THEME KEY:
- Capital Improvements & Infrastructure (CI&I)
- Communication, Involvement & Follow-up (COMM&INV)
- Economic & Community Development (E&CD)
- Education (EDUC)

NUMBERED BY YEAR

2017: 01-02
2018: 03-08
2019: 09-12
2020: 13
2021: 14
2022: 15-20
IN 2017

01 | The Las Cruces community will experience greater engagement with their City government evidenced by:

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Council work sessions held in locations and districts across the City;

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Council members will work with the community to explore, discover, and discern the policy direction in key areas, such as: housing, economic development, education, health, utilities, public safety, transportation, capital improvement program, communication, and quality of life; and

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Establishment of a Citizen’s academy.

(COMM&INV)

02 | DECEMBER 31, 2017

Working with the University and other partners, downtown patrons will have access to restaurants, taverns, music, and art.

(E&CD – DOWNTOWN)
The Mission of the City of Las Cruces is to provide customer-focused municipal services to residents, businesses, and guests so they can experience a “quality of place” to live, work & play.

La Misión de la Ciudad de Las Cruces es proveer servicios municipales enfocados al cliente a residentes, negocios e invitados para que puedan experimentar una ‘calidad de lugar’ para vivir, trabajar y jugar.

OUR MISSION

2017-2022 STRATEGIC PLAN City of Las Cruces

IN 2018

03 | JAN. 1, 2018
The City will offer internships, apprenticeships, and mentorship programs to the Community. (EDUC)

04 | JULY 1, 2018
The community will have City-approved results-oriented plans for sidewalks, parks, median landscaping, and facilities. (CI&I)

05 | JULY 1, 2018
Information & referral services for families with young children will be integrated into all appropriate city services. (EDUC)

06 | JULY 1, 2018
Las Cruces City Government will be managing for results for customers as evidenced by:
- Department business plans;
- Performance based budgets,
- Performance Reports,
- Performance Dashboards,
- Employee performance alignment, and Performance contracting. (COMM&INV)

07 | THE END OF 2018
18 City-led sponsored events will be held downtown. (E&CD – DOWNTOWN)

08 | DEC. 31, 2018
Las Cruces businesses will be able to access all permitting and licensing services in an efficient, effective, customer-service focused one-stop shop. (E&CD – ONE-STOP SHOP)
09 | IN 2019

The relationship between the business community and the City will be strengthened as evidenced by:

• A one-stop shop for licensing and permitting;
• More small businesses locating downtown;
• Jointly sponsored events and educational programs;
• More businesses locating in the West Mesa Industrial Park;
• Percentage of high school and university graduates staying locally;
• Increased local contracting for City services and products; and
• Workforce education and development.  (COMM&INV)

10 | Working with our partners, the community will have access to engaging public transportation connecting downtown, the University, and the Convention Center. (CI&I)

11 | Viewing internet access as a utility, by 2019, fiber optic broadband access will be available to businesses in the West Mesa Industrial Park. (E&CD)

12 | Working with the schools, the community will experience greater access to services and facilities by way of the City and Las Cruces Public Schools’ shared services. (EDUC)

13 | IN 2020

Wi-fi will be available in the downtown, plaza, and Mesquite neighborhood. (E&CD – DOWNTOWN)

14 | DEC. 31, 2021

City employees will experience safe working conditions and city vehicles & equipment will be maintained in a cost effective, centralized service center. (CI&I)
15 | IN 2022
The community will experience a cost-effective, municipal court facility that better assures public safety and provides customer focused access to court services. (CI&I)

16 | Through public-private partnerships, 200 additional downtown living spaces will be available. (E&CD – DOWNTOWN)

17 | Las Cruces will have daily, regional commercial flights. (E&CD – TRANSPORTATION)

18 | The Las Cruces airport terminal will be renovated to accommodate 20,000 enplanements per year. (E&CD – TRANSPORTATION)

19 | Commuter rail service between Las Cruces and El Paso will be included in the 2025 Metropolitan Transportation Plans for El Paso and Mesilla Valley MPOs. (E&CD – TRANSPORTATION)

20 | Early childhood education for Las Cruces families will be enhanced with access to interactive children’s museum facility. (EDUC)