

CITY OF RIO RANCHO

STRATEGIC PLAN 2023 - 2028



SEPTEMBER 2025 UPDATES

VISION

Where do we want to be?



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

MISSION



Why do we do what we do?

How will we get there?

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



CORE VALUES

How do we behave?



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

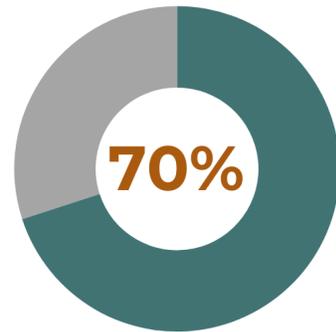
Quality of Life

Goal: Enhance community gathering spaces

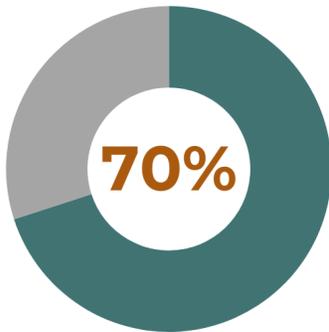
Objective: Complete Construction of Phase 2 Campus Park



Objective: Complete Construction of Phase 2 Broadmoor Senior Center



Objective: Execute initial planning of multi-general recreational facility



Quality of Life

Goal: Increase cultural and lifelong learning opportunities

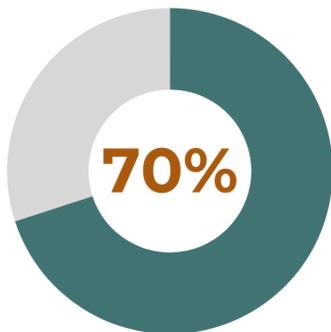
Objective: Apply for, or secure, at least one temporary, museum-quality exhibit to the library/year

Objective: Conduct four all-age, community-wide Library events per year

2024 ✓ 2025 ✓ 2026 ✓
2027 2028

✓ FY2024 ✓ FY2025 FY2026
FY2027 FY2028

Objective: Enhance existing large-scale community events at City parks and open spaces by increasing participation capacity and vendor opportunities



Quality of Life

Goal: Expand public access of library services

Objective: Increase the Number of Library Cardholders from 35 Thousand to 50 Thousand



Objective: Conduct 40 offsite events per year

2024

2025

2026

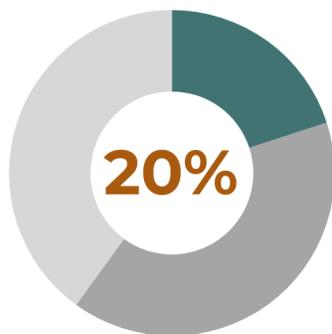
2027

2028

2025

45 / 40

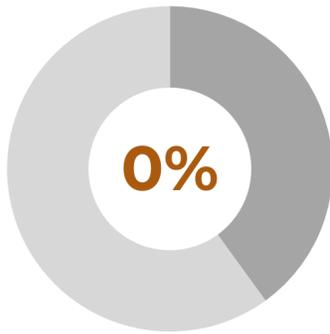
Objective: Enhance avenues for user feedback



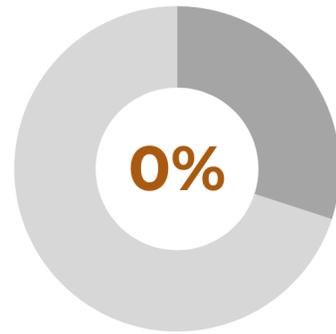
Quality of Life

Goal: Encourage and aid in home and property maintenance for community aesthetics

Objective: Review and update property maintenance



Objective: Review and update nuisance sections of the Municipal Code



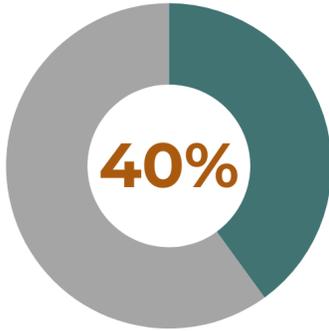
Objective: Continue home repair assistance programs



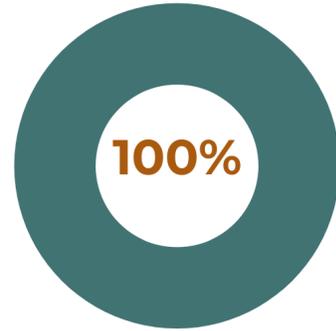
Community & Economic Development

Goal: Identify and provide opportunities for economic growth

Objective: Conduct site readiness gap analysis and a needs assessment plan to attract investments for economic base job creation and identify developmental steps needed to overcome hindrances businesses face in preparing a site for construction



Objective: Conduct an opportunity assessment for economic base job creation and capital investment in the chip manufacturing ecosystem and related supply chain.



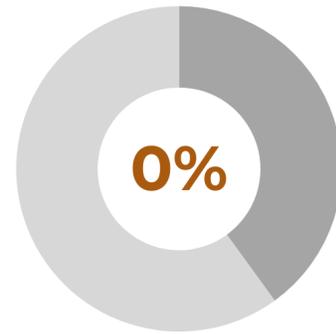
Community & Economic Development

Goal: Expand development of City Center for business investment and educational opportunities

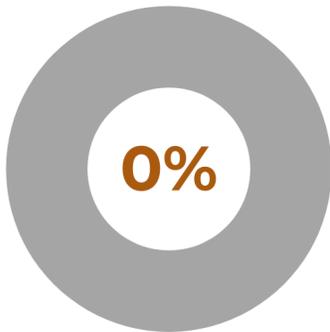
Objective: Complete Phase 1 of College Blvd. Project



Objective: Design Phase 2 of College Blvd. Project



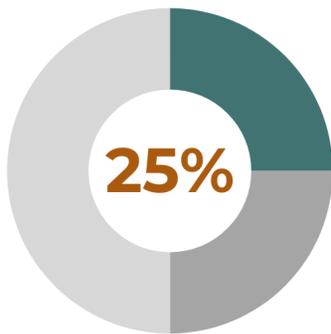
Objective: Develop 5-Year sources and uses for Higher Education GRT Fund



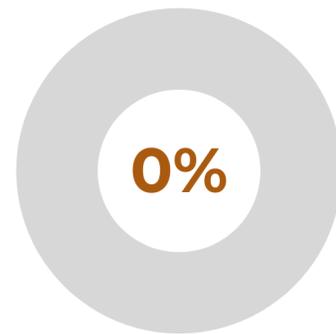
Community & Economic Development

Goal: To improve site readiness and reinvestment opportunities by creating metropolitan redevelopment areas (MRAs)

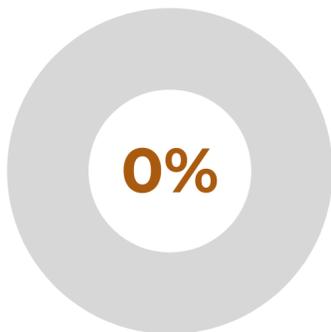
Objective: Update City ordinance to align with State



Objective: MRA legislation



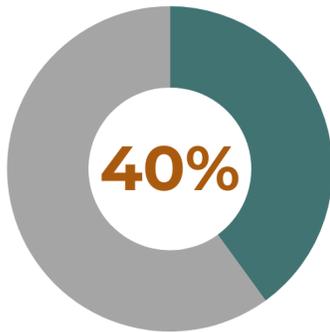
Objective: Identify targeted areas for MRA designation and outline scope and intent of MRA plan designation to assess up to three nodes



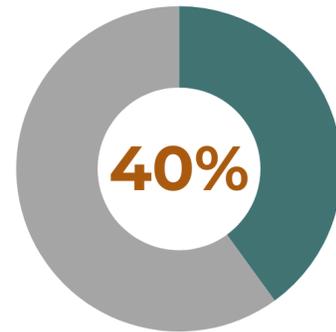
Community & Economic Development

Goal: Support and attract businesses and investments in Rio Rancho

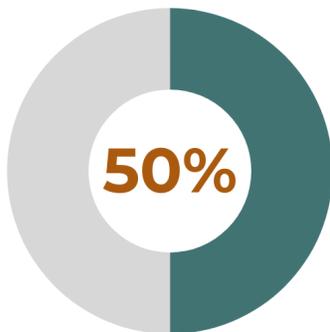
Objective: Develop and implement Business Retention and Expansion Program that supports the City's economic base businesses



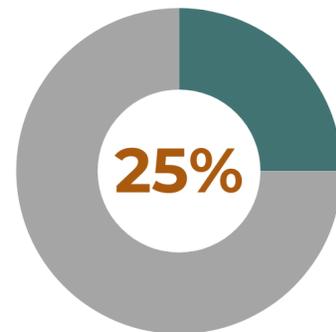
Objective: Develop and implement a micro-economic gardening program that helps micro- and small enterprises advance their growth trajectory



Objective: Evaluate economic development organizational structure, tools, and resources and update existing ordinances, policies, and tools, as applicable



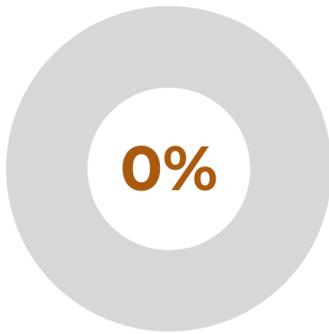
Objective: Support additional and improved high-speed internet options



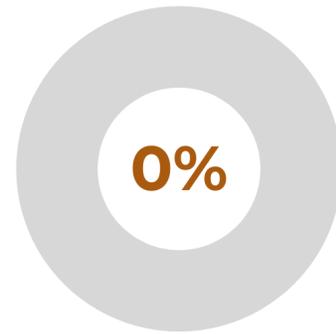
Community & Economic Development

Goal: Update guidelines for the next 20 years of growth in the city

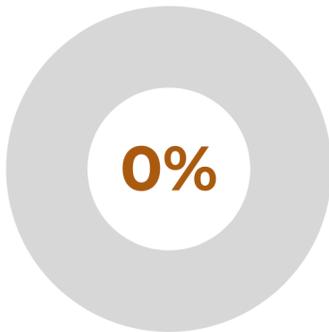
Objective: Reevaluate the Generalized Land Use Map (GLUM) in the Comprehensive Plan to identify new growth areas for residential and non-residential uses



Objective: Use updated GLUM to encourage rezoning of Transitional Zoning areas



Objective: Utilize land use best practices and community feedback to develop well-designed neighborhoods, commercial nodes, and increase housing variety

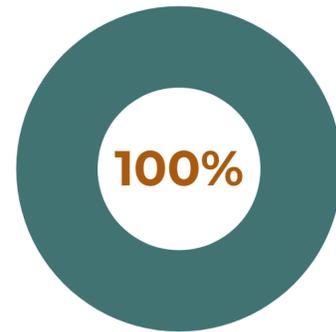
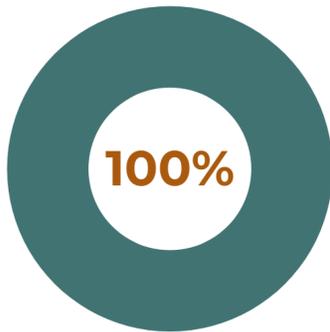


Community & Economic Development

Goal: Adopt and implement affordable housing plan

Objective: Complete Affordable Housing Study to assess demands and needs for diverse housing product

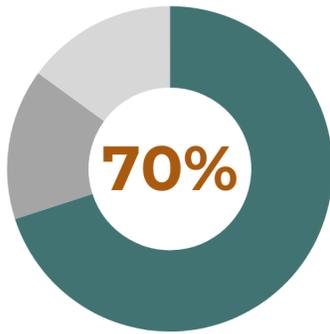
Objective: Adopt and implement Affordable Housing Plan to enable resources and tools for affordable housing development



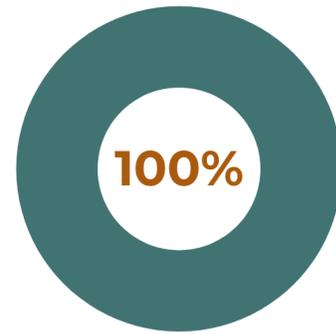
Community & Economic Development

Goal: Adopt and implement updates to development-related legislation

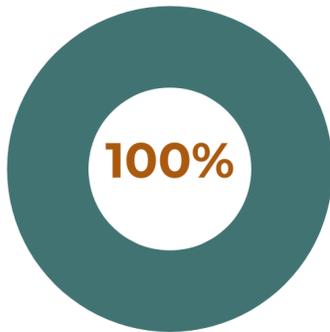
Objective: Update Development Process Manual (DPM) with corresponding updates to Municipal Code



Objective: Update and modernize the Sign Code



Objective: Update Impact Fee Schedule

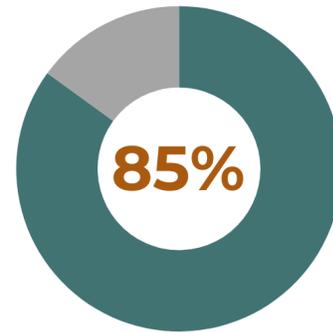


Infrastructure

Goal: Develop and implement Facilities Master Plan (FMP)

Objective: Identify new building needs and funding sources, and begin planning and construction. Initially identified facilities (subject to Governing Body input)

Objective: Assess conditions of existing facilities and develop a regular maintenance schedule and capital reinvestment plan



Infrastructure

Goal: Provide transportation infrastructure to expand and improve overall multi-modal experience

Objective: Advance long-range transportation planning and future road project pipeline through corridor studies, right-of-way acquisition, engineering design for projects for State/Federal funding opportunities, and potential future GO Bond cycles.

8 Projects & 15.32 Miles Underway



Objective: Address 26 miles per year of residential roads through crack-patch-seal or hybrid-mill-inlay

2024 ✓

2025 ✓

2026

2027

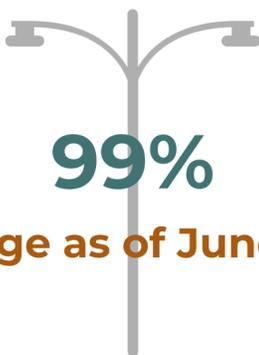
2028



Objective: Repair 90% of street lighting on arterial roadways within 48 hours of the reported outage

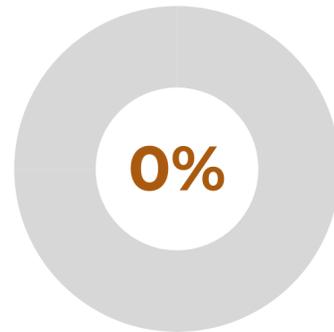
99%

Average as of June 2025



Objective: Improve access to City Center for existing and future users

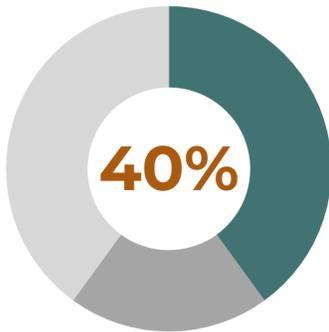
0%



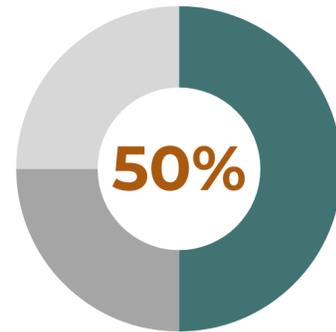
Infrastructure

Goal: Provide a safe, reliable, and sustainable water infrastructure system

Objective: Implement the AMI program to install a minimum of 20 thousand smart water meters allowing access to usage data and remote notification of leaks, etc.



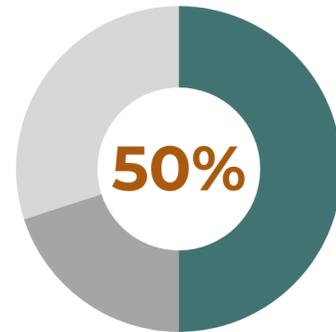
Objective: Implement new customer experience and billing software system for new AMI customers



Objective: Replace 3,000 antiquated service lines in accordance with EPA standards



Objective: Pursue external state and federal grants to construct second Aquifer Injection Well

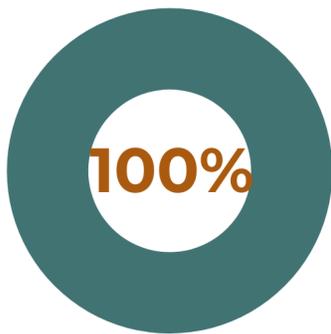


*After completing the study, no lines were identified for replacement under the Lead and Copper Rule.

Infrastructure

Goal: Provide a safe, reliable, and sustainable water infrastructure system (cont'd)

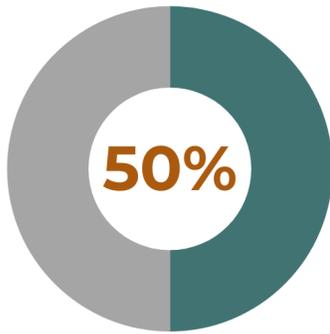
Objective: Review utilities rate schedule



Public Safety

Goal: Strengthen our core emergency response and supporting functions in line with the growth and needs of the community

Objective: Monitor local community trends to ensure Fire and Rescue and Police Departments meet public safety expectations and together develop short- and long-term goals to address growth in the community and departments



Objective: Deploy and deliver advanced training opportunities for public safety staff

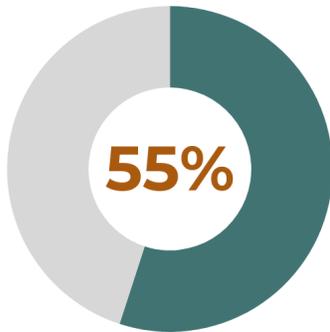
FY 25 Police Department

150 officers completed 10,256 hours of supplemental training

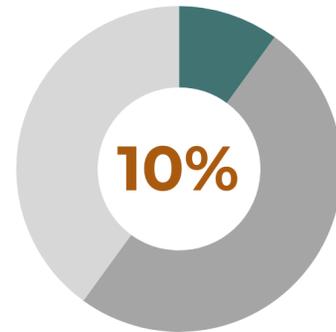
FY 25 Fire & Rescue Department

112 members completed 16,597 hours of supplemental training

Objective: Plan and construct Fire Station 8 (FMP)



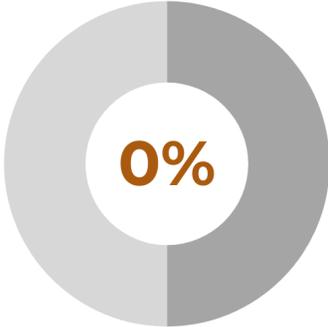
Objective: Plan Fire and Rescue Training Facility (FMP)



Public Safety

Goal: Strengthen our core emergency response and supporting functions in line with the growth and needs of the community (cont'd)

Objective: Plan Joint Public Safety Headquarters (FMP)



Public Safety

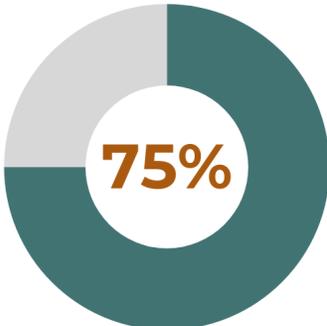
Goal: Identify and implement the latest technology to improve effectiveness and efficiency of public safety services

Objective: Implement new Computer Aided Dispatch (CAD) System

Objective: Implement new Records Management System (RMS)



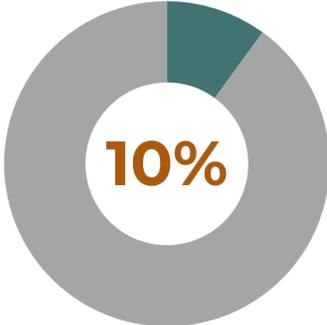
Objective: Evaluate feasibility of Real-Time Crime Center to increase community safety and integrate monitoring service



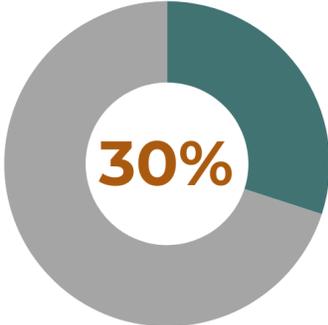
Public Safety

Goal: Enhance public safety community outreach and proactive community risk reduction efforts

Objective: Increase traffic education and enforcement for safe streets



Objective: Evaluate and develop joint Police and Fire comprehensive plan for preventative community outreach programs



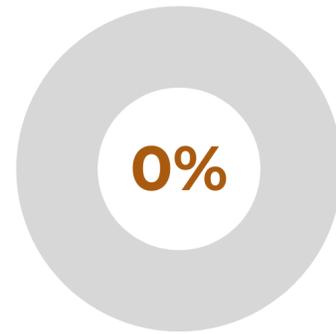
Organizational Excellence

Goal: Develop long-term financial planning to support strategic initiatives, facilities master plan (FMP), large-scale (ICICP), and other needs

Objective: Utilize debt financing in strategic, long-term planning for capital projects, infrastructure, and other growth-related initiatives

Objective: Review and update fee schedules to ensure appropriate cost recovery, counter inflation, and maintain fair and equitable charges for services

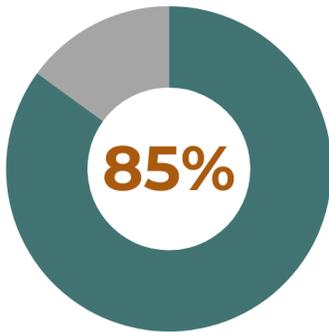
2024 2025 2026
 2027 2028



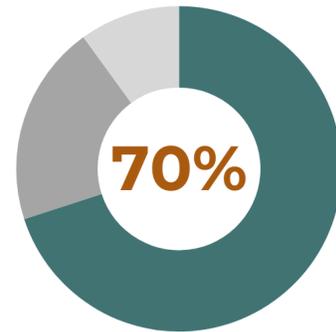
Organizational Excellence

Goal: Strive to be a preferred employer in the metro area

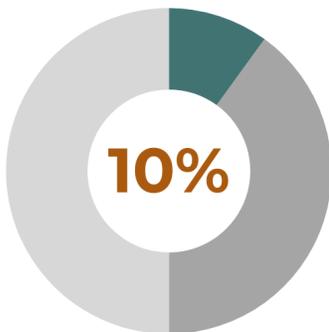
Objective: Assess department organizational structures for multiyear staffing projections



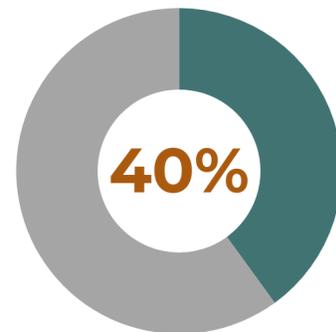
Objective: Develop and implement career professional development for existing employees' progression



Objective: Expand avenues to drive employee engagement



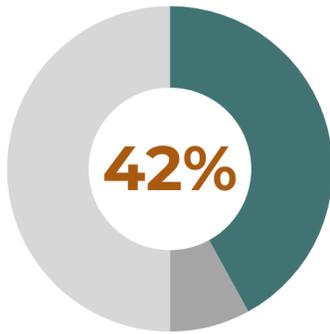
Objective: Augment recruitment efforts through various types of targeted advertising and candidate outreach



Organizational Excellence

Goal: Strive to be a preferred employer in the metro area (cont'd)

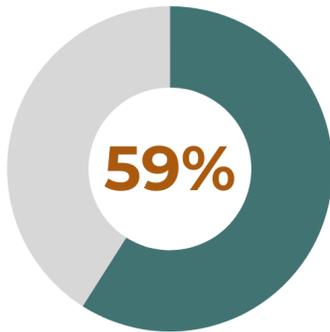
Objective: Maintain competitive employee compensation plan and total benefits package through continued market analysis and adjustments



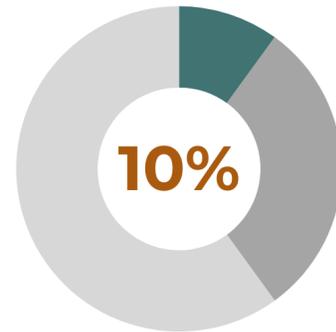
Organizational Excellence

Goal: Cultivate a healthy and safe work environment

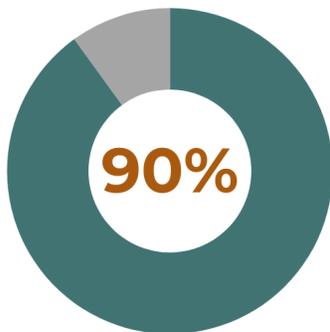
Objective: Promote and expand access to mental health resources



Objective: Further departmental risk assessment for targeted safety and technical training



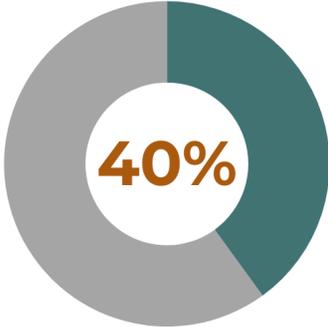
Objective: Establish online interactive employee benefits manual to allow for self-service



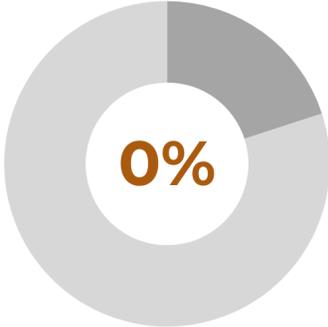
Organizational Excellence

Goal: Enhance access to municipal government

Objective: Improve public interface to access and retrieve public records



Objective: Enhance methods of e-payments and online customer interactions/transactions for city services



Organizational Excellence

Goal: Build a sense of community through citizen participation

Objective: Establish process to afford citizens further volunteer opportunities

Objective: Continue to assess municipal election options with the goal of increasing voter turnout

2024

2025

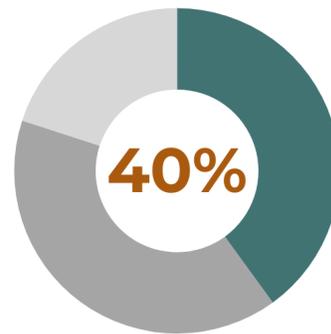
2026

2027

2028

FY 25

272 volunteers



Organizational Excellence

Goal: Improve operational excellence through interdepartmental support and collaboration

Objective: Strive for 50% of vehicles and equipment, including first responders, are repaired by in-house staff within 24 hours

Objective: Implement a new Enterprise Resource Planning (ERP) system

2024

2025

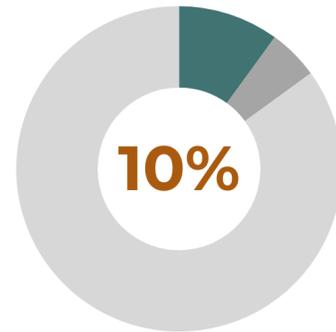
2025

2026

2027

2028

71%



Objective: Establish and/or update interdepartmental processes

