, a workforce laden with drug addiction problems hinders the ability of companies to hire capable workers, and limits economic development possibilities. These issues are embroiled with one another causing a negative community perception about Deming and its potential and will require a multi-pronged approach.

Long-term efforts at improving education and fulfilling economic development goals are needed to address the root causes of poverty. Programs are needed to provide a safety net for the most vulnerable populations, including seniors, very low-income households, disabled, at-risk teens, and others.

Projects that can provide work toward addressing the issues discussed in a systemic manner include:

- Coordination of educational efforts throughout Deming through curriculum review, teacher training, and improving services to non-English speakers;
- Ongoing support of programs offered at the Mimbres Valley Learning Center and Special Events Center;
- After-school programs;
- Drug prevention and treatment;
- Domestic violence assistance;
- Programs that offer opportunities for art and recreation;
- Workforce training; and
- Additional medical facilities.

The City plans to make important investments in recreational facilities such as transforming the underused BMX Park into a functional neighborhood park with walking and biking trails and new playground equipment. The City also regularly provides assistance to smaller community development activities. For instance, the City provides free and discounted space to a number of non-profit organizations and offers financial assistance to several programs, focused primarily on youth, education, and recreation.

The City owns the Family Resource Center, which houses the Head Start program, an early childhood education provider to low-income families. The City also owns Morgan Hall, which houses non-profits, including the Southwestern Regional Housing and Community Development Corporation and the Deming Performing Arts Theater. Morgan Hall, renovated in 2009, serves as an incubator for non-profit organizations and aided start-up organizations such as Deming MainStreet and Deming Helping Hand with mini-grants.

In addition, the City of Deming also provides support to educational and recreational programs, including:

- Wilson Summer League Program - This is a seven-week program that offers various sports and activities for youth ages 6-13.
- Mayor's Teen Round Table - The monthly Mayor's Teen Round Table provides a venue for teenagers and the Mayor to discuss relevant issues facing Deming and Luna County youth, including drug prevention, cyberspace safety, and other issues. A work-study program for high school students is in the planning stages as of July 2016. The goal is to work with local businesses on providing work experience to the students in hopes of steering them towards a career.

9.5 COMMUNITY HEALTHCARE

While the City of Deming has no direct control over community healthcare, maintaining access to healthcare and improving health and wellbeing were identified as important during the planning process for the Comprehensive Plan. Development and promotion of Deming as a retirement community makes access to health care services more significant from both economic development and health and wellness perspectives. The following is a summary of the major health and wellness providers in the community. In addition, there are a number of clinics and doctors working in Deming and the surrounding area.

MIMBRES MEMORIAL HOSPITAL and NURSING HOME

Mimbres Memorial Hospital and Nursing Home, located at 900 W. Ash Street, employs over 200 health care professionals and provides a range of inpatient and outpatient medical, surgical, and diagnostic services and emergency care for the southwestern region of New Mexico. It is designated as a Critical Access Hospital. Services include the following:

- Intensive Care Unit
- 25-bed inpatient facility
- Skilled Nursing Unit
- Long Term Care
- Chest Pain Center
- Pulmonary and Respiratory Health
- Diagnostic Imaging
- Laboratory Services
- Surgical Service, including a General/Colorectal Surgeon
- Womens' Health, including OB/GYN practitioners
- Orthopedic Surgeon
- Family Practice physician
- Nutritional Services
- Pharmacy
- Rehabilitation Services



Mimbres Memorial Hospital.

SILVER HEALTH CARE CLINIC and URGENT CARE CLINIC

The Silver Health CARE Clinic and Urgent CARE Clinic is located at 1511 S. Lime Street. The Clinic is open from 8:00 a.m. to 5:00 p.m. Monday through Friday. It provides adult primary care, podiatry, and laboratory and radiology services. The Urgent Care Clinic is open from 11:00 a.m. to 7:00 p.m. Monday through Friday and from 9:00 a.m. to 5:00 p.m. on Saturdays.

Silver Health CARE has four locations; one in Deming, two clinics in Silver City, and one in Bayard. Silver Health CARE provides primary care, behavioral health, pediatrics, podiatry, urgent care, and on-site diagnostics and services. It is the oldest continuously running practice in the southwestern region of New Mexico, serving Grant, Hidalgo, Luna, and Catron counties.

BEN ARCHER HEALTH CENTER

The Deming Ben Archer Health Center is located at 125 Chaparral Boulevard Northwest. Hours are 8:00 a.m. to 5:00 p.m. Monday, Wednesday, and Friday and 8:00 a.m. to 7:00 p.m. Tuesday and Thursday. Services include medical, dental, behavioral health, and community outreach and education. No patient is denied services at Ben Archer Health Center due to an inability to pay. Transportation is available for appointments at the Health Center and is coordinated through Rio Grande Transit and the Hatch Ambulance Service.

Ben Archer Health Center has eleven locations and is located in the communities of Deming, Hatch, Truth or Consequences, Columbus, Alamogordo, Radium Springs, Doña Ana County, and Las Cruces. Pharmacies are located at two sites in Las Cruces.

LUNA COUNTY PUBLIC HEALTH OFFICE

The Luna County Public Health Office is located at 215 S. Silver and is run through the New Mexico Department of Health. The office is open from 8:00 a.m. to 5:00 p.m., Monday through Friday. Services offered include:

- Breast and cervical cancer screenings
- Children’s medical services
- Family planning
- Harm reduction
- Health promotion
- Hepatitis counseling and testing
- HIV counseling and testing
- Immunizations
- Sexually transmitted disease testing and treatment
- Tuberculosis treatment
- Women, Infants, and Children (WIC) supplemental nutrition program

LUNA COUNTY HEALTH COUNCIL

Luna County Health Council, located at 321 W Spruce, is an 25-member organization appointed by the Luna County Commission and funded by the New Mexico Department of Health. It is comprised of health care agencies, substance abuse prevention programs, social services, educators, and members of the general public who are committed to improving the health and wellbeing of Deming and Luna

County residents. The Health Council holds a monthly meeting at the Luna County Courthouse, which are open to the public.

The Luna County Health Council is responsible for developing programs to improve the health and wellbeing of residents. It functions as an advisory committee to the Board of County Commissioners on health and wellness issues. The Council also regularly produces a resource directory of health and wellness resources in Luna County.

9.6 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Community Facilities and Services Goal 1: Maintain and enhance public safety in Deming.

Objective 1.1: To maintain the community's sense of safety and security.

Objective 1.2: To ensure fast response times to emergency calls.

Objective 1.3: To ensure the Police and Fire Departments are adequately equipped and receive on-going training.

Objective 1.4: To improve the Insurance Services Office (ISO) rating for the Deming Fire Department.

Community Services and Facilities Implementation Strategy 1.1: Support ongoing training and certification for all current and future City police officers, firefighters, and emergency medical technicians.

Community Services and Facilities Implementation Strategy 1.2: Provide adequate staffing and equipment for the Deming Police and Fire Departments in order to meet current and future community needs.

Community Services and Facilities Implementation Strategy 1.3: Determine the feasibility of manning the Deming fire substation in order to increase the Department's ISO rating.

Community Facilities and Services Goal 2: Enhance and maintain the full spectrum of community facilities.

Objective 2.1: To ensure community facilities meet the current and future needs of the community.

Objective 2.2: To provide for the delivery of support services, programs, and educational opportunities for residents of all ages.

Community Facilities and Services Implementation Strategy 2.1: Create a library improvement plan that addresses capital and programmatic improvements, preventative maintenance, and staffing requirements.

Community Facilities and Services Implementation Strategy 2.2: In coordination with Luna County, develop a plan for the future expansion of the Deming Luna County Senior Citizens Center.

Community Services and Facilities Goal 3: Improve the delivery of healthcare services to the Deming community.

Objective 3.1: To ensure all Deming residents, including families, seniors, people with disabilities, have access to healthcare.

Objective 3.2: To promote and support the operation of local health care facilities, including Mimbres Memorial Hospital, Ben Archer Health Center, Silver Health Care Clinic, and other small healthcare clinics.

Community Services and Facilities Implementation Strategy 3.1: Coordinate with Mimbres Memorial Hospital, Ben Archer Health Center, Silver Health Care Clinic, and other major healthcare providers on disseminating information to the general public on available community healthcare services.

Community Services and Facilities Implementation Strategy 3.2: Promote all medical school mentorship programs that recruit high school seniors from rural New Mexico communities who are interested in the health sciences to train them to be physicians and return to practice medicine in the community.

Community Services and Facilities Implementation Strategy 3.3: Coordinate and participate with the Luna County Health Council, Ben Archer Health Center, and other providers to expand behavioral health programs and drug treatment options to Deming residents.

Community Facilities and Services Goal 4: Provide equal access to quality education and learning opportunities for all Deming residents.

Objective 4.1: To provide educational opportunities geared towards children, teens, and adults.

Objective 4.2: To work cooperatively with the Deming School District and Mimbres Learning Center on addressing access to educational resources.

Objective 4.3: To improve the high school graduation rate for Deming youth.

Community Services and Facilities Implementation Strategy 4.1: Participate in a community dialogue between the City of Deming, Deming Public Schools, Deming Cesar Chavez High School, WNMU-Deming (Mimbres Learning Center), and Luna County on educational initiatives, raising the high school graduation rate, and expanding dual credit courses for high school students.

Community Services and Facilities Implementation Strategy 4.2: Pursue funding for more adult learning programs in collaboration with Mimbres Learning Center, Deming Literacy Program, Luna County, and Deming Luna County Economic Development.

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CHAPTER 10

Hazard Mitigation

The primary intent of hazard mitigation planning is to reduce loss resulting from disaster and protect public health, safety, and welfare. Planning before a disaster event occurs reduces the need for assistance in repair, recovery, and reconstruction. Adopting hazard mitigation key principles and engaging in best practices will enable the City of Deming to sustain itself during and after a larger disaster event. Flooding and dust storms are potential hazards that require advanced planning and preparation, as these pose the greatest threat to the City.

10.1 HAZARD MITIGATION IN DEMING

The Hazard Mitigation element describes the impact and probability that natural and human-caused hazards may have on the City of Deming. It references the multi-jurisdictional Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan (URS Corporation), which was updated in 2014, as required by the Federal Emergency Management Agency (FEMA).

FEMA requires that all communities prepare a pre-disaster mitigation plan. Adoption of this plan is required in order to receive funding from the Hazard Mitigation Grant Program. The Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan was prepared in accordance with FEMA requirements and is consistent with state hazard planning efforts.

Three public meetings were held as part of the planning process for the Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan. Each of the three participating jurisdictions, including the City of Deming, reviewed the following:

- Hazards and associated ranking for their relevance in each community;
- A risk assessment that describes potential losses to physical assets, people, and operations;
- A set of goals, objectives, and actions that will guide the County's mitigation program in coming years; and
- A detailed strategy for implementation and for monitoring results.

In addition to the existing Hazard Mitigation Plan, this chapter includes key underlying principles for hazard mitigation. It is followed by a list of planning tools available to the City that can be used in further hazard mitigation planning.

10.2 KEY PRINCIPLES OF HAZARD MITIGATION

The following list includes key principles that the City of Deming and Luna County should follow during long-range planning efforts and during disaster events:

- Act before a disaster and utilize the planning process as an integral part of the community's hazard mitigation strategies;
- Document existing and predicted future conditions and raise awareness of what can be done about them;
- Promote intergovernmental coordination at a local and regional level;
- Mutual reinforcement between hazard mitigation and other planning goals;
- Hazard mitigation requires patience, monitoring, and ongoing evaluation;
- Be both strategic and opportunistic, and look for opportunities for change;
- Champions are vital to ensuring that hazard mitigation is important to the community and implementation depends on political will;
- Account for stakeholder values in light of hazard mitigation planning;
- Emphasize multiple objective planning and seize opportunities for collaborative projects that include open space, trails, or recreational facilities with flood control facilities;
- Evaluate opportunities in the comprehensive plan for density reallocation;
- Emulate the green building trend;
- Communicate and educate the public on the risks from hazards;

- Mitigation has long term economic benefits to the community; and
- Aim for resilience.

10.3 BEST PRACTICES

The City of Deming has existing planning tools such as the Zoning Code and Subdivision Ordinance that can be used to assist in hazard mitigation planning. These tools can help to keep future development out of known hazard areas, keep hazards away from existing developed areas, and strengthen existing development to resist hazards. Urban-wildfire edge areas are a key factor in hazard mitigation plans and deal with those areas typically on the outskirts of town adjacent to open grasslands that may be impacted by wildfires. These areas are the first locations to be impacted in the community.

- Zoning Code - The Zoning Code addresses flood damage prevention and setbacks for fire protection between buildings. It can also be used to promote sustainability in the community through mixed use development, increased density, and development in areas with adequate infrastructure.
- Subdivision Regulations - Subdivision design can address many hazard mitigation elements, including ingress and egress, density, open space or floodplain preservation, and drainage management. Another key aspect of subdivision design is location relative to fire and emergency services.
- Infrastructure Capital Improvements Plan (ICIP) - Specific expenditures that could impact hazard mitigation may include acquisition of open space and public safety equipment, and upgrades to communication systems, water distribution system and fire suppression, and storm drainage systems.
- Building Regulations - The City of Deming updated its building code to address fire hazards, flood damage prevention, and address wind erosion and dust control in 2010. The City may want to consider adding other hazard mitigation standards, such as roof materials, siding, ventilation, fire walls for common wall structures, and fire suppression, as part of permit review.
- Hazard Mitigation Best Practices - Examples of FEMA hazard mitigation best practices include:
 - Tax increment financing, transportation improvement financing, or other public funding mechanisms to help pay for hazard mitigation measures.
 - Infrastructure improvements to guide growth away from known hazard areas.
 - Preservation of natural areas or open space as buffers against known hazards, such as wildfire breaks.
 - Raise awareness of hazard risks and hazard mitigation into public engagement efforts.
 - Mitigation projects to acquire and demolish damaged structures, such as homes or businesses, or to retrofit public buildings, schools, and critical facilities to withstand extreme wind events.

10.4 HAZARD RATINGS

FEMA rates hazards based on damage impact to life and property, and occurrence probability. FEMA’s hazard rating system is summarized in Table 10.1 below.

Impact		Probability	
4	Catastrophic: Multiple deaths/injuries. Complete shutdown of critical facilities for 30 days or more. More than 50% property damage.	4	Highly likely: Event probably in next year.
3	Critical: Injuries and/or illness result in permanent disability. Shutdown of critical facilities for 8-30 days. 25-50% property damage.	3	Likely: Event probably in next three years.
2	Minor: Injuries and illness do not result in permanent disability. Shutdown of critical facilities for 7 days. 10-25% property damage.	2	Possible: Event possible in next five years.
1	Limited: Injuries are treatable with first aid. Minor quality of life lost. Shutdown of critical facilities for less than 24 hours. Less than 10% property damage.	1	Unlikely: Event possible in next 10 years.

Source: Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan, 2014.

Table 10.2 summarizes the City of Deming’s hazard impact and probability. All of the categories were found by the City and the Hazard Mitigation Team to have a range of impact and probability, although floods pose the greatest risk in Deming with a ‘likely’ probability rating and a ‘critical’ impact rating.

Flooding in Deming generally occurs in the form of low area ponding, which is a common event during severe storms. Ponding can occur in various sections of the community, and is especially a problem along Florida Street, Pear Street, Country Club Road, and 8th Street. Flooding in Deming has a temporary effect on traffic patterns. Although the disruptions are generally short-term, law enforcement, fire, and medical transportation operations can be affected.

Hazard	Impact	Probability
High Wind/Dust Storm	Limited	Highly Likely
Wildfire	Minor	Likely
Flood	Critical	Likely
Drought	Limited	Likely
Thunderstorm	Limited	Likely
Severe Winter Storms	Limited	Possible
Earthquake	Catastrophic	Highly Unlikely
Tornado	Critical	Unlikely
Extreme Heat	Minor	Likely
Dam Failure	Limited	Unlikely
Volcano	Limited	Highly Unlikely
Landslide	Minor	Highly Unlikely
Expansive Soils	Minor	Highly Unlikely
Land Subsidence	Minor	Highly Unlikely

Source: Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan, 2014.

10.5 GOALS, OBJECTIVES, and IMPLEMENTATION STRATEGIES

Hazard Mitigation Goal 1: Decrease the community's vulnerability to natural hazards and reduce the number of injuries and damages from hazard events.

Objective 1.1: To protect the City of Deming from future flooding caused by storm events.

Objective 1.2: To develop greater capability to mitigate hazards and experience a shorter recovery time after hazards have occurred.

Objective 1.3: To provide residents with adequate warning for hazards, including flooding, tornado, high winds, etc.

Objective 1.4: To encourage a collaborative process with City, federal, and state agencies on mitigating natural hazards in Deming.

Hazard Mitigation Implementation Strategy 1.1: Update the storm drainage system master plan to determine the areas in Deming most vulnerable to flooding. The master plan should include a phasing plan for storm drainage improvements (storm sewer lines and retention ponds) that are designed to handle the storm water volume occurring in a 100-year flood.

Hazard Mitigation Implementation Strategy 1.2: Develop and implement a coordinated, rapid, and effective response to dust storms by the City's public safety departments, New Mexico State Police, and other area first response agencies.

Hazard Mitigation Implementation Strategy 1.3: Develop a flood insurance awareness program through public service announcements distributed in utility bills and in the media.

Hazard Mitigation Implementation Strategy 1.4: Complete bank stabilization projects for those areas at highest risk for erosion and subsequent damage.

Hazard Mitigation Implementation Strategy 1.5: Work with Deming's Police and Fire Departments, Luna County, and the Village of Columbus to develop an early warning system (reverse 911) for hazards including flooding, high winds, tornadoes, etc.

CHAPTER 11

Implementation

Implementation is a critical component in comprehensive planning. Once the Goals, Objectives, and Implementation Strategies have been identified through the public engagement process, prioritizing and implementing the Comprehensive Plan should take center stage.

11.1 OVERVIEW

The City Council demonstrated its commitment to planning by initiating an update to the previous 2010 City of Deming Comprehensive Plan just six years later. The City Council will continue its commitment to planning by allowing the goals, objectives, and implementation strategies guide decision-making in regard to physical growth, development, and capital expenditures. This means that the Comprehensive Plan should be referenced in regard to zone change requests, special exceptions, annexations, infrastructure investment, upgrades to community facilities, etc.

Actions that will help ensure the success of the Comprehensive Plan include:

- Reviewing and updating the City's land development codes to ensure consistency with the Comprehensive Plan;
- Tracking the completion of the implementation strategies by Plan element and preparing progress reports for the City Council on a regular basis;
- Linking the City's ICIP to the implementation strategies and priorities identified in the Comprehensive Plan.
- Staying abreast of funding sources and programs that could be utilized for implementation of capital improvements;
- Basing future grant applications on implementation strategies and priorities identified in the Comprehensive Plan.
- Developing and maintaining partnerships with other public and private sector entities to accomplish the implementation strategies; and
- Representing the City of Deming in regional water, infrastructure, transportation planning, and economic development efforts.

11.2 IMPLEMENTATION TABLES

The implementation strategies are organized by planning element, along with projected time frames for completion and responsible entities, in the following tables starting on page 153. The time frames for implementing the strategies include short-term (1-3 years), medium-term (4-8 years), long-term (9 years and greater), and on-going. It is recognized that the time frames are dependent on fiscal constraints and available funding, and are not intended to be rigid, but rather, provide direction in regard to the City's priorities (*refer back to the specific chapter for more detail on goals and objectives*).

Depending on the project size, it is assumed that many of the capital projects identified in the Comprehensive Plan will require funding and/or participation from multiple sources and may also require phasing due to fiscal constraints. Some of the primary sources or agencies for funding and/or participating in the implementation strategies are listed below. In addition, Appendix B contains a comprehensive list of agencies and resources that can be pursued for funding capital improvements.

- Community Development Block Grants (CDBG)
- Deming Luna County Economic Development (DLCED)

- New Mexico Economic Development Department (NMEDD)
- Federal Emergency Management Agency (FEMA)
- New Mexico Environmental Department (NMED)
- New Mexico Mortgage Finance Authority (MFA)
- New Mexico Finance Authority (NMFA)
- New Mexico Office of Emergency Management (NMOEM)
- New Mexico Department of Transportation (NMDOT)
- Southwest New Mexico Council of Governments (SWNMCOG)
- United States Department of Agriculture Rural Development (USDA-RD)
- New Mexico Environmental Department Solid Waste Bureau (NMEDSWB)

LAND USE IMPLEMENTATION STRATEGIES			
Land Use Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> Create a new mixed use zone that allows residential and neighborhood scale commercial uses at specific locations within the community.	2026		City Council, Community Services Dept.
<u>Implementation Strategy 1.2:</u> Create a light industrial zone that allows less intense manufacturing uses.	2026		City Council, Community Services Dept.
<u>Implementation Strategy 1.3:</u> Evaluate existing non-conforming uses and make a determination if a zone change is warranted.		✓	Community Services Dept.
<u>Implementation Strategy 2.1:</u> In coordination with local developers, provide incentives for infill development and redevelopment, including but not limited to, reduction or waivers for utility extensions and density bonuses.	2019		City Council, Community Services Dept., Private developers
<u>Implementation Strategy 2.2:</u> Support redevelopment projects within Downtown Deming as identified in the City of Deming Downtown Master Plan and Metropolitan Redevelopment Area Plan.	2017-2019		Community Services Dept., MainStreet
<u>Implementation Strategy 2.3:</u> Amend the Zoning Ordinance to allow for context sensitive development standards (i.e., parking, setbacks, building height, landscaping, etc.) for Downtown Deming.	2020-2022		City Council, Community Services Dept., MainStreet
<u>Implementation Strategy 2.4:</u> Identify excess City-owned properties that are available for sale and redevelopment purposes.		✓	Deming Luna County Economic Development
<u>Implementation Strategy 3.1:</u> Develop criteria for evaluating proposed annexations as identified in the Priority Annexation Areas map and other future potential annexation areas. The criteria should address existing capacity of infrastructure systems and community services, feasibility and cost of infrastructure extensions, support for economic development activities, and an assessment of the property owners' support for the annexation.	2021-2022		City Council, Community Services Dept.
<u>Implementation Strategy 3.2:</u> Identify locations for higher density and/or higher intensity uses within annexation areas along principal arterials and major intersections and with minimal interface to single family development.	2025-2027		Community Services Dept.
<u>Implementation Strategy 4.1:</u> Work with Deming/Luna County MainStreet, Chamber of Commerce, and other groups to help define Deming's "brand" and incorporate the brand into community gateways and wayfinding system.	2017-2018		Community Services Dept., MainStreet, Chamber of Commerce
<u>Implementation Strategy 4.2:</u> Develop community gateways (signage) at the major entries into Deming, as identified on the Preferred Land Use Scenario.	2017-2018		City Council, Community Services Dept.
<u>Implementation Strategy 4.3:</u> Develop a wayfinding signage program that directs visitors to Downtown Deming and other key areas of interest.	2017-2018		City Council, Community Services Dept.
<u>Implementation Strategy 4.4:</u> In coordination with MainStreet Deming, establish a facade improvement program to support the continued maintenance and beautification of commercial buildings in Downtown Deming.		✓	Community Development Dept., MainStreet

Land Use Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 4.5:</u> Evaluate the adequacy of code enforcement staffing levels to enforce existing regulations that address dilapidated buildings, weeds and litter, and dumping within Downtown and throughout Deming. Hire new code enforcement staff if staffing levels are deemed inadequate.		✓	City Council, Community Development Dept.

ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGIES

Economic Development Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> Recruit industries that are complementary to existing business clusters and sensitive to the natural and cultural environment in Deming and Luna County, including renewable energy, tourism support facilities, food manufacturing and distributing, value-added agriculture, and retirement support industries.		✓	Deming Luna County Economic Development
<u>Implementation Strategy 1.2:</u> Work with and support cooperation between the local and regional economic development agencies on economic development initiatives. Organizations should include, but not be limited to, the Deming Luna County Economic Development, Deming Silver Spikes, Deming-Luna County Chamber of Commerce, and Deming/Luna County MainStreet.		✓	City Council, Deming Luna County Econ. Development, Deming Silver Spikes, Chamber of Commerce, MainStreet
<u>Implementation Strategy 1.3:</u> Develop a marketing initiative that provides information on available tax incentives, job training initiatives, available commercial and industrial sites, and desired businesses to companies interested in expanding or relocating to Deming.	2017-2018		Deming Luna County Economic Development
<u>Implementation Strategy 1.4:</u> Promote Deming's unique assets, including its friendly, small town atmosphere; active art community; historic and cultural resources; rail access; renewable energy generation; available industrial land; and the Deming Airport on the City's web site, social media, and trade publications.		✓	Deming Luna County Economic Development, MainStreet
<u>Implementation Strategy 1.5:</u> Identify funding sources for and continue implementation of infrastructure and roadway improvements at Peru Mill per the recommendations contained in the 2010 Comprehensive Master Plan for the Peru Mill Industrial Park.	2017-2018		Public Works, Community Services Dept.
<u>Implementation Strategy 1.6:</u> Make improvements to the Deming Industrial Park, including rehabilitation and reuse of vacant or underutilized buildings, landscape improvements, and entry signage. Work with the US Army Corp of Engineers on remediation of contaminated sites.	2017-2018		Public Works, US Army Corp
<u>Implementation Strategy 1.7:</u> Work with the Deming-Luna Chamber of Commerce and Deming Luna County Economic Development on creating an annual business recognition program for those local businesses that have demonstrated: 1) Outstanding business achievement as evidenced by growth in sales, profits, and/or employees; or new product development and/or new markets entered; 2) Commitment to the local community through contributions or service to a civic group, volunteer program or non-profit organization; or 3) Dedication and creativity in the development of a new business.		✓	Chamber of Commerce, Deming Luna County Economic Development
<u>Implementation Strategy 2.1:</u> Work with local banks and economic development organizations to offer access to capital to small businesses through a revolving-loan fund.	2018-2020		Deming Luna County Economic Development

Economic Development Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 2.2:</u> Complete a feasibility study for developing a commercial kitchen incubator that utilizes locally grown products and promotes a farm to table economy.	2018-2020		Deming Luna County Economic Development
<u>Implementation Strategy 2.3:</u> Coordinate with WNMU-Deming on providing education and outreach to Deming residents regarding the small business development center (SBDC) located at the Mimbres Valley Learning Center.		✓	Deming Luna County Economic Development, WNMU-Deming, Chamber of Commerce
<u>Implementation Strategy 2.4:</u> Work with the Deming-Luna County Chamber of Commerce on developing and promoting a "Support Local Business" program.	2017-2019		Deming Luna County Economic Development, Chamber of Commerce
<u>Implementation Strategy 3.1:</u> Work with Deming Luna County Economic Development and local employers on seeking workforce investment funding (Job Training Incentive Program - JTIP) from the New Mexico Economic Development Department and other entities.		✓	Deming Luna County Economic Development, NMEDD
<u>Implementation Strategy 3.2:</u> Work with Mimbres Valley Learning Center on expanding the range of vocational classes offered to include culinary arts, woodworking, textiles, etc.	2018-2020		Deming Luna County Economic Development
<u>Implementation Strategy 3.3:</u> Provide better outreach and information (in English and Spanish) about existing vocational classes offered at the Mimbres Valley Learning Center and other workforce development programs.	2017-2018		Community Development Dept, Mimbres Valley Learning Center
<u>Implementation Strategy 3.4:</u> Encourage local business owners to provide opportunities for local retirees and the underutilized workforce to serve as mentors and teachers.	2018-2020		Deming Luna County Economic Development
<u>Implementation Strategy 3.5:</u> Support the Mayor's Teen Round Table work study program and coordinate efforts with Deming Public Schools, Deming Cesar Chavez Charter High School, and local businesses and organizations to provide work opportunities for local youth.		✓	Mayor, Deming Public Schools, Private businesses
<u>Implementation Strategy 4.1:</u> Prioritize capital improvement projects for Downtown Deming and incorporate these projects into the ICIP.	2017-2022		City Council, MainStreet
<u>Implementation Strategy 4.2:</u> Encourage new sit down restaurants, retail businesses, and entertainment venues to rehabilitate and locate in existing vacant buildings within Downtown.	2017-2020		City Council, Deming Luna County Economic Development
<u>Implementation Strategy 4.3:</u> Allocate a larger portion of the lodgers' tax revenues towards marketing for Deming as a tourist and food destination.	2018-2022		City Council

TRANSPORTATION IMPLEMENTATION STRATEGIES			
Transportation Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> In conjunction with the NMDOT and Luna County, study the feasibility of a truck bypass route to remove heavy truck traffic from traveling through Downtown and the more densely developed areas of Deming. The study should include recommended corridor locations for the bypass route, freight movement, and industrial park access; and design and construction costs.	2017		Public Works, Community Services Dept., NMDOT, Luna County
<u>Implementation Strategy 1.2:</u> Create a new regional comprehensive transportation study in coordination with Luna County. The transportation study should include, but not be limited to: <ul style="list-style-type: none"> Existing transportation system, including study area, existing street functional classification, roadway travel lanes, traffic control, existing traffic volumes and speeds, safety constraints, accident data, land use and development constraints, and parking and pedestrian issues; Land use and demographic data, including population projections, forecasts for future households, housing, employment, and student population; Transportation issues and constraints; Transportation modeling, including assumptions, traffic demand model, zones and connectors, base model validation statistics, and base and future model results; Traffic forecast alternatives, including alternatives analysis, performance measures, and evaluation of project concepts; and Transportation improvement program, including short-, intermediate-, and long-range program, project development, funding sources, costs, etc. 	2020		Public Works, Community Services Dept., NMDOT, Luna County
<u>Implementation Strategy 1.3:</u> Identify future potential streets and/or potential expansion of existing streets within Deming that would relieve congestion and provide for more efficient traffic flow, including, but not limited to, a connection at Cedar Street.	2022-2024		Public Works, Community Services Dept.
<u>Implementation Strategy 1.4:</u> Revise the City's Subdivision Regulations to address street improvement development and design standards for all new development.	2021-2023		Public Works, Community Services Dept.
<u>Implementation Strategy 1.5:</u> Pursue NMDOT sponsored and funded programs, including Local Government Road Funds, Municipal Arterial Program, Cooperative Projects, Safety Projects, Transportation Enhancement Program, etc., for street, pedestrian, and bicycle improvements to meet existing and future transportation needs.		✓	Public Works, Community Services Dept.
<u>Implementation Strategy 1.6:</u> Continue to participate in the Southwest Regional Planning Organization (SWRPO).		✓	Public Works, Community Services Dept.
<u>Implementation Strategy 2.1:</u> Conduct a City-wide street and pavement inventory that sets priorities for new street construction, maintenance of pavement, installation of curb and gutter and ADA ramps, and rehabilitation of streets. Coordinate new projects with the City's Infrastructure Capital Improvement Plan (ICIP).	2017		Public Works, Community Services Dept.
<u>Implementation Strategy 2.2:</u> Pursue and allocate funding for implementing the transportation-related projects identified in the City's 2018-2022 ICIP.		✓	City Council, Public Works
<u>Implementation Strategy 2.3:</u> Continue implementing the Americans with Disabilities Act for new and updated development to address sidewalks, roadways, and ADA accessibility.		✓	Public Works, Community Services Dept.

Transportation Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 2.4</u> : Continue to pursue Community Development Block Grant (CDBG) and New Mexico State Legislature State Appropriations funding for transportation improvements.		✓	City Council, Public Works, Community Services Dept.
<u>Implementation Strategy 3.1</u> : Prioritize and implement airport projects identified in the City's 2018-2022 ICIP. Pursue available aviation related funding from FAA and the New Mexico Department of Transportation - Aviation Division grant and funding programs.		✓	Community Services Dept.
<u>Implementation Strategy 3.2</u> : Complete improvements to the mainline track between the west end of the existing switching yard and the southern boundary of Peru Mill Industrial Park, the bridge over the Mimbres River, and the existing UPRR/SWRR interchange, as identified in the Comprehensive Master Plan for the Peru Mill Industrial Park.	2025-2028		Public Works

INFRASTRUCTURE IMPLEMENTATION STRATEGIES			
Infrastructure Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> Secure funding for rehabilitation and replacement of water lines as needed to accommodate existing needs.		✓	Public Works
<u>Implementation Strategy 1.2:</u> Develop an appropriate water policy that outlines the strategies for increasing water supplies. Continue to obtain water rights and associated water supplies to address the future growth of the community.		✓	City Council, Public Works
<u>Implementation Strategy 1.3:</u> Develop a new water production source to meet future demand and complete an update to the 40-Year Water Plan that assesses the impact of the new production source.		✓	Public Works
<u>Implementation Strategy 1.4:</u> As part of the cost/benefit analysis associated with future annexations, determine the capacity and feasibility of extending water service to the annexed properties and colonia communities.	2018-2019		Public Works
<u>Implementation Strategy 1.5:</u> Amend the Subdivision Ordinance to require that future development demonstrates adequate water supplies for a minimum of 70 years and takes measures to incorporate water conservation measures into the subdivision design.	2018		Community Services Dept., Public Works
<u>Implementation Strategy 2.1:</u> Continue to encourage voluntary water conservation methods such as low flow fixtures, rate differentials, xeriscaping, and other measures designed to reduce water use.		✓	Public Works
<u>Implementation Strategy 2.2:</u> Evaluate the performance of voluntary water conservation methods and determine whether additional measures are needed.	2017-2018		Public Works
<u>Infrastructure Implementation Strategy 2.3:</u> Improve effluent water quality for irrigation and recreational purposes which should include additional storage capacity and storage locations.	2017-2019		Public Works
<u>Implementation Strategy 3.1:</u> Secure funding and implement projects for rehabilitation, replacement, and/or expansion of wastewater lines as needed to meet existing and future demand.		✓	Public Works
<u>Implementation Strategy 3.2:</u> Make improvements to the City's Wastewater Treatment Facility as needed to keep pace with future growth.	2018-2019		Public Works
<u>Implementation Strategy 3.3:</u> Replace manholes on an as-needed basis to prevent deterioration.		✓	Public Works
<u>Implementation Strategy 3.4:</u> As part of the cost/benefit analysis associated with future annexations, determine the capacity and feasibility of extending wastewater service to the annexed properties and colonia communities.	2018-2019		Public Works
<u>Implementation Strategy 4.1:</u> Develop and implement a comprehensive Storm Drainage System Master Plan that addresses flood control measures to handle 100-year storm events, bank stabilization, on-site retention and detention ponds, and water harvesting, where appropriate.	2018-2019		Public Works
<u>Implementation Strategy 4.2:</u> Create a GIS database for the storm drainage system.	2020		Public Works
<u>Implementation Strategy 5.1:</u> Determine cost-effective actions to improve the recycling program, including providing additional recycling bins in more locations.		✓	Public Works
<u>Implementation Strategy 5.2:</u> Develop an public informational program on the benefits of recycling.	2018-2019		Public Works

Infrastructure Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 6.1</u> : Continue to rehabilitate and replace gas lines on a regular basis and extend lines to new areas based on a cost/benefit analysis.		✓	Public Works
<u>Implementation Strategy 6.2</u> : Install electronic read gas meters and a high pressure gas line, as identified in the 2018-2022 ICIP.	2017-2018		Public Works
<u>Implementation Strategy 7.1</u> : Continue to work with telecommunication companies on expanding wireless and fiber optics network throughout the community.		✓	Public Works, Community Services Dept., Private telecommunication companies
<u>Implementation Strategy 8.1</u> : Continue to pursue Community Development Block Grant (CDBG), U.S. Department of Agriculture Rural Development (USDA-RD), Water Trust Board (WTB), New Mexico Department of Finance and Administration (NMDFA), New Mexico State Legislature State Appropriations, and New Mexico Environment Department (NMED) funding for infrastructure projects.		✓	City Council, Public Works
<u>Implementation Strategy 8.2</u> : Coordinate with the Colonias Development Council, SWNMCOG, and Luna County on applying for funding from the Colonias Infrastructure Project Fund for water, wastewater, flood and drainage control projects.	2018-2019		Public Works, Colonias Development Council, SWNMCOG, Luna County

HOUSING and NEIGHBORHOODS IMPLEMENTATION STRATEGIES			
Housing and Neighborhoods Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> Work with affordable housing providers and agencies, including the New Mexico Mortgage Finance Authority (MFA) and the Southwestern Regional Housing and Community Development Corporation (SWRHCDC) on increasing the amount of new, affordable for-sale and rental housing and rehabilitation of existing substandard housing.		✓	City Council, Community Services Dept., SWRHCDC, MFA
<u>Implementation Strategy 1.2:</u> Apply for a joint Deming/Luna County affordable housing plan grant from the MFA. The affordable housing plan should be used to: 1) Determine housing needs of various demographic groups and special populations by income level; 2) Determine the existing regulatory (i.e., land use, zoning, and subdivision regulations) and non-regulatory constraints to affordable housing; 3) Identify City and County-owned resources and properties that could be donated towards an affordable housing program; 4) Identify existing housing resources, programs, and funding sources; and 5) Identify the goals and quantifiable objectives that Deming and Luna County should take in the next five years to meet affordable housing needs.	2018-2020		City Council, Luna County, Community Services Dept.
<u>Implementation Strategy 1.3:</u> Coordinate with the MFA and SWRHCDC on applying for housing rehabilitation funds from the HOME Investment Partnership Program, USDA Rural Development rural repair and rehabilitation loans, and Section 504 grants for income qualified homeowners and elderly persons (62 and older).		✓	Community Services Dept., SWRHCDC, MFA
<u>Implementation Strategy 1.4:</u> Pursue funding from the Colonias Infrastructure Fund to help support affordable housing development in designated colonia areas.		✓	City Council, Community Services Dept., Public Works
<u>Implementation Strategy 1.5:</u> Develop incentives for developers to build affordable housing for income qualified households and special populations, including single parent households, elderly, veterans, disabled, etc. This may include, but not be limited to, land donation, density bonuses, and/or fee waivers.	2019		City Council, Community Services Dept.
<u>Implementation Strategy 1.6:</u> Coordinate with SWRHCDC on educating and distributing materials on affordable housing programs, credit counseling, first time homebuyer programs, rehabilitation and maintenance assistance programs for seniors, etc.		✓	Community Services Dept., SWRHCDC
<u>Implementation Strategy 2.1:</u> Amend the Zoning Ordinance to require landscape buffers between residential and heavy commercial and/or industrial development.	2019-2022		City Council, Community Services Dept.
<u>Implementation Strategy 2.2:</u> Develop a “Home of the Month” program to recognize exceptional efforts by property owners to maintain and improve their properties in a manner that contributes to the overall appearance of the community.	2018		City Council, Community Services Dept.
<u>Implementation Strategy 2.3:</u> Develop multi-family design standards for incorporation into the Zoning Ordinance. This may include, but not be limited to, programming for outdoor common areas and incorporating windows, porches, and/or balconies overlooking common areas and parking lots.	2018		City Council, Community Services Dept.
<u>Implementation Strategy 3.1:</u> In coordination with the SWRHCDC, pursue the development of a full spectrum of senior housing facilities, including independent living, assisted living, memory care, and skilled nursing care facilities, particularly geared towards very low, low, and moderate income seniors.	2022-2024		City Council, Community Services Dept., SWRHCDC

Housing and Neighborhoods Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 3.2:</u> Identify potential state and federal funding sources and tax incentives for the development of senior housing facilities.	2018-2020		Community Services Dept., SWRHCDC, MFA
<u>Implementation Strategy 4.1:</u> As part of developing an affordable housing plan, quantify the need and resources needed to develop a joint Deming and Luna County homeless transitional center and/or a micro-housing community.	2017-2018		City Council, Community Services Dept., MFA
<u>Implementation Strategy 4.2:</u> Disseminate information on existing homeless services, including temporary and transitional housing facilities, and mental health, substance abuse, and domestic violence service providers.	2017		Community Services Dept.
<u>Implementation Strategy 5.1:</u> Determine the feasibility of adopting a voluntary green building ordinance that addresses lot selection, design, and construction; construction materials and waste; minimum efficiency standards; indoor and outdoor water use; etc.	2018-2019		City Council, Public Works, Community Services Dept.
<u>Implementation Strategy 5.2:</u> Disseminate information on Build Green NM to local homebuilders and contractors.		✓	Community Services Dept.
<u>Implementation Strategy 5.3:</u> Identify appropriate locations for new mixed use developments, including within the existing developed area of Deming and the proposed annexation areas.	2018-2019		Community Services Dept., Luna County

PARKS and RECREATION IMPLEMENTATION STRATEGIES			
Parks and Recreation Implementation Strategies	Date	On-going	Responsible Entity
<p><u>Implementation Strategy 1.1:</u> Establish an ongoing preventative maintenance and improvement program for all existing park facilities based on priority needs and best practices. The program should address:</p> <ul style="list-style-type: none"> • Installation or replacement of playground equipment; • Installation of shade structures and picnic tables; • ADA upgrades; • Maintenance and replacement of irrigation systems, turf, and plant materials, and court equipment; • Water conservation through reuse of gray water for irrigation purposes and irrigation best practices. 	2017-2018		Community Services Dept., Public Works
<p><u>Implementation Strategy 1.2:</u> Create and implement a parks and recreation master plan that includes, but is not limited to:</p> <ul style="list-style-type: none"> • Recreation needs assessment geared towards youth, adults, and seniors; • GIS database of existing park facilities and conditions; • Public involvement; • Population trends and projections; • Site selection criteria for new park facilities; • Identification of new park land in areas not currently served; • Outdoor and indoor recreational programming for youth, adults, and seniors; and • Implementation program for capital improvements. 	2017-2018		Community Services Dept., Luna County
<p><u>Implementation Strategy 1.3:</u> Provide new technologies and access for residents in parks and recreation facilities (i.e., WIFI in parks).</p>	2017		Community Services Dept.
<p><u>Implementation Strategy 1.4:</u> Create a network of multi-use trails throughout Deming connecting neighborhoods to schools and parks.</p>	2017-2022		Community Services Dept. Luna County
<p><u>Implementation Strategy 1.5:</u> Apply for Colonias Infrastructure funding to stabilize, cover, and rehabilitate the Tulip Drive Landfill and develop it as a recreational facility with trails, open space, and other recreational amenities.</p>	2019-2020		Community Services Dept., Public Works
<p><u>Implementation Strategy 1.6:</u> Work with Deming Public Schools, civic groups, and law enforcement to reduce vandalism at parks. Consider developing youth-led programs, where youth take ownership of parks through the development of murals, graffiti walls, and clean-up teams.</p>	2017-2019		Community Services Dept., Deming Police, Deming Public Schools, Chamber of Commerce
<p><u>Implementation Strategy 2.1:</u> Update and maintain agreements between the City of Deming and Deming Public Schools regarding public use of school facilities.</p>		✓	City Council, Deming Public Schools
<p><u>Implementation Strategy 2.2:</u> Encourage better coordination between sports leagues about shared use of playing fields to ensure equal access to these facilities.</p>		✓	Community Services Dept.
<p><u>Implementation Strategy 3.1:</u> Develop incentives for developers of subdivisions to build neighborhood parks or dedicate open space. Incentives, such as density bonuses and fee waivers, should be incorporated into the Subdivision Ordinance.</p>	2021-2023		Community Services Dept.
<p><u>Implementation Strategy 3.2:</u> Amend the Subdivision Ordinance to require developers of new subdivisions and apartment complexes to provide public access to the City's trail system, where feasible.</p>	2018-2019		Community Services Dept.

COMMUNITY SERVICES and FACILITIES IMPLEMENTATION STRATEGIES			
Community Services and Facilities Implementation Strategies	Date	On-going	Responsible Entity
<u>Implementation Strategy 1.1:</u> Support ongoing training and certification for all current and future City police officers, firefighters, and emergency medical technicians.		✓	City Council, Police and Fire Depts.
<u>Implementation Strategy 1.2:</u> Provide adequate staffing and equipment for the Deming Police and Fire Departments in order to meet current and future community needs.		✓	City Council, Police and Fire Depts.
<u>Implementation Strategy 1.3:</u> Determine the feasibility of manning the Deming fire substation in order to increase the Department's ISO rating.	2017-2018		City Council, Fire Dept.
<u>Implementation Strategy 2.1:</u> Create a library improvement plan that addresses capital and programmatic improvements, preventative maintenance, and staffing requirements.	2017-2018		City Council, Marshall Memorial Library
<u>Implementation Strategy 2.2:</u> In coordination with Luna County, develop a plan for the future expansion of the Deming Luna County Senior Citizens Center.	2020-2022		City Council, Luna County, Deming Luna County Senior Citizens Center
<u>Implementation Strategy 3.1:</u> Coordinate with Mimbres Memorial Hospital, Ben Archer Health Center, Silver Health Care Clinic, and other major healthcare providers on disseminating information to the general public on available community healthcare services.		✓	Community Services, Mimbres Memorial Hosp., Ben Archer, Silver Health Care Clinic, other healthcare providers
<u>Implementation Strategy 3.2:</u> Promote all medical school mentorship programs that recruit high school seniors from rural New Mexico towns who are interested in the health sciences to train them to be physicians and return to practice medicine in the community.		✓	Community Services, Deming Luna County Economic Development
<u>Implementation Strategy 3.3:</u> Coordinate and participate with the Luna County Health Council, Ben Archer Health Center, and other providers on expanding behavioral health programs and drug treatment options to Deming residents.		✓	City Council, Community Services, Luna County Health Council, Ben Archer
<u>Implementation Strategy 4.1:</u> Participate in a community dialogue between the City of Deming, Deming Public Schools, WNMU-Deming (Mimbres Learning Center), and Luna County on educational initiatives, raising the high school graduation rate, and expanding dual credit courses for high school students.		✓	City Council, Luna County, and Deming Public Schools. WNMU-Deming

Community Services and Facilities Implementation Strategies	Date	On-going	Responsible Entity
<p><u>Implementation Strategy 4.2:</u> Pursue funding for more adult learning programs in collaboration with Mimbres Learning Center, Deming Literacy Program, Luna County, and Deming Luna County Economic Development.</p>		✓	<p>City Council, Luna County, Mimbres Learning Center, WNMU-Deming, Deming Literacy Program, Deming Luna County Economic Development</p>

HAZARD MITIGATION IMPLEMENTATION STRATEGIES			
Hazard Mitigation Strategies	Date	On-going	Responsible Entity
<p><u>Implementation Strategy 1.1:</u> Update the storm drainage system master plan to determine the areas in Deming most vulnerable to flooding. The master plan should include a phasing plan for storm drainage improvements (storm sewer lines and retention ponds) that are designed to handle the storm water volume occurring in a 100-year flood.</p>	2019-2020		<p>Public Works, Luna County, US Army Corp of Engineers</p>
<p><u>Implementation Strategy 1.2:</u> Develop and implement a coordinated, rapid, and effective response to dust storms by the City's public safety departments, New Mexico State Police, and other area first response agencies.</p>		✓	<p>Police and Fire Depts, Luna County, NM State Police</p>
<p><u>Implementation Strategy 1.3:</u> Develop a flood insurance awareness program through public service announcements distributed in utility bills and in the media.</p>	2022-2023		<p>Public Works</p>
<p><u>Implementation Strategy 1.4:</u> Complete bank stabilization projects for those areas at highest risk for erosion and subsequent damage.</p>	2019-2020		<p>Public Works</p>
<p><u>Implementation Strategy 1.5:</u> Work with Deming's Police and Fire Departments, Luna County, and the Village of Columbus to develop a early warning system (reverse 911) to warn residents of severe weather, evacuations, road closures, and imminent hazards including flooding, high winds, tornadoes, etc.</p>	2019-2022		<p>Police and Fire Depts, Luna County, Columbus</p>

APPENDIX A

Infrastructure Capital Improvement Plan

This appendix includes the City of Deming 2018-2022 Infrastructure Capital Improvement Plan (ICIP). It is based on input from local residents regarding community projects and as identified by the City of Deming. The ICIP lists the community improvement projects, projected costs over time, amounts funded to date, and the amounts not funded.

TABLE A.1: TRANSPORTATION IMPROVEMENTS								
	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Truck Alternate Route	\$300,000	\$10,000,000	\$10,000,000	\$10,000,000	\$20,000,000	0	\$50,300,000	\$50,300,000
Drainage/ Road Improvements	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$250,000	\$2,500,000	\$2,750,000
Cedar Street Expansion Phase IV	\$25,000	\$1,150,000	0	0	0	0	\$1,175,000	\$1,175,000
Street Lighting	\$100,000	\$500,000	\$500,000	0	0	0	\$1,100,000	\$1,100,000
Railroad Drive 2-way and Safety Improvements	\$50,000	\$250,000	0	0	0	0	\$300,000	\$300,000
Pear Street Reconstruction Improvements	\$500,000	\$500,000	\$500,000	0	0	0	\$1,500,000	\$1,500,000
Sidewalk and Street Improvements	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	0	\$2,500,000	\$2,500,000
Medians/Parking/Landscaping, including Downtown	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	0	\$250,000	\$250,000
New Airport Hangar	\$150,000	\$175,000	\$800,000	0	0	0	\$1,125,000	\$1,125,000
Cody Road Reconstruction	\$250,000	0	0	0	0	0	\$250,000	\$250,000
ADA Improvements Buildings and Streets	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	0	\$750,000	\$750,000
Multi-use Paths	\$160,000	\$405,000	0	0	0	0	\$565,000	\$565,000
Airport Improvements	\$795,000	\$930,000	\$2,000,000	\$3,150,000	0	0	\$6,875,000	\$6,875,000
Street-Heavy Equipment	\$275,000	\$250,000	\$200,000	\$200,000	0	0	\$925,000	\$925,000
Silver Streets Streetscape and Sidewalk Improvements	\$400,000	\$50,000	\$50,000	\$25,000	\$10,000	0	\$535,000	\$535,000
Gold/Spruce Intersection Reconstruction	0	\$200,000	0	0	0	0	\$200,000	\$200,000
TOTAL	\$4,205,000	\$15,610,000	\$15,250,000	\$14,575,000	\$21,210,000	250,000	\$70,850,000	\$71,100,000

TABLE A.2: COMMUNITY SERVICES & FACILITIES IMPROVEMENTS								
	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Public Safety Facility	\$3,500,000	\$2,000,000	\$1,050,000	0	0	\$300,000	\$6,550,000	\$6,850,000
Community Buildings- HVAC/ Roof and Lighting	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	0	\$375,000	\$375,000
Cemetery Expansion	\$50,000	\$75,000	\$75,000	\$75,000	\$75,000	0	\$350,000	\$350,000
Training Facility Improvements - Deming Police Dept.	\$250,000	\$250,000	\$250,000	0	0	0	\$750,000	\$750,000
Marshall Memorial Library Improvements	\$100,000	\$50,000	\$50,000	0	0	0	\$200,000	\$200,000
Solid Waste Convenience Station	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	0	\$375,000	\$375,000
Tulip Drive Landfill Clean-up	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	0	\$1,250,000	\$1,250,000
Solid Waste Equipment Replacement	\$350,000	\$400,000	\$500,000	\$500,000	0	0	\$1,750,000	\$1,750,000
Senior Center Tile Renovation	\$16,300	0	0	0	0	0	\$16,300	\$16,300
Butterfield Trail Landfill Maintenance Building/New Equipment	\$250,000	\$50,000	\$50,000	\$25,000	0	0	\$375,000	\$375,000
Senior Center Fire Alarm Upgrade	\$43,500	0	0	0	0	0	\$43,500	\$43,500
Senior Center Remodel/ Improvements	\$90,000	\$360,000	0	0	0	0	\$450,000	\$450,000
Senior Center Carpet Renovation	\$38,000	0	0	0	0	0	\$38,000	\$38,000
New Police Units	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	0	\$1,250,000	\$1,250,000
City Hall Expansion	\$1,500,000	\$250,000	0	0	0	0	\$1,750,000	\$1,750,000
Downtown Public Art	\$50,000	\$25,000	0	0	0	0	\$75,000	\$75,000
Senior Center Backup Generator	\$56,000	0	0	0	0	0	\$56,000	\$56,000
New Ambulance	0	\$130,000	0	0	\$130,000	0	\$260,000	\$260,000

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
New Compressed Natural Gas (CNG) Collection Truck	0	\$325,000	\$325,000	\$325,000	0	0	\$975,000	\$975,000
Fire Department Substation Improvements	0	0	\$150,000	\$50,000	\$50,000	\$150,000	\$250,000	\$400,000
1500 GPM Fire Engine	0	0	0	\$500,000	0	0	\$500,000	\$500,000
City Comprehensive Plan Update	0	0	0	\$50,000	0	0	\$50,000	\$50,000
Morgan Hall Improvements	0	0	0	0	\$120,000	0	\$120,000	\$120,000
Recycling Program	0	0	0	0	\$25,000	0	\$25,000	\$25,000
TOTAL	\$6,943,800	\$4,565,000	\$3,100,000	\$2,175,000	\$1,050,000	\$450,000	\$17,833,800	\$18,283,800

TABLE A.3: INFRASTRUCTURE IMPROVEMENTS

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Effluent Reuse Storage and Irrigation Improvements	\$1,100,000	\$3,500,000	\$1,000,000	0	0	0	\$5,600,000	\$5,600,000
Water System Line Replacement/ Repair Encanto Circle	\$1,222,886	0	0	0	0	0	\$1,222,886	\$1,222,886
Colonias Utility Extension	\$100,000	\$500,000	\$500,000	0	0	0	\$1,100,000	\$1,100,000
Sewer Lines Replacement	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	0	\$3,000,000	\$3,000,000
Utilities Energy Efficiency Audit	\$100,000	\$100,000	\$100,000	\$100,000	0	0	\$400,000	\$400,000
Electronic Read Gas Meters	\$50,000	\$50,000	\$50,000	0	0	0	\$150,000	\$150,000
Well Upgrades/ Optimization/ Conversion/ SCADA	\$760,000	\$410,000	\$410,000	\$410,000	\$160,000	0	\$2,150,000	\$2,150,000
Wastewater Treatment Plant Equipment Replacement	0	\$500,000	\$500,000	\$250,000	\$200,000	0	\$1,450,000	\$1,450,000

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
40-Year Water Plan	0	0	0	\$50,000	0	0	\$50,000	\$50,000
Gas System Improvements - High Pressure Line (North)	0	0	0	0	\$1,000,000	0	\$1,000,000	\$1,000,000
Sewer-Utility Equipment Vector Truck	0	0	0	0	\$385,000	0	\$385,000	\$385,000
TOTAL	\$3,932,886	\$5,660,000	\$3,160,000	\$1,410,000	\$2,345,000	0	\$16,507,886	\$16,507,886

TABLE A.4: PARKS & RECREATION IMPROVEMENTS

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Pit Park Recreational Improvements	\$250,000	\$500,000	\$500,000	\$500,000	0	0	\$1,750,000	\$1,750,000
Park Improvements	\$100,000	\$25,000	\$25,000	\$25,000	\$25,000	0	\$200,000	\$200,000
Sports Complex Improvements	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000	0	\$1,250,000	\$1,250,000
TOTAL	\$600,000	\$775,000	\$775,000	\$775,000	\$275,000	0	\$3,200,000	\$3,200,000

TABLE A.5: ECONOMIC DEVELOPMENT IMPROVEMENTS

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Economic Development Facility	\$100,000	\$700,000	0	0	0	0	\$800,000	\$800,000
Peru Mill Industrial Park Improvement	0	0	0	0	\$10,100,000	0	\$10,100,000	\$10,100,000
TOTAL	\$100,000	\$700,000	0	0	\$10,100,000	0	\$10,900,000	\$10,900,000

TABLE A.6: HOUSING IMPROVEMENTS

	2018	2019	2020	2021	2022	Funded To Date	Amt. Not Funded	Total
Transitional Housing	\$25,000	\$25,000	\$250,000	0	0	0	\$300,000	\$300,000
TOTAL	\$25,000	\$25,000	\$250,000	0	0	0	\$300,000	\$300,000

APPENDIX B

Funding Sources

This section includes a comprehensive list of federal and state economic, infrastructure development, housing, and rural health resources available to both local governments and people interested in starting a new business, in need of a small business loan, or engaging in historic preservation. Each of these programs require applicants to meet certain qualifications in order to be eligible for funding. Contact information is provided for each program.

GENERAL COMMUNITY DEVELOPMENT

BROWNFIELDS PROGRAM

A brownfield is a property whose redevelopment is complicated by the presence of contamination or perceived contamination. Brownfield sites include former industrial sites, old landfills, old gas stations, etc. The New Mexico Environment Department (NMED) provides free environmental evaluations that include Phase I assessments. Phase I assessments look at the historic uses on a site. Funding and assistance can be sought from the NMED for Phase II (sampling and remediation plans), as well as Phase III (remediation) for a site. NMED is part of EPA Region 6. The amount of funding available for a site depends on how much of the Region 6 funding to NMED has been allocated in a given period. NMED will also provide technical assistance throughout the process. Through the Voluntary Remediation Program, a site can receive site closure documentation from NMED and liability protection for lenders and future purchasers.

Contact: New Mexico Environment Department
Ground Water Quality Bureau
1190 Saint Francis Drive
Santa Fe, NM 87502
Phone: (505) 827-0078

Website: <https://www.env.nm.gov/gwb/RemediationOversight/Brownfields.html>

CATALOG OF FEDERAL DOMESTIC ASSISTANCE

This is a resource which includes extensive listings of federal assistance programs for municipalities, contacts, and grant application procedures. The catalog is available on-line at the following web address: www.cfda.gov.

Programs are grouped into the following basic categories:

- Agriculture
- Business and Commerce
- Community Development
- Consumer Protection
- Cultural Affairs
- Disaster Prevention and Relief
- Education
- Employment, Labor, and Training

- Energy
- Environmental Quality
- Food and Nutrition
- Health
- Housing
- Income Security and Social Services
- Information and Statistics
- Law, Justice, and Legal Services
- Natural Resources
- Regional Development
- Science and Technology

CATALOG OF LOCAL PUBLIC ASSISTANCE PROGRAMS

The Capital Outlay Bureau of the Department of Finance and Administration offers the “Catalog of Local Assistance Programs”. This edition of the catalog contains programs administered by the State of New Mexico and the United States Federal Government. It is intended to assist local entities by way of matching their unique needs and goals with available resources. For additional program assistance, state and federal contact information is provided. The catalog is available at the following web address: http://nmdfa.state.nm.us/Capital_Outlay_Bureau.aspx

COLONIAS INFRASTRUCTURE PROJECT FUND

The Colonias Infrastructure Project Fund provides grants and loans for qualified projects in New Mexico colonias. Funding is available for infrastructure planning and development in order to improve the quality of life and encourage economic development in colonias. A qualified project may include water and wastewater systems, solid waste facilities, flood and drainage control, roads or housing infrastructure.

Contact: Colonias Development Council
1050 Monte Vista
Las Cruces, NM 88005
Phone: (575) 647-2744
Website: www.colonias.org
New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: www.nmfa.net

COOPERATIVE AGREEMENTS PROGRAM (COOP) LOCAL GOVERNMENT ROAD FUND

The program assists local governments and other public entities to improve, construct, maintain, repair, and pave highways and streets and public parking lots. Funds must be used for the construction, maintenance, repair, and the improvements of public highways, streets, and parking lots. The local match is 40% and awards range from \$9,000 to \$192,000. Funds are made available at the beginning of the fiscal year and must be encumbered and spent no later than the end of the fiscal year.

Contact: NMDOT, Maintenance Section
1120 Cerrillos Road
P.O. Box 1149
Santa Fe, NM 87504-1149
Phone: (505) 827-5498
Website: www.nmshtd.state.nm.us/

LOCAL ECONOMIC DEVELOPMENT ACT (LEDA) CAPITAL OUTLAY FUNDS

Administered by the New Mexico Economic Development Department, these funds are provided to local governments to help stimulate economic development efforts. Grant funding is based on the receipt of capital outlay funds appropriated by the New Mexico Legislature and are provided on a reimbursable basis only. Guidelines for eligible projects can be found on the NM EDD website, but generally include requirements such as the need to create permanent, full-time, private-sector jobs; the project must be fully-funded and shovel ready, and must target industry clusters such as aerospace and defense, advanced manufacturing, back office and technical support, digital and emerging media, energy, food processing, and logistics, distribution and transportation.

Contact: New Mexico Economic Development Department
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0264
Website: <https://gonm.biz/business-resource-center/edd-programs-for-business/finance-development/leda/>

LOCAL GOVERNMENT PLANNING FUND

Created in 2002, the fund provides up-front capital necessary to allow for proper planning of vital water and wastewater projects. The 2005 Legislature (HB 304, Sandoval) broadened project eligibility to include master plans, conservation plans and economic development plans and to allow NMFA to “forgive” the loan if the entity finances the project through NMFA. Through December 31, 2012, NMFA made 92 grants totaling \$2,585,718 and approved an additional 31 projects pending closure totaling \$1,343,019.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Toll Free: (877) ASK-NMFA
Email: frontdesk@nmfa.net
Website: <https://gonm.biz/business-resource-center/edd-programs-for-business/finance-development/local-government-planning-fund/>

MUNICIPAL ARTERIAL PROGRAM (MAP) LOCAL GOVERNMENT ROAD FUND

This program assists municipalities construct and reconstruct streets which are principal extensions of the rural highway system and other streets which qualify under New Mexico Department of Transportation (NMDOT) criteria. Municipalities are required to contribute 25% to the cost of the project. There is no set limit to the amount of awards but the State share typically ranges from \$50,000 to \$1.1 million per project. Complete applications must be received by March 15th for funding to be considered by the fiscal year beginning July 1. Municipalities must submit applications provided by the NMDOT Transportation Planning Division.

Contact: Engineer Maintenance Section
New Mexico Department of Transportation
1120 Cerrillos Road
PO Box 1149
Santa Fe, NM 87504-1149
Phone: (505) 827-5498
Website: www.nmshtd.state.nm.us

NEW MEXICO FUNDIT

Accessing all the needed funding for a single project can be a challenge, especially with one financing agency. This program was created in order to provide local governments' access to simultaneous financing options which saves time, eliminates duplication, improves project effectiveness, and ensures strategic investment with public resources. Projects can include business development such as incubators or industrial parks, community development such as feasibility studies and comprehensive plans, infrastructure development such as capacity increasing, updating or replacing existing facilities and services, housing, and downtown revitalization. The project must be prioritized in the local Infrastructure Capital Improvement Plan (ICIP), Economic Development Plan, or Comprehensive Plan.

Contact: New Mexico Economic Development Department
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0264
Website: <https://gonm.biz/business-resource-center/edd-programs-for-business/finance-development/fundit/>

PUBLIC PROJECT REVOLVING FUND (PPRF)

The Public Project Revolving Fund (PPRF) offers many examples of NMFA's investment of time, expertise, and capital. The PPRF has provided the means for unusual projects to receive financing. The PPRF is being looked at to provide an increasing array of public projects. Many of these projects have less proven revenue streams but do not have other viable sources of financing. Created in 1994, the PPRF program assists a wide range of public credits in accessing the capital markets with advantage of offering to all borrowers (regardless of their credit worthiness) fixed 'AAA' - insured interest rates.

Contact: New Mexico Finance Authority
Phone: (505) 992-9635
Toll Free: (877) ASK-NMFA
Email: frontdesk@nmfa.net

RECREATIONAL TRAILS PROGRAM (RTP)

The RTP is a Federal reimbursement program funded through section 1109 of the FAST Act. In New Mexico, RTP is administered by NMDOT. The program requires a match from the project sponsor of 14.56% of the total project cost. The program provides funding to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized trail uses. In addition to their recreational purpose, RTP-funded projects often provide multimodal transportation options. Examples of trail uses include hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, and four-wheel driving. Eligible applicants include local governments, regional transportation authorities, transit agencies, State and Federal natural resources or public land agencies, school districts, location education agencies and schools, tribal governments, and any other local or regional governmental entity with responsibility for oversight of transportation or recreational trails.

Contact: New Mexico Department of Transportation
P.O. Box 1149
Santa Fe, NM 87504-1149
(505) 827-5117

RURAL INFRASTRUCTURE REVOLVING LOAN PROGRAM (RIP)

The purpose of the RIP is to provide financial assistance to rural communities for the construction or modification of water supply, wastewater, and solid waste facilities. Any incorporated city, town, village, mutual domestic association, or water and sanitation district whose water supply facility serves a population of less than twenty thousand persons or a county that serves a population of less than two hundred thousand. When funds are available, after application and approval funds are allocated within six to eight weeks. The maximum application amount is \$2,000,000 per fiscal year.

Contact: New Mexico Environment Department
121 Tijeras Ave NE, Suite 1000
Albuquerque, NM 87102
Phone: (505) 827-2811
Website: <https://www.env.nm.gov/cpb/RIPProgram.htm>

SMALL CITIES COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM (CDBG)

This program is administered by the State of New Mexico through the Local Government Division of the Department of Finance and Administration for communities with populations under 50,000. Funds can be applied towards planning projects, economic development activities, emergency activities, construction or improvement of public buildings, and rehabilitation or repair of housing units. CDBG funds can be used for towns engaged in downtown revitalization including redevelopment of streets and fund facade improvement programs. There is a \$500,000 grant limit per applicant (\$50,000 maximum for planning efforts) and a 5% cash match by the applicant is required. Applicants may apply for funding assistance under the following categories:

- Community infrastructure
- Housing
- Public facility capital outlay
- Economic development
- Emergency
- Colonias
- Planning

Contact: State of New Mexico
Local Government Division
131 S. Capitol
Bataan Memorial Bldg., Suite 201
Santa Fe, NM 87503
Phone: (505) 827-8053
Website: http://nmdfa.state.nm.us/CDBG_Information_1.aspx

SUSTAINABLE COMMUNITIES REGIONAL PLANNING GRANTS

The Sustainable Communities Regional Planning Grant Program supports locally-led collaborative efforts that bring together diverse interests from the many municipalities in a region to determine how to best target housing, economic and workforce development, and infrastructure investments to create more jobs and regional economic activity. The Program places a priority on investing in partnerships, including nontraditional partnerships (e.g., arts and culture, recreation, public health, food systems, regional planning agencies and public education entities) that translate the Six

Livability Principles into strategies that direct long-term development and reinvestment, demonstrate a commitment to addressing issues of regional significance, use data to set and monitor progress toward performance goals, and engage stakeholders and residents in meaningful decision-making roles.

Contact: U.S. Department of Housing and Urban Development
P.O. Box 23268
Washington, DC 20026-3268
Phone: 1-800-245-2691
Website: http://portal.hud.gov/hudportal/HUD?src=/program_offices/economic_resilience/sustainable_communities_regional_planning_grants

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

TAP is a Federal reimbursement program originally authorized under section 1122 of the Federal transportation act, Moving Ahead for Progress in the 21st Century (MAP-21). In New Mexico, TAP is administered by NMDOT. The program requires a match from the project sponsor of 14.56% of the total project cost. TAP provides funding for programs and projects such as: pedestrian and bicycle facilities, safe-routes-to-school projects, infrastructure improvements that provide better access to transit, environmental mitigation, and other infrastructure improvements to the transportation system. Federal requirement allocate 50% of New Mexico's annual TAP apportionment is sub-allocated to areas based on their relative share of the total state population. The remaining 50% is available for use in any area of the state. Sub-allocated funds are divided into three categories: areas with populations of 200,001 or more; areas with populations of 5,001 to 200,000; and areas with populations of 5,000 or less. These are special census designations related to population density and do not correspond with city or town boundaries.

Contact: New Mexico Department of Transportation
P.O. Box 1149
Santa Fe, NM 87504-1149
(505) 827-5117

USDA RURAL DEVELOPMENT PROGRAMS

The USDA provides assistance to rural communities including loan and grant programs that address small businesses and rural businesses, rural housing, rural community facilities, and rural utilities. USDA provides loan programs such as the B&I Loan (similar to an SBA 7A but can be made for higher amounts) and also grant programs. USDA rural development grants can be made directly to small businesses that are accomplishing innovative economic development work or energy efficiency installations, but must flow through a non-profit or local government intermediary. Assistance is available in the following areas.

Contact: USDA Rural Development New Mexico Office
6200 Jefferson NE
Albuquerque, NM 87109
Phone: (505) 761-4950
TTY: (505) 761-4938
Website: <http://www.rurdev.usda.gov/nm>
Rural Housing Services: (505) 761-4944
Rural Business Services: (505) 761-4953
Rural Utility Services: (505) 761-4955
Office of Community Development: (505) 761-4951

U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) BROWNFIELDS PROGRAM

The EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. To facilitate the leveraging of public resources, EPA's Brownfields Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources that can be used for brownfields activities.

Additional Brownfields Program Grants:

- Assessment Grants
- Revolving Loan Fund Grants
- Cleanup Grants
- Area-Wide Planning Grants
- Environmental Workforce Development and Job Training Grants
- Multi-Purpose Pilot Grants

- Training, Research, and Technical Assistance Grants

Contact: US EPA Office of Brownfields and Land Revitalization
Mail Code 5105 T
1200 Pennsylvania Ave. NW
Washington, DC 20460
Phone: (202) 566-2777
Website: www.epa.gov/brownfields/index.htm

U.S. DEPARTMENT OF TRANSPORTATION (USDOT)

The DOT provides funding for restoration projects through Transportation Enhancement funds, which are administered through NMDOT through the Surface Transportation Program (STP). The STP program funds construction, improvement, and other transportation-related projects on roads functionally classified Interstate, Principal Arterial, Minor Arterial, or Major Collector. STP funds are allocated for Transportation Management Areas (metropolitan areas over 200,000), Transportation Enhancement projects, and the Safety Program.

Contact: NMDOT General Office
1120 Cerrillos Road
Santa Fe, NM, 87504-1149
Phone: (505) 827-5100
Website: www.nmshtd.state.nm.us

VALUE-ADDED PRODUCER GRANT

This grant provides funds for farmer and ranchers for planning or working capital to increase their revenue and customer base through the processing and marketing of value-added products for local marketing of raw agricultural food commodities. Applicants are encouraged to consult with Rural Development staff before submitting an application to receive helpful application information. Eligible activities include planning activities to evaluate a value-added project, such as conducting feasibility studies, developing business plans or developing a marketing plan, and working capital activities to implement a value-added project, including costs such as labor and advertising, inventory and office supplies. Eligible applications include independent producers, farm or rancher cooperatives, agricultural producer groups, and majority-controlled producer-based business ventures.

Contact: USDA Rural Development State Office
6200 Jefferson NE
Albuquerque, NM 87507
State Office: (505) 761-4952
Las Cruces Office: (575) 522-8775 x122

Website: <https://gonm.biz/business-resource-center/edd-programs-for-business/finance-development/angel-investment-tax-credit/>

HEALTH CARE

OFFICE OF RURAL HEALTH POLICY GRANTS

The Office of Rural Health Policy Grants falls under the Department of Health and Human Services (HHS). There are 38 grant programs, whose availability is contingent upon federal funding each fiscal year. For more than 20 years, HHS has had an Office of Rural Health Policy in the Health Resources and Services Administration (HRSA) to focus on key rural health policy issues and administer targeted rural grant programs. HRSA's rural health grant programs help fund rural hospitals, health centers and local clinics.

Contacts: Office of Rural Health Policy, Health Resources & Services Administration
5600 Fishers Lane, 5A-05
Rockville, MD 20857
Phone: (301) 443-0835
Website: www.hrsa.gov

Division of Border Health
1301 Young Street, Suite 1014
Dallas, TX 75202
Phone: (214) 767-3171

BUSINESS DEVELOPMENT RESOURCES

ANGEL INVESTMENT TAX CREDIT

This program offers equity financing for private sector companies through tax credits incentivizing private investors. Credits are available for up to \$62,500 per taxpayer for an investment made in each of up to five New Mexico companies engaged in qualified research, technology, or manufacturing trades. Eligible companies must have most tangible assets and employees based in New Mexico.

Contact: New Mexico Economic Development Department
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0330

BEER AND WINE PRODUCERS PREFERENTIAL TAX RATE

Microbreweries producing less than 5,000 barrels of beer annually and small wineries producing less than 560,000 liters of wine per year qualify for a preferential tax rate. The Liquor Excise Tax Act imposes taxes on beer, wine and spirituous liquors. The basic tax rate for beer produced by a brewery is 41 cents; beer produced by a microbrewery (producing less than 5,000 barrels annually) is taxed at 8 cents per gallon.

Contact: New Mexico Taxation and Revenue
Las Cruces District Office
2540 S. El Paseo, Bldg. #2
Las Cruces, NM 88004
Phone: (575) 524-6225
Website: <http://www.tax.newmexico.gov/>

COLLATERAL SUPPORT PARTICIPATION PROGRAM

Through the Collateral Support Participation program, the Finance Authority is able to partner directly with banks to provide businesses seeking to expand, create, or retain jobs. This program provides low interest, no fee, loan funds to New Mexico businesses, but gives preference to rural communities. NMFA requires banks to provide a simple and fee-less application process catering to small businesses. In order to qualify for funds, a small business must be located in New Mexico or be authorized to conduct business in New Mexico, use the loan proceeds for business purposes, have 500 or fewer employees, and meet the bank's lending requirements.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: <http://www.nmfa.net/financing/loan-participation-programs/collateral-support/>

HIGH WAGE JOBS TAX CREDIT

A taxpayer who is an eligible employer may apply for and receive a tax credit for each new high-wage economic-base job. The credit amount equals 10% of the wages and benefits paid for each new economic-base job created. Qualified employers can take the credit for four years. The credit may only be claimed for up to one year after the end of the four qualifying periods. The credit can be applied to the state portion of the gross receipts tax, compensating tax, and withholding tax. Any excess credit will be refunded to the taxpayer. Further criteria for the tax credit can be found at the link below.

Contact: New Mexico Taxation and Revenue Department
1100 South St. Francis Drive
Santa Fe, NM 87504
Phone: (505) 827-0700
Website: <http://gonm.biz/why-new-mexico/competitive-business-climate/incentives/high-wage-jobs-tax-credit>

JOB TRAINING INCENTIVE PROGRAM (JTIP)

The Job Training Incentive Program is one of the most valuable incentives offered to new employers in New Mexico, and can be used effectively in recruitment packages. This program reimburses 50 to 70% of employee wages and required travel expenses during an extended training period for new hires for new and expanding companies in New Mexico. The JTIP must be applied for and approved prior to reimbursable wages being paid.

Contact: New Mexico Economic Development Department
1100 S. St. Francis Drive
Joseph Montoya Building, Suite 1060
Santa Fe, NM
Phone: (505) 827-0249
Website: www.goNM.biz

NEW MARKETS TAX CREDITS

Funded by NMFA, NMTC program provides loan funds to New Mexico businesses located in low-income areas. The program has allocated \$201 million in tax credits of which 44% closed in rural New Mexico and has created 849 jobs since

2006. In order to be eligible, businesses must be located in a low-income census tract and must be developing commercial, industrial, and/or retail real estate projects (including community facilities) or developing for sale housing in low-income census tract areas. Projects are typically between \$5 million and \$25 million. Some business types are ineligible such as country clubs, golf courses, massage parlors, hot tub facilities, suntan facilities, racetrack or other gambling facilities, liquor stores, and certain farming businesses.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: <http://www.nmfa.net/financing/new-markets-tax-credits/>

SMART MONEY LOAN PARTICIPATION PROGRAM

The SMART Money Loan Participation Program is a program administered by the New Mexico Finance Authority intended to leverage funds provided by local New Mexico banks for businesses that create quality jobs. The program provides bank participation loans, direct loans, and loan and bond guarantees on behalf of private for-profit and non-profit entities. The program is designed to create greater access to capital for businesses throughout New Mexico, lower the cost for the borrower, and share the risk with the bank creating a benefit to both the bank and borrower. Business loans must result in job creation and economic benefit and carry a minimum of risk.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
(505) 992-9638
Website: www.nmfa.net

SMALL BUSINESS ADMINISTRATION (SBA) 504 LOAN PROGRAM

SBA 504 Loan Program is a cooperative loan program between the SBA, a bank, and a certified development corporation. An SBA 504 loan is a participation loan in which the SBA loans money directly to a business in participation with a bank. This loan can only be used for fixed asset

financing. The primary benefit to borrowers is that it allows for minimal equity (10%) and it can also serve to extend the term.

Contact: Enchantment Land Certified Development Company
6500 Jefferson NE, Suite 200
Albuquerque, NM 87109
Phone: (505) 843-9232
Website: www.elcdc.com

SBA 7A LOAN PROGRAM

SBA 7A Loan Program is the standard SBA loan guarantee program. Up to 80% of a bank loan to a private business can be guaranteed. Banks still accomplish normal due diligence, but may be willing to accept slightly more risk. This program increases the aggregate amount of funds available to small business in the banking system. It can also serve to extend term. Some banks make SBA loans and some choose not to.

Contacts: U.S. Small Business Administration
New Mexico District Office
625 Silver Avenue SW, Suite 320
Albuquerque, NM 87102
Phone: (505) 248-8225
Website: www.sba.gov/nm

Southwest Small Business Development Center
Western New Mexico University
Besse-Forward Global Resource Center
817 West 12th Street
P.O. Box 680, Silver City, NM 88062
Phone: (575) 538-6320
Website: www.nmsbdc.org/silvercity/

THE LOAN FUND

The Loan Fund provides loans, training, and business consulting to small businesses that do not qualify for a bank loan, but still have a viable need for a loan and the ability to pay it back. This program can make loans up to \$200,000. Loans carry a higher than market rate to compensate for risk.

Contact: The Loan Fund
423 Iron Avenue SW
Albuquerque, NM 87102-3821
(505) 243-3196
Website: www.loanfund.org

ACCION NEW MEXICO

ACCION New Mexico makes loans to small businesses that may not qualify for bank loans, and also provides business support services. Loan amounts range from \$200 to \$150,000.

Contact: ACCION New Mexico
20 First Plaza NW, Suite 417
Albuquerque, NM 87102
Phone: (505) 243-8844
Website: www.accionnm.org

NEW MEXICO MANUFACTURING EXTENSION PARTNERSHIP

The New Mexico Manufacturing Extension Partnership provides efficiency training, training in lean manufacturing, and ISO 9001 certification to the state's small and medium sized businesses.

Contact: New Mexico Manufacturing Extension Partnership
4501 Indian School Road NE, Suite 202
Albuquerque, NM 87110
Phone: (505) 262-0921
Website: www.newmexicomep.org

NEW MEXICO PARTNERSHIP

The New Mexico Partnership is a private, non-profit organization that offers assistance to businesses looking to expand or relocate to New Mexico. Particularly relevant to Deming, NM Partnership can assist with agribusiness tax credits. It can assist businesses on a variety of business initiatives, including:

- Initiate real estate searches;
- Coordinate site-selection trips;
- Personalize briefings and orientations;
- Assist in evaluating and applying for incentives;
- Facilitate the permitting process;
- Organize strategic meetings with key government and community officials;
- Collaborate on media and public relations; and
- Provide data on key business factors.

Contact: New Mexico Partnership
1720 Louisiana Boulevard, NE, Suite 312
Albuquerque, NM 87110
Phone: (505) 247-8500
Website: <http://www.nmpartnership.com/>

WESST CORP

WESST Corp is a non-profit, economic development organization that provides business skills training, product marketing, development opportunities, and small loans (including SBA microloans) to viable start-up or growing New Mexico businesses owned by women and minorities.

Contact: WESST Corp
221 North Main Street, Suite 104A
Las Cruces, NM 88001
575-541-1583
Website: <https://www.wesst.org/>

USDA DIRECT FARM OWNERSHIP MICROLOANS

This program offers microloans for small farmers, through the U.S. Department of Agriculture, available to New Mexico agricultural entrepreneurs. In New Mexico, the loans are well suited to small-scale and nontraditional farms that sell their products at farmers' markets and roadside stands or that serve a niche market by growing crops organically, hydroponically or in greenhouses. The maximum loan is available is \$50,000, and qualifying applicants can borrow what they need and are not subject to loan minimums. The maximum term is 25 years. Applicants must also have at least three years of experience managing a farm, or postsecondary schooling in an agriculture-related field.

Contact: USDA Service Center
405 E. Florida Street
Deming, NM 88030-5235
Phone: (575) 546-9692
Fax: (877) 450-0861

HOUSING ASSISTANCE

COMMUNITY DEVELOPMENT BLOCK GRANT - COLONIAS

The State of New Mexico set aside up to 10% of its CDBG funds for use in colonias. The set-aside funds are used for all CDBG-eligible activities, mostly on water and sewer and housing assistance. The definition of a colonia is any identifiable community in the U.S.-Mexico border regions of Arizona, California, New Mexico, and

Texas that is determined to be a colonia on the basis of objective criteria, including lack of a potable water supply, inadequate sewage systems, and a shortage of decent, safe, and sanitary housing.

Contact: State of New Mexico
Local Government Division
131 S. Capitol
Bataan Memorial Bldg., Suite 201
Santa Fe, NM 87503
Phone: (505) 827-8053
Website: http://nmdfa.state.nm.us/CDBG_Information_1.aspx

NEW MEXICO MORTGAGE FINANCE AUTHORITY (MFA)

The MFA is a quasi-public entity that provides financing for housing and other related services to low- to moderate-income New Mexicans. There are 37 state and federal programs administered by the MFA that provide financing for housing including low interest mortgage loans and down payment assistance, weatherization, green building and rehabilitation, and tax credit programs. The MFA partners with lenders, realtors, non-profit, local governments, and developers. All state and federal housing programs are administered by the MFA, including Section 8 housing funds and other HUD projects.

Contact: New Mexico Mortgage Finance Authority
344 Fourth Street SW
Albuquerque, NM 87102
Phone: (505) 843-6880
Website: www.nmmfa.org/

HOME INVESTMENT PARTNERSHIP PROGRAM FUNDS

The HOME program is administered by the MFA and provides assistance to low-income homeowners who lack the resources to make necessary repairs to their homes. Assistance can be used for reimbursement of costs for rehabilitation, which includes the following: applicable codes, standards or ordinances, rehabilitation standards, essential improvements, energy-related improvements, lead-based paint hazard reduction, accessibility for disabled persons, repair or replacement of major housing

systems, incipient repairs and general property improvements of a non-luxury nature, site improvements and utility connections.

MFA relies on non-profits, housing authorities, and local governments to administer the homeowner rehabilitation program. Funds are awarded through an RFP/Application process and proposals are reviewed and evaluated by several committees, and approved by the MFA Board. MFA has also reserved funds for the Reservation Rehabilitation program to provide loans to homeowners on a house-by-house, first-come, first-served basis.

Contact: Southwestern Regional Housing and Community Development Corporation
109 E. Pine, Suite 5 (Morgan Hall)
Deming, NM 88030
Phone: (575) 546-4181
Website: www.swnm.org/

EDUCATION ASSISTANCE

COLLEGE ASSISTANCE MIGRANT PROGRAM

New Mexico State University's College Assistance Migrant Program (NMSU CAMP) is a federally-funded program to help migrant or seasonal farm worker students attend college, and ultimately, to ensure students graduate from NMSU with a bachelor's degree. The program requires students to meet certain responsibilities, such as maintaining enrollment as a full-time student at NMSU, complete designated course work at a level acceptable by NMSU and maintain at least a 2.5 GPA; meet with CAMP staff on a monthly basis for individualized Academic Advising; attend and participate in CAMP workshops/meetings for students; etc. To be eligible to participate in CAMP, prospective students must be accepted to NMSU through NMSU's Office of Admissions; have a high school diploma or GED; and be a U.S. citizen or permanent resident. Prospective students must also meet at least one of the following criteria:

- 1) students or their parents must have been employed at least 75 days during the past 24 months in seasonal agricultural employment; or
- 2) students may be eligible if they participated in a Migrant Education Program while in school; or
- 3) participated or currently eligible to participate

in a Department of Labor Employment Workforce Investment Act (WIA) Farm Worker program.

Contact: College Assistance Migrant Program (CAMP)
MSC 3487, PO Box 30001
New Mexico State University
Las Cruces, NM 88003-8001
Phone: (575) 646-5079
Fax: (575) 646-3889
Website: web.nmsu.edu/~camp/

HISTORIC PRESERVATION

NATIONAL TRUST FOR HISTORIC PRESERVATION

The National Trust for Historic Preservation is a nonprofit organization that provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities. The National Trust Preservation Fund offers several types of financial assistance to nonprofit organizations, public agencies, for-profit companies, and individuals involved in preservation-related projects. In 2005, the National Trust Preservation Fund provided almost \$17 million in financial assistance and direct investment in cities, towns, and rural areas all over the United States.

Contact: National Trust for Historic Preservation
1785 Massachusetts Ave. NW
Washington, DC 20036-2117
Phone: (202) 588-6000 or (800) 944-6847
Email: info@nthp.org
Website: www.preservationnation.org/

FEDERAL HISTORIC PRESERVATION TAX INCENTIVES PROGRAM

This tax incentive program is administered by the National Park Service (NPS), in partnership with the IRS and State Historic Preservation Offices. The NPS must certify all rehabilitation projects of certified historic structures seeking the 20% tax credit. In order for a rehabilitation project to become certified, the NPS must find that the rehabilitation is consistent with the historic character of the property, and where applicable, with the district in which it is located. Abandoned or under-used schools, warehouses, factories, churches, retail stores, apartments, hotels, houses,

and offices in many cities have been restored to life in a manner that retains their historic character. The program has also helped to create moderate and low-income housing in historic buildings.

Contact: National Park Service
Technical Preservation Services
1201 "Eye" Street NW, 6th Floor
Washington, DC 20005
Phone: (202) 513-7270
Email: NPS_TPS@nps.gov
Website: <https://www.nps.gov/index.htm>

STATE TAX CREDIT FOR REGISTERED CULTURAL PROPERTIES

This program is available to owners of historic structures who accomplish qualified, rehabilitation on a structure or stabilization or protection of an archaeological site. The property must be individually listed in, or contributing to a historic district listed in the State Register of Cultural Properties. The credit is applied against New Mexico income taxes owed in the year the project is completed and the balance may be carried forward for up to four additional years. Maximum in eligible expenses is \$50,000 for a tax credit of \$25,000, unless the project is within a state-approved and certified Arts and Cultural District, in which case the maximum is \$50,000. There is no minimum project expense. This program has provided accessible and useful for small projects that can include facade improvements.

Contact: Department of Cultural Affairs
New Mexico Historic Preservation Division
Bataan Memorial Building
407 Galisteo Street, Suite 236
Santa Fe, NM 87501
Phone: (505) 827-6320
E-mail: nm.shpo@state.nm.us
Website: www.historicpreservation.org/

NM HISTORIC PRESERVATION LOAN FUND

Below market rate loans are made by New Mexico Historic Preservation Division, in cooperation with commercial banks and preservation organizations, for restoration and rehabilitation of properties listed in the State Register of Cultural Properties and/or the National Register of Historic Places. Low-interest loans can be made for a maximum

of \$200,000 for a term of five years or less. Borrowers must agree to: repay the loan and maintain the property as restored, rehabilitated, or repaired for at least seven years; maintain complete and proper financial records regarding the property and make them available to the Division on request; complete the project within two years from the date of the closing of the loan; and provide to the State sufficient collateral security interest in the property.

Contact: New Mexico Historic Preservation Division
Department of Cultural Affairs
Bataan Memorial Building
407 Galisteo Street, Suite 236
Santa Fe, NM 87501
Phone: (505) 827-6320
E-mail: hpdplanning.program@state.nm.us
Website: www.nmhistoricpreservation.org/index.php

MAINSTREET REVOLVING LOAN FUND

This fund is administered on behalf of New Mexico MainStreet by the Historic Preservation Division of the Department of Cultural Affairs. A low cost, revolving loan fund available to property owners within a MainStreet District that meet certain income eligibility criteria and that were previously denied a loan in the same amount and for the same purpose by two financial lenders. Financial assistance is available for the restoration, rehabilitation, and repair of properties, and can be tapped to upgrade buildings to meet contemporary building and fire codes. The work must be completed within one year from the date of project loan and the loan be repaid within five years. Property owners must maintain the property as restored, rehabilitated, or repaired in no case less five years.

Contact: New Mexico MainStreet Program
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0168
Website: <http://nmmainstreet.org/>

U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA)

The EPA, through the Brownfields Program, provides funding for rehabilitating affected historic properties. EPA's Brownfields Program provides

direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. In addition to direct brownfields funding, EPA also provides technical information on brownfields financing matters.

Contact: US EPA Office of Brownfields and Land Revitalization
Mail Code 5105 T
1200 Pennsylvania Ave. NW
Washington, DC 20460
Phone: (202) 566-2777
Website: www.epa.gov/brownfields/index.htm

CERTIFIED LOCAL GOVERNMENT PROGRAM

The Certified Local Government Program was established by Congress in 1980 to assist local governments with historic preservation initiatives at the local level. Nationally, each Historic Preservation Division must set aside 10% of its annual Historic Preservation Fund allocation for a grant program to communities that are Certified Local Governments (CLG). In New Mexico there are eight CLGs, including the City of Deming. Each community is eligible to apply for up to three grants per year. As a CLG, grants are available to fund a wide variety of projects, including surveys, National Register nominations, rehabilitation work, design guidelines, educational programs, training, structural assessments, and feasibility studies.

Contact: Certified Local Government & Grants Program
New Mexico Historic Preservation Division
Department of Cultural Affairs
Bataan Memorial Building
407 Galisteo Street, Suite 236
Santa Fe, NM 87501
Phone: (505) 827-4451
Website: <http://www.nmhistoricpreservation.org/programs/clg.html>