



City of Deming



2020 COMPREHENSIVE PLAN

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CHAPTER 1

EXECUTIVE SUMMARY

The Executive Summary provides an introduction, an overview of the Comprehensive Plan elements, and summarizes the community engagement process.

1.1 INTRODUCTION

The *2020 City of Deming Comprehensive Plan* update is intended to be a living document that can be adaptable to evolving conditions of the physical development, economic health, and social wellbeing to help fulfill the community's vision over the next 20 years. It addresses a wide range of community issues, goals, 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 the community's priorities.

The 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.
- Engaging a wide cross-section of the public on all updates to the *Comprehensive Plan*.
- Linking the Infrastructure Capital Improvement Plan (ICIP) to the implementation strategies identified in the *Comprehensive Plan*.
- Monitoring and identifying funding sources and programs that could be utilized for implementation.
- Writing future grant applications according to on the implementation strategies contained in the *Comprehensive Plan*.

As part of the original planning process, the consultants held a series of three stakeholder meetings in 2016 that provided the background and vision to create the goals, and implementation strategies for each of the *Comprehensive Plan* elements. The meetings included an overview of the project, summary of the activities during each project phase, and the project schedule. Each stakeholder group was asked to brainstorm and express their goals and aspirations 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?

The public input for the *2020 City of Deming's Comprehensive Plan* update included, a public meeting on December 9, 2019, *Comprehensive Plan*



2016 Stakeholder Meeting

emailed to department heads and partners to review, provide feedback, and emailed to master lists to receive public input.

1.2 COMPREHENSIVE PLANELEMENTS

In addition to the Executive Summary and the Community Profile, the *Comprehensive Plan* is comprised of nine planning elements that provide a description of existing conditions, challenges, opportunities, goals, and implementation strategies.

Land Use

The land use element addresses conflicts and appropriate location of residential and non-residential land uses, infill and redevelopment of vacant properties, and annexation regarding the physical development of the City of Deming.

Economic Development

The economic development element includes an economic profile that summarizes and addresses the need to diversify the economy through attracting new businesses, retaining existing businesses, marketing, training workforce, and entrepreneur support.

Transportation

The transportation element addresses the effects of Deming’s multi-modal transportation system including, vehicular, pedestrian/bicycle facilities, transit, aviation, and rail on economic development, land use, and community development.

Infrastructure

The infrastructure element addresses maintaining and updating a safe and efficient infrastructure including, water, wastewater collection and treatment, recycling, gas services, and fiber optics for residential and business needs.

Housing

The housing element addresses the supply of adequate, safe, and affordable housing; maintaining safe, well-maintained, and stable neighborhoods, providing senior housing options; housing services for the homeless, and promoting of green building and sustainable housing development. This element is intended to be the City of Deming’s Affordable Housing Plan.

Parks and Recreation

The parks and recreation element describes the existing park facilities and events, proposed multi-purpose trails, the need for maintaining and improving programs, developing and implementing a *Parks and Recreation Master Plan*, using school facilities for recreational purposes, and encouraging the development of park facilities by private developers.

Community Services and Facilities

The community services and facilities element address public health, safety, and welfare related to the impacts of quality of life services such as, maintenance and enhancement of public safety and community facilities, delivery of services, improvement of healthcare services through partnerships and collaboration, and quality education and learning opportunities.

Hazard Mitigation

The hazard mitigation element describes the potential natural or man-made hazards for the City of Deming, reduction of loss resulting from disasters, protection of public health, safety, and welfare, and a summary of best practices, key principles, and hazard ratings.

Implementation

The implementation element describes key visioning principles and a narrowed list of priority goals for the next five years of the City of Deming, provides a timeline with responsible department or partnership for each strategy.

CHAPTER 2

COMMUNITY PROFILE

The community profile summarizes the history, location, physical characteristics, demographic trends, and key indicators for the City of Deming.



JA. Mahoney Building, Built in 1885

2.1 HISTORY OF DEMING

The history of Luna County goes back to pre-colonial America when Native Americans inhabited the region. The Apache 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 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 from 1800 to 1846.

This changed in 1846 when Phillip S. Cooke led the US Army Mormon Battalion through the area while escorting a wagon train from Texas to California. In 1860, the US Army established Ft. Cummins, the only walled fort in New Mexico, to protect settlers moving to California. Soon thereafter, the Southern Pacific Railroad established Deming as a center for train engine repair where workers

flocked. As the growth of Deming occurred the need of housing became prominent and was 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 railroad completed a junction with the Southern Pacific and Deming became a major shipping point between Tucson and El Paso.

The Deming town site was founded in 1881 named for Mary Anne Deming, wife of Charles Crocker, one of the railroad's chief executives. The City of Deming was originally founded as part of Grant County but an intense rivalry with Silver City developed and Luna County was derived.

In 1887, Deming was home to 1,600 people, two schools, four hotels, and four churches. However, the early history of Deming was marred by the violence and social ills common to many frontier towns.

Deming town site was originally platted on both sides of the railroad tracks in 1889; 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, known as Deming Park, 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 major commercial streets with the residential neighborhoods developing on adjacent streets.

The City of 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 along with many employees. Local cattlemen replaced many of the railroad workers that saved Deming from the decline that occurred in many railroad towns throughout the west. The cattlemen brought further diversity to the City that was already ethnically and culturally rich with large number of Anglos, Hispanics, African Americans, and Chinese.

Two large institutions continued to help Deming grow in the early 1900’s. Holy Cross Sanitarium, a major location for tuberculosis treatment that later burned down in 1939; and US Army Camp Cody, helped suppress raids such as, Pancho Villa’s raid on Columbus and became a training facility and home to thousands of U.S. troops.



Deming Luna Mimbres Museum

During the Depression and World War II, Deming received a new library, fire station, and road infrastructure all federal projects associated with the WPA and Civilian Conservation Corps. In the early 1940s, the 388th Army Air Force Base was built and activated as bombardment training unit until 1945 when the site was inactivated and 100 men left Deming.

The arrival of Interstate 10 (I-10) in 1964 contributed to Deming’s growth and became a logical stopping location between the Texas and California. During this time, the City of Deming began to attract



1911 Fire Destroyed Downtown

WWII and Korean War Veterans to take advantage of the southwestern climate and undergo rehabilitation treatments. Today, much of Deming’s western heritage is reflected in the downtown architecture and culture.

2.2 LOCATION

The City of Deming is located in southwestern New Mexico along I-10 corridor (*see map below*). The City of Deming and the Village of Columbus are the two incorporated municipalities located in Luna County. Deming is the county seat and the main population center in Luna County with an estimated

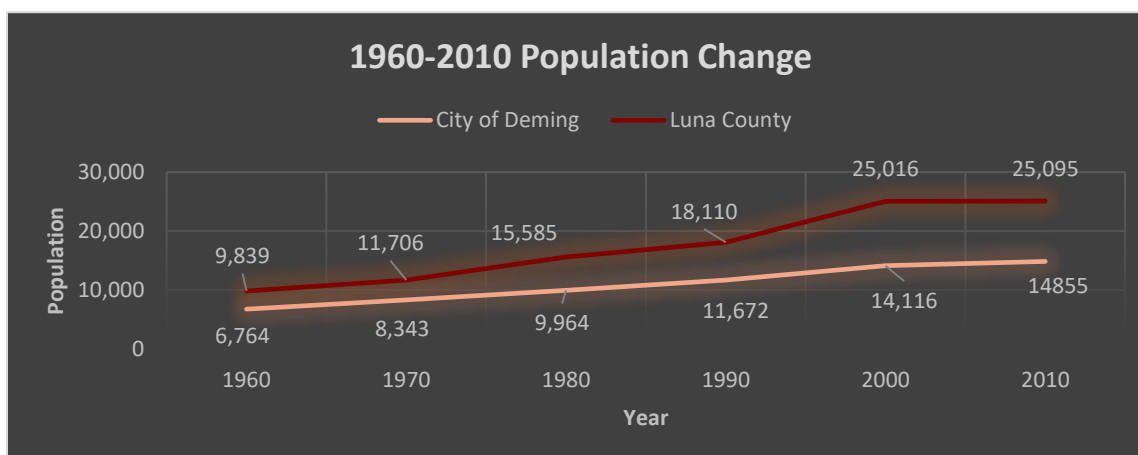
2017 population of 14,339. Luna County borders Grant County to the north, Doña Ana County to the east, Grant and Hidalgo counties to the west, and Mexico to the south.



The City of Deming lies in the Mimbres Basin, a valley between Florida and Cooke's mountain ranges. The Florida Mountains rise up to the southeast of the City, Florida Peak reaches an elevation of 7,295 feet. North of the City lies Cooke's Range and Cooke's Peak which reaches an elevation of 8,408 feet.

2.3 DEMOGRAPHICS

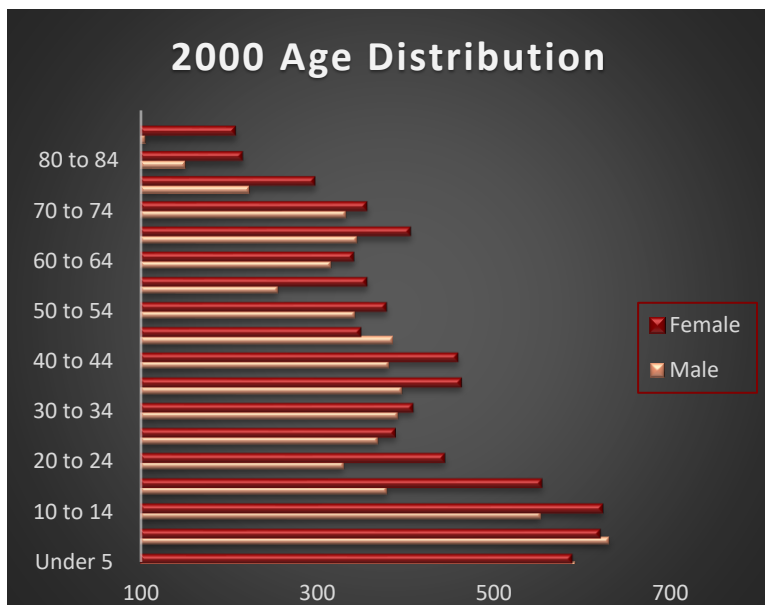
Population



Source: 2000 & 2010 US Census Bureau

Although the population of Deming was 14,855 in 2010, the City faced stagnation like many other

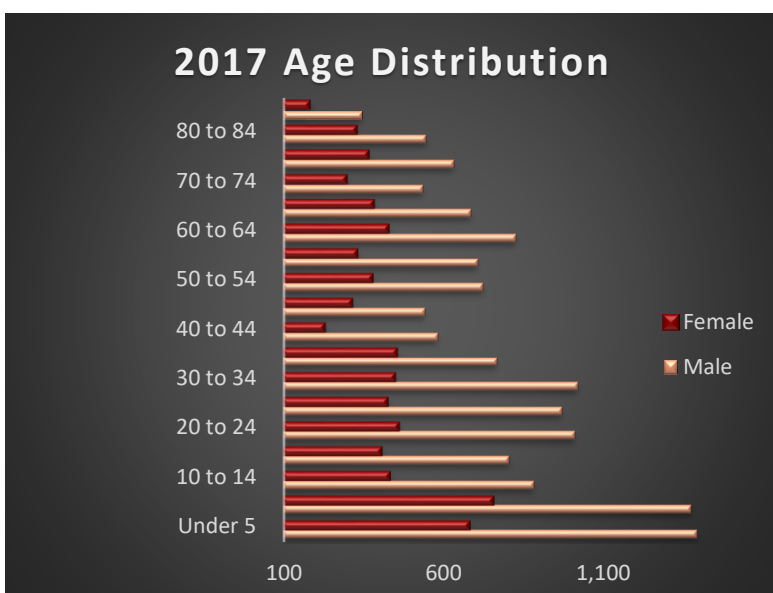
rural towns in New Mexico between 2000 and 2010. However, the City of Deming has not had a single decade that lost population but has increased at an annual average of 2.4% since 1960, according the US Census Bureau. Luna County experienced strong population growth from 1960 to 2000 with the highest gain of almost 7,000 residents from 1990 to 2000.



Population Characteristics

Table 2.1 provides population characteristics for the City of Deming and Luna County from 2000 to 2010. The greatest growth for the City was the population between 55 and 64 year of age; the population between 20 and 29 also saw significant growth. The 75 and 84 and the 55-64 years old population had the greatest rate of growth in Luna County.

The most significant decrease in Deming and Luna County was experienced in school age children, 5-14 and those between 30-44 years old. Deming's median age increased from 34.9 to 36 years old from 2000 to 2010, slightly lower than the State's at 36.7 years old.



In 2010, 68.6% of Deming's and 61.5% of Luna County's population identified themselves as Hispanic or Latino which was a slight increase from 2000. The City of Deming and Luna County has a significantly larger Hispanic or Latino population than the 46.3% of the entire State. The 31.4% of those who identified as not Hispanic or Latino, 28.8% identified as

White.

Age demographics by gender in 2000 and 2017 are illustrated in the graphs above. The largest growth were 0-10 and 20-29 aged males.

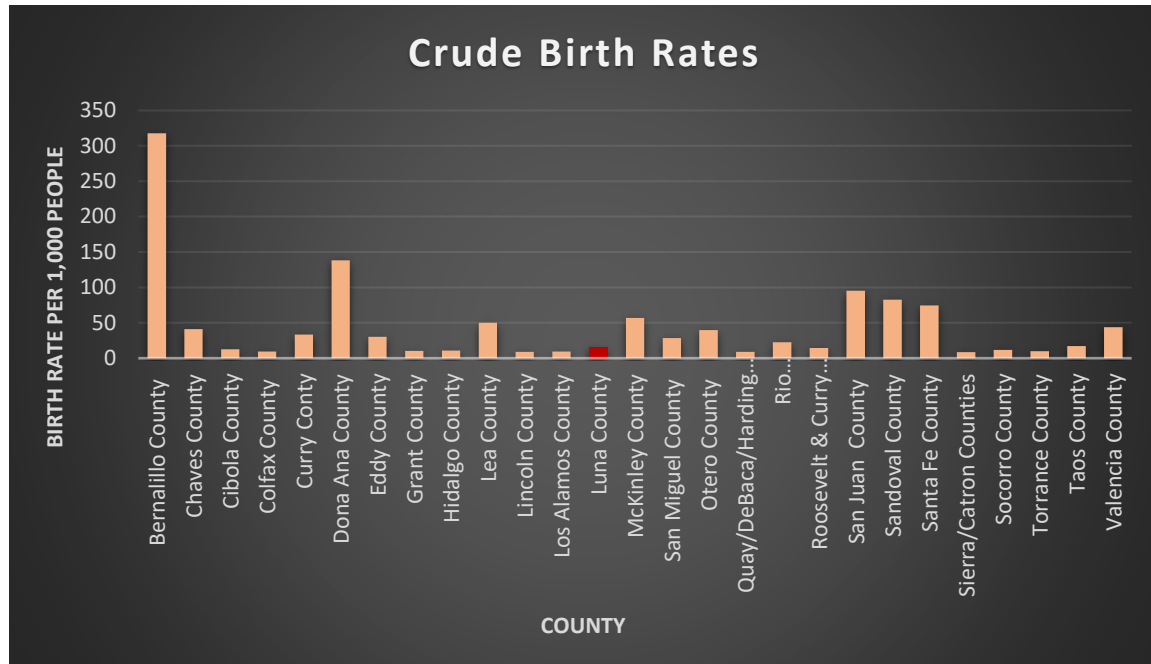
TABLE 2.1: 2000-2010 POPULATION CHARACTERISTICS

	City of Deming			Luna County		
Population	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/African American	1.2%	1.5%	32.9%	0.9%	1.1%	22.0%
American Indian/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: 2000 & 2010 U.S. Census Bureau

Birth Rates

The New Mexico Department of Health has tracked birth rate count and characteristics for Luna County from 1990 to 2017. Births in the County have seen some fluctuations over the past 25 years, the 454 births was the highest count in 2007 while 310 births was the lowest in 1990 at 310 births.. From 1990 to 1996, birth rates increased 38.7% but steadily decreased 21.3% from 2007 to 2011. The birth average count has been 397 per year since 2010.



Population Projections

The University of New Mexico Bureau of Business and Economic Research (BBER) provides population projections for each county within the State of New Mexico. Luna County has been projected 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 by 2040.

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

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

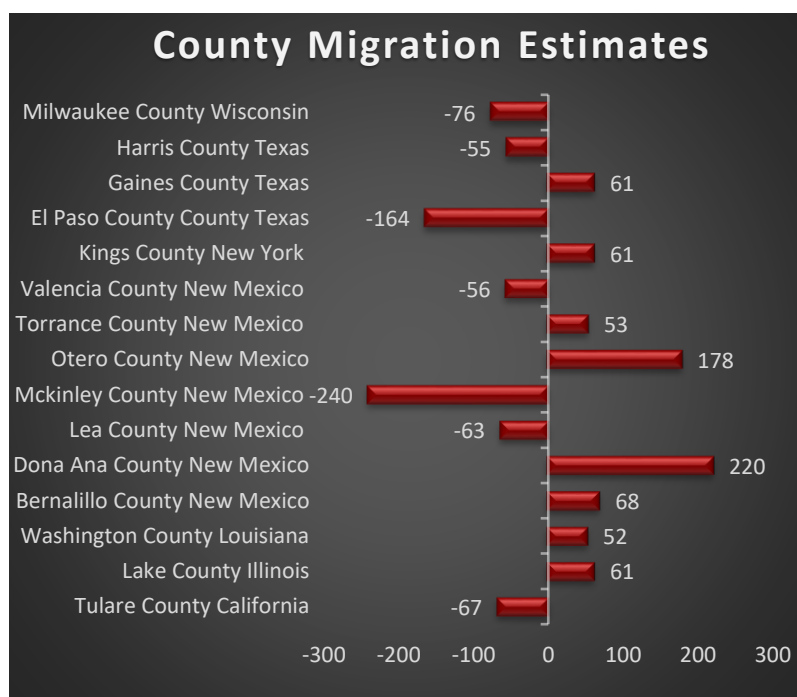
County-to-County Migration

Luna County experienced significant migration from Dona Ana, Otero, Bernalillo, and Torrance counties from New Mexico. Luna County lost a significant amount of population to McKinley County, New Mexico, El Paso County, Texas, and Milwaukee County, Wisconsin.

2.4 EDUCATION

Both the City of Deming and Luna County have experienced an increase in the population that have a high school diploma and higher education levels. The share of the population with less than a high school diploma in Deming decreased from 30.6% in 2000 to 29.9% in 2017; while there was an increase in those who have a bachelor's degree or higher, that represented 30.3% in 2017.

Western New Mexico University-Deming offers Graduate, Bachelor, and Associate degrees that can be attributed to the large increase in higher education degrees.



Source: 2013 U.S Census Bureau Mapper

TABLE 2.3: EDUCATIONAL ATTAINMENT

	City of Deming			Luna County		
Education Level	2000	2017	% Change 2000-17	2000	2017	% Change 2000-1
Population 25 years and over	8,715	8,874	7.7%	15,777	15,549	2.4%
Less than 9th grade	23.1%	16.6%	-12.9%	22.1%	18.0%	-10.0%
9th to 12th grade, no diploma	19.3%	17.8%	-30.1%	18.0%	15.0%	-37.2%
High school graduate (includes equivalency)	30.6%	29.9%	23.6%	29.9%	30.6%	11.4%
Some college, no degree	14.4%	14.2%	16.3%	16.6%	16.2%	8.2%
Associate's degree	3.0%	6.4%	86.4%	3.0%	6.1%	92.1%
Bachelor's degree	5.6%	8.8%	37.6%	6.3%	8.6%	32.9%
Graduate or professional degree	4.0%	6.3%	55.3%	4.1%	5.5%	43.1%
Percent bachelor's degree or higher	9.7%	15.2%	19.4%	10.4%	14.1%	16.2%

Source: 2013-2017 American Community Survey

Graduation Rates

According to the New Mexico Public Education Department, the 2016 four-year graduation rates, for Deming Public Schools was 80.2%. Cobre Consolidated Schools had the highest graduation rate in the area at 92.6%. e.

TABLE 2.4: 2016 4-YEAR GRADUATION RATES	
School District	Graduation Rates
DEMING PUBLIC SCHOOLS	80.2%
Cobre Consolidated Schools	92.6%
Lordsburg Municipal Schools	76.9%
Silver Consolidated Schools	91.0%
New Mexico	77.9%

CHAPTER 3

LAND USE

Land use is an interconnected element due to its primary role in the physical development and growth of the City. This element provides information on land use, zoning needs, and delivers a foundation to revise Deming's land development codes including Zoning and Subdivision Regulations.

3.1 LAND USE

The existing Land Use map shows a full spectrum of existing land uses in the City of Deming (p.20). The analyzation of existing land use helps determine whether there is a lack of consistency between existing land use and zoning and where infill development could potentially occur.

Non-conforming land use are inconsistencies between existing land use and zoning that occurred prior to adoption of Zoning Ordinances. Non-conforming land uses are considered illegal and should be addressed by the City of Deming through Zone change or removal. A brief description of each land use category and general location follows below.

Residential

The predominant land use is single-family residential. Single-family residential is located both north and south of the railroad tracks although the majority is on the south side. The largest area of single-family housing is located between Columbus Road and Hermanas Grade. This area surrounds a core area with parks, schools, and other public facilities.

Even though most of the land in the northeast and northwest within city limits are zoned commercial, industrial, and multi-family residential uses. Existing multi-family residential developments are generally located south of Pine Street between Columbus Road and Country Club Road.



West Birch Street House

Over the past ten years, new residential subdivisions have been located close to the southern city limits and continues to grow southeast; there are large tracts of vacant land suitable for new residential subdivisions. The new residential development, the Country Club Estates, is a 300-lot Senior Community located near Country Club Road and Doña Ana Road.

Commercial



J. A. Mahoney Downtown Building

The primary commercial land use is along Pine Street, Gold Avenue, and Silver Avenue just south of I-10, the downtown commercial district. Downtown is characterized by historic buildings and is occupied by retail, office, and service sector businesses.

Commercial development along Pine Street, east of Pearl Street have larger parcels with automotive sale and repair, national retail and restaurant chains, gas stations, hotels, and RV parks.

Agricultural

Most of the agricultural land use in Luna County are outside of the City of Deming limits. However, the agricultural activity within the city limits include irrigated cropland and pecan orchards along Doña Ana and Skyview Roads.

The Deming Industrial Park is home to the largest green chile processing plant, Mizkan, Red Roof Hemp House is located on the Columbus Highway, and Adams Hemp Processing is in the start-up phase in the old Proper Foods Processing Plant on Pine Street.

Parks

Many parks are located in close proximity to residential developments. 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.

Trees Lake Park the largest park is located on the east side of the city. Trees Lake Park has an effluent reuse pond that has fishing, walking paths, 1,000 seat amphitheater, and will include a dog park and all-inclusive park.

Sam Baca Aquatic Center, is a sloped pool that has 350-person capacity, therapy pool, slide, snack bar, and picnic tables. The City will be opening the Deming Splash Pad in 2020 with a 450-person capacity.

Cowboy Park is the rodeo arena that is used for PRCA, gymkhanas, ranch rodeos, high school, has dry camping is located on the west side of City of Deming.

A five-acre Sport Complex will be completed in the spring of 2020 in the Deming Industrial Park. Soccer and Football fields are also in the Deming Industrial Park they are used exclusively for the respective sports during each season with an agreement with leagues.

Institutional

The institutional uses does not only include the City of Deming's services such as City Hall, Fire Department, Municipal Court, Museum, and Convention Center that are located downtown but also the Deming Public Schools, Library, Municipal Airport, and Police Department, Mimbres Memorial Hospital, Western New Mexico University-Deming, Luna County Courthouse, Detention Center, and Sheriff's Office, and numerous churches are located throughout the community.

Industrial

The existing industrial use is concentrated in the Deming Industrial Park south of the Deming Municipal Airport. The Deming Industrial Park has parks and the Deming Wastewater Treatment Facility. Although the Deming Industrial Park currently has a number of vacant buildings, a number of businesses and non-profits that are located there, including:

- Allen Richie
- M & T Buses
- US Border Patrol

- Storage and RV Storage
- Steer Safe
- Human Society
- Elks Lodge
- Alvarez Plumbing/Kramer Septic
- Luna County Humane Society
- Helping Hands
- Tierra Biotics
- Gym and Minerals Society
- Southwest New Mexico State Fair Grounds



WWI Hangar: Deming Industrial Park

The Peru Mill Industrial Park is located north of the railroad tracks, has a rail spur, and is the home Luna Energy Plant and an old operational manganese mill. The Peru Mill Industrial Park is envisioned to accommodate industrial companies that require large tracts of land and rail access.

Vacant Land

Large areas of vacant land are located north of the railroad tracks between Gold Avenue and the western City limits that present opportunities for larger scale residential, commercial, and industrial development, depending on the underlying zoning.

Smaller parcels are located within developed areas of Deming present an opportunity for small scale infill.

3.2 ZONING

Zoning regulations are in Title 12 of the Deming City Code that contain definitions, zoning districts, non-conforming uses, development standards, manufactured homes, appeals, and special uses. There are 16 different Zone Districts that include residential, commercial, industrial, and government zones.

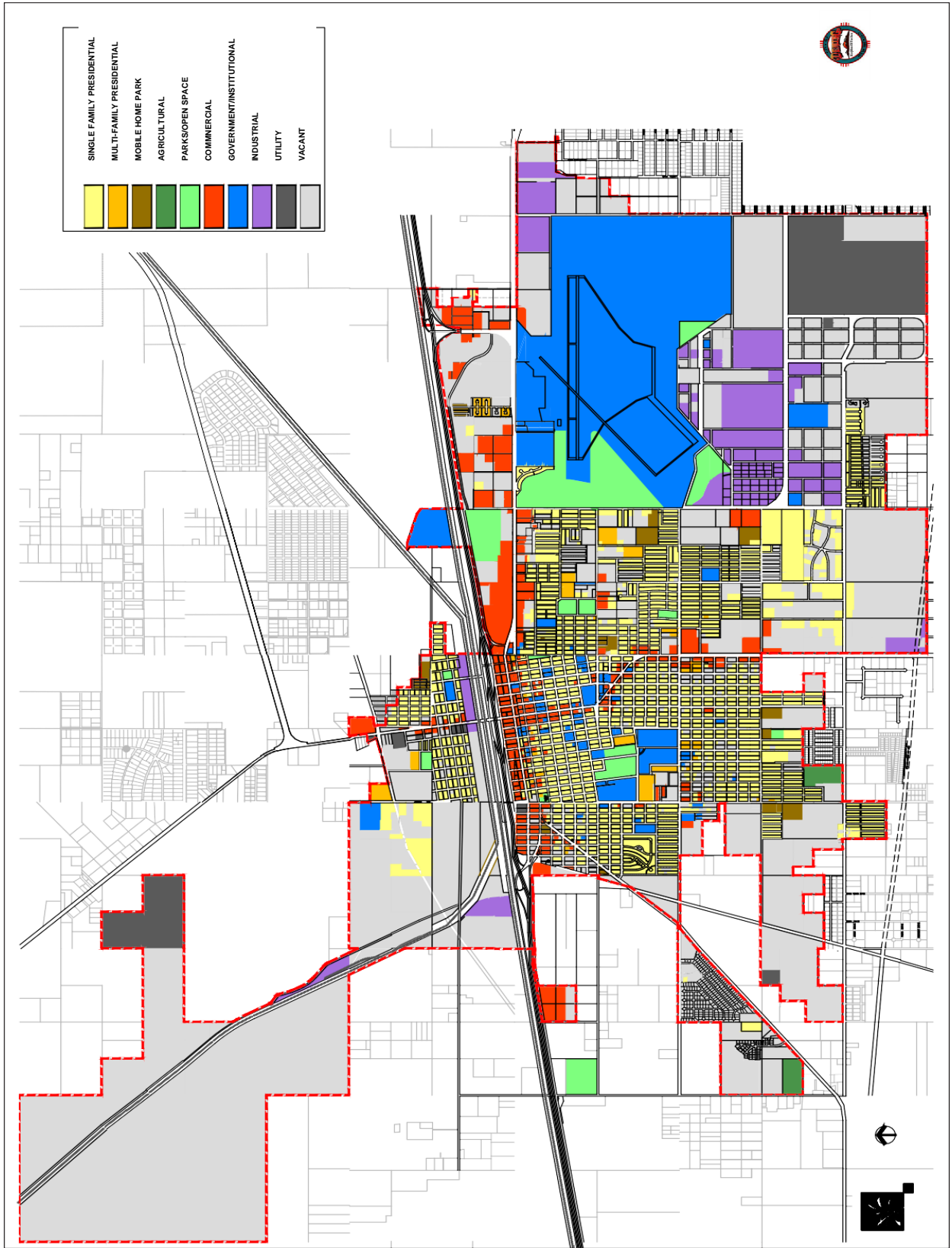
Residential Zones

Eleven districts address residential uses. The A, A-1, A-3, A-4, and T districts are all single-family dwelling districts with some variety in lot and dwelling size. These districts also include permitted non-residential uses such as schools and churches between the districts. The A-5 district allows residential and agricultural use but requires a minimum of two acres. Mobile homes are permissive in the T district and the T-2 district allows a modular or prefabricated unit on a permanent foundation in addition to any use from the A districts.

The B and B-1 address multi-family residential, office, and institutional uses. The B-2 district allows residential use with the addition of fee-simple ownership such as condominiums and townhouses. The B-3 district allows residential and limited commercial uses for developments with a minimum of 100 units.

Commercial District

Commercial uses are the C, C-1, and C-2 districts that allow multi-family residential use plus a range



of commercial uses, ranging in intensity. The C and C-2 districts allow a wide range of commercial use, while the C-1 district contains a specific list of retail and commercial use.

Industrial District

The D districts are industrial use. All uses are can be permitted in the D districts with the exception of residential use. The D districts has a list of specific uses such as explosives manufacturing and storage that requires City Council review prior to the issuance of a building or occupancy permit.



Luna County Courthouse

Institutional District

The G district address governmental and non-nongovernmental uses approved by City Council. Explosive manufacturing and storage are prohibited. The Airport property is exempted from this zone.

Extraterritorial Zoning

New Mexico law enables municipalities the size of Deming to exercise Extraterritorial Zoning jurisdiction within one mile of the city limits and can plan and plat jurisdictions within three miles of its municipal boundary (NMSA 3-19-5/3-21.2).

Deming exercises zoning authority through the Extraterritorial Zoning Regulations of the Deming City Code. These regulations address the transition of land use between Luna County and the City of Deming. The City and County approved an ordinance governing the Extraterritorial Zone-Three Mile Planning and Platting Jurisdiction in 2014.

Annexation

Annexation is a legal mechanism by which a municipality may expand its regulatory and taxing authority to adjacent unincorporated land (NMSA 3-7-1). Annexation can be used to ensure that land use and development standards are consistent and allows water, sewer, and emergency services to provided efficiently.

Deming has historically annexed property only at the request of the property owner; this has sometimes resulted in long, narrow stretches of land, known as shoestring annexations. The City intends to avoid these types of shoestring annexations by encouraging property owners to include other property owners in annexation petitions. There have been three annexations since 2012 that were approximately 308 acres.

Other Land Use Regulations

In addition to the Zoning Regulations, development in Deming is regulated through the Subdivision and Building Regulations. The Subdivision Regulations are the procedures and provisions for preliminary and final plats, design standards for streets, sidewalks, drainage, street lighting, utilities, and lot and blocks along with variance procedures.

The Building Regulations provide and reference the New Mexico Commercial Building Code, Residential Building Code, Energy Conservation Code, and Existing Building Code.

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/alterations to existing buildings, demolition, and aesthetic review in certain areas. The number of building permits have stayed relatively flat since 2010, the majority of the permits involved residential additions and alterations, there were 41 new single-family residential permits, two apartment permits, and 15 new commercial permits.

3.3 ZONING REVIEW AND UPDATE

Some amendments that should be made to the Zoning Regulations to ensure land use consistency include:

- Creation of zoning and development standards designed to accommodate senior age-in-place housing that allow support services within senior housing projects, special parking standards, provision of mother-in-law quarters, and shared housing.
- Address the redundancy of the 11 different residential districts, as the current number of residential districts is cumbersome and there is not a significant difference between the districts.
- Address non-conforming uses particularly residential development within commercial zones by determining whether the properties should be rezoned, as these 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.
- Buffer and screen heavy commercial and industrial development where it is adjacent to residential areas, as should be a five-foot setback for an industrial zoned lot that adjoins a residential district.

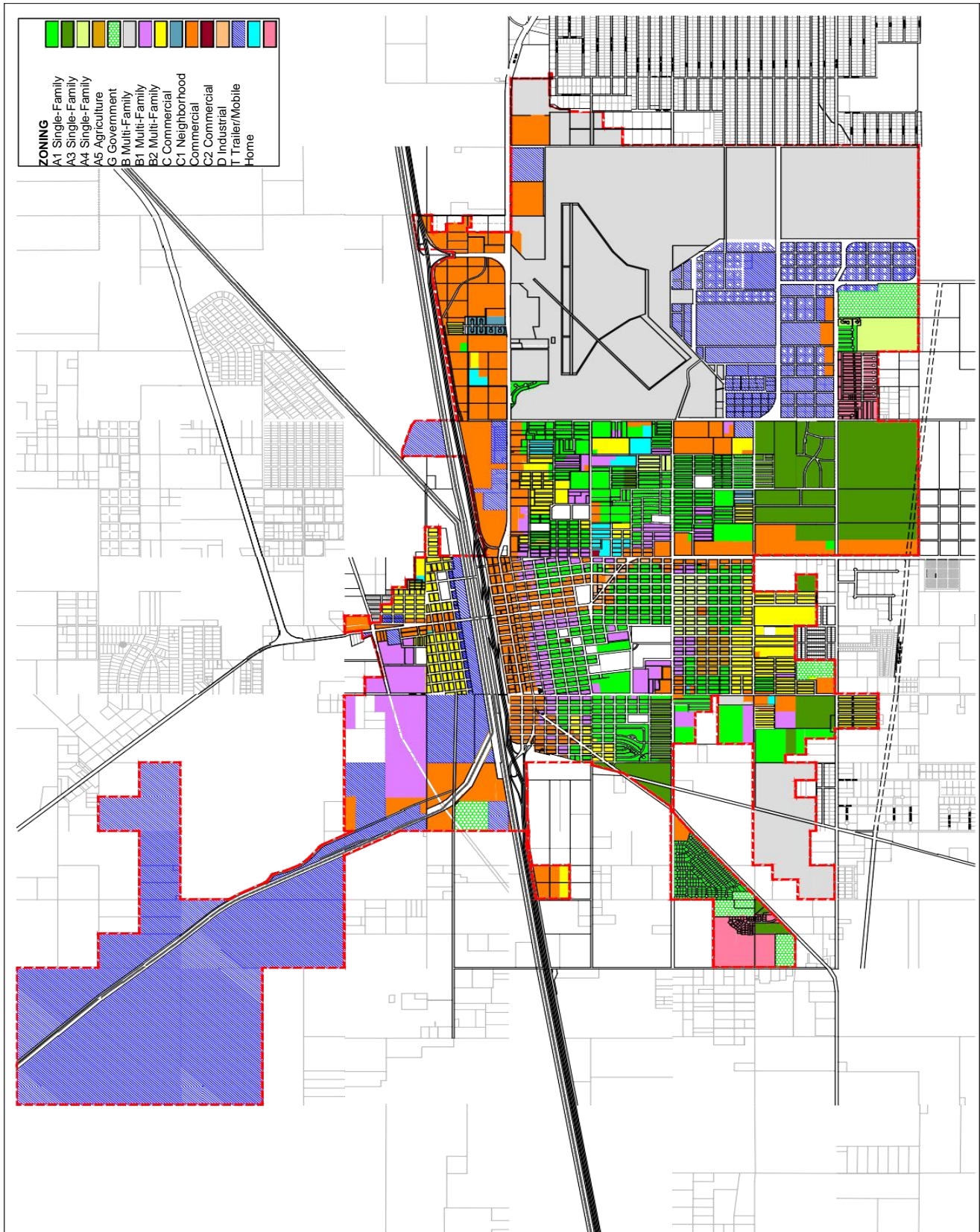
The City of Deming made the following amendments to the Zoning, Building, and Subdivision Regulations, since 2010:

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

3.4 COMMUNITY CHARACTER AND HISTORIC PRESERVATION

Two development elements that are important to keep in the City of Deming are community character and historical preservation. Deming stakeholders feel that community character is strong asset for attracting new residents, tourists, and business by preserving and restoring the historical buildings and applying its characteristic elements to future architectural designs. Character elements identified and valued by Deming residents include:

- Historic architecture



- “Old West” features
- Florida Mountains
- Small-town atmosphere
- Tree-lined streets
- Desert landscaping
- Multi-cultural community



Historic Preservation

The historic assets in the City of Deming are 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 to the individually registered properties, Deming has two registered historic districts:

- 1987:State-Silver Avenue
- 2012:State-Downtown Deming
- 2013:National-Downtown Deming

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

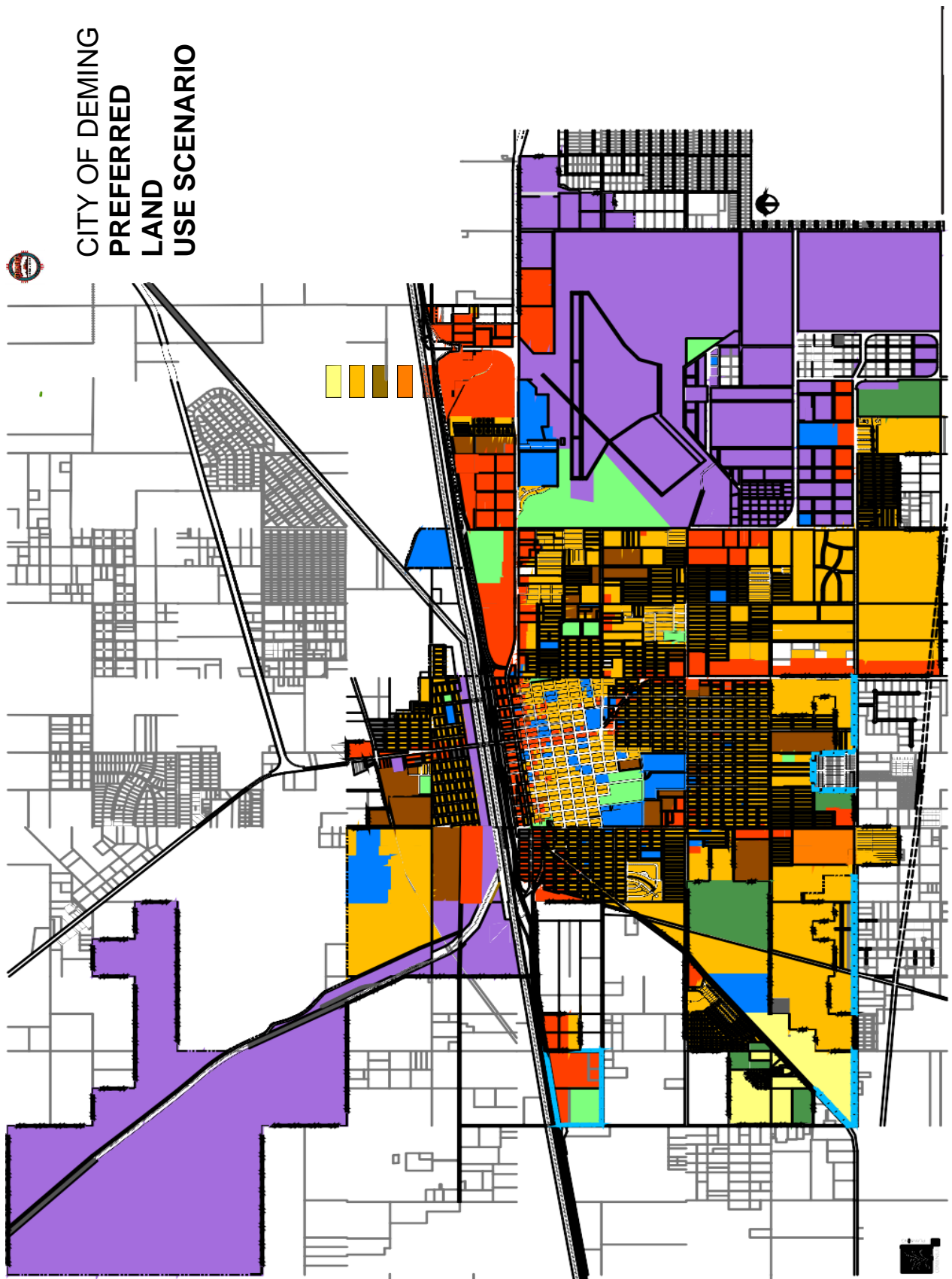
The City of Deming is a Certified Local Government, that allows the City to apply for federal historic preservation grants and take advantage of the New Mexico Historic Preservation Division’s 10% set aside of the annual Historic Preservation Fund allocation.



Deming National Bank

3.5 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. The Preferred Land Use Scenario is based on community input and analysis of existing development and zoning (pg. 27). 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 Preferred Land Use Scenario includes the following land use categories:

Low Density Residential/Agricultural (Pale Yellow)

Low density residential/agricultural land use is located in the vicinity of Doña Ana Road and NM 418, the southeast area of the City is underdeveloped. It is characterized by large lot residential development that contain small-scale agricultural uses and typical lot sizes of two or more acres.

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 Residential (Brown)

Medium/high residential land use is characterized by higher density development that have a range of residential types including, single-family detached, townhouses, apartments, and mobile home parks.

Mixed Use (Orange)

The only mixed-use area is located north of Doña Ana Road and west of 8th Street. The proximity to existing and proposed residential developments and near two busy thoroughfares make this an appropriate location for residential and neighborhood scale commercial uses.

Commercial (Red)

Commercial land use is primarily located along Pine Street, Gold Avenue, and Country Club Road. There are commercial areas adjacent to I-10 that are intended to meet traveler's needs for lodging, dining, and gas. Commercial use range in scale from small downtown businesses to large retail facilities.

Parks and Recreation (Light Green)

This category includes public and private parks and recreational use such as, Trees Lake Park, Rio Mimbres Country Club and Golf Course, and Cowboy Park Arena. The parks range in scale from neighborhood parks to large regional recreational facilities.

Governmental/Institutional (Blue)

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

Industrial (Purple and Grey)

Industrial land use contains the Deming Industrial Park, Peru Mill Industrial Park, and along the railroad tracks. Although industrial uses exist in these areas, further light and heavy industrial development on vacant parcels are 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)

Light industrial/utility land use includes existing electric substations located within residential areas.

Gateways

Gateways are located at the five major roadway entry points that would be appropriate for entry signage.

3.6 GOALS AND IMPLEMENTATION STRATEGIES

Land Use Goal 1: Ensure land uses are appropriately zoned in existing residential and commercial areas to avoid non-conforming uses, protect property values while allowing land uses of similar intensity to co-locate, and provide adequate transitions between land uses of different intensity.

Implementation Strategy 1.1: Community Services Department and City Council create a mixed-use zone that allows residential and commercial uses in specific locations throughout the community by 2025.

Implementation Strategy 1.2: Community Services Department and City Council create a light industrial zone by 2025.

Implementation Strategy 1.3: Community Services Department regularly evaluate existing non-conforming uses to make a determination of whether a zone change is warranted.

Land Use Goal 2: Promote mixed-use development to infill, redevelop, and reuse abandoned properties that are currently served by City infrastructure, especially downtown.

Implementation Strategy 2.1: Community Services Department and City Council provide incentives such as fee reduction or waivers for utility extensions to local contractors for infill development and redevelopment by 2021.

Implementation Strategy 2.2: Community Services Department continue to support redevelopment and reuse projects downtown Deming such as those identified in the *City of Deming Downtown Master Plan*.

Implementation Strategy 2.3: Community Services Department and Deming-Luna County MainStreet work with City Council to amend the Zoning Code to allow for context sensitive development standards (parking, setbacks, building height, landscaping, etc.) for downtown between 2020 and 2022.

Implementation Strategy 2.4: Deming-Luna County Economic Development Corporation frequently identify excess City-owned properties that are available for sale or redevelopment purposes.

Land Use Goal 3: Pursue expansion of the City through annexation of areas that can be served efficiently with infrastructure and emergency services to address substandard conditions adjacent to the municipal boundary.

Implementation Strategy 3.1: Community Services Department and City Council identify high density uses to consider annexation areas along principal arterials and major intersections with minimal interface to single-family development between 2021 and 2022.

Land Use Goal 4: Support an attractive built environment that is complementary to Deming's unique history and small-town atmosphere to provide a more welcoming and authentic experience for visitors and promote community pride among Deming's residents.

Implementation Strategy 4.1: Community Services Department and Deming-Luna County Economic Development Corporation work with Deming-Luna County MainStreet and Chamber of Commerce to help define Deming's "brand" and incorporate the brand into community gateways and wayfinding system between 2020 and 2021.

Implementation Strategy 4.2: Community Services Department develop community gateways at the major entries into Deming between 2020 and 2021.

Implementation Strategy 4.3: Community Services Department and Deming-Luna County MainStreet develop a wayfinding signage program that directs visitors downtown Deming and other key areas of interest between 2020 and 2021.

Implementation Strategy 4.4: Community Services Department and Deming-Luna County MainStreet continue with the Facade Improvement Program to support the maintenance and beautification of downtown buildings.

Implementation Strategy 4.5: Community Services Department continually evaluate Code Enforcement staffing levels to enforce existing regulations that address dilapidated buildings, weeds, litter, and illegal dumping throughout Deming.

CHAPTER 4

ECONOMIC DEVELOPMENT

This section provides an overall economic profile, identifies economic opportunities, and integrates with the other elements of the Comprehensive Plan to support the sustainability and economic prosperity of Deming's residents and businesses.

4.1 ECONOMIC PROFILE

Median Household Income

The City of Deming's median household income increased \$5,347 between 2000 to 2017. Deming's median household income was 54.4% of the State's in 2017.

TABLE 4.1: MEDIAN HOUSEHOLD INCOME

Area	2000	2017	% Change
DEMING	\$20,081	\$25,428	26.6%
Luna County	\$20,784	\$27,602	32.8%
New Mexico	\$34,133	\$46,718	36.9%

Source: 2000-U.S. Census Bureau; 2013-2017 American Community Survey

TABLE 4.2: Q1 2019 AVERAGE WEEKLY WAGES

County	Wage
LUNA COUNTY	\$561
Hidalgo County	\$502
Grant County	\$882
Sierra County	\$523
Doña Ana County	\$657
New Mexico	\$871

Source: Bureau of Labor Statistics

Average Weekly Wage

Average weekly wages are measured quarterly by the Bureau of Labor Statistics. In the first quarter of 2019, average weekly wages were \$561 in Luna County which are reasonably comparable to the bordering counties. Luna County weekly wages are approximately \$315 lower than the wages of Grant County and the State of New Mexico.

Civilian Employed Occupations

The U.S. Census Bureau divides civilian employed occupations into five categories:

1. Management, Business, Science, and Arts
2. Service
3. Sales and Office
4. Natural Resources, Construction, and Maintenance
5. Production, Transportation, and Material Moving

The occupations in Production, Transportation, and Material Moving and Natural Resources, Construction, and Maintenance experienced approximately the same increase of 3%, while Sales and Office experience a 5.3% decrease in the City of Deming from 2000-2017.

TABLE 4.3: 2000-2017 CIVILIAN EMPLOYED OCCUPATIONS

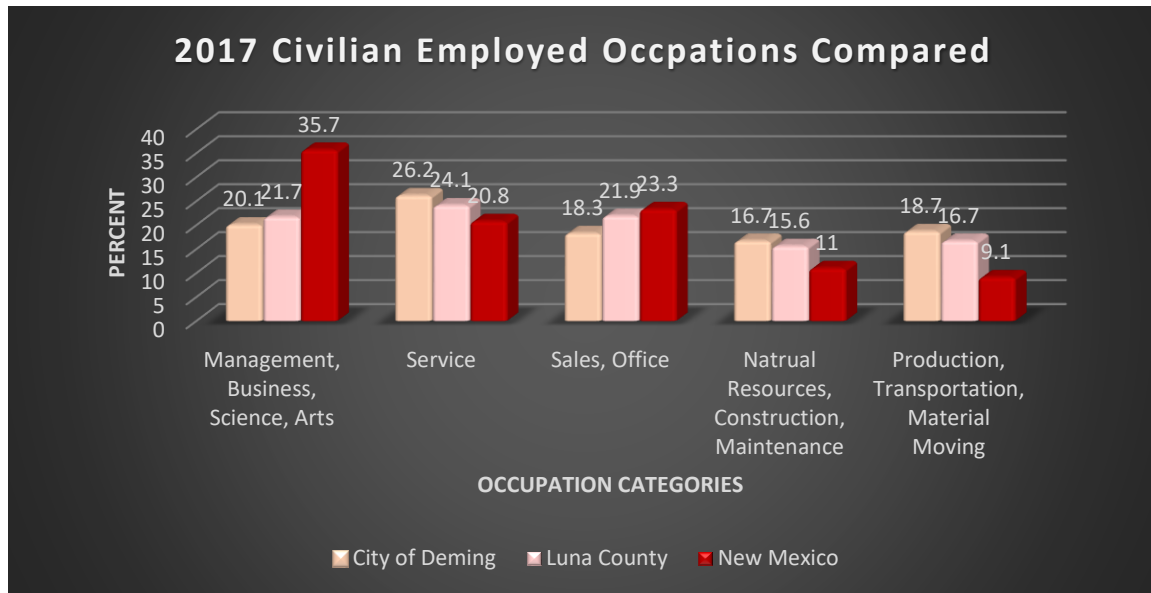
Occupation	2000	2017	% Change
Management, Business, Science, and Arts	22.5%	20.1%	-2.4%
Service	24.2%	26.2%	2.0%
Sales and Office	23.6%	18.3%	-5.3%
Natural Resources, Construction, and Maintenance	14.0%	16.7%	2.7%
Production, Transportation, and Material Moving	15.7%	18.7%	3.0%

Source: 2000-U.S. Census Bureau; 2013-2017 American Community Survey

In comparison, New Mexico civilian employed occupations in Management, Business, Science, and Arts surpasses the City of Deming and Luna County by approximately 15%, while the City and County

surpassed the State in Production, Transportation, and Material Moving by 9%.

The breakdown between the City of Deming, Luna County and the State of New Mexico is more evenly distributed within Service, and Sales and Office, and Natural Resources, Construction, and Maintenance occupations.



Industry

There are thirteen civilian employed industry sectors that the Census Bureau recognizes.

1. Agriculture, Forestry, Mining, Fishing and Hunting
2. Construction
3. Manufacturing
4. Wholesale Trade
5. Retail Trade
6. Transportation, Warehousing, Utilities
7. Information
8. Finance, Insurance, Real Estate, Rental, and Leasing
9. Professional, Scientific, Management, Administrative, Waste Management Services
10. Educational Services, Health Care, Social Assistance
11. Arts, Entertainment, Recreation, Accommodation, and Food Service
12. Other Services, except Public Administration
13. Public Administration

Both in 2000 and 2017, Educational Services, Health Care, and Social Assistance was the largest industry 24.1%; however, the largest increase of employees was in the Manufacturing sector from 7.5% to 13.5% which also represented the second largest industry in 2017. The other notable industry sectors include Retail Trade, 11.7% and Arts, Entertainment, Recreation, Accommodation and Food Services, 9.1%.



Major Employers

As of October 2019, Deming Public Schools, City of Deming, Addus Health Care and Wal-Mart Super Center are the largest employers in Luna County with 250 plus employees each. The Lesco Winery and New Mexico Wineries, Inc both employee 100 to 249 employee along with Carzalia Valley Produce, Solitaire Homes, Pepper's Supermarket, and Mimbres Memorial Hospital.

TABLE 4.4: MAJOR EMPLOYERS IN LUNA COUNTY

250+ Employers			
Deming Public Schools	City of Deming	Addus Health Care	Wal-Mart Super Center
100 to 249 Employees			
Carzalia Valley Produce	Solitaire Homes	Lesco Winery	Pepper's Supermarket
New Mexico Wineries, Inc.	Mimbres Memorial Hospital		
50 to 99 Employees			
Amigo's Mexican Food	Mountain Shadows Home Care	Sonic Drive-In	Denny's
J & D Produce	Luna County Detention Center	McDonald's	Quality Inn

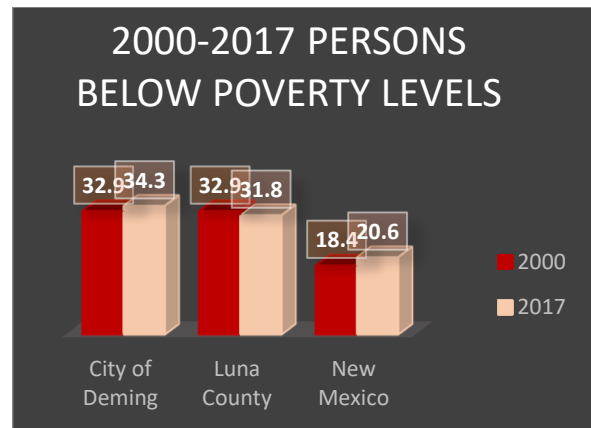
Source: New Mexico Department of Workforce Solutions.

Unemployment

The New Mexico Department of Workforce Solutions calculates unemployment rates by county in conjunction with the Bureau of Labor Statistics. The southwest area of New Mexico experienced declining unemployment rates between 2010 and 2019. Luna County's unemployment rate significantly decreased from 20.3% to 8.1% but remains having the highest unemployment rate in the state and region.

TABLE 4.5: COUNTY UNEMPLOYMENT RATES			
County	Dec. 2010	Oct. 2019	% Change
LUNA COUNTY	20.3%	8.1%	-12.2%
Hidalgo County	8.1%	4.2%	-3.9%
Grant County	7.9%	4.5%	-3.4%
Sierra County	9.5%	5.6%	-3.9%
Doña Ana County	7.2%	5.0%	-2.2%
New Mexico	7.3%	4.8%	-2.5%

Source: New Mexico Department of Workforce Solutions, LASER



Source: 2000-U.S. Census Bureau; 2013-2017 American Community Survey

Poverty

The number of people below the poverty level increased from 32.9% to 34.3% in the City of Deming and from 18.4% to 20.6% in the State of New Mexico between 2000 and 2017; however, decreased in Luna County overall from 32.9% to 31.8%.

Gross Receipts Tax

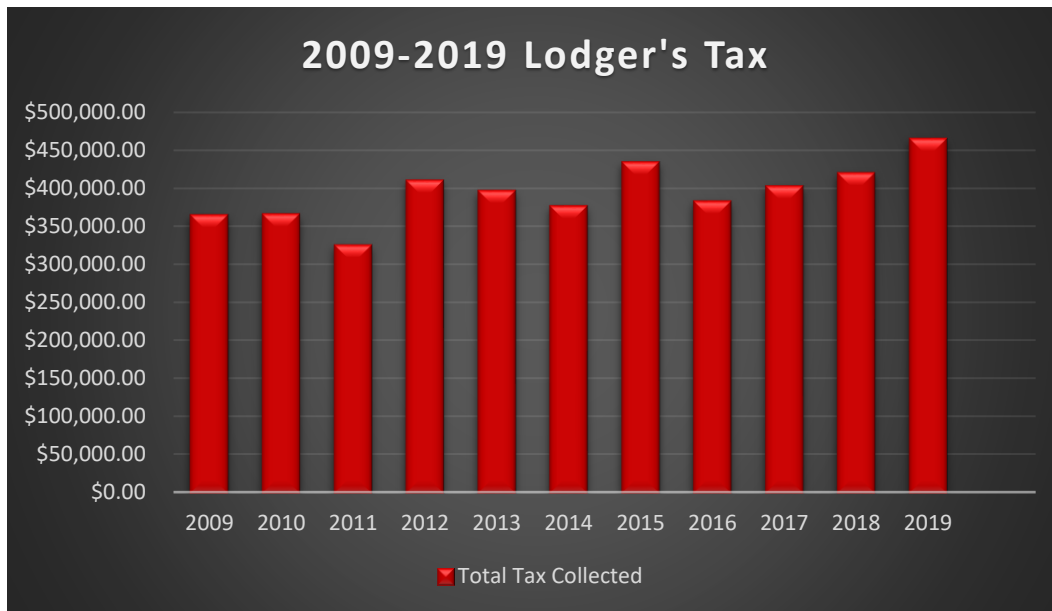
Taxable gross receipts revenue for all industries in Luna County have experienced a downward trend from 2011 to 2014. In 2011, gross receipts revenue was \$330,963,100, but decreased to \$302,391,416 by 2014. A greater focus on economic development efforts within Deming and Luna County will help spur job creation to increase gross receipts revenue within the area.



Source: New Mexico Taxation and Revenue Department.

Lodger's Tax

Lodger's tax is imposed on visitors using commercial lodging accommodations and provides revenue for tourism-related events, facilities, and advertising. Lodger's tax is an important way to measure overnight visits in Deming.



Source: City of Deming

Retail Gap Analysis

Although, the City of Deming remains a retail base for many of the smaller communities in the region like Columbus and Lordsburg; Deming faces retail leakage to Las Cruces, El Paso, and now online shopping. However, Deming is actively working on diversifying the local economy to retain more gross receipts monies and to continue its pattern of growth.

In 2016, the City of Deming had a retail gap analysis conducted to have an understanding in the gaps of supply and demand of retail services. The analysis was completed by using the Nielsen Claritas Retail Market Power database. The retail services and sales are categorized according to the North American Industrial Classification System (NAICS) which are how businesses report their gross receipts.

The demand data represents the consumer expenditures that occurred in a specific year for the area and is derived from the Consumer Expenditure Survey and the U.S. Bureau of Labor Statistics.

The supply data represents the retail sales that occurred in the area and the Census of Retail Trade is responsible for compiling data. When the demand is greater than the supply, there is a surplus, in other words that the area is gaining sales from other geographic area.

Deming's 2016 demand was \$189,374,515 and supply was \$225,782,916. The analysis showed the City of Deming has an opportunity gap of \$36,408,401. This means that residents are traveling outside of the City to spend disposable income.

The retail gap analysis found that Food and Beverage Stores have an opportunity gap of \$108,705,295, while Motor Vehicle & Part Dealers has the greatest surplus of \$22,352,423.

TABLE 4.6: RETAIL MARKET POWER OPPORTUNITY GAP - DEMING

NAICS Category	2016 Demand	2016 Supply	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 Claritas Retail Market Power

4.2 INDUSTRIES

Agriculture

Agriculture is one of the primary contributors to the economy in Deming and Luna County. Luna County provides many of the commodities that come from New Mexico such as, vegetables, melons, potatoes, sweet potatoes, fruits, tree nuts, and berries.



St. Clair's Winery

Between 2012 and 2017, Luna County gained 21 farms that attributed to an increase of 9.6% in farming related acreage. The market value of products sold increased by 7.9% and the average net farm income also increased by 58.3%.

TABLE 4.7: 2012 & 2017 LUNA COUNTY AGRICULTURE MARKET

	2012	2017	% Change
Number of Farms	190	211	9.0%
Land in Farms (acres)	550,174	575,844	9.6%
Average Size of Farm (acres)	2,896	2,729	-9.4%
Market Value of Products Sold	\$62,482,000	\$79,278,000	7.9%
Average Net Farm Income	\$32,885	\$56,399	58.3%

Source: 2012/2017 U.S. Department of Agriculture: Census of Agriculture



Luna Rosa Winery

Tables 4.8 through 4.10 provide a summary of the 2017 value of sales by commodity and top crops and livestock inventory in Luna County. The total value of agriculture products was \$79,278,000 with nursery and greenhouse represented 61% and livestock, poultry, and their products represented 39% of the total value.

TABLE 4.8 2017 COMMODITY SALES VALUE	
Commodity	Value
Total value of agricultural products sold	\$79,278,000
Value of crops, including nursery and greenhouse	\$48,403,000
Value of livestock, poultry, and their products	\$30,875,000
Grains, oilseeds, dry beans, and dry peas	(D)
Tobacco	-
Cotton and cottonseed	\$3,763,000
Vegetables, melons, potatoes, and sweet potatoes	\$30,367,000
Fruits, tree nuts, and berries	\$5,346,000
Nursery, greenhouse, floriculture, and sod	(D)
Cut Christmas trees and short rotation woody crops	-
Other crops and hay	\$6,406,000
Poultry and eggs	(D)
Cattle and calves	\$10,384,000
Milk from cows	(D)
Hogs and pigs	-
Sheep, goats, wool, mohair, and milk	\$81,000
Horses, ponies, mules, burros, and donkeys	(D)
Aquaculture	(D)
Other animals and other animal products	-

Source: 2017 USDA: Census of Agriculture

In 2017, \$30,367,000 of sales came from vegetables, melons, potatoes, and sweet potatoes and \$10,384,000 of sales were of cattle and calves.

TABLE 4.9 2017 TOP CROPS	
Crops	Acreage
Forage-land used for all hay and haylage, grass silage, and green chop	6,850
Vegetables harvested, all	5,793
Corn for silage	1,565
Cotton, all	2,923
Upland cotton	(D)

Source: 2017 USDA: Census of Agriculture

TABLE 4.10 2017 LIVESTOCK QUANTITY	
Livestock	Quantity
Cattle and calves	13,364
Layers	463
Sheep and lambs	257

In 2017, Luna County had 2,487 acres that produced peppers including chile but excluding bell which was the largest number of acres in the State of New Mexico. Luna County also has 1,658 acres that produce pecans.

Value-Added Production

Value-added production defined by U.S. Department of Agriculture, “is a physical change in the physical state or form of a product in a manner that enhances the value of the commodity or product.” The City of Deming and Luna County are home to very successful value-added product companies, including Mizkan, St. Clair’s and Luna Rossa wineries.

Mizkan is one of the largest chile and jalapeno pepper processor in the world. The facility employees approximately 200 people year-round and 1,000 people during growing season.

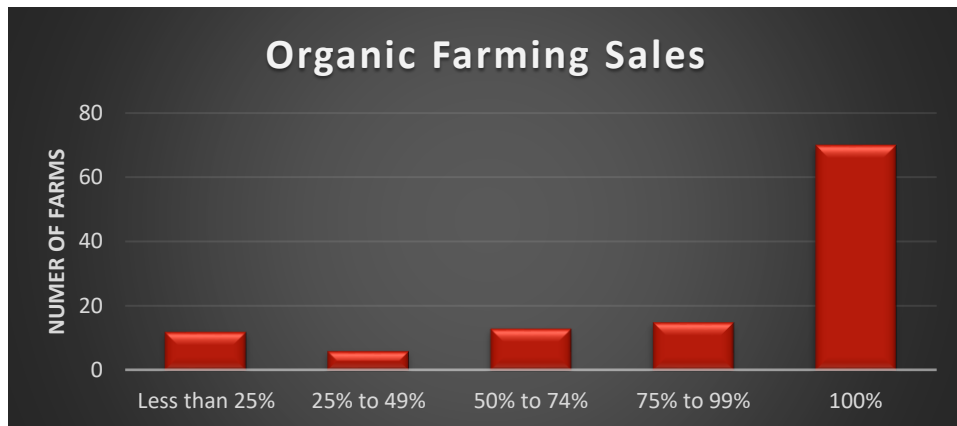
St. Clair and Luna Rossa wineries are growing in size and popularity throughout New Mexico. St. Clair Winery employs approximately 120 people in the plant and tasting room, opened a new Event Center and remodeled the tasting room in 2016. Luna Rossa Winery employs 15 full-time positions and during harvest, employs 20 field workers.

Organic Farming

Organic farming has become a popular among consumers and an agricultural growing technique throughout the United States. The U.S. Department of Agriculture conducts a special study for organic farming across the country. The 2017 Organic Survey collects sales data about organic crop, livestock, acreage, and production.

The certified organic farms in the United States increased between 2014 to 2017 from 12,634 to 14,217 farms. Seventy-eight percent of organic sales were to wholesale markets in 2014. The remaining sales were directly to retail markets, institutions, and consumers.

New Mexico had 75 organic farms that consisted of 94,143 acres of land in 2017. The total value of organic agricultural products sold was \$44,979,000. In the chart below, 70 farms received 100% of sales from organic production where 18 farms received less than 50% of sales from organic production.



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

Luna County is home to Preferred Produce, an organic farming company. Preferred Produce is a supplier for local markets, Whole Foods, La Montanita Co-op, and an east coast distributor.

Farmer's Market

The Deming Farmer’s Market is operated by Deming-Luna County MainStreet and provides a

valuable opportunity for farmers, local producers, and artisans to get their products to a wider local market. MainStreet provides the free market space to encourage new entrepreneurialism, and to vendors to set up to provide fresh, local, and seasonal produce or art.

Arts and Culture

The City of Deming has a number of arts and culture venues, including the Deming-Luna County Mimbres Museum, Deming Performing Arts Theatre, and Deming Arts Center.



Deming-Luna County Mimbres Museum

The Deming Performing Arts Theatre is located in Morgan Hall and provides a venue for live theatre, music, and dance performances. Performances run from October through April and are operated by volunteers. The Deming Performing Arts Theatre provides scholarships to graduating Deming High School students studying Performing Arts.

The Deming-Luna County Mimbres Museum is a joint partnership between the Luna County Historical Society and the City of Deming. The City owns the 1916 National Guard Armory building, while the Museum artifacts are owned by the Luna County Historical Society. The Museum contains a number of collections including art, Native American artifacts, western and military memorabilia, photographs, and an archive of historical documents that visitors can enjoy for free.



Deming Arts Center

The Deming Arts Center is home to the Deming Arts Council to promote the arts through exhibitions, classes, and special events. There is a new exhibit each month from the work of area artists to Deming students.

Manufacturing

Compass Manufacturing Services

Compass Made provides electromechanical manufacturing and assembly, cable and harness manufacturing, design and engineering, and large-scale integration services to industry leading companies.

Crosslink of New Mexico, LLC.

Crosslink of New Mexico manufactures an array of food products with quality ingredients.

New Mexico Chile Products

New Mexico Chiles Products is a family-owned company that dehydrates chile, paprika, and any specialty products.

Solitaire Homes

Builds quality, affordable manufacture homes that matches or exceeds site built homes. Solitaire has a reputation of quality materials and workmanship.

Deming Coca-Cola Bottling Company

Deming Coca-Cola Bottling Company is a very popular beverage company because of the bottling system that was developed.

Renewable Energy

A key component of sustainability is renewable energy generation. The industry has been growing strong in the Deming and Luna County area due to an abundance of land, sunshine, and wind.

Renewable energy is currently produced at several facilities, including:

Macho Springs Energy Facility

The solar facility is a 55-megawatt solar facility on 597 acres that generates electricity for more than 18,000 households under a 20-year Power Purchase Agreement with El Paso Electric.

Macho Springs Wind Facility is on approximately 1,800 acres and has 28 Vestas V100-1.8 megawatt turbines. The wind facility generates electricity for approximately 14,000 households through a 20-year Power Purchase Agreement with Tucson Electric Power.



Public Service Company of New Mexico (PNM)

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 compressed natural gas fleet currently includes, 22 compressed natural gas vehicles, two public stations, and two slow fill private stations. City staff is trained in the conversion of vehicles to compressed natural gas and maintenance of the equipment at the two stations.

Tourism

Deming's mild climate draws many visitors to the area, especially during the winter months. The City's location along the I-10 corridor is an advantage that the City has over other rural communities in southwestern New Mexico. The Deming Visitors Center provides information of the City of Deming and surrounding area through traditional collateral or online of attractions, events, dining, lodging, and Deming's Historic Walking to visitors. The City has a number of lodging choices of motels, hotels, and RV parks but lacks Bed & Breakfasts.

Economic development partners in the City of Deming are diligently promoting Deming as a tourist destination. Some of the tourist attractions and annual events include:

- Rockhound State Park
- City of Rocks State Park

Table 4.11 2017 Activities Overnight Trips		
Activity	NM Visitors	U.S. Visitors
Visited National/State Park	23%	14%
Visited Landmark/Historic Site	23%	10%
Visited Museum	17%	11%
Hiking/Backpacking	17%	8%
Visited Art Gallery	12%	5%
Visited American Indian Community	11%	1%

- Pancho Villa State Park
- Spring Canyon State Park
- Florida Mountains
- Great American Duck Race
- Klobase Festival
- Salsa Fest

According to the New Mexico Tourism Department, New Mexico visitors are more likely to participate in activities throughout the State and stay the night in communities nearby.

4.3 ECONOMIC DEVELOPMENT OPPORTUNITIES

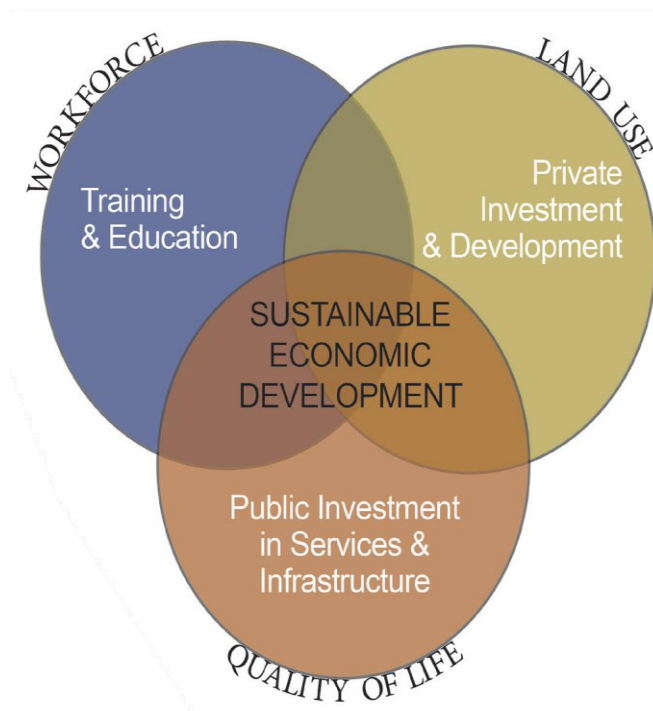
In order to create a healthy and sustainable business environment, the City of Deming has an opportunity to capitalize on its strengths and focus on three primary components of economic development: workforce, land use, and quality of life. The following economic development opportunities require the City of Deming to take a leadership role and foster cooperation between the public and private entities not only within Deming and Luna County but throughout the southwest New Mexico. Economic development opportunities can be made through the following initiatives:

Local Economic Development Act

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 in place to protect public monies and resources.” The Ordinance calls for an *Economic Development Plan* that is available to the public. This plan will focus on promoting the establishment of economic development projects that may qualify under the State LEDA Act.

Opportunity Zone

Opportunity Zones (OZ) are designed to spur economic development by providing tax benefits to investors through new conditional investments in economically distressed communities.



First, investors can defer tax on any prior capital gains invested in a Qualified Opportunity Fund

(QOF) until the earlier of the date on which the investment in a QOF is sold or exchanged, or December 31, 2026. If the QOF investment is held for longer than 5 years, there is a 10% exclusion of the deferred gain; if held for more than 7 years, there is a 15% exclusion.

Second, if the investor holds the investment in the Opportunity Fund for at least ten years, the investor is eligible for an increase of the QOF investment equal to its fair market value on the date that the QOF investment is sold or exchanged.

An Opportunity Zone makes it beneficial for an investor with capital gains to assist business by:

- If the business owner has capital gains, they can invest that into their own business in an OZ and be able to reduce or negate the capital gains tax they would otherwise pay.
- If the business does not have a need to avoid capital gains tax but knows someone who does, they could borrow money from an Investment Fund that pools money from people who want to take advantage of the OZ tax benefits.
- OZ tax benefits only apply to Capital Gains Taxes.

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..

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 parks. The City of Deming is currently working with Luna County, Village of Columbus, and Deming Public Schools on a corridor study that includes a bypass roadway for freight and truck traffic traveling north from the border. The corridor study is determining the movement of truck traffic and freight and the types of businesses that service this type of traffic, such as: gas stations, restaurant, and hotels which would be well-positioned along this future roadway.



Columbus Port of Entry

Regional Center

One of Deming's major economic strengths is the actual geographic location that allows the City to serve as a transportation hub and regional retail and service center. Since, Deming is between Tucson and El Paso and is the north-south hub for those traveling to Silver City or Chihuahua, Mexico allows retail businesses related to travel, particularly gas stations, auto parts and accessory stores, and accommodations and food services, to profit from the travelers passing through and residents of smaller communities throughout the region.

In 2019, the “10-hour” law went into effect for over-the-road truckers, have to stop after driving for 10-hours. This puts City of Deming is a crucial stopping point for the truckers going from the Long Beach Port of Entry, California to Houston, Texas.

Industrial Parks

The City of Deming has two industrial parks within city limits, the Deming Industrial Park and Peru Mill Industrial Park. Both industrial parks provide an opportunity for the City to expand and diversify the economy.

The 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, Schwan’s Food Distribution, and the US Border Patrol. It offers natural gas, electricity, water, sewer, garbage/landfill services, and telecommunications extended to the property line of each lot.

Peru Mill Industrial Park, located in northwest Deming, contains 1,512 acres mostly undeveloped land, that would be suitable to large companies. The Peru Mill Industrial Park is in the proximity to rail service and the interchange of Burlington Northern and Santa Railroad (BNSF) and the Union Pacific Railroad (UPRR). Peru Mill Industrial Park had significant rail improvements that are needed to support manufacturing, warehousing, and transload operations such as: specialized warehousing, logistic centers, food processing, and renewable energy projects.



Certified Retirement Community

The City of Deming is the only community west of the Mississippi River that is a Certified Retirement Community by the American Association of Retirement Communities (AARC). Retirees not only look for communities that have mild weather and high quality of life at a low cost of living but are small, safe, and quiet which makes Deming attractive to the retired population. The City of Deming has seen a significant increase of retirees during the winter month, they usually stay in the RV parks and contribute to the economy; it is estimated that for every retiree there are approximately three service jobs. The City of Deming has been focusing 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.

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 and are often

located throughout the community. Small-scale manufacturing is most effective in downtowns when they have a retail component with production, such as, a coffee roaster with a coffee shop or a brewery with a tap room.

A commercial kitchen would be a type small-scale manufacturing that would add to the value-added agriculture industry and to downtown. This type of venture would provide a venue for local entrepreneurs to create value-added products, as well as providing a retail location, and education space for classes in the culinary arts, while learning the health standards and food safety standards.

Deming Municipal Airport

The Deming Municipal Airport provides not only an important transportation connection to Deming but also as a service to aviation-related business or other industries. Aviation related opportunities include aviation maintenance, training, rehabilitation, and aviation-related research.

4.4 ECONOMIC DEVELOPMENT ORGANIZATIONS

Economic development is facilitated in the City of 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) collects and disseminates economic data, advises Luna County and the City of Deming on economic development issues, and is the primary point of contact for businesses interested in investing in Deming, Columbus, or Luna County. The DLCED focus is on business retention and expansion, quality of workforce and workforce development, and Deming as a Certified Retirement Community. The following three priority areas below explains DLCED role in each:

Business Retention and Expansion

- Attract value-added target industry and retain existing industry accounting for substantial capital investment and new jobs at meaningful wages and salaries.
- Work with existing industry to retain existing jobs and to assist with expansion projects.

Quality of Workforce/Workforce Development

- Establish partnerships between business, education, and training programs by developing 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.

Certified Retirement Community

- Involve the retirement community in events and programs, since the City of Deming obtained the American Association of Retirement Communities (AARC) Seal of Approval.

Deming-Luna County MainStreet

The Deming-Luna County MainStreet area boundaries are Cedar Street to the north, Platinum Avenue to the east, Maple Street to south, and Copper Street to west. The 2013 Deming Downtown Master Plan covers the MainStreet boundary, as well as a larger Metropolitan Redevelopment Area. Deming-Luna County MainStreet uses the MRA plan's recommendations of projects, event and programs to enhance the economic development for downtown Deming. Those recommendations include:

- 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
- Creating a transportation facility



Public Art on Pine Street

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

- Arts Park, pocket park, on Pine Street
- Regular seasonal Farmer's Market
- Façade Squad improving the facades of the downtown buildings
- Design improvements for the Leyendecker Park
- Capital for the placement of decorative Mimbres Pot features throughout downtown Deming

Deming-Luna County MainStreet holds regular events to encourage residents and tourists to visit the MainStreet area and maintains the Visitor Center.

Deming-Luna County Chamber of Commerce

The Deming-Luna County Chamber of Commerce is a non-profit organization that supports economic development throughout the City of Deming and Luna County through advocacy of member businesses. Current programs offered by the Chamber are:

- Annual Parks & Activities Guide
- Deming Calendar of Events
- 1st Friday Mixers
- Publish Deming Horizons Relocation Magazine

Deming Tourist Development Committee

The Deming Tourist Development Committee (TDC) is an organization that promotes the area's recreational amenities, museums, historical sites, State parks, and year-round attractions that are unique to the Deming area. The TDC conducts research on targeted demographic groups, develops marketing

campaigns, as well as promotional materials to boost tourism in Deming. Many of the TDC's images are used in magazines and billboards throughout the State.

Small Business Development Center

Western New Mexico University-Deming is home to Small Business Development Center (SBDC). The SBDC provides services to new and existing businesses. The SBDC's services include:

- Business Development Plan
- Marketing Plans
- Financial Planning
- Management Consulting

4.5 GOALS AND IMPLEMENTATION STRATEGIES

Economic Development Goal 1: Pursue a diversified economy through recruitment of stable industries that provide well-paying jobs to help alleviate the high unemployment and poverty rates while retaining Deming's youth.

Implementation Strategy 1.1: Deming-Luna County Economic Development Corporation continuously recruit companies that are complementary to the existing renewable energy, tourism, manufacturing, distributing, value-added agriculture, and retirement clusters and sensitive to the natural and cultural environment.

Implementation Strategy 1.2: Deming-Luna County Economic Development Corporation and City Council regularly collaborate and support economic development initiatives of local and regional economic development agencies.

Implementation Strategy 1.3: Deming-Luna County Economic Development Corporation develop a marketing initiative that provides information available tax and job training initiatives and available commercial and industrial properties to businesses interested in expanding or relocating to Deming between 2020-2021.

Implementation Strategy 1.4: Deming-Luna County Economic Development Corporation and MainStreet continue to promote Deming's assets, including, small town atmosphere, art community, historic and cultural resources, rail access, renewable energy generation, and available land on the City's website, social media, and trade publications.

Implementation Strategy 1.5: Community Services and Public Works Departments identify funding sources to complete the implementation of the recommendations from the *2010 Peru Mill Industrial Park Master Plan* between 2021-2022.

Implementation Strategy 1.6: Community Services and Public Works Departments make improvements to the Deming Industrial Park, such as, rehabilitation and reuse of vacant or underutilized buildings, landscaping, and entry signage between 2020-2021.

Implementation Strategy 1.7: Deming-Luna County Economic Development Corporation continues to work with the Deming-Luna Chamber of Commerce on creating an annual business recognition program.

Economic Development Goal 2: Encourage and support small business development, retention, and expansion while providing employment opportunities for local residents by enhancing and maintaining unique home-grown businesses.

Implementation Strategy 2.1: Deming-Luna County Economic Development Corporation work with local banks and with other partner economic development organizations to create a revolving loan fund that would offer access for capital to small business by 2021.

Implementation Strategy 2.2: Deming-Luna County Economic Development Corporation complete a feasibility study for developing a commercial kitchen incubator between 2020 and 2022.

Implementation Strategy 2.3: Deming-Luna County Economic Development Corporation, MainStreet, and Chamber of Commerce regularly coordinate with WNMU-Deming on providing education to Deming businesses regarding the Small Business Development Center's services.

Implementation Strategy 2.4: Deming-Luna County Economic Development Corporation and MainStreet work with the Deming-Luna County Chamber of Commerce to develop and promote a "Support Local Business" program between 2020 and 2022.

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

Implementation Strategy 3.1: Deming-Luna County Economic Development Corporation continue to work with New Mexico Economic Development Department and local employers to seek workforce funding such as the Job Training Incentive Program.

Implementation Strategy 3.2: Deming-Luna County Economic Development Corporation work with WNMU-Deming on expanding the range of vocational classes offered, including culinary arts, woodworking, textiles, etc., between 2020-2025.

Implementation Strategy 3.3: Community Services Department and WNMU-Deming provide better outreach in both English and Spanish about existing vocational classes offered at the Mimbres Valley Learning Center and other workforce development programs in the area by 2020-2021.

Implementation Strategy 3.4: Regularly support the Mayor's Teen Roundtable work study program by coordinating efforts with Deming Public Schools, Deming Cesar Chavez Charter High School, local businesses, and organizations to provide work opportunities for local youth.

Economic Development Goal 4: Strengthen the City of Deming's position as a tourist destination by encouraging retail, restaurants, and hospitality service to locate among the unique art, historic, and cultural resources downtown.

Implementation Strategy 4.1: Community Services Department and Deming-Luna County MainStreet along with City Council prioritize downtown capital improvement projects and incorporate these projects in the Infrastructure Capital Improvement Plan between 2020-2025.

Implementation Strategy 4.2: Deming-Luna County MainStreet and Economic Development

Corporation along with City Council continuously encourage new sit-down restaurants, retail businesses, and entertainment venues to locate and rehabilitate vacant downtown buildings downtown.

Implementation Strategy 4.3: City Council allocate a larger portion of Lodger's Tax revenues towards marketing Deming as a tourist and food destination between 2020-2024.

CHAPTER 5

TRANSPORTATION

The Transportation element provides information on the existing roadway system, rail and air service, 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 ROADWAYS

Major transportation routes intersect in the City of Deming whether traveling north-south or east-west. New Mexico 26 provides a connection to the Village of Hatch but can also be used as a shortcut from Interstate 25 to Interstate 10. US Highway 180, also known as the Silver City Highway, travels north to the Town of Silver City extending all the way into Arizona. New Mexico 11 connects Deming to the Village of Columbus and the US/Mexico border. Interstate 10 runs through the heart of the City connecting to Texas and Arizona. Aside from these major highways and interstate, the City of Deming's roadway system includes County roads and City streets.

Functional Roadway Classification

Deming's existing roadway system is separated into five distinct categories: local streets, collector streets, principal arterials, state highways, and U.S. highways. Descriptions of these roadway classifications are:

- State Highway-allow higher amounts of traffic, greater speeds, and serve as primary routes for trips. NM 26 and NM 11 are this type of roadway classification.
- U.S. Highway-any road, street, parkway, or freeway/expressway that includes rights-of-way, bridges, protective structures, or portion of any interstate. US highways also serve as primary routes for trips. US 180, US 70, and US 80 are this type of roadway classification.
- Principal Arterial-serve a larger amount of traffic at a higher rate of speed, provide a high rate of mobility, typically have four or more travel lanes, have a central turning lane, and right-hand turn lanes when intersecting with minor arterials or collectors.
- Collector Streets-convey traffic from low volume areas found in residential areas and distribute the traffic to the arterial street system. Collector streets are the main classification of major streets in Deming's city limits. Examples of collector streets are Buckeye and Iron Streets.
- Local Streets-allow access to abutting land and classified larger streets, carry the lowest volume of traffic, are primarily located in residential areas, and are the majority of the street network in Deming. An example of a local street is Birch Street.

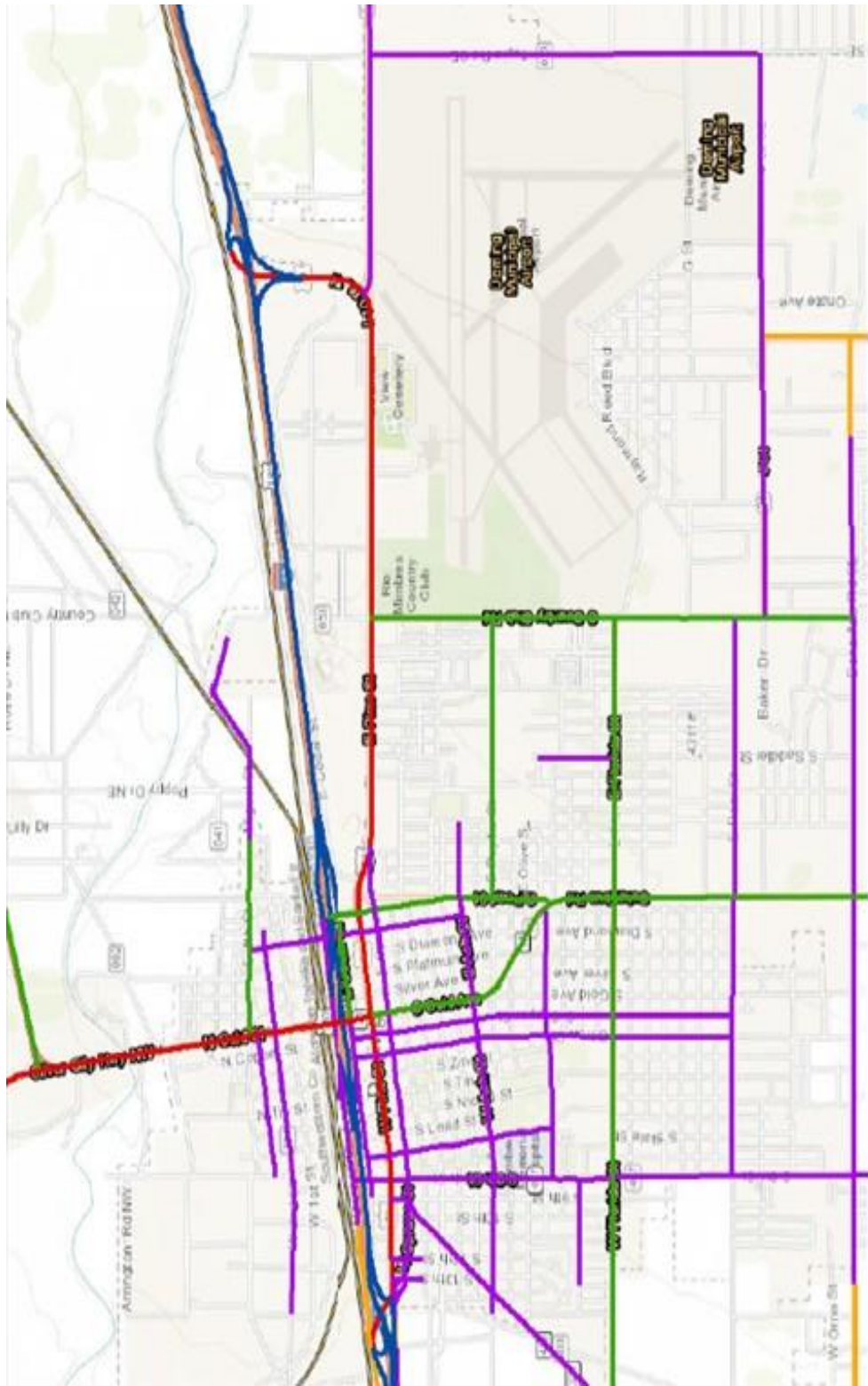
Ownership Status

State Roads in City Limits

- NM 418: Enters from the southwest and terminates near the City's northwestern limit
- NM 549: Enters from the east, ending at the junction of US 70/80
- NM 11: Enters from the south and terminates at Florida Street
- NMDOT maintains Florida Street from east Country Club Road to NM 418
- NMDOT maintains Country Club Road from Florida Street to Pine Street
- NMDOT maintains 8th Street Florida Street north to I-10

City Maintained Roads

The most recent street inventory reveals that the City of Deming has a total of 166 streets and maintain 120 miles.



NMDOT Roadway Functional Class

- 1-Interstate
- 3-Principal Arterial
- 4-Minor Arterial
- 5-Major Collector
- 6-Minor Collector

DEMING ROADWAY CLASSIFICATION MAP



Sources: Esri, HERE, DeLorme, Intermap, Incorp. P Corp., GEBCO, USGS, FAO, NPS, NRCAN, Geobase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapboxIndia, © OpenStreetMap contributors, and the GIS

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 to rate the street conditions.

Table 5.1 details the City's latest rating of surfaced street conditions and indicates that half of the streets are in poor condition. The City has used local, state, and federal funding to improve existing streets and to reduce the number of streets in the poor category.

TABLE 5.1: CITY OF DEMING STREET CONDITION	
Street Surface Condition	% of All Streets
Poor (0-20 PCR)	50%
Fair (21-80 PCR)	30%
Good (81-100)	20%

Source: The City of Deming Community Services Department

5.2 RAIL

The rail system has played an important role to the economic growth, not only in the City of Deming but throughout New Mexico. The City of Deming was established during the 1881 expansion of rail routes west and has continued to serve as a hub for several rail line routes. Two Class I railroads contribute to Deming's rail system, as well as one Amtrak flag stop. These railroad routes converge from the east and northeast before diverting to the west and northwest.

The classification of Deming's existing railroads routes is based on their respective owners, including Union Pacific, Southwestern Railroad, and the Amtrak passenger railroad.



Union Pacific Railroad Engine

Class I Railroad

Union Pacific Railroad-Sunset Route

The establishment of the Union Pacific Railroad in the City of Deming was recorded as the nation's second transcontinental railroad link. The Union Pacific route that travels from El Paso through Deming continuing on to Lordsburg is known as the Sunset Route. The 760 mile Sunset Route connects Long Beach, California Port-of-Entry to El Paso, Texas with 65 trains per day on average transporting commercial goods.

Southwestern Railroad-Deming/Rincon Route

The Burlington Northern & Santa Fe (BNSF) Railroad does not directly own or operate routes through the City of Deming; however, is the owner of a right-of-way along secondary lines which established the Southwestern Railroad (SWRR)-Deming/Rincon Route. The Deming/Rincon Route extends 54 miles that connects Rincon, New Mexico to the City of Deming; where it connects with the Union Pacific Railroad-Sunset Route and the Southwestern Railroad-Whitewater Line Route.

Shortline Railroad

Southwestern Railroad-Whitewater Line Route

Southwestern Railroad-Whitewater Line is 57-mile single-track route that serves the mining operations in

Hurley and Tyrone, New Mexico. The line includes 31 miles that travel from Deming to Whitewater and has stops in Hanover, Fierro, Tyrone, and Burro Mountain Junction.

Passenger Rail Line

Amtrak-Sunset Limited

The Amtrak-Sunset Limited travels from Florida to Louisiana with two trains operating; 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. The Amtrak-Sunset Limited has a substation, known as a Flag Stop, in the City of Deming. A passenger train only stops at this substation if there are passengers boarding or descending at the station.

5.3 TRANSIT

The City of Deming is a part of the Southwest Regional Transit District (SWRTD) that is comprised of Luna and Grant counties. The SWRTD provides transit service via Corre Caminos by operating a local bus route in Silver City, as well as paratransit service and three intercity bus routes in Deming. Two express routes are available with two daily non-stop service from Silver City to Deming. Corre Caminos also operates demand response service in Deming which provides curb-to-curb service to individuals needing special assistance.

5.4 AVIATION

The Deming Municipal Airport is located in southeast Deming and is a small public-use airport that generally serves the City and surrounding communities. The Airport has 2,870 acres and includes two runways, fuel system, a terminal with passenger and crew facilities, and has a hangar over 10,000 square feet for transient aircraft and 5,000 square feet repair facility. The Deming Municipal Airport is can accommodate class “B” airplanes and Group II airplanes.

The Deming Municipal Airport provides daily air service for general and military aviation with an average of 78 flights per day along one of its two runways. The principal runway 8/26 is approximately 8,000 feet long by 75 feet wide and has pavement rated at 20,000 pounds. The secondary runway 4/22



Aerial of the Deming Municipal Airport

is 5,657 feet long by 60 feet wide and has pavement is rated at 12,000 pounds for aircrafts with a single gear.

5.5 BICYCLE FACILITIES AND TRAILS

Currently, multi-purpose paths are being constructed around Deming for bicycles and pedestrians to have safer routes and to help reduce roadway congestion. These multi-purpose paths also provide the community with additional recreational facilities.

Safe Routes to School

Safe Routes to School is funded through the Transportation Alternatives Program (TAP) that encourages communities to increase transportation opportunities through the creation of safe walking and bicycling routes for school children. The benefits of the program:

1. Increase physical activity for students
2. Decrease congestion in school drop-off/pick-up zones
3. Decrease conflicts between cars, buses, and students
4. Create safer campuses for walking and bicycling
5. Arrival of students at school energized and ready to learn
6. Decreased demand for busing

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. They attribute the community's success to having strong local champion, typically the school district and providing the education, encouragement, and incorporating the program concepts into the school districts culture which Deming Public Schools is not an exception.

The Deming Public School District determined the benefits of the program and establish opportunities for safe routes within the District in collaboration with the City of Deming and Southwest New Mexico Council of Governments (SWNMCOG). After the determination, Deming Public Schools, City of Deming, and SWNMCOG began creating the routes, developed the Bicycle Rodeo event, participates in the global Walk and Roll to School Day event, and started making improvements to existing bike trails, sidewalks, and crosswalks.

5.6 TRANSPORTATION CHALLENGES

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

Commercial Traffic

The expansion of commercial traffic in Deming has created an increase in safety concerns and traffic congestion. The majority of commercial truck traffic utilizes NM 11 through Deming to access Interstate 10, as well as, a significant amount of truck traffic also utilizes NM 26 just north of Deming accessing I-25.

There has also been an increase of truck traffic at the Deming Industrial Park resulting in further congestion and potential safety risk for commercial traffic.

Traffic Congestion

The heavy commercial traffic along NM 11 traveling into downtown Deming has progressively impacted

the traffic congestion. The congestion becomes problematic when semi-trucks cause a bottleneck at the Gold and Pine intersection, attempting to access US 180, NM26, and I-10 east and westbound exit ramps. The congestion has been heightened due to the increased activity at the Columbus/Palomás Port-of-Entry.

NM 11 has an estimated increase of 6,000 vehicles per day between Deming and Columbus along with an increase of 4,000 vehicles per day between Deming and Silver City on US 180.

Although the roadways below were identified as having the worst congestion and safety concerns, during the 2009 Regional Transportation Plan, there has been little to alleviate the congestion or safety concerns.

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

The following intersections were also identified as experiencing congestion, 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/8th Street

Aviation

The Deming Municipal Airport Action Plan identified a number of improvements required to accommodate the B-III Group airplanes. This would require widening Runway 8/26, Taxiway A, the shoulders, and grading safety areas to required widths to maintain the separation between the runway and taxiway.

Rail

The Peru Mill Comprehensive Master Plan identified rail improvements in the Peru Mill Industrial Park that are needed to support economic development and diversity throughout the City of Deming.

5.7 GOALS AND IMPLEMENTATION STRATEGIES

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

Implementation Strategy 1.1: Community Services and Public Works Departments along with NMDOT and Luna County create a new *Regional Comprehensive Transportation Study* by 2021.

Implementation Strategy 1.2: Community Services and Public Works Departments identify future potential streets and/or expansion of existing streets that would relieve congestion and provide more efficient traffic flow between 2022-2024.

Implementation Strategy 1.3: Community Services and Public Works Departments revise the City's

Subdivision Regulations to address street improvement development and design standards for all new development between 2021-2023.

Implementation Strategy 1.4: Community Services and Public Works Departments continuously pursue NMDOT funding for street, pedestrian, and bicycle improvements to meet existing and future transportation needs.

Implementation Strategy 1.5: Community Services and Public Works Departments continue to participate in the Southwest Regional Transportation Planning Organization.

Transportation Goal 2: Maintain safe street conditions throughout the City by regularly scheduling resurfacing and paving streets, providing walkable streetscapes, continuing ADA improvements, and installing street lights.

Implementation Strategy 2.1: Community Services Department frequently conducts a City-wide street and pavement inventory that sets priorities for new street construction, maintenance of pavement, installation of curb and gutter, ADA ramps, and rehabilitation of streets.

Implementation Strategy 2.2: Community Services and Public Works Departments continues implementing ADA compliance to new and existing developments of sidewalks and roadways.

Implementation Strategy 2.3: Community Services and Public Works Departments along with City Council continues to pursue Community Development Block Grant and New Mexico State Legislative Capital Outlay for transportation improvements.

Transportation Goal 3: Expand general aviation operations at the Deming Municipal Airport to enhance economic opportunities for the City of Deming and Luna County.

Implementation Strategy 3.1: Community Services Department continues to prioritize and implement airport projects identified on the City's Infrastructure Capital Improvement Plan.

Implementation Strategy 3.2: Community Services Department continuously pursues available funding from FAA and the New Mexico Department of Transportation-Aviation Division.

Transportation Goal 4: Improve rail infrastructure at Peru Mill Industrial Park to support manufacturing, warehousing, and transload operations.

Implementation Strategy 4.1: Public Works Department improves 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 between 2025-2028.

CHAPTER 6

INFRASTRUCTURE

The maintenance, expansion, and investment in the City's infrastructure is critical the health, safety, and welfare of the community. The infrastructure systems that are summarized in this chapter includes, water, wastewater, storm water, natural gas, solid waste, electrical, telephone, and fiber optics.

6.1 WATER

Supply, Transmission, and Distribution

The City of Deming's water supply comes from the Mimbres Basin groundwater aquifer. The water production, storage, and distribution system has evolved with population growth. Currently, water is provided by 17 active wells that have varied production rates. All active wells have been permitted to be supplemental to each other by New Mexico State Engineer Office.

The City of Deming currently owns groundwater rights in two categories:

1. Water is pumped from the existing City production wells
2. Agricultural irrigated land, purchased by the City for future conversion for municipal use.

A new production source using recently acquired water rights will be required to meet future demand. According to the *City of Deming 40-Year Water Plan*, the City of Deming owns 6,143.48 acre-feet per year for domestic consumption and 3,872 acre-feet per year for agriculture use.

The City of Deming serves approximately 6,150 public, residential, commercial, and industrial water consumer hook-ups with an average daily production of 3.836 million gallons per day (MGD) but has capacity of 12.295 MGD. The City of Deming's has a concrete ground storage tank that can store 3,000,000 gallons, two steel above ground water storage tank that can each store 500,000 gallons of water, and approximately 200 miles of water transmission and distribution pipeline consisting of 12-inch, 6-inch, and 2-inch diameter PVC pipe throughout the entire service area.

Water Quality

There was no indication of contaminant levels or coliform levels to the water supply during routine chemical monitoring of the City of Deming's wells. The water meets primary standards of the Federal Safe Drinking Water Act and has typical total dissolved solids of about 220 milligrams per liter. Groundwater in the vicinity of the Wastewater Treatment Plant also meet the standards with total dissolved solids varying from 150 to 300 milligram per liter.

Water Conservation

The City of Deming adopted a Water Conservation Ordinance in June 2004 to encourage water users within the city limits to reduce water consumption and waste. This is a measurement to comply with the *State Engineer's 40-Year Water Management Plan* that enforces water conservation measures.

Currently, the City of Deming is making efforts to reduce 20% of annual water consumption through park irrigation by extending the effluent reuse system to reduce the groundwater demand. The current effluent reuse satisfies Luna Energy Power Plant demand and irrigates the Rio Mimbres Golf Course and City-owned farmlands. Unaccounted for water is a concern for the City of Deming, it is expected the sources are leaks in the water transmission and distribution system, remaining old meter inaccuracies, and unauthorized water service connections.

Fire Protection

According to the State of New Mexico and the National Fire Code, the amount of water needed for fire flow is 1,000 gallons per minute for a two-hour duration with a residual flow of 20 per square inch. Although the City of Deming has sufficient storage for fire protection with one ground storage tank and 553 fire hydrants, an upgrade the water system may be needed to conform to the future

guidelines of the State and national Fire Codes.

6.2 WASTEWATER

The current Wastewater Treatment Plant (WWTP) was constructed south of the Deming Municipal Airport, outside the 500-year floodplain in 1982 with modifications to aerators in 2014. The current design capacity of the WWTP is 3,000,000 gallons per day and currently processing 1,400,000 gallons per day through a headworks, two aerated ponds, two polishing ponds, two bio towers, two storage ponds, a disinfection station, pumping stations, and flow boxes.

Wastewater throughout Deming is collected and transported by the City's sanitary sewer collection system to the plant. The eight primary wastewater main trunk lines at:

- 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
- M Street

6.3 STORM WATER DRAINAGE

Although the majority of the City of Deming is outside of the 100-year Special Flood Hazard Area, as defined by the Federal Emergency Management Agency (FEMA)-Flood Insurance Rate Maps (pg. 64), storm water drainage challenges are complex due to the flatness of the terrain. Addressing the challenges about storm water drainage would provide a sense of security to the community, during the summer monsoonal rains when the rains, are frequent and abundant.

The Mimbres Watershed area encompasses approximately 5,140 square miles, passes through the Black Range, Mimbres and Goodsight Mountains, and extends into Mexico (*Groundwater Model of the Mimbres Basin, 2011*). The Mimbres Watershed runoff converges from the San Vicente Arroyo in Grant County, flowing south until it merges with the Mimbres River, continues to flow south through Wamel Canal, then shifts north toward Deming. This runoff flow is illustrated in the Flood Insurance Rate Maps (pg. 64).

Geographic Information System (GIS) mapping of the existing and proposed drainage infrastructure would significantly improve the City's future ability to manage and maintain the drainage system. In addition, 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 issues.

6.4 GAS AND ELECTRIC

The City of Deming supplies natural gas service to 5,694 connections in the City limits and a few hundred connection outside of the City limits. The City of Deming owns the gas meters and maintains the gas lines. The system is operated under the regulations of the U.S. Department of Transportation and administered by the New Mexico State Corporation Commission. The Gas Company of New Mexico also supplies gas to limited areas in city limits and adjacent areas of the City.

City of Deming residents are served by Public Service Company of New Mexico (PNM) and Columbus Electric Co-Op for electricity. PNM provides electricity to the entire City with the exception of the Country Club Estates which is served by the Columbus Electric Co-Op.

6.5 SOLID WASTE

The City of Deming collects solid waste from dumpsters, transports to the Deming/Luna County Waste Transfer Station, then transports and disposes of at the Butterfield Trail Regional Landfill.

The Butterfield Trail Regional Landfill is located approximately 17 miles west of Deming and has an expected life of more than 100 years serving Deming, Columbus, and Luna and Hidalgo counties. The waste is primarily residential, commercial, some construction, and demolition debris. Appliances and large pieces of scrap metal are diverted to a scrap storage area for pickup by a scrap metal dealer. Batteries, tires, used oil, oil filters, paint, and chemicals are separated for removal by a hazardous waste hauler.

There is between 100 and 120 tons per day of solid waste are received on the average at the landfill. While recycling would reduce the volume of waste going to the landfill and the demand on raw material, curbside recycling is not yet available locally but residents can take recyclables to the transfer station or to the two satellite locations where recycling bins are provided.

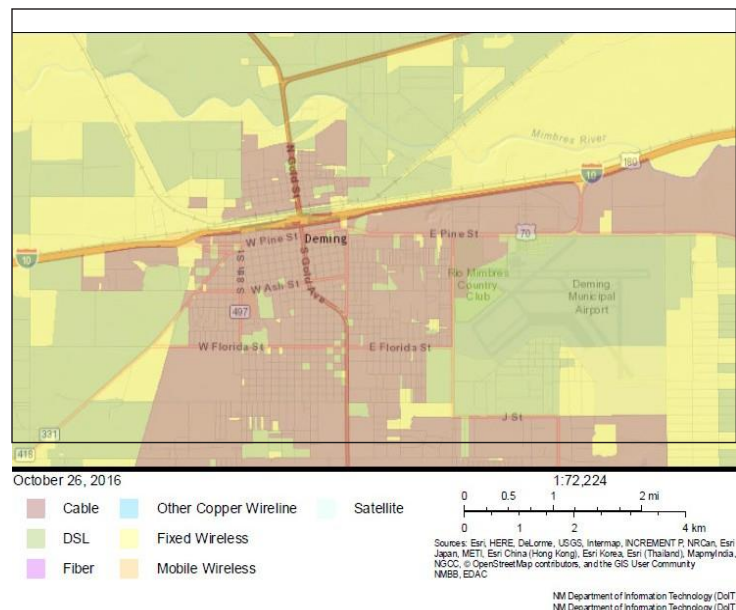
6.6 TELECOMMUNICATIONS

A range of telecommunications sources are available to the City of Deming's residents.

Qwest provides the local area network telephone services; while cellular telephone, cable, and Internet services are available through:

1. Comcast
2. Verizon
3. Xfinity
4. Sprint
5. AT&T
6. CenturyLink
7. Voice Stream

Satellite TV is provided by Sky Blue, Dish Network, DirectTV, Hugh's Net.



6.7 COLONIAS INFRASTRUCTURE

The City of Deming is one of several Colonias in Luna County. Colonias are federally a recognized communities that are 150 miles from the U.S.-Mexico border and have special infrastructure needs that include:

- Water Systems
- Wastewater Systems

- Solid Waste Disposal Facilities
- Flood and Drainage Control
- Road Infrastructure
- Housing Infrastructure

In 2011, the New Mexico State Legislature established the Colonias Infrastructure Act to:

- Ensure adequate financial resources for infrastructure development in Colonia recognized communities.
- Provide resources for planning and development of infrastructure in an efficient and cost-effective manner.
- Develop infrastructure projects to improve quality of life and encourage economic development.
- Created the Colonias Infrastructure Board to evaluate applications for financial assistance of a qualified project.
- Created the Colonias Infrastructure Trust Fund to distribute to the Colonias Infrastructure Project Fund annually to provide funding for qualified projects.

Proving the Need

As part of a joint initiative of the U.S. Department of Agriculture, the Environmental Protection Agency, the Rural Community Assistance Corporation (RCAC) created the *2015 U.S.-Mexico Border Needs Assessment and Support Project: Phase II Assessment Report* to document the availability and quality of water and wastewater in Colonias with recommendations to address the remaining infrastructure needs. According to the RCAC report, there is a total population of 19,087 living in Luna County's nine designated Colonias. All of the Colonias in Luna County do not have any form of recognized legal structure with the exception of the City of Deming, Village of Columbus, and Pecan Park; however, the report states that there have been significant improvements to the water and wastewater infrastructure in Colonias along the U.S. border.

As part of the Colonias assessment, RCAC worked with the Southwest New Mexico Council of Governments (SWNMCOG) and New Mexico Environment Department to gather information regarding infrastructure needs and priorities. The populations within the communities were categorized by Priority 1 through 5 and are defined as follows:

Priority 1: There are not any Colonias in Luna County that are in this category.

- Communities not served by a public water and/or wastewater facility and a health hazard is or may be present.

Priority 2: Catfish Cove, Keeler Farm, Rockhound, and Sunshine are in this category.

- Residents are not served by a public water system but there are not health hazards indicated.
- Residents are not served by a publicly owned wastewater disposal system or the existing wastewater treatment system is not adequate but there are not health hazards indicated.
- Residents are served by publicly-owned water and wastewater facilities but one or both are in serious violation of regulations.

Priority 3: There are not any Colonias in Luna County in this category.

- Some residents are not served by a publicly-owned water system and/or do not have access to wastewater services.

- There are plans to develop the infrastructure and proceeding for financing new water or wastewater services to all areas affected.
- Water and/or wastewater infrastructure is currently under construction.

Priority 4: The City of Deming, Village of Columbus, and Pecan Park are all in this category.

- Residents are served by publicly-owned water systems but are not served by public wastewater services; however, the wastewater disposal systems appear to be adequate.
- Residents are served by both publicly owned water system and publicly owned wastewater facilities.

Priority 5: The identified Colonias does not have any occupying residents; Bell School and Franklin Farms are both in this category.

TABLE 6.3: DESIGNATED COLONIAS IN LUNA COUNTY		
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: RCAC US-Mexico Border Needs Assessment and Support Project: Phase II Assessment Report.

RCAC recommends technical assistance to help the City of Deming annex the areas in need of water and wastewater services or to work with the Colonias to develop the capacity in order to address the infrastructure needs. The need for the technical assistance is because an estimated 6.3% of Luna County Colonia residents are served with water and 93.7% are under or unserved and 3.2% of the Colonia residents are served with wastewater while 96.8% are under and unserved, according to the RCAC report.

Colonias Funding

The State of New Mexico has a number of state funding sources to finance infrastructure improvements for Colonias, including:

1. New Mexico Environment Department-Rural Infrastructure Program
2. New Mexico Finance Authority-Drinking Water State Revolving Fund
 - Clean Water Revolving Loan Fund
 - Water Trust Board Fund
 - Public Project Revolving Fund
 - Local Government Planning Fund
 - Colonias Infrastructure Fund
3. New Mexico Department of Finance and Administration-Community Development Block Grant (CDBG)

6.8 GOALS AND IMPLEMENTATION STRATEGIES

Infrastructure Goal 1: Maintain safe, efficient domestic water supply and distribution system to meet the current demand and accommodate future growth and development.

Implementation Strategy 1.1: Public Works Department continues to secure funding for rehabilitation and replacement of water lines necessary to accommodate existing needs.

Implementation Strategy 1.2: Public Works Department and City Council regularly develops an appropriate Water Policy that outlines strategies such as obtaining other water rights and associated water supplies that maybe necessary to address the increasing water demand.

Implementation Strategy 1.3: Public Works Department identifies a new water production source to meet future demands, during a complete update to the 40-Year Water Plan by 2025.

Implementation Strategy 1.4: Public Works Department determines the capacity and feasibility of extending water service to future Colonia areas through a cost/benefit analysis between 2021-2022.

Implementation Strategy 1.5: Community Services and Public Works Departments along with City Council amend the Subdivision Ordinance to require that future development demonstrates adequate water supplies for 70 years minimum and incorporates water conservation measures between 2023-2025.

Infrastructure Goal 2: Efficiently manage the quality water service through water conservation and effluent reuse to ensure the water supply is sustainable in times of drought.

Implementation Strategy 2.1: Public Works Department continuously encourages voluntary water conservation methods such as, low flow fixtures, irrigation schedules, xeriscaping, and other measures designed to reduce water use.

Implementation Strategy 2.2: Public Works Department evaluates the performance of voluntary water conservation methods and determines whether additional measures are needed between 2023-2025.

Implementation Strategy 2.3: Public Works Department continues to improve effluent water quality for irrigation and recreational purposes.

Infrastructure Goal 3: Maintain a safe, efficient wastewater collection and treatment system that meets the current and future needs of the community while protecting the groundwater from contamination.

Implementation Strategy 3.1: Public Works Department regularly secures funding for rehabilitation, replacement, and expansion of wastewater collection lines essential to meet existing and future demand.

Implementation Strategy 3.2: Public Works Department makes improvements to the City's Wastewater Treatment Facility as-needed to keep pace with future growth.

Implementation Strategy 3.3: Public Works Department replaces manholes on an as-needed basis to prevent deterioration.

Implementation Strategy 3.4: Public Works Department determines the capacity and feasibility of extending wastewater service to other Colonia areas through a cost/benefit analysis by 2023-2025.

Infrastructure Goal 4: Minimize the possible public and private property loss and potential injuries associated with storm water while helping preserve property values and lowering flood insurance rates.

Implementation Strategy 4.1: Community Services and Public Works Departments create a GIS database for the storm drainage system by 2022.

Infrastructure Goal 5: Increase the community's participation in the recycling program allowing Deming to become a sustainable, environmentally conscious community while reducing the volume of waste in the landfill and conserving natural resources.

Implementation Strategy 5.1: Public Works Department determines cost-effective actions to improve the recycling program by providing additional recycling bins by 2022.

Implementation Strategy 5.2: Public Works Department develops a Public Information Program on the benefits of recycling by 2022.

Infrastructure Goal 6: Improve the efficiency and accuracy of gas services in the community while protecting the health, safety, and welfare of residents.

Implementation Strategy 6.1: Public Works Department rehabilitate and replace gas lines on a regular basis and extending lines to new areas based on a cost/ benefit analysis.

Infrastructure Goal 7: Expand wireless and fiber optics technologies to support business development and entice young adults to the community.

Implementation Strategy 7.1: Community Services and Public Works Departments 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 to improve the quality of life, provide basic services to residents and businesses, and spur economic development and private investments in the community.

Implementation Strategy 8.1: Public Works Department and City Council continue to pursue funding such as CDBG, Colonias Infrastructure Fund, Water Trust Board, etc. for infrastructure projects.

Implementation Strategy 8.2: Public Works Department regularly coordinate with the Southwest New Mexico Council of Governments and Luna County when applying for funding from the Colonias Infrastructure Project Fund to ensure projects are qualified and not duplicated.

CHAPTER 7

HOUSING

The Housing element acts as the City of Deming’s “Affordable Housing Plan” and provides an overview on housing characteristics, housing costs, and local housing organizations working to meet the affordable housing needs of Deming; addresses the demand for quality affordable housing as the community grows while ensuring that neighborhoods are safe, well-maintained, and stable.

7.1 COMMUNITY AND HOUSING PROFILE

New Mexico is the fifth largest state in the United States with a population of just over two million. According to New Mexico Mortgage Finance Authority (MFA), one-third of the population live in rural areas of the state. As national and global trends become more urbanized and rural counties have an aging population with old housing stock and higher vacancy rates compared to their urban counterparts.

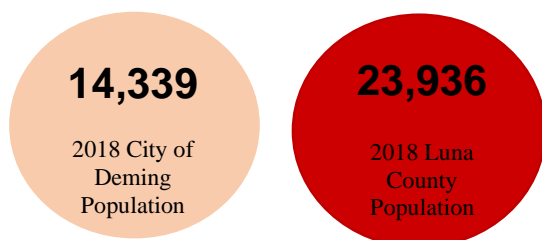
Most of southwest New Mexico has high agricultural employment that include cattle, pecan, chile, and wine production, engaged in tourism through national forests, historic sites and monuments, and lakes, unique employment opportunities for mining, U.S Border Patrol and Customs, and home to Western New Mexico University have all presented a challenge to provide adequate, affordable housing in communities where development has become stagnant.

Unfortunately, southwest New Mexico has lower-income population than the entire State of New Mexico. All southwest counties have poverty rates above the State's average of 20.6% along with high rate of aging population, Spanish-speaking population, mobile homes, old housing stock, and Colonia Communities. These dynamics make it critical for the communities in southwest New Mexico to help with housing rehabilitation, weatherization, and accessibility to other improvements to aging housing stock. Fortunately, it is likely that the City of Deming can support new, single-family developments.

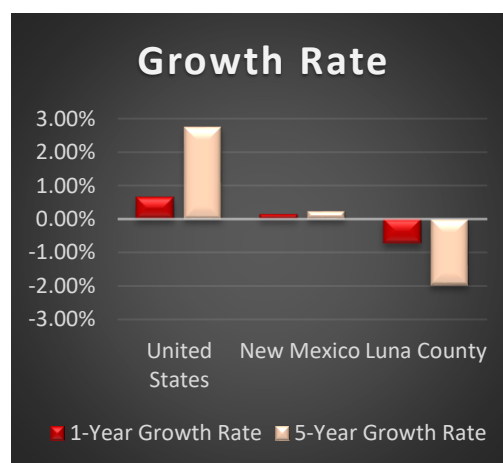
According to New Mexico Mortgage Finance Authority, rental housing in Luna County is based on the size of population, high rates of mobile homes, limited and aging apartment complexes built in the 1990s and some in the early 2000s. There is one affordable housing property in the Village of Columbus and approximately 20 in the City of Deming that include, three senior properties. The City of Deming has a good mixture of one to three-bedroom units, a few four bedrooms, and a handful of efficiencies. Luna County has a lower vacancy rate than the State of New Mexico of 3.6% and has a consistent unit size. Therefore, Luna County can also support developments that should emphasize senior housing, efficiencies, and affordable housing for lower-income population and farmworkers.

Demographics

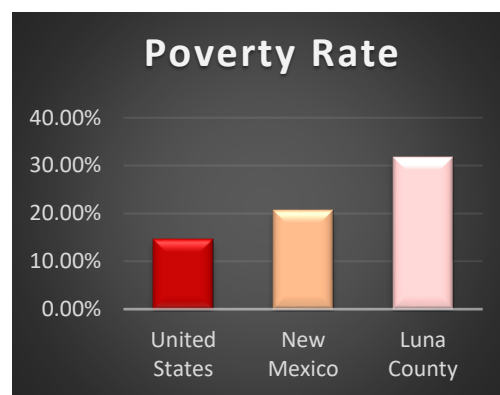
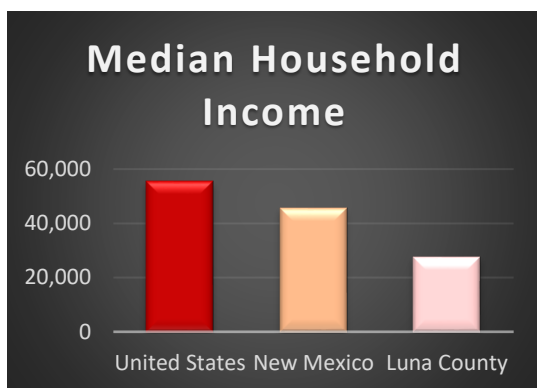
The growth rate projections for the next year to five years in the United States is to rise by 2.76% while the State of New Mexico's is projected to rise only by 0.24% in the next five years but Luna County's growth rate is expected to decrease by 1.98%.



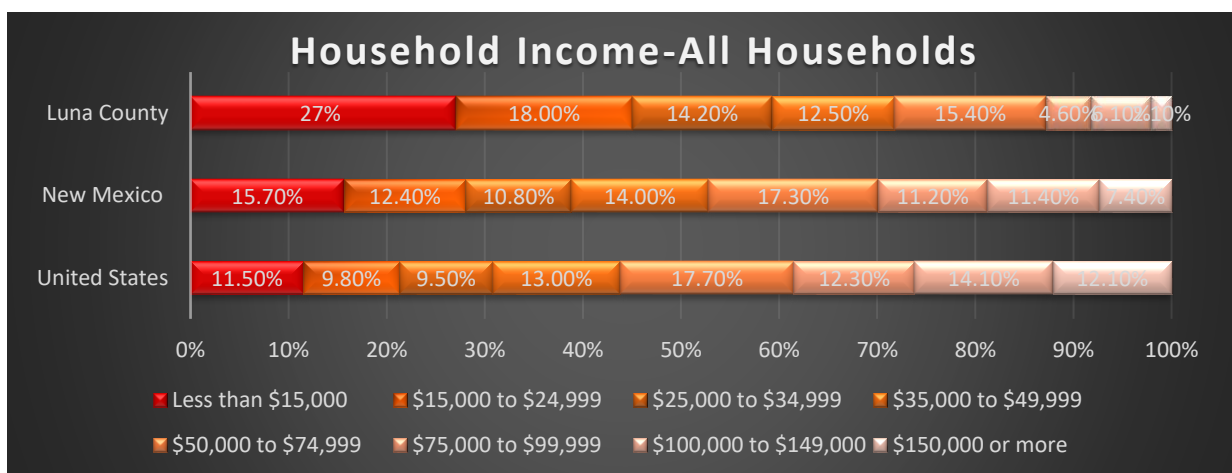
Source: 2013-2017 American Community Survey



Although the City of Deming and Luna County's population have slightly decreased from 2000; the poverty rate in Luna County still remains higher than the entire State of New Mexico and is more than double of the United States.



The median household income in Luna County is \$27,602 almost \$20,000 less than that of New Mexico and almost \$30,000 less than that of the United States. Twenty-seven percent of all households in Luna County are living on less than \$15,000 per year, 38.6% of that are from the renting households. These percentages far exceed over the State and national percentages in this income bracket.



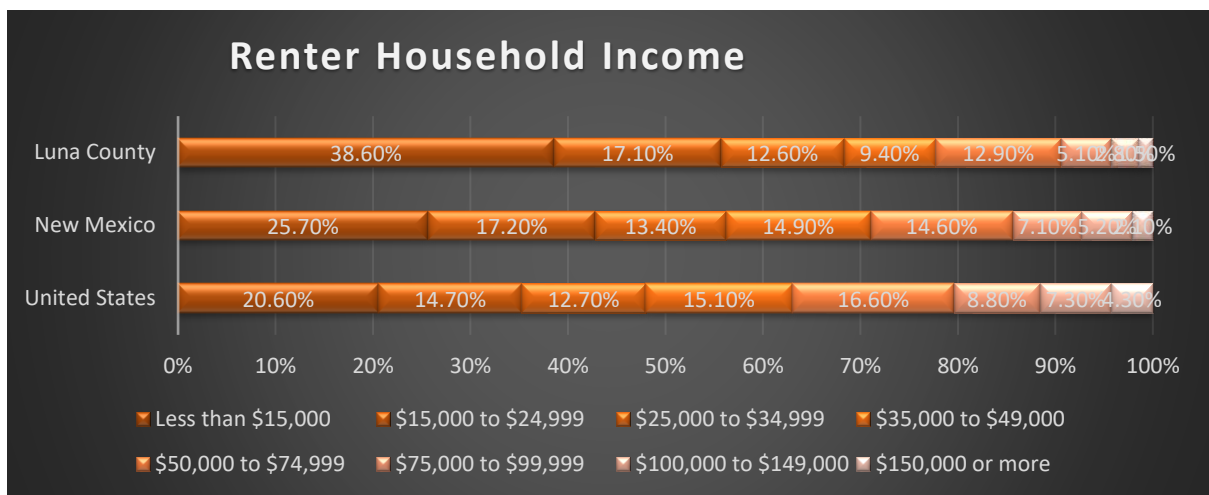
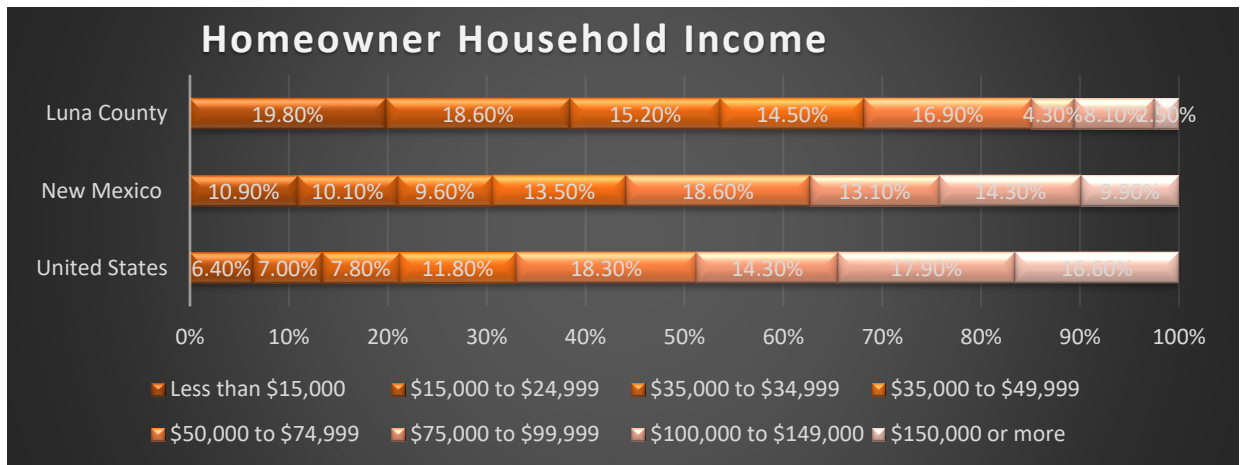


TABLE 7.1: Q1 2019 AVERAGE WEEKLY WAGES	
County	Wage
LUNA COUNTY	\$561
Hidalgo County	\$502
Grant County	\$882
Sierra County	\$523
Doña Ana County	\$657
New Mexico	\$871

Average weekly wages are measured quarterly by the Bureau of Labor Statistics. In the first quarter of 2019, average weekly wages were \$561 in Luna County which are reasonably comparable to the bordering counties. Luna County weekly wages are approximately \$315 lower than the wages of Grant County and the State of New Mexico.

Source: Bureau of Labor Statistics

Civilian Employed Occupations

The U.S. Census Bureau divides civilian employed occupations into five categories:

1. Management, Business, Science, and Arts
2. Service
3. Sales and Office
4. Natural Resources, Construction, and Maintenance
5. Production, Transportation, and Material Moving

The occupations in Production, Transportation, and Material Moving and Natural Resources, Construction, and Maintenance experienced an approximate increase of 3%, while Sales and Office experience a 5.3% decrease in the City of Deming.

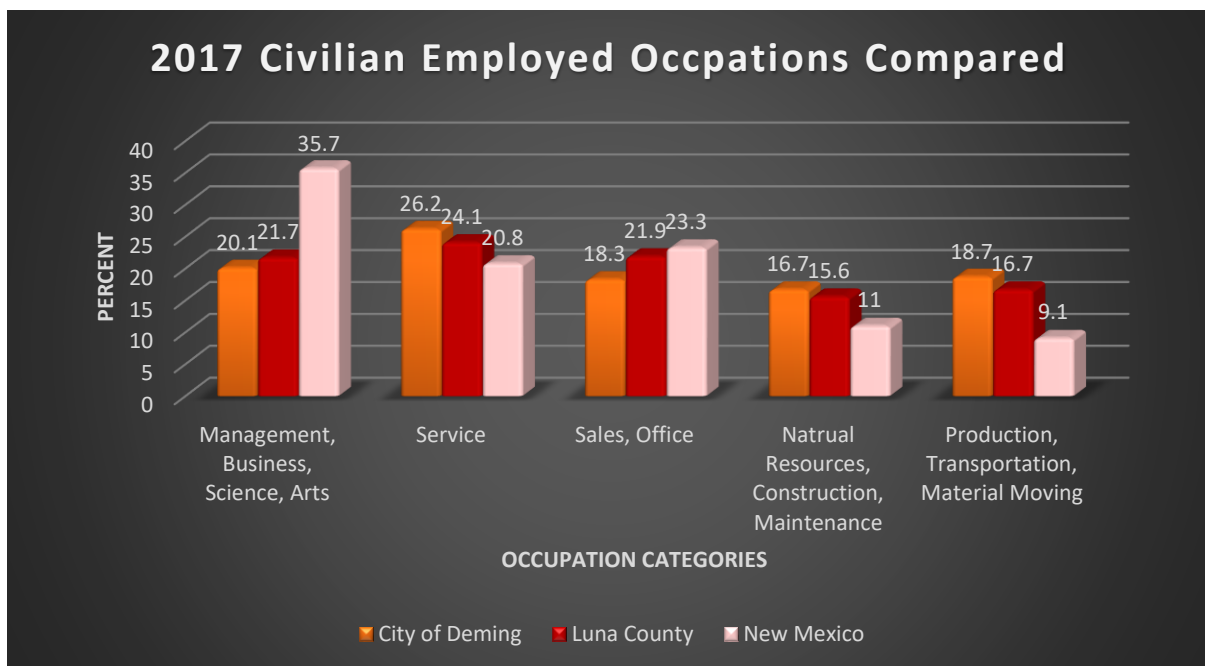
TABLE 7.2: 2000-2017 CIVILIAN EMPLOYED OCCUPATIONS

Occupation	2000	2017	% Change
Management, Business, Science, and Arts	22.5%	20.1%	-2.4%
Service	24.2%	26.2%	2.0%
Sales and Office	23.6%	18.3%	-5.3%
Natural Resources, Construction, and Maintenance	14.0%	16.7%	2.7%
Production, Transportation, and Material Moving	15.7%	18.7%	3.0%

Source: 2000-U.S. Census Bureau; 2013-2017-American Community Survey

In comparison, New Mexico civilian employed occupations in Management, Business, Science, and Arts surpasses the City of Deming and Luna County by approximately 15%, while the City and County surpassed the State in Production, Transportation, and Material Moving by 9%.

The breakdown between the City of Deming, Luna County and the State of New Mexico is more evenly distributed within Service, and Sales and Office, and Natural Resources, Construction, and Maintenance occupations.



Source: 2000-U.S. Census Bureau; 2013-2017-American Community Survey

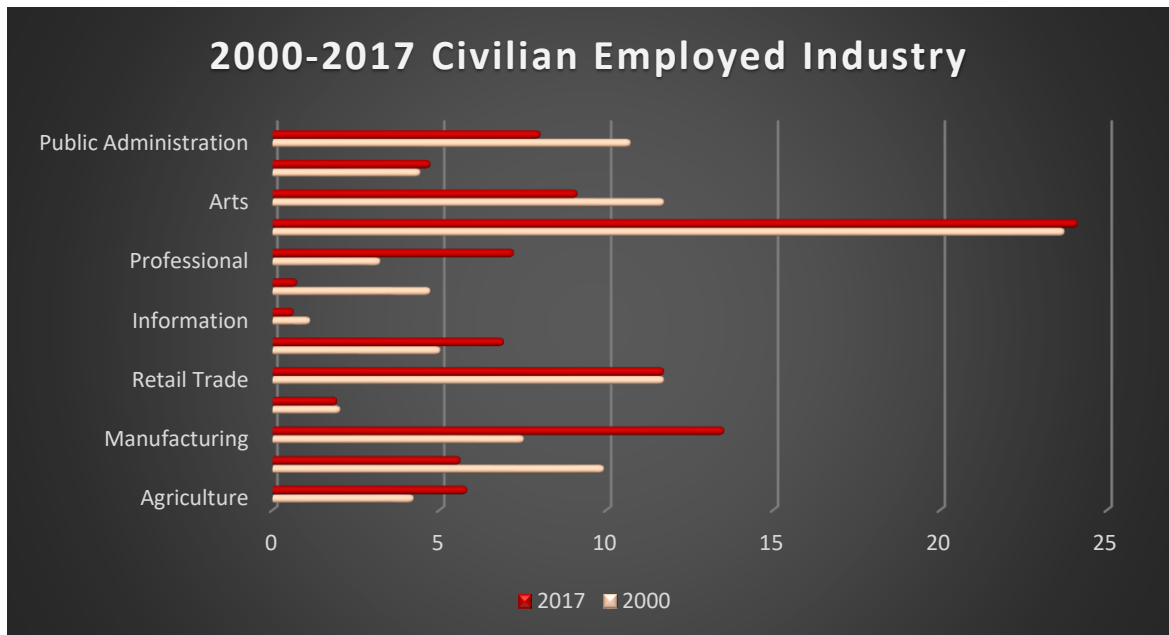
Industry

There are thirteen civilian employed industry sectors that the Census Bureau recognizes.

1. Agriculture, Forestry, Mining, Fishing and Hunting
2. Construction

3. Manufacturing
4. Wholesale Trade
5. Retail Trade
6. Transportation, Warehousing, Utilities
7. Information
8. Finance, Insurance, Real Estate, Rental, and Leasing
9. Professional, Scientific, Management, Administrative, Waste Management Services
10. Educational Services, Health Care, Social Assistance
11. Arts, Entertainment, Recreation, Accommodation, and Food Service
12. Other Services, except Public Administration
13. Public Administration

Both in 2000 and 2017, Educational Services, Health Care, and Social Assistance was the largest industry 24.1%; however, the largest increase of employees was in the Manufacturing sector from 7.5% to 13.5% which also represented the second largest industry in 2017. The other notable industry sectors include Retail Trade, 11.7% and Arts, Entertainment, Recreation, Accommodation and Food Services, 9.1%.



Major Employers

As of October 2019, Deming Public Schools, City of Deming, Addus Health Care and Wal-Mart Super Center are the largest employers in Luna County with 250 plus employees each. The Lesco Winery and New Mexico Wineries, Inc both employee 100 to 249 employee along with Carzalia Valley Produce, Solitaire Homes, Pepper's Supermarket, and Mimbres Memorial Hospital.

TABLE 7.3: MAJOR EMPLOYERS IN LUNA COUNTY

250+ Employers			
Deming Public Schools	City of Deming	Addus Health Care	Wal-Mart Super Center
100 to 249 Employees			

Carzalia Valley Produce New Mexico Wineries, Inc.	Solitaire Homes Mimbres Memorial Hospital	Lesco Winery	Pepper's Supermarket
50 to 99 Employees			
Amigo's Mexican Food J & D Produce	Mountain Shadows Home Care Luna County Detention Center	Sonic Drive-In McDonald's	Denny's Quality Inn

Source: New Mexico Department of Workforce Solutions

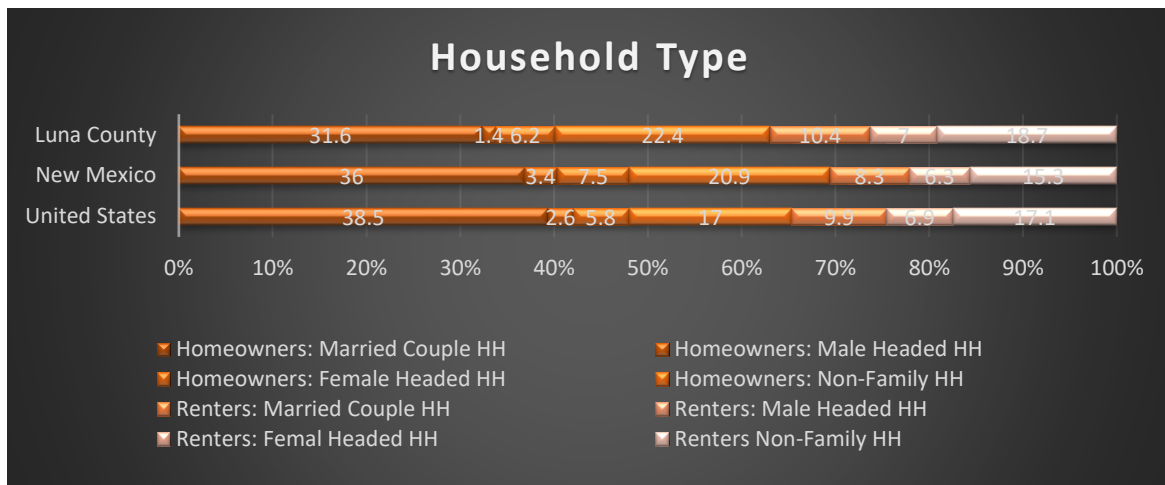
Unemployment

The New Mexico Department of Workforce Solutions calculates unemployment rates by county in conjunction with the Bureau of Labor Statistics. The southwest area of New Mexico experienced declining unemployment rates between 2010 and 2019. Luna County's unemployment rate significantly decreased from 20.3% to 8.1% but remains having the highest unemployment rate in the state and region

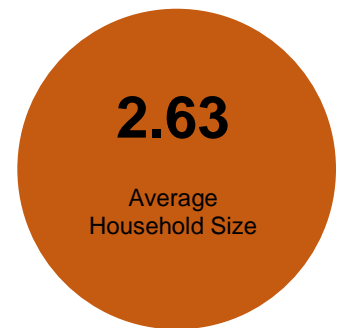
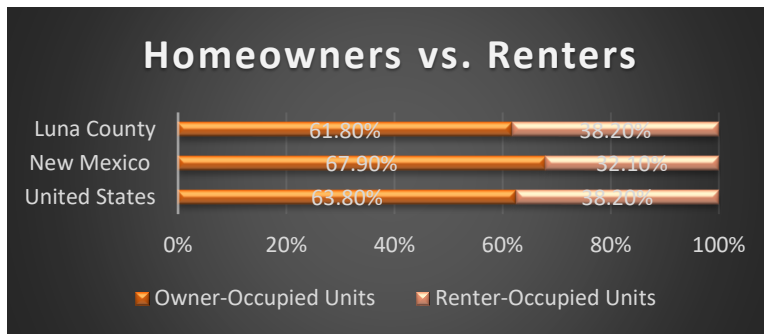
TABLE 7.4: COUNTY UNEMPLOYMENT RATES			
County	Dec.	Oct.	%
LUNA COUNTY	20.3%	8.1%	-12.2%
Hidalgo County	8.1%	4.2%	-3.9%
Grant County	7.9%	4.5%	-3.4%
Sierra County	9.5%	5.6%	-3.9%
Doña Ana County	7.2%	5.0%	-2.2%
New Mexico	7.3%	4.8%	-2.5%

Source: New Mexico Department of Workforce

Households

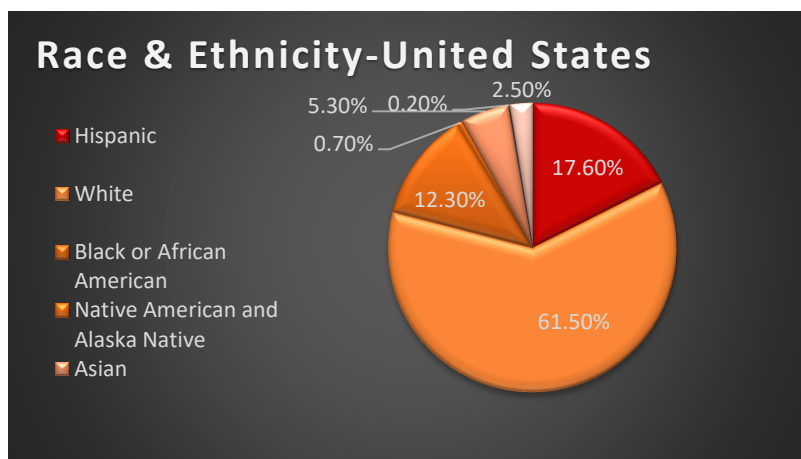
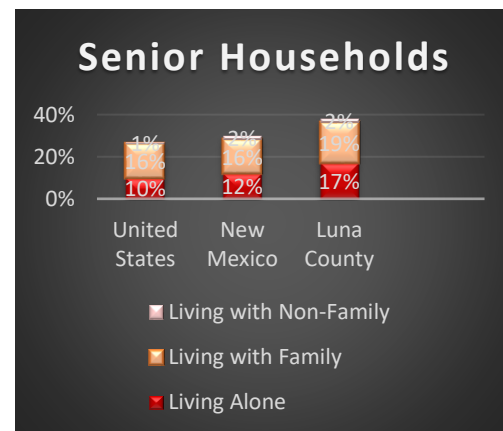
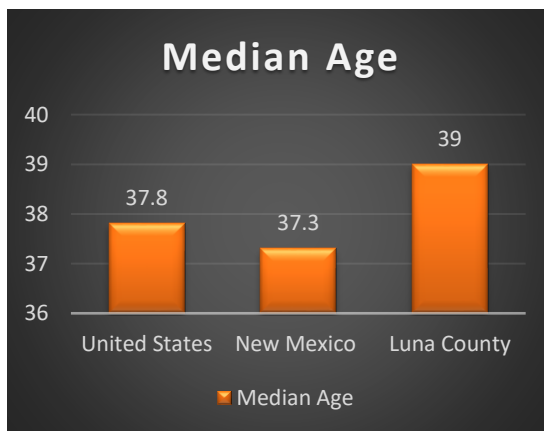


Although Luna County did have comparable percentages of owner-occupied and renter-occupied housing units to New Mexico and the United States, Luna County still has slightly higher percentage of renter-occupied units at 38.2%.



The average household size is no different in Luna County as it is throughout the United States at 2.63. The household type is also really comparable from the national to state to the county level. Many homeowners are married couples; however, there is a growing number of female head of household throughout the country. Luna County female head of household is 13.2% while the male head of household is only at 3.1%, New Mexico female head of household is 13.8% and male head of households are at 5.2% combined home owners and renters. The other dynamic that has been changing is non-family households are on the rise, they represented 41.1% in Luna County, 36.2% in New Mexico, and 34.1% in the United States.

The median age of Luna County is comparable to that of the United States and New Mexico at 39. However, there are 37% of seniors living on their own or with family members in Luna County, while there are 29% in New Mexico and 26% in the United States.

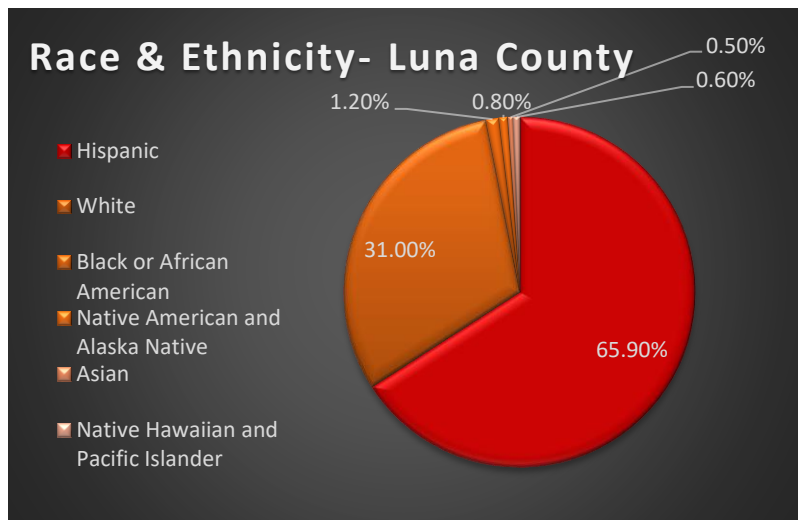
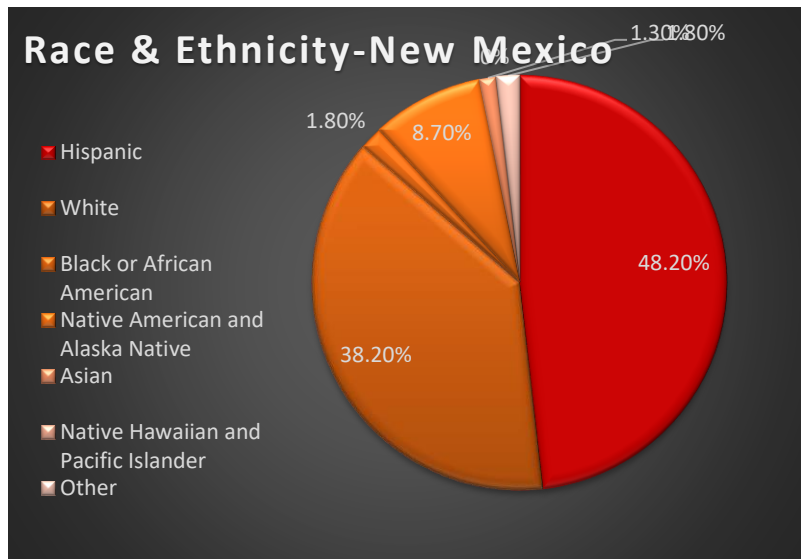


Luna County has 65.9% Hispanic population even higher than the entire State of New Mexico 48.2% of while the Hispanic population throughout the United States only represents 17.6%.

However, the White population in the United States was double of the 31% White population of Luna County. Luna County did not even compare in the Black/African American, Native American/Alaska Native, Asian, Native Hawaiian/Pacific Islander, or other population categories to the United State or New Mexico, as the all these population categories were under 1.5%.

Housing Characteristics

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. The older, established neighborhoods are to the west of Cody Road and Columbus Highway, while many newer homes and subdivisions are developing to the east and southeast areas of the City. There are also residential areas north of I-10 that older and mostly made up of lower-income population.



Source: 2013-2017 American Community Survey

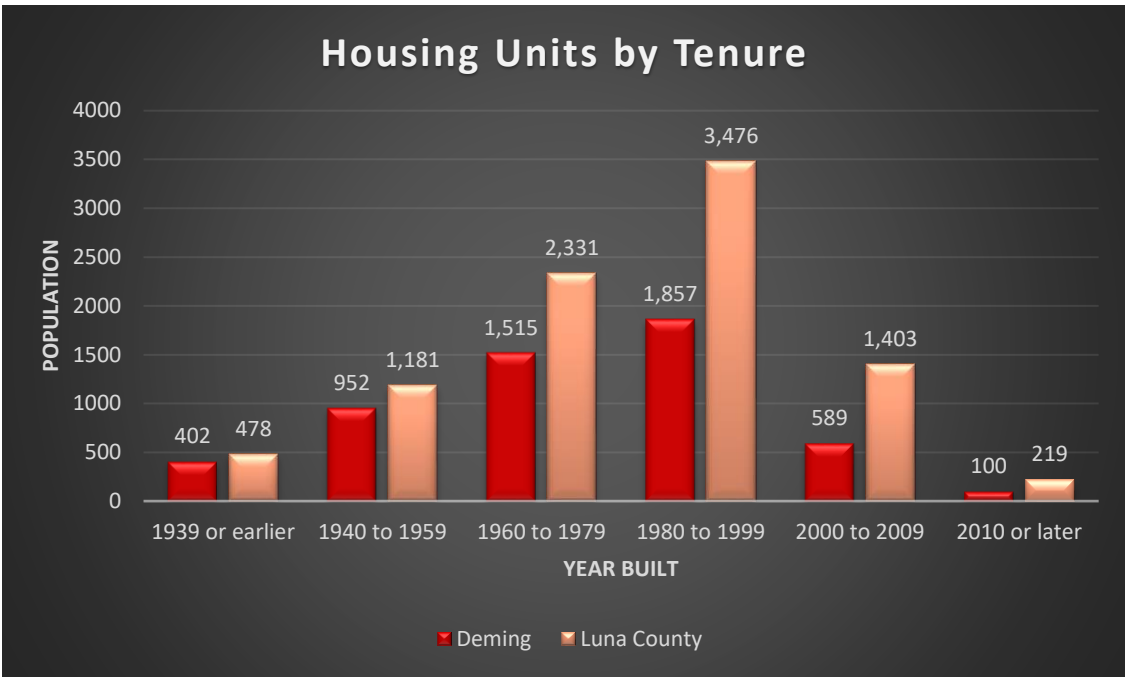
TABLE 7.5:2017 HOUSING TYPE

Housing Type	Number of Units	Percent of Total Housing
Single-Family Detached	3,550	55.9%
Single-Family Attached	98	1.5%
2 Units	173	2.7%
3 or 4 Units	245	3.9%
5 to 9 Units	255	4.0%
10 to 19 Units	193	3.0%
20 or more Units	546	8.6%
Mobile Home	1,236	19.4%
Boat, RV, van, etc.	60	0.9%
Total Housing Units	6,356	100.0%

The highest represented housing units in the City of Deming are single-family detached at 55.9 % and 19.4 % are mobile homes, while 8.6% are 20 or more units. The State of New Mexico had a higher rate of single-family detached homes at 64.4%; however, Luna County had higher rates of mobile homes and 20 or more units than the State.

Building housing units peaked from 1960-1999 when almost 3,400 units were built in the City of Deming and 5,800 units were built in Luna County. The median year for housing built in Deming was 1976 which is older than 1981 the median year for housing built in the State. Since 2010, there has only been 219

housing units built in Luna County and only 100 in the City of Deming.



Source: 2000 U.S. Census Bureau; 2013-2017 American Community Survey

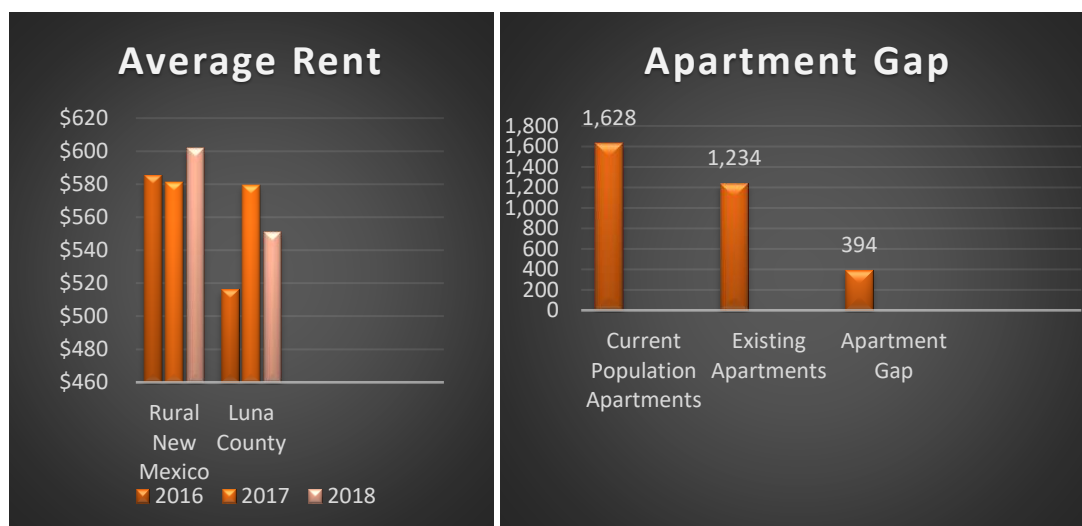
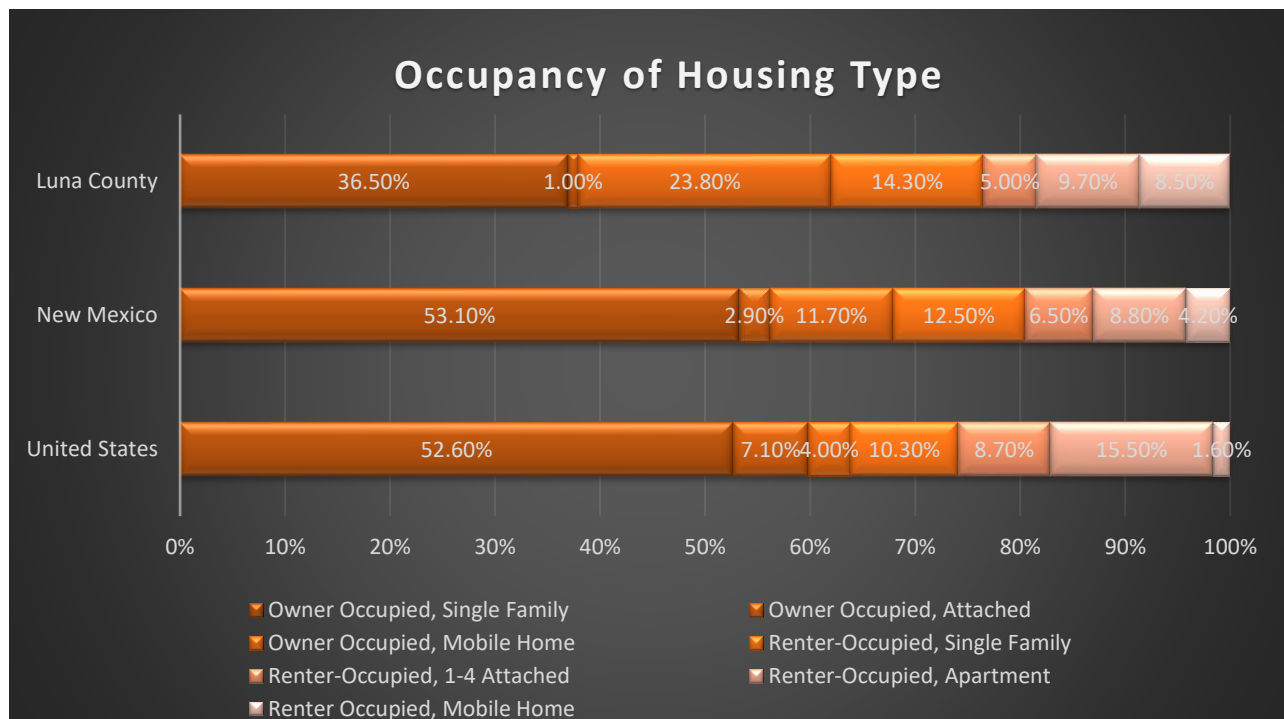
Housing Market Analysis

In 2017, there was an estimated 6,356 housing units in the City of Deming representing a 2.6% increase from 2000, Luna County also experienced a 0.7% increase in housing units during the same timeframe. However, the occupied housing units in the City of Deming increased by 2.8% in 2017, while it decreased by 3.3% in Luna County. The vacant housing in the City was not significant but in Luna County increased by 12.2%. The increase in occupied housing units indicates that there is a tightening in the Deming housing market, where the market is driving the demand for new homes.

TABLE 7.6: 2000-2017 Vacancy Rates						
	City of Deming			Luna County		
Housing Units	2000	2017	% Change 2000-17	2000	2017	% Change 2000-17
Total Housing Units	6,192	6,356	2.6%	11,291	11,213	0.7%
Occupied Housing Units	5,267	5,415	2.8%	9,397	9,088	-3.3%
Vacant Housing Units	925	941	1.7%	1,894	2,125	12.2%

Source: 2013-2017 American Community Survey 5-Year Estimates

The type of housing occupancy in Luna County is comparable to New Mexico and the United States, approximately 62% of the occupancy are home owners and 38% of occupancy are renters; although the types of dwellings vary. Input from stakeholders suggest that rent rates have increased as property owners renovated their properties in response to an influx of Homeland Security and National Guard jobs in the area; however, multi-family rentals has not kept up to meet the demand. The apartment gap in Luna County is almost 400 apartments. These apartments may not be sufficient size for the federal employees and their families being relocated to Luna County.



Source: 2013-2017 American Community Survey

According to the University of New Mexico's Business and Economic Research and New Mexico Mortgage Finance Authority, Luna County's average rent is \$551 less than \$602 of other rural New Mexico communities. The lower rent rates in Luna County accounts for 3.6% rental vacancy rates whereas other rural communities have a 4.4% rate.

According to New Mexico Mortgage Finance Authority, 44% of Luna County renters and 28% of New Mexican renters can afford a median priced home but continue to rent and 49% of Luna County and New Mexican renters can afford the average rent.

7.2 HOUSING NEED ASSESSMENT

As family dynamics in the United States are changing, the City of Deming and Luna County have also seen significant changes in the household characteristics. In 2017, the City of Deming had 5,415 households only a 2.7% increase from 2000; however, the City of Deming and Luna County both had extreme changes in the number of family, married-couple, nonfamily, householder living alone, and 65 years and over households. Although, the City of Deming had a decrease of 15.6% of family households and 24.4% of married-couple households, the City had an increase of 43.6% of nonfamily households, 44.1% of householders living alone, and 135.5% of 65 years and older. This significant increase in the senior population could be in part of the City of Deming being a Certified Retirement Community.

Luna County experienced similar trends in household characteristics the most notable is the 40.1% decrease in married-couple households and 152.5% increase of 65 years and older households.

TABLE 7.7: 2000-2017 HOUSEHOLD CHARACTERISTICS						
	City of Deming			Luna County		
Household Type	2000	2017	% Change 2000-17	2000	2017	% Change 2000-17
Total households	5,267	5,415	2.7%	9,397	9,088	-3.3%
Family Households	3,628	3,062	-15.6%	6,592	5,349	-18.9%
Married-Couple Family	2,583	1,953	-24.4%	5,040	3,019	-40.1%
Female householder, no husband present	819	843	2.9%	1,163	1,207	3.8%
Nonfamily households	1,639	2,353	43.6%	2,805	3,739	33.3%
Householder living alone	1,463	2,108	44.1%	2,481	3,279	32.2%
65 years and over	825	1,943	135.5%	1,320	3,333	152.5%
Average household size	2.63	2.63	0%	2.64	2.64	0%

Source: 2000 U.S. Census, 2013-2017 American Community Survey

Affordable Housing

The City of Deming needs quality, affordable housing for low-to-moderate income families. This would include rental and ownership units and workforce housing for essential workers that play a crucial role in a community, such as, teachers, public safety, medical employees, etc., who may not qualify for home loans due to their income levels.

Senior Housing

The City of Deming has a growing senior population, due to becoming the only Certified Retirement Community in the western United States. However, there are housing needs specific to seniors should be addressed.



Mariposa Village

There is a tremendous need for graduated care, more commonly referred to as continuing care retirement communities, that allows seniors to age-in-place independent and assisted living and memory and

nursing care. The existing nursing homes and assisted living facilities are expensive and have long waiting lists, forcing local seniors to move to Las Cruces or other locations to receive services.

Additional projects similar to Mariposa Village are needed, as these retirement communities are appealing to seniors because of the market rate townhouses, require little to no outdoor maintenance, and may offer additional amenities.

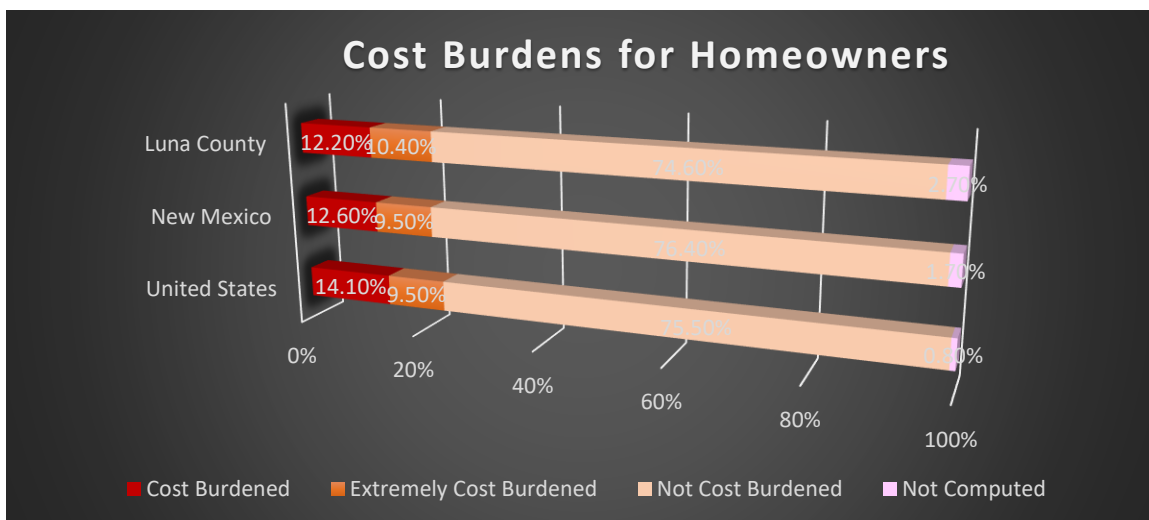
Seasonal and Migrant Workers

The City of Deming receives a large influx of seasonal and migrant workers, particularly during the summer months when the chile crop is harvested. These workers have unique housing needs since they are usually temporary workers and often live in overcrowded conditions. The City of Deming helped to facilitate the development of the Desert Sun Apartments that offer seasonal workers housing at affordable rates. However, as the growing season becomes longer, additional multi-family projects to meet the needs of seasonal workers and their families.

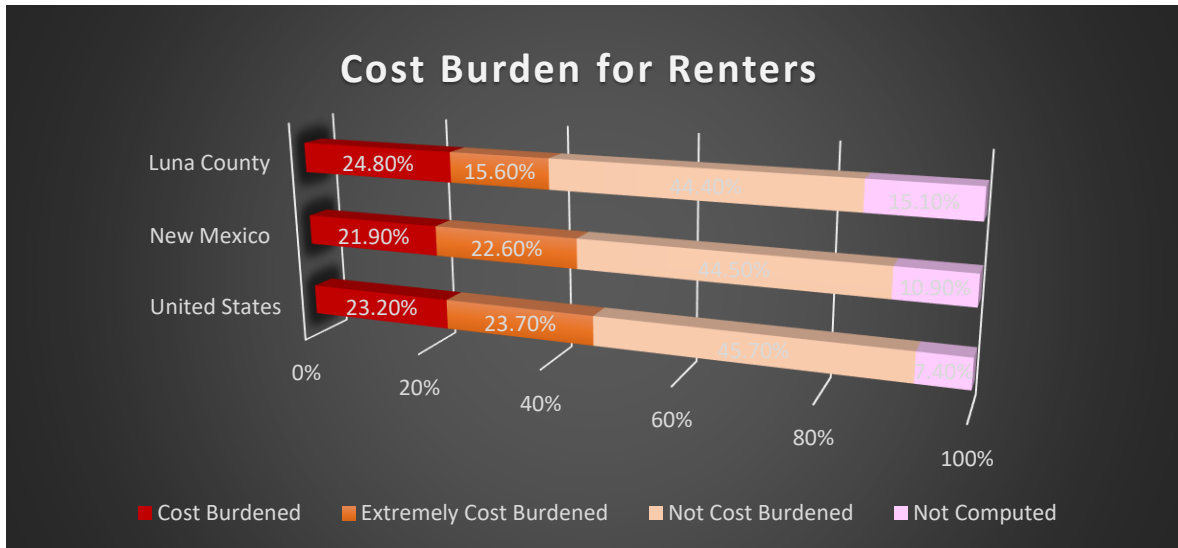
Homelessness

Economic hardship such as loss of a job, domestic violence, or substance abuse can lead to a rise in homelessness. The vulnerable populations of homelessness include veterans, disabled, seniors, and children. Homelessness can be “hidden” when people are homeless but are living extended family members, overcrowded conditions, or in a car, RV, or other temporary housing solution.

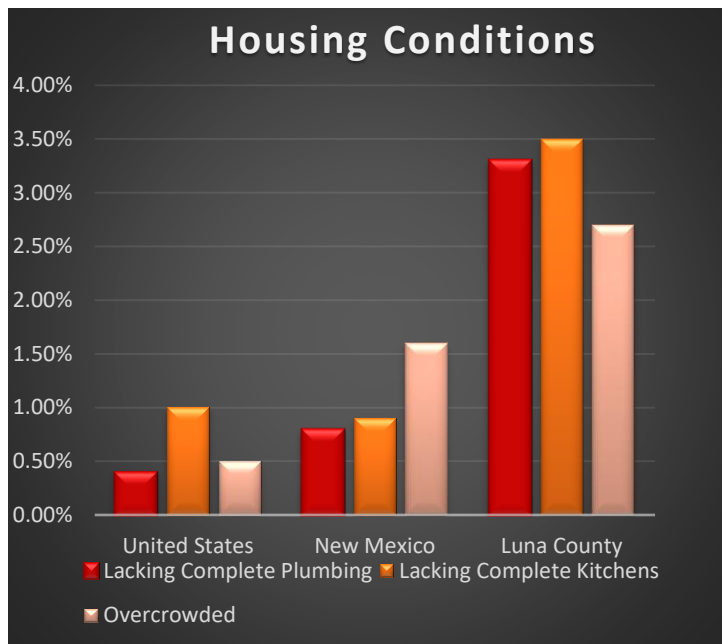
Current programs addressing homelessness in the City of Deming include: the Healing House, an emergency shelter for domestic violence survivors; Title I Homeless Program a school-based program that assists homeless children meet their basic needs; and St. Vincent de Paul Homeless Shelter provides emergency shelter for one night, a meal, and a change of clothes to transient population. In addition to these already in place services, supportive services such as parent education, job training, mental health services, and substance abuse treatment programs would be beneficial to the homeless population.



Cost burdened homeowners and renters have minimal disposable income to spend on other things and could lead to homelessness or overcrowding conditions. Households that have housing and utility costs that exceed 30% of household income are considered to be “cost burdened.” In Luna County, 23% of homeowners were cost burdened, this is comparable to homeowners in the State of New Mexico and



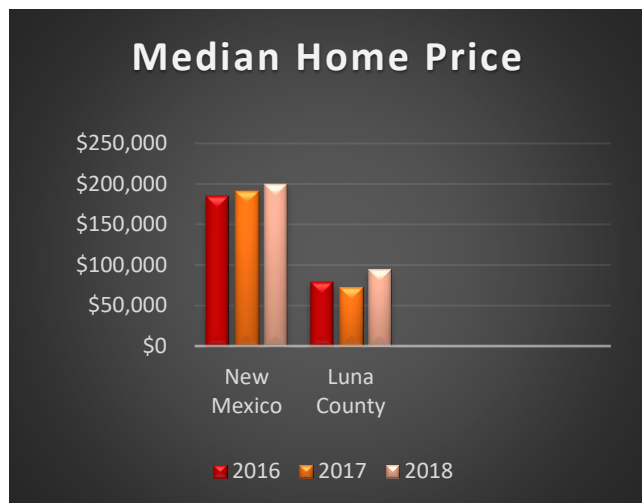
throughout the United States. Forty percent of renters in Luna County are cost burdened, slightly lower than renters of New Mexico and throughout the nation.



The Census Bureau defines “overcrowded” as if there is more than one occupant per room. Two and half percent of all households in Luna County live in overcrowded conditions, 3.3% that live in houses that lack complete plumbing and 3.5% that live in houses that lack complete kitchens. All these housing conditions are significantly over the percentage of people who live in the same condition in New Mexico and throughout the United States.

Although overcrowding has decreased from 10.7% in 2000, these conditions could account for more housing rehabilitation and construction in Luna County.

Source: 2013-2017 American Community Survey



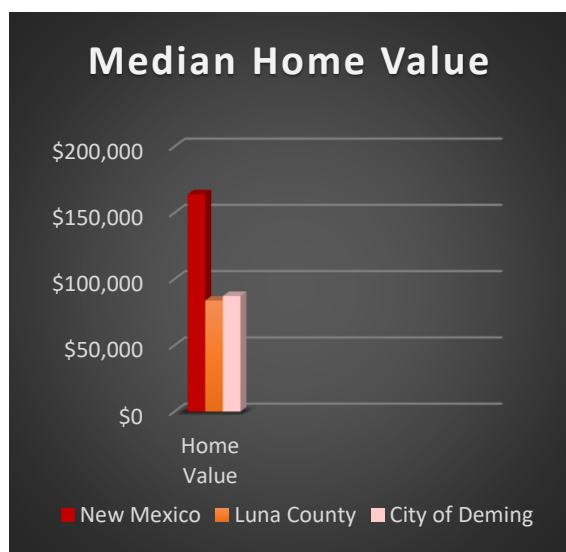
Source: 2013-2017 American Community Survey

According to the New Mexico Association of Realtors, Housing Trends in 2018, the median home price in Luna County was \$95,000 which was substantially lower than that of New Mexico overall price of \$200,000. Luna County's median home price make the cost of living affordable, resulting in 197 homes sold during 2018. The median home price increased from \$79,500 in 2016 to \$95,000 in 2018.

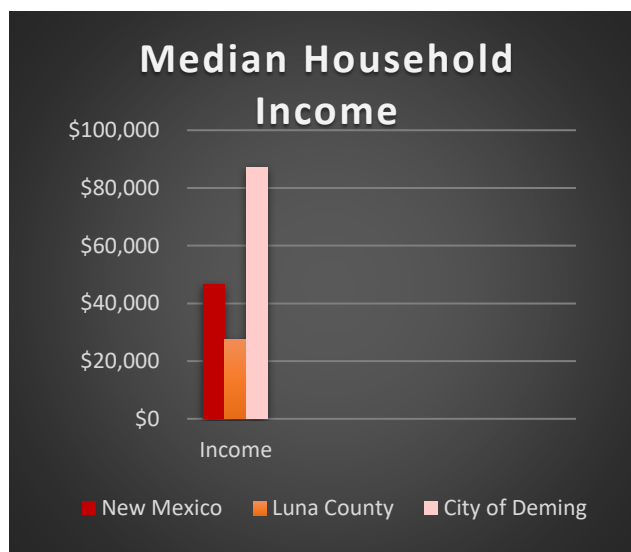


Single-family home in Deming

Although the median home value in the City of Deming is slightly higher than Luna County's; it is significantly lower State of New Mexico. However, the median household income in Luna County is slightly higher than the City of Deming but both are approximately \$20,000 lower than the State of New Mexico.

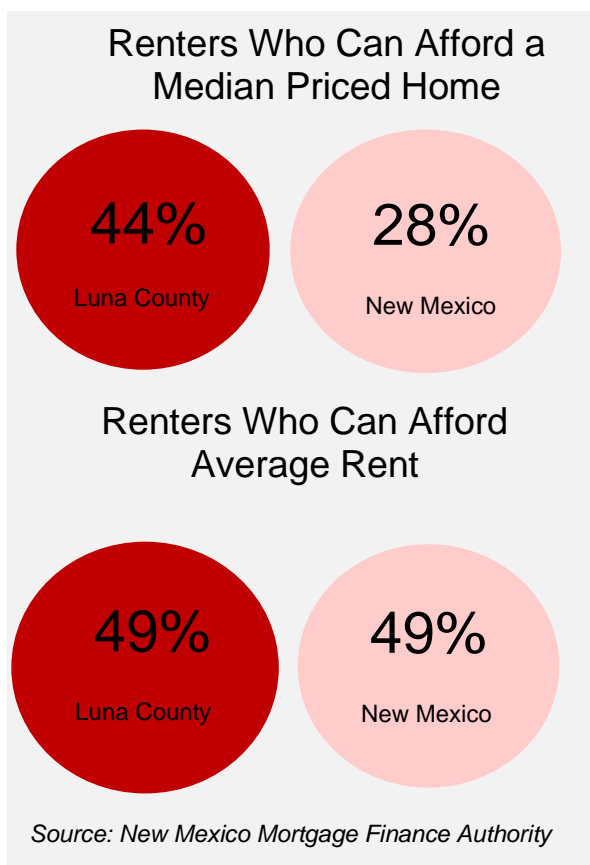


Source: 2013-2017 American Community Survey



Seventy-five percent of homes were built from the 1950s to the 1990s and approximate 16% of new homes were built from 2000 to present in Luna County. Thus, most of the housing stock maybe in need of rehabilitation and not sufficient enough for seniors, employee and families, or migrant workers that are relocating to Deming or to Luna County.

The City of Deming has areas where houses need repair and/or more extensive rehabilitation and in some cases demolition. Deming has an abundance of mobile homes which tend to deteriorate faster than site-built houses. Although the City has a Manufactured Housing and Mobile Homes Ordinance (Ord. 786, 3-14-1988) that requires a landscaping plan and aesthetic review permit for new mobile homes in areas where site-built housing exist or are allowed; the regulation does not extend to existing mobile homes that tend to have a negative impact on the community aesthetics.



The need to improve that quality and quantity of the housing stocks rises, as the City of Deming continues to improve the quality of life and the US government makes the US/Mexico border a priority, southwest New Mexico has seen an uptick in Federal contracts that would mainly benefit the City of Deming, as the City is the hub of the region. There are an expected 250 Homeland Security jobs that would be placed in Playas, New Mexico, 25 additional Homeland Security jobs and 25 new Western New Mexico University jobs in Deming.

In addition to these 300 jobs, it should be mentioned that two-thirds of all US Border Patrol and Customs do not live in Luna County and that the growing season is no longer four to six months but rather six to nine months with seasonal workers always seeking new crops to further the growing season to year-round.

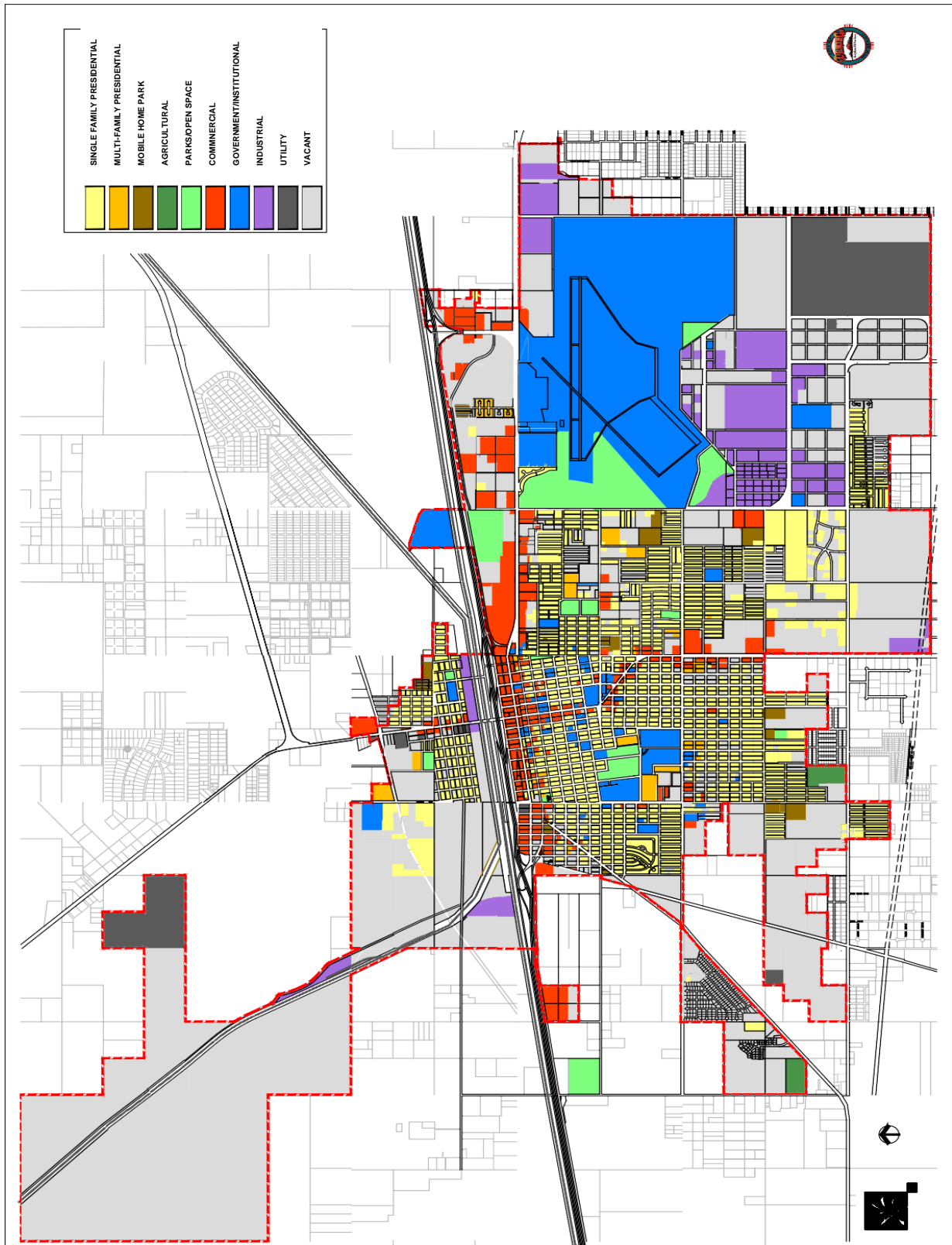
7.3 LAND USE AND POLICY

Zoning regulations are in Title 12 of the Deming City Code that contain definitions, zoning districts, non-conforming uses, development standards,

manufactured homes, appeals, and special uses. There are 16 different zone districts that include residential, commercial, industrial, and government zones. The zoning map above shows the following:

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 on the south side. The largest area of single-family housing is located between Columbus Road and Hermanas Grade. This area surrounds a core area with parks, schools, and other public facilities.



Even though most of the land in the northeast and northwest within city limits are zoned for commercial and industrial there are multi-family residential uses. Existing multi-family residential developments are generally located south of Pine Street between Columbus Road and Country Club Road.

Over the past ten years, new residential subdivisions have been located close to the southern city limit and continues to grow southeast; there are large tracts of vacant land suitable for new residential subdivisions. The newest residential development, Country Club Estates, is a 300-lot Senior Community located near Country Club Road and Doña Ana Road.

Residential Zones

Eleven districts address residential uses. The A, A-1, A-3, A-4, and T districts are all single-family dwelling districts with some variety in lot and dwelling size. These districts also include permitted non-residential uses such as schools and churches between the districts. The A-5 district allows residential and agricultural use but requires a minimum of 2 acres. Mobile homes are permissive in the T district and the T-2 district allows a modular or prefabricated unit on a permanent foundation in addition to any use from the A districts.

The B and B-1 districts address multi-family residential, office, and institutional uses. The B-2 district allows residential use with the addition of fee-simple ownership such as condominiums and townhouses. The B-3 district allows residential and limited commercial uses for developments with a minimum of 100 units.

Commercial

The primary commercial land use is along Pine Street, Gold and Silver Avenue just south of I-10, this is considered the downtown commercial district. Downtown is characterized by historic buildings and is occupied by retail, office, and service sector businesses.

Commercial development along Pine Street, east of Pearl Street have larger parcels with automotive sale and repair, national retail and restaurant chains, gas stations, hotels, and RV parks.

Commercial Zones

Commercial uses are the C, C-1, and C-2 districts that allow multi-family residential use plus a range of commercial uses, ranging in intensity. The C and C2 districts allow a wide range of commercial use, while the C-1 district contains a specific list of retail and commercial use.

Agricultural

Most of the agricultural land use in Luna County are outside of the City of Deming limits. However, the agricultural activity within the city limits include irrigated cropland and pecan orchards along Doña Ana and Skyview Roads.

The Deming Industrial Park is home to the largest green chile processing plant, Mikan, Red Roof Hemp House is located on the Columbus Highway, and Adams Hemp Processing is in the start-up phase in the old Proper Foods Processing Plant on Pine Street.

Parks

Many of the parks are located in close proximity to residential developments. 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.

Trees Lake Park, the largest park is located on the eastside of the City. Trees Lake Park has an effluent reuse pond that has fishing, walking paths, 1,000 seat amphitheater, and will include a dog park and an all-inclusive park.

Sam Baca Aquatic Center, is a sloped pool that has 350-person capacity, therapy pool, slide, snack bar, and picnic tables. The City will be opening the Deming Splash Pad in 2020 with a 450-person capacity.

Cowboy Park is the rodeo arena that is used for PRCA, gymkhanas, ranch rodeos, high school, has dry camping is located on the westside of City of Deming.

A five-acre Sport Complex will be completed in the spring of 2020 in the Deming Industrial Park. Soccer and Football fields are also in the Deming Industrial Park they are used exclusively for the respective sports during each season with an agreement with leagues.

Institutional

The institutional uses does not only include the City of Deming's services such as, City Hall, Fire Department, Municipal Court, Museum, and Convention Center that are located downtown but also the Deming Public Schools, Library, Municipal Airport, and Police Department, Mimbres Memorial Hospital, Western New Mexico University-Deming, Luna County Courthouse, Detention Center, and Sheriff's Office, and numerous churches are located throughout the community.

Institutional District

The G district addresses governmental and non-nongovernmental uses approved by the City Council. Explosive manufacturing and storage are prohibited. The Airport property is exempted from this zone.

Industrial

The existing industrial use is concentrated in the Deming Industrial Park south of the Deming Municipal Airport. The Deming Industrial Park has parks and the Deming Wastewater Treatment Facility. Although the Deming Industrial Park currently has a number of vacant buildings, a number of businesses and non-profits that are located there.

The Peru Mill Industrial Park is located north of the railroad tracks, has a rail spur, and is the home Luna Energy Plant and an old operational manganese mill. The Peru Mill Industrial Park is envisioned to accommodate industrial companies that require large tracts of land and rail access.

Industrial Zones

The D districts cover industrial use. All uses are can be permitted in the D districts with the exception of residential use. The D districts include a list of specific uses such as, explosives manufacturing and storage that requires City Council review prior to the issuance of a building or occupancy permit.

Vacant Land

Large areas of vacant land are located north of the railroad tracks between Gold Avenue and the western City limits that present opportunities for larger scale residential, commercial, and industrial development, depending on the underlying zoning.

Smaller parcels are located within developed areas of Deming present an opportunity for small scale residential infill.

Extraterritorial Zoning

New Mexico law enables municipalities the size of Deming to exercise Extraterritorial Zoning jurisdiction within one mile of the City limits and can plan and plat jurisdictions within three miles of its municipal boundary (NMSA 3-19-5/3-21.2).

Deming exercises zoning authority through the Extraterritorial Zoning Regulations of the Deming City Code. These regulations address the transition of land use between Luna County and the City of Deming. The City and County approved an ordinance governing the Extraterritorial Zone-Three Mile Planning and Platting Jurisdiction in 2014.

Annexation

Annexation is a legal mechanism by which a municipality may expand its regulatory and taxing authority to adjacent unincorporated land (NMSA 3-7-1). Annexation can be used to ensure that land use and development standards are consistent and allows water, sewer, and emergency services to be provided efficiently.

Deming has historically annexed property only at the request of the property owner; this has sometimes resulted in long, narrow stretches of land, known as shoestring annexations. The City intends to avoid these types of shoestring annexations by encouraging property owners to include other property owners in annexation petitions. There have been three annexations that were approximately 308 acres.

Other Land Use Regulations

In addition to the Zoning Regulations, development in Deming is regulated through the Subdivision and Building Regulations. The Subdivision Regulations are the procedures and provisions for preliminary and final plats, design standards for streets, sidewalks, drainage, street lighting, utilities, lot and blocks along with variance procedures.

The Building Regulations provide and reference the New Mexico Commercial Building Code, Residential Building Code, Energy Conservation Code, and Existing Building Code.

Permitting and Fees

The fees of general building permits for any construction or remodel are based on the cost or valuation of the project. A minimum \$10.00 fee is required for an estimated value of proposed construction or valuation value of up to \$5,000, then \$2.00 shall be added to each \$1,000 or any portion of the estimated value in excess of \$5,000 to the proposed construction or remodel. There is minimum \$10.00 fee on residential projects that include completion of the "homeowners' responsibilities" form.

Mobile homes or manufactured homes the City of Deming requires applicants obtain an aesthetic review permit with an application fee of \$10.00. They still have to get required blocking, electrical, and plumbing permits from New Mexico Manufactured Housing, as well.

The fees below are for water and wastewater taps and gas connections:

- New utility installations, if services are available adjacent to the property
 - Water meter ¾" - \$400.00
 - Sewer collection tap - \$400.00

Gas meter 1" - \$400.00

- If there is a utility extension
Water 6"-8" main - \$19.00/LF
Sewer \$22.00/LF
Gas - \$7.00/LF

Sometimes it is necessary to have a lot split, replat, or other subdivision action for lots that are not already building-ready. Subdivision involving moving a lot but not creating a whole new lot is \$25.00 and any subdivision where one or more lots are created the fee is \$225.00

Zoning Updates

Some amendments that should be made to the Zoning Regulations to ensure land use consistency include:

- Creation of zoning and development standards designed to accommodate senior age-in-place housing to allow support services within senior housing projects, special parking standards, provision of mother-in-law quarters, and shared housing.
- Address the redundancy of the 11 different residential districts, as the current number of residential districts is cumbersome and there is not a significant difference between the districts.
- Address non-conforming uses particularly residential development within commercial zones by determining whether the properties should be rezoned, as these 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.
- Buffer and screen heavy commercial and industrial development where it is adjacent to residential areas, as there should be a five-foot setback for an industrial zoned lot that adjoins a residential district.

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

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

Infrastructure Availability

Water

The City of Deming serves approximately 6,150 public, residential, commercial, and industrial water consumer hook-ups with an average daily production of 3.836 million gallons per day (MGD) but has capacity of 12.295 MGD. The City has three water storage tanks that can store approximately 4,000,000 gallons of water and has 200 miles of water transmission and distribution

pipeline throughout the service area.

Wastewater

Wastewater throughout Deming is collected and transported to City's Wastewater Treatment Plant (WWTP). The current design capacity of the WWTP is 3,000,000 gallons per day and is currently processing 1,400,000 gallons per day through a headworks, two aerated ponds, two polishing ponds, two bio towers, two storage ponds, a disinfection station, pumping station, and flow boxes.

Gas and Electric

The City of Deming supplies natural gas services to 5,694 connection in the city limits and a few hundred outside of the city limits. The Gas Company of New Mexico also supplies gas to limited areas in the city limits and adjacent areas to the City.

City of Deming residents are served by the Public Service Company of New Mexico (PNM) and Columbus Electric Co-op for electricity. PNM provides service to the entire City except the Country Club Estates which is served by Columbus Electric Co-Op.

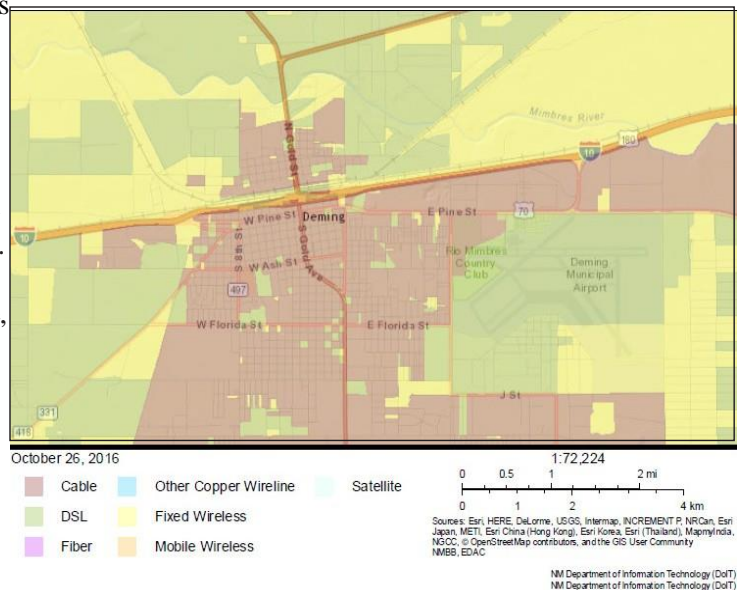
Solid Waste

The City of Deming collects solid waste from dumpsters, transports to the Deming-Luna County Waste Transfer Station, and then is transported and disposed of at the Butterfield Trail Regional Landfill. There is between 100 and 120 tons per day of solid waste that is received on average at the landfill. While recycling would reduce the volume of waste going into the landfill, curbside recycling is not yet available. Recyclables can be taken to the transfer station or to two satellite location where recycling bins are provided.

Telecommunications

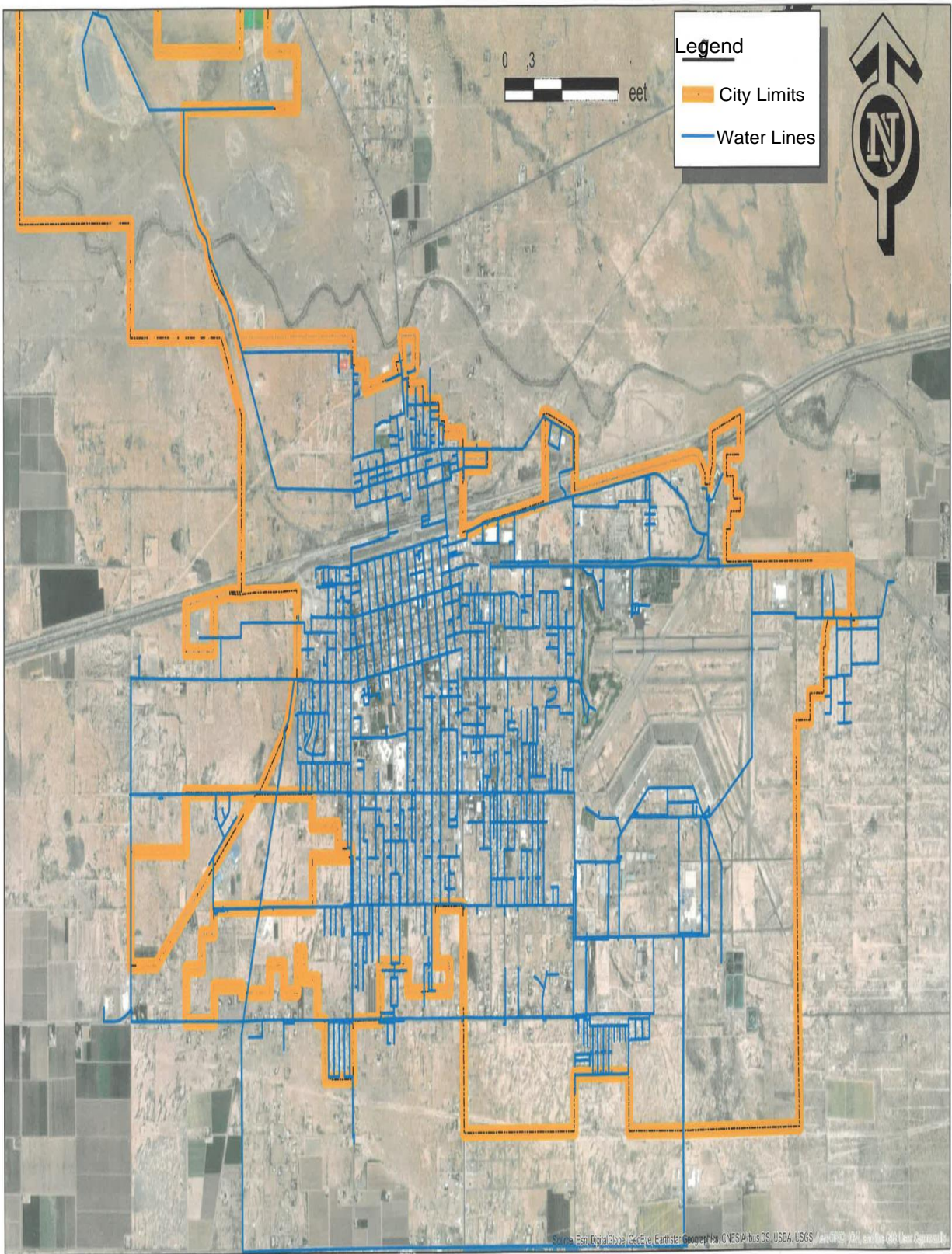
A range of telecommunications sources are available to the City of Deming's residents. Qwest provides the local area network telephone services; while cellular telephone, cable, and Internet services are available through:

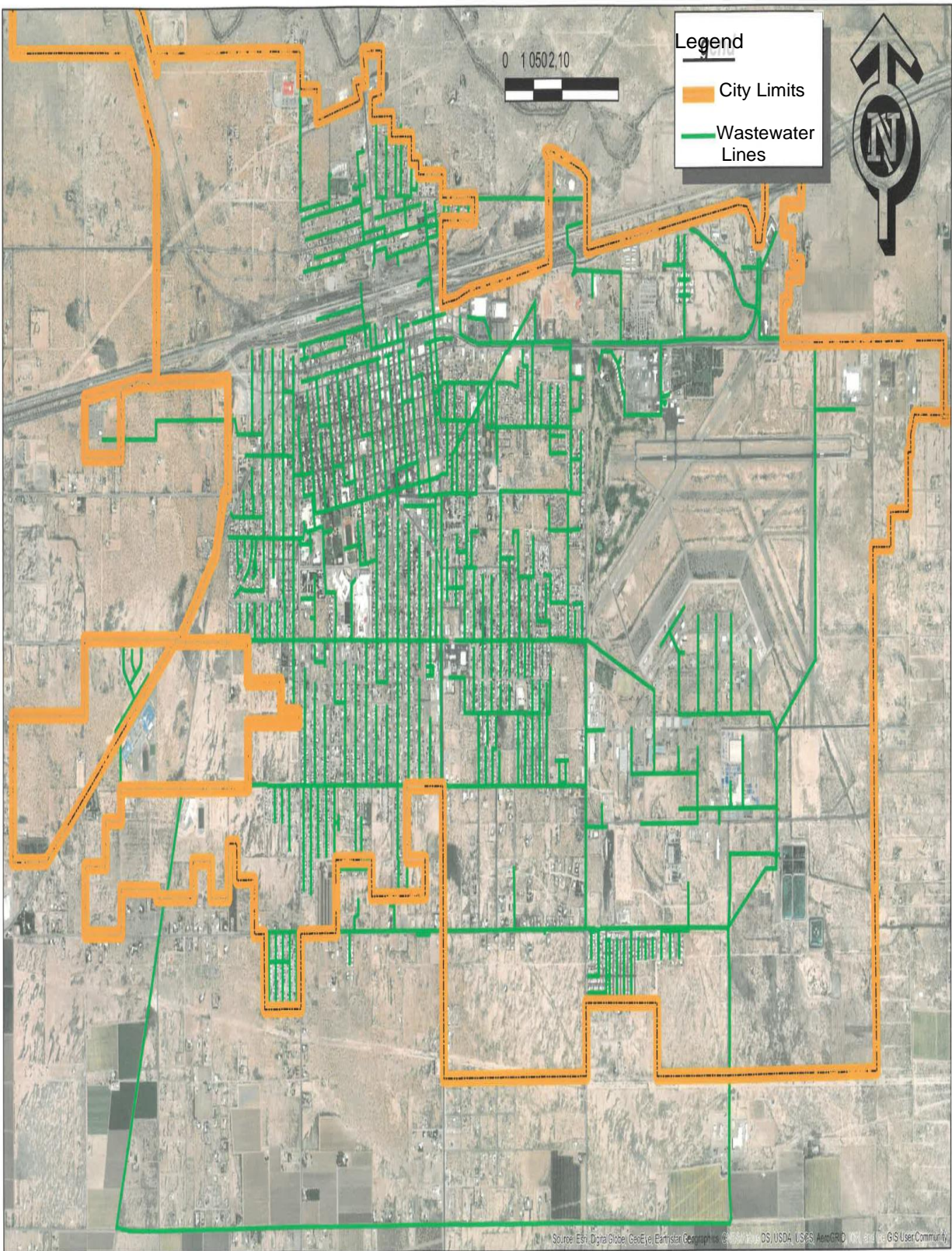
8. Comcast
9. Verizon
10. Xfinity
11. Sprint
12. AT&T
13. CenturyLink
14. Voice Stream

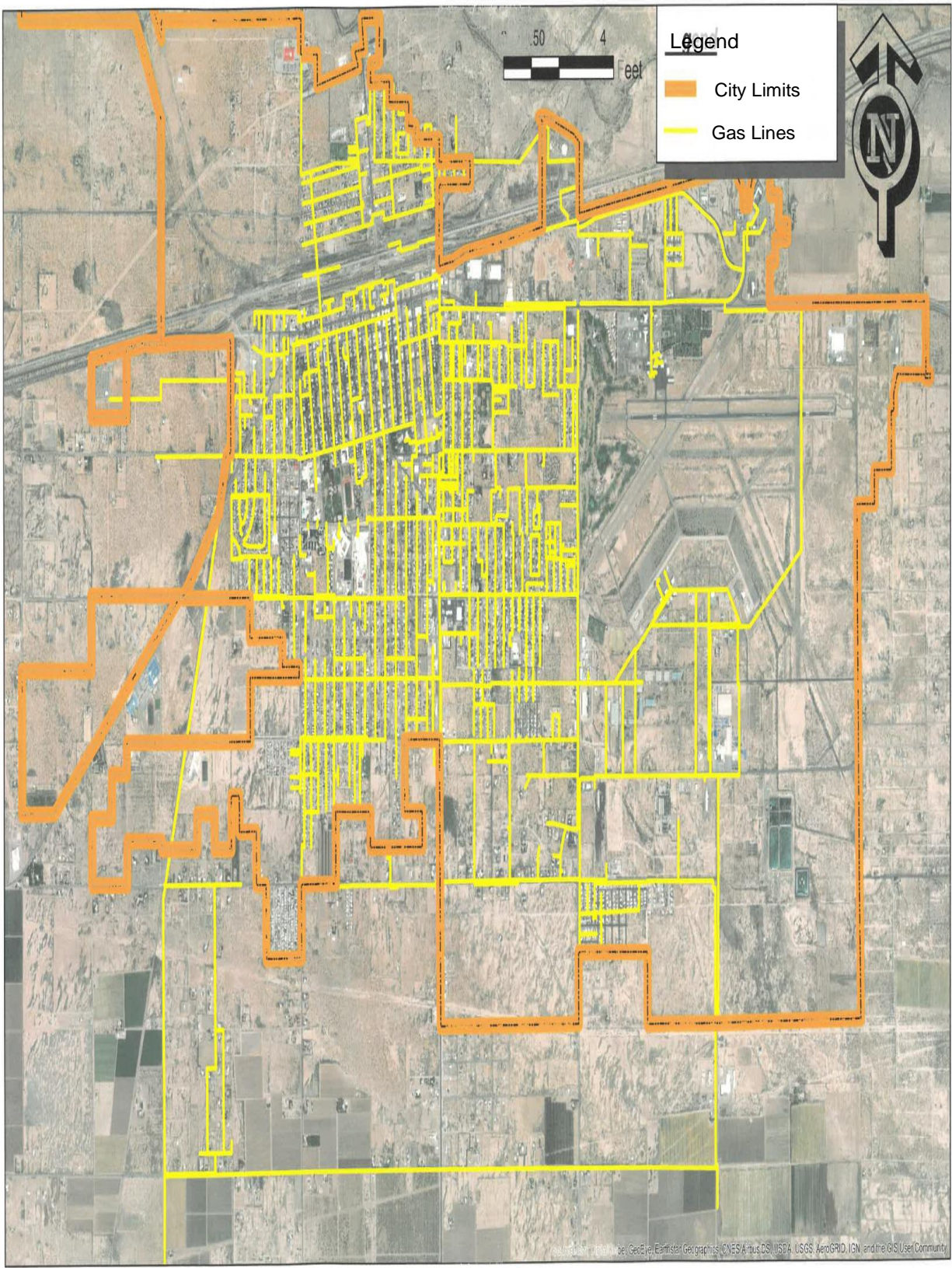


Satellite TV is provided by Sky Blue, Dish Network, DirectTV, Hugh's Net.

The maps below show the water, wastewater, and gas that is provided within the city limits and some services that are being provided to residents just outside of the city limits.







Colonias

The City of Deming is one of nine Colonias in Luna County. Colonias are federally designated communities that are 150 miles from the U.S.-Mexico border and have special infrastructure needs that include:

- Water Systems
- Wastewater Systems
- Solid Waste Disposal Facilities
- Flood and Drainage Control
- Road Infrastructure
- Housing Infrastructure

As part of a Colonias assessment, RCAC worked with the Southwest New Mexico Council of Governments (SWNMCOG) and New Mexico Environment Department to gather information regarding infrastructure needs and priorities.

TABLE 7.8: Luna County Colonias		
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

The City of Deming is a priority four.

- Residents are served by publicly-owned water systems but are not served by public wastewater services; however, the wastewater disposal systems appear to be adequate.
- Residents are served by both publicly owned water system and publicly owned wastewater facilities.

RCAC recommends technical assistance to help the City of Deming annex the areas in need of water and wastewater services or to work with the Colonias to develop the capacity in order to address the infrastructure needs. The need for the technical assistance is because an estimated 6.3% of Luna County Colonia residents are served with water and 93.7% are under or unserved and 3.2% of the Colonia residents are served with wastewater while 96.8% are under and unserved, according to the RCAC report.

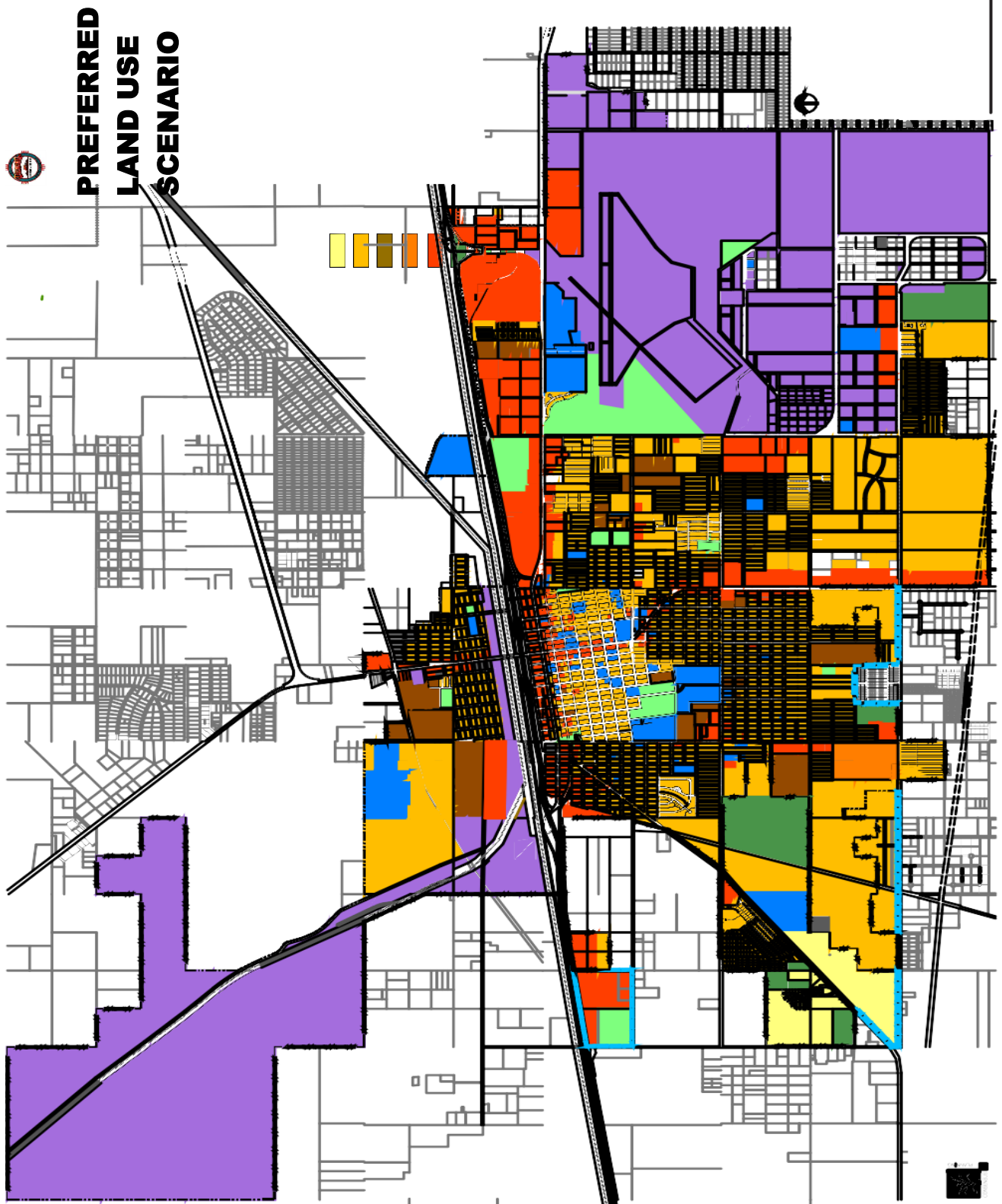
Funding

The State of New Mexico has a number of funding sources to finance infrastructure improvements for Colonias, including:

1. Rural Infrastructure Program
2. Drinking Water State Revolving Fund
3. Clean Water Revolving Loan Fund
4. Water Trust Board Fund
5. Public Project Revolving Fund
6. Local Government Planning Fund
7. Colonias Infrastructure Fund
8. Community Development Block Grant (CDBG)

Sustainable Development

The Preferred Land Use Scenario provides a vision for the orderly growth and development of Deming over the next 20 years. 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 Preferred Land Use Scenario map below includes the following land use categories:

Low Density Residential/Agricultural (Pale Yellow)

Low density residential/agricultural land use is located in vicinity of Doña Ana Road and NM 418 and is underdeveloped. It is characterized by large lot residential development that contain small-scale agricultural uses and typical lot sizes of two or more acres.

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 Residential (Brown)

Medium/high residential land use is characterized by higher density development that include a range of residential types including single-family detached, townhouses, apartments, and mobile home parks.

Mixed Use (Orange)

The only mixed-use area is located north of Doña Ana Road and west of 8th Street. The proximity to existing and proposed residential development and near two busy thoroughfares make this an appropriate location for residential and neighborhood scale commercial uses.

Commercial (Red)

Commercial land use is primarily located along Pine Street, Gold Avenue, and Country Club Road. There are commercial areas adjacent to I-10 that are intended to meet traveler's needs for lodging, dining, and gas. Commercial use range in scale from small downtown businesses to large retail facilities.

Parks and Recreation (Light Green)

This category includes public and private parks and recreation use such as, Trees Lake Park, Rio Mimbres Country Club and Golf Course, and Cowboy Park Arena. The parks range in scale from neighborhood parks to large regional recreational facilities.

Governmental/Institutional (Blue)

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

Industrial (Purple and Grey)

Industrial land use contains the Deming Industrial Park, Peru Mill Industrial Park, and along the railroad tracks. Although industrial uses exist in these areas, further light and heavy industrial development on vacant parcels are 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)

Light industrial/utility land use includes existing electric substations located within residential areas.

Gateways

Gateways are located at the five major roadway entry points that are appropriate for entry signage.

Housing Organizations

There are several housing organizations that provide housing assistance, counseling, and rehabilitation in the City of Deming including:

Western Regional Housing Authority

The Western Regional Housing Authority (WRHA) serves low and very-low income families through rental assistance under the Housing Choice Voucher and Low Rent Public Housing Programs through the United States Department of Housing and Urban Development (HUD). The WRHA territory includes, Grant, Catron, Hidalgo, Luna, Sierra, Socorro, Valencia, and Torrance counties and has offices in Deming and Silver City. In the Deming area, the WRHA provides 420 vouchers per month and there are approximately 20 people on the two to four month waiting list to receive vouchers.

Southwestern Regional Housing and Community Development Corporation

The Southwestern Regional Housing and Community Development Corporation (SWRHCD) seeks to increase housing options for low to medium income families through the following services:

- Credit and Mortgage Counseling
- First Time Home Buyer Program
- Homeowner Occupied Rehabilitation Program
- Weatherization Assistant Program
- Housing Development
- Individual Development Accounts

SWRHCD can provide up to \$55,000 for major renovations or repairs for families who meet the income eligibility requirements, as resources are available through New Mexico Mortgage Finance Authority. SWRHCD has also partnered with private developers to build the 60-unit Mariposa Village, develop the Sierra Vista Development, and five other multi-family developments.

Southwest Regional Housing and Community Development Corporation has also been designated as a HUD-certified, Community Housing Development Organization that allows SWRHCD the potential to qualify for special funds, projects, and technical assistance.

Tierra Del Sol Housing Corporation

Tierra del Sol Housing Corporation has become a leading developer of affordable single-family and multi-family housing in New Mexico. In Deming, Tierra del Sol developed the Desert Sun Apartments specifically to address the season worker population.

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

- Self-Help Housing
- Farm Labor Housing
- Rural Rental Housing
- Senior Congregate Housing
- Supportive Housing for the Elderly and Disabled
- Low Income Housing Tax Credit (LIHTC)
- Affordable Homeownership
- Subdivision and Real Estate Developments
- Single Family Home Rehabilitation

- Foreclosure Counseling and Down Payment Assistance

7.4 GOALS AND IMPLEMENTATION STRATEGIES

Housing Goal 1: Ensure that all Deming residents especially single-parents, seasonal workers, disabled persons, seniors, and crucial workforce members such as: law enforcement, fire, healthcare, and education have equitable access to safe and affordable housing.

Implementation Strategy 1.1: Community Services Department and City Council continually work with housing agencies to increase the amount of new, affordable, for-sale, and rental housing.

Implementation Strategy 1.2: Community Services Department and City Council continuously support Southwest Regional Housing and Community Development Corporation to apply for housing rehabilitation funds from the HOME Investment Partnership Program, USDA-Rural Development Rural Repair, CDBG, rehabilitation loans, and Section 504 grants for income qualified homeowners.

Implementation Strategy 1.3: Community Services and Public Works Departments constantly pursue funding from the Colonias Infrastructure Fund for housing development.

Implementation Strategy 1.4: Community Services Department and City Council develop incentives such as land donations, density bonuses, and/or fee waivers for affordable housing development by 2023.

Implementation Strategy 1.5: Community Services Department frequently coordinate with Southwest Regional Housing Community Development Corporation on distributing educational materials about affordable housing programs, credit counseling, first time homebuyer programs, and rehabilitation and maintenance assistance programs.

Housing Goal 2: Ensure that Deming neighborhoods are safe, well-maintained, and stable by addressing blighted conditions while maintaining or increasing property values by discouraging crime and vandalism.

Implementation Strategy 2.1: Community Services Department and City Council work together to amend the Zoning Ordinance to require landscape buffers between residential, heavy commercial, and industrial development by 2022.

Implementation Strategy 2.2: Community Services Department and City Council develop a “Home of the Month” program to recognize exceptional efforts of maintaining and improving by property owners that contributes to the overall appearance of the community by 2022.

Implementation Strategy 2.3: Community Services Department and City Council develop multi-family design standards to incorporate into the Zoning Ordinance by 2022.

Housing Goal 3: Increase senior age-in-place housing options to meet the needs of Deming's current and future senior populations to reduce relocation of seniors.

Implementation Strategy 3.1: Community Services Department and City Council collaborate with housing agencies and developers to pursue the development of senior housing facilities that include: independent and assisted living, memory care, and skilled nursing care facilities between 2022-2024.

Implementation Strategy 3.2: Community Services Department continually work with New Mexico

Mortgage Finance Authority to identify potential state and federal funding sources and tax incentives to develop senior housing facilities.

Housing Goal 4: Ensure the availability of continuum housing and support services to address the needs and safety of the homeless population in order to minimize the time people spend being homeless.

Implementation Strategy 4.1: Community Services Department helps identify the feasibility and resources needed to develop a joint Deming-Luna County Homeless Transitional Center and a micro-housing community between 2023-2025.

Implementation Strategy 4.2: Community Services Department continuously disseminate information on existing homeless services, including: temporary and transitional housing facilities, mental health, substance abuse, and domestic violence service providers.

Housing Goal 5: Promote green building and sustainable housing development through locating near jobs, amenities, and support services to help conserve resources and minimize impacts to the environment.

Implementation Strategy 5.1: Public Works and Community Services Department along with City Council determine the feasibility of adopting a Voluntary Green Building Ordinance that addresses lot selection, design, construction materials and waste, indoor and outdoor water use, and minimum efficiency standards by 2025.

Implementation Strategy 5.2: Community Services Department continually disseminate information on Build Green New Mexico to local homebuilders and contractors.

Implementation Strategy 5.3: Community Services Department identify appropriate locations for mixed-use developments in existing developed areas throughout Deming between 2023-2025.

CHAPTER 8

PARKS AND RECREATION

Parks and recreation are considered an essential service and have a major role in the livability of a community. The Parks and Recreation element identifies existing recreational resources and helps determine the park and recreational needs and opportunities throughout the City.

8.1 VALUE AND BENEFIT

The City has made it a priority to provide residents with quality of life amenities including parks, recreational facilities, and events. These amenities serve the community by providing a safe place to spend time, a marketing tool for the recruitment of new businesses and residents, developing community pride, and enhancing overall health and well-being.



Playground at Lloyd Pratz T-Ball Complex

The national *2016 American's Engagement with Parks Survey*, conducted by the National Recreational and Parks Association (NRPA), found that Americans visit their local parks and recreation facilities on an average of 29 times a year and view parks as a place to be with friends and family, get more physically active, closer to nature, and learn a new skill or craft. The survey also 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 parks and recreation facilities.

According to the National Institute of Health, parks and recreation facilities result in citizens exercising more that creates a multitude of benefits:

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

Economic Benefits

Research indicates that the quality and variety of parks, recreation, and cultural amenities rank high in the decision to relocate. Recreational and cultural facilities also increase the local tax base and property values. Neighborhoods with parks and open space have a higher rate of home sales.

Another economic benefit of parks and recreational facilities are tourist attractions through sports tournaments and special events, can generate significant revenue. The more amenities the community has to offer, the longer visitors stay in the community.

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 bring down the ambient temperature in developed areas, and provide habitat for a number

of animal species.

Health and Wellness

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

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

The Trust for Public Land publishes *City Park Data* for communities across the United States, this allows municipalities to evaluate whether or not they are providing an adequate number of parks and recreation facilities based on analysis service per the population.

According to the 2015 *City Park Data*, the median park per 1,000 residents for all cities was 12.5 acres and for low density cities, such as Deming, the median park was 14.8 acres per 1,000 residents. Based on Deming's 2010 population 14,855, the City is providing an overall level of service of total park acreage at 6.3 acres per 1,000 residents. This level of service indicates that the Deming has an opportunity to acquire and develop additional park and recreational facilities.

There are 16 existing public parks in the City of Deming totaling approximately 93.4 acres, they include 12 neighborhood parks, three community parks, and one regional park. The following park types are classified by the National Recreation and Park Association (NRPA):

Neighborhood Parks

Neighborhood parks are typically a minimum of 5 acres, located in a residential area, serve an area of approximately a one-mile radius, and include active and passive recreational opportunities. Neighborhood parks in Deming range from small pocket parks to large parks with playgrounds and picnic areas to designated sports fields. The total neighborhood park acreage in Deming is approximately 32.4 acres.

Community Parks

Community parks commonly have 30-50 acres, designed to serve two or more neighborhoods within a three-mile radius. In addition to play equipment, community parks may contain ball fields, playing courts, picnic areas, pavilions, and restrooms, and are generally located along a collector or arterial street. The BMX, Lloyd Pratz, and E.J. Hooten Complex are community parks in Deming with total acreage of approximately 25 acres.

Regional Parks

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

Although Trees Lake Park much smaller than the typical regional park with 36 acres, it is considered to be the only regional park in Deming. This consideration is because of the amenities it offers including, an effluent reuse fishing pond, amphitheater, pavilion, and extensive trail system that extends south to the

Rio Mimbres County Club/Golf Course and the Airport Soccer Field.

Additional Recreation Facilities

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

Sam Baca Aquatic Center is a state-of-the-art aquatic facility with a sloped-pool, walking and exercising paths, sand volleyball pits, therapy pool, and a slide. The Center is conveniently located near the schools and Mimbres Memorial Hospital.

Luna County Skate Park is located along Pine Street on the west side of Deming. Although the City does not own the Skate Park, it was a joint effort between the City and County to create this recreational amenity by Luna County providing the funding and the City assisting with construction.

Mountain View Cemetery is not a traditional public recreation facility; however, citizens use the walkways for walking and jogging as well as, attract birdwatchers to view the diverse bird population in Luna County.

School Facilities such as, the Memorial Football Stadium Track, tennis courts, high school gymnasiums, fine arts facility, and other sport fields are available for public use.

TABLE 8.1: PARK FACILITIES		
Park Name	Acres	Address
Neighborhood Parks		
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		
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		
Trees Lake Park	36.0	E. Cedar Street/ County Club Road

Public/Private Recreation Facilities

Public/private recreational facilities add to the opportunities available in the community. The facilities include the following:

Rio Mimbres Country Club Golf Course an 18-hole golf course open to the public and is managed by the County Club. The City of Deming owns ten holes while a private facility owns the other eight holes along with a practice hole.

Starmax Entertainment Center is a County owned facility that is leased to a private operator. The facility contains a six-screen movie theater, bowling alley, indoor miniature golf course, arcade, and a bar and grill.

Recreation Events

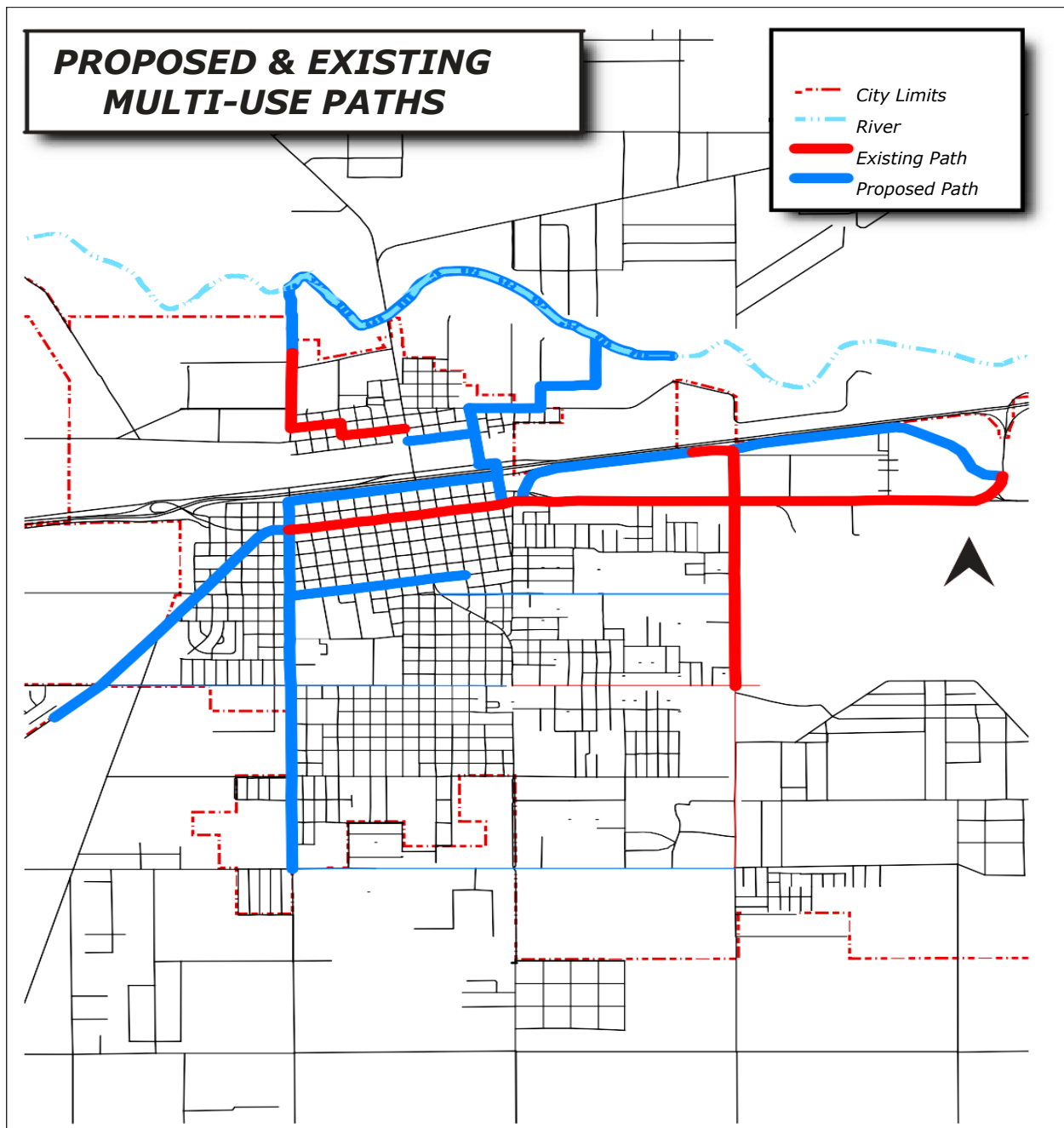
The following annual, community events take place in the City of Deming:

- March: Rockhound Roundup
Celebration of Life Walk
- April: Old Timers' Reunion
- May: Cinco de Mayo festivities
- July: Men's Invitational Golf Tournament
Salsa Fest
- August: Great American Duck Race
National Night Out
- September: St. Anne's Fiesta
Women's Invitational Golf Tournament
- October: Southwestern New Mexico State Fair
Klobase Barbecue
Trunk or Treat
- November: Dia de Muertos
- December: Light Christmas Parade

8.3 EXISTING AND PROPOSED MULTI-PURPOSE PATHS

The City has recently initiated a "City-perimeter" multi-use path development. Currently, the perimeter multi-use paths start at Tree Lake Park that extends south along Country Club Road, linking to the Rio Mimbres Country Club Golf Course. The City plans to further the multi-use path south, then turning west along Doña Ana Road, and north along 8th Street. This future plan would enhance the current six multi-purpose paths, which are listed below:

- Tree Lake Park
- Deming High School Track
- Country Club Road Multi-Purpose Path
- Florida Street Multi-Purpose Path
- Safe Routes Multi-Purpose Path
- Raymond Reed Boulevard Multi-Purpose Path



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

8.4 GOALS AND IMPLEMENTATION STRATEGIES

Parks and Recreation Goal 1: Maintain a comprehensive system of parks, trails, and recreational facilities to promote community health, wellness, and quality of life.

Implementation Strategy 1.1: Community Services Department and Luna County cooperatively develop and implement a *Parks and Recreation Master Plan* between 2023-2025.

Implementation Strategy 1.2: Community Services Department and Luna County co-create a network of multi-purpose paths to connect neighborhoods to schools and parks between 2020-2025.

Implementation Strategy 1.3: Community Services and Public Works Departments begin to remediate the Tulip Drive Landfill as a recreational facility with trails, open space, and other amenities between 2023-2025.

Implementation Strategy 1.4: Community Services Department develop youth-led programs such as murals, graffiti walls, and community clean-up teams to help reduce vandalism in parks by working with Deming Public Schools, civic groups, and law enforcement by 2023.

Parks and Recreation Goal 2: Allow public use of school recreational facilities to avoid duplication of facilities, provides efficiency of services, and continues to build the partnership between the City of Deming and Deming Public Schools for the benefit of the residents.

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

Implementation Strategy 2.2: Community Services Department continually encourage better coordination between sports leagues about shared use of playing fields to ensure equal access.

Parks and Recreation Goal 3: Encourage private developers to develop park facilities and/or open space in new subdivisions.

Implementation Strategy 3.1: Community Services Department along with City Council create incentives for subdivision developers to build neighborhood parks or dedicate open space between 2021-2023.

Implementation Strategy 3.2: Community Services Department and City Council amend the Subdivision Ordinance to require subdivision and apartment complex developers to provide public access to the City's multi-purpose paths, where feasible, by 2023.

CHAPTER 9

COMMUNITY SERVICES AND FACILITIES

The Community Services and Facilities element is intended to ensure the public health, safety, and welfare while providing quality of life elements throughout the City of Deming, as they are important to sustaining a healthy, strong, and thriving community.

9.1 COMMUNITY DEVELOPMENT

The City of Deming plans to make investments in recreational facilities and small community development activities to help alleviate socioeconomic challenges that are prevalent in the City. It is important to evaluate the root causes of the socioeconomic challenges and how they relate to one another, as they cause a negative community perception. Although some demographics such as, non-English speakers and seniors, rather than being seen as having a negative impact they should be seen as an asset to the community.

The City also provides space for free or discounted and financial assistance to non-profit organizations that focused primarily on youth, education, and recreation. Prevalent socioeconomic challenges that the City of Deming face are:

Poverty

Luna County has the highest unemployment rate and one of the highest poverty rates in New Mexico.

Education

Although Deming Public Schools has made advances in improving Deming's educational system, there is still additional need for trade apprenticeship opportunities and adult workforce retraining.

Violence

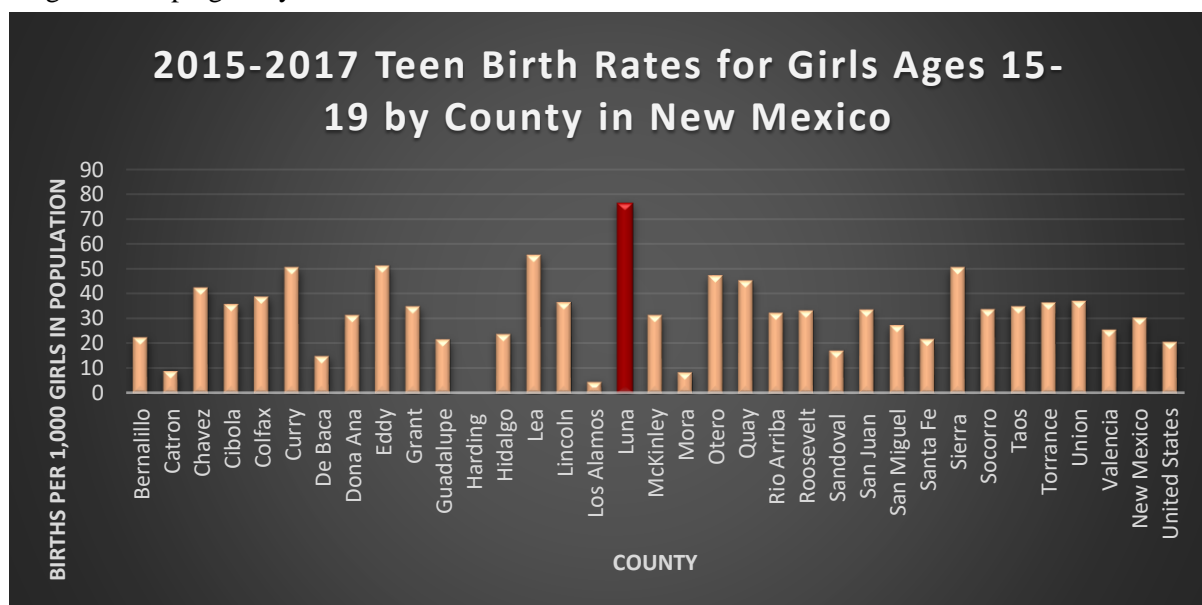
Most of the violence is related to gangs that are connected to drugs. Domestic violence increases during time of economic pressures which prevails with the agricultural season.

Drugs and Alcohol

Drug and alcohol abuse are a problem among youth and adults. The drug abuse is due to illegal substances as well as prescription drugs.

Teen Pregnancy

On top of Luna County facing high unemployment and poverty rate, Luna County also faces the highest teen pregnancy in the State of New Mexico.



The highest teen pregnancy rate in New Mexico were among the 18-19 year old age group among the Hispanic population.

Mother's Race/Ethnicity	New Mexico	United States
Non-Hispanic white	324	81,774
Non-Hispanic Black	36	46,686
American Indian or Alaska Native	281	4,446
Asian or Pacific Islander	*	4,653
Hispanic	1,424	75,708

Mother's Age	New Mexico	United States
Under 15	20	2,253
15-17	624	54,741
18-19	1,395	155,068

Senior Services

Although there are excellent senior resources, there is often waiting lists for many of the services and lack promotion of the existing resources. There is a need for graduated senior care to help Deming to continue to be a retirement destination.

Programming

Long-term efforts to improve education and fulfill economic development aspirations are addressing the root causes of these socioeconomic challenges. Programs should help provide a safety net for the most vulnerable populations including seniors, disabled, at-risk teens, and children; such as:

- Coordination of educational efforts throughout Deming
- Improving services to non-English speakers
- Ongoing support of programs offered at the Mimbres Valley Learning Center
- After-school programs
- Drug prevention and treatment
- Domestic violence assistance
- Programs that offer art and recreation opportunities
- Workforce training
- Additional medical facilities

The City of Deming already provides support to educational and recreational programs that begin to alleviate the socioeconomic challenges through:

- *Wilson Summer League Program*-a seven-week program that offers various sports and activities to youth ages 6-13.
- *Mayor's Teen Round Table*-provides a venue for teenagers and the Mayor to discuss relevant issues that Deming youth face, including drug prevention, cyberspace safety, teen pregnancy, and other issues.

9.2 PUBLIC SAFETY

Police Department

The Deming Police Department provides preventative patrol and emergency response services within city limits but occasionally assists the County, if requested. The Police Department has 34 sworn officers

that are assigned to four divisions, Patrol, Criminal Investigations, SWAT, and Bicycle Team. The Police Department also oversees Code Enforcement and Animal Control.

The Police Department's average emergency response time is between three and five minutes; a critical factor of any emergency response agency is the ability to reach the emergency scene in a timely manner. Emergency calls are initially sent to Central Dispatch and are forwarded to the commissioned officers.



Fire Department

The Deming Fire Department provides fire protection throughout Luna County with the exception of the Village of Columbus which has a Volunteer Fire Department. The Fire Department operates two fire stations, one is manned full-time and the other is an unmanned substation; to increase Deming's Insurance Service Office rating from a 4 would require classifying the substation as a main station.

The Fire Department is staffed with 19 fire fighters, comprised of eight paramedics, five advanced EMTs, three captains, and three lieutenants; the administrative staff includes a fire chief and a battalion chief that take an average of 2,800 service calls per year. The service equipment includes, five ambulances, one aerial, one tanker, two class "A" pumpers, one tanker pumper, and one brush truck.

US Customs and Border Patrol

The U.S. Customs and Border Patrol Deming Station is a major employer in the City of Deming. Today, there are 300 agents assigned to the Deming Station and are responsible for patrolling 135 miles of the U.S./Mexico border. The Deming Station is part of the El Paso Sector, that encompasses 125,500 square miles of El Paso and Hudspeth counties in Texas and all of New Mexico.

9.3 OTHER COMMUNITY FACILITIES

Marshal Memorial Library

Marshall Memorial Library is located in the Garcia Civic Center. The Library is staffed by three full-time and one part-time members, three members have Grade-2 Certifications. The Library is overseen by advisory board that is appointed by City Council.

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 (ages 18 months-5yrs old)
- Weekly Photography Club for all ages
- Weekly Special Needs Activities
- Weekly Spanish-English practice
- Monthly City Employee Safety Training
- Educational Evening Classes

Robert L. Complex

The Robert L. Beckett Senior Complex, is owned by the City of Deming, leased to Luna County, and managed by the non-profit Deming-Luna County Commission on Aging. The Senior Complex includes, the Deming-Luna County Senior Citizens Center and the Deming-Luna County Adult Day Care Facility.

The Senior Center is designed to be a “one-stop-shop” for information, services, and support to seniors in Luna County. Programs include adult day care, home delivered meals, transportation, respite care, personal care, congregate meals, volunteer programs (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.



The Senior Center staff members include 37 full-time and 2 part- time employees. The existing facility will eventually be under-sized, due to the growing senior population.

Luna County Cooperative Extension Services Office

The Luna County Cooperative Extension Office provides programs, publications, and resources that focus on 4-H youth development, agriculture, horticulture, health, and family well-being to residents of Luna County. The office is part of the New Mexico State University College of Agricultural, and Consumer and Environmental Sciences. Programs include:

- Master Gardener’s
- 4-H Youth Development and Rodeo
- Ideas for Cooking and Nutrition (ICAN) Classes
- Home Economics
- Agricultural and Horticultural Resources

Event Centers

The Special Events Center is co-located with the WNMU-Deming at the Mimbres Valley Learning Center and 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 downtown and can be rented for events and meetings. The facility can hold up to 184 occupants and has a serving kitchen, tables, and chairs.

9.4 EDUCATIONAL FACILITIES

Deming Public Schools

Deming Public Schools serves Luna County entirely. The District consists of seven elementary schools, two middle schools, one intermediate, one middle/high school, and one high school.

Elementary Schools

Bataan (K-5th)

Bell (Pre-K-5th)

Chaparral (K-5th)

Columbus (Pre-K-5th)

Memorial (K-5th)

My Little School (Pre-K)

Ruben S. Torres (K-5th)

Middle Schools/Intermediate

Deming Intermediate (6th)

Red Mountain (7th- 8th)

High School

Deming High School (9th-12th)

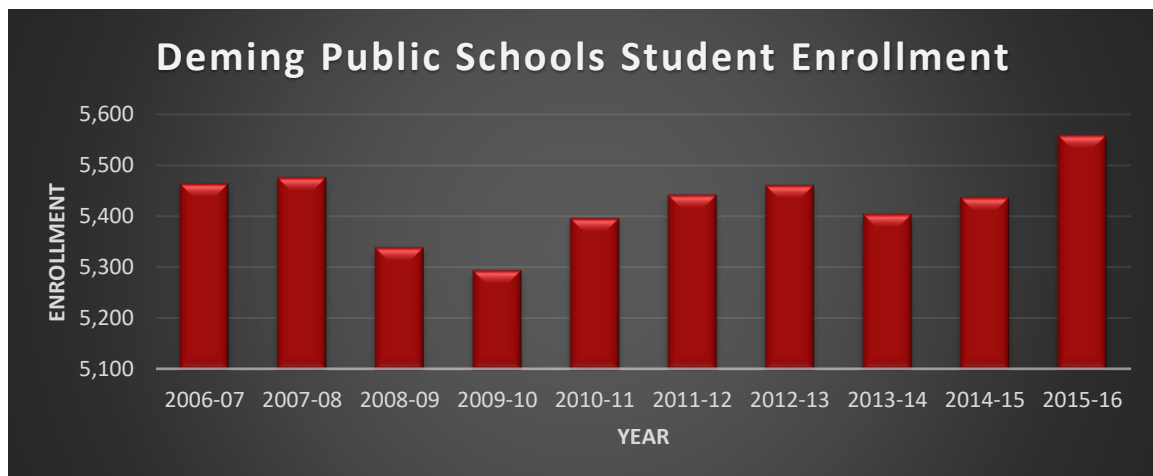
Deming College High School (9th-12th)



Deming High School

The programs and services offered by the district are in special education, bilingual education, and migrant education. Deming Public Schools also offers the Secure School for students who are not allowed back into the general student population because of adjudicated disciplinary reasons to continue their education.

According to the New Mexico Department of Education, student enrollment in the Deming Public School District has stayed between 5,300 and 5,550 students over the last 10 years. The 2015-2016 school year had the highest enrollment in the District's history with 5,559 students.



Deming Cesar Chavez High School

Deming Cesar Chavez High School is a charter school that serves students in 9-12th grades and offers education for adults to obtain a diploma or GED. The school offers general curriculum while providing students with one-on-one instruction and facilitates a Work Study Program that allows the students to earn credit while obtaining work experience.

Early Childhood Education

Luna County provides a variety of services in Early Childhood Education. As part of these efforts, there has been a coalition established consisting of Early Childhood educators, community members, Department of Health, and others interested in early education. The Coalition's vision "Is developing a community-wide system that advocates for early-childhood services for all children."

The comprehensive services provided are education, screenings and follow-up for health & development, family goal setting, family engagement, safety, social services, and nutrition to prepare children to be ready to enter kindergarten. These services are delivered in a learning environment that is individualized to support the children's developmental growth.

Agencies that provide Early Childhood Education are:

HELP-New Mexico, Incorporated has provides Early Childhood Education and Child Development services to children in Luna County.

Parents as Teachers is a home visiting program for prenatal to five years old children and families in Luna County.

CHI St. Joseph's and Ben Archer Healthy Start are a home visiting program for first time parents from expecting mothers to age three.

Deming Public Schools PED State Pre-k Program provides preschool education to children ages four to five.

Deming Public Schools Child Find provides disability services for children ages three to five that qualify to receive services.

His Kidz Learning Center is private childcare and a Child Youth and Families Department (CYFD) early pre-k program providing services to children from ages six weeks to age 12.

Children's Reading Foundation of Luna County promotes literacy by engaging parents and families in reading.

Higher Education

Western New Mexico University (WNMU-Deming), offers six two-year Associate degrees and five four-year Bachelor degrees in business, early childhood development, nursing, criminal justice, social work, education, and independent studies. WNMU-Deming is housed at the Mimbres Valley Learning Center and has approximately 400 students enrolled, half of which are high school dual enrolled students. In addition, to the educational opportunities, WNMU-Deming also assists the community in workforce development and offers online and distance education.

Deming Literacy Center

The Deming Literacy Center is dedicated to reducing illiteracy and improving lives in Luna County by assisting adults with reading, writing, and communication skills. Since inception, the program has served participants with English-as-a-Second-Language, Spanish, GEDs, 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.

9.5 COMMUNITY HEALTHCARE

Access to healthcare to improve the community's health and wellbeing is an important aspect of community development. Development and promotion of Deming as a Certified Retirement Community makes access to healthcare services significant from the economic development perspective. There are health and wellness providers in the City of Deming in addition to a number of clinics.

Mimbres Memorial Hospital and Nursing Home

Mimbres Memorial Hospital and Nursing Home employs over 200 healthcare professionals and provides a range of services and emergency care for southwestern New Mexico. It is designated as a Critical Access Hospital. Mimbres Memorial Hospital in and outpatient services include:

- 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
- Women's Health, including OB/GYN practitioners
- Orthopedic Surgeon
- Family Practice physician
- Nutritional Services
- Pharmacy
- Rehabilitation Services



Silver Health CARE and Urgent CARE Clinic

The Silver Health CARE Clinic and Urgent CARE Clinic provides adult primary care, podiatry, laboratory and radiology services, and urgent care.

Ben Archer Health Clinic

The Deming Ben Archer Health Clinic services include medical, dental, behavioral health, and community outreach and education. No patient is denied services due to an inability to pay. Transportation is available for appointments at Ben Archer through coordination with Rio Grande Transit and the Hatch Ambulance Service.

Gila Regional Family Medicine

Gila Regional Family provides a full-spectrum preventative, disease management, and acute care clinic. GRMC Deming Family Medicine offers a wide range of services, including:

- Primary Care
- Family Medicine - management of acute and chronic conditions
- Diabetes Education
- Pediatrics/Neonatology
- Occupational Health (DOT & CDL physicals)
- Preventative Health (all ages)
- STD & HIV screening
- Women's Health

Luna County Public Health Office

The Luna County Public Health Office is operated by the New Mexico Department of Health and offer services of:

- 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 is a 25-member organization appointed and serves as an advisory board to the Luna County Commission and is 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.

9.6 GOALS AND IMPLEMENTATION STRATEGIES

Community Facilities and Services Goal 1: Maintain and enhance public safety departments through adequate equipment, staffing, and training in order to ensure quick emergency response times and maintain the community's safety and security.

Implementation Strategy 1.1: City Council support ongoing training and certification for all current and future police officers, firefighters, and emergency medical technicians.

Implementation Strategy 1.2: Continue providing adequate staff and equipment to the Deming Police and Fire Departments in order to meet current and future community needs.

Implementation Strategy 1.3: Community Service Department and City Council determine the feasibility of staffing the Deming Fire Substation in order to increase the Fire Department's ISO rating by 2023.

Implementation Strategy 2.1: Community Services Department create a library improvement plan that

Community Facilities and Services Goal 2: Enhance and maintain community facilities to provide services and programs to meet the current and future needs of the community.

addresses capital and programmatic improvements, preventative maintenance, and staffing requirements by 2023.

Implementation Strategy 2.2: Community Services Department develop a plan for future expansion of the Deming-Luna County Senior Citizens Center in coordination with Luna County by 2025.

Community Services and Facilities Goal 3: Improve the access of healthcare services for all residents and families, especially seniors, people with disabilities, and children.

Implementation Strategy 3.1: Community Services Department frequently coordinate with Mimbres Memorial Hospital, Ben Archer Health Clinic, Silver Health Care Clinic, and other healthcare providers to disseminate information about the available healthcare services being offered in the community.

Implementation Strategy 3.2: Community Services Department along with Deming-Luna County Economic Development Corporation regularly promote medical school mentorship programs that recruit and train high school seniors, who are interested in the health sciences, to become physicians and return to Deming to practice medicine.

Implementation Strategy 3.3: Community Services Department frequently coordinate and participate with the Luna County Health Council, Ben Archer Health Clinic, and other healthcare providers to expand behavioral health programs and drug abuse treatment options for Deming residents.

Community Facilities and Services Goal 4: Provide equal access to quality education and learning opportunities for all Deming residents by working cooperatively with Deming Public Schools and WNMU-Deming.

Implementation Strategy 4.1: Community Services Department participate in a community dialogue between the City of Deming, Deming Public Schools, Deming Cesar Chavez High School, WNMU-Deming, and Luna County on educational initiatives, raising high school graduation rates, and expanding dual credit courses for high school students by 2023.

Implementation Strategy 4.2: Community Services Department continually pursue funding for more adult education programs in collaboration with WNMU-Deming, Deming Literacy Program, Luna County, and Deming-Luna County Economic Development Corporation.

CHAPTER 10

HAZARD MITIGATION

The primary purpose of hazard mitigation planning is to reduce loss resulting from disaster while protecting public health, safety, and welfare. Planning before a disaster occurs increases the community's resilience in repair, recovery, and reconstruction. By adopting Hazard Mitigation principles and engaging in best practices will enable the City of Deming to ensure sustainability during and/or after a disaster.

10.1 HAZARD MITIGATION

The hazard mitigation element describes the impact and probability that a natural or human-caused hazard may have on the City of Deming. The preparation and adoption of the Hazard Mitigation Plan is required for all communities by the Federal Emergency Management Agency (FEMA) in order to receive Hazard Mitigation Grant funds. The element uses *2014 Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan* to avoid confusion between the two plans.

The Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan is consistent with State hazard planning efforts and prepared in accordance with FEMA's requirements. There were three public meetings held as part of the planning process, where the public reviewed the following:

- Hazards and ranking
- Risk assessment and potential loss of physical assets or people
- Goals, objectives, and actions
- Implementation strategy and monitoring results

Key Principles

The following key principles will guide the City of Deming during long-range planning efforts and during an event of a disaster:

- Utilize the planning process as an integral part of the community's hazard mitigation strategies in order to act before a disaster
- Document existing and predicted future conditions to raise awareness of how-to mitigation them
- Promote intergovernmental coordination at the local and regional level
- Intermingle hazard mitigation and other planning goals
- Monitor, ongoing evaluation, and patience are required during hazard mitigation
- Review opportunities to change potential channels of threat by being both strategic and opportunistic
- Ensure that hazard mitigation is important to the community by assigning champions for recovery implementation
- Emphasize objective planning for opportunities to create projects that use open space, trails, or recreational facilities to include flood control
- Evaluate opportunities in the *Comprehensive Plan* for density reallocation
- Emulate the green building trend
- Communicate and educate the public about the risks of disasters
- Mitigation has long term economic benefits to the community
- Aim for resilience

Best Practices

FEMA's examples of 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 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 mitigation into public engagement efforts.
- Mitigation projects that acquire and demolish damaged structures or to retrofit public buildings, schools, and critical facilities to withstand extreme wind or flood events.

The City of Deming has existing planning tools that can be used to assist in hazard mitigation. These tools can help to keep future development out of known hazard areas, detour hazards away from existing developed areas, and strengthen existing development to resist hazards. Existing tools include:

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 addresses 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) is specific for expenditures that could impact hazard mitigation may include acquisition of open space, public safety equipment, upgrades to communication systems, water distribution system, fire suppression, and storm drainage systems.

Building Regulations were updated in 2010 to address fire hazards, flood damage prevention, wind erosion, and dust control.

10.2 HAZARD RATINGS

Table 10.1 below summarizes FEMA rates hazards based on occurrence probability and damage impact to life and property.

TABLE 10.1: HAZARD RATING SUMMARY			
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: 2014 Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan

Table 10.2 summarizes the City of Deming's hazard impact and probability. The categories were identified in the 2014 Luna County/City of Deming/Village of Columbus Hazard Mitigation Plan to have a range of impact and probability. Although the disruptions are generally short-term, law enforcement, fire, and medical transportation operations can be affected.

TABLE 10.2: DEMING HAZARD IMPACTS

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

10.3 GOALS AND IMPLEMENTATION STRATEGIES

Hazard Mitigation Goal 1: Decrease the community's vulnerability to natural or manmade hazards by collaborating with federal, state, and local agencies to reduce the number of potential injuries and possible property damage through adequate warnings and shortened disaster recovery time.

Implementation Strategy 1.1: Public Works and Community Services Department work with the United State Army Corp of Engineers to determine the phasing plan for storm drainage improvements to handle the 100-year flood by 2023.

Implementation Strategy 1.2: Continue to develop and implement a coordinated, rapid, and effective response to disasters by the Deming Police and Fire Departments, Luna County Sheriff's Department, New Mexico State Police, and other area first response agencies.

Implementation Strategy 1.3: Public Works Department develop a Flood Insurance Awareness Program through Public Service Announcements distributed in utility bills and using traditional and social media by 2023.

Implementation Strategy 1.4: Public Works Department reinforce stabilization to waterway banks in areas of high risk of erosion and subsequent damage by 2023.

Implementation Strategy 1.5: Public Works Department collaborate with Deming Police and Fire Departments, Luna County, and the Village of Columbus to develop an early warning system such as reverse 911 for hazards including flooding, high winds, tornadoes, etc., by 2022.

CHAPTER 11

IMPLEMENTATION

Implementation is a critical component in comprehensive planning. Once the Goals and Implementation Strategies have been identified through the public engagement process, prioritize, and implement the Comprehensive Plan should be a priority for the City of Deming.

11.1 OVERVIEW

The City of Deming's Council has demonstrated commitment to future planning efforts through this *2020 Comprehensive Plan* update by using the goals and implementation strategies to help guide decision-making in regards to physical growth and development and capital expenditures. This update also includes the creation of an inclusive housing element that will be the City of Deming's *Affordable Housing Plan*.

These implementation actions are intended to help ensure the City of Deming's success:

- Review and update the City's land development codes to ensure consistency with the *2020 Comprehensive Plan*.
- Track the completion of each element implementation strategies and prepare reports for City Council on a regular basis.
- Link the City's ICIP to the implementation strategies and priorities identified in the *Comprehensive Plan*.
- Stay abreast of funding sources and programs that can be utilized for implementation.
- Base future grant applications on implementation strategies and priorities identified in the *Comprehensive Plan*.
- Develop and maintain partnerships with other public and private entities to accomplish implementation strategies.
- Represent the City of Deming in regional water, infrastructure, transportation, and economic development planning efforts.

11.2 COMMUNITY GOALS

There are several overarching community goals throughout the *Comprehensive Plan*. These goals are based on challenges that were identified through the planning process, addressed in the goals and implementation strategies, and have helped create the priorities of the City for the next five years.

Community goals:

- Diversify the economy to help grow the tax base, lower the unemployment rate, and retain the youth within the community.
- Continue to pursue industries that complements the renewable energy, value-added agriculture, senior support services, and hospitality services sectors.
- Build workforce training by working with Deming Public Schools and Western New Mexico University to ensure that all Deming residents have an opportunity to become employable and retainable, especially the youth.
- Emphasize infill of vacant properties and reuse of vacant buildings, especially those that have access to City infrastructure and services.
- Consider annexation if a cost/benefit analysis determines, existing infrastructure capacity or ability to extend services, has potential for economic development.
- Continue supporting Deming-Luna County MainStreet to prioritize downtown Deming capital improvements in order to help the community become a tourist destination.
- Develop housing for single parent households, workforce, seniors, seasonal and migrant workers, homeless, and other special populations.

- Partner with agencies that ensure senior support services such as, medical facilities and professionals, housing, continuum of care facilities, senior programs, and volunteer opportunities are available so seniors can age-in-place to enhance the retirement community.

11.3 IMPLEMENTATION

Implementation is organized by each planning element, projected completion timeframe, and responsible departments or partners. The timeframes for implementing the strategies include short-term (2021-2023), medium-term (2024-2028), long-term (9 years or longer), and on-going which are dependent on financial constraints and available funding.

Many of the capital projects identified in the *Comprehensive Plan* will require funding and/or participation from multiple sources and may possibly require phasing. Some of the primary sources or agencies for funding and/or participating in the implementation are listed below. Appendix B contains a list of agencies and resources that can be pursued for funding capital improvements.

- Community Development Block Grant
- Deming-Luna County Economic Development Corporation
- Deming-Luna County Chamber of Commerce
- Deming-Luna County MainStreet
- New Mexico Economic Development Department
- Federal Emergency Management Agency
- New Mexico Environmental Department
- New Mexico Mortgage Finance Authority
- New Mexico Finance Authority
- New Mexico Office of Emergency Management
- New Mexico Department of Transportation
- Southwest New Mexico Council of Governments
- United States Department of Agriculture Rural Development
- New Mexico Environmental Department Solid Waste Bureau

The planning element goals listed below are the City of Deming's priorities during the next five years. Although, these goal are priority, the City of Deming will not exclude working towards implementing the other *Comprehensive Plan* planning element.

Land Use Goal 1: Ensure land uses are appropriately zoned in existing residential and commercial areas to avoid incompatible uses, protect property values while allowing land uses of similar intensity to co-locate, and provide adequate transitions between land uses of different intensity.

Land Use Goal 2: Promote mixed-use development to infill, redevelop, and reuse abandoned properties that are currently served by City infrastructure, especially downtown.

Economic Development Goal 1: Pursue a diversified economy through recruitment of stable industries that provide well-paying jobs to help alleviate the high unemployment and poverty rates while retaining Deming's youth.

Economic Development Goal 2: Encourage and support small business development, retention, and expansion while providing employment opportunities for local residents by enhancing and maintaining unique home-grown businesses.

Transportation Goal 1: Establish an efficient, safe, and convenient transportation system through

traffic and roadway management that balances the needs of pedestrians, bicyclists, motorists, and large trucks.

Transportation Goal 2: Expand general aviation operations at the Deming Municipal Airport to enhance economic opportunities for the City of Deming and Luna County.

Infrastructure Goal 1: Maintain safe, efficient domestic water supply and distribution system to meet the current demand and accommodate future growth and development.

Infrastructure Goal 2: Efficiently manage the quality water service through water conservation and effluent reuse to ensure the water supply is sustainable in times of drought.

Housing Goal 1: Ensure that all Deming residents especially single-parents, seasonal workers, disabled persons, seniors, and crucial workforce members such as: law enforcement, fire, healthcare, and education have equitable access to safe and affordable housing.

Housing Goal 2: Increase senior age-in-place housing options to meet the needs of Deming's current and future senior populations to reduce them moving to other locations.

Parks and Recreation Goal 1: Maintain a comprehensive system of parks, trails, and recreational facilities to promote community health, wellness, and quality of life.

Parks and Recreation Goal 2: Allow public use of school recreational facilities to avoid duplication of facilities, provides efficiency of services, and continue to build the partnership between the City of Deming and Deming Public Schools for the benefit of the residents.

Community Facilities and Services Goal 1: Maintain and enhance public safety departments through adequate equipment, staffing, and training in order to ensure quick emergency response times and maintain the community's safety and security.

Community Facilities and Services Goal 4: Provide equal access to quality education and learning opportunities for all Deming residents by working cooperatively with Deming Public Schools and WNMU-Deming.

Hazard Mitigation Goal 1: Decrease the community's vulnerability to natural or manmade hazards by collaborating with federal, state, and local agencies to reduce the number of potential injuries and possible property damage through adequate warnings and shortened disaster recovery time.

Below are the planning elements goal implementation strategies that are in timeline format with ongoing being first. This will allow the City of Deming's department heads to use the *Comprehensive Plan* as a living document.

ONGOING

- ☐ **Land Use Goal 1-Implementation Strategy 1.3:** Community Services Department regularly evaluate existing non-conforming uses to make a determination of whether a zone change is warranted.
- ☐ **Land Use Goal 2-Implementation Strategy 2.2:** Community Services Department continue to support redevelopment and reuse projects downtown Deming such as those identified in the *City of Deming Downtown Master Plan*.
- ☐ **Land Use Goal 2-Implementation Strategy 2.4:** Deming Luna County Economic

Development Corporation frequently identify excess City-owned properties that are available for sale or redevelopment purposes.

- **Land Use Goal 4-Implementation Strategy 4.4:** Community Services Department and Deming-Luna County MainStreet continue with the Façade Improvement Program to support the maintenance and beautification of downtown buildings.
- **Land Use Goal 4-Implementation Strategy 4.5:** Community Services Department continually evaluate Code Enforcement staffing levels to enforce existing regulation that address dilapidated buildings, weeds, litter, and illegal dumping throughout Deming.
- **Economic Development Goal 1-Implementation Strategy 1.1:** Deming-Luna County Economic Development Corporation continuously recruit companies that are complementary to the existing renewable energy, tourism, manufacturing, distributing, value-added agriculture, and retirement clusters and that are sensitive to the natural and cultural environment.
- **Economic Development Goal 1-Implementation Strategy 1.2:** Deming-Luna County Economic Development Corporation and City Council regularly collaborate and support economic development initiatives of local and regional economic development agencies.
- **Economic Development Goal 1-Implementation Strategy 1.4:** Deming-Luna County Economic Development Corporation and MainStreet continue to promote Deming's assets including, small town atmosphere, art community, historic and cultural resource, rail access, renewable energy generation, and available land on the City's website, social media, and trade publications.
- **Economic Development Goal 1-Implementation Strategy 1.7:** Deming-Luna County Economic Development Corporation continues to work with the Deming-Luna County Chamber of Commerce on creating an annual business recognition program.
- **Economic Development Goal 2-Implementation Strategy 2.3:** Deming-Luna County Economic Development Corporation, MainStreet, and Chamber of Commerce regularly coordinate with WNMU-Deming on providing education to Deming businesses regarding the Small Business Development Center's services.
- **Economic Development Goal 3-Implementation Strategy 3.1:** Deming-Luna County Economic Development Corporation continue to work with New Mexico Economic Development Department and local employers to seek workforce funding such as, the Job Training Incentive Program (JTIP).
- **Economic Development Goal 3-Implementation Strategy 3.4:** Regularly support the Mayor's Teen Roundtable work study program by coordinating efforts with Deming Public Schools, Deming Cesar Chavez Charter High School, local businesses, and organizations to provide work opportunities for local youth.
- **Economic Development Goal 4-Implementation Strategy 4.2:** Deming-Luna County Economic Development Corporation and MainStreet along with City Council continuously

encourage new sit-down restaurants, retail businesses, and entertainment venues to locate and rehabilitate vacant downtown buildings.

- **Transportation Goal 1-Implementation Strategy 1.4:** Community Services and Public Works Departments continuously pursue NMDOT funding for street, pedestrian, and bicycle improvements to meet existing and future transportation needs.
- **Transportation Goal 1-Implementation Strategy 1.5:** Community Services and Public Works Departments continue to participate in the Southwest Regional Transportation Planning Organization.
- **Transportation Goal 2-Implementation Strategy 2.1:** Community Services Department frequently conducts a City-wide street and pavement inventory that set priorities for new street construction, maintenance of pavement, installation of curb and gutter, ADA ramps, and rehabilitation of streets.
- **Transportation Goal 2-Implementation Strategy 2.2:** Community Services and Public Works Departments continues implementing ADA compliance to new and existing developments of sidewalks and roadways.
- **Transportation Goal 2-Implementation Strategy 2.3:** Community Services and Public Works Departments along with City Council continues to pursue Community Development Block Grant and New Mexico State Legislative Capital Outlay funding for transportation improvements.
- **Transportation Goal 3-Implementation Strategy 3.1:** Community Services Department continues to prioritize and implement airport projects identified on the City's Infrastructure Capital Improvement Plan.
- **Transportation Goal 3-Implementation Strategy 3.2:** Community Services Department continuously pursues available funding from FAA and the NMDOT-Aviation Division.
- **Infrastructure Goal 1-Implementation Strategy 1.1:** Public Works Department continues to secure funding for rehabilitation and replacement of water lines necessary to accommodate existing needs.
- **Infrastructure Goal 1-Implementation Strategy 1.2:** Public Works Department and City Council regularly develops an appropriate Water Policy that outlines strategies such as, obtaining other water rights and associated water supplies that maybe necessary to address the increasing water demand.
- **Infrastructure Goal 2-Implementation Strategy 2.1:** Public Works Department continuously encourages voluntary water conservation methods such as, low flow fixtures, irrigation schedules, xeriscaping, etc.
- **Infrastructure Goal 2-Implementation Strategy 2.3:** Public Works Department continues to improve effluent water quality for irrigation and recreational purposes.

- **Infrastructure Goal 3-Implementation Strategy 3.1:** Public Works Department regularly secures funding for rehabilitation, replacement, and expansion of wastewater collection lines essential to meet existing and future needs.
- **Infrastructure Goal 3-Implementation Strategy 3.2:** Public Works Department makes improvements to the City's Wastewater Treatment Facility as-needed to keep pace with future growth.
- **Infrastructure Goal 3-Implementation Strategy 3.3:** Public Works Department replaces manholes on an as-needed basis to prevent deterioration.
- **Infrastructure Goal 6-Implementation Strategy 6.1:** Public Works Department rehabilitate and replace gas lines on a regular basis and extending lines to new areas based on a cost/benefit analysis.
- **Infrastructure Goal 7-Implementation Strategy 7.1:** Community Services and Public Works Departments continue to work with telecommunication companies on expanding wireless and fiber optics network throughout the community.
- **Infrastructure Goal 8-Implementation Strategy 8.1:** Public Works Department and City Council continue to pursue funding such as, CDBG, Colonias Infrastructure, Water Trust Board, etc., for infrastructure projects.
- **Infrastructure Goal 8-Implementation Strategy 8.2:** Public Works Department regularly coordinate with Southwest New Mexico Council of Governments and Luna County when applying for funding from the Colonias Infrastructure Fund to ensure projects are qualified and not duplicated.
- **Housing Goal 1-Implementation Strategy 1.1:** Community Services Department and City Council continually work with housing agencies to increase the amount of new, affordable, for-sale and rental housing.
- **Housing Goal 1-Implementation Strategy 1.2:** Community Services Department and City Council continuously support Southwest Regional Housing and Community Development Corporation to apply for housing rehabilitation funds from the HOME Investment Program, USDA-Rural Development Rural Repair, CDBG, rehabilitation loans, and Section 504 grants.
- **Housing Goal 1-Implementation Strategy 1.3:** Community Services and Public Works Departments constantly pursue funding from the Colonias Infrastructure Fund for housing development.
- **Housing Goal 1-Implementation Strategy 1.5:** Community Services Department frequently coordinates with Southwest Regional Housing and Community Development Corporation on distributing educational materials about affordable housing programs, credit counseling, first time homebuyer programs, and rehabilitation and maintenance assistance programs.

- **Housing Goal 3-Implementation Strategy 3.2:** Community Services Department continually work with New Mexico Mortgage Finance Authority to identify potential state and federal funding sources and tax incentives to develop senior housing facilities.
- **Housing Goal 4-Implementation Strategy 4.2:** Community Services Department continuously disseminate information on existing homeless services including, temporary and transitional housing facilities, mental health, substance abuse, and domestic violence service providers.
- **Housing Goal 5-Implementation Strategy 5.2:** Community Services Department continually disseminate information on Build Green New Mexico to local homebuilders and contractors.
- **Parks and Recreation Goal 2-Implementation Strategy 2.1:** Regularly update and maintain agreements between the City of Deming and Deming Public Schools regarding public use of school facilities.
- **Parks and Recreation Goal 2-Implementation Strategy 2.2:** Community Services Department continually encourage better coordination between sports leagues about shared use of playing fields to ensure equal access.
- **Community Facilities and Services Goal-1 Implementation Strategy 1.1:** City Council support ongoing training and certification for all current and future police officers, firefighters, and emergency medical technicians.
- **Community Facilities and Services Goal 1-Implementation Strategy 1.2:** Continue providing adequate staff and equipment to the Deming Police and Fire Departments in order to meet current and future community needs.
- **Community Facilities and Services Goal 3-Implementation Strategy 3.1:** Community Services Department frequently coordinate with Mimbres Memorial Hospital, Ben Archer Health Clinic, Silver Health Care Clinic, and other healthcare providers to disseminate information about the available healthcare services being offered in the community.
- **Community Facilities and Services Goal 3-Implementation Strategy 3.2:** Community Services Department along with Deming-Luna County Economic Development Corporation regularly promote medical school mentorship programs that recruit and train high school seniors, who are interested in health sciences, to become physicians and return to Deming to practice medicine.
- **Community Facilities and Services Goal 3-Implementation Strategy 3.3:** Community Services Department frequently coordinate and participate with Luna County Health Council, Ben Archer Health Clinic, and other healthcare providers to expand behavior health programs and drug abuse treatment option for Deming residents.
- **Community Facilities and Services Goal 4-Implementation Strategy 4.1:** Community Services Department participate in community dialogue between the City of Deming, Deming Public Schools, Deming Cesar Chavez High School, WNMU-Deming, and Luna

County on educational initiatives, raising high school graduation rates, and expanding dual credit courses for high school students.

- **Community Facilities and Services Goal 4-Implementation Strategy 4.2:** Community Services Department continually pursue funding for more adult education programs in collaboration with WNMU-Deming, Deming Literacy Program, Luna County, and Deming-Luna County Economic Development Corporation.
- **Hazard Mitigation Goal 1-Implementation Strategy 1.2:** Continue to develop and implement a coordinated, rapid, and effective response to disasters by the Deming Police and Fire Departments, Luna County Sheriff's Department, New Mexico State Police, and other area first response agencies.

2021

- **Land Use Goal 2-Implementation Strategy 2.1:** Community Services Department and City Council provide incentives such as, fee reduction or waivers for utility extensions, to local contractors for infill development and redevelopment.
- **Land Use Goal 4-Implementation Strategy 4.1:** Community Services Department and Deming-Luna County Economic Development Corporation work with Deming-Luna County MainStreet and Chamber of Commerce to help identify Deming's "brand" and incorporate the brand into community gateways and wayfinding systems.
- **Land Use Goal 4-Implementation Strategy 4.2:** Community Services Department develop community gateways at the major entries into Deming.
- **Land Use Goal-Implementation Strategy 4.3:** Community Services Department and Deming-Luna County MainStreet develop a wayfinding signage program that directs visitors downtown Deming and other key areas of interest.
- **Economic Development Goal 1-Implementation Strategy 1.3:** Deming-Luna County Economic Development Corporation develop a marketing initiative that provides information of tax and job training initiatives and available commercial and industrial properties to businesses interested in expanding or relocating to Deming.
- **Economic Development Goal 1-Implementation Strategy 1.6:** Community Services and Public Works Departments make improvements to the Deming Industrial Park such as, rehabilitation and reuse of vacant or underutilized buildings, landscaping, and entry signage.
- **Economic Development Goal 2-Implementation Strategy 2.1:** Deming-Luna County Economic Development Corporation work with local banks and partner with other economic development organizations to create a revolving loan fund that would offer access for capital to small businesses.
- **Economic Development Goal 3-Implementation Strategy 3.3:** Community Services Department and WNMU-Deming provide better outreach in both English and Spanish

about existing vocational classes offered at the Mimbres Valley Learning Center and other workforce development programs in the area.

- **Transportation Goal 1-Implementation Strategy 1.1:** Community Services and Public Works Departments along with NMDOT and Luna County create a new *Regional Comprehensive Transportation Study*.

2022

- **Land Use Goal 2-Implementation Strategy 2.3:** Community Service Department and Deming-Luna County MainStreet work with City Council to amend the Zoning Code to allow for context sensitive development standards (parking, setbacks, building height, landscaping, etc.) for downtown.
- **Land Use Goal 3-Implementation Strategy 3.1:** Community Services Department and City Council identify high density uses to consider annexation areas along principal arterials and major intersections with minimal interface to single-family development.
- **Economic Development Goal 1-Implementation Strategy 1.5:** Community Services and Public Works Departments identify funding sources to complete the implementation of the recommendation from the *2010 Peru Mill Industrial Park Master Plan*.
- **Economic Development Goal 2-Implementation Strategy 2.2:** Deming-Luna County Economic Development Corporation complete a feasibility study for developing a commercial kitchen incubator.
- **Economic Development Goal 2-Implementation Strategy 2.4:** Deming-Luna County Economic Development Corporation and MainStreet work with Deming-Luna County Chamber of Commerce to develop and promote a “Support Local Business” program.
- **Infrastructure Goal 1-Implementation Strategy 1.4:** Public Works Department determines the capacity and feasibility of extending water service to future Colonia areas through a cost/benefit analysis.
- **Infrastructure Goal 4-Implementation Strategy 4.1:** Community Services and Public Works create a GIS database for the storm drainage system.
- **Infrastructure Goal 5-Implementation Strategy 5.1:** Public Works Department determines cost-effective actions to improve the recycling program by providing additional recycling bins.
- **Infrastructure Goal 5-Implementation Strategy 5.2:** Public Works develops a Public Information Program on the benefits of recycling.
- **Housing Goal 2-Implementation Strategy 2.1:** Community Services Department and City Council work together to amend the Zoning Ordinance to require landscape buffers between residential, heavy commercial, and industrial development.

- **Housing Goal 2-Implementation Strategy 2.2:** Community Services Department and City Council develop a “Home of the Month” program to recognize exceptional efforts of maintaining and improving by property owners that contributes to the overall appearances of the community.
- **Housing Goal 2-Implementation Strategy 2.3:** Community Services Department and City Council develop multi-family design standards to incorporate into the Zoning Ordinance.
- **Hazard Mitigation Goal 1-Implementation Strategy 1.5:** Public Works Department collaborate with Deming Police and Fire Departments, Luna County, and the Village of Columbus to develop an early warning system such as, reverse 911 for hazards including, flooding, high winds, tornados, etc.

2023

- **Transportation Goal 1-Implementation Strategy 1.3:** Community Services and Public Works Departments revise the City’s Subdivision Regulations to address street improvement development and design standards for all new developments.
- **Housing Goal 1-Implementation Strategy 1.4:** Community Services Department and City Council develop housing incentives such as, land donations, density bonuses, and/or fee waivers for affordable housing development.
- **Parks and Recreation Goal 1-Implementation Strategy 1.4:** Community Service Department develop youth-led program such as, murals, graffiti walls, and community clean-up teams to help reduce vandalism in parks by working with Deming Public Schools, civic groups, and law enforcement.
- **Parks and Recreation Goal 3-Implementation Strategy 3.1:** Community Service Department along with City Council create incentives for subdivision developers to build neighborhood parks or dedicate open space.
- **Parks and Recreation Goal 3-Implementation Strategy 3.2:** Community Services Department and City Council amend the Subdivision Ordinance to require subdivision and apartment complex developers to provide public access to the City’s multi-purpose paths, where feasible.
- **Hazard Mitigation Goal 1-Implementation Strategy 1.1:** Public Works and Community Services Departments work with the United States Army Corp of Engineers to determine the phasing plan for storm drainage improvements to handle the 100-year flood.
- **Hazard Mitigation Goal 1-Implementation Strategy 1.3:** Public Works Department develops a Flood Awareness Program through Public Service Announcements distributed in utility bills and using traditional and social media.
- **Hazard Mitigation Goal 1-Implementation Strategy 1.4:** Public Works Department reinforce stabilization to waterway banks in areas of high risk erosion and subsequent damage.

2024

- **Economic Development Goal 4-Implementation Strategy 4.3:** City Council allocate a larger portion of Lodger's Tax revenues towards marketing Deming as a tourist and food destination.
- **Transportation Goal 1-Implementation Strategy 1.2:** Community Services and Public Works Departments identify future potential streets and/or expansions of existing streets that would relieve congestion and provide more efficient traffic flow.
- **Housing Goal 3-Implementation Strategy 3.1:** Community Services Department and City Council collaborate with housing agencies and developers to pursue the development of senior housing facilities that include, independent and assisted living, memory care, and skilled nursing care facilities.

2025

- **Land Use Goal 1-Implementation Strategy 1.1:** Community Services Department and City Council create a mixed-use zone that allows residential and commercial uses in specific locations throughout the community.
- **Land Use Goal 1-Implementation Strategy 1.2:** Community Services Department and City Council create a light industrial zone.
- **Economic Development Goal 3-Implementation Strategy 3.2:** Deming-Luna County Economic Development Corporation work with WNMU-Deming on expanding the range of vocational classes offered including, culinary arts, woodworking, textiles, etc.
- **Economic Development Goal 4-Implementation Strategy 4.1:** Community Services Department and Deming-Luna County MainStreet along with City Council prioritize downtown capital improvement projects and incorporate the projects in the Infrastructure Capital Improvement Plan.
- **Transportation Goal 4-Implementation Strategy 4.1:** Public Works Department improves 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.
- **Infrastructure Goal 1-Implementation Strategy 1.3:** Public Works identifies a new water production source to meet future demands, during a complete update to the *40-Year Water Plan*.
- **Infrastructure Goal 1-Implementation Strategy 1.5:** Community Services and Public Works Department along with City Council amend the Subdivision Ordinance to require that future development demonstrates adequate water supply for 70 years minimum and incorporates water conservation measures.

- **Infrastructure Goal 2-Implementation Strategy 2.2:** Public Works Department evaluates the performance of voluntary water conservation methods and determines whether additional measures are needed.
- **Infrastructure Goal 3-Implementation Strategy 3.4:** Public Works Department determines the capacity and feasibility of extending wastewater services to other Colonia areas through a cost/benefit analysis.
- **Housing Goal 4-Implementation Strategy 4.1:** Community Services Department helps identify the feasibility and resources needed to develop a joint Deming-Luna County Homeless Transitional Center and a micro-housing community.
- **Housing Goal 5-Implementation Strategy 5.1:** Public Works and Community Services Departments along with City Council determine the feasibility of adopting a Voluntary Green Building Ordinance that addresses lot selection, design, construction materials and waste, indoor and outdoor water use, and minimum efficiency standards.
- **Housing Goal 5-Implementation Strategy 5.3:** Community Services Department identify appropriate locations for mixed-use development in existing developed areas throughout Deming.
- **Parks and Recreation Goal 1-Implementation Strategy 1.1:** Community Services Department and Luna County cooperatively create and implement a *Parks and Recreation Master Plan*.
- **Parks and Recreation Goal 1-Implementation Strategy 1.2:** Community Services Department and Luna County co-create a network of multi-purpose paths to connect neighborhoods to schools and parks.
- **Parks and Recreation Goal 1-Implementation Strategy 1.3:** Community Services and Public Works Departments begin to remediate the Tulip Drive Landfill as a recreational facility with trails, open space, and other amenities.
- **Community Facilities and Services Goal 2-Implementation Strategy 2.2:** Community Services Department develop a plan for future expansion of the Deming-Luna County Senior Center in coordination with Luna County.

APPENDIX A

FUNDING AGENCIES AND SOURCES

This section includes a list of federal and state funding sources and agencies that can assist in economic development, infrastructure development, housing, transportation, and healthcare. Each of the programs require applicants to meet eligibility qualifications to receive funding.

AGENCIES

NMDOT

The New Mexico Department of Transportation (NMDOT) receive Transportation Enhancement funding from the United States Department of Transportation (DOT). NMDOT administers the funds under the Surface Transportation Program (STP) which funds construction, improvement, and other transportation-related projects on roads functionally classified as an Interstate, Principal Arterial, Minor Arterial, or Major Collector.

Contact: NMDOT General Office
1120 Cerrillos Road
Santa Fe, NM 87504-1149
Phone: (505) 827-5100
Website: www.nmshtd.state.nm.us

USDA-Rural Development

The United States Department of Agriculture (USDA)-Rural Development provides assistance to rural communities including loan and grant programs that address small business needs, housing, community facilities, economic development, and utilities. USDA-Rural Development grants and loans can be made not only to government entities and non-profits but as well as to small businesses and private citizens for specific programs.

Contact: USDA-Rural Development
6200 Jefferson NE
Albuquerque, NM 87109
Phone : (505) 761-4950
Website: www.rurdev.usda.gov/nm

New Mexico FUNDIT

New Mexico FUNDIT was created to provide local governments access to simultaneous financing options. The program was designed to save time, eliminate duplication, improve project effectiveness, and ensure strategic investment with public resources. Projects can include:

1. Business development-incubators or industrial parks
2. Community development-feasibility studies and comprehensive plans
3. Infrastructure development- increasing capacity, updating or replacing existing facilities and services

4. Housing
5. 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: <http://gonm.biz>

New Mexico Manufacturing Extension Partnership

New Mexico Manufacturing Extension Partnership (MEP) is a statewide assistance center dedicated to increasing the competitiveness of our state's small and mid-sized businesses. As a public/private partnership, MEP brings together government, non-profit and industry resources to offer comprehensive programs and services.

Contact: New Mexico Manufacturing
Extension Partnership
8600 San Mateo Blvd., NE
Suite 100
Albuquerque, NM 87113
Phone: (505) 262-0921
Website: www.newmexicomep.org

New Mexico Mortgage Finance Authority

The New Mexico Mortgage Finance Authority (MFA) is a quasi-public entity that provides assistance and financing for housing to low-to-moderate income New Mexican families, as well as assists in housing development. MFA administers 37 state and federal programs that provide financing for housing assistance such as, low interest mortgage loans, down payment assistance, weatherization, green building, rehabilitation, and tax credit programs.

Contact: New Mexico Mortgage Finance
Authority
344 Fourth Street SW
Albuquerque, NM 87102
Phone: (505) 843-6880
Website: www.nmmfa.org/

New Mexico Partnership

The New Mexico Partnership is a non-profit that offers assistance to businesses looking to expand or relocate to New Mexico. 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
- Provide data on key business factors

Contact: New Mexico Partnership
1720 Louisiana Boulevard, NE
Suite 312
Albuquerque, NM 87110
Phone : (505) 247-8500
Website : www.nmpartnership.com/

Office of Rural Health Policy

The Office of Rural Health Policy is under the United States Department of Health and Human Services (HHS). The Office of Rural Health Policy has 38 grant programs that are contingent upon federal funding each fiscal year. For more than 20 years, the Office of Rural Health Policy focuses on key rural health policy issues and administer rural grant programs that help fund rural hospitals, health centers, and local clinics.

Contacts: Office of Rural Health Policy
5600 Fishers Lane, 5A-05
Rockville, MD 20857
Phone: (301) 443-0835
Website: www.hrsa.gov

DREAMSPRING New Mexico

DREAMSPRING was formerly known as, ACCION, is an award-winning non-profit that increases access to credit, makes loans, and provides a community support to help entrepreneurs realize their dreams. DREAMSPRINGS serves Arizona, Colorado, Nevada, New Mexico, and Texas.

Contact: DreamSpring New Mexico
2000 Zearing Avenue NW

Albuquerque, NM 87104
Phone: 1-888-265-56-76
Website: www.dreamspring.org

WESST Corp

WESST Corp is a non-profit, economic development organization that provides business skills training, product marketing, development opportunities, and small loans to viable start-up or growing women and minority owned New Mexico businesses.

Contact: WESST Corp
221 North Main Street, Suite
104A Las Cruces, NM 88001
Phone: 575-541-1583
Website: <https://www.wesst.org/>

GENERAL FUNDING

Catalog of Federal Domestic Assistance

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

Programs include:

- 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 Assistance Programs

The New Mexico Department of Finance-Capital Outlay Bureau offers the *Catalog of Local Assistance Programs*. The catalog contains programs administered

by the State of New Mexico and the United States. The catalog assists local entities to match needs and goals to available resources. The catalog is available at the following web address:

nmdfa.state.nm.us/Capital_Outlay_Bureau.aspx

US EPA Brownfield Program

The United States Environmental Protection Agency's (EPA) Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training.

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 cleanup 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

NMED Brownfield Program

The New Mexico Environment Department (NMED) Brownfield Program provides environmental evaluations that include Phase I assessments, Phase II, Phase III for a site. NMED also provides technical assistance through the Voluntary Remediation Program, provides site closure documentation, and liability protection for lenders and future investments.

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>

Community Development Block Grant

The Community Development Block Grant (CDBG) is administered by New Mexico's Department of Finance-Local Government Division. Communities with populations under 50,000 can utilize CDBG funds towards planning, economic development, emergency, community infrastructure, Colonias, and housing.

Contact: Department of Finance-Local Government Division
Bataan Memorial Bldg.
407 Galisteo Street
Santa Fe, NM 87503
Phone: (505) 827-8053
Website: <http://nmdfa.state.nm.us>

Community Development Block Grant-Colonias

The State of New Mexico sets aside up to 10% of its CDBG funds for use in Colonias designated areas. The Colonias set-aside funds are used for all CDBG-eligible activities such as water, wastewater, and housing.

Contact: Department of Finance-Local Government Division
Bataan Memorial Bldg.
407 Galisteo Street
Santa Fe, NM 87503
Phone: (505) 827-8053
Website: <http://nmdfa.state.nm.us>

Colonias Infrastructure Fund

The Colonias Infrastructure Fund (CIF) provides grants and loans for qualified projects in New Mexico Colonias designated areas. The CIF is administered by NMFA. A qualified project may include water, wastewater, solid waste, flood and drainage control, roads or housing infrastructure.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: www.nmfa.net

Local Government Planning Fund

The Local Government Planning Fund provides up-

front capital necessary to allow for proper planning of water, wastewater, master plans, conservation plans, and economic development plans.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: www.nmfa.net

Public Project Revolving Fund

The Public Project Revolving Fund (PPRF) provides financing for unusual projects and an increasing array of projects. Many of these projects do not have proven revenue streams and do not have other viable sources of financing. The PPRF assists local governments with a wide range of credit in accessing capital markets.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454
Website: www.nmfa.net

Rural Infrastructure Revolving Loan Program

The Rural Infrastructure Revolving Loan Program (RIP) provides financial assistance to any incorporated rural community mutual domestic association or sanitation district with a population of less than 20,000 or a county of less than 200,000 for the construction or modification of water supply, wastewater, and solid waste facilities.

Contact: New Mexico Environment Department
121 Tijeras Ave. NE, Suite 1000
Albuquerque, NM 87102
Phone: (505) 827-2811
Website: <https://www.env.nm.gov>

Sustainable Communities Regional Planning Grants

The Sustainable Communities Regional Planning Grant supports locally-led collaborative efforts that bring together diverse interests from municipalities in partnerships such as, arts and culture, recreation, public health, food systems, regional planning agencies and public education entities.

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>

TRANSPORTATION

Cooperative Agreements Program

The Cooperative Agreements Program (COOP)-Local Government Road Fund assists local governments to improve, construct, maintain, and repair highways, streets, and public parking lots. The local match is 40% and awards range from \$9,000 to \$192,000.

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

Municipal Arterial Program

The Municipal Arterial Program (MAP)-Local Government Road Fund assists municipalities construct and reconstruct streets which are principal extensions of the rural highway systems. Municipalities are required to contribute 25% match to the cost of the project. Although, there is not an award ceiling, typical projects range from \$50,000 to \$1.1 million.

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

Recreational Trails Program

The Recreational Trails Program (RTP) provides funding to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized trail uses in addition to projects that often provide multimodal transportation options. The RTP program requires a match of 14.56% of the total project cost.

Contact: NMDOT
P.O. Box 1149
Santa Fe, NM 87504-1149

Phone: (505) 827-5117
Website: www.nmshtd.state.nm.us

Transportation Alternatives Program

The Transportation Alternatives Program (TAP) is a federal program that is administered by the NMDOT. The TAP provides funding for 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. The TAP program requires a match of 14.56% of the total project cost.

Contact: NMDOT
1120 Cerrillos Road
P.O. Box 1149
Santa Fe, NM 87504-1149
Phone: (505) 827-5117

ECONOMIC DEVELOPMENT

Angel Tax Credits Fund

The Angel Tax Credit Fund offers equity financing for private sector companies through tax credits incentivizing private investors. Credits are available up to \$62,500 per taxpayer for investments made in New Mexico companies engaged in qualified research, technology, or manufacturing trades. Eligible companies must have tangible assets and employees based in New Mexico.

Contact: New Mexico Economic Development Department
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0330
Website: <https://gonm.biz>

Beer/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 Beer and Wine Producers Preferential Tax Rate which saves these producers almost \$0.35 per gallon. Otherwise these producers would have to pay a Liquor Excise Tax that imposes taxes on beer, wine and spirituous liquors which is approximately \$0.41 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: www.tax.newmexico.gov

Collateral Support Participation Program

The New Mexico Finance Authority (NMFA) can partner with local bank through the Collateral Support Participation program to provide businesses that are seeking to expand and create or retain jobs. The Collateral Support Participation Program provides low interest, no fee, loan funds to New Mexico businesses and gives preference to businesses located in 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>

High Wage Jobs Tax Credit

High Wage Jobs Tax Credit can be given to a taxpayer who is an eligible employer for each new high-wage economic-base job that is created in New Mexico. The tax credit is 10% of the wages and benefits paid for each new economic-base job, employers can take the tax credit for four years but can only be claimed up to one year after the end of the fourth year, and the tax credit can be applied to the state portion of the gross receipts tax, compensating tax, and withholding tax.

Contact: New Mexico Economic Development Department
1100 South St. Francis Drive
Santa Fe, NM 87504
Phone: (505) 827-0700
Website: <http://gonm.biz>

Job Training Incentive Program

The Job Training Incentive Program (JTIP) is one of

the most valuable incentives offered to employers throughout the State and is used as part of recruitment packages to companies seeking relocation to New Mexico. JTIP reimburses 50 to 70% of employee wages and required travel expenses during an extended training period for new and expanding companies in New Mexico.

Contact: New Mexico Economic
Development Department
1100 S. St. Francis Drive
Santa Fe, NM
Phone: (505) 827-0249
Website: www.goNM.biz

Local Economic Development Act

Local Economic Development Act (LEDA) administered by the New Mexico Economic Development Department. LEDA funds are provided to local governments to help stimulate economic development efforts through creation of permanent, full-time, private-sector jobs, must be full and shovel ready project, and be within a target industry 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
1100 St. Francis Drive
Santa Fe, NM 87505
Phone: (505) 827-0264
Website: <https://gonm.biz>

New Market Tax Credits

The New Mexico Tax Credits provides loan funds to New Mexico businesses located in low-income designated Census tract, funded by New Mexico Finance Authority. In order to be eligible, businesses must be located in a low-income census tract and be developing commercial, industrial, retail, or real estate projects including commercial or housing development. Projects are typically between \$5 and \$25 million.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 984-1454

Website: <http://www.nmfa.net>

SMART Money Loan Participation Program

The SMART Money Loan Participation Program is administered by the New Mexico Finance Authority. The program leverage funds provided by local New Mexico banks for businesses that create jobs, economic benefit, and minimum risk. The program is designed to create greater access to capital through bank participation loans, direct loans, and loan and bond guarantees to lower the cost to businesses and share the risk with the bank.

Contact: New Mexico Finance Authority
207 Shelby Street
Santa Fe, NM 87501
Phone: (505) 992-9638
Website: www.nmfa.net

Small Business Administration-504 Loan

Small Business Administration (SBA) 504 Loan Program is a cooperative loan program between the SBA, a bank, and a certified development corporation. A SBA 504 Loan is a participation loan that the SBA loans money directly to a business in participation with a bank and can only be used for fixed asset financing.

Contact: Enchantment Land Certified
Development Company
6500 Jefferson NE, Suite 200
Albuquerque, NM 87109
Phone: (505) 843-9232
Website: www.elcdc.com

Small Business Administration-7A Loan

Small Business Administration (SBA) 7A Loan Program is a standard loan guarantee program where up to 80% of a bank loan to a private business can be guaranteed. Banks still accomplish normal due diligence but willing to accept slightly more risk. This program increases the aggregate amount of funds available to small businesses in the banking system.

Contacts: Small Business Development Center
Western New Mexico University
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 consulting to small businesses that do not qualify for a bank loan but have a viable need for a loan and the ability to pay it back. This program can make loans up to \$200,000. The Loan Fund loans carry a higher than market rate to compensate for risk.

Contact: The Loan Fund
423 Iron Avenue, SW
Albuquerque, NM 87102-3821
Phone: (505) 243-3196
Website: www.loanfund.org/

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

Value-added Producer Grant

The Value-added Producer Grant provides funds for farmer and ranchers for planning or working capital to increase their revenue and customer base through processing and marketing of value-added products raw agricultural food commodities. Eligible activities include planning activities such as conducting feasibility studies, developing business plans, or developing a marketing plan, and working capital activities including labor, advertising, inventory, and office supplies.

Contact: USDA Rural Development State
Office 6200 Jefferson NE
Albuquerque, NM 87507
State Office: (505) 761-4952
Las Cruces Office: (575) 522-8775

HOUSING ASSISTANCE

HOME Investment Partnership Program

The HOME Investment Partnership Program (HOME) is administered by the New Mexico Mortgage Finance Authority (MFA) that provides assistance to low-income homeowners who lack resources to make repairs to their homes. The program provides assistance for rehabilitation,

USDA Direct Farm Ownership Microloans

The USDA Direct Farm Ownership Microloans offers microloans for small farmers. In New Mexico, the loans are well suited to small-scale and nontraditional farms that sell their products at Farmers Markets, roadside stands, or serve a niche market by growing crops organically, hydroponically, or in greenhouses. The maximum loan is available is \$50,000, are not subject to loan minimum, and the maximum term is 25

which include applicable codes, standards or ordinances, 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.

Contact: New Mexico Mortgage Finance
Authority
344 Fourth Street SW
Albuquerque, NM 87102
Phone: (505) 843-6880
Website: www.nmmfa.org/

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 the diversity of America's historic places. 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.

Contact: National Trust for Historic Preservation
1785 Massachusetts Ave. NW
Washington, DC 20036-2117
Phone: (202) 588-6000/(800) 944-6847
Website: www.preservationnation.org

Historic Preservation Tax Incentive Program

The Historic reservation 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 restore historic character of the property seeking the 20% tax credit.

Contact: National Park Service
1201 "Eye" Street NW
6th Floor
Washington, DC 20005
Phone: (202) 513-7270
Website: <https://www.nps.gov>

Tax Credit for Registered Cultural Properties

This program is available to owners of historic properties who accomplish a qualified, rehabilitation of a structure or stabilization/protection of an archaeological site. The property must be individually listed or contributing to a Historic District listed on the State Register of Cultural Properties. The credit is applied to New Mexico income taxes owed in the year the project is completed and the balance may be carried forward up to four additional years. Maximum eligible

expense cost is \$50,000 that has a tax credit of \$25,000, unless the project is within a state certified Arts and Cultural District in which case the tax credit is \$50,000. However, there are not minimum project expenses which are useful for smaller projects such as 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/

New Mexico Historic Preservation Loan

The New Mexico Historic Preservation Loan are below market rate, maximum of \$200,000, and made by New Mexico Historic Preservation Division in cooperation with commercial banks and

preservation organizations. The Historic Preservation Loan are for restoration and rehabilitation of properties listed on the State Register of Cultural Properties and/or the National Register of Historic Places.

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
Website: www.nmhistoricpreservation.org/

New Mexico MainStreet Revolving Loan Fund

This revolving loan fund is administered on behalf of New Mexico MainStreet by the Historic Preservation Division, Department of Cultural Affairs. A low cost, revolving loan fund available to property owners within a MainStreet District that meet income eligibility and were previously denied a loan by two financial lenders. Financial assistance is available for restoration, rehabilitation, and repair to MainStreet properties and can be used to upgrade buildings to meet building and fire codes. Property owners must maintain the property as restored, rehabilitated, or repaired for 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/>

Certified Local Government Program

Historic Preservation Divisions are mandated by Congress to set-aside 10% of the annual Historic Preservation Fund to allocate to Certified Local Governments (CLG). The City of Deming is one of eight CLG in the State of New Mexico. Deming is eligible to apply for up to three grants a year for surveying, National Register nominations, rehabilitation work, design guidelines, educational programs, trainings, structural assessments, and

feasibility studies.

Contact: New Mexico Historic Preservation
Division
Department of Cultural Affairs
Bataan Memorial Building
407 Galisteo Street, Suite 236
Santa Fe, NM 87501
Phone: (505) 827-4451
Website:
www.nmhistoricpreservation.org/

