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CITY OF DEMING

COMPREHENSIVE PLAN UPDATE

Prepared by:
sites
southwest

Acknowledgements

CITY OF DEMING COMPREHENSIVE PLAN DEMING, NEW MEXICO

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Executive Summary

A. Introduction

This document is an update of the City of Deming’s first comprehensive plan, which was assembled in 2002. Comprehensive planning brings together all members of a community—residents, elected officials, community leaders, City staff—to help shape how a municipality or county will grow and develop over the next 20 years or so. It draws on data about existing and future populations, the economy, water resources, and traffic, as well as the citizens’ vision for their community, to establish goals and strategies for addressing changes and challenges.

New Mexico statutes enable the state’s counties, cities and towns to do comprehensive (or master) planning (Section 3-19-5 NMSA 1978). The state provides funds, through the Federal Community Development Block Grant (CDBG) authority, to accomplish comprehensive planning. It also requires the adoption of an up-to-date comprehensive plan before a county or municipality may apply for additional grants to assist in planning or providing community infrastructure or facilities, housing, emergency services, and economic development.

B. Purpose of the City of Deming Comprehensive Plan

The City of Deming Comprehensive Plan Update is a long-range document that will work with previous planning efforts in the City to guide future growth and development in the City. It is comprehensive in covering the entire geographic planning area within the City of Deming’s municipal limits, (with reference to the extraterritorial zone), and addressing the major functions of a community (referred to as Planning Elements), including Land Use, Economic Development, Transportation, Housing, Water/Waste Water

Infrastructure, Community Facilities and Recreation, Hazard Mitigation, and Implementation Strategies.

The following section mentions some of the City of Deming’s accomplishments in each of these functions since the initial Comprehensive Plan was adopted in 2003, and briefly summarizes new directions and recommendations for the next 20 years.

1. *Land Use*

The City’s population has been growing at an average rate of between 1.8% and 1.9% a year since 1970. Over the ten years between 1990 and 2000 the population expanded by 21%, increasing to 14,116, and is estimated to have reached 15,784 by 2010. Recently, the City has added approximately 2,700 acres to its boundaries through land annexations; amended the building code to conserve water, regulate signs, and encourage gray water irrigation; hired a City planner; improved code enforcement, and designated a Downtown Historic District, among other actions.

The updated plan policies seek to carry on these improvements, encourage infill housing development, and take actions to avoid future land use conflicts or degradation of water quality, and direct more efforts to renovating the Downtown area into a thriving activity center for residents and tourists. Goals also seek to achieve some authority over land subdivisions in the City’s extraterritorial jurisdiction and to solve the challenge of antiquated subdivisions on its municipal border.

2. *Economic Development*

Historically a community with relatively low household incomes compared with the rest of the state, Deming has taken strides to diversify its economy and attract more industry and jobs. Since 2003, it annexed and began master planning a new industrial park geared to attracting renewable energy companies. It put in place initiatives under its designation as a rural Enterprise Community to create more

affordable housing, established a higher-education and community education center as well as an incubator for nonprofit organizations, and reestablished Deming as a Certified Economic Development Community, eligible for state funds. New goals and strategies continue these policies and look toward better coordination among the area's economic development organizations, providing more support for developing small local businesses, attracting more tourists and retirees, and actively supporting workforce development and training.

3. *Housing*

There has been new housing development in Deming since the last Comprehensive Plan, including the Mariposa Village - a 60-unit senior housing complex. Nevertheless, there is still a need for additional housing development, particularly of affordable housing and housing for retirees. Strategies include developing an affordable housing plan, making subdivision and zoning code changes to encourage affordable housing development, creating guidelines for multi-family development aimed at discouraging crime through design, and recruiting additional facilities serving senior housing needs.

4. *Community Development*

This is a new section that was not included in the last Comprehensive Plan. The chapter identifies community development issues in Deming and seeks to determine the City's role in supporting ongoing efforts by local organizations. Goals list ways that the City can work to address community development issues, as well as ensure an adequate exchange of information among the local government, community organizations, and the public.

5. *Recreation*

Deming has made important strides in recreational amenities since the last Comprehensive Plan. The City built Voiers Park (Pit Park), a

regional park that has an amphitheater, pavilion, and extensive trail system. The City is also in the planning stages of developing a 35-acre multi-use sports complex. Goals for the Recreation element include continued maintenance and upgrading of existing facilities, development of the sports complex, and using more water conservation techniques at recreational facilities, among others.

6. *Transportation*

Situated on I-10 and within close vicinity to NM 26, US 180, and NM 11, Deming serves as a transportation hub connecting destinations such as El Paso, Tucson, Las Cruces, Silver City, and the Mexican state of Chihuahua. Deming's high density of traffic makes transportation issues a major concern. Since 2003, City officials have worked diligently to address the City's transportation issues, commissioning WH Pacific and Wilson & Company to conduct a regional transportation study, which was adopted in 2009. Based on the 2009 Regional Transportation Study, this chapter describes Deming's existing transportation system, and identifies and addresses the City's transportation issues through the development of implementation strategies meant to address short-term, intermediate, and long-term transportation needs.

7. *Water/Waste Water and other Utilities Infrastructure*

Since 2002 Deming has been steadily adding to its water resources and storage capacity through purchases and land annexations, improving its wastewater treatment, and increasing its capacity to handle solid waste through the opening of a new landfill and options for recycling. These projects supplement the City's standard expansions and maintenance of existing lines. New policies aim at continuing to put new water rights beneficial to use for the public, ensuring that new subdivisions have adequate water supplies, and continuing to rehabilitate and replace water and wastewater lines to accommodate future growth. Other priorities include implementing a storm drainage plan and expanding the uses of wastewater effluent irrigation.

8. *Hazard Mitigation*

Based on the 2004 Luna County Mitigation Plan, the Hazard Mitigation chapter identifies the natural, human-made, and human-caused hazards that exist in Deming such as dust storms, drought, and terrorism, and hazardous materials. In addition to identifying potential hazards, this chapter also presents strategies to reduce or eliminate either the hazards or the damage potential that they pose.

9. *Greenhouse Gas Emissions*

For the first time, the State is requiring an analysis of greenhouse gas emissions (GHG) to be part of comprehensive plans. This chapter defines greenhouse gases, discusses what activities produce them, and sets several goals and objectives for beginning to reduce them. Deming plans to begin annual reporting of greenhouse gas emissions and setting reduction targets and strategies for achieving them. A public education campaign promoting car pooling and public transit ridership will be one strategy employed.

10. *Implementation*

One of the most important sections of the plan, the implementation section identifies how the goals and strategies in the plan will be implemented. It does this by identifying the action, who is responsible for carrying it out, and by when.

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I. Introduction

A. Overview

The history of Deming, New Mexico, is one of consistent change. This change is characterized by steady population growth, changes in the City’s economic structure, impacts of a changing transportation system, and increased demand on resources. At the same time, the City has achieved much success in forging a unique identity based on the hard working spirit of its residents, that has helped the community begin to reach its potential in the new economy. Like many communities, Deming has much to accomplish and hard work ahead of it, however. It has already been proactive in building upon its strengths.

Deming has achieved greater success than most communities its size at improving its quality of life. It has added parks, trails, and sports fields, and an entertainment complex. The community as a whole worked together to achieve “Enterprise Community” status which gave it access to funds to open the Mimbres Learning Center and Special Events Center, a higher education facility, establish regional public transit, an affordable housing complex for seniors, and to give non-profit organizations a financial boost.

This Plan continues to build on the work Deming residents and City employees have already done through the Enterprise Community initiatives and the previous Comprehensive Plan. The primary focus is on the areas and services that the City, by statute, is obligated to provide as well as areas under its direct control. It also gives guidance, however, to private/nonprofit organizations and other governmental entities, such as Luna County and the Deming Public School system, which seek to work together with the City on implementing goals.

B. Organization of Comprehensive Plan

The updated plan retains the four-part organization of the 2003 Comprehensive Plan. Chapter 2 profiles the City through a brief history and analyzes the population trend and future projections. Chapters 3 through 11 describe the existing conditions, issues, goals and actions for each of nine topical elements of the plan: Land Use, Economic Development, Housing, Community Development, Recreation, Transportation, Water/Wastewater/Utility Infrastructure, Hazard Mitigation and Greenhouse Gases. Chapter 12 briefly restates the actions to be taken and assigns responsibilities for implementation as well as a timeline.

The plan presents action items as Goals and Strategies.

A **Goal** is a concise statement describing a future conditions to be achieved. It identifies a desired outcome or condition rather than suggest specific actions.

A **Strategy** is an action that can be taken to help achieve the goal.

C. How to Use the Comprehensive Plan

The City of Deming Comprehensive Plan provides a guide for decisions concerning the City’s growth and development, funding priorities, and strategies to address many of the issues impacting the City. It is generally intended to be used by policy makers to guide their decisions, but also serves as a reference for the private sector in making informed decisions about the City. Far from being a static document, the plan should change as the community changes.

D. Planning Process

The primary vehicle for obtaining input from the public, community leaders, and City staff and officials to update the plan was a multi-day session of stakeholder meetings, interviews, and site visits, culminating in an evening public meeting in Fall 2009. The meetings brought together the key community leaders, City staff and interested residents to focus on each of the plan's elements. Stakeholders reviewed the accomplishments in each area since the 2003 Comprehensive Plan was approved, discussed existing issues, and arrived at new goals or new strategies to reach goals that had not yet been accomplished. The evening public meeting sought to elicit issues and direction from the public-at-large.

Stakeholders reviewed and suggested changes to the draft plan in May 2010. A public meeting was held before the Deming Planning and Zoning Commission in June, followed by City Council adoption of the final plan in July.



Community Public Meeting In Deming

II. Deming Today & Yesterday

A. Community Profile

This section provides an overview, including all of the factors that have contributed to making the City what it is today. These factors include Deming’s people, geography, resources, and history in order to provide the context in which planning should take place.

1. History of Deming



Much of the history reported in this subsection comes from the book *The Historical Society* (copyright 1978). The history of Luna County goes back to pre-colonial America, when Native Americans inhabited the region. The Apache tribe 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 Vildosa and Don Francisco Martinez who helped to 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 in the late 1700’s and early 1800’s.

The period between 1800 and 1846 was a time of relative inactivity in the area. This changed in 1846, when the US Army Mormon Battalion, led by Phillip S. Cooke, passed through the area while escorting a wagon train from Texas to California. The arrival of the army ushered in the frontier period of Luna County history. In 1860, the US Army established Ft. Cummins, which was the only walled fort built in New Mexico. The purpose of the fort was to protect the route for additional settlers moving to California. Soon thereafter, the Southern Pacific Railroad established itself in the area and Deming was born.

The Deming town site was founded in 1881 and was named for Mary Anne Deming, who would become the wife of Charles Crocker, one of the railroad’s chief executives. Specifically, the railroad established Deming as a center for train engine repair, which spurred a great deal of growth. Workers flocked to the area creating the need for housing, which was initially 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 railway completed a junction with the Southern Pacific, and Deming became a major shipping point between Tucson and El Paso. Deming was originally founded as part of Grant County but developed an intense rivalry with Silver City, which was so bitter that Luna County was created as a result. Luna County was named for Solomon Luna, a local sheep trader.

In 1887, Deming was home to 1,600 people and boasted two schools, four hotels, and four churches. The *Deming Headlight* was established during this time, making it one of the oldest newspapers in the nation that is still active. A social club also became active in the City. However, the early history of Deming was marred by the violence and social ills common to many frontier towns. There were frequent murders, brawls, and shoot-outs in the Town, and many of the downtown buildings were home to brothels.

Deming incorporated in 1902 and the Village—it would later become a City—enjoyed growth 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 and along with them, many employees. Local cattlemen replaced many of the other railroad workers though, ensuring that Deming would not decline like many of the railroad towns that sprung up throughout the West. The Cattlemen brought further diversity to the City, which was already ethnically and culturally rich given the large number of Anglos, Hispanics, African Americans (descendants of Buffalo soldiers stationed at Fort Bayard), and Chinese railroad workers.

Two large institutions continued to help Deming grow in the early 1900’s. Holy Cross Sanitarium grew in prominence as it became a major location for tuberculosis treatment. The hospital, however, burned down in 1939. The other institution that helped Deming grow was Camp Cody, a US Army camp established to help quell raids from Mexico such as the famous Pancho Villa raid on nearby Columbus. The camp became a training facility, and eventually, home to thousands of U.S. troops. The Depression and then WWII focused new attention on Deming, as the area benefited from Federal projects associated with the WPA and Civilian Conservation Corps. Deming received a new library, fire station, and road infrastructure.

Improvements to the area’s transportation system was another factor that contributed to Deming’s growth. The City became more accessible and opened up a new route from Texas to California. The arrival of Interstate 10 in 1964 spurred this development, and Deming became a logical stopping point between the two states. Now that the City was accessible from almost all parts of the United States, Deming began to attract WWII and Korean War Veterans wishing to take advantage of the City’s climate and undergo rehabilitation treatments there. At about the same time, the Deming “Ranchette’s” were platted, providing greater housing opportunities.

Today, much of Deming’s western heritage is reflected in its downtown architecture and culture. The City is the County Seat for Luna County and remains a retail base for many of the smaller communities in the vicinity like Columbus and Lordsburg. Deming must compete with Las Cruces and El Paso for its own share of gross receipts. However, with economic diversification, the City should be able to retain more gross receipts monies and to continue its pattern of growth.

Key Dates in Deming’s History

- Pre-History – Native Americans travel throughout region
- 1784 – Arrival of Spaniards
- 1846 – Arrival of US Army
- 1860s
 - Butterfield Overland mail route
 - Fort Cummins built
- 1881 – Deming founded
- 1901 – Luna County created
- 1902 – Deming incorporates
- 1912 – NM becomes a state
- 1916 – Camp Cody opens
- 1930 – Holy Cross Hospital burns
- 1940s
 - 388th Army Air Force Base built
 - WWII: Deming loses 100 men
- 1964 – Arrival of Interstate 10
- 1985 – Revitalization of Downtown begins
- 1994 – Luna County becomes Champion Community
- 1999 – Luna County becomes Round II Enterprise Community
- 2000 – 14,116 Population

2. *Physical Location of Deming*

The City of Deming is located in Southwestern New Mexico, along Interstate 10, which connects this part of the State to Las Cruces and El Paso, Texas on the East and Tucson, Arizona on the West. Interstate 10 eventually connects the Southern United States with terminals in Jacksonville, Florida and Los Angeles, California. Two additional highways, US 180 and NM State Highway 26 intersect just north of the City limits and provide access to Silver City and Hatch, respectively. The City is approximately 90 miles from the Arizona state line, 30 miles from the International Port of Entry at Columbus, NM, and approximately 100 miles from El Paso, Texas. Deming is the County Seat of Luna County and one of the two incorporated municipalities located within the County (the other being Columbus, NM). More than half of the County's population, or 56%, live in Deming. The map on the following page shows Deming in relation to the overall region and State of New Mexico.

Geology of the Deming Area

Deming lies in the Mimbres Basin, which forms a valley between two mountain ranges. The geographic features of the area help to define the City. The Florida Mountains rise up to the southeast of the City, and Florida Peak reaches an elevation of 7,295 feet. Like many of the mountain ranges in southwestern New Mexico, the Florida Mountains were formed by volcanic activity. To the north of the City, lies Cooke's Range and Cooke's Peak, which reaches an elevation of 8,408 feet.

3. *Population Growth and Characteristics*

Deming's population has grown steadily over the past 100 years, with the exception of two specific decades of significant expansion. Since 1910, when 1,864 people lived within the Village limits, its population grew from 0.5 percent to 2.12 percent a year on average. The first exception was the decade between 1910 and 1920, when the population expanded by 72 percent (an average annual growth rate of 5 percent). The second growth spurt occurred between 1940 and 1950 (during and after World War II), when the population grew by 57 percent (an average annual growth rate of 4.63 percent). Since the 1970s, when the average annual growth rate was 2.12 percent, the rate has slowed to between 1.12 percent and 1.79 percent a year.

The US Census count showed 14,116 people living in Deming in the year 2000, an increase of 2,444 persons since 1990 count. It is estimated to have grown another 12 percent since then, bringing the total resident population to approximately 15,784 (BBER 2008).

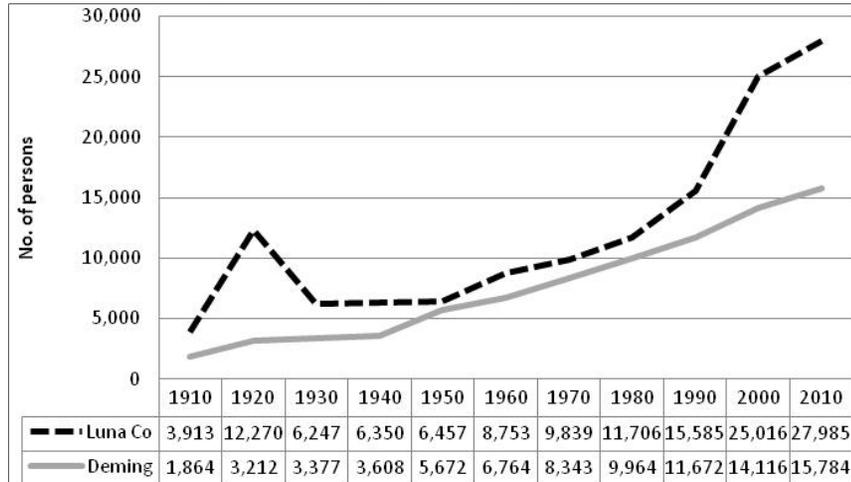
Deming's population growth has essentially tracked that of Luna County with the exception of the decade between 1910 and 1920, when the county population shot up more than 200 percent to 12,270 people and between 1920 and 1930 when it dropped back to 6,247 people.



Figure 1. Location Map

The following chart portrays the historic population of both the City of Deming and Luna County.

Figure 2. Deming and Luna County Historical Population from 1910 to 2010



Source: US Census

Growth in both the City and the County can be attributed to many factors. First, natural increase is partly responsible for much of the population increase that has occurred over time. Another factor has been the rise in employment opportunities related to agriculture and construction of the interstate highway. With the completion of Interstate 10 through Deming, access to the City increased, attracting motorists and tourists alike. While these forces still contribute to population growth in the City and County, the in-migration of retirees and “snow birds” to the area has fueled much of Deming’s more recent population growth. The area’s climate, as well as the quality of life, has attracted new residents. Perhaps one of the most significant contributors of population growth has been the influx of people from Mexico who arrive in the area seeking seasonal employment in the agricultural industry as well as other job opportunities.

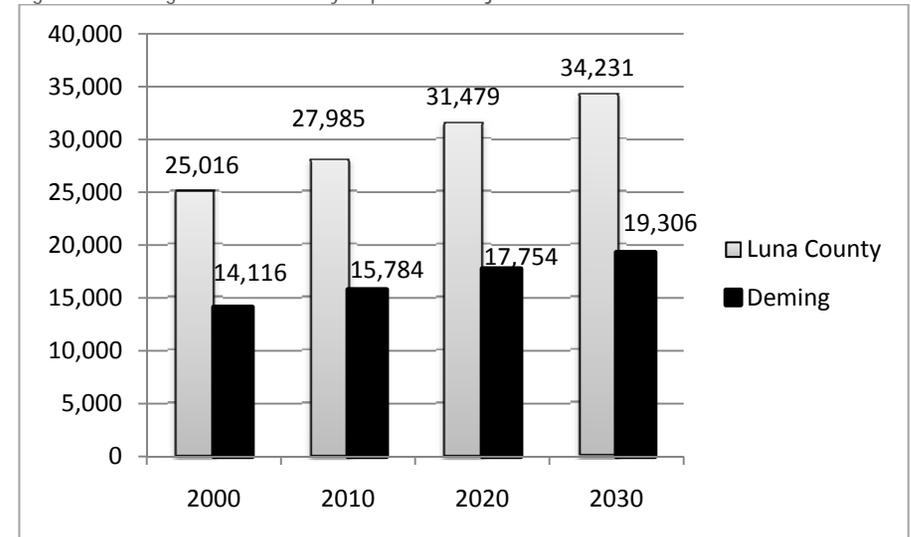
Between 1990 and 2000 Luna County as a whole saw an increase in population of 60 percent.

4. Population Projections

The NM Bureau of Business and Economic Research (BBER) provides county-level estimates and projections through the year 2030 for the state. Population growth in Luna County is expected to be fairly slow, at an average annual rate of 1.2 percent, over that time period. By 2030 the county’s population is projected to be 34,231.

BBER does not provide similar projections for municipalities; however, by assuming that Deming will continue to encompass about 56 percent of the county’s population (as it did in 2000), the City is expected to have a population of roughly 19,000 by 2030. This will mean an additional 5,190 people, or approximately 1,973 households. This growth is anticipated to be in the southern part of the City.

Figure 3. Deming and Luna County Population Projections 2000 to 2030



Source: US Census

B. Deming Public Schools

Covering 2,968 square miles, the Deming School System is the sixth largest school district in the State. The Deming Public Schools serve the City of Deming, unincorporated areas of Luna County, Columbus, New Mexico, and approximately 520 students from Palomas, Mexico. In terms of population, Deming Public Schools is also one of the larger districts in the State. According to the New Mexico Public Education Department, the total enrollment for grades pre-kindergarten to 12th for the year 2009—2010 was 5,306 students.

Deming's public school system consists of seven elementary schools, one middle school, one middle/high school, and one high school. In addition, there is an alternative high school with special vocational programs and a pre-school for three to four year olds. Another program associated with Deming Public School is the Secure School. The Secure School enables students who are not allowed back into the general student population because of adjudicated disciplinary reasons to continue their education.

Established in 2005, Deming Cesar Chavez High School is a charter school that serves 156 students in grades 9-12. The school offers a general curriculum and provides students with one-on-one instruction and similar class sizes.

Deming is also home to Western New Mexico University's Mimbres Learning Center and Special Events Center, a vocational-technical school with an enrollment of approximately 644 students. The Mimbres Learning Center and Special Events Center provides opportunities for college enrollment, workforce development, and distance education. In addition, other universities such as Doña Ana Community College and Eastern New Mexico University also offer vocational and continuing education courses from time to time.

III. Land Use

The land use element of the comprehensive plan provides an underlying framework for the entire document. It takes into account the issues and goals of the other elements to indicate where new housing will be developed, new recreational uses located, and where new commercial and industrial development can be accommodated. This chapter focuses primarily on land uses within the City of Deming, but it will also address the Extraterritorial area between the City and Luna County. Land uses are also covered in the housing and economic chapters.

A. Deming’s Historic Land Use Pattern

The City of Deming was originally platted in 1889. The plat showed the town site on both sides of the railroad tracks. The majority of the homes and stores remained in the southern area of the City, however, which also experienced the most growth. The area to the north side of the railroad tracks became home to many Hispanic families and was generally referred to as Deming Park, which was later annexed. In 1901, the City’s commercial areas formed along Silver Street and soon spread to the surrounding areas. Most of the east/west streets were named after trees, as many considered Deming to be a desert oasis. North/south streets were named after minerals. Gold and Pine soon became the City’s major streets. The majority of commercial uses were located on Gold and Pine, and most residential neighborhoods developed adjacent to those streets.

1. Existing Land Use Pattern

Deming’s existing land use pattern consists primarily of single family residential development and neighborhood commercial development west of NM 11 (Columbus Highway), both north and south of the railroad tracks. The area to the east of Columbus Road is a mix of single family, multi-family, commercial and industrial, and includes the Deming Municipal Airport. There is still a large amount of vacant land throughout the City. Most of the commercial property is located on the north side of the City along US 70 (Pine Street), Pear Street, and the area bounded by Cedar Street (north) 13th Street (west) Columbus Road (east) and Hemlock Street (south). There are two north-south corridors of neighborhood commercial running through the middle of this area along Gold and Silver Avenues. The largest area of single family housing—located between Columbus Road and 15th Street south of the railroad track—surrounds a core area with parks, schools, and other public facilities. With most of the land in the northeast and northwest parts of the City already devoted to residential development, the City is growing to the southeast, where there are large tracts of vacant land suitable for new subdivisions. The map on 16 shows existing zoning in Deming.

Most of the City’s industrial land is found in two separate locations: an older industrial park south of the airport (the Deming Industrial Park) where there are also smaller to medium tracts of vacant land, and the more recently annexed vacant land to the northwest of the central City (the Peru Mill Industrial Park), designed to appeal to business that require large tracts and railroad access.

2. Zoning

Title 12 of the City Code addresses zoning in the City. Within Title 12 are 18 chapters that deal with definitions, zoning districts, non-conforming uses, development standards, manufactured homes and special uses. There are 15 different use districts established by Chapter 3 of Title 12. These are listed on page 14.

Table 1. City Zoning Districts

Zone District		Minimum Dwelling SF	Minimum Lot Size SF	Minimum Lot Width	SETBACKS			
Zone	Intent	SF	SF		Front	Side	Rear	Side Street
A	Single Family Dwelling	800	7000	N/A	25'	5/7.5'	30'	15'
A-1	Single Family Dwelling	1200	9300	93' inside setbacks	20'	5'	10'/18'	15'
A-3	Single Family Dwelling (smaller width)	1200	9000	70' inside setbacks	25'	5/7.5'	30'/20% lot	15'
A-4	Single Family Dwelling (smaller width)	1200	7100	50' inside setbacks	25'	5/7.5'	30'/20% lot	15'
A-5	Use District (large lot residential/agricultural uses, livestock, churches, children's centers)	800	2 ac	8000 SF open	25'	5'	30'	15'
B	Multiple Dwelling District (apts, hospitals, lodging houses, nonprofits, clubs, retail outlet, professional offices)	600/unit	2500/unit	N/A	25'	5/7.5'	30'/20% lot	15'
B-1	Dwelling District (house trailers, mobile home parks)	600/500	3500 family	N/A	25'	15'	30'/20% lot	15'
B-2	Use District (fee simple ownership: condos, townhomes, co-ops)	800	2300/unit	700 SF open/unit	25'	common/15'	30'	15'
B-3	Use District (residential/commercial, 100 min. dwellings, units owned/real estate commons)	800	90,000/24 units	200 SF open/unit	25'	common/15'	30'	15'
C	Commercial District (RVs, amusement, B uses prohibited?)		1000/structure	N/A	Varies with building and lot location			
C-1	Neighborhood Commercial District	300/600/unit	2500/unit	N/A	25'	5/7.5'	30'	15'
C-2	Commercial District (frontage abuts Gold St.)	300/unit	2500/unit	N/A	Varies with building and lot location			
D	Industrial District	N/A	1000/structure	N/A	Varies with building and lot location			
T	Use District (Trailer camps, courts)	250	1250	1 ac site minimum	10'	15' x units	10' x units	15'
T2	Use District (Modular, prefab, on permanent foundation) MHs?	800	7000	N/A	25'	5/7.5'	30'	15'

Figure 4. Existing Land Use

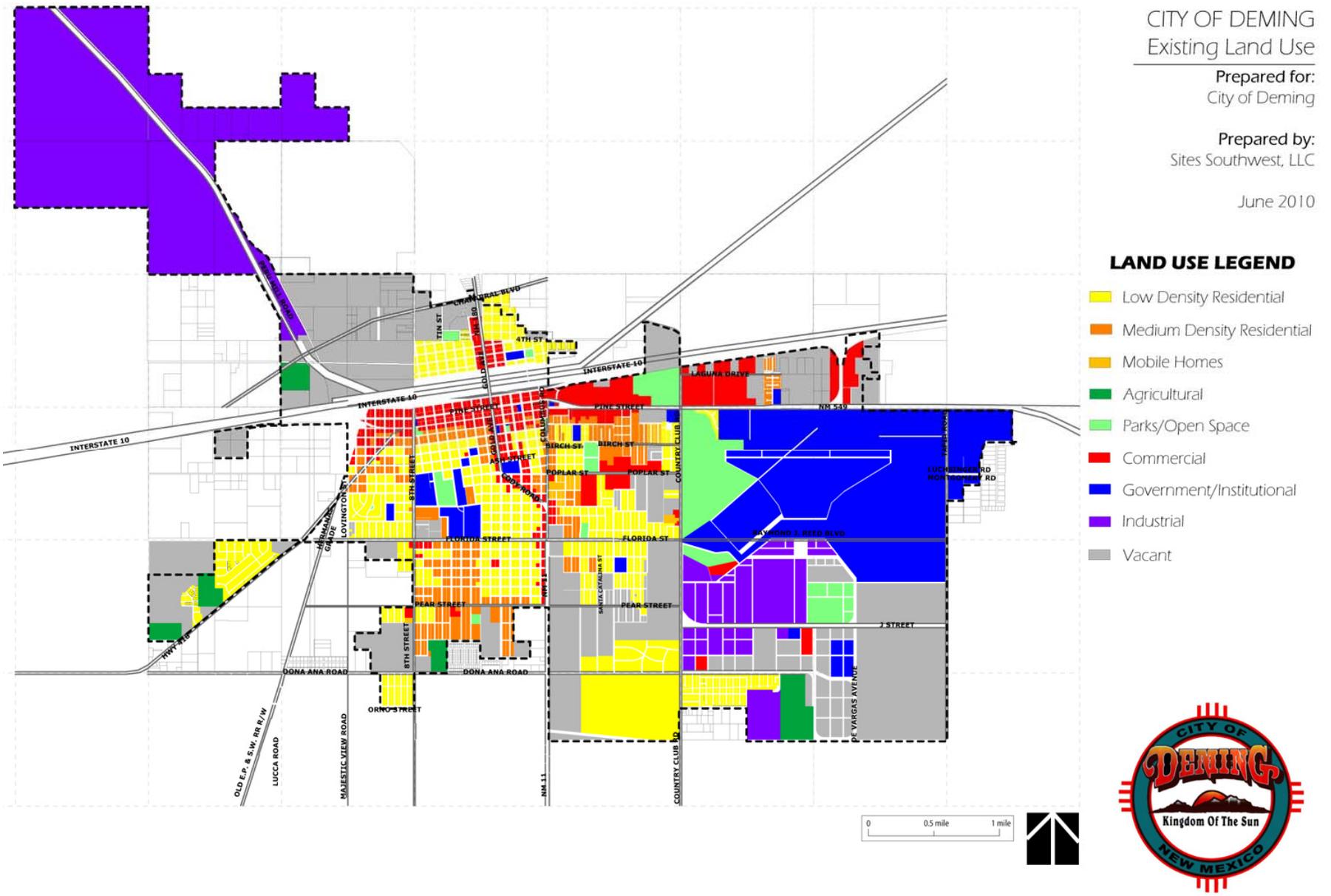
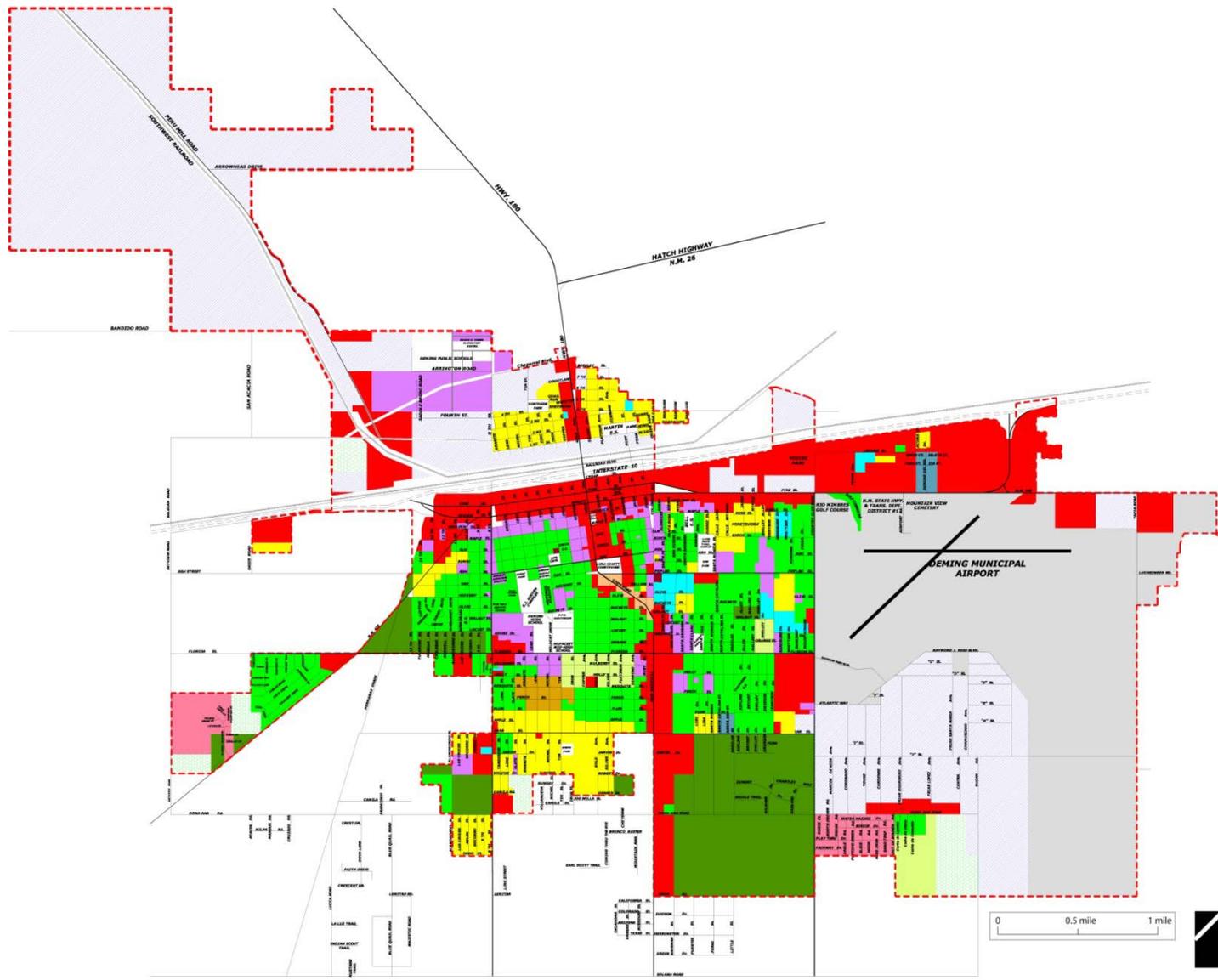


Figure 5. Existing Zoning



CITY OF DEMING
Existing Zoning

Prepared for:
City of Deming

Prepared by:
Sites Southwest, LLC

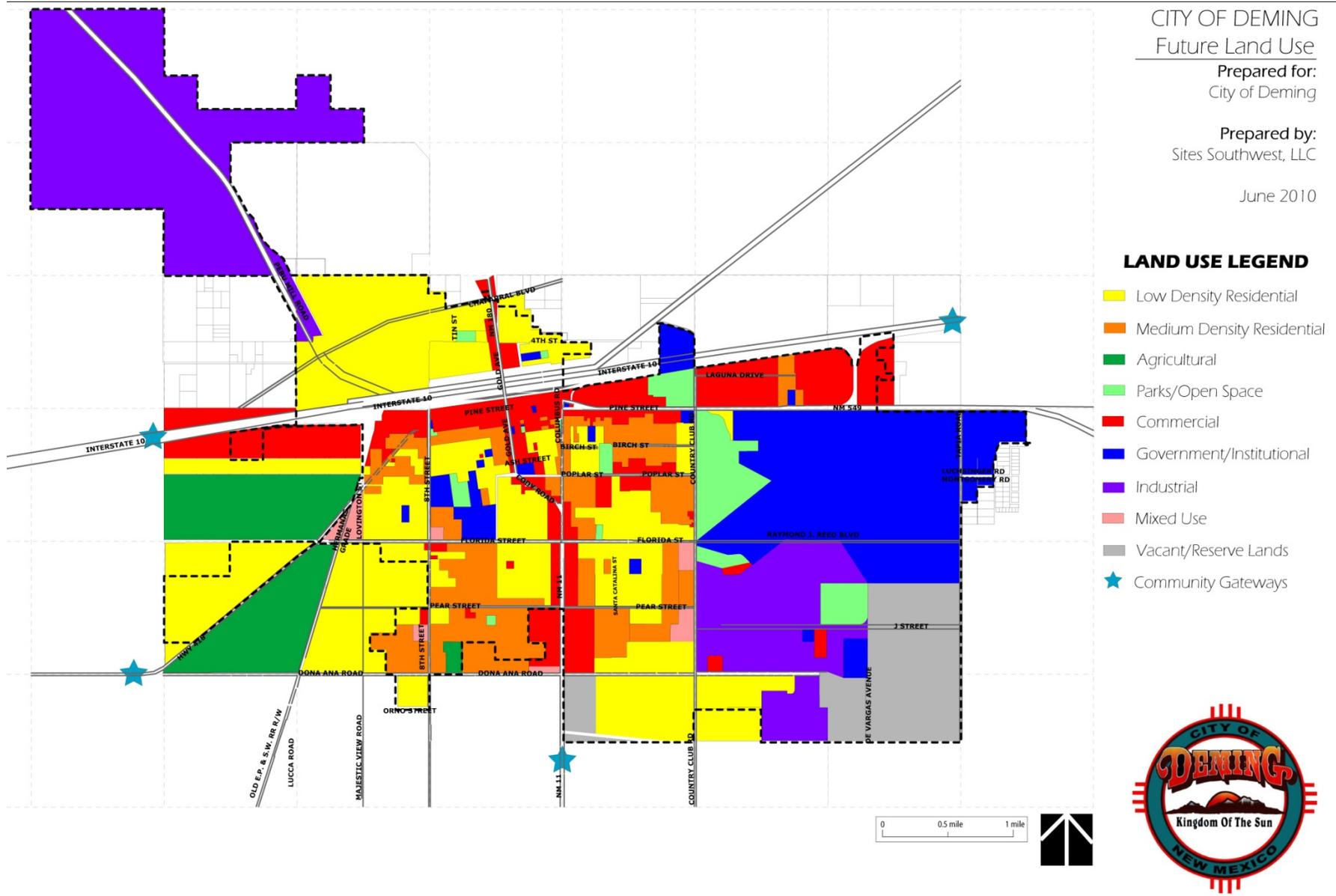
June 2010

ZONING LEGEND

- A Single Family Dwelling
- A1 Single Family Dwelling
- A3 Single Family Dwelling
- A4 Single Family Dwelling
- A5 Agriculture
- G Government
- B Multi-Family Dwelling
- B1 Multi-Family Dwelling
- B2 Multi-Family Dwelling
- C Commercial
- C1 Neighborhood Commercial
- C2 Commercial
- D Industrial
- T Trailer/Mobile Home
- PUD Planned Urban Development



Figure 6. Future Land Use



Since the 2003 Comprehensive Plan was completed, the City adopted Chapter 18 of the Zoning Code (2004), which specifies minimum standards and drought-tolerant plant material for xeric landscaping of residential, commercial and industrial developments as well as storm water retention. The City also adopted amendments to its building code regulating signs, permit fees, fair housing, and mandating and promoting indoor water conservation fixtures (2005).

The City has a great deal of vacant land zoned A1 for single family and C for commercial. Most of the commercial land is located along Columbus Road and Pine Street. The residential land is primarily located east of Columbus Road and south of Pear Street.

B. Land Use Issues in Deming

1. *Infill*



As there remains a sizeable amount of vacant land within the developing portions of Deming that already is served by utilities, the City would like to encourage infill development. One obstacle to development of some infill lots is small lot sizes. Vacant lots in some

areas of the City measure 25 'x 142' (3,550 square feet). This is large enough to accommodate a minimum **dwelling unit** size of 800 square feet required in Residential Zoning District A but not the **minimum lot size** of 7,000 SF—about 1/6 of an acre—unless someone owns or can acquire two adjacent lots. These lots could potentially be used to create a network of pocket parks that can also double as drainage facilities.

2. *Industrial Uses Next to Residential*

North of the railroad track is a large section of vacant land zoned D for industrial uses. The proximity of this land to the small and relatively isolated residential uses north of the railroad tracks could create conflicts in future years if allowed to developed as zoned. Since the City in the past few years has annexed a plentiful amount of land for industrial parks, this smaller industrial area has been rezoned to a higher density multi-family residential district. Zoning for the several existing business will remain industrial.

3. *Buffering and Screening*

A related issue is the general lack of sufficient buffering and screening of commercial and industrial development that is adjacent to residential areas or public streets. The existing zoning code Chapter 18 sets forth minimum landscaping requirements for residential, commercial and industrial development and mandates a six-foot-high solid wall or fence on any side of the T use district (trailer camps and courts) that abuts, faces or is contiguous with any other property zoned A, B, or B-1. The zoning code requires only a 5-foot side yard for an industrially zoned lot adjoining a dwelling district, however, and no front yard if all the frontage along a street is in the D industrial district, even if across the street from a residential district.

4. *City Code and Zoning Enforcement*

Public comments during the drafting of Deming’s 2003 Comprehensive Plan identified the City Code and Zoning Enforcement as one of the most significant land use issues in the City. Residents faulted the City for not doing enough to make sure nuisances such as junk, trash, and weeds were cleaned up, despite ordinances that authorize the City to remove such nuisances from the property and charge the owner. One obstacle is that Deming has many vacant lots, some of which are owned by absentee owners who are not present on the property full time.

In addition, Deming residents have requested more aggressive code enforcement particularly against prohibited uses being established in some districts.

Since that time, the City hired a community planner and additional code enforcement officers. The office receives from 50 to 60 complaints a month, ranging from propane problems to leaky roofs. While the persistence of weeds, junk and trash was still an issue, it appears to have diminished somewhat under stricter code enforcement.

5. *Annexation*

To accommodate growth, incorporated municipalities often need to go beyond infill development to acquire new territory. Annexation is a tool that municipalities can use to ensure that land use patterns in adjoining areas are consistent with land use patterns within the municipal boundary. It allows a municipality to uniformly and effectively provide services, such as water and sewer or emergency services, as well as manage growth and land use. It also helps protect property values of land adjacent to the extraterritorial and municipal boundaries.

As annexation also means greater expense in providing services to new land areas, it must be pursued thoughtfully. Areas that are likely

to develop with commercial uses or large, dense subdivisions have the potential to bring in gross receipts to the City and property taxes to the County to offset municipal expenditures on services.

Deming has approved annexations regularly. Since the 2000 Comprehensive Plan, the City has annexed approximately 2,700 acres. While there are three annexation methods available to municipalities wishing to annex territory under NM State Statutes (Section 3-7-1, NMSA 1978), Deming has historically annexed property only at the request of the property owner. This has sometimes resulted in “shoestring” annexations, which create long, narrow stretches of annexed land, such as along the Western Interstate Frontage Road and along 8th Street in the far northern part of the City (adjacent to the El Paso Natural Gas Pipeline). The City intends to avoid such shoestring annexations by encouraging property owners to include other property owners and their land in annexation petitions

6. *Extraterritorial Jurisdiction*

New Mexico law enables municipalities the size of Deming (Population 1,500 to 20,000) to exercise extraterritorial zoning jurisdiction (concurrent with the county) within one mile of its City boundary and planning and platting jurisdiction within three miles of its municipal boundary (NMSA 3-19-5 to 3-21.2) Deming already exercises its concurrent zoning authority through *Extra-Territorial Zoning Regulations* (Deming-Luna County 2006). These regulations have eased the transition in zones from the County to the City. The City and County have yet to approve an ordinance governing platting and platting jurisdiction in the extraterritorial area.

C. Community Character and Urban Design:

Developing a unique community character can be a strong asset in attracting new residents, tourists and businesses. One of the most successful ways of doing this is to draw on a town’s history through preserving and restoring its historical buildings and applying its characteristic elements to future architectural designs. Character elements identified and valued by Deming residents include the historic architecture, features evoking the “old west,” the nearby mountains and “rural” feeling, tree-lined streets, desert-style landscaping, the multi-cultural and small town atmosphere, the original Harvey House that was near the railroad.

The City of Deming has already designated a Historic District downtown and begun a MainStreet program to improve Downtown businesses. The MainStreet District is home to 15 buildings on the State Historic Register, three of which are also on the National Register of Historic Places: the Deming Luna Mimbres Museum, the Custom House, and the J.A. Mahoney building (Mitchell 2008). Visitors can download a historic walking tour guide of Deming from the City’s website.

- ▶ To help spur existing property owners/ businesses to upgrade their buildings, particularly in the MainStreet and Historic District area, the MainStreet could consider sponsoring low interest loans or grants for a **Façade Improvement Program**.
- ▶ Public comments during development of the current plan also prioritized making the entrances into Deming more attractive, appealing, and informative. One way of doing so is to design and construct wayfinding signage such as **gateways** into Deming on its northern, western and southern entrances.
- ▶ One option for enhancing Deming’s character is implementing the recommendations of the 2009 Architectural study conducted of behalf of Deming’s MainStreet organization by the University of New Mexico’s School of Architecture and Planning’s DPAC studio.



Downtown Features: (clockwise from top right) the US Post Office, the First Christian Church, streetscape improvements, retail shops.

The study focuses on the adaptive reuse of historic buildings, streetscape improvements, new bus stops, signage, and landscape enhancements. The study also proposed the use of alleys as pedestrian pathways, recommended improvements to Spruce Street, and increasing visibility from Interstate 10 through the installation of gateways.

- Another future option, if residents wish to sharpen Deming’s image as an arts and cultural destination, is to work toward designation as a state-authorized **Arts and Cultural District**. Initiated through state legislation in 2007, the program’s objectives are to promote the state’s art and history, provide resources to artists and craftspeople to help develop a community’s cultural and artistic facilities, and cluster existing amenities to help leverage their assets toward creating a dynamic and economically vibrant district. These are designed to attract more cultural and heritage tourism. Designated districts will be able to tap into enhanced state historic property tax credits for rehabilitation and reuse of historic structures, support and marketing help from the NM Tourism Department, the NM MainStreet Program (whose director coordinates the statewide program), the NM Arts, and the Historic Property Tax Credit, and grant funds from the State Arts and Cultural Capital Improvement Fund. While Deming as yet lacks a critical mass of arts and cultural programs and business, it is something to work toward. In addition, the state is working on other potential initiatives, such as cultural and heritage tourism, which might be a better fit.

1. *Landscaping Requirements:*

Another strategy to enhance the character and attractiveness of the City is to require xeric landscaping for commercial buildings and parking lots.

D. Future Land Use Scenario

For the 2003 Comprehensive Plan, residents chose a preferred land use scenario that would create:

- **Light Industrial Zones** to designate areas suitable for high tech manufacturing businesses
- **Enterprise Zone (Corridor) Areas** designating areas for business incentives and standards to encourage quality development
- **Mixed-Use Areas** to provide areas for people to live, shop and work in the same area, reducing the need to travel to other parts of the City. These could contain a mix of residential, commercial and light industrial uses. It would help keep traffic congestion and pollution low while saving wear and tear on the City’s streets.

While some steps have been taken toward development of this future scenario, much of it remains to be accomplished. These zones have yet to be developed and mapped. It would also be useful for the City to designate several Major Activity Centers and Neighborhood Activity Centers where the mixed-use zones could be applied.

E. Land Use Goals and Strategies

Following is a list of the Land Use Goals and strategies designed to address the issues previously discussed.

Land Use Goal 1. Future land use decisions will protect and enhance property values within existing neighborhoods and commercial areas.

- Strategy a. Consider developing one or two new zones that would mix residential, commercial or commercial/office uses to encourage development of mixed-use activity centers at specific nodes.*
- Strategy b. Consider developing a light industrial zone in the zoning code.*
- Strategy c. Enforce zoning code effectively and update requirements as necessary.*

Land Use Goal 2. New development in Deming shall be accommodated through infill on vacant lots or through redevelopment of abandoned or dilapidated properties whenever possible.

- Strategy a. Meet with developers to learn what incentives or changes could inspire them to develop on infill lots.*
- Strategy b. Consider offering incentives for infill development when economically feasible, such as fee reductions, expedited development review and density bonuses.*

Land Use Goal 3. Deming’s future land use pattern shall be consistent with the City’s ability to provide services to existing and new development.

Strategy a. Adopt annexation guidelines consistent with Section 3, Article 7 of the New Mexico State Statutes. Pursuant to Section 3-7-1, NMSA 1978, there are three methods available to municipalities wishing to annex territory. Each method is based upon certain goals and conditions and illustrates different degrees of legislative delegation of power to municipalities in the state. They include:

- *Arbitration Method* (Sections 3-7-5 through 3-7-10 NMSA 1978) allows a municipality to annex contiguous territory if the municipality can declare that the benefits of annexation can be made within a reasonable time frame to the desired territory.
- *Municipal Boundary Commission method* (Sections 3-7-11 through 3-7-16 NMSA 1978) establishes an independent commission to determine annexation of a territory to the municipality. The Commission will meet whenever a municipality petitions to annex a territory or if a majority of the landowners of a territory petition the Commission to annex the territory into the municipality.
- *The Petition Method* (Section 3-7-17, NMSA 1978) requires a petition signed by the majority of property owners in a contiguous territory supporting annexation into a municipality.

1. The City shall initiate annexation only when its health, safety and welfare is compromised without the annexation.
2. When a “shoestring” annexation is proposed, the City should encourage the property owner to encourage surrounding property owners to join the annexation to provide for a logical boundary for service provision.
3. The City should consider the costs and benefits of annexation to both the property owner and the City of Deming.
4. The City should be able to provide road, water, wastewater, and emergency services to annexed property within a reasonable amount of time based on demand.
5. As required by State Statue, the City will ensure an adequate and comprehensive public process for residents and properties affected by annexation.

Strategy b. Direct high-density/high-impact development to areas where adequate services and infrastructure exist: principal arterials, major intersections, and minimal interface between single-family residential areas and non-residential areas.

Land Use Goal 4. Land Use in Deming shall be attractive and reflect the City’s unique history and small town atmosphere, displaying a recognizable image to residents and visitors.

Strategy a. Establish a façade improvement program to supply grants or low-interest loans to Downtown business owners who want to revitalize their building facades.

Strategy b. Make enforcement of the zoning and building codes a high priority in the Downtown.

Strategy c. Attract residents and tourists to the Downtown area through way-finding signage that reflects the area’s character.

1. Create gateways that draw people to the Downtown area from the interstates and access arterials.

Land Use Goal 5. City of Deming shall continue to coordinate land use decisions with Luna County to minimize conflicts and promote consistency in the ETZ and between urban and rural areas.

Strategy a. Initiate joint City/County review of subdivision developments in the extraterritorial jurisdiction by adopting a joint Extraterritorial Subdivision ordinance.

Strategy b. Adopt requirements that new subdivisions and developments in the extraterritorial zone hold storm water run-off on site.

Strategy c. Work with Luna County to expand the ETZ area.

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IV. Economic Development

Like land use, economic development is intertwined with all the other planning elements. It is related to transportation, because the more accessible the City is perceived to be by highway, air, and rail facilities, the more inclined large employers may be to locate there. It is impacted by housing, because employers need homes for their employees. The number of homes also relates to the amount of property taxes collected for the schools. Economic development is related to infrastructure in that large employers typically need a certain level of water, wastewater, and telecommunications services before locating in an area. This chapter will discuss Deming’s economic opportunities as well as challenges the City may need to address.

A. Existing Economic Conditions

Economic development is a key issue for the community of Deming. Unemployment, underemployment and seasonal employment—issues that have historically plagued the City and county—have been made worse by the recent recession. Finding ways to bring additional revenues and higher-paying jobs into the area has been an ongoing challenge facing Deming and Luna County.

1. Poverty and Unemployment

The median household income for Deming in 2009 was estimated to be \$24,909, only 58% of that for all New Mexicans (\$42, 752). Approximately 26.9% of Deming’s families were living below the poverty line compared with 14.4% statewide (Claritas 2009). At 11% female householders with children constituted the largest group. This was a slight improvement over the 27.2% of Deming families living in poverty in 1999.

The civilian unemployment rate in Luna County (excluding those in the military) doubled from 8.2% in the fourth quarter of 2007 to 16.4% in the fourth quarter of 2009 (US Department of Labor 2009).

These statistics represent counts of workers covered by NM unemployment insurance and related statutes. The first and fourth quarters typically have the highest unemployment rates in the county, while the lowest is seen in the third quarters, likely due to seasonal employment in agriculture and tourism. The jump to 16.4% indicates the extra impact of the recession.

Table 2. Luna County Unemployment Rate 2007-2009

	Q1	Q2	Q3	Q4
2007	11.8	11.2	6.7	8.2
2008	13.2	12.3	9.1	10.9
2009	16.8	17.1	13.5	16.4

Source: US Bureau of Labor Statistics 2010

2. Employment

Of the 4,344 Deming civilians 16 and older who are estimated to have been employed in 2009, nearly 25% worked in service occupations and another quarter in sales and office jobs. Just over 15% were employed in both professional and related occupations and production, transportation and material moving (Claritas 2009).

More detailed employment information is available for Luna County in years between Census counts. It shows overall employment climbing to 8,332 in 2005 and then dropping slowly to 8,030 in 2008. Private employment in 2008 accounted for 72% of the jobs, while government jobs (federal, local and state) constituted 28%. Looking at specific sectors, local government led the number of jobs with 1,320 employees; retail trade and manufacturing followed with 1,210 and 1,083 jobs respectively. Jobs in accommodation and food services, which provided 734 jobs in 2008, constitute a growing trend (US Bureau of Labor Statistics 2008).



Table 3. Average Annual Covered Wage and Salary Employment# by Major Industrial Sector Luna County

Sector	2001	2002	2003	2004	2005	2006	2007	2008
Grand Total	7,172	7,502	7,988	7,901	8,332	8,141	8,147	8,030
Total Private	5,490	5,778	6,261	6,114	6,453	6,161	6,061	5,796
Ag. For. Fish. & Hunting	D	D	D	D	D	D	889	D
Mining	D	D	D	D	D	D	11	D
Utilities	D	D	D	D	D	D	D	D
Construction	164	284	199	223	627	425	384	378
Manufacturing	1,012	1,239	1,444	1,254	1,181	1,240	1,107	1,083
Wholesale Trade	119	115	D	D	D	D	D	D
Retail Trade	913	1,047	1,201	1,288	1,288	1,337	1,345	1,210
Transportation & Warehousing	D	D	121	139	146	149	143	143
Information	23	32	32	25	25	23	24	22
Finance & Insurance	96	126	132	146	144	145	151	128
Real Estate & Rental & Leasing	56	53	64	76	57	73	64	59
Professional & Technical Services	92	84	92	110	114	132	146	160
Management of Companies & Enterprises	0	0	D	D	19	D	D	D
Administrative & Waste Services	36	45	D	D	132	D	D	D
Educational Services	D	D	D	D	D	D	D	D
Health Care & Social Assistance	D	D	D	D	D	D	D	D
Arts, Entertainment & Recreation	29	D	46	53	46	41	45	45
Accommodation & Food Services	532	D	553	554	623	666	765	734
Other Services, ex. Public Administration	138	121	122	128	130	113	124	126
Unclassified	1	6	0	0	2	1	8	0
Total Government	1,682	1,724	1,727	1,787	1,879	1,981	2,086	2,234
Federal	203	217	226	248	293	350	421	528
State	300	305	310	318	323	334	344	338
Local	1,179	1,201	1,191	1,220	1,263	1,297	1,320	1,368

Note: All years have been revised in accordance with U.S. Dept. of Labor, Bureau of Labor Statistics, databases.

Data are by location of the employer's establishment and represent counts of workers covered by New Mexico unemployment insurance (UI) law and related statutes. For a complete definition of covered employment see the attached definition sheet.

D Withheld to avoid disclosing confidential data. Data that are not disclosed for individual industries are always included in the totals. Therefore, the individual industries may not sum to the totals.

Source: U.S. Dept. of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages.
Table prepared by: Bureau of Business and Economic Research, University of New Mexico.

3. *Gross Receipts Taxes*

The number of jobs countywide in each sector tracks fairly closely with the annual gross receipts reported for each sector in Deming. Of \$511.3 million in gross receipts in 2008, retail trade contributed 34%, manufacturing 23%, and health care and social assistance, 13%.

Manufacturing gross receipts experienced the largest growth, expanding from \$23.9 million in 2006 to \$119.2 million in 2008, the latest year figures are available. (US Bureau of Labor Statistics 2010). Government agencies, of course, are exempt from paying gross receipts taxes, so they are not represented on the chart.

Table 4. Deming Total Annual Gross Receipts Taxes 2006-2008

SECTOR	2006	2007	2008	
Retail Trade	164,731,777.65	181,480,970.12	172,086,006.75	33.62%
Manufacturing	23,904,642.37	65,318,172.05	119,204,921.70	23.29%
Health Care and Social Assistance	57,035,819.36	64,637,798.31	64,391,598.13	12.58%
Other Services (except Public Admin)	23,099,098.32	27,773,264.59	34,760,983.33	6.79%
Construction	34,025,336.17	38,843,852.96	31,196,446.16	6.09%
Accommodation and Food Services	32,043,059.38	29,766,234.67	27,206,381.97	5.31%
Wholesale Trade	11,979,414.38	14,591,862.31	23,800,208.42	4.65%
Professional, Scientific and Technical Services	8,330,161.95	7,986,520.71	7,730,552.77	1.51%
Information and Cultural Industries	7,620,572.95	8,266,786.27	7,194,620.85	1.41%
Utilities	5,833,058.65	6,200,764.30	6,662,948.74	1.30%
Real Estate and Rental and Leasing	4,640,279.13	3,622,926.87	4,770,391.98	0.93%
Transportation and Warehousing	3,682,681.44	7,714,779.32	2,830,534.53	0.55%
Admin and Support, Waste Mgt and Remed	1,077,058.97	2,974,438.40	1,837,801.66	0.36%
Finance and Insurance	1,487,084.90	1,467,201.18	1,264,693.16	0.25%
Unclassified Establishments	357,578.02	522,422.72	481,712.49	0.09%
Agriculture, Forestry, Fishing and Hunting; and Mining, Oil and Gas Extraction	*	556,175.75	179,411.04	0.04%
Arts, Entertainment and Recreation	54537.69	44,781.23	58,096.44	0.01%
Management of Companies and Enterprises	*	*	*	
Educational Services	*	*	*	
Public Administration	*	*	*	
Totals	384,085,071.84	465,720,240.02	511,929,624.19	100.00%

4. *Economic Diversification*

A key component of the City's pursuit of economic development has been economic diversification. In the past the City has depended on a few industries that employed a significant portion of the workforce. Over the past ten years, however, Solitaire Mobile Homes opened a manufacturing plant in the Deming Industrial Park (south); Border Foods, which is based in the City, expanded operations to become the largest chile processor in New Mexico; and Luna Energy Facility opened a 570-megawatt natural gas-fired power plant.



B. Economic Development Organizations and Initiatives

The City government can facilitate economic development in Deming by establishing zoning regulations and financial incentives, installing necessary infrastructure, and providing some funding. Much of the work of recruiting businesses and growing new ones, however, falls to the nonprofit Deming-Luna County Economic Development Corporation.

1. *USDA Enterprise Community Wrap-Up*

With the close of 2009, the Deming/Columbus/Luna County designation as a rural Enterprise Community under the US

Department of Agriculture came an end. Under the 11-year program Deming and Luna County were eligible for special economic assistance from USDA and other federal program such as tax-exempt facility bonds and employment incentives while implementing their own economic development plan. The Deming/Luna County strategic plan stressed creating partnerships among all levels of government, private business, community groups and local residents to bring new economic life to southwestern New Mexico. Managed by the Mimbres Valley Authority (MVA), the strategic plan focused on five basic categories: education and training, economic development, community development, health and recreation, and housing. Some of its major accomplishments included:

- **Public Transit** - Started the Southwest Regional Transit District, Corre Caminos, which provides regional bus service within Luna, Hidalgo and Grant Counties. Beginning in 2007 with seven passengers, in 2008 it provided 528 rides between Deming and Columbus, 65,000 rides regionally and 11,700 rides to Luna County residents alone. Its annual operating costs in 2008 were over \$1 million, with the lion's share coming from NMDOT and the remainder from each of the counties and cities it serves.
- **Housing** - Created the Luna County Housing Corporation in 2001, a local affordable housing advocacy group that rehabilitates housing, weatherizes homes, develops new housing, and conducts financial classes and credit counseling workshops for potential buyers. Its budget reached \$800,000 in 2008. With four employees, the organization completed 11 rehabilitation projects in Deming, Columbus and Lordsburg for over \$635,000. They are the general partner in a 60-unit senior affordable apartment complex, Mariposa Village Apartments, which has an ongoing waiting list. Previously they built a 40-unit apartment building for migrant workers. Future plans include Phase II of Mariposa Village and affordable single-family housing developments in Deming and Columbus.
- **Education** - Established the Mimbres Learning Center and Special Events Center, the first post-secondary education

institution in Luna County, in a remodeled K-Mart building. For-credit classes in such subjects as aerospace, criminal justice, and emergency medical services are offered there by Dona Ana Community College and Western New Mexico University. In addition are Community Education classes in making jewelry and using office software programs, among other programs (Buey 2010). MVA also helped fund an evening childcare facility, which was built adjacent to the community college and is providing childcare services for students attending evening classes. The Center's future may be somewhat in jeopardy, however, due to a recent decrease in funding (Buey 2010). In addition, the Southwest Learning Center, home to the Deming Literacy Program, has been completed.

- ▶ **Non-profit Assistance** - Renovated Morgan Hall—the original City hall built in 1901—to serve as an incubator for non-profit organizations serving Luna County residents, and aided start-up organizations such as Deming MainStreet and Deming Helping Hand with \$3,000 mini-grants.
- ▶ **Peru Mill Industrial Park** - Began master planning the new industrial park to the northwest, a former Brownfield site, which is being marketed to solar energy firms.
- ▶ **NM Economic Development Department Programs** - Re-established Deming as Certified Economic Development Community, making it eligible for \$10,000 for economic development projects and secured \$4500 in co-op advertising dollars.

The MVA Board is remaining in place for now in case it is called upon to manage additional grants or extensions of the Enterprise Community program.

There are several other economic development organizations in addition to the Mimbres Valley Authority. These are Deming-Luna County Economic Development (DLC ED), the Deming Chamber of Commerce, and the Deming MainStreet program.



2. *Deming-Luna County Economic Development Corporation (EDC)*

The Deming-Luna County Economic Development is a 20-plus year-old-organization that has collects and disseminates economic data, advises the County and City on economic development issues, and has been the contact point for new businesses interested in investing in the County or municipalities. Its executive director, whose salary is paid by the City of Deming, also directed the Mimbres Valley Authority. In Fall 2009, the DLC ED undertook a strategic planning session with its members, the Deming Chamber of Commerce and the Mimbres Valley Authority Board to discuss its internal and external strengths and weaknesses, identify major areas of opportunity, and develop a basic action plan. The top five economic opportunities were 1) Business Development, 2) Tourism, 3) Housing, 4) Renewable Energy, and 5) Infrastructure, Retirement Community, and Education. Since inception, the group has viewed itself as being “aggressive but inclusive,” serving as a “facilitator and coordinator” among the political jurisdictions and other groups and organizations involved in economic development in Luna County. Its strategies under each of its main focus areas include:

- ▶ **Business development.** Use one-on-one surveys to identify local business needs, consolidate and make available to new and existing businesses the data and information on resources, help to secure funding through a revolving loan or funding sources,

collaborate with other economic development organizations, and identify needed small businesses as well as the needs of tourists.

- ▶ **Tourism.** Share information with the Chamber to improve the on-line Calendar of Events, inventory tourism venues and facilities such as wineries, museums and parks, work on a policy item for the State Legislative session, and improve the aesthetics/image of Deming.
- ▶ **Housing.** Formalize the relationship with the Luna County Housing Corporation; partner with other organizations to conduct a housing survey of the number of units, vacancies, and housing stock; recruit a graduated care facility to the county, and study and develop a plan to meet the County’s housing needs quickly and responsibly.

3. *Deming Silver Spikes*

Established in the late 1970s, the Deming Silver Spikes is a local organization consisting of approximately 28 members that provides legislative advocacy at the state level for general projects that improve the quality of life the City of Deming, Luna County, and the Deming Public School District. As part of their advocacy efforts, the Silver Spikes promote local projects and advocate on behalf of local initiatives such as capital outlay requests and other state-funded programs.

4. *Deming MainStreet Program*

The Deming MainStreet Program focuses primarily on revitalizing Downtown Deming through the program’s four-pronged strategy of 1) Organizing a board, standing committees, and program director to divide the workload and build consensus among stakeholders, 2) Promoting the unique characteristics of the MainStreet District, 3) Designing an inviting atmosphere that capitalizes on the City’s best assets, such as historic buildings and pedestrian-oriented streets and 4) Strengthening a community’s existing economic assets while diversifying its economic base. A relatively new organization in Deming, the MainStreet program is advocating for an design district

overlay zone downtown to better regulate how the Downtown looks aesthetically and for creating attractive gateways into the City. With some 400 people employed downtown and passing tourists, MainStreet also favors holding events and staying open later to create “Deming After Dark.”

5. *The Deming-Luna County Chamber of Commerce*

Founded in 1910, the Deming-Luna County Chamber of Commerce is a non-profit organization that supports the economic development of the Deming area through advocacy for member businesses. Current programs offered by the Chamber are posting the Deming calendar of events and sponsoring networking events such as 1st Friday Mixers. The Chamber also maintains the Visitor’s Center for Deming.

6. *Deming Tourist Development Committee*

The Deming Tourist Development Committee is an organization that promotes tourism to the city of Deming and the greater region through the promotion of the area’s recreational amenities, museums, important sites, and year-round attractions that are unique to the Deming area.

To accomplish its promotional mission, the Deming TDC conducts research on targeted demographic groups and develops marketing campaigns as well as promotional materials that aim to boost tourism in Deming. Many of the TDC’s images are used in magazines and billboards throughout the state—AAA New Mexico Journey, Group Tour Magazine, New Mexico Vacation Guide, New Mexico Magazine, and True West Magazine—are but a few publications that have featured the TDC’s promotional materials.

C. *Deming’s Economic Strengths and Challenges*

In setting economic goals and policies, it is useful to assess the existing economic strengths and opportunities, which can be capitalized on, and weaknesses and outside threats, which can be

overcome or minimized. Much of the information in the following section derives from the Community Economic Assessment done for Deming MainStreet by the UNM Bureau of Business and Economic Research in 2008.

1. *Strengths*

Deming’s major economic strength is its position as a transportation hub and regional retail and services center. It draws customers for its low- and middle-order goods and services from a trade area that is within an approximate 30-mile radius of the City. It is located along I-10 and near I-25 as well as the Columbus port of entry on the US Mexican border—the only border crossing in the state that is open 24 hours a day (Mitchell 2008).

Deming and greater Luna County are certified HUBZone designated areas. The HUBZone program is administered by the US Small Business Administration and provides contracting assistance to small businesses located in historically underutilized business areas (HUBZones). The goal of the HUBZone program is to promote job growth, capital investment and economic development in certified HUBZone areas. Benefits for HUBZone-certified companies include competitive and sole source contracting, a 10% price evaluation preference in full and open contract competitions, as well as subcontracting opportunities.



- Deming is well positioned to offer goods and services to travelers. It lies halfway between Las Cruces and Lordsburg, and between Tucson and El Paso. It is a north-south hub for those traveling to Silver City or Chihuahua, Mexico. Serving the town is a municipal airport boasting a modern terminal and conference room, and two train routes, Burlington Northern and Union Pacific (Amtrak).
- Retail businesses related to travel, particularly gasoline stations, auto parts and accessories stores, and accommodations and food services, benefit from Deming’s orientation as a travel hub. The accommodations and food services sector made up over 10 percent of Deming’s total taxable gross receipts, accounting for about \$30 million on average in 2006. This dropped to about \$28 million in 2008, or 5.3 percent of the total taxable GRT, likely due to the recession.
- Deming is also a regional center for low-and middle-order goods (gasoline, restaurants, hotels, Wal-Mart, groceries). In 2008, 34 percent of Deming’s taxable gross receipts came from retail trade. Telecommunications and banking services also pull in revenues from the surrounding region, along with medical and child care services. Employment in these industries is proportionately higher than in the state, indicating the significance to the economy.
- According to the BBER analysis, Deming residents are 44 percent more likely to be employed in the agricultural sector and 15 percent more likely to be employed in the manufacturing sector than residents in the rest of the state. The process of growing and processing chile at the scale done in Luna County (46,000 tons in 2004) translates into many jobs in Deming. Residents work at Border Foods, Inc. a green chile processing plant that employs hundreds of workers during harvest time.
- Jobs related to social assistance rank among the more available and well-paying in the community. The large numbers of elderly, unemployed, and poor Deming residents require many services, delivered through relatively well-paid jobs. Deming residents are

47 percent more likely than other state residents to be employed by the local or state government.

- ▶ **Industrial Parks:** Deming now has two industrial parks. The Deming Industrial Park, just south of the airport, is home to a number of industries, including Border Foods, Joseph’s Lite Cookies, Solitaire Manufactured Homes, Schwans (food distribution) and the US Border Patrol. It offers utilities extended to the property line of each lot, including natural gas, electricity, wastewater treatment, sewage, garbage/landfill services and telecommunications, and still offers plenty of space. The newer industrial park to the northeast, Peru Mill, is in the master planning stages and will be targeted to the needs of larger land users or those requiring rail access and renewable energy-related companies.
- ▶ Deming also has several active economic development organizations, described previously.

Other opportunities exist due to the climate, history, and potential markets.

- ▶ Deming’s warm, sunny climate and affordable land and property offers an excellent location for solar energy companies as well as new residents, particularly retirees.
- ▶ Natural, cultural and historical sites—Rock Hound State Park, City of Rocks State Park, St. Clair Winery, Pancho Villa Park, Luna Rossa Winery, Deming Mimbres Museum— if better known, could attract more tourists and recreationists to the area.
- ▶ Gateway signs and other way-finding elements could draw people into the historic Downtown for eating and shopping and the historic walking tour.
- ▶ That a number of residents travel to larger towns and cities, such as Las Cruces and El Paso, to purchase higher order shopping goods, points to a potential market in Deming for such items.
- ▶ Deming’s MainStreet District, which runs north/south along NM 11, bounded by Cedar St./ US 180 (north), Maple St.(to the south), Silver Ave. (east) and Copper St. (west), is underutilized. It could

better take advantage of its proximity to I-10 by providing unique and local accommodations, food service and retail that differ from the large roadside motels, fast food franchises, and big box retail found elsewhere. Other helpful additions could include arts, entertainment and recreation businesses.

- ▶ Deming has an underutilized workforce in the form of younger retirees (50–65 year olds) and spouses of Homeland Security personnel who could be drawn on to contribute to the community.

2. *Challenges*

Deming’s strengths are to some degree also its challenges. With its economy resting largely on highway-related services/retail and accommodations and social assistance services, there are too few well-paying jobs available to local residents. As a result, many of its working age individuals, particularly young adults, leave town for jobs elsewhere. Moreover, while the large number of residents requiring social assistance creates jobs in this sector, it reflects problems in other areas of the economy, such as unemployment and flight of working-age residents (Mitchell 2008).

- ▶ The remaining workforce is less educated. The 2000 Census found that only 45% of the population 25 years and older had a high school degree or some college while 42% failed to graduate from high school. Another 12.6 % had earned some type of college or professional degree.
- ▶ While college courses and training opportunities exist, they remain unknown to many residents, particularly those who are primarily Spanish-speaking. Economic development experts recommend better outreach to publicize these services, especially to the Latino community.
- ▶ While Deming has had some success in diversifying its economy, the City has only a few of the industries that provide relatively well-paying jobs, such as manufacturing, construction, wholesale and healthcare services. The large majority of its manufacturing

jobs are in food processing, which typically pay low wages (Mitchell 2008).

- ▶ Deming’s two industrial parks are not as competitive as they could be. The existing southern park is served by utilities but could present a better appearance on parcels between thriving businesses. The northern Peru Mill park, annexed to appeal to renewable energy companies, awaits completion of a master plan and the extension of utilities.
- ▶ Although Deming serves as the Luna County seat, employment in higher-paying, higher-skill industries related to the government sector—information, professional, scientific and technical services—is disproportionately lower than in the state as a whole. At the same time, employment in lower-paid administrative and support services is disproportionately higher (Mitchell 2008).

D. Economic Development Goals and Strategies

ED Goal 1. Continue to diversify the economy by attracting and growing stable and sustainable industries with living wage jobs.

Strategy a. Recruit and attract industries to complement clusters that already exist in the area or that take advantage of Deming’s specific location and assets.

1. Renewable energy industries, such as solar and wind
2. Businesses with a high export or growth potential
3. Businesses that pay above-average wages or focus on workforce training
4. Food manufacturers and suppliers
5. Tourism facilities (hotels, RV parks, retail, restaurants)

6. Senior/Retirement infrastructure; graduated health care
7. Manufacturing/ distribution/ maquiladora industries
8. Value-added businesses, such as those that supply or process agricultural products grown in the county.

Strategy b. Develop the Peru Mill Industrial Park and supply with infrastructure necessary to recruit appropriate businesses to locate there.

Strategy c. Give the existing Deming Industrial Park a facelift.

1. Enlist the US Army Corps of Engineers in remediation of specific sites.

Strategy d. Plan for critical infrastructure need by companies and businesses in appropriate locations, including residential areas and schools.

Strategy e. Work with the state to provide technologically advanced telecommunications infrastructure and options for the Deming area

ED Goal 2. Support growth and development of small businesses in Deming

Strategy a. Work with local banks and economic development organizations to offer access to capital to small businesses through a revolving-loan fund.

Strategy b. Support development of a small business incubator in a building with sufficient space to support a diversity of start-up businesses.

Strategy c. Establish a small business development center resources such as SCORE (Councilors to America's Small Businesses) and SBDC (Small Business Development Center) at the Mimbres Learning Center and Special Events Center that target small start-up businesses and guarantee low interest loans to those that have difficulty obtaining conventional funding.

Strategy d. Encourage local shopping campaign/ provide consumer feedback to area merchants on their services.

ED Goal 3. Seek to attract more tourists and higher income retirees.

Strategy a. Expand retirement resources and infrastructure in the community, such as recruiting a graduated care facility for Luna County (apartments/assisted living/nursing home).

Strategy b. Revitalize the Downtown area as a major activity center with shops, restaurants, and arts and cultural activities.

1. Consider providing financial incentives for new downtown businesses.
2. Consider establishing a façade improvement program (loans or grants) to encourage business/property owners to update their building facades.

ED Goal 4. Actively support workforce development and training

Strategy a. Coordinate with other entities to provide and promote vocational training opportunities in Deming.

Strategy b. Consider recruiting a Job Corps program in Deming or linking to one nearby.

Strategy c. Build the quality of the Deming/Luna County labor force by supporting programs to increase educational attainment and develop occupational and technical skills consistent with requirements of employers.

Strategy d. Provide opportunities for retirees and the underutilized workforce in the area to serve as mentors and teachers.

Strategy e. Work with Luna County to provide easily accessible information in English and Spanish and better outreach, particularly to the Latino community, about classes offered at the Mimbres Learning Center and Special Events Center and other workforce development programs.

Strategy f. Support the Deming Public Schools in their efforts to increase the graduation rate.

ED Goal 5. Support coordination and cooperation among economic development organizations working in Deming.

Strategy a. Select and support one organization to host a website offering necessary information

ED Goal 6. In pursuing economic development activities, Deming shall be sensitive to the City's natural and cultural environment.

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V. Housing

Housing is perhaps the most fundamental land use of a community. It is almost always the most extensive in area and so has an important impact on the physical character of the community. The Housing element of the comprehensive plan addresses several aspects of the City's housing supply: the number, type, and age of existing housing units and the occupancy rate. It also identifies issues such as affordable housing and quality, as well as housing needs of special groups, including seniors, seasonal workers and homeless individuals.

A. Housing Characteristics

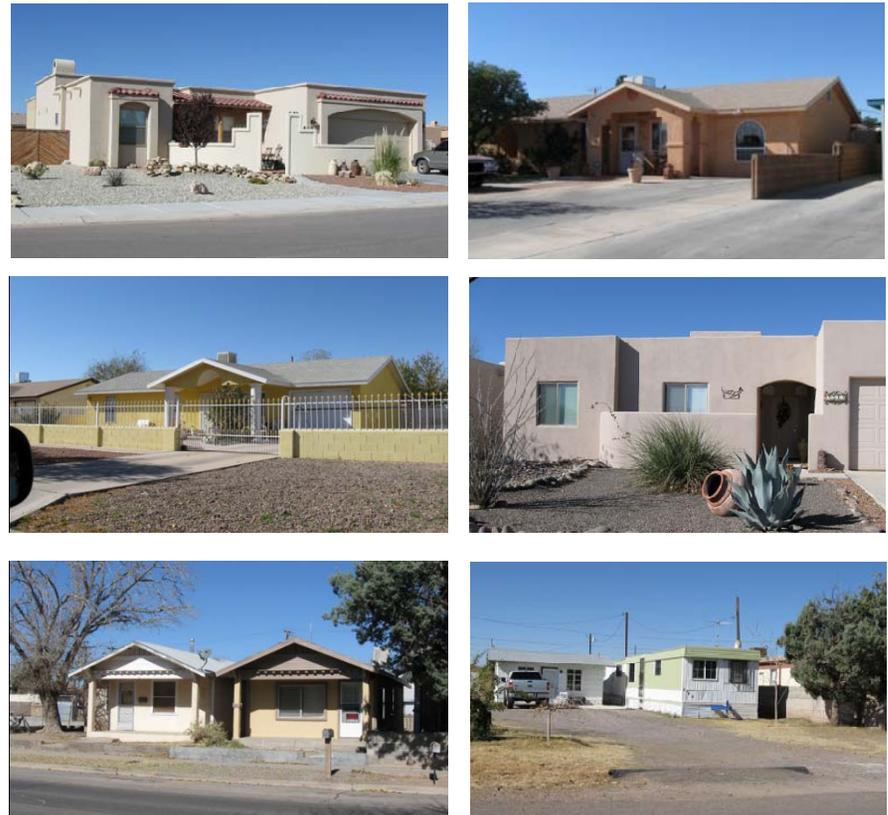
There were an estimated 6,648 housing units in Deming as of 2009 (Claritas 2009). This includes 483 additional units since 2000, which represents a 7.8% increase. Housing units in all of Luna County increased by 8.7% for the same time period. According to the *Deming Mainstreet: Community Economic Assessment* (Mitchell, 2008), Deming has not been as affected by the national housing crisis as some communities. Nevertheless, the volume of sales dropped by 44.6% from 2006 to 2009, while the median sales price rose a total of 17.6% during the same period.

Table 5. Deming Home Sales and Prices, 2006 - 2009

Year	Number Homes Sold	% change	Median Sale Price	% change
2006	249		\$85,000	
2007	199	-20.1%	\$94,750	11.5%
2008	137	-31.2%	\$97,900	3.3%
2009	138	0.7%	\$100,000	2.1%
Total % Change 2006 – 2009		-44.6%		17.6%

Source: Deming Board of Realtors

The majority of Deming's housing stock is located to the east and west of Gold Avenue, Cody Road, and the Columbus Highway, as well as south of Ash Street. There are other residential areas north of Interstate 10. The older, established neighborhoods are found to the west of Cody Road and the Columbus Highway, while many newer homes and subdivisions are developing in the east and southeast parts of the City.



Characteristic housing in Deming

As shown in Table 6, single-family detached homes represent the most common type of housing unit in the City, accounting for just over 50% of all housing. Mobile homes are also significant; they make up nearly a third of Deming’s housing stock. Multifamily housing with three or more units constitutes only about 13% of all housing options.

Table 6. Housing Units by Type, Deming, 2009 estimate

Type	Total Number	Percent Total
1 unit attached	195	2.9%
1 unit detached	3,354	50.4%
Duplex	130	2.0%
Multifamily	852	12.8%
Mobile Home/Trailer	1,898	28.6%
Boat, RV, Van	219	3.3%
TOTAL	6,648	100.0%

Source: CLARITAS, Inc. 2009

About 69% of occupied housing units are owner-occupied, compared with the 31% that are renter-occupied. There are a larger percentage of renters in the City than in Luna County.

Table 7. Tenure of Occupied Housing Units, 2009 estimate

	% Owner-occupied	% Renter-occupied
Deming	68.7%	31.3%
Luna County	70.7%	29.3%

Source: CLARITAS, Inc. 2009

In 2009, 13.8% of Deming’s housing units were vacant. That is less than the 15.6% vacant in Luna County, as well as the 14.9% vacant in the City reported in the 2000 Census. This indicates a tightening of Deming’s housing market, which could have implications for affordability, discussed below. It also suggests that the market is driving the demand for new homes in Deming. According to the 2003

Comprehensive Plan, this was spurred by an influx of retirees and immigrants from Mexico.

B. Housing Quality

The largest percentage of Deming housing stock (38.8%) was built from 1960 to 1979. The City added between 11.7% and 14.2% of its housing during each of the last three decades. It should be noted that many of the new housing units are manufactured homes, which tend to deteriorate more rapidly than site-built homes.

Table 8. Housing Units by Year Structure Built, Deming, 2009 estimate

Year Structure Built	Total Number	Percent Total
1999 to 2009	779	11.7%
1990 to 1998	825	12.4%
1980 to 1989	947	14.2%
1970 to 1979	1,515	22.8%
1960 to 1969	1,066	16.0%
1950 to 1959	639	9.6%
1940 to 1949	448	6.7%
1939 or earlier	429	6.5%
TOTAL	6,648	100.0%

Source: CLARITAS, Inc. 2009

The most recent data regarding telephone service, kitchen and plumbing facilities, and overcrowded living situations is from the 2000 Census; as such it may be outdated. The Census shows that 61 housing units did not have complete plumbing facilities, 23 lacked complete kitchen facilities, and 460 (or 7.5%) did not have telephone service (see Table 9). The high percentage of no telephone service may be due to the increasing use of cellular phones.

Table 9. Housing Units with Selected Characteristics, Deming, 2000

Indicator	Total Number	Percent Total
Lacking complete plumbing facilities	61	1.0%
Lacking complete kitchen facilities	23	0.4%
No telephone service	460	7.5%

Source: US Census Bureau, 2000

The US Census Bureau defines housing as “overcrowded” when there is more than one occupant per room, and severely overcrowded” when there are more than 1.5 occupants per room. By this measure, 557 or 10.7% of all housing units were overcrowded, including 285 that were severely overcrowded, in 2000.

C. Housing Costs and Affordability

The median value of owner-occupied homes in Deming, as reported by homeowners, was \$79,640 in 2009. This is a 46.3% increase over 2000, and is 8.4% higher than the median value of Luna County homes. As shown in Table 5 above, the median price of homes for sale was \$100,000 in 2009. The BBER MainStreet report notes that average Deming home prices are among the lowest average prices in New Mexico, second only to Grants. Nevertheless, for Deming residents this represents a sharp increase. In addition, Deming has high poverty rates, high unemployment and relatively low income compared with the state. This means that the home prices are still high for local residential, though newcomers to the City may find it more affordable.

Table 10. Value of Owner-Occupied Homes

	2000	2009
Deming	\$54,425	\$79,640
Luna County	\$51,843	\$73,493

Source: US Census Bureau, 2000 and CLARITAS, Inc. 2009

The most recent information about housing affordability is from the 2000 Census. Housing cost burden is the percentage of a household’s income spent on rent or mortgage and associated housing costs. Housing is considered to be unaffordable when the cost burden is 30% or more of the household’s income. As shown in Table 11, affordability is an issue in Deming. About 18% of owner households pay more than 30% of their income on mortgages while twice as many – renter households 37.4%– have a housing cost burden. In both groups, more households have a higher cost burden of 35% or more. This situation has likely worsened in recent years due to the national economic downturn and rising housing costs.

Table 11. Housing Cost Burden, Deming, 2000

	Percentage with cost burden of 30.0% to 34.9%	Percentage with cost burden of 35.0% or more
Owner Households	4.1%	14.6%
Renter Households	9.2%	28.2%

Source: US Census Bureau, 2000

Input from local residents and stakeholders suggest that rental rates have risen as property owners renovate. This was due in part to an influx of Homeland Security and National Guard jobs in surrounding areas. Local property owners made improvements to their rentals and raised the prices to meet the specific needs of the federal employees. There has not been sufficient growth in the multifamily or rental market, however, and so demand and rents remain high.

Meanwhile, prospective homeowners face difficulties obtaining loans, particularly due to the national economic downturn and overall tightening of credit markets.

D. Housing Organizations and Groups

There are several organizations in the Deming area working to address housing issues.

1. *Western Regional Housing Authority*

The Western Regional Housing Authority (previously Region V Housing Authority) serves low and very-low income families in Catron, Grant, Hidalgo, and Luna counties. In the Deming area, the Authority provides rental assistance through the housing choice voucher program of the Department of Housing and Urban Development (HUD). There are approximately 100 people on the five-month waiting list to receive vouchers. According to the Authority, demand has been growing for the voucher program.

2. *Luna County Housing Corporation*

The Luna County Housing Corporation was formed in 2001 through the City of Deming’s Enterprise Community. In recent years, the organization has expanded its capacity by hiring more employees and increasing its budget. It has also been designated as a HUD-certified Community Housing Development Organization (CHDO), which gives it the potential to qualify for special funds, projects, and technical assistance. Currently, the organization’s priority is housing rehabilitation. The organization can provide up to \$50,000 for major renovations or repairs for families who meet the income eligibility requirements. In the past two years, the housing corporation has rehabilitated or replaced 13 houses. The organization also provides credit and financial counseling and education services.

Luna County Housing Corporation hopes to expand more into housing development in years to come. So far, they have partnered with a private developer to build the 60-unit Mariposa Village – a senior housing complex with a mix of low income and market rate units. The housing corporation has also received HUD funding to develop a multifamily complex for low-to-moderate income

households. In addition, the organization plans to develop seven single-family homes for income eligible families.

3. *Habitat for Humanity*

Habitat for Humanity is a volunteer-based program that builds single family homes for income-eligible families. Families participate by providing ‘sweat equity’ – building the home they will live in. The Deming chapter has built six homes in the last seven years. Challenges the organization faces include getting enough volunteers and dedicated leadership, and providing outreach, specifically to Spanish-speaking households.

E. Housing Issues and Needs

1. *Affordable and Workforce Housing*

As noted above, Deming families face an affordable housing issue. Good quality, affordable housing is needed for very low and low income households, as well as moderate income households. The latter group may be included in the need for “workforce housing.” Workforce housing is housing for essential workers that play a crucial role in a community, such as teachers, police officers, and hospital workers, who may not be able to afford housing due to local conditions.

Rental units are one way to address affordable housing, and they are currently lacking in Deming. The development of even one multifamily rental complex could create space and competitiveness in the rental market, leading the owners of existing rental properties to lower rents accordingly.

However, new rentals will not solve the entire affordable housing problem. Many families seek the stability and equity of home ownership; immigrant families in particular tend to value home ownership over rental opportunities. To address this, there may be a need to develop new affordable homes for purchase, provide subsidies

to eligible families, and/or offer additional homeownership and financial counseling services.

An affordable housing plan can help detail the specific housing needs described above, as well as for other special needs groups, and strategize programs and funding sources to address the needs. The City of Deming has already demonstrated its commitment to finding affordable housing solutions by adopting an Affordable Housing Act (Ord. 1173, 12-10-2007). This facilitates the development of affordable housing by allowing the City to provide land, materials, and funds to non-profit or for-profit developers of affordable housing. The Luna County Housing Corporation, as a designated CHDO, could act as an affordable housing developer.

The research for this comprehensive plan indicates that Deming has a need for the following types of affordable housing:

- Affordable rentals for very low, low, and moderate income households as well as the essential workforce are the greatest need.
- Affordable homeownership opportunities for low and moderate income households and the essential workforce
- Homeownership and financial education and counseling for all groups

2. *Senior Housing*

Deming has a growing senior population, and may position itself as a retirement destination. In order to accomplish this, it must address housing needs specific to seniors.

Most important is the need for graduated care services: housing that ranges from independent and assisted living facilities to nursing homes as seniors' health care needs increase. Local stakeholders indicate that there is a shortage of nursing homes, particularly ones with an Alzheimer's unit. Existing nursing homes and assisted living facilities are expensive and have long waiting lists. Local seniors have

relocated away from Deming to Las Cruces or other places in order to get those services.

In addition, more projects like the Mariposa Village are needed, as are regular market rate housing options such as condominiums and townhomes. These are appealing to seniors, as they require little to no outdoor maintenance and may offer additional amenities.

3. *Housing for Seasonal and Migrant Workers*

Deming has a large influx of seasonal and migrant workers, particularly during the summer months when chile is harvested. Farm workers often have unique housing needs, since they are often temporary workers. According to local stakeholders, they often live in overcrowded conditions.

To address this, the City of Deming helped facilitated the development of farm worker housing at affordable rates. In 2001, the first phase of the Desert Sun apartment complex was built with 40 units. Phase two of Desert Sun has 56 units. Both complexes were developed by the Tierra del Sol Housing Corporation with funding from USDA. Phase three may be constructed in the future.

4. *Homelessness*

Stakeholders note that Deming has experienced a rise in homeless individuals and families in recent years. Some of this may be "hidden" homelessness, where people are living with extended family members in overcrowded conditions, or in a car, RV or other temporary housing solution. Causes of homelessness range from economic conditions to domestic violence and substance abuse.

Current programs addressing homelessness in Deming include the Healing House, a shelter for families who have experienced domestic abuse, and the Title I Homeless Program, a school-based program that assists homeless children meet their basic needs.

It has not been possible to develop homeless shelters or transitional housing facilities, as there has not been a single organization with the capacity to address homelessness and provide the necessary supportive services. These include parent education, job training, mental health services and substance abuse treatment programs. If and when an organization with adequate capacity seeks to develop such a facility, the City of Deming is willing to support those efforts by assisting with construction costs and facilitation.

5. *Quality and Appearance*

Although much of Deming’s housing stock is not very old, it has pockets of lower quality development. As noted above, the Luna County Housing Corporation administers MFA grants for major home repairs or rehabilitations up to \$50,000. Currently, they have a long waiting list; furthermore, the program is only available to families that meet low income qualifications. The Corporation would like to expand its capacity to be able to do more rehabs per year.

Another issue is that much of Deming’s housing is composed of mobile homes, which tend to deteriorate faster than site-built houses. The City has a Manufactured Housing and Mobile Homes ordinance (Ord. 786, 3-14-1988) as part of its zoning regulations, and requires a landscaping plan and aesthetic review permit for mobile homes in areas where site built housing is allowed. This impacts the installation of new mobile homes but does not address the quality of existing or older ones.

Since the last Comprehensive Plan, Deming has developed landscape standards to improve the appearance of the community as well as conserve resources through the application of low water use plants (Chapter 18 of the zoning regulations).

F. Housing Goals and Strategies

It should be noted that many of the objectives are aimed at the Luna County Housing Corporation rather than the City of Deming, as the organization is in a better position to address some of the issues. If not specified, the recommendation is for the City.

Housing Goal 1. A range of affordable, durable, quality housing opportunities will be available to families of all income levels.

- Strategy a. Develop an affordable housing plan to determine the specific housing needs of various demographic and special needs groups, identify existing housing resources and programs, and prioritize the next steps to be made to alleviate the affordable housing issues facing Deming.*
- Strategy b. Work with developers to provide a range of single-family homes. (For example, meet potential developers to see what incentives would be useful to them.*
- Strategy c. Ensure that current zoning provides adequate land for the development of multifamily housing in appropriate locations near community facilities, employment and commercial centers.*
- Strategy d. Follow recommendations set forth in the land use chapter regarding incentives for infill development.*
- Strategy e. Consider conducting a land swap by providing infill lots for the development of affordable housing. Where feasible, condemn the most egregious nuisance properties and offer to developers, including the Luna County Housing Corporation.*

Strategy f. Continue to provide in-kind assistance to the Luna County Housing Corporation, such as housing its office at Morgan Hall.

Strategy g. Luna County Housing Corporation should continue to work towards creating affordable housing opportunities for Deming residents. In particular, the organization should

1. Continue outreach efforts to inform the public about existing affordable housing resources.
2. Continue to provide financial education and counseling services for prospective homebuyers.
3. Partner with a private developer to construct a multifamily complex that has a combination of market rate rental units and units set aside for families below the median income level.

Housing Goal 2. Housing in Deming will be located in safe and attractive neighborhoods that enhance the residents' quality of life and protect property values.

Strategy a. Follow the recommendation set forth in the land use chapter regarding improvement of code enforcement of the zoning regulations and property nuisances.

Strategy b. Consider developing design guidelines for multifamily units to improve their appearance and reduce the likelihood of crime. Such standards might include:

1. Designating public/semi-private outdoor spaces such as courtyards, green spaces with picnic tables and playgrounds, etc. rather than large

swaths of unused spaces for which no one takes responsibility.

2. Incorporating windows, porches and balconies overlooking common areas and parking lots to have “eyes on the street.”
3. Including community gathering spaces into the building design, such as playgrounds, community gardens, communal porches, pocket parks and community recreational rooms.
4. Developing a covenant that ensures management will adequately maintain the property, perform proper background checks on tenants, and promptly address problems when they arise.

Strategy c. The Luna County Housing Corporation should continue to expand its capacity to do home rehabilitations for eligible households.

Housing Goal 3. Deming will have adequate housing for current and future seniors, including new retirees moving to the community.

Strategy a. Using the powers and tools of the Economic Development Plan Ordinance (Ord. 1182, 12-8-2008), actively recruit the private sector to develop a range of needed housing, including market rate graduated care and assisted living facilities, senior retirement communities (whether single-family homes, townhomes or condominiums), and nursing homes.

Strategy b. The Luna County Housing Corporation should partner with a private developer to construct an additional senior living complex for very low, low, and moderate income individuals.

Housing Goal 4. Deming will address the needs of homeless individuals and families in the City.

Strategy a. If and when a community organization seeks to develop a homeless shelter, work with them to find a suitable location, ensure that zoning is supportive, and serve as a liaison with neighborhoods and businesses.

Strategy b. Include information on the City website and through other appropriate venues (brochures, etc.) regarding existing homeless services, including temporary and transitional housing facilities as well as mental health, substance abuse, and domestic violence service providers.

VI. Community Development

Community development is a broad term that can loosely be defined as the way in which individuals, organizations and government work together to improve every aspect of a community – including housing, economic development, poverty alleviation, recreation, public and environmental health, arts, education and more. It is about empowering people to find local solutions to the particular challenges facing their community.

The purpose of the Community Development element of this plan is to determine the City of Deming’s role in supporting community development initiatives in the City. Note that many related issues such as economic development, affordable and senior housing, and recreation are addressed in other chapters.

A. Community Development Issues

Deming, like most communities, faces social and economic challenges. Many of these are interrelated and intertwined. In summary, they include:

- **Poverty Alleviation/Economic Development.** Luna County has some of the highest poverty and unemployment rates in the state. Many jobs are in agriculture or food processing, which tend to be low-paying.
- **Housing.** There is a need for affordable housing both for low and moderate income households. There has also been a rise in homelessness.
- **Education.** Deming has made advances in improving its educational system. High school graduation rates have been on the rise, and the high school has career path programs including nursing and construction trades, as well as partnerships with various local colleges. Nevertheless, local stakeholders note that there is still an additional need for trade apprenticeship opportunities, and adults need workforce retraining. In addition,

some of the education programs compete with one another, and there is a need for improved information sharing.

- **Youth Issues.** Despite educational improvements, social issues such as drug use and gang activity are still prevalent in Deming. Teen pregnancy is also a concern.
- **Drugs and Alcohol.** Drug and alcohol abuse is a problem with both teens and adults. Drug abuse is due to both illegal substances as well as prescription drugs.
- **Violence.** Gangs, and their related violence, are mentioned above. Another issue is domestic violence, which tends to increase during times of economic pressure, such as the current recession.
- **Proximity to the Mexican Border.** Deming has an influx of Spanish-speaking residents that may impact social services. Spanish-speaking students in schools require additional services to be able to meet educational standards. In addition, stakeholders note that there is a shortage of Spanish-speaking service providers (in various fields). Not fully integrating Spanish-speakers into the educational and economic systems can have detrimental effects on the community as a whole.
- **Seniors/Health Care.** There are various organizations providing services to seniors in Deming and Luna County. Nevertheless, there are waiting lists for many of the services, and some seniors may not be aware of services that do exist. In addition, there is a great need for graduated care (ranging from assisted living facilities to nursing homes). This need will only continue to grow as members of the large Baby Boomer generation are entering their senior years and New Mexico continues to be a retirement destination for people from other parts of the country.

B. Approach to Community Development

It is important to evaluate the root causes of the community development challenges listed above and how they relate to one another. Some demographic factors, such as the presence of non-

English speakers and seniors, are not likely to change in the short or long term. In addition, these same factors can be assets to the community. For example, a bilingual workforce can be an attractive draw for businesses looking to relocate, while cultural diversity can lend flavor to local arts, entertainment and dining options. Incoming retirees can provide a boost to the local economy through housing and retail purchases, and may also enrich the community by lending their time and experience as volunteers in various capacities.

Other issues such as domestic violence, drug and alcohol abuse, and gang activity can be related to poverty and lack of economic opportunities, which also makes affordable housing elusive. Meanwhile, a workforce laden with drug addiction problems hinders the ability of companies to hire capable workers, and limits economic development possibilities. These issues are embroiled with one another and require a multi-pronged approach.

On one hand, long-term efforts at improving education and fulfilling economic development goals are needed to address the root causes of poverty, and hence drug abuse, gang activity, domestic violence, affordable housing, and other issues. At the same time, programs must be in place to provide a safety net for the most vulnerable populations, including seniors, very low-income households, disabled individuals and others.

Community development is needed at the following levels:

- Tier 1. Large, long-term efforts for economic development and education. Examples –
 - Economic development plans, infrastructure improvements, marketing studies, City-wide beautification and recruitment campaigns (City as lead agency).
 - Coordination of educational efforts, continued support of Mimbres Learning Center and Special Events Center, curriculum review, teacher training, improving services to

non-English speakers. (School district and local colleges as lead agencies, City supporting as needed).

- Tier 2. Smaller, more focused programs. City to provide assistance to fill gaps in otherwise funded programs. Examples –
 - After-school programs, drug prevention and treatment, domestic violence assistance, art and recreation, etc.
- Tier 3. Programs that provide a safety net for the most vulnerable populations – seniors, disabled individuals, very low income households, etc. These are often state and federal programs. These issues are also addressed indirectly through the economic development strategy (by seeking better job training, high paying jobs, and additional medical facilities).



Signs show the locations of important Deming community resources: the literacy program, the American Legion and the hospital and nursing home.

C. Municipal Contributions to Community Development

The City of Deming is already engaged in many community development activities. Tier 1 types of activities include various large-scale efforts made by the City, such as the implementation of the Drainage Master Plan (currently underway), development of the Downtown Master Plan (already completed), and the development of a Master Plan for the Northern Industrial Park (in progress). The City has also made important investments in recreational facilities, such as the sports complex that is currently in the planning stages. All of the examples listed above will improve the environment for economic development, encourage residential growth in Deming, and improve the quality of life for current residents.

The City also regularly provides assistance to smaller community development activities, consistent with Tier 2 recommendations. For instance, the City provides free and discounted space to a number of non-profit organizations, and offers financial assistance to several programs, focused primarily on youth, education and recreation.

Morgan Hall—a historic building renovated in 2009—houses the following non-profits free of charge:

- Luna County Housing Corporation (affordable housing organization)
- MainStreet (downtown revitalization)
- SCORE (small business resource center)
- Celebration of Life (cancer support services)

The Deming Performing Arts Theater is also located at Morgan Hall, though it pays partial rent. The facility also has a large conference room available to other groups for community activities on a short-term basis.

The City owns the Family Resource Center, which houses the Head Start program, an early childhood education provider to low-income families.

In addition, the City of Deming also provides financial support to a number of educational and recreational programs. These include:

- Wilson Summer League Program: a seven-week program that offers various sports and activities for youth ages 6 – 14
- Deming Literacy Program: offers basic literacy, GED, citizenship, English-as-a-Second-Language, and Spanish classes

The City also runs the Marshall Memorial Library, which hosts a summer reading program and other events.

Finally, the City hosts the monthly Mayor’s Teen Round Table, where teenagers and the Mayor meet to discuss relevant issues facing local youth, including drug prevention, cyberspace safety, and more.

The City wishes to continue these on-going community development efforts.

D. Community Development Goals and Strategies

The intent is for the City to support community development activities in the most efficient way possible. In addition to the specific actions listed below, the City should follow recommendations in the Economic Development and infrastructure-related chapters to address underlying community development issues.

Community Development Goal 1. Address long-term root causes of community development issues, particularly focusing on economic development and education.

Strategy a. Work with the school district and other local educational entities to ensure that educational efforts are not being duplicated, are streamlined, and to learn how the City can support those efforts.

Community Development Goal 2. Provide monetary or in-kind support to groups that have specific community development goals.

Strategy a. Provide in-kind support to programs engaged in community development in the form of rent and utilities. Give preference to projects that are:

1. Already receiving funding (whether through private donations or grants), and need only a small amount to fill a gap in programming, etc.
2. Address more than one area of community development (for instance, an after-school program that works with at-risk youth to do community beautification projects, or a program that provides job training and parenting classes to victims of domestic violence).
3. Are not duplicating efforts by other local groups.
4. Are working collaboratively with other local groups.

Community Development Goal 3. Ensure that local service providers as well as local residents are aware of existing programs, organizations and services in the community.

Strategy a. Participate in existing community development networking groups and meetings.

Strategy b. Develop a website dedicated to local resources, or encourage another organization with the capacity to develop a website and provide a link on the City website.

Strategy c. Facilitate community fairs where local organizations can advertise their services, or provide in-kind or monetary support to another organization interested in doing this.

VII. Recreation

The purpose of the Recreation Element of the Comprehensive Plan is to address public recreation needs and opportunities in the City of Deming. Recreational facilities are valued as important assets by community members. In addition to providing entertainment, they offer economic development, environmental, health, and social benefits. The purpose of this section is to identify existing recreational assets and needs, and propose ways to improve them in the future.

A. Importance of Recreation to a Community

The City of Deming has made it a priority to provide its residents with quality-of-life amenities. This includes the provision of parks, recreational amenities and cultural events and facilities. These serve a variety of functions, including: providing a safe place for youth and seniors, serving as a selling point for recruiting businesses and new residents, developing community pride, and enhancing overall health and well-being. Specific benefits of recreational facilities are outlined below.

1. Economic Development Benefits

- **Magnets for economic development.** The type and number of facilities can affect a company's or individual's decision to relocate in an area, which in turn impacts the community's economic growth and potential. Research indicates that the quality and variety of parks, recreation and cultural amenities rank high in decisions to relocate.
- **Increased property values.** Recreational and cultural facilities also improve property values for new and existing facilities. Homes in areas served by parks have a better chance of selling.
- **Tourist attractions.** Recreational and cultural facilities help attract tourists to the community. The more amenities there are, the longer visitors may stay in the community, bringing in new dollars and increasing the gross receipts tax base.

2. Environmental Benefits

- **Floodplain protection.** Developing parks and open green 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, however, can serve as natural drainage basins and provide a positive community asset in otherwise undevelopable places.
- **Clean air.** Trees, turf, and vegetation at parks and open space recreational areas act as natural air filters, while also helping to prevent soil erosion.
- **Habitat.** Trees and vegetation provide habitat for a number of animal species.



Picnic table and gazebo at Voiers ("Pit") Park

3. *Social Benefits*

- ▶ **Healthy population.** Recreational and cultural facilities help contribute to a healthy population, both physically and mentally. Recreation provides an outlet for physical activity, while cultural facilities and events offer people the opportunity to expand their education, experience diversity, and celebrate their heritage.
- ▶ **Reduction of 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.

B. Existing and Planned Community Facilities

There are a total of 19 public parks in Deming. These include 14 neighborhood parks, three community parks, and one regional park, in addition to a sports complex under development. Most of these are located north of Florida Street.

1. *Neighborhood or Pocket Park*

A neighborhood park has a maximum of 5 acres, and is typically located in a residential area. These parks usually serve a population of 1,000 or less and often have playground equipment. Neighborhood parks in Deming range from small pocket parks to larger parks with playgrounds and picnic areas. Others are designated sports fields, and Scout Park includes an area specifically for dogs.



Former tracks have been turned into a pedestrian path

2. *Community Park*

Community parks range from 5 to 20 acres. In addition to playground equipment, they may contain ball fields, playing courts, picnic areas, pavilions, and restrooms. They are typically located along a collector or arterial street and may require off-street parking. Community parks in Deming include the BMX Park, Lloyd Pratz, T-Ball fields, and the E.J. Hooten Complex.

The BMX and Lloyd Pratz Parks are adjacent, forming one large park. Lloyd Pratz, in the north part of the park, has baseball and T-ball fields. The BMX Park to the south offers a perimeter trail, play equipment and BMX bike track. The E.J. Hooten Complex has baseball courts, tennis courts, and a sand volleyball court.



3. *Regional Park*

Regional parks are intended to serve a larger population and hence are larger in scale, often over 40 acres. They are generally located along major arterials and require off-street parking. They typically contain a variety of recreational amenities, such as soccer/softball fields, multi-use trails and community centers.

Voiers Park, completed in 2009, is the only regional park in Deming. It comprises approximately 25 acres but has amenities typical of regional parks that draw visitors from the outside. It offers an amphitheater, pavilion, and extensive trail system within the park that extends southward to the Rio Mimbres County Club and the Airport Soccer Field. It is also an example of the City’s finding a creative solution to reuse land; the park was formerly a gravel mining pit, from which it derives its nickname, “Pit” Park.

In addition to Voiers Park, a 35-acre multi-use sports complex is in the planning stages in Deming. The current proposal is for the complex to primarily be a baseball facility with four fields, a batting cage, concession stand, restrooms and spectator areas. However, the sports complex will also feature a covered playground, pavilion and picnic area, volleyball courts, and soccer fields. Construction is expected to begin in Summer of 2010.



4. *Parks Summary*

The following tables detail the existing and planned parks in Deming compared to national standards of needed parkland per population.

Table 12. Existing and Planned Parks in Deming

Park Name	Park Size
Neighborhood Parks (14 total)	
Airport Soccer Field	4.6 acres
Belisario Alvarez Park	0.2 acres
Centennial Park	4.5 acres
Elsie Vega Park	1.7 acres
Florida Park	3.3 acres
John Waits Park	2.8 acres
Manny Alvarez Park	0.4 acres
Nacio Herb Brown Park	2.5 acres
Pocket Park	0.1 acres
Scout Park	3 acres
South Park	3.3 acres
Tony & Shirley Sayre Pop Warner Football Fields	3.5 acres
Veterans Park	0.5 acres
Viramontes Park	2 acres
Total	32.4
Community Parks (3 total)	
BMX Park	5 acres
E J Hooten Complex	13.8 acres
Lloyd Pratz T-Ball Fields	6.2 acres
Total	25
Regional Parks (2 total)	
Voiers Park	36 acres
Sports Complex (planned)	35 acres
Total	71

One way to evaluate whether or not the provision of parks in a community is adequate is by comparing park acreage to total population. These are rough estimates, and should be viewed simply as a goal, not a requirement. As shown below, Deming reaches or almost reaches the national park standards goal for each type of facility. The City has made a concerted effort to provide sufficient recreational facilities for its residents.

Table 13. National Park Standards

Park Type	National Standard	Total Acreage Needed (Goal)	Total Acreage in Deming	Result
Neighborhood Park	1 to 2 acres per 1,000 people	16 to 32 acres*	32.4 acres	Goal met
Community Park	2.5 acres per 1,000 people	40 acres	2.5 acres	Fulfills 62.5% of need
Regional Park	5 acres/1,000 people	80 acres	71 acres	Fulfills 89% of need

*Note: Based on an estimated Deming population of 16,000 people

The City has been proactive in meeting the recreational needs of the community. In addition to existing and planned facilities, the City owns large tracts of land in the Extraterritorial Zone that can be partially developed with new parks as the need arises.

C. Other Public Recreation Facilities

In addition to parks, Deming has a variety of active and passive public recreation opportunities. Some of these were built with collaboration from the County and the City, or with a public and private entity.

1. *Swimming Pool*

The Sam Baca Aquatic Center is a state-of-the-art swimming facility in Deming. Conveniently located near schools and the Mimbres Memorial Hospital, it has walking/exercise paths and sand volleyball pits in addition to therapy and regular pools.

2. *Skate Park*

The Luna County Skate Park is located in the northwest of Deming, and opened in 2002. A joint effort between the City and County created this recreational amenity for local youth: the County paid for the equipment while the City assisted with construction.

3. *Cemetery*

Although the cemetery is not officially a venue for public recreation, it does serve a recreational purpose. Its walkways are used by walkers and joggers, and its shade trees and diverse bird species attract birdwatchers. The cemetery is currently in the process of expanding to the east, which will increase its size substantially.

4. *Trails*

Since the development of the last comprehensive plan, the City has initiated trail development in the City. Voiers Park is developed with walking trails, and the trail extends south along Country Club, linking it with the golf course. The City plans to further extend the trail southward to connect with the future sports complex, before turning west along Doña Ana, and back north along 8th Street, roughly forming a perimeter around most of the community.

5. *Library*

The Marshall Memorial Library offers passive recreational activities to Deming and Luna County residents. It is located in the Garcia Civic Center, which was remodeled in 2003 to accommodate the facility. The library is overseen by a Board of Directors, while a civic group,

the Friends of the Library helps provide support. In addition to a large book collection, access to magazines, the Internet, and services for blind patrons, Marshall Memorial has classes and programming for children and adults.

6. *Senior Center*

The Deming Senior Center offers a variety of recreational activities and programs for the community’s seniors. These include classes, workshops, games, and special events.

7. *Events Center*

The Mimbres Valley Special Events Center provides a community gathering space for conferences, receptions, dances, parties, craft and trade shows and other special occasions. It features a large ball- room, three conference rooms and a kitchen.

8. *School Facilities*

Some school facilities, including the Memorial Football Stadium track and tennis courts, are available for use by the Deming public. The high school also has gymnasiums, a fine arts facility, and other sports fields that are available for use by City residents.

D. Public/Private Recreation Facilities

1. *Golf Course*

The Rio Mimbres Golf Course is an 18-hole golf course open to the public. It is operated as a private/public partnership; the City of Deming owns ten holes, and the private facility owns the other eight holes, plus a practice hole.

2. *Entertainment Center*

One of the main issues identified in the last comprehensive plan public process was the lack of private sector entertainment opportunities. Since then, Deming has gained a major recreational amenity in the Starmax entertainment center. It offers a movie theater with six screens, bowling alleys, miniature golf, an arcade, and a sports bar and grill. This project was completed with significant assistance from Luna County. The County built the tax-sponsored facility, provided a government liquor license, and now leases it to a private operator.

E. Non-Profit Facilities

There are several churches in Deming with their own gymnasiums or recreational areas that are used by congregational members but may be available to the public through special agreements.

F. Recreational Events

The following annual community-wide events take place in the Deming area:

February: Old West Gun Show

March: Rockhound Roundup and Celebration of Life Walk

April: Old Timers’ Reunion

May: Cinco de Mayo festivities

July: Men’s Invitational Golf Tournament

August: Great American Duck Tournament, the area’s signature event

September: St. Anne’s Fiesta

October: Southwestern New Mexico State Fair and the Klobase Barbecue

G. Recreation Issues

Both private and public investment, as well as innovative partnerships between the City and County and between these entities and private companies have greatly improved the availability of recreational facilities in Deming. Nevertheless, several issues remain. Among these:

- ▶ **Existing Facilities.** There is a need to add or replace playground equipment at some of the parks. Some parks also need shade structures and portable restroom facilities. In addition to equipment needs, some parks face frequent vandalism challenges, particularly Viramontes Park. This creates additional costly maintenance and equipment repair/replacements needs.
- ▶ **Additional sports field facilities.** There may be a need for additional practice football fields for the various youth leagues and groups in Deming. Some of this could be alleviated by the new sports complex, if the soccer fields can be used for football as well. An alternative is for better coordination between coaches and groups about shared use of school fields.
- ▶ **Senior recreational needs.** Deming has a growing senior population, and has the potential to develop as a retirement destination. Specific recreational needs and wants pertaining to seniors include a covered driving range and a covered pool, for use in winter months. The driving range will likely have to be developed by the private sector, as the economy recovers.
- ▶ **Reuse of water at parks.** There is the potential to use effluent water on parks in Deming as a way to conserve resources and money. The golf course currently takes advantage of effluent water, and the City would like to extend the line down Poplar for use on several parks, as excess effluent becomes available.

H. Recreation Goals and Strategies

The City of Deming is investing significant capital in the new sports complex and the development of a trail network. Additional goals are primarily for maintenance and improvement at existing facilities.

Recreation Goal 1. Existing recreational facilities will be well-equipped and well-maintained.

- Strategy a. Install or replace park equipment as needed. Priorities include playground equipment, shade structures, and portable restroom facilities.*
- Strategy b. Work with area schools, civic groups, and law enforcement to reduce vandalism at certain parks. Consider developing youth-led programs, where youth take ownership of parks through the development of murals, graffiti walls, clean-up teams or other measures.*
- Strategy c. Ensure that all parks are ADA-accessible, and make improvements where needed.*
- Strategy d. Continue to maintain the Sam Baca Aquatic Center, Library, Special Events Center and Senior Center through the purchase of new equipment, supplies, and adequate staffing.*

Recreation Goal 2. Deming will continue to seek out, fund, and construct recreational facilities as the population and its needs grow.

- Strategy a. Continue to plan for and construct the sports complex.*
- Strategy b. Continue to develop a network of multi-use trails around the perimeter of Deming, connecting the most important community destinations, schools, parks, etc.*
- Strategy c. When City-owned parcels in the ETZ are sold for development, ensure that a portion is set aside for recreation and/or open space.*

Recreation Goal 3. Future parks and upgrades of existing parks will employ techniques promoting water conservation and sustainability.

- Strategy a. As part of the Recreation Master Plan, outline appropriate and sustainable park construction and maintenance techniques, particularly those that efficiently use water resources.*
- Strategy b. Where appropriate to the park purpose, limit the use of turf, and incorporate native plant species and xeriscaping into park design.*
- Strategy c. Continue and expand, where feasible, the use of gray water (effluent) for irrigation of existing and future parks. Incorporate water harvesting programs for gray water and runoff as part of park design and maintenance.*

Recreation Goal 4. Select public school facilities will continue to be available for public recreational use.

- Strategy a. Continue to maintain a positive relationship with Deming Public Schools, and enter into and update agreements about the public use of school facilities as needed.*
- Strategy b. If deemed appropriate and necessary, contribute to the maintenance of recreational facilities used by the public.*
- Strategy c. Encourage better coordination between individual coaches/leagues/groups about shared use of sports fields to ensure equal access to these facilities.*

Recreation Goal 5. New private developments will include recreational facilities to the extent possible.

- Strategy a. Revise the subdivision ordinance to provide density bonuses or other incentives to developers in exchange for developing neighborhood parks or open space areas in new subdivisions. (Currently, subdivisions 70 acres or larger are required to dedicate 3% of the land to the City for recreational uses or pay a fee).*
- Strategy b. Revise the subdivision ordinance to encourage or require developers of new subdivisions to provide public access points to the City's trail system (where feasible) as it develops.*

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VIII. Transportation

A. Introduction

Situated on Interstate 10, Deming lies halfway between Las Cruces to the east, and Lordsburg to the west, serving as a stopping point between El Paso, Texas and Tucson, Arizona. The City also acts as a north/south hub for travelers connecting to Silver City to the north and the Mexican state of Chihuahua to the south. The Sunset Limited and Texas Eagle Amtrak train routes also go through Deming. In addition to automobile and train travel, the City of Deming is also home to the Deming Municipal Airport and Corre Caminos, a regional public transit service. The following chapter describes the City's transportation systems and includes recommendations that pertain to their expansion and improvements.

B. Background

Located in the Mimbres Valley of southeastern New Mexico, Deming lies approximately 30 miles north of the United States/Mexico border and serves as the county seat for Luna County. The City of Deming has a vibrant history as a western town with strong influences by the Southern Pacific and ATSF Railroads as well as by the Mimbres Indians, outlaws, soldiers, ranchers and farmers. Deming's population in 2009 was approximately 15,000. The City's growth in recent years has in part contributed to a number of transportation issues such as congestion, traffic safety, impacts of commercial traffic on local roads, and the overall viability of the transportation network.

C. Transportation Systems

Within Deming's city limits, major transportation routes can be found in all four directions of the City. North of Deming are NM 26—a shortcut off Interstate 25 to Interstate 10 that provides connection to Hatch, New Mexico—and US 180, which is also known as the Silver

City Highway. South of Deming is NM 11, which connects to Columbus and the US/Mexico border. To the east, I-10 connects to Las Cruces and El Paso and destinations such as Lordsburg and Arizona and California to the west. The Union Pacific and Burlington/Northern Railroad lines converge in Deming from the east and northeast and separate to the west and northwest of the City.

1. Existing Transportation System

Deming has a variety of vehicular transportation facilities consisting of State highways within the City limits, County roads, and City streets that either terminate within or traverse the City limits. As described in the 2009 Deming-Luna County Regional Comprehensive Transportation Study, the classification of Deming's existing street network can be characterized by four distinct categories: local roads, collectors, arterials, and state highways.

Local Streets

The primary function of this road type is to allow access to abutting lands and higher classified streets. Local streets generally discourage large amounts of traffic, thus they usually carry the lowest volume of traffic in the road network. Generally located throughout low volume areas such as residential neighborhoods, an example of a local street in Deming is Birch Street.

Collector Streets

Collector streets convey traffic from low volume areas such as neighborhoods along the local street system to areas of interest such as commercial and industrial areas. Collector streets also provide connection to the arterial street system. Because of the large amount of housing and industrial areas within its City limits, a majority of Deming's street network is made up of collector streets. Buckeye Street and Iron Street are examples of some of Deming's many collector streets.

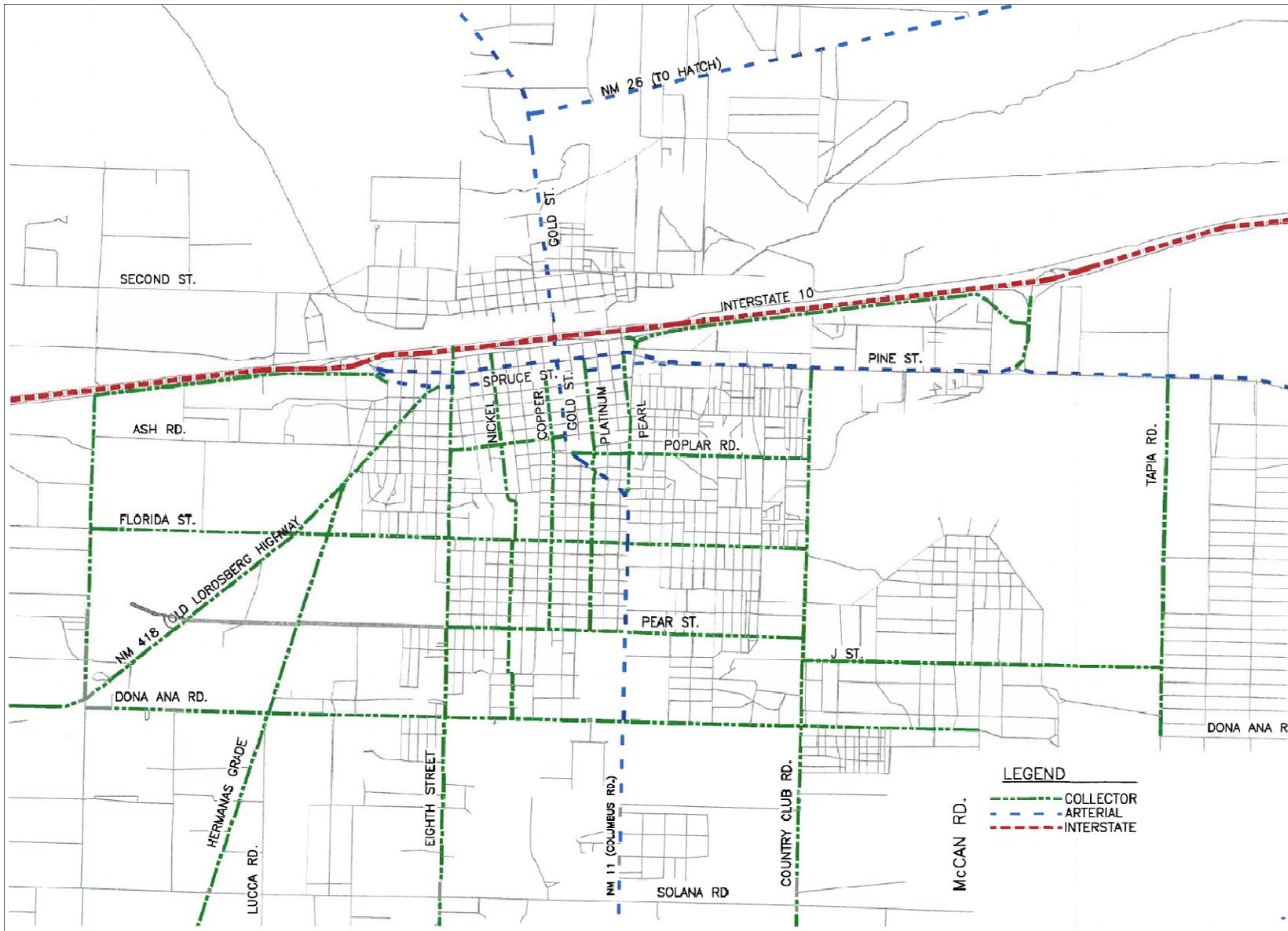


Figure 7. Functional Classification Map

Source: Deming-Luna County Regional Comprehensive Transportation Study, WH Pacific in association with Wilson & Company, 2009

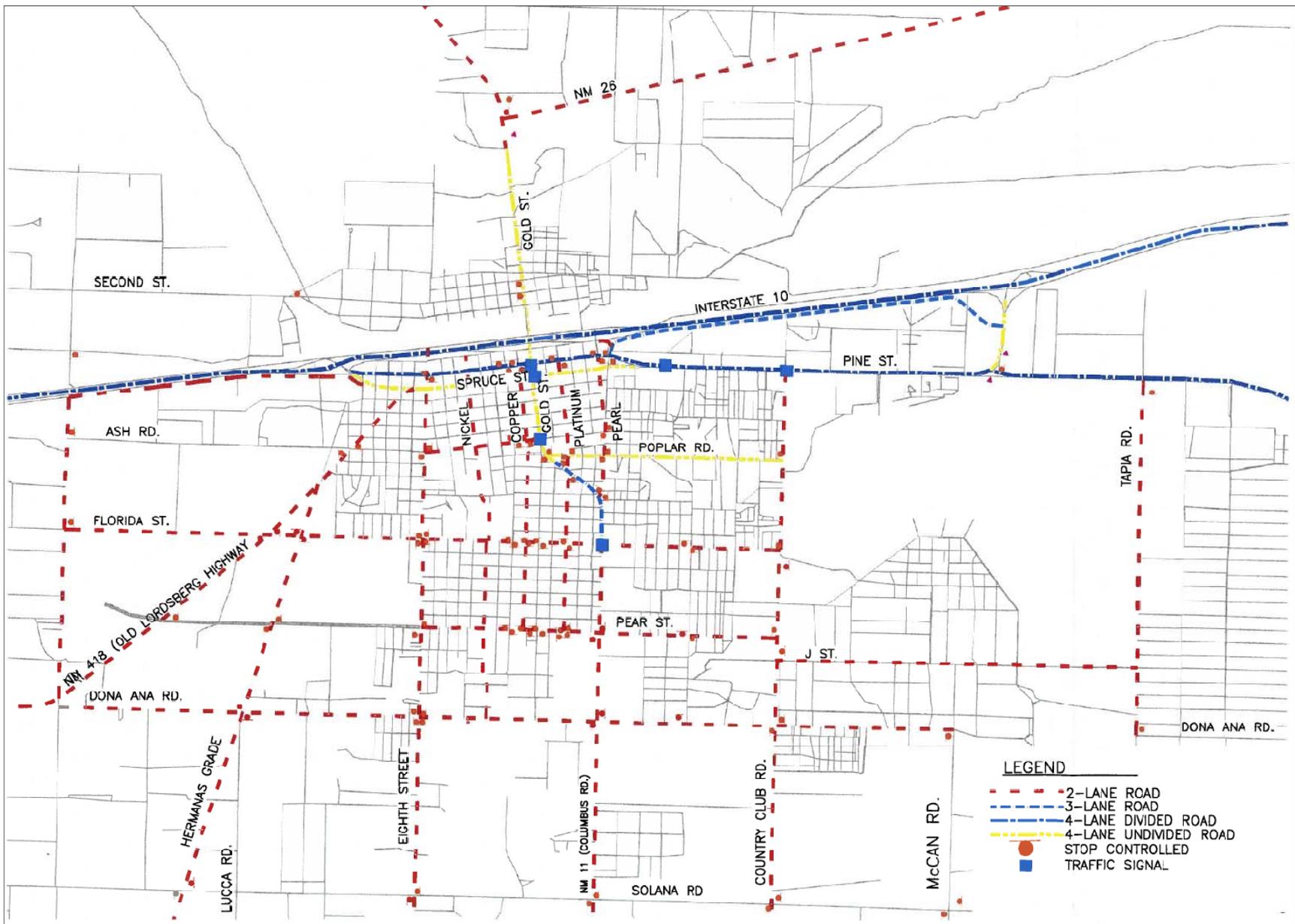


Figure 8. Lanes and Traffic Control.

Source: Deming-Luna County Regional Comprehensive Transportation Study, WH Pacific in association with Wilson & Company, 2009

Arterial Streets

Arterial streets service a larger amount of traffic at a higher rate of speed than either local or collector streets. Typically, arterial streets provide for a high rate of mobility and, on occasion, allow for access to abutting properties. This is apparent along some of Deming’s major streets, including Gold Avenue, which has a significant number of commercial buildings and other facilities that attract a higher volume of traffic. In addition to Gold Avenue, Spruce Street is another example of an arterial street in Deming.

State Highways

This road type allows for a higher amount of traffic and a greater speed than any of the aforementioned road classifications. State Highways also serve as primary routes for trips into and out of Deming. Interstate 10, NM 26 and NM 11 are all examples of this type of roadway classification.

2. *Ownership Status*

State Roads within City Limits

New Mexico State Road 418 enters Deming from the southwest and terminates near the City’s northwestern boundary. NM 549 enters the City from the east, ending at its junction with US 70/80. NM 11 enters Deming from the south and terminates at Florida Street. Florida Street is maintained by the New Mexico Department of Transportation (NMDOT) from Country Club Road west beyond the City limits to 418. Country Club Road is maintained by NMDOT from Florida Street to Pine Street. Eighth Street enters on the southwest side as a County Road and changes to State-maintained from Florida Street north to Interstate 10.

City-Maintained Roads

The most recent City of Deming street inventory shows that the City has a total of 166 streets. The total mileage of roads maintained by the

City is 120 miles. Most of this mileage is two-lane miles, with the exception of Gold Road and Cody Road, which have some stretches that contain four lanes. The information in Table 8-1 is based on a year 2002 street inventory by traveled surface type. This list has data by the lane mile and indicates that Deming has 90.4% of their streets paved with Portland Cement Concrete (PCC), Asphalt Concrete Pavement (ACP), or Bituminous Surface Treatment (BST).

Table 14. Street Inventory by Surface Type

Surface Type	PCC	ACP	BST	Earth	Undeveloped (Platted)	Total
Lane Miles	3.39	157.74	16.09	15.23	3.65	196.10
% of Total	1.7%	80.4%	8.2%	7.8%	1.9%	100%

3. *City Street Conditions*

The City of Deming has a Pavement Condition Rating (PCR) system that applies a numerical rating in three categories of Good, Fair, and Poor. Table 8-2 on the right details the City’s latest rating of surfaced street conditions and indicates that nearly half of the streets are in poor condition. The City has used various State and Federal funding sources in combination with their own matching funds to improve existing streets and to reduce the amount of streets in the poor category. Deming has its own pothole repair equipment that is used every year as needed, mostly in the fall after the rainy season in July and August. NMDOT funds have been used every year to place a street surface maintenance sealing application on various streets. Deming currently has \$1,200,000 budgeted for road repairs and improvements. This effort will be accomplished with the City’s labor, chip spreader, haul trucks, and roller equipment.

Table 15. Street Condition

Surface Street Condition	% of All Streets
Poor (0-20 PCR)	55%
Fair (21 – 80 PCR)	25%
Good (81 – 100 PCR)	20%

4. Estimated Street Functional Classification

The data below lists of streets that are estimated to have the greatest amount of traffic. These are separated into four main classifications based on their function. The streets listed are only the ones maintained by the City of Deming except for Country Club, Florida, and 8th.

Table 16. Street Functional Classification Summary

Urban Principal Arterial		
Street Name	From	To
Gold Avenue	Poplar	Cedar
Spruce	15th Street	Mesa
Cody Road	Florida	Poplar
Pine Street	15th Street	I-10 off ramp
	Urban Minor Arterial	
Cedar	8th Street	Pearl
Doña Ana	Country Club	Cardenas
4th Street	Gold	San Luis
Poplar	Cody Road	Country Club
Columbus Road	Cody Road	Pine
Ash	8th Street	Columbus Hwy
Country Club*	Doña Ana	Pine
Florida*	418	Country Club
8th Street*	Doña Ana	Cedar

Urban Collector		
Ash	15th Street	8th Street
Ash	Columbus Hwy	Grand
Buckeye	8th Street	Cody Road
Copper	Pear	Cedar
Diamond	Cody Road	Ash
Gold	Pear	Poplar
Granite	Ash	Pine
Hickory	15th Street	8th Street
Iron	Pear	Pine
Locust	Tularosa	8th Street
Pearl	8th Street	Country Club
Pearl	Birch	Cedar
Platinum	Pear	Pine
Ruby	Railroad	4th Street
Raymond Reed	Country Club	Fairgrounds
Saddler	Florida	Buckeye
2nd Street	Gold	Pearl
3rd Street	8th Street	Gold
13th Street	Hemlock	Pine
12th Street	Hemlock	Pine
Walnut	Pearl	Saddler

It is important to note that in the table above all other City streets are classified as Urban Local streets. The asterisk in the table indicates a State Highway. Figure 7 and Figure 8 on the previous pages show the location of the State, County, and City roads or streets in and near the City of Deming and the functional classification of the City streets.

5. Railways

The railroad routes converge from the east and northeast and separate to the west and northwest of the City. Southern Pacific and ATSF Railroads traverse through the City.

6. Public Transit

The Southwest Regional Transit District (SWRTD), also known as Corre Caminos, serves the Deming area, greater Luna County, as well as neighboring Grant and Hidalgo Counties. The mission of SWRTD is to establish a regional transportation service that is safe, affordable, sustainable and relevant to the mobility demands of the region’s populace.

SWRTD’s first bus run was from Deming to Columbus, NM in 2007. In December 2008, Corre Caminos provided a total of 528 round-trip bus rides between Deming and Columbus. In 2008, there were more than 65,000 riders regionally—11,700 of whom were Luna County residents.

In 2008, SWRTD covered its \$1,000,000 in operating costs by receiving \$850,000 from NMDOT with \$60,000 matches from both Deming and Luna County. Silver City and Grant County contributed \$30,000 each, while Lordsburg and Hidalgo County each contributed \$20,000. The Transit District plans on expanding its current services to include un-served and under-served parts of the region as additional resources become available

7. Air Transportation

Located 2 miles southeast of Deming, the Deming Municipal Airport is a public-use airport that serves the City of Deming and Luna County. The airport covers an area of 2,870 acres and has two paved runways. Runway 8/26 is the principal runway. 8/26 is 75 feet in width and was recently extended to 8,000 feet in length. Runway 4/22 is 5,657 feet long and 60 feet wide. Both runways are in relatively good condition. The existing configuration of Runways 8/26 and 4/22 provides combined wind coverage of nearly 98 percent of all winds up to 47 miles per hour.

The pavement is rated at 20,000 pounds for Runway 8/26 and 12,000 pounds for Runway 4/22 for aircraft with single gear.



Deming Municipal Airport
Source: www.wikipedia.com

The facility accommodates airplanes up to and including those classified as approach category “B” and airplane design group II. For the 12-month period ending April 13, 2008, the airport had 28,655 aircraft operations, an average of 78 flights per day. Of this amount, 65% was classified as general aviation, 32% was military and 3% was classified as air taxi. At that time there were 17 aircraft based at this airport: 94% single-engine and 6% multi-engine.

In 1995, a terminal with passenger and crew facilities was established on the north side of the airport. Fueling is provided from three fuel service trucks and a modern fuel delivery system. Line service is provided by professionally trained personnel. The terminal also contains a 70-person conference room. Over 10,000 square feet of hangar space is available for transient aircraft and a 5,000 square foot repair facility is available.

The 2000 Deming Municipal Airport Action Plan, prepared by WH Pacific for the City of Deming, identifies a plan of actions for the airport. Airport improvements required to accommodate the B-III group of airplanes would require the widening of Runway 8/26 and Taxiway A, widening of shoulders and grading safety areas to required widths while maintaining the separation between runway and taxiway. Some improvements have recently been made, such as the expansion of Runway 8/26. To make the rest of the recommended improvements, Deming has \$575,000 for airport improvements included in the ICIP for FY 2011.

8. Traffic Volume and Speeds

Traffic volume counts were collected by NMDOT as part of the 2009 Deming-Luna County Regional Comprehensive Transportation Study (Study). This data allows for the identification of certain traffic characteristics and peak hour traffic volumes. As part of the data collection process, turn movement volume was collected at various intersections as a way of identifying existing capacity at those intersections.

The data was then run through a computer simulation model to determine Level of Service (LOS) of the signalized and un-signalized intersections within the study area. LOS is a lettered scale used to evaluate intersection performance. Generally, LOS rankings are based on the amount of time (in seconds) it takes a vehicle to clear an intersection. Table: 17 shows LOS scale and criteria:

Table: 17. Level of Service Rankings and Criteria

Level of Service	Delay per Vehicle	Description
A	Less than 10.0 Seconds	Very low delay—Free flow
B	10.1 to 20 Seconds	Minimal delay—good progression
C	20.1 to 35 Seconds	Moderate delay
D	35.1 to 55 Seconds	Significant delay
E	55.1 to 80 Seconds	High delay
F	Greater than 80.0 Seconds	Excessive Delay

According to the Study, urban areas generally assign an overall LOS D or higher as desirable for intersections. In certain low volume intersections however, LOS E is considered acceptable. Table 18 and Table 19, taken from the Study; summarize both the existing signalized and un-signalized intersections and their corresponding LOS:

Table 18. Level of Service for Signalized Intersections

Signalized Intersections				
Street North/South	Street East/West	Level of Service	Highest Approach	Delay (Seconds/Vehicle)
NM 11	Florida	C	C	26.4
Gold	Ash	A	A	7.2
Gold	Pine	C	C	31.5
Country Club	Pine	B	C	21.1
Wal-Mart	Pine	A	A	8.2
Gold	Spruce	A	C	22.4

Table 19. Level of Service for Un-Signalized Intersections

Un-Signalized Intersections				
Street North/South	Street East/West	Level of Service	Highest Approach	Delay (Seconds/Vehicle)
Skyview	NM 418	A	A	3.5
Hermanas Grade	Doña Ana	A	A	9.3
Hermanas Grade	Pear	A	A	0
NM 418	Florida	A	B	10.2
Hermanas Grade	Florida	A	B	11.1
8th Street	Doña Ana	A	A	7.6
8th Street	Pear	A	C	18.5
8th Street	Florida	A	A	7.6
8th Street	Ash	A	C	18.8
8th Street	Spruce	A	C	15.6
NM 11	Doña Ana	A	C	15.0
NM 11	Pear	A	D	27.9
Gold	Cedar	A	D	28.9
Gold	NM 26	A	B	13.3
Country Club	Doña Ana	A	B	11.6
Country Club	Pear	A	B	12.1
Country Club	Florida	A	B	14.1
Country Club	Poplar	A	B	12.4
Tapia	Pine	A	A	10
Tapia	Doña Ana	A	A	8.4
Skyview	Florida	A	A	8.4

9. Safety Constraints

The following accident data was elicited from the 2009 Deming/Luna County Regional Comprehensive Transportation Study, and was collected between 2004 and 2006 using information from the City of Deming and NMDOT Consolidated Highways Database. The intersections listed in Table 20 are the locations where the greatest numbers of accidents generally occur. The data also includes information on the number and types of accidents at a given intersection.

As seen in Table 20, the amount of accidents for the three year study period varied from an average of 2 to 3 accidents to 6-7 accidents. The intersections that show a higher number of accidents generally are on roads with higher traffic volume and along major transportation corridors. According to the table, by far the most common type of accident is an ‘Angle’ type accident. ‘Rear End’ (R.E) and ‘Other’ make up the rest of the accident classifications.

Table 20. Accident Data

Intersection		Total for Year			3 Year Total	# of Accidents by Type		
Street	Street	2004	2005	2006		Angle	R.E.	Other
2nd Street	N. Copper	6	1	0	7	3	3	1
Ash	Nickel	0	0	3	3	1	2	0
Ash	NM 418	0	0	2	2	2	0	0
Ash	8th Street	0	0	2	2	1	1	0
Ash	Gold	2	2	0	4	3	0	1
Buckeye	Silver	1	0	1	2	1	0	1
Buckeye	Granite	2	0	0	2	1	0	1
Buckeye	Copper	2	0	1	3	3	0	0
Cedar	Gold	1	2	1	4	3	1	0
Cedar	I-10	1	1	2	4	2	2	0
Cedar	Pearl	0	3	0	3	3	0	0
Copper	Holly	1	0	1	2	1	0	1
Copper	Spruce	1	2	0	3	2	0	1
Country Club	Poplar	0	3	0	3	0	2	1
Country Club	Raymond Reed	2	2	0	4	3	1	0
Country Club	Birch	1	1	0	2	0	2	0
Country Club	Doña Ana	1	1	1	3	3	0	0
Country Club	Florida	2	1	0	3	1	2	0
Country Club	Pine	0	3	3	6	4	2	0
Country Club	Pear	1	0	2	3	3	0	0
Doña Ana	Hermanas Grade	1	1	0	2	2	0	0
I-10	Gold	1	1	0	2	0	0	2
I-10	Pine	0	3	0	3	0	0	3
I-10	Exit 81	2	1	2	5	0	0	5
I-10	Exit 83	1	1	0	2	1	0	1
Totals		29	29	21	79	43	18	18

D. Transportation Issues

The City of Deming’s transportation issues include commercial traffic, congestion, safety, limited transportation access, and pedestrian access. These issues were identified in the 2003 Deming Comprehensive Plan and through the stakeholder input process conducted as part of the 2009 Deming/Luna County Regional Comprehensive Transportation Study.

1. Commercial Traffic

The expansion of commercial traffic in the Deming area, although desired for economic development purposes, has contributed to safety concerns and congestion. According to the Study, the vast majority of commercial truck traffic utilizes NM 11 through Deming to access Interstate 10. A significant amount of truck traffic also utilizes NM 26, located just north of Deming’s city limits. This situation has led to safety concerns and traffic congestion as heavy commercial traffic mixes with regular vehicular traffic. Deming’s Peru Mill Industrial

Park in the northwest part of the City will also require some truck traffic, thus this planned development has the potential to further exacerbate commercial traffic issues. To address the issue, a truck bypass was considered as part of Governor Richardson’s GRIP 2 program. However, the project was not funded by the NM State Legislature.

2. Traffic Congestion

Traffic along the Columbus Highway leading into Downtown Deming has progressively worsened congestion, a situation that has been accentuated by increased activity at the Port of Entry. Semi-truck traffic has been particularly problematic since they are longer and cause more of a bottle neck at the Gold and Pine intersection as the truck traffic attempts to access US 180/NM 26 and the I-10 west- and east-bound on-ramps. In the past, residents have identified the need for a truck route around the City to alleviate the traffic problems along the Columbus Highway, Country Club, Florida, and the Gold/Pine intersection. Citizens who attended Community Open House Meetings conducted as part of the 2009 Regional Transportation Plan identified the following roadway segments where congestion is the worst

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

The following intersections were also identified in the Study as experiencing congestion or 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/ Pine Street
- ▶ Spruce Street/NM 418
- ▶ Spruce Street/8th Street

3. Traffic Safety

Although accident data shows that Deming’s streets are relatively safe, a number of safety concerns have been identified throughout the planning process. Specific areas of concern that have been identified include the following intersections:

- ▶ Hermanas Grade/NM 418
- ▶ Spruce Street/NM 418
- ▶ I-10 Exit 81/Cedar Street
- ▶ Raymond Reed/Country Club

The Regional Transportation Study also identified a serious safety concern at Gold Street at Interstate 10, where major storm events lead to significant flooding, resulting in an impassable roadway. Because there are no suitable alternative routes from the south to the north of Deming, this situation creates a serious safety concern.

4. Transportation System Access

Certain portions of Deming’s transportation network are discontinuous, making access to potentially outlying parts of the community and other developable areas an issue.

5. Multimodal Transportation

Multimodal transportation serves methods of travel other than just automobiles, such as transit, air transport, bicycles, and pedestrian travel. Multimodal transportation issues concern the use of trails for walking and bikes which could be planned and developed throughout

Deming. Sidewalks and bicycle facilities such as on-street bike trails or off-street trails are needed along road sections to encourage pedestrian and bicycle use. The Regional Transportation Plan also noted that in 2009 a request was made to include pedestrian facilities near recently constructed schools. A request was also made to provide access to the Voiers Park pedestrian trail located near Country Club and Pine Street.

6. *Parking*

On-street parking along Gold Street has become an issue that triggers concerns about turning, as well as obstructions. Because Gold has a high traffic volume and a large concentration of commercial buildings, the presence of angled, on-street parking in combination with the high traffic volume has put some strain on the transportation system. Residents have expressed concern about merchants and patrons backing out of angled parking spaces.

7. *Other Transportation Issues*

The following general transportation issues were also identified in the Study:

- ▶ General improvements are needed along Gold Street, Spruce Street, and Pine Street.
- ▶ Interstate traffic is occasionally diverted to or through Deming as a result of incidents on the highway.
- ▶ Signs clutter Pine Street and Gold Street.
- ▶ Speeds along Country Club Road are of concern.
- ▶ Issues related to Deming's population growth may tax the transportation network.

E. Transportation Goals and Strategies

Maintenance of roadways is a critical concern for any municipality. Deming demonstrates its concern by investing in maintaining the current roads in the community and by planning and implementing

improvements to the community's expanding areas. This is demonstrated by the amount of ICIP planning and budget the City has undertaken in the area of transportation. The following goals, objectives, and recommendations provide a framework and complement the City's ICIP in guiding the City's transportation improvements.

TRANSPORTATION GOAL 1: Establish an efficient transportation system characterized by traffic and road management that promotes the safety of residents and community cohesiveness.

Strategy a. Begin implementation of the phased Traffic Improvement Program (TIP) Recommended in the 2009 Deming-Luna County Regional Comprehensive Transportation Study, and detailed on pages 67-69 of this plan.

Strategy b. Identify possible expansion of the streets within the City and future potential streets.

Strategy c. Identify and use a variety of funding sources for street improvements and maintenance to assist in meeting the existing and anticipated needs.

TRANSPORTATION GOAL 2: Plan the transportation system around a variety of transportation modes.

Strategy a. Follow the airport's zoning and recommendations of the Deming Municipal Airport Action Plan.

Strategy b. Plan for the expansion of Corre Camino's current services by identifying additional funding sources and potential routes.

TRANSPORTATION GOAL 3: Ensure that the transportation system respects the integrity of existing neighborhoods and residential areas.

- Strategy a. Begin programming for pedestrian/bicycle improvements along routes identified in the TIP.*
- Strategy b. Take steps to mitigate problems in previously identified dangerous intersection through signalization, signage, and traffic calming.*
- Strategy c. Study the need for traffic calming devices such as cross walks, traffic signals, stop signs, and yield signs on residential streets.*

TRANSPORTATION GOAL 4: Coordinate transportation system improvements on a regional basis as needed.

- Strategy a. Address transportation issues impacting the region as a whole through coordination with the Southwest New Mexico Council of Governments.*
- Strategy b. Implement the projects identified in the TIP*

1. *Policy Recommendation: Transportation Improvement Program (TIP)*

Implementation of the Transportation Improvement Program from the 2009 Deming-Luna County Regional Comprehensive Transportation Study will assist the City in achieving its transportation goals and objectives, as well as assist in addressing the City's current transportation issues. The recommended improvements in the TIP are intended to improve the efficiency of the existing roadway network, thereby decreasing congestion and

improving safety, as well as to accommodate Deming's projected growth.

The TIP comprises three phases—the first of which are improvements that can be implemented in the next five years (2010-2015). This phase is called the Short-Range Program. The next phase of improvements covers the years 2015-2020 and is called the Intermediate-Range Program. The third phase of the TIP is the Long-Range Program, which consists of recommended improvements that are to be implemented between the years 2020-2030, the last ten years of the planning period.

Short-Range Program (2010-2015)

The short-range program includes projects that intend to address congestion or traffic safety issues that are of an immediate nature. A total of nine committed and six proposed were identified in the Regional Transportation Study and are listed in Table 8.8 below. The projects are intended to provide upgrades to current standards such as pavement rehabilitation and shoulder widening on state highways, drainage improvements, and modification to road geometries to improve overall safety and mobility. An important element of the Short-Range Program is the development of a truck bypass route. The Short-Range Program also includes provisions for pedestrian facilities.

Intermediate-Range Program (2015-2020)

The intermediate-range program consists of projects that will, to some extent, address roadway deficiencies. These projects are planned for growth areas in Deming and will assist in fully developing the road network. Many of the intermediate-range program's projects can be fully or partial implemented through subdivision development. A listing of the program's projects is in Table 21.

Long-Range Program (2020-2025)

The long-range program is intended to provide Deming with a more complete road network, while addressing the network deficiencies associated with growth. The issues addressed by these projects stem from access demands that, in turn, arise from population growth in both Deming and the larger region. The long-range program will also address safety issues and other transportation network deficiencies not addressed in the short or intermediate-range programs.

Funding Sources

Transportation funding sources include federal, state, and local agencies, as well as private entities. In order to successfully improve Deming’s transportation network, it is critical that the TIP projects are pursued with a strong commitment by all cooperating agencies. Possible funding sources are detailed in Table 8.8. These sources should be updated regularly as part of the ICIP Plan.

Costs

The estimated costs for the TIP Projects come from the Study and include both construction costs and right-of-way (ROW) costs. They are estimated in 2009 dollars and developed using average unit costs from NMDOT’s average bid listings.

Table 21. Transportation Improvement Plan Short-Range Projects

Project Description	Lead Agency	Funding Sources	2010-2015	Cost
Cedar Street Extension Phase 4— Roadway Connection	City of Deming	Deming, NMDOT	2010	\$1,800,000
Truck Route Segment A Option A1 Option A2 Option A3 Option A4 Option A5	City of Deming	Deming, NMDOT, Luna County, Federal Highway Administration (FHWA)		\$11,800,000 \$15,300,000 \$22,600,000 \$26,500,000 \$34,386,000
Country Club Road Phase 1—Expand to 3 lanes. Pedestrian and Drainage Improvements from Pine to Florida	City of Deming	Deming, NMDOT		\$3,700,000
Gold Avenue Geometric and Drainage Improvements	City of Deming	Deming		\$800,000
8th Street Phase 1 Improvements— Pavement Reconstruction, Sidewalk from Florida to Pine	City of Deming	Deming, NMDOT		\$3,800,000

Table 22. Transportation Improvement Plan Intermediate-Range Projects

Project Description	Lead Agency	Funding Sources	2015-2020	Cost
Arrowhead Drive—Roadway Improvements from US 180 to Existing Energy Facility. Pavement Reconstruction and Drainage Improvements	City of Deming	Deming, NMDOT		\$2,500,000
Pine and 8th Street Geometric and Intersection Improvements	City of Deming	Deming		\$500,000
Country Club Road Phase 2—Expansion to 3 Lanes; Pedestrian and Drainage Improvements	City of Deming	Deming, NMDOT		\$4,900,000
Cody Road Improvements—Pavement Reconstruction and Geometric Improvements from Walnut to Pine Street	City of Deming	Deming, NMDOT, Luna County		\$3,720,000
Pine Street Improvements—Additional left and right turn lanes, drainage improvements, pavement reconstruction from Wal-Mart traffic signal to Country Club Road	City of Deming	Deming, NMDOT, Luna County		\$3,715,000
Florida and NM 418 Geometric Improvements	City of Deming	Deming, NMDOT		\$1,500,000
Exit 85 Interchange Reconstruction—Rehabilitation or full reconstruction of the existing interchange to meet current standards and incorporate future proposed projects	NMDOT, City of Deming	Deming, Luna County, NMDOT, FHWA		\$16,000,000
Truck Route Segment B, C, or D—Extension of the proposed Truck Route A to alleviate congestion and provide access to Peru Mill Industrial Park	City of Deming	Deming, Luna County, NMDOT, FHWA		Option B: \$15,900,000 Option C: \$10,500,000 Option D: TBD

Table 23. Transportation Improvement Plan Long-Range Projects

Project Description	Lead Agency	Funding Sources	2020-2025	Cost
Hermanas Grade and NM 418— Geometric, intersection and drainage improvements	City of Deming	Deming, NMDOT		\$990,000
Pear Street Extension Phase 1— New asphalt section, left turn lane of Hermanas, and drainage improvements	City of Deming	Deming, NMDOT		\$2,270,000
8th Street Improvements Phase 2— Pavement reconstruction, sidewalk from Florida to Doña Ana	City of Deming	Deming		\$3,100,000
Pear Street Extension Phase 1— New asphalt section, drainage improvements, and updated signage and stripping from NM 418 to Skyview	City of Deming	Deming, NMDOT		\$2,265,000
NM 11 Improvements—Pavement reconstruction, drainage improvements, signage and stripping	NMDOT	Deming, NMDOT, Luna County		\$4,800,000
Florida and 8th Street—Geometric and intersection improvements	City of Deming	Deming		\$850,000
Peru Mill Access—Traffic signal evaluation and geometric improvements	NMDOT	Deming, NMDOT, FHWA, Luna County		\$750,000
NM 549 & NM 377-- Traffic signal evaluation and geometric improvements	NMDOT	Deming, NMDOT, Luna County, FHWA		\$1,500,000
Granite Avenue—Geometric improvements to better access existing Senior Center	City of Deming	Deming		\$100,000

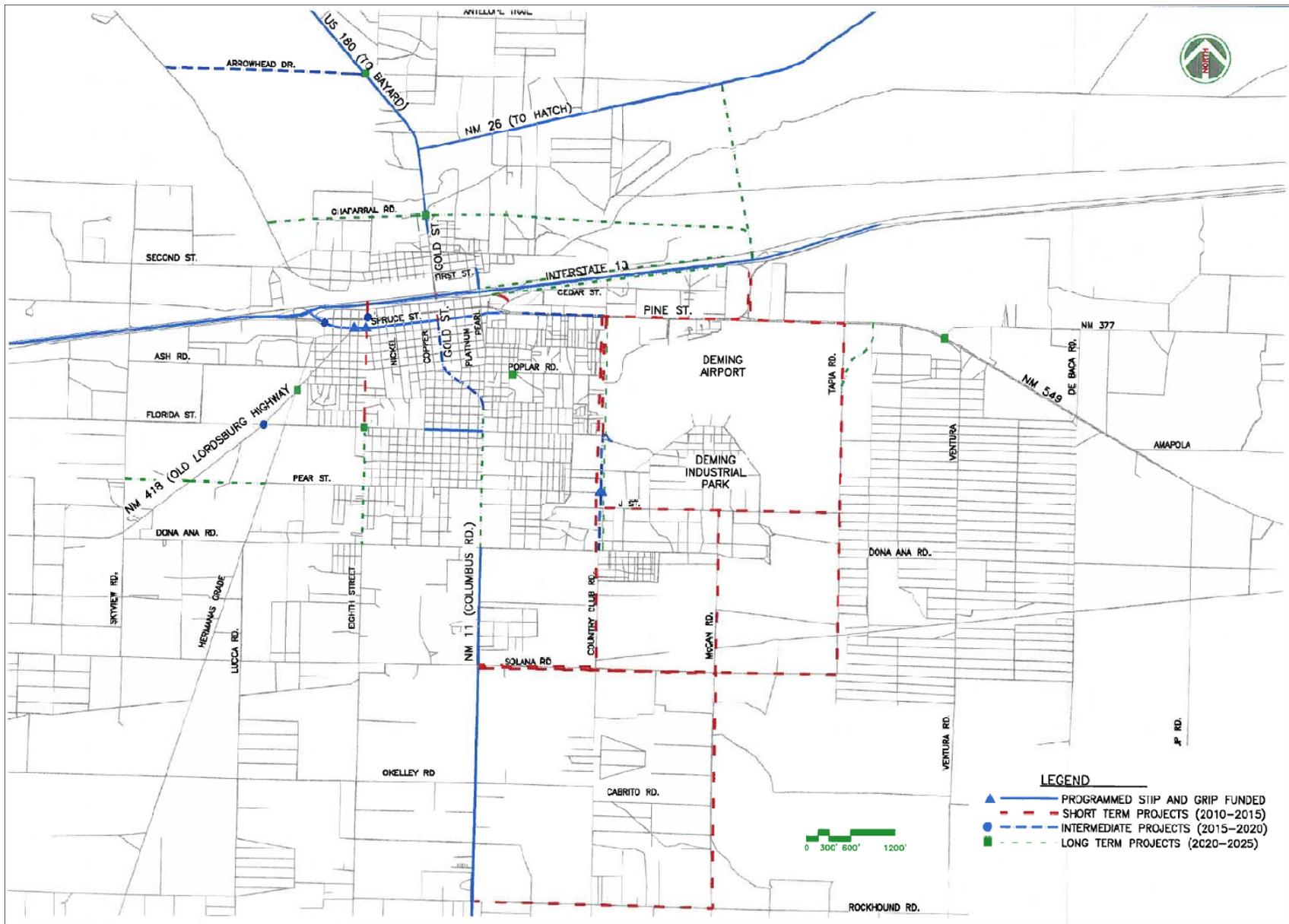


Figure 9. Transportation Improvement Plan Improvements Schedule
 Source: Deming-Luna County Regional Comprehensive Transportation Study, WH Pacific in association with Wilson & Company, 2009

IX. Water/Wastewater and Other Utilities Infrastructure

The purpose of this element is to assess the sources of and demand for water, wastewater and utility services, describe the capacity of the existing infrastructure, identify existing and future issues with these services, and consider improvements that would implement the community's goals in this area.

A. Water Resources and Infrastructure

Water remains among the most important resources for every community in the State of New Mexico. The City of Deming is part of the Southwestern Closed Basin, which consists of five declared underground water basins: the Mimbres, the Lordsburg, the Animas, the Playas, and the Nutt Hockett. The principal aquifer serving Deming and the surrounding area is administered as part of the Mimbres.

The Deming water system originated in 1902 to serve a subdivision of land developed by the Pacific Land and Improvement Company. In 1935, the Village of Deming purchased the private water company and expanded it by developing a new well, erecting a 500,000-gallon elevated tank and expanding the distribution system. The 500,000-gallon elevated tank was demolished to allow the construction of Interstate 10 in 1964. All wells have been permitted to be supplemental to each other under New Mexico State Engineer Office file number M-299. The water production, storage and distribution system has evolved with the growth of Deming and now includes two 500,000-gallon elevated reservoirs, one 3- million gallon ground storage tank, 12 wells of varying production rates, and over 200 miles of distribution pipeline ranging from 2-inch diameter to 12-inch diameter. Total system storage is 4 million gallons, divided between

ground storage of 3 million gallons and two half-million gallon elevated storage tanks.

The water supply and distribution system is in good condition. System components are of various materials (PVC, AC and cast iron) because of changes in technology and environmental concerns over the system's 100-year history. The older lines will need to be phased out with new replacement lines on a scheduled basis to maintain the integrity of the distribution system. The system provides metered service to more than 5,000 residential, commercial, industrial, and public connections. The infrastructure has been well maintained and is very suitable for continued use.

Population in the City of Deming grew nearly 21 percent from 1990 to 2000 (US Census 2000), an average of 2.1 percent per year. It is estimated to have grown another 12 percent since then, bringing the total resident population to approximately 15,784 (BBER 2009). In addition, the *City of Deming 40-year Water Plan* adjusted this population figure to include the transient population served by the water system (snowbirds, seasonal employees), estimating a total



population of between 15,277 and 18,283 in 2007 (Daniel B. Stephens & Assoc. 2009). The City is pumping all water rights within its primary appropriation, State Engineer Office M-299. A new production source using recently acquired water rights will be required to meet future demand and provide for growth.

Improvements beyond 2010 include converting 512 acre-feet of agricultural water rights on Clary and Lehman Farms to consumptive use. The City has applied for a grant from the NM Water Trust Board to finance the distribution pipe and well upgrade, well-house, new electrical and SCADA system.

Groundwater quality is good in central Luna County. The water meets primary standards of the Federal Safe Drinking Water Act. “Deming water” has typical total dissolved solids of about 220 mg/l and enjoys a well-publicized reputation as the best drinking water in the Southwest. In 2010, Deming won the award for best tasting water in NM and will represent the State in a national water drinking contest.

As summarized in the 40-Year Water Plan, the City of Deming currently owns groundwater rights in two categories: (1) the right under which water is pumped from the existing City production wells, and (2) agricultural rights appurtenant to irrigated lands that have been purchased by the City for future conversion to municipal use.

Water rights appropriations associated with the existing City of Deming wells total 6,143.48 ac-ft/yr. The maximum pumping appropriation for any of the 12 original wells is 12,210 ac-ft/yr. The agricultural water rights owned by the City are appurtenant to approximately 2,420 acres of farmland and would tentatively convert to a consumptive use water right of 3,872 ac-ft/yr. Approval to change the place or purpose of use must be acquired prior to development of new wells. A more detailed description of water rights and the regulations governing them is available in the *City of Deming, New Mexico 40-Year Water Plan*.

Additional wells may be phased into service beginning within the next five years. A concurrent increase in storage capacity is required for growth. Additional phased storage may be considered within the next ten years along with improvements to the existing distribution system and extensions to new developments. The system should maintain the balance in capacity, storage and distribution for a safe, effective municipal supply to the City.

B. Wastewater Infrastructure

The current wastewater treatment plant (WWTP) was constructed in 1982. It replaced a trickling filter plant that had been in operation since the 1950s. The current plant uses aerated ponds to effect treatment. Modifications to the plant were made in 1998-1999, including the construction of two nitrifying biotowers.

Deming’s wastewater plant operates by using six major treatment processes and ten minor flow control processes. The major processes include: a headworks, two aerated ponds, two polishing ponds, two biotowers, two storage ponds, a disinfection station, and six land application areas. The minor units include pumping stations and flow boxes.



Elevated water tank shares space with a park.

Data recorded by the City during 2000 and 2001 show that the flow being treated averages between 1.2 and 1.4 mgd, which is close to the predicted amount.

Wastewater from throughout Deming is collected and transported by the City’s sanitary sewer collection system to the plant, located three miles southeast of the City’s center. Effluent from the plant is applied to land in six different areas, which include five areas south of the plant--called “Cropland Areas” in this report because the effluent applied to them is used to irrigate crops and the City’s golf course, which is located to the north of the plant. While situated from one to 3.5 miles south of the Mimbres River, the WWTP and all the application areas are located outside the 500-year floodplain. Treated effluent is also supplied to the natural gas-fired power plant for use in the cooling tower process. A future application of wastewater effluent would be to irrigate fields in the new Sports Complex.

Groundwater in the vicinity of the WWTP and the application areas varies in depth from 125 to 150 feet and flows towards the southeast at a gradient of about 2 feet per 1,000 feet. Total dissolved solids (TDS) of the groundwater varies from 150 to 300 mg/L. There are 275 to 300 wells existing within a one-mile radius of the application areas. Several of these wells are used to supply water to the City’s system. City Well No. 4 is positioned one-quarter mile north of the golf course. City Wells No. 8 and 10 are located within the Industrial Park, about half way between the golf course and Cropland Area. Ten of the wells are strategically distributed around the application areas and are used for groundwater monitoring purposes only. About 250 of the wells are used for domestic water. The remaining wells are used for agriculture or livestock operations.

The City of Deming discharges effluent from its WWTP under the authorization of New Mexico State Discharge Plan No. 209. The Discharge Permit was originally approved on January 30, 1980, and was last renewed on December 13, 2006.

A proposed modification/improvement to the WWTP was presented in a *Preliminary Engineering Report for Municipal Wastewater Treatment Plant Improvements and Industrial Wastewater Treatment* dated January 2002, prepared by Smith Engineering Company. The proposed improvements were completed in 2005. Currently the WWTP meets all requirements for NMED OP 209.

The improvements completed and proposed will provide the treatment for the combined municipal and industrial flows. The improvements are expected to adequately handle wastewater treatment for the next 30 years. The wastewater collection system must be maintained and expanded to new development areas to provide the community with a safe and environmentally friendly collection and treatment system.

C. Utilities

1. Power

Public Service Company of New Mexico provides the power to the City and has a local office. Columbus Electric Co-Op provides power to Country Club Estates.

2. Gas

The City of Deming supplies natural gas service to the community and outside the City limits. The gas lines are maintained on a consistent basis, and the system is operated under the regulations of the US Department of Transportation as administered by the New Mexico State Corporation Commission. The Gas Company of New Mexico also supplies gas to the City and areas adjacent to the City limits.

3. Telecommunications

A range of telecommunications sources are available to residents in the Deming area.

Qwest provides all local area network telephone service for the area. Cellular telephone services are available from a number of providers, including Verizon, AT&T, and Voice Stream.

A variety of Internet Service Providers are also available:

- ▶ Verizon Wireless provides cellular phone service.
- ▶ Southwestern NM On-Line and Agavue provide dial-up internet service.
- ▶ Southwestern NM On-Line, AT&T and Qwest offer DSL (digital subscriber line) service.
- ▶ Southwestern NM On-Line and Verizon offer wireless internet services.

Comcast does not provide any internet service in the Deming area but does provide cable television. Satellite TV service is offered by Wild Blue, Hughes Net (Direct TV), and Dish.

D. Solid Waste

The City of Deming handles the municipal solid waste for the City and County from collection to disposal. Currently the City picks up the solid waste with side-load solid waste trucks. Waste is then transported to the solid waste transfer station; from there it is transported in large trailers to the Butterfield Trails Regional Landfill located 17 miles west of Deming.

The new Butterfield Landfill is expected to have a life of more than 100 years, and will serve the residents and businesses of Deming, Columbus and Luna County. The waste is expected to be primarily composed of residential and commercial waste (including some construction and demolition debris). Between 70 and 80 tons per day of solid waste will be received on the average at the landfill. Appliances and large pieces of scrap metal will be diverted at the gatehouse of the transfer station to a scrap storage area for pickup by a scrap metal dealer. Batteries, tires, used oil, oil filters, paint and

chemicals also will be separated and held for recycling or removal by a hazardous waste hauler.

Recycling of waste from the waste stream could reduce the volume of waste going to the landfill and reduce the demand on raw material. Curbside recycling has not been available locally, but residents may take their recyclables to the transfer station where recycling bins are available. Various options may be investigated to divert portions of the waste stream from the landfill as well as allow material to be recycled, thus conserving natural resources.

1. Drainage

Drainage must be planned and coordinated in and around the City because of the overall flatness of the area. The general slope of the City south of the Interstate is to the southeast. The street drainage will control the City's drainage into ponding areas.

E. Utilities Infrastructure Issues

Deming provides utilities service to both residences and businesses in the City limits as well as in the surrounding area. The ICIP 2011-2015 outlines various projects in process to improve the infrastructure/utilities of the City. Four water and four wastewater projects are listed over the next five years, although only the improvements to the Wastewater Treatment Plant are ranked among the top five.

The maintenance of the existing lines, necessary improvements, and expansion of the water and wastewater systems are ongoing community issues. As indicated, the ICIP illustrates the community's effort to address these issues. Water rights and supply are also issues for the community. Both are being addressed with current and in-work projects. Emphasis in these areas will need to be continued as the community continues its growth pattern. Water conservation is a cost-effective way to stretch the current supply further. The City has implemented a drought price rate.

Several approaches can be used to assist in water conservation. The first is education, in which a community can alert its residents about the problem of water shortages and what steps can be taken to conserve water. Regulating the time of day that a homeowner can water could decrease water consumption by as much as five percent. Xeriscaping and harvesting water from roofs for irrigation can decrease landscaping water requirements considerably. Use of low flow fixtures in the homes and businesses can decrease water consumption. Treated effluent from the WWTP can continue to be used for irrigation.

Expanding the wastewater collection system will extend treatment to other wastewater areas and help the groundwater quality in and around the City.

F. Utilities Goals and Strategies

Maintenance and expansion of the municipal infrastructure and utilities are critical concerns for any municipality. Deming demonstrates its commitment to provide the infrastructure to enhance the quality of life of its residents by investing in maintaining and upgrading the infrastructure in the community and planning and implementing improvements to the community's expanding areas. This is demonstrated by the amount of ICIP and budget planning the City has undertaken for the infrastructure needs of the community. The following goals, objectives and policies provide a framework and complement the ICIP in guiding the City's infrastructure/utilities improvements.

The infrastructure/utilities are being maintained and expanded within the City to maintain current service and to open up new developments that can be supplied and serviced without interfering with remaining systems. The location of the infrastructure lines and support components are very beneficial in expediting the maintenance of the systems. The opportunity to locate the infrastructure lines and support components is available through the

use of Global Positioning Satellites (GPS). By obtaining the location of the infrastructure/utilities and incorporating it into a Geographic Information System (GIS), the position of the infrastructures will be accurately displayed for fast response to critical leak situations. This will aid the corrective actions to be accomplished as fast as possible – a major safety factor. This information would also expedite the replacement of lines when it is necessary and allow location of existing lines if other construction is being accomplished in the area. A GIS compatible with the County's would allow accurate location of infrastructure information to be available to key individuals in both the City and County.

UTILITIES GOAL 1: Ensure that water and wastewater systems are expanded or improved to accommodate future growth.

Strategy a. Continue to rehabilitate and replace water and wastewater lines as needed to accommodate existing infrastructure and expand infrastructure to new developments.

Strategy b. Continue to obtain water rights and associated supplies to provide water for the future growth of the community through an appropriate water policy that outlines the strategies for increasing water supplies.

1. Install 10,000 feet of 12 inch water line to the farm and connect to a well.

Strategy c. Ensure that a future development demonstrates adequate water supplies for at least 70 years and take measures to incorporate water conservation measures into the development design.

Strategy d. Ensure that the future wastewater lines are functional with associated water conservation measures.

UTILITIES GOAL 2: Enhance the quality of life by providing safe, efficient, affordable, and responsible use of water.

Strategy a. Continue to encourage voluntary water conservation methods such as low flow fixtures, rate differential, xeriscaping, and other measures designed to reduce water use.

Strategy b. Evaluate the performance of voluntary water conservation methods and determine whether additional measures are needed.

Strategy c. Continue to expand uses of wastewater effluent irrigation and distribution to include additional municipal and school outdoor recreational facilities.

UTILITIES GOAL 3: Ensure that infrastructure and utility systems maintain the health, safety, and welfare of the community.

Strategy a. Provide or encourage large-scale new development to provide the necessary infrastructure to dense subdivisions within the extraterritorial zone through the City and Luna County in order to preserve and protect the ground water in this area from the proliferation of private wells.

Strategy b. Modify the City's Wastewater Treatment Facility as needed to keep up with projected growth.

Strategy c. Continue to develop and implement a Storm Drainage System plan.

UTILITIES GOAL 4: Improve and expand the gas line system as needed.

Strategy a. Continue to rehabilitate and replace gas lines on a regular basis and extend piping to new areas as the need and economics justify.

UTILITIES GOAL 5: Plan and work to provide high speed telecommunications for both commercial and residential use.

Strategy a. Continue to work with telecommunication companies to expand local capabilities with wireless and fiber optics to increase data transmission rates.

UTILITIES GOAL 6: Address waste issues relating to disposal and recycling.

Strategy a. Continue to review cost-effective opportunities to improve the recycling program in Deming.

X. Hazard Mitigation

A. Introduction

Based on the 2004 Luna County Mitigation Plan, the Hazard Mitigation chapter identifies the natural, human-made, and human-caused hazards that exist in Deming such as dust storms, drought, and terrorism, and hazardous materials. In addition to identifying potential hazards, this chapter also develops strategies to reduce or eliminate either the hazards or the damage potential that they pose.

B. Background

Hazard mitigation planning has grown in importance across the United States as cities, counties and states have had to grapple with the increasing amount and intensity of natural disasters as well as the threat of man-made ones. In 2000, Congress passed the Hazard Mitigation Act which encourages pre-disaster planning and requires local mitigation plans as a prerequisite to receiving federal Hazard Mitigation Grants. To support planning efforts, the Federal Emergency Management Agency (FEMA) has funded many local and state mitigation planning efforts.

Under the All Hazard Emergency Management Act [Chapter 12 Section 10 NMSA 1978], local political jurisdictions are responsible for hazard management within their territorial boundaries.

The 2004 Luna County Hazard Mitigation Plan is a multi-jurisdictional plan that addresses the mitigation concerns of Luna County and the City of Deming. The purpose of the mitigation plan is to identify the hazards that exist in both Deming and the greater county, and develop strategies to reduce or eliminate either the hazards, or the damage potential that they pose.

C. Hazards

The Luna County Mitigation Plan has identified four major types of hazard within the county and Deming: flooding, dust storms, hazardous material release, and drought. Although other hazards such as severe weather, tornados, earthquakes, and wildfire can occur, it was determined that the possibility of their occurrence was less probable than that of flooding, dust storms, or hazardous material incidents. Hazards can be broken down into three main categories, as follows:

Natural hazards: A natural hazard is anything that occurs due to weather and geological events that is outside human control. Such events include floods, earthquakes, severe storms, tornados, landslides, forest fires, and drought.

Human-made hazards: A human-made hazard is an event caused by human construction or design failure. Such events could include dam failure, pipeline break, erosion, landslide or flooding due to construction, and hazardous material spills.

Human-caused hazards: A human-caused hazard is any event that has been caused due to the intentions or negligence of humans. Such events could include hazardous material transport accidents, arson or accidental fires, and acts of terrorism.

D. Natural Hazards

1. *Floods*

Deming, which is located along the Mimbres River, has problems with flooding that are mostly due to the area's natural lack of drainage. Construction in the Deming area also drastically affects natural drainage. This is partly due to the normal grading and site preparation that occurs during any construction project. It is also due to the structures themselves, which enhance the amount of storm water runoff because there is less exposed soil and vegetation to

absorb water. Specific areas in Deming have a history of repetitive loss from storm water runoff collecting in low-lying basins and damaging structures that are located there. Deming’s storm water drainage problems will persist until corrective actions are taken to alleviate them. In addition, any further construction in Deming will require evaluation concerning storm water drainage.

Deming is vulnerable to the same types of flooding found throughout Luna County. According to NCDC, seven of the flooding events in Luna County between 1950 and 2006 also affected Deming.

Flooding in Deming has resulted in damage to residences in low-lying areas, and standing water has caused the temporary closure of some roadways. When standing water collects in roadways, a temporary disruption of traffic flow occurs, and law enforcement is required to monitor these areas to ensure traveler safety.

2. *Dust Storms*

In Deming, the effects of major dust storms are mainly confined to highway closures and the potential need to shelter and care for stranded travelers. Additionally, area law enforcement officers may be called on to assist State Police efforts in controlling traffic and in emergency response to a multi-vehicle accident.



Dust Storm in Deming.
Source: Luna County Mitigation Plan

Local law enforcement is further hampered by the fact that as visibility is reduced along the highway, the same effects can occur within the City, which will also increase the odds of vehicle collisions in town. Like the county, until a solution to the problems of dust storms is implemented, they will continue to pose a risk in the area. The impact of dust storms for Deming authorities is further increased by the need to provide locations for parking and shelter for travelers who are forced to stay in town until the dust storm threat has abated and any accident investigation and clean up is completed.

3. *Drought*

As the entire Southwest continues to feel the effects of a reduction in rain and snowfall, the demands for water put a strain on this limited resource. Presently the extent and duration of this drought remain unknown. Speculation varies concerning the severity of this drought from a ten-year drought cycle to a 2000 year drought cycle. No matter what drought cycle this is, two facts remain: 1) there is presently a drought in Luna County, and 2) the county’s water needs will continue to climb as its population increases. Mitigation strategy concerning drought cannot eliminate its existence. However, it can help ease the demands on the limited water supply in order to continue sustainable growth in the county and the affected jurisdictions.

The primary source of water used in Luna County is subsurface water from aquifers; as such, the present drought has no immediate effect on county residents. At present, the drought’s greatest effect is causing the county to pump more water out of the aquifer to meet demand. However, the drought’s long-term effects will be a lowering of the water level in the aquifers and the eventual limitation of growth in the county. The lowering of the water level in the aquifer is caused by the lack of sufficient recharge. The limitations on growth for Luna County are based on the availability of water rights, which are finite.

Deming also supplies its citizens’ needs by pumping water from the subsurface aquifer, and therefore it faces the same issues as the rest of

Luna County. Although available water rights presently meet the City's needs, they also are a limiting factor in the growth that can be sustained. In addition, as the subsurface water table drops, deeper wells will be required in order to maintain the supply of water needed to meet the community's needs.

4. *Earthquakes*

The potential of earthquake in the City of Deming and Luna County is present but very low. According to information from the New Mexico Institute of Mining and Technology, no earthquakes have been recorded in Luna County in over 100 years. Because the potential damage to Luna County or Deming assets is very slight, no change in present operations is deemed necessary to address the threat posed by earthquakes.

5. *Wild Fires*

Luna County has had a history of wildfire involving agricultural fields that were abandoned after farming operations were suspended. Such fields often become overgrown with invasive vegetation that is mostly not native to the area. The resulting vegetation is a prime fuel source for wildfires. In some cases the suspension of farming operations has been due to the selling of water rights that had been required for farming operations. In other cases, the federal government has paid farmers to keep their fields fallow as a resource management tool. Finally, the changing economy has seen the reduction of farming operations nationwide.

Although wildfires can occur throughout Luna County, there is little risk of major fire danger to lives or structures outside incorporated areas due to a very sparse population. Although large areas of wild land could be involved, few structures would be at risk. Wildfires in and close to Deming present a far greater potential to involve multiple structures and a greater risk to life. In the urban/wild land interface, single-family residences would be the most likely structures at risk. Additionally, there are pockets of abandoned agricultural fields still

existing in Deming that present a similar danger to surrounding residences.

The wildfire reduction operations presently being conducted in Deming have markedly reduced the potential damage from wildfire and have successfully protected the City's border areas.

6. *Severe Winter Storms*

Severe winter storms are not of major concern in Deming because they rarely occur and do not cause major problems. Generally when such a storm hits, it may cause some traffic slow-down, but it rarely causes major transportation routes to be closed for more than a day. This situation creates more of an inconvenience than a hazard. During winter storms, heavy, wet snowfall can create a risk to flat-roofed residential structures, but the damage is generally limited. Snowfall in Luna County is very rare and it melts quickly.

E. Human-Made Hazards

1. *Hazardous Materials*

Deming is located near the center of Luna County and is the county's largest population center. I-10, US 180, and US 70 bisect the City along an east/west axis and account for the largest single roadway transportation route. The Southern Pacific and Atchison, Topeka, and Santa Fe Railroads also move rail traffic through Deming, traveling west from El Paso, Texas, southwest from Hatch, New Mexico, and east from Tucson, Arizona. Roadway traffic also enters Deming from the south via State Highway 11, originating at the Las Palomas Point of Entry and the Republic of Mexico.

Due to the increase in traffic and the number of intersections in the Deming area, the potential for an accident creating a HAZMAT incident is high. Furthermore, hazardous material is routinely transported along I-10 and on the railroads passing through Luna County and the City of Deming. The presence of this type of transport

creates the possibility of a HAZMAT incident. Risk is accentuated by the presence of dust storms. In addition, the area surrounding Deming is agricultural, and area farmers frequently transport quantities of hazardous material such as insecticides. In most cases, the quantity of agricultural material being transported is considered small. However, the accidental release of even 55 gallons of pesticide could cause major health concerns.

If a HAZMAT incident occurred in Deming that required an evacuation, the effect on the community could be severe. Six of Deming's public schools are located within one-half mile of the corridor formed by State Highway 11 and I-10. A HAZMAT incident along these corridors could also affect a large portion of the City's commercial and residential areas. Although it is impossible to completely prevent potential HAZMAT incidents, actions can be taken to reduce their impact.

2. *Power Outage*

The possibility of a long-term power outage is of concern to Luna County as a whole. After the major blackout on the East Coast in 2003, the New Mexico Public Regulatory Commission met with El Paso Electric, the Public Service Company of New Mexico, Texas-New Mexico Power, Tri-State, and Xcel, which are all companies that supply electrical power to the state, as well as experts from Sandia Labs. The purpose of this meeting was to review New Mexico's electrical grid to determine the potential for a similar blackout, which likelihood was determined to be low. However, a blackout did occur in New Mexico in 1996.

Luna County has installed backup generators at critical infrastructure sites, which can supply limited electrical power in the event of a blackout. In addition, the county has emergency operation plans in place that can provide resources during a blackout.

F. Human-Caused Hazards

1. *Terrorism*

Terrorism derives from either a foreign or a domestic source. Foreign terrorism is defined as terrorism that is directed and funded by sources outside the United States, and domestic terrorism is defined as terrorism that is funded, motivated, and directed by citizens of the United States. The possibility of a terrorist event occurring in Luna County or Deming does exist, but the likelihood of such an event occurring is considered slight.

The possibility of a foreign terrorist event is considered small, and no practical preventive mitigation of this possibility is presently available. There have been several relatively minor domestic terrorist events in New Mexico and the surrounding region. No such events have occurred in Luna County.

The bigger issue for Luna County is its relative location in the state. Since Luna County is located on the southern border of the United States, there are continuing problems concerning the illegal entry of individuals across the border. Illegal immigration problems are the responsibility of the US Border Patrol, which works closely with local law enforcement agencies in this effort. Historically the only major warlike border crossing into Luna County was made by Pancho Villa, who led a raid against Columbus, New Mexico, in the early 1900's. Although no such incursion is anticipated today, it is possible for terrorists to cross into the United States along this border undetected. This situation is known to the United States Government, and the US Border Patrol had been addressing this situation.

G. Hazard Mitigation Goals and Strategies

The following goals and recommendations from the Implementation Strategies of the 2004 Luna County Mitigation Plan are intended to reduce or eliminate the damage potential posed by the hazards detailed in Section B of this chapter.

HAZARD MITIGATION GOAL 1: Evaluate and correct existing drainage problems in Deming.

- Strategy a. Establish diversion channels in order to direct storm waters away from existing areas where flooding occurs.*
- Strategy b. Create retention basins in conjunction with diversion channels to direct storm waters into controllable areas.*

HAZARD MITIGATION GOAL 2: Create a rapid, organized, and safe response to the presence of dust storms.

- Strategy a. Continue to provide assistance to the New Mexico State Police, the Luna County Sheriff's Department, and area fire departments in responding to highway closures due to dust storms.*

HAZARD MITIGATION GOAL 3: Reduce the risk within the community from the effects of a HAZMAT incident.

- Strategy a. Continue support of Fire Department to obtain HAZMAT Technician Training and secure needed HAZMAT equipment.*

- Strategy b. Establish MOUs with fire departments in other counties in southern New Mexico*

- Strategy c. Establish a local hazardous material route in the Deming area to ensure that local residents' exposure to the potential of a hazardous material release is minimized.*

HAZARD MITIGATION GOAL 4: Reduce the risks of a possible HAZMAT incident involving interstate transport of hazardous material.

- Strategy a. Continue to enforce the City's drought ordinance.*

HAZARD MITIGATION GOAL 5: Reduce the annual usage of water by residential customers.

- Strategy a. Create a public education program on the use of drought-resistant plants for use in landscaping.*

- Strategy b. Create a public education program on methods of reducing water usage.*

- Strategy c. Encourage the use of graywater rectorry systems in new construction projects.*

H. Hazard Mitigation Action Plan

The following table illustrates the action plan for implementation of the goals and strategies listed in Section G of this chapter. Table 24 also includes brief information on potential funding sources, and a listing of the agencies responsible for accomplishing actions.

Table 24. Potential Funding Sources for Hazard Mitigation Plan

Action	Funding Source	Responsible Agencies
Storm Sewer System. A storm sewer system will be constructed to move storm waters away from structures and roadways. This system will be designed to handle the storm waters occurring in a 100-year flood and will include storm sewers and retention ponding efforts.	City of Deming State of New Mexico	City Planning City Engineer City Council
Early Warning System. An early warning system will be created along I-10 west of Deming in order to provide area law enforcement agencies time to react to the onset of a dust storm. This system will further provide warnings and instructions to travelers in the event it becomes necessary.	Luna County	Luna County
Dust Storm Operations Plan. The Deming Police and Fire Departments and the City’s Safety Officer will participate with the New Mexico State Police and other area first response agencies during dust storms.	City of Deming Luna County New Mexico Department of Public Safety	City of Deming Luna County New Mexico Department of Public Safety
Development of HAZMAT response. Establish, train, and equip a HAZMAT response team in Deming.	New Mexico Fire Fund National Transportation Safety Board City of Deming	Deming City Council Deming Fire Department City Engineer City Police Department City Fire Department Deming City Council
Deming Hazardous Material Route. A hazardous material route through Deming will be established to reduce the possible exposure of the community to a HAZMAT incident. Legislation will be enacted to enforce use of the designated route for local hazardous material transport.	City of Deming	Deming Public Information Officer Deming Water Department

XI. Greenhouse Gases

The purpose of this chapter is to summarize recent federal and state requirements regarding the identification and reporting of greenhouse emissions, identify general sources of greenhouse gas emissions, and develop strategies for reducing greenhouse gas emissions within the city.

A. Regulatory Requirements

Recent State regulations (Title 2, Chapter 110, Part 2, NMAC) require Comprehensive Plans funded through the Small Cities Community Development Block Grant program to include an analysis of greenhouse gas emissions from the housing, transportation, and commercial and industrial sectors as well as from land use patterns and to recommend how to reduce these emissions. Six greenhouse gases are typically assessed: Carbon dioxide (CO₂), Methane (CH₄), Nitrous Oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulfur hexafluoride (SF₆) (ICLEI 2008).

These regulations are part of the State of New Mexico's broad policy initiative to take a leading role in seeking ways to reduce greenhouse gas emissions (GHGs). These emissions are increasingly seen as causing a rise in average global temperatures, which are predicted to rise from 3 to 10 degrees by the end of the century, potentially resulting in prolonged drought, increased snowmelt, reduced snow pack, severe forest fires, and other harmful effects (State of New Mexico, Agency Technical Work Group, 2005).

On June 5, 2005, Governor Bill Richardson signed Executive Order 05-033, which established the Climate Change Advisory Group (CCAG) and directed it to prepare a report that would inventory historical and forecasted GHG emissions in New Mexico and identify existing and planned actions that could help reduce GHG emissions in the state. CCAG was also charged with proposing ways to reduce the state's total greenhouse gas emissions to 2000 levels by the year 2012,

10 percent below 2000 levels by 2020, and 75 percent by 2050. The group was directed to consider the costs and benefits of proposals and present findings on initiatives to create meaningful regional and national policy to address climate change. The resulting report provides a great deal of quantified information about the sources of GHG emissions in the state and provides guidance for counties and municipalities seeking to reduce GHG emissions on the local level.

B. New Mexico Greenhouse Gas Emissions

In 2002, New Mexico produced about 83 million metric tons (MMt) of *gross* carbon dioxide equivalent (CO₂e). Gross emissions include all major sources and gases, notably the combustion of fossil fuels in power plants, vehicles, buildings and industries (82% of total State emissions); the release of methane from oil and gas production, coals mines, agriculture and waste management (13%) and other sources such as industrial processes and nitrous oxide from agricultural soils (5%). If these emissions measurements are offset by the carbon sequestered and released from biomass throughout the state, the state's *net* GHG emissions in 2000 would have been approximately 62 MMtCO₂e. (NM Climate Change Advisory Group 2006).

The State's gross EHE emissions increased by about 21% during the 1990s, somewhat less than the US as a whole. This is thought to be due to the limited growth in new power generation facilities, the decline of the mining industry and its fuel and electricity requirements.

Overall, greenhouse gas emissions in the State are projected to increase by 65 percent between 1990 and 2020, barring intervention. Two of the sectors with the largest emissions—electricity and transportation—which are driven by population growth, are expected to grow faster than other sectors in the years ahead. Much of New Mexico's electricity comes from coal and transportation depends heavily on fossil fuels (NM Climate Change Advisory Group 2006).

In addition, more than 20 percent of the state’s emissions derive from fossil fuel production—as distinguished from consumption—by the oil and gas industry (NM Climate Change Advisory Group 2006).

C. New Mexico’s Proposed Reductions in Greenhouse Gases

The CCAG grouped the types of GHG emissions into four major categories in order to estimate their quantity and propose ways to reduce them:

- ▶ **Residential, Commercial, Industrial (RCI) and Waste Management** activities contribute greenhouse gas emissions through the direct on-site combustion of natural gas, oil and coal; the release of carbon dioxide and fluorinated gases during industrial processing (cement and semi-conductors) and the use of sulfur hexafluoride in the utility industry. Considering all the emissions associated with producing the electricity consumed in the state by residential, commercial and industrial (RCI) activities, however, account for over half (53%) of the State’s gross GHG emissions. Such activities include building construction, and heating, cooling and powering homes and businesses. By contrast, emissions from waste management—largely of methane leaking from decomposing landfills and carbon released from waste incineration—are comparatively minor. The principal ways to reduce emissions from these sectors is to
 - ▶ Improve energy efficiency (insulation, more efficient appliances, weather-stripping, building more efficient structures)
 - ▶ Substitute lower-emission energy (solar, wind, biofuels) for electricity and natural gas
 - ▶ Pursue more aggressive recycling and waste reduction programs
- ▶ **Energy Supply** emissions include GHG emissions from electricity generation and the fossil fuel industry (oil, natural gas, coal). These make up a substantial majority of the State’s overall GHG emissions (about 64% of gross emissions in 2000). NM emissions are proportionally greater than many states because it exports both electric and fossil fuel energy. Steps can be taken to reduce emissions in this area by
 - ▶ Using more renewable energy to reduce the carbon intensity of generating electricity
 - ▶ Recapturing waste energy through combined heat and power and other technologies
 - ▶ Reducing methane venting, leaks or combustion during natural gas production, enabling more of the product to come to market with less GHG emissions.
- ▶ **Transportation and Land Use** activities account for about 18 percent of the State’s gross GHG emissions. Emissions from this sector are expected to double from 1990 to 2020 as vehicle miles traveled continue to grow faster than the population. Principal means of reducing emissions from this sector are
 - ▶ Improving vehicle fuel efficiency
 - ▶ Substituting lower-emission fuels for gasoline and diesel
 - ▶ Switching to lower-emissions travel modes such as transit, rail, walking and bicycling.
 - ▶ Striving for a development pattern that allows homes, jobs, shopping, schools, services, and entertainment to be located in proximity. This type of Smart Growth promotes walking, transit, and shorter vehicles trips.
- ▶ **Agriculture and Forestry** are directly responsible for only a small amount of New Mexico’s current GHG emissions. Net emissions were only 6.0 MMtCO₂e in 2000. Nitrous oxide is released both from natural processes in the soil and the use of nitrogen fertilizer on crops, and burning of agricultural residue. Raising livestock produces large amounts of methane when manure decomposes. However, methane emissions are

dramatically reduced when manure decomposes naturally as a solid on grasslands rather than being stored as a liquid or slurry in ponds, tanks, pits, etc. Primary opportunities for GHG mitigation in this sector are:

- ▶ Producing renewable fuels from in-state feedstocks such as ethanol from crops, crop residue, or municipal solid waste
- ▶ Expanding the use of biomass energy from the residue removed from forested areas during thinning to reduce fire risk
- ▶ Control and use of methane at dairies to create electricity, steam or heat from manure
- ▶ Protecting forest and agricultural land from converting to developed use through conservation or other programs. This preserves the carbon sequestered there.
- ▶ Supporting local farming and food networks to offset a portion of imported food
- ▶ Supporting organic farming, which has been shown to result in significant increases in soil carbon compared with conventional cultivation.

D. Deming Greenhouse Gas Emissions and Reductions

In Deming, the major sources of greenhouse gas emissions likely include transportation, the residential and building sectors, the treatment of solid waste and agriculture. The City is currently undertaking several initiatives that will help reduce its greenhouse gas emissions load, such as:

- ▶ Encouraging renewable energy industries to locate within the City, making it more likely for the state to transition away from fossil fuels to renewable energy.
- ▶ Encouraging infill development rather than the conversion of undeveloped land.

- ▶ Supporting the Corre Caminos regional transit system, which allows more efficient regional travel than individual cars.
- ▶ Replacing natural gas street lights with solar powered battery operated lights throughout the City.

Other potential strategies that could be considered by the City of Deming are:

- ▶ Revising building codes to accommodate new homes and commercial buildings, use of solar energy and installation of solar hot water heaters
- ▶ Encouraging voluntary recycling programs
- ▶ Inventorying annual Greenhouse Gas emissions

E. Greenhouse Gas Goals and Strategies

Global climate change has emerged in recent years as one of the major challenges facing our communities in the 21st century. As the debate regarding the causes of climate change continue, it is important for communities begin taking steps to mitigate its effects before it is too late. Deming has demonstrated its commitment to proactively address this by taking the initial steps toward identifying local sources of greenhouse gas emissions, encouraging renewable energy industries to locate within the city, and through its promotion of infill and mixed-use development.

The following goals and strategies aim to assist the City of Deming in identifying the major sources of greenhouse gas emissions, increasing public awareness regarding emissions, and reducing the City's overall greenhouse gas emissions.

Greenhouse Gas Emissions Goal 1: Identify current sources of annual greenhouse gas emissions

- Strategy a. Begin annual reporting of greenhouse gas emissions as required by the Federal EPA.*
- Strategy b. Set greenhouse gas emission reduction targets and strategies for achieving them.*
- Strategy c. Explore the feasibility of developing a Climate Action Plan with the assistance of ICLEI (Local Governments for Sustainability) software that can assist in inventorying emissions, setting targets, and selecting ways to reduce greenhouse gas emissions.*

Greenhouse Gas Emissions Goal 2: Increase public awareness around sources of greenhouse gas emissions and potential solutions

- Strategy a. Develop and implement a public education campaign that promotes car pooling and public transit ridership as a way of reducing greenhouse gas emissions.*

Greenhouse Gas Emissions Goal 3: Take steps to reduce greenhouse gas emissions

- Strategy a. Continue to encourage infill development, mixed-use, and clustered, pedestrian-oriented development to decrease vehicle miles travelled.*

- Strategy b. Implement a Housing Weatherization Program to reduce overall greenhouse gas emissions through the collective individual reduction of energy consumption.*

- Strategy c. Continue encouraging renewable energy industries to locate within the City's industrial areas.*

XII. Implementation

Land Use Implementation Actions

Policy	Time Frame	Responsibility	Specific Actions
Zoning Code and Map Revisions	Ongoing 2010-2015	Community Services Dept.	<ul style="list-style-type: none"> ► Establish Activity Area zones and locations allowing mixed uses: residential/commercial/office and commercial/light industrial/office uses ► Consider adopting a light industrial/commercial zone ► Enforce zoning code effectively
Infill Development	2010-2013	Community Services Dept.	<ul style="list-style-type: none"> ► Meet with developers to learn what they need to develop on infill lots ► Consider incentives for infill development (fee reductions, density bonuses, expedited development review)
Downtown History and Promotion	2015-2020	MainStreet and Historic Landmark Commission	<ul style="list-style-type: none"> ► Give high priority to enforcement of zoning and building codes in the Downtown ► Establish grants or loans for a façade improvement program Downtown ► Design and install wayfinding signage, particularly gateways, to direct tourists and others to Downtown area
Coordination of Land Use Decisions with Luna County	2010-2020	Community Services Dept.	<ul style="list-style-type: none"> ► Approve a joint subdivision ordinance in the extraterritorial jurisdiction. Include provisions for holding storm water run-off on site ► Expand the Extraterritorial Zoning Area (ETZ) to account for the expansion of Deming’s city boundaries
Annexation	2010-2012	Community Services Dept.	<ul style="list-style-type: none"> ► Adopt annexation guidelines that make explicit the existing practice
Technology	2010-2015		<ul style="list-style-type: none"> ► Work on establishing a City Geographic Information System to document land use and zoning

Economic Development Implementation Actions

Policy	Time Frame	Responsibility	Specific Actions
Promotion of Economic Diversity	2010-2020	Community Services	<ul style="list-style-type: none"> ▶ Recruit industries that complement existing clusters or take advantage of Deming’s location and assets (eg., renewable energy, food manufacturers, tourism, retirement) ▶ Continue to master plan and work on supplying infrastructure to the Peru Mill Industrial Park ▶ Revise the Industrial zone in the zoning code to reflect the recommendations of a recent review (see Appendix) ▶ Ensure weed clearance and junk clean up of Deming Industrial Park ▶ Consider establishing a free trade zone at Deming Industrial Park ▶ Work with the State of New Mexico to provide advanced telecommunications infrastructure
Development of Small Business	2010-2020	Community Services	<ul style="list-style-type: none"> ▶ Work with local banks and economic development organizations to offer a revolving-loan fund ▶ Support development of a small business incubator ▶ Establish a Small Business Development Resources such as SCORE & SBDC at Mimbres Valley Learning Center and Special Events Center ▶ Encourage “Shop Local” campaign
Tourism/Retiree Attraction	Ongoing	MainStreet Community Services	<ul style="list-style-type: none"> ▶ Recruit a graduated care facility (apartments/assisted living/nursing home care) ▶ Revitalize the Downtown area as a major activity center (see Land Use actions)
Workforce Development/ Training	2010-2015	Community Services	<ul style="list-style-type: none"> ▶ Provide better outreach and program information to the Latino Community ▶ Encourage retirees to serve as mentors and teachers ▶ Help provide and promote vocational training in Deming ▶ Recruit or link to a Job Corps program ▶ Support the school district efforts to increase the high school graduation rate
Local Economic Development Organizations	2010-2012	Community Services	<ul style="list-style-type: none"> ▶ Help select and support one organization to host a website offering necessary information for economic development
Natural and Cultural Environment	Ongoing	Community Services	<ul style="list-style-type: none"> ▶ Ensure that the industrial zoning code provides sufficient protection for the environment ▶ Be respectful of the City’s natural and cultural environment when recruiting businesses or encouraging the development of new small businesses

Housing Implementation Actions

Policy	Time Frame	Responsibility	Specific Actions
Housing Diversity	Ongoing	City of Deming	<ul style="list-style-type: none"> ▶ Develop an affordable housing plan ▶ Amend subdivision regulations to allow a density bonus for new subdivisions that include an affordable housing set-aside ▶ Consider conducting a land swap by providing infill lots to the Luna County Housing Corporation for affordable housing development
Housing Safety	2010-2014	City of Deming	<ul style="list-style-type: none"> ▶ Require protective covenants in new subdivisions to protect the appearance, use and maintenance of properties and structures ▶ Develop design standards for multifamily units to improve appearance and reduce the likelihood of crime
Senior Housing	2010-2015	City of Deming	<ul style="list-style-type: none"> ▶ Recruit private sector development of assisted living and nursing home facilities as well as retirement communities
Homeless Population Needs	2010-2012	City of Deming	<ul style="list-style-type: none"> ▶ Include information on the City website and other venues about homeless services such as temporary and transitional housing facilities as well as related mental health, substance abuse and domestic violence service providers

Community Development Implementation Actions

Policy	Time Frame	Responsibility	Specific Actions
Community Outreach	2011-2013	City of Deming	<ul style="list-style-type: none"> ▶ Develop a website dedicated listing local resources, organizations and services providers ▶ Host community fairs where local organizations can advertise their services

Recreation Implementation Actions

Policy	Time Frame	Responsibility	Specific Tasks
High-quality active and passive recreational and cultural facilities and activities	2010-2015	City of Deming	▶ Develop a Recreation Master Plan encompassing parks and trails in Deming and the Extraterritorial Zone (ETZ)
Maintenance and improvement of existing facilities	Ongoing	City of Deming	▶ Install or replace park equipment as needed, including playgrounds, shade structures and portable restroom facilities ▶ Ensure that all parks are ADA-accessible
Expansion of Recreational Facilities	2010-2015	City of Deming	▶ Continue to plan for and construct the sports complex ▶ Continue to develop the trail network, connecting important community destinations ▶ Identify areas where development constraints would be cost-prohibitive, such as in floodplains, and purchase them for use as parks and trails ▶ Acquire park sites prior to the urbanization of areas in the ETZ
Water conservation and sustainability in parks	2010-2015	City of Deming	▶ Where appropriate, limit the use of turf in parks, and incorporate native plant species and xeriscaping into park design ▶ Expand the re-use of gray water (effluent) for park irrigation as it becomes available
Recreational facilities in new private developments	Ongoing	City of Deming	

Transportation Implementation Actions

Policy	Time Frame	Responsibility	Specific Tasks
TIP Short-Range Projects	2010	City Public Works	▶ Cedar Street Extension Phase 4: Roadway Connection

TIP Short-Range Projects	2010-2015	City Public Works	<ul style="list-style-type: none"> ▶ Truck Route Segment A ▶ Country Club Road Phase 1: Expand to 3 lanes. Pedestrian and Drainage Improvements from Pine to Florida ▶ Gold Avenue Geometric and Drainage Improvements ▶ 8th Street Phase 1 Improvements: Pavement Reconstruction, Sidewalk from Florida to Pine
TIP Intermediate-Range Projects	2015-2020	City Public Works	<ul style="list-style-type: none"> ▶ Arrowhead Drive—Roadway Improvements from US 180 to Existing Energy Facility. Pavement Reconstruction and Drainage ▶ Pine and 8th Street Geometric and Intersection Improvements ▶ Country Club Road Phase 2—Expansion to 3 Lanes; Pedestrian and Drainage Improvements ▶ Cody Road Improvements—Pavement Reconstruction and Geometric Improvements from Walnut to Pine Street ▶ Pine Street Improvements—Additional left and right turn lanes, drainage improvements, pavement reconstruction from Wal-Mart traffic signal to Country Club Road ▶ Florida and NM 418 Geometric Improvements ▶ Exit 85 Interchange Reconstruction—Rehabilitation or full reconstruction of the existing interchange to meet current standards and incorporate future proposed projects ▶ Truck Route Segment B, C, or D—Extension of the proposed Truck Route A to alleviate congestion and provide access to Peru Mill Industrial Park
TIP Long-Range Projects	2020-2025	City Public Works	<ul style="list-style-type: none"> ▶ Hermanas Grade and NM 418—Geometric, intersection and drainage improvements ▶ Pear Street Extension Phase 1— New asphalt section, left turn lane of Hermanas, and drainage improvements ▶ 8th Street Improvements Phase 2—Pavement reconstruction, sidewalk from Florida to Doña Ana ▶ Pear Street Extension Phase 1— New asphalt section, drainage improvements, and updated signage and stripping from NM 418 to Skyview ▶ NM 11 Improvements—Pavement reconstruction, drainage improvements, signage and stripping ▶ Florida and 8th Street Improvements—Geometric and intersection improvements ▶ Peru Mill Access—Traffic signal evaluation and geometric improvements ▶ NM 549 & NM 377-- Traffic signal evaluation and geometric improvements ▶ Granite Avenue—Geometric improvements to better access existing Senior Center

Water/Wastewater/Storm Drainage/Other Utilities Implementation Actions

Policy	Time Frame	Responsibility	Specific Tasks
Water/Wastewater Improvements	2010-2015	City Public Works	<ul style="list-style-type: none"> ▶ Continue to rehabilitate and replace lines as needed ▶ Continue to obtain water rights and associated supplies for future growth. Require new subdivisions to demonstrate adequate water supplies for at least 70 years ▶ Ensure future wastewater lines function effectively with associated water conservation measures
Efficient, responsible, affordable water use	2010-2015	City Public Works City Planner	<ul style="list-style-type: none"> ▶ Continue to encourage voluntary water conservation methods; consider mandatory methods if not working effectively ▶ Continue to expand use of wastewater effluent irrigation and distribution
Community health, safety and welfare	2010-2020 2015-2020	City Public Works City Planner	<ul style="list-style-type: none"> ▶ Coordinate with law enforcement to ensure protection of city’s drinking water ▶ Provide or encourage necessary infrastructure development to dense subdivisions within the ETZ. ▶ Modify the City’s Wastewater Treatment Facility to keep pace with projected growth ▶ Continue to develop and implement a Storm Drainage Plan ▶ Support state legislation that addresses replatting of antiquated subdivisions ▶ Discourage proliferation of septic tanks and private wells in the ETZ by promoting use of community water systems and package sewage plants on large-scale subdivisions not served by municipal services
Gas system	2010-2015	City Public Works	<ul style="list-style-type: none"> ▶ Continue to rehabilitate and replace gas lines on a regular basis and extend piping to new areas ▶
Telecommunications	2010-2020	City Public Works	<ul style="list-style-type: none"> ▶ Work with telecommunications companies to expand local capabilities with wireless and fiber optics to increase data transmission rates
Recycling	Ongoing	City Public Works	<ul style="list-style-type: none"> ▶ Continue to review opportunities to improve Deming’s recycling program (eg. Curbside recycling)

Hazard Mitigation Actions			
Policy	Time Frame	Responsibility	Specific Tasks
Storm Sewer System	2010-2015	City Planning City Engineer City Council	<ul style="list-style-type: none"> ► A storm sewer system will be constructed to move storm waters away from structures and roadways. This system will be designed to handle the storm waters occurring in a 100-year flood and will include storm sewers and retention ponding efforts
Public Education Campaign	2010-2011	Deming Water Department	<ul style="list-style-type: none"> ► The city will create a public education program to increase awareness of actions city residents can take to reduce their household water use. This program will include details of water restriction legislation, the use of drought resistant landscaping materials, the use of low flow toilets and shower heads, and the use of gray water recovery systems.
Dust Storm Operations Plan	2011	Luna County New Mexico Department of Public Safety	<ul style="list-style-type: none"> ► The Deming Police and Fire Departments and the City's Safety Officer will participate with the New Mexico State Police and other area first response agencies during dust storms.
Development of HAZMAT response	2010	Deming City Council Deming Fire Department	<ul style="list-style-type: none"> ► Continue support of Fire Department to obtain HAZMAT technical training and secure necessary equipment ► Establish MOU with other counties in southern NM
Deming Hazardous Material Route	2012	City Engineer City Police Department City Fire Department Deming City Council	<ul style="list-style-type: none"> ► A hazardous material route through Deming will be established to reduce the possible exposure of the community to a HAZMAT incident. Legislation will be enacted to enforce use of the designated route for local hazardous material transport.

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XIII. Appendices

A. References

Buey, Kevin. "County Trims Support for DACC." Las Cruces Sun-News.com. March 5, 2010.

City of Deming. *Comprehensive Plan*. Prepared by Consensus Planning, Adopted 2003.

City of Deming. *40-Year Water Plan*. Prepared by Daniel B. Stephens and Assoc., July 2009.

City of Deming/Luna County. *Comprehensive Transportation Study*. Prepared by W.H. Pacific and Wilson & Company, October 2009.

Luna County/City of Deming. *Luna County Mitigation Plan*. Prepared by the Luna County Hazard Mitigation Working Group, 2004.

Mimbres Valley Authority, City of Deming Enterprise Community. *2008 Annual EZ/EC Report*. 2009.

Mitchell, Jeffrey. *Deming MainStreet: Community Economic Assessment*. University of New Mexico Bureau of Business and Economic Research. March 2008.

State of New Mexico, Agency Technical Work Group. "Potential Effects of Climate Change on New Mexico," December 30, 2005. www.nmenv.state.nm.us/cc/Potential_Effects_Climate_Change_NM.pdf

NM Climate Change Advisory Group, Final Report. December 2006.

Whalen, John P. "*The Challenge of Nonconforming ("Antiquated") Subdivisions*." Plan Pacific, Inc. Nov. 27, 2006.

B. Annotated Bibliography

City of Deming. *Comprehensive Plan*. Prepared by Consensus Planning. Adopted 2003.

The first iteration of the Comprehensive Plan addressed land use, economic development, housing, recreation, transportation and infrastructure, and provided a basis for this plan update. Based on independent research and community input, it described existing conditions and put forth goals, objectives and policies for the City to follow.

City of Deming. *40-Year Water Plan*. Prepared by Daniel B. Stephens and Assoc. July 2009.

This plan, an update to the 1997 plan, synthesizes relevant information on the available water supply for Deming, the quality of that supply, projected demand for water, and recommends measures the City of Deming may consider in planning for an adequate water supply. In addition to planning to meeting future water demand, a 40-year water plan allows certain organizations, including municipalities, to legally appropriate and reserve water they cannot currently use but will need in the future to meet projected demand. The plan also contains a water conservation plan, and drought-management plan, which is required by state statute as a prerequisite for applying for funding from key state funding agencies.

City of Deming/Luna County. *Comprehensive Transportation Study*. Prepared by W.H. Pacific and Wilson & Company. October 2009.

The 2009 Comprehensive Transportation Study, prepared by WH Pacific, Inc. in association with Wilson & Company, was commissioned by the City of Deming in conjunction with Luna County and with the support of the New Mexico Department of Transportation. The purpose of the study is to identify and address a number of Deming's transportation issues, which include roadway

capacity, safety, maintenance, and designation of future transportation network elements. The study seeks to address the region's transportation-related issues through the provision of analytical tools to assist in assessing the efficiency of the transportation system, and through the development of a number of implementation strategies meant to address both short-term and long term transportation needs.

Mimbres Valley Authority, City of Deming Enterprise Community. *2008 Annual EZ/EC Report*. 2009.

This document reports the progress of the Enterprise Community (including Deming and Columbus) during 2008. It covers education, economic development, community development, health and recreation, and housing. Progress during 2008 included expansion of the Luna County Housing Corporation, continued operation of the Southwest Regional Transit District, an increase in the number of graduates from the local community college, and the completion of a day care center at the college.

Mitchell, Jeffrey. *Deming Mainstreet: Community Economic Assessment*. UNM Bureau of Business and Economic Research. March 2008.

The author, a researcher at the Bureau of Business and Economic Research, uses demographic and economic data to conduct a community economic analysis of Deming, New Mexico. The report, a compilation of economic and demographic data, measures the feasibility of establishing a MainStreet District in the community's downtown area by analyzing Deming's economic strengths, opportunities and weaknesses.

Luna County/City of Deming. *Luna County Mitigation Plan*. Prepared by the Luna County Hazard Mitigation Working Group. 2004.

The 2004 Luna County Mitigation Plan is a multi-jurisdictional plan developed by Luna County and the City of Deming in conjunction

with the Hazard Mitigation Working Group to address the mitigation concerns of Luna County and the City of Deming. The purpose of the Mitigation Plan is to identify potential natural, man-made, and man-caused hazards that exist within Luna County and develop strategies to reduce or eliminate either the hazards or the damage potential that they pose.