

I MPLEMENTATION



12. IMPLEMENTATION

Element	Goals, Policies or Actions	Responsible Department	Implementation Timeframe				
			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
Antiquated Platting, Annexations & Addressing	Goal A-1: Eliminate antiquated platting within the City of Rio Rancho where desirable.	DSD	X				
	Goal A-2: Develop legislative support to create state legislation to address antiquated platting	DSD, CMO		X			
	Goal A-3: Establish consistent addressing exists between Sandoval County and the City of Rio Rancho.	DSD	X				
	Goal A-4: Discourage the annexation of premature tracts of land that are not consistent with the New Mexico Subdivision Act of 1978.	DSD	X				
	Goal A-5: Eliminate numbered street names within the City of Rio Rancho where there is a conflict with the street naming policy.	DSD	X				
	Policy A-1: Identify alternative mechanisms to aide and encourage the consolidation of prematurely platted land.	DSD, CMO	X				
	Policy A-2: Require appropriate development standards for infrastructure and environmental improvements for both newly platted lots and antiquated lots.	DSD	X				
	Policy A-3: Ensure that the City's land use and development regulations provide the specific and detailed provisions necessary to eliminate prematurely platted land when feasible.	DSD	X				
	Policy A-4: Coordinate and cooperate with other governmental jurisdictions, agencies and entities to address regional antiquated platting.	DSD	X				
	Policy A-5: Work with Sandoval County to create an addressing system that is consistent with the City of Rio Rancho.	DSD	X				
	Policy A-6: Work with Sandoval County to reduce the amount of prematurely platted land within their jurisdiction.	DSD	X				
	Action A-1: Provide incentives to private interests to acquire, re-plat and develop antiquated platted lands.	DSD, CMO		X			
	Action A-2: Establish a program for the public acquisition of prematurely platted lots for redevelopment using public funding as appropriate and available.	DSD, CMO					X
	Action A-3: Update the City zoning and subdivisions ordinances to require the appropriate development standards for prematurely platted and newly platted land.	DSD					X
	Action A-5: Process Street Name Change applications to address numbered streets that conflict with the street naming policy.	DSD		X			

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			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
Conservation & The Natural Environment	GOAL CON-1: Preserve water resources.	PW	X				
	GOAL CON-2: Preserve vegetation and natural resources.	DSD, P&R, PW	X				
	GOAL CON-3: Support wildlife habitat of sufficient diversity and abundance to sustain existing indigenous wildlife populations.	DSD, P&R	X				
	GOAL CON-4: Meet federal, state, regional and local air quality standards through coordinated, long-term strategies that address the many contributors to air pollution.	DSD, PW, P&R	X				
	GOAL CON-5: Meet federal, state, regional and local water quality standards through coordinated, long-term strategies that address the many contributors to water pollution.	PW, P&R	X				
	GOAL CON-6: Ensure the City of Rio Rancho is adequately prepared for natural and manmade disasters.	CMO, DPS, PW	X				
	POLICY CON-1: Conserve groundwater resources to ensure the city's long-term water needs are met.	CMO, DSD, PW, P&R	X				
	POLICY CON-2: Consider the immediate and long range environmental impacts of policy and regulatory decisions and evaluate those impacts in the context of the city's commitment to provide for public safety, infrastructure, and economic development, in a sustainable environment.	CMO, DSD, P&R, PW	X				
	POLICY CON-3: Reuse and recycle materials, reduce waste and dispose of all wastes in a safe and responsible manner.	P&R	X				
	POLICY CON-4: Promote growth management strategies that protect air, water, land, and energy resources consistent with Rio Rancho's role as the third largest city in the state.	DSD	X				
	POLICY CON-5: Integrate site-specific development standards in areas where arroyos exist to manage and protect the functions of these critical areas.	DSD, P&R	X				
	POLICY CON-6: Provide incentives for developers to implement the use of low impact development techniques and green building practices.	DSD	X				
	POLICY CON-7: Employ the best management practices and technology, education, and enforcement strategies to minimize non-point source pollution.	PW	X				
POLICY CON-8: Promote soil stability through the use of the best available technology where practical.	PW	X					
POLICY CON-9: Preserve and enhance native vegetation along arroyos identified in SSCAFCA's Quality of Life Master Plan.	P&R	X					
POLICY CON-10: Promote the use of alternative fuels such as electricity and compressed natural gas.	CMO, DSD	X					
POLICY CON-11: Identify methods to reduce the sources of dust within the City of Rio Rancho.	PW	X					
POLICY CON-12: Develop and protect a public open space network.	P&R	X					
ACTION CON-1: The city shall replace its current vehicle fleet with more energy-efficient vehicles once a vehicle has surpassed its useful life where it is fiscally responsible and a similar alternative fuel vehicle is available.	CMO, PW	X					
ACTION CON-2: Identify and secure a long-term water supply necessary to provide sufficient water resources that will support Rio Rancho's future growth.	CMO, PW	X					
ACTION CON-3: Amend the zoning ordinance to limit the use of turf in landscape areas in residential and commercial developments, as well as non-recreational facilities operated by government agencies.	DSD		X				
ACTION CON-4: Amend the zoning ordinance to require property owners adjacent to arroyos to incorporate suitable indigenous or non-native xeric plants adjacent to an arroyo to stabilize arroyo banks.	DSD				X		

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	ACTION CON-5: Monitor developments to ensure soil erosion measures are in place both during and post construction through the use of the best available technologies, where practical, to reduce non-point source pollution.	PW	X				
	ACTION CON-6: Stabilize arroyo banks along tributaries of the Rio Grande if necessary by using bioengineering techniques except where hydrology, excessive cost, or other factors make this approach infeasible.	PW, P&R				X	
	ACTION CON-7: Create a hillside development ordinance to place restrictions for development on steep hills.	DSD				X	
	ACTION CON-8: Seek grants and other fiscal resources to acquire open space.	P&R				X	
	ACTION CON-9: Reduce the amount of air-borne particulates through a street sweeping program, dust abatement on construction sites, and other methods to reduce the sources of dust.	PW				X	
	ACTION CON-10: Utilize SCCAFCA's flood control and arroyo features as a part of the City's open space network.	P&R	X				
	ACTION CON-11: Identify sites necessary for open space.	P&R			X		
Land Use	Goal L-1: Encourage mixed uses – retail, office, and residential centered on pedestrian-oriented developments along principal arterial roads.	DSD	X				
	Goal L-2: Encourage consolidation of lots to promote a variety of land uses in a planned manner.	DSD	X				
	Goal -L3: Maintain a balance of land uses throughout the City.	DSD	X				
	Goal L-4: Support development within City Center that is consistent with development commonly found within a dense urban core.	DSD	X				
	Policy L-1: Encourage the master planning of developments that establish a community character that considers circulation, landscaping, open space, storm drainage, utilities, and building location and design in the master plan.	DSD	X				
	Policy L-2: Promote and support neighborhood scale retail activities that are consistent with residential development.	DSD	X				
	Policy L-3: Promote and support development that incorporates walkability.	DSD	X				
	Policy L-4: Encourage adequate pedestrian connections to future transit facilities in all residential site development.	DSD	X				
	Policy L-5: Incorporate suitable developments that can provide an immediate revenue benefit to the City of Rio Rancho within City Center, recognizing land values will drive the pace of making City Center a dense urban core.	CMO, DSD	X				
	Action L-1: Identify areas within the City where locating large-scale light industrial businesses such as light manufacturing, warehousing and research facilities is appropriate.	CMO, DSD			X		
	Action L-2: Amend the zoning ordinance to establish specific criteria necessary to establish master plans by developers.	DSD			X		
	Action L-3: Amend the zoning ordinance so it supports and implements the comprehensive plan.	DSD				X	
	Action L-4: Offer incentives to land owners that have contiguous lots totaling at least five acres to consolidate their lots.	CMO, DSD	X				

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			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
Population & Housing	Goal PH-1: To ensure that regulations do not have an unreasonable negative impact on the cost or supply of housing.	DSD	X				
	Goal PH-2: Maintain the strength, vitality, and stability of all residential neighborhoods and types.	DSD	X				
	Goal PH-3: Promote a variety of housing types to meet the needs of all members of the community.	DSD	X				
	Goal PH-4: To ensure that single-family and multi-family residential neighborhoods provide an attractive living environment.	DSD	X				
	Policy PH-1: Promote quality, community-friendly multifamily development, through features such as enhanced open space and pedestrian connectivity.	DSD	X				
	Policy PH-2: Initiate and encourage neighborhood and community involvement to foster a positive civic and neighborhood image.	DSD	X				
	Policy PH-3: Protect residential areas from illegal land use activities through enforcement of city codes.	DSD	X				
	Policy PH-4: Establish site and building design guidelines to create an effective transition, or necessary buffer, between substantially different land uses and densities.	DSD				X	
	Policy PH-5: Encourage mixed-use and mixed-income housing opportunities in designated growth nodes throughout the city.	DSD	X				
	Policy PH-6: Ensure that mixed-use development complements and enhances the character of neighboring residential and commercial development.	DSD	X				
	Policy PH-7: Support residential developments with appropriate amenities for families with children.	DSD	X				
	Policy PH-8: Work in partnership with public and private groups in the planning and development of housing.	DSD, DPS	X				
	Policy PH-9: Provide incentives to encourage residential development for a range of housing types and income levels throughout the city.	DSD	X				
	Policy PH-10: Encourage high-density, mixed-income residential development within the Downtown area.	DSD	X				
	Policy PH-11: Encourage detached accessory dwelling units in larger-lot, single-family developments.	DSD	X				
Policy PH-12: Ensure that affordable housing opportunities are dispersed throughout the city.	DSD	X					
Policy PH-13: Plan for housing for people with special needs throughout the city.	DSD	X					
Policy PH-14: Encourage preservation, maintenance, and improvements to existing affordable housing.	DSD	X					
Policy PH-15: Explore all available federal, state, and local programs and private options for financing affordable housing.	CMO, DSD	X					
Action PH-1: Establish a Neighborhood Enhancement Program, or similar program to provide improvements that will help establish a sense of community.	DSD				X		
Action PH-2: Review land use regulations and permit processing requirements on an annual basis to ensure they are consistent with the Strategic and Comprehensive Plans.	DSD	X					
Action PH-3: Amend the zoning ordinance to allow attached and detached accessory dwelling units in single-family districts subject to specific development, design, and owner occupancy standards.	DSD			X			
Action PH-4: Amend the zoning ordinance to remove barriers or unnecessary standards that decrease the affordability of housing.	DSD				X		
Action PH-5: Pursue and encourage opportunities to preserve and develop housing throughout the City to meet the needs of all income levels and those with special needs.	DSD				X		
Action PH-6: Establish public and private partnerships to promote the development of affordable housing.	DSD				X		

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Transportation	Goal TR-1: Encourage development that effectively mixes land uses to create an efficient transportation system that reduces congestion, improves air quality and creates opportunities to build Rio Rancho's economy.	PW, DSD	X				
	Goal TR-2: Transportation facilities designed and constructed in a manner to facilitate Rio Rancho's economic goals, enhance livability and meet Federal, State, regional and local requirements.	PW	X				
	Goal TR-3: A balanced transportation system that provides access to a variety of transportation options (automobile, transit, bus rapid transit, rail, bicycle and pedestrian facilities).	DSD, PW, P&R	X				
	Policy TR-1: Plan land uses to increase mode share and opportunities for multi-purpose trips (trip chaining) through proper location and design of transportation facilities.	DSD, PW	X				
	Policy TR-2: Advocate for Rio Metro RTD to implement transit improvements concurrent with roadway improvements to improve access and frequency of service and to increase ridership potential and service area. Encourage development of regional high capacity transit including light rail and bus rapid transit.	PW	X				
	Policy TR-3: Maintain levels of service consistent with City and regional goals. Reduce traffic congestion and enhance traffic flow through system management measures including: intersection improvements, intelligent transportation systems, incident management, signal priority, optimization and synchronization and other similar measures.	PW	X				
	Policy TR-4: Support complete street designs in the upgrade of existing and the development of future areas of Rio Rancho.	DSD, PW	X				
	Policy TR-5: Improve traffic safety through a comprehensive program of engineering, education, enforcement and to prioritize and mitigate high accident locations within the City.	PW	X				
	Policy TR-6: Provide satisfactory levels of maintenance to the transportation system in order to preserve user safety and ensure facility aesthetics of the system is unimpaired.	PW	X				
	Policy TR-7: Plan key arterial routes that are essential for the efficient movement of goods with freight in mind. Ensure adjacent land uses reflect freight route functions.	PW	X				
	Policy TR-8: Coordinate transportation projects, policy issues, financing and development actions with all affected governmental units in the area.	PW	X				
Policy TR-9: Plan rights-of-way prior to development review and, where appropriate, officially secure them by dedication or reservation of property.	DSD, PW	X					
Policy TR-10: Support the design of streets and highways to respect surrounding land uses, natural features and community amenities.	PW	X					
Policy TR-11: Ensure all rights-of-way and transportation facilities are ADA-compliant.	PW	X					
Action TR-1: Establish Complete Street standards for Rio Rancho.	DSD, PW			X			
Action TR-2: Preserve right-of-way by establishing right-of-way overlays and where appropriate, require developer dedication of right-of-way for transportation.	PW			X			
Action TR-3: Update and maintain street design standards and criteria for neighborhood traffic calming and optimize connectivity to major pedestrian/bike facilities and transit stations.	PW	X					
Action TR-4: Work with Rio Metro RTD to establish future high capacity transit corridors and station locations to target single-occupant vehicles commuting to and from City Center, major employment areas, recreational areas. This can be accomplished by creating and adopting station area land use plans to promote Transit Oriented Development and to define intermodal connectivity needs.	PW				X		

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			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
	Action TR-5: Maintain a functional classification system that meets the City of Rio Rancho's needs and respects the regional needs of other agencies.	PW	X				
	Action TR-6: Work with Rio Rancho area schools and the community to develop a safe routes to school system.	DSD, PW, P&R	X				
	Action TR-7: Establish specific area non-single occupant vehicle modal targets for: the City Center, major employment areas, recreational areas, and future TOD areas consistent with regional goals.	PW			X		
	Action TR-8: Implement travel demand management programs that work to shift traffic to off-peak travel hours.	PW				X	
Public Facilities	Goal PF-1: Provide a broad range of services and public facilities that meet the needs of current and future City residents, e.g. libraries, water supply, water and sewer lines, etc.	LIS, P&R, PW	X				
	Goal PF-2: Ensure non-city-operated utility facilities (Cable One, PNM, NM Gas, Qwest) develop, in cooperation with the City of Rio Rancho, level-of- service (LOS), operating criteria, performance standards, or other forms of standardized measurement to ensure facilities like electrical and gas lines, telecommunication lines and solid waste disposal are consistent with Rio Rancho's Strategic and Comprehensive Plans.	PW	X				
	Goal PF-3: Provide public facilities that meet or exceed constituents expectations.	LIS, P&R, PW	X				
	Goal PF-4: Current demand on public facilities should not overburden City public facilities beyond what the City can reasonably provide for future demand.	LIS, P&R, PW	X				
	Goal PF-5: Construct new public facilities to meet demands at least 10 years into the future.	LIS, P&R, PW	X				
	Goal PF-6: Utilize fiscal resources efficiently and ensure that the Infrastructure Capital Improvement Plan correctly identifies and adequately funds necessary public facilities and resources.	LIS, P&R, PW	X				
	Policy PF-1: Base public facilities needs on employment and population projections developed by the city in conjunction with MrCog estimates.	LIS, P&R, PW	X				
	Policy PF-2: Use adopted Level-of-Service (LOS), operating criteria, or performance standards to evaluate capital facilities needs.	CMO, FS, LIS, P&R, PW	X				
	Policy PF-3: Make land use recommendations based on the availability of adequate public facilities necessary to support a proposed land use.	DSD	X				
	Policy PF-4: Use the city's Infrastructure Capital Improvement Plan to prioritize the financing of capital facilities within projected funding capacities.	CMO, FS, LIS, P&R, PW	X				
	Policy PF-5: Ensure the city's post-disaster Response and Recovery Plan is structured and financed in a manner to provide services to facilitate recovery and reconstruction in the event of a disaster.	CMO, DPS, DSD, FS, PW	X				
	Policy PF-6: Identify water resources necessary to meet Rio Rancho's long-term growth needs.	CMO, PW	X				
	Policy PF-7: Study the need for a solid waste management community convenience center.	CMO, P&R		X			
	Action PF-1: Use the City's Infrastructure Capital Improvement Program to prioritize the financing of capital facilities within projected funding capacities.	CMO, FS, LIS, P&R, PW	X				
	Action PF-2: Reassess Rio Rancho's Land Use Plan and the city's impact fees on a regular basis to ensure that capital facilities needs, financing, and LOS are consistent.	DSD	X				
	Action PF-3: Adopt a City of Rio Rancho post-disaster Response and Recovery Plan that will structure the city's capability to provide services to facilitate recovery and reconstruction in the event of a disaster.	CMO, DPS, DSD, FS, PW			X		
	Action PF-4: Secure additional long-term water sources to meet the City's future water needs.	CMO, PW					X

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			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
	Action PF-5: Maintain a General Obligation bonding cycle capable of adequately funding the maintenance and expansion of the City's infrastructure.	CMO, FS	X				
Parks & Recreation	GOAL PR-1: Establish new and maintain existing recreation and senior centers, parks, trails and open space that foster a quality community, support a strong economy, and meet the needs of current and future residents.	P&R	X				
	GOAL PR-2: Be responsive to the recreational needs of the community.	P&R	X				
	GOAL PR-3: Develop, operate, and maintain parkland, recreation facilities and senior centers in a sustainable manner.	P&R	X				
	GOAL PR-4: Modify existing parks and recreation facilities as needed to ensure safety, accessibility, and optimum use.	P&R	X				
	GOAL: PR-5: Provide a variety of quality of life services to meet community needs, assuring that there are strong relationships with all sectors of the community and ample opportunities to foster human interaction.	P&R	X				
	POLICY PR-1: Develop pedestrian and bicycle linkages between neighborhoods and major natural areas, recreation facilities, and education, employment and retail centers.	P&R	X				
	POLICY PR-2: Establish a coordinated and connected system of open space throughout the city that preserves natural systems, protects wildlife habitat and corridors, and provides land for low impact recreation.	P&R	X				
	POLICY PR-3: Acquire land throughout the city to meet present and future parks, open space and recreation/senior center needs.	P&R	X				
	POLICY PR-4: Create or update facility plans for new, and enhance existing recreation and senior centers, parks, trails and open spaces that foster lifelong learning, recreation, interdisciplinary collaboration and a sense of community. These plans will recommend levels of service, identify and prioritize future locations, and estimate construction, renovation, operation and maintenance costs for each type of facility.	P&R	X				
	POLICY PR-5: Partner and collaborate with jurisdictions of government, schools, and other private and public entities to coordinate recreation/senior center and park planning, land acquisition, and development with other city projects and programs that implement the Comprehensive Plan.	P&R	X				
	POLICY PR-6: Develop partnerships with Rio Rancho Public Schools, public agencies, and private groups to coordinate and co-locate facilities to meet the open space and recreation needs of the city.	P&R	X				
	POLICY PR-7: Develop a culture of sustainability by designing and constructing facilities that maximize long term conservation and stewardship of the city's human, financial and natural resources.	P&R	X				
	ACTION PR-1: Amend the city's zoning and subdivision ordinances to ensure there is adequate dedication of land to meet current and future parks and recreation needs.	DSD, P&R				X	
ACTION PR-2: Develop, implement, and enforce comprehensive design and approval criteria for new parks, recreation facilities and senior centers to ensure quality, and that sustainable facilities are provided consistently throughout the city.	P&R	X					
ACTION PR-3: Update the Parks and Recreation Master Plan.	P&R		X				
ACTION PR-4: Update the Senior Services Master Plan.	P&R		X				
ACTION PR-5: Develop a comprehensive bicycle and pedestrian transportation master plan.	P&R		X				
ACTION PR-6: Develop an open space master plan.	P&R			X			

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	ACTION PR-7: Complete a study that demonstrates the need and benefit of creating a quality of life tax or passing a two year bond cycle that will fund planning, design and construction of new, and operation, maintenance and renovation of existing, parks, trails, open space, and recreation and senior centers.	P&R			X		
	ACTION PR-8: Implement joint-use agreements to utilize school buildings and facilities to fill the service gap for recreation programs.	P&R	X				
	ACTION PR-9: Work with other jurisdictions, public agencies, and the private sector to acquire land for parks, trails and open space to meet the short and long-term needs of the community.	P&R	X				
Urban Design	GOAL UD 1: Create focused growth areas where existing public infrastructure can support higher density development.	DSD			X		
	GOAL UD 2: Create traditional neighborhood patterns that support a sense of place.	DSD	X				
	GOAL UD 3: Create street patterns with development that fosters human interaction.	DSD	X				
	GOAL UD 4: Create safe developments that discourage crime.	DSD	X				
	GOAL UD 5: Support infill and redevelopment within areas of the city that have been neglected.	DSD	X				
	GOAL UD 6: Support development that links neighborhoods and encourages the use of all modes of transportation.	DSD	X				
	GOAL UD 7: Create subdivision linkages to open space recreational facilities.	DSD, P&R	X				
	GOAL UD 8: Embrace the use of xeriscape landscaping.	DSD, P&R	X				
	POLICY UD 1: Identify specific areas within the city where growth should be focused.	DSD		X			
	POLICY UD 2: Provide development incentives for developments that create a sense of place, foster human interaction, and discourage crime.	DSD			X		
	POLICY UD 3: Provide development incentives for infill and redevelopment development projects.	DSD			X		
	POLICY UD 4: Provide development incentives for developments that utilize Low Impact Development principles.	DSD			X		
	ACTION UD 1: Amend the impact fee ordinance to structure impact fee credits to identified focused growth and infill or redevelopment areas.	DSD			X		
	ACTION UD 2: Amend the zoning ordinance to establish higher design-oriented development standards.	DSD			X		
	ACTION UD 3: Amend the zoning ordinance to provide density bonuses and/or impact fee credits for developments that use Low Impact Development principles and/or LEED certification.	DSD			X		
	ACTION UD 4: Amend the zoning ordinance to require the use of xeriscape for all development.	DSD		X			
	ACTON UD 5: Amend the zoning ordinance to require all developments to utilize water harvesting methods for landscape areas.	DSD, P&R			X		

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Economic Development	Goal EDP-1: Create Jobs.	CMO	X				
	Goal EDP-2: Retain Jobs.	CMO	X				
	Goal EDP-3: Enhance the tax base.	CMO	X				
	Goal EDP-4: Improve the quality of life.	CMO	X				
	Goal EDR-1: Expand the economic base of Rio Rancho.	CMO	X				
	Goal EDR-2: Reduce retail sales leakage to other New Mexico cities.	CMO	X				
	Goal EDR-3: Encourage large-scale manufacturing companies to relocate to Rio Rancho.	CMO	X				
	Policy EDP-1: Proactively support the economic development allies currently providing services applicable to the Entrepreneurship and Small Business Development Tactic.	CMO	X				
	Policy EDP-2: The City shall continue to recognize the Rio Rancho Economic Development Corporation (RREDC) as its lead organization for the tactical areas of economic base business recruitment and economic base business retention and expansion.	CMO	X				
	Policy EDP-3: Continue financial support, subject to availability of funds, for the RREDC's efforts in economic base business recruitment and economic base business retention.	CMO	X				
	Policy EDP-4: Continue the use of the City's business support programs and evaluate on a project-by-project basis.	CMO	X				
	Policy EDP-5: Offer support to companies located in the City and those considering expansion, relocation or consolidation to the City so they can take full advantage of the State of New Mexico's business support programs.	CMO	X				
	Policy EDP-6: Work with local utility providers to increase dry utilities throughout the City.	CMO	X				
	Policy EDP-6: Continue to support Southern Sandoval County Arroyo and Flood Control Authority (SSCAFCA) and ensure the City and SSCAFCA have a collaborative relationship to ensure both entities needs are met.	CMO	X				
	Policy EDP-6: Explore opportunities to enhance internships, mentoring programs and expand educational linkages within the community.	CMO	X				
	Policy EDP-7: Work with economic development allies and the City Manager's office, as applicable to resolve business issues as they are identified.	CMO	X				
	Policy EDP-8: Work with Sandoval County to enhance its website with land ownership data consistent with Bernalillo County's system.	CMO	X				
	Policy EDP-9: Encourage UNM to reserve 50 +/- acres of property on its campus to establish high-tech research and development business park.	CMO	X				
	Policy EDR-1: Involve all development-related departments (early in the process) in the discussion phase of attracting prospective economic development projects.	CMO	X				
	Policy EDR-2: Identify ways to streamline development reviews for prospective economic development projects.	CMO	X				
	Policy EDR-3: Prioritize the Capital Improvement Program consistent with the City's retail location priorities.	CMO	X				

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	Policy EDR-4: Collaborate with the Rio Rancho Regional Chamber of Commerce (RRCC) to conduct small business information sessions on the retail interest survey and leakage study to determine if existing firms wish to expand product lines.	CMO	X				
	Policy EDR-5: Regularly attend ICSC meetings to promote sites to corporate real estate directors and facility planners.	CMO	X				
	Policy EDR-6: Consider seeking the adoption of an economic development tax to be utilized for low interest loans for rehabilitation projects.	CMO	X				
	Policy EDR-7: Research establishment of a Local Community Development Corporation to facilitate SBA 504 loans for rehabilitation.	CMO	X				
	Policy EDR-8: Evaluate the potential of changing State law to allow the use of Industrial Revenue Bonds financing for retail purposes.	CMO	X				
	Policy EDR-9: Review alternative uses for the community development block grant program.	CMO	X				
	Policy EDR-10: Periodically review the City's zoning ordinance to facilitate the location of retail and office users to Rio Rancho.	CMO	X				
	Action EDP-1: Create a new uniform application form to streamline the application process.	CMO		X			
	Action EDP-2: Develop an intensive due diligence process be conducted as part of the formal review process.	CMO		X			
	Action EDP-3: Develop a fiscal impact model (specific to Rio Rancho) to determine attractiveness of various development opportunities should also be pursued.	CMO		X			
	Action EDP-4: Develop an Administrative Policy on how to use City Business Development Programs and ensure they have a consistent format.	CMO		X			
	Action EDP-5: Identify and zone multiple light manufacturing and commercial sites across the City.	CMO		X			
	Action EDP-6: Prioritize the light manufacturing and commercial sites for capital (infrastructure) budget allocation, timing and impact fee credit eligibility.	CMO		X			
	Action EDP-7: Update critical City plans and ordinances relating to land use to balance the community and stimulate private sector investment.	CMO, DSD		X			
	Action EDP-8: Evaluate and upgrade City processes such as the business permitting process to enhance the delivery of services and staff efficiency.	CC, CMO		X			
	Action EDP-9: Establish a transparent and predictable method for setting plan review, building permit, and impact fee levels attempting to stay competitive with competing cities.	CMO, DSD		X			
	Action EDP-10: Research certified sites and building programs and implement best practices approach to fast-tracking projects when required.	CMO, DSD		X			
	Action EDP-11: Update the City's technological sophistication across all departments looking to deploy best practices where applicable, including financial modeling and analysis.	CMO, IT		X			
	Action EDP-12: Evaluate ways for the City to increase resident access to the arts, culture and quality of life enhancements.	CMO		X			
	Action EDP-13: Actively work with the MRCOG to enhance Rio Rancho access to public transportation and improvements to the Metropolitan Transportation Plan.	CMO	X				
	Action EDP-14: Undertake design charrettes to plan dramatic entrances to the northeast, northwest, and southwest entrances to the City.	CMO, DSD		X			
	Action EDP-15: Review and strengthen, if applicable, the City's code enforcement policies to ensure and maintain a clean, attractive City.	CMO, DPS		X			
	Action EDP-16: Authorize City staff to aggressively pursue efforts to eliminate the City's antiquated platting and scattered land ownership problems.	CMO, DSD		X			

Element	Goals, Policies or Actions	Responsible Department	Implementation Timeframe				
			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
	Action EDP-17: Establish Rio Rancho as a business friendly City by removing barriers to entry, providing a fair, predictable and equitable fee structure.	CMO	X				
	Action EDP-18: Evaluate the merits of establishing an economic development gross receipts tax for among other things, the selective acquisition of land for targeted projects.	CMO		X			
	Action EDP-19: Pursue the immediate objective of earning the All American City Designation by 2015.	CMO			X		
	Action EDP-20: Establish a City funding commitment to allow predictability and adequacy of funding to support the EDP.	CMO		X			
	Action EDP-21: Establish an executive line of communication and pursuit of mutually beneficial objectives with public utility providers through quarterly meetings held between the City and the utility providers.	CMO	X				
	Action EDP-22: Fill the Leakage Gaps.	CMO	x				
	Action EDP-23: Select Big Box Retailers to Pursue.	CMO		X			
	Action EDP-24: Establish Redevelopment Support Program.	CMO		X			
	Action EDP-25: Pursue Multiplex Theatre Initiative.	CMO		X			
	Action EDP-26: Continue Central Business District Development Program.	CMO	X				
	Action EDP-27: Deploy Integrated Marketing Campaign to Support Action Plans.	CMO		X			
	Action EDP-28: Identify Long-Term Major Tourist Destination Projects to Pursue.	CMO			X		
	Action EDP-29: Establish NM 528 / Pat D'Arco Highway Development Task Force, and Make Retail Development a City-Wide Priority.	CMO, DSD		X			
	Action EDP-30: Assign key executive staff to committees, as applicable.	CMO	X				
	Action EDP-31: Enhance its local procurement outreach efforts and revise Ordinances related to doing business with the City.	CMO		X			
	Action EDP-32: Publish clear and concise brochure on the City's business licensing and registration process.	CC, CMO		X			
	Action EDP-33: Establish small business portal to consolidate services and programs available to small business community.	CMO		X			
	Action EDP-34: Conduct Small Business Town Hall to solicit feedback on issues, opportunities and programmatic needs.	CMO		X			
	Action EDP-35: Conduct an annual business survey to the City's largest 100 employers using Synchronist to collect and report data.	CMO	X				
	Action EDP-36: Present a formal written report summarizing the business retention and expansion efforts findings and actions to the Governing Body during the fourth regularly scheduled report of each year.	CMO	X				
	Action EDP-37: Assign key executive staff to RREDC committees, as applicable.	CMO		X			
	Action EDP-38: Respond to business concerns by providing assistance, as applicable.	CMO	X				
	Action EDP-39: Conduct an annual Business Climate Survey to identify and explore ways to address concerns and implement recommendations.	CMO		X			
	Action EDP-40: Form strategic alliances with Sandia and Los Alamos National Laboratories to assist Rio Rancho businesses.	CMO		X			

Element	Goals, Policies or Actions	Responsible Department	Implementation Timeframe				
			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
	Action EDP-41: Coordinate Rio Rancho’s economic development legislative initiatives with local, regional and statewide allies.	CMO	X				
	Action EDP-42: Establish a targeted, proactive, economic base business recruitment initiative.	CMO		X			
	Action EDP-43: Establish an outreach program utilizing an integrated marketing mix to enhance probability of success.	CMO		X			
	Action EDP-44: Offer on a free and confidential basis the services and information necessary to support the recruitment efforts.	CMO		X			
	Action EDP-45: Coordinate and regularly communicate the results of targeted recruitment efforts with the City Manager’s office.	CMO	X				
	Action EDP-46: Provide detailed quarterly reports on success of programmatic efforts funded by City revenues.	CMO	X				
	Action EDP-47: Spearhead a region-wide fundraising program to accumulate resources to undertake a Rio Rancho targeted business/industry study.	CMO		X			
	Action EDP-48: Initiate negotiations with the State Land office to move the Loma Barbon project forward.	CMO		X			
	Action EDP-49: Initiate dialogue amongst regional City personnel with the objective of formulating a regional marketing program solely responsible for the equitable promotion of the MSA.	CMO		X			
	Action EDP-50: Benchmark City fees to compare and contrast with regional competitors.	CMO		X			
	Action EDP-51: Form a leadership task force to support CNM and UNM funding requests for continuing campus development.	CMO		X			
	Action EDP-52: Annually review the zoning ordinance to determine if modifications need to be made to ensure the zoning ordinance does not impede economic development.	CMO	X				
	Action EDR-1: Modify the existing Impact Fee Policy to require the identification and prioritization of impact fee creditable locations consistent with established retail location priorities.	CMO		X			
	Action EDR-2: Zone strategically located property to commercial to enhance Rio Rancho GRT revenues.	CMO		X			
	Action EDR-3: When financially feasible, create new position of Commercial Ombudsman.	CMO		X			
	Action EDR-4: Provide development incentives for large-scale development at the following retail priority locations: The Intersection of Northern Boulevard & Unser Boulevard; the Southwest Corner of NM 528/Pat D’Arco Highway and Idalia Road; the Central Business District/Campus Center/Paseo Gateway; the intersection of Paseo Del Volcan and US 550; the intersection of Unser Boulevard and Paseo Del Volcan.	CMO	X				
	Action EDR-5: Identify top five national firms in each category, including resident preferences, and initiate direct dialogue on opportunities in Rio Rancho for their operations.	CMO		X			
	Action EDR-6: Inventory commercial infill opportunities and proactively pursue retailers with matching location criteria.	CMO		X			
	Action EDR-7: Select Big Box Retailers to Pursue Catalog locations capable of supporting large footprint retailers (in excess of 100,000 square feet).	CMO		X			
	Action EDR-8: Identify retailer criteria and match site location requirements to available site characteristics.	CMO	X				
	Action EDR-9: Cooperate with retail brokers and developers on marketing locations to companies.	CMO	X				

Element	Goals, Policies or Actions	Responsible Department	Implementation Timeframe				
			Ongoing	0-3 Years	4-6 Years	7-9 Years	10+ Years
	Action EDR-10: Establish a Redevelopment Support Program; targeting the following areas: Southern Boulevard, from NM 528/ Pat D'Arco Highway to Unser Boulevard and the east side of NM 528/Pat D'Arco Highway from Southern Boulevard south to Sara Road.	CMO			X		
	Action EDR-11: Pursue action steps necessary to remove the primary barriers to entry of antiquated platting and scattered ownership.	CMO		X			
	Action EDR-12: Provide attractive development incentives within the Central Business District.	CMO	X				
	Action EDR-13: Review the CBD Zoning Ordinance to ensure there are no impediments to development.	CMO		X			
	Action EDR-14: Provide development incentives to attract a major conference hotel to the CBD.	CMO	X				
	Action EDR-15: Provide development incentives to attract a destination hotel with a championship golf course.	CMO	X				
	Action EDR-16: Require Department Directors to review their areas of responsibility to identify functions related to retail development and evaluate potential improvements.	CMO		X			



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