



September 1, 2021

To: Governing Body
From: City Manager's Office

2017-2022 Strategic Plan Progress Highlights

Economic Viability

- Watercooler Wednesday program implemented to serve as a small business resource/information venue
- Strategic investment in water/sewer public infrastructure performed for Unit 10/Unser Gateway area in order to collaborate with School District, SSCAFCA, and private developer to facilitate a new master-planned community, elementary school, and business park; tax incentives provided to the developer to facilitate project
- Revenue challenges discussed with a new 1/8th of 1 percent Hold Harmless Gross Receipts Tax adopted, Jan. 1, 2019 effective date
- Unit 10 Specific Area Plan updates
- Funding included in annual budget to update Development Process Manual
- Public meetings held to gather input related to updating Comprehensive Plan (guide for future land use and development); funding for plan update included in FY 22 Budget
- Amendments to GRIP ordinance presented and adopted (thresholds lowered to make incentives more accessible to businesses) in 2019 and 2020
- Existing economic development efforts, resources and effectiveness analyzed with recommendations provided; Sandoval Economic Alliance contract not renewed summer 2020
- Business and Economic Recovery Task Force created in May 2020 in response to COVID-19 impacts and completed work in 2021; recommended marketing campaign for home-based workers; Governing Body approved funding in 2021 for marketing study
- Utilizing federal/state funds provided related to COVID-19, the City established

in 2020 two different small business grant programs; more than \$550,000 awarded via these two programs to date

- New infrastructure (phase 1 of Campus Park, roadway extension, second building/facility for Rio Rancho UNM Health Sciences Campus, and phase 1 of Senior Center) approved for City Center and completed by summer 2021, which can assist with attracting additional investment/projects to the area
- Funding for additional position to focus on grant related-work included in FY 21 Midyear Budget
- LEDA Ordinance and funding approved in 2020 and 2021 for economic development/job-creation projects – NTx Bio and Intel
- Fall 2020, restrictions on Environmental Gross Receipts Tax increment, 1/16th of 1 percent, lifted, which made this revenue source general purpose effective Jan. 1, 2021
- Summer 2021, Governing Body approved staff recommendation to place establishment of a Permanent Fund on the March 1, 2022 ballot; if approved by voters, a one-time allocation of \$10 million would establish the fund that would generate recurring revenue for public services without any corresponding tax increase

Safety

- Citizens' Police Academy developed and launched
- Public Safety G.O. Bond (vehicles and equipment) placed on March 2018 ballot and public information campaign developed and executed – 73% voter approval
- Public Safety G.O. Bond (vehicles, equipment and facilities) placed on March 2020 ballot and public information campaign developed and executed – 72% voter approval
- Code Enforcement Division supervision shifted to Development Services Department
- Approval of a 1% PNM Franchise Fee increase to help fund public safety compensation adjustments; new union contracts, and additional compensation, approved for police/dispatch and fire/emergency medical services personnel in order maintain public safety levels
- Community Emergency Response Team training for citizens conducted
- Police has conducted more than 100 outreach events (e.g., coffee with a cop, police information exchange, active shooter training) to date
- Coordinated response/safety plan and worked with numerous agencies regarding

fall 2019 presidential visit

- Completed New Mexico Municipal League police accreditation process
- Developed proposal for public safety communications system replacement/upgrade; sought and obtained New Mexico Legislature funding support (2020); fall/winter 2020, began new dispatch console upgrade as well as new mobile/portable radio acquisition as part of project for regional interoperability/communication
- Drones for police use purchased with officers receiving operator training
- Developed protocols, policies and reporting in response to COVID-19
- During 2021, provided support and staffing for COVID-19 vaccination events

Infrastructure

- Phase 1 of residential/neighborhood roadway crack patch and seal program completed; reassessment and adjustment in output from 22 miles to 10 miles annually for future years established
- Phases 2, 3, and 4 of the residential/neighborhood roadway crack patch and seal program developed and executed; Phase 5 wrapping up (fall 2021); Phase 6 under development
- Phases 5, 6, 7 of waterline replacement completed; Phase 8 plans developed
- Public Works and Utilities Departments coordination related to G.O. Road Bond projects and Southern Blvd. reconstruction Phase 1
- Water/Sewer Rate Study developed and completed; information utilized to adopt rates for FY20-24 that includes a water rate increase (no sewer) of 1.75% each year to ensure system reliability, financial solvency, and to account for operational cost increases
- Road improvement G.O. Bond placed on March 2018 ballot and public information campaign developed and executed – 78% voter approval; utilities replaced in conjunction with road work and funded by Utilities Department resources
- All 2018 G.O. Road Bond projects completed: Montreal Loop, Rockaway Blvd., Abrazo Road, Meadowlark Lane, Country Club Drive and Sundt Drive
- Road improvement G.O. Bond placed on March 2020 ballot and public information campaign developed and executed – 75% voter approval
- All 2020 G.O. Road Bond projects completed with the exception of Riverside Drive (scheduled for fall 2021): Unser Blvd. (City limits to Abrazo Road), King

Blvd. (Wilpett Road to Rainbow Blvd.), and Santa Fe Hills Way (U.S. 550 to Enchanted Hills Blvd.)

- Additional water/sewer customer service position funded which has helped reduce customer telephone wait times
- Public-private partnership with solar company to provide services at Wastewater Treatment Plant #2 implemented that reduces electricity costs
- Applied for and received NMDOT grant funding for Southern Blvd. improvements (between Unser and Rainbow Blvds.) that was paired with available City resources
- 5-year update to Water Management Plan completed
- Decommissioning and replacement of Wastewater Treatment Plant #1 completed
- New Utilities Department customer service phone system implemented
- New Utilities Department online bill payment system implemented
- Wastewater Treatment Plant #2 upgrades completed (summer 2021)
- Source Water Protection Plan updated (spring 2021)
- Water Conservation Plan updated (spring 2021)

Quality of Life

- Summer music and movie programs re-evaluated and consolidated
- Pork & Brew event operational and customer experience changes implemented
- Free little library program established
- Future location of second Senior Center analyzed, discussed and determined (City Center); plan development finalized; construction of phase 1 completed summer 2021
- Modifications to Tree Steward Program made
- Modifications made to Great American Cleanup program to combat illegal dumping
- Work with different community members and groups took place in order to implement enhancements to holiday/military parades and other special events
- New community cleanup event established – Mayor’s Rally in the Desert

- Acquisition and implementation of new technology related capturing illegal dumping activity
- City and County officials (spring 2020) formed Eco-Conscious Working Group to develop and implement environment-focused awareness efforts
- Plans for Campus Park in the City Center developed and finalized; funding and contractor secured; construction of phase 1 completed summer 2021
- As a result of changes to the global recycling market, new community recycling procedures instituted with City contractor Waste Management
- Bosque trail improvements completed
- Development of new means by which to deliver library services in response to COVID-19
- Development of new events (e.g., drive-in movies, fireworks show) in response to COVID-19
- Funding provided in FY 21 Budget to update Sign Code, which will include new language/guidance related to way-finding signs
- Initiative undertaken to purchase commercial building in northern Rio Rancho for a new Quality of Life Center (branch library and recreation center) to meet needs of underserved population (2020/2021); scheduled opening is 2022
- Public Works Department completed xeriscape landscaping projects on main corridors (medians) such as Unser Blvd. and City Center (2019-2021)
- As part of G.O. Road Bond funded projects since 2016, roadway beautification (as applicable) as been incorporated

Organizational Vitality

- Development of specifications for Technology Assessment Study; study completed and received with a variety of recommendations and strategies; as of FY 21 Budget, sufficient funding in place for procurement efforts with research/review ongoing
- Priority-based budget pilot program presented with FY19 and FY20 Budgets; alternative budgeting and prioritization methods used for FY 21 and FY 22 Budgets
- Rio Rancho 101 Citizens' Academy developed and launched
- Online training portal for City employees launched
- City rebranding cost research performed; cost prohibitive

- 2019 Citizen Survey developed with results received and used to developed March 2020 Bond questions
- 2021 Citizen Survey developed with results received (summer 2021)
- Governing Body conducted local government strengths, weaknesses, opportunities and threats analysis exercise in fall 2019, spring 2020, fall 2020, and spring 2021.

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