

Santa Jo

*Trends
2011*



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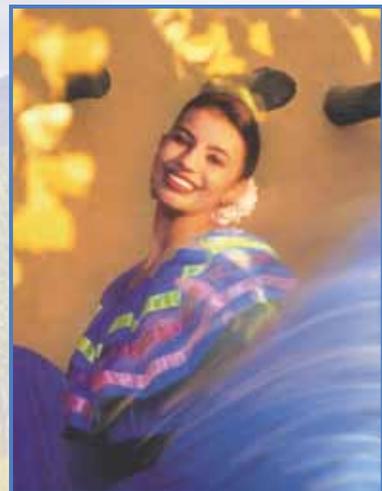
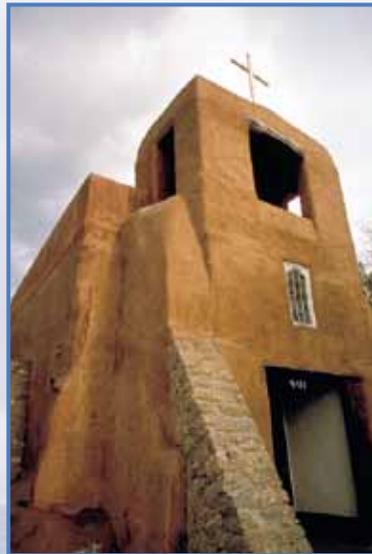
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Introduction

This 14th annual report provides a statistical view of how the city is progressing on various issues. These trends provide a snapshot of important issues in and around Santa Fe, by providing annual data.

There are many issues that can be measured within a city or region. This report focuses on one or two measurements for various topics.

City staff collects readily obtainable information. This streamlines the process of producing and updating the report. However, it is recognized that different types of measurements may be important to add or substitute in future reports.

The “Census Stats” section at the end of the report includes a map of urban area census tracts, and Census 2010 data for each tract.

Numerical Goals for Trends

A few of the trends in this report are supplied with numerical goals or projections, usually stated in the city’s General Plan. Some cities have convened citizen task forces or committees to develop measurable goals or thresholds to provide a target for the city to achieve. Numerical targets can help focus the actions of city government and other community agencies.



A Word About Data

Numbers and statistics can be very useful, but they can also seem bewildering. While charts and graphs cannot explain the essence of a city as experienced by its citizens and visitors, numbers and data do provide us with insights that are important in setting public policy. Readers can look at the trends of the various topics and develop a better knowledge of how well the city functions and performs.

Santa Fe and Tourism

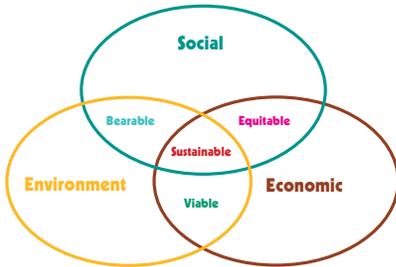
Santa Fe attracts 1 to 2 million visitors each year. Area hotels, motels and bed and breakfasts offer 5,600 rooms, with 1,800 of the rooms located downtown. These lodging facilities generate over 1 million occupied room nights annually. The combination of day visitors and overnight visitors increases the city’s population significantly, especially during the summer months.

The large amount of tourism relative to Santa Fe’s size may affect some issues, such as water use and housing prices. The city’s outstanding record on water conservation is remarkable when considering all of the city’s visitors and their added water use.



Sustainable Santa Fe

As Santa Fe implements the Sustainable Santa Fe Plan, the greenhouse gas emissions per capita have gone down, however, with the increased population, the overall greenhouse gas emissions continue to rise if at a slower rate. However, the goal of reducing greenhouse gases to 7 percent below 1990 levels by 2012 remains elusive.



Green Buildings

The City Council adopted a residential green building code that became effective July 1, 2009. The codes address greenhouse gas emissions in building site choice, building materials, and building operations. It also addresses water conservation, indoor environmental quality and homeowner education. The greenhouse gases avoided from the energy used in operating the home can be quantified. For that activity, the building permits applied for in 2010 result in the avoidance of 540 tons of carbon dioxide equivalent (CO₂e) annually. Since adoption of the code the avoidance is 664 CO₂e which is the same as permanently removing 237 cars from the road.

Food Systems

Volunteers from food and hunger-related organizations and staff from the City and County advise local, state and federal government on policy geared toward



reducing food insecurity in Santa Fe and elsewhere. Its mission is to create and maintain a regional food system that nourishes all people in a just and sustainable manner. To learn more go to www.santafefoodpolicy.org

Ecological Adaptation

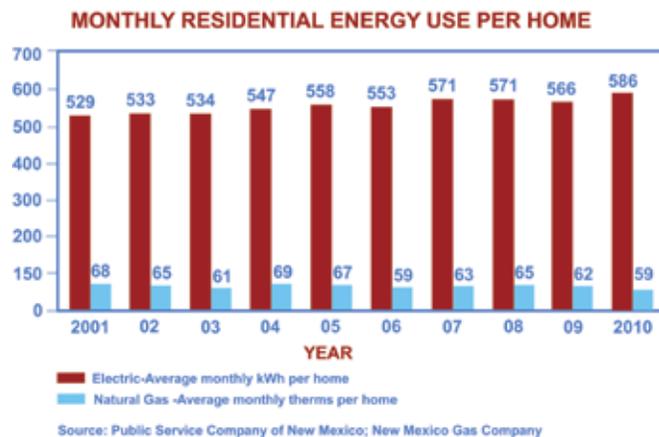
As the climate changes, the local ecology needs to adapt. The speed at which the climate is changing pushes the limits of adaptability for local plant species. A group of local residents have been meeting to develop a list of recommended plant species that would be expected to thrive as the local climate changes.

Renewable Energy & Energy Efficiency

Energy efficiency is one of the city's highest priorities along with renewable energy generation. City staff has conducted energy audits at many of its facilities and will be making energy efficiency upgrades to those buildings. In addition, the city also created an energy efficiency and solar equipment loan program for income-qualified residents.

Residential Energy Use in Santa Fe

The graph below provides the average electric and natural gas use on an annual basis for residential use within city limits. Over the last nine years electricity usage appears to be trending upwards. In contrast, natural gas usage appears to be linked to the number of heating days.



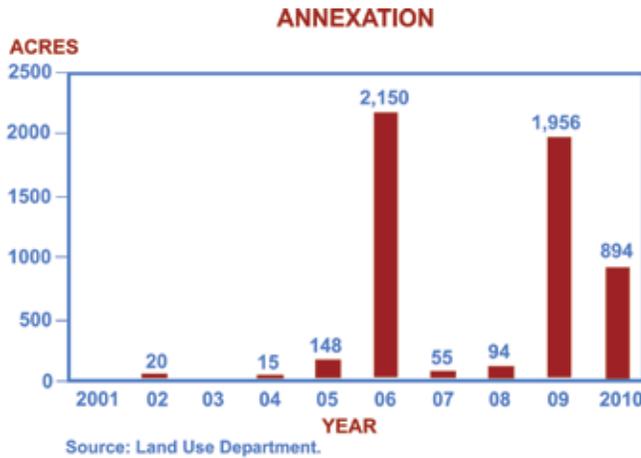


City Growth and Annexation

By the end of 2010 the city contained 29,537 acres of land (46.2 square miles) within its corporate limits. According to Census 2000, the city has an overall population density of 1,663 persons per square mile. Albuquerque has a population density of 2,483 and Las Cruces 1,426 persons per square mile.

In 2010, the city annexed an area near the Santa Fe Airport called The Pavilion Office Complex, a planned office park.

The city has annexed over 5,000 acres during the past five years, though many of those acres represent the city's municipal airport annexed in 2006, and I-25 in 2009, creating a new southern boundary of the city.

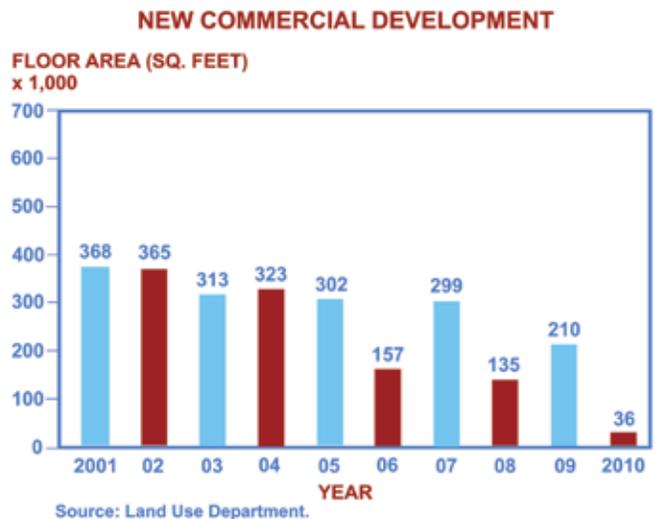


Commercial Development

City of Santa Fe staff tracks new commercial (non-residential) development by permit. Since 2000, the city has added 2.8 million square feet of building floor area, including churches, community buildings, stores, offices, etc. The 10-year annual average is approximately 270,000 square feet of new non-residential building construction. Annual averages include approximately 84,000 square feet of new office space (31%), 143,000 square feet of new retail-related development (53%), and 27,000 square feet of new industrial/warehouse development (10%). Schools and churches comprise the remainder.

During 2010, the city approved just 36,000 square feet of new commercial development, including 16,500 square feet of new retail store development.

Approximately 5-6 acres are developed for every 100,000 square feet of commercial floor area constructed. As a result, 135-162 acres of land have been commercially developed in the city since 2000, or an average absorption rate-equivalent to 13-16 acres, annually.





Urban Area Growth

The urban area, as shown on Page 5, includes the city and immediately surrounding land generally bounded by I-25 to the south and NM 599 to the west/northwest. The urban area includes 43,500 acres or nearly 70 square miles in all. Annual growth of new residences (housing units) in the urban area consists of new residential permits granted within the city, and new residential permits granted in the unincorporated parts of the urban area.



During 2010, 258 new housing units were permitted in the urban area (250-city, 8-county). This represents a growth rate of 0.4% in the urban area housing supply. This was an increase in new residential construction over 2009. The national economic downturn continues to impact the local construction industry.

In September 2002, the city began a water offset program. Applicants with building permit requests that will increase water demand on the city's water system (new homes, apartments, office buildings, etc.) must replace older toilets with new low-flow toilets in existing homes and businesses that are also connected to the water system. The goal is that new construction will not increase net demand on the water system.

Regional Growth

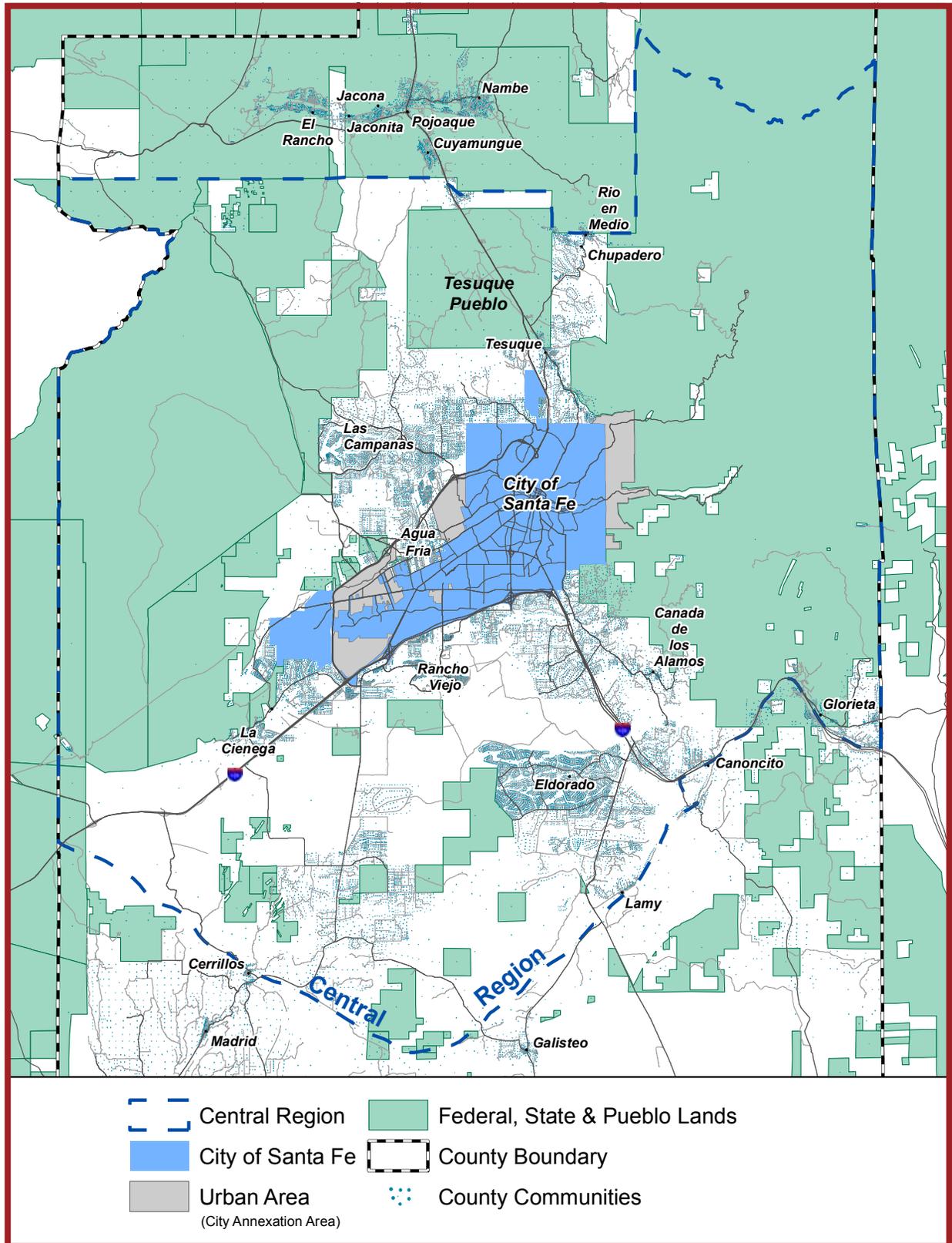
From 2000-2010, 9,713 new housing units have been permitted throughout the central region, including the urban area (See map on page 5). 6,028 new units (62%) have been added to the urban area and 3,685 new units (38%) were added beyond the urban area inside the central region.

In 2010, there were only 324 new housing units permitted within the central region, including the city and urban area. This represents a 0.5% housing growth rate in the region and just 33% of new housing starts constructed annually just five years ago. During 2010, 66 housing units were approved for construction in that part of the region outside the urban area. This includes 18 new homes permitted in Rancho Viejo, 8 new homes in the Eldorado area, and 23 new homes in West/Northwest Santa Fe, including the Las Campanas area. La Pradera received permits for 9 new homes.





Santa Fe City, Urban Area, and Regional Boundaries





Housing

City government is actively involved in the local housing market. The city's affordable housing program has encouraged the construction of low-cost homes and rehabilitation of substandard units. This effort was spurred by decades of rapidly increasing home prices in Santa Fe that impacted a significant population of low and middle - income residents.

Affordable Housing

The chart below illustrates the number of new housing units constructed as affordable housing in the city annually. The figures include new single-family owner-occupied homes and new multi-family rental units.



The city's definition of affordable housing means the monthly cost of a rental unit should not exceed 25% of the monthly income, for a family earning 80% of the area's median household income. The payments for a home should not exceed 30% of that household's gross income.

Since 2000, 1,598 affordable housing units have been built; 877 of these units are single family, mostly owner occupied. These figures represent 28% and 15%, respectively, of all new housing units built in the city since 2000. During 2010, 110 units (50 single family; 60 multi-family units) were added to the city's affordable housing stock.

During 2010, there were 145 affordable homes sold in Santa Fe County to qualifying low to moderate - income families and individuals. (98 of those were sold within the city). More than half of those were new houses, not previously owned.

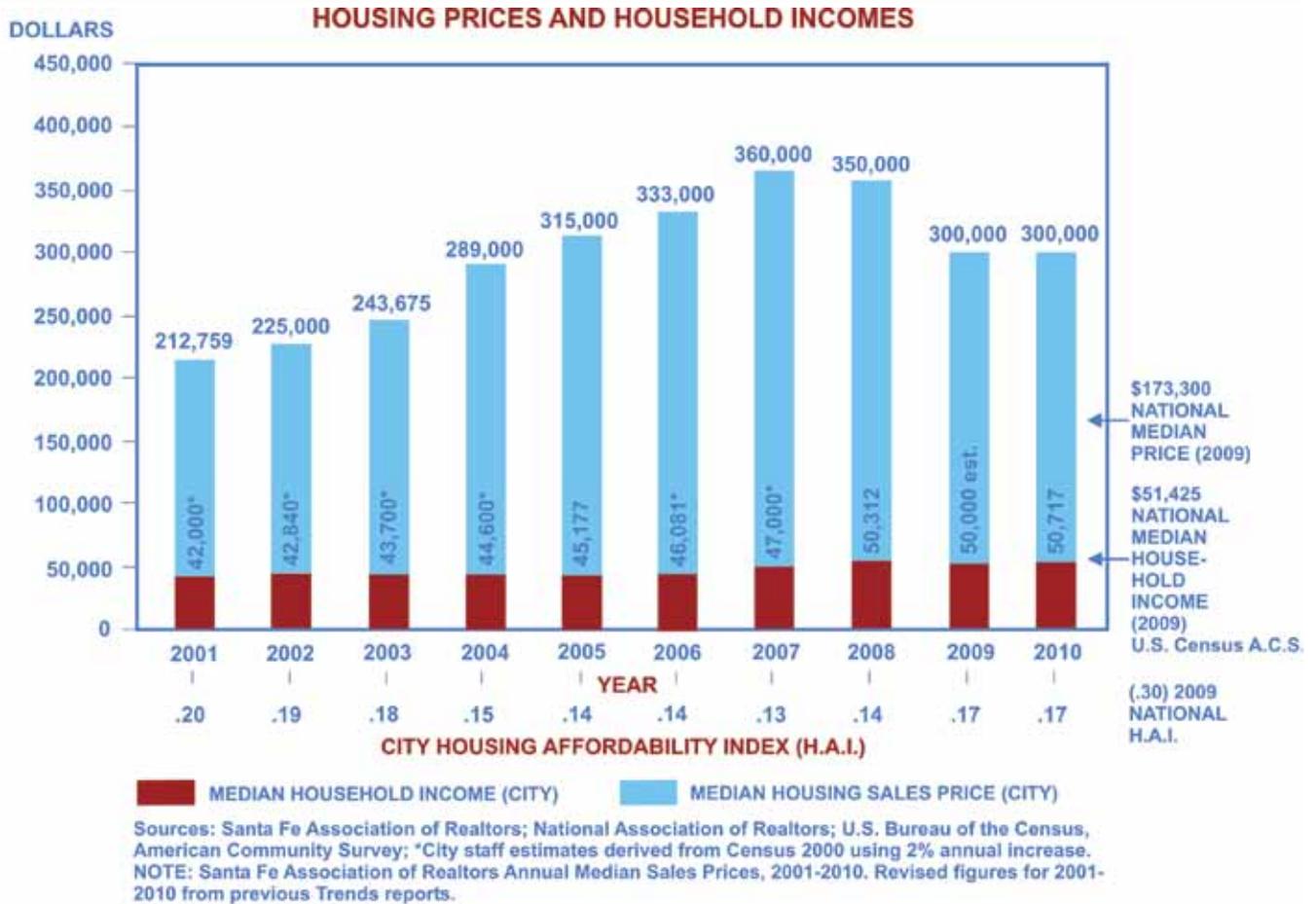
Tierra Contenta

Tierra Contenta is a city-initiated master planned community of 1,400 acres, approved for a total of 5,800 housing units. Tracking the annual growth of Tierra Contenta is important as it may continue to absorb much of the city's growth during the next 10 to 20 years.

The chart below shows how many total housing units (owner-occupied and rental) have been constructed in Tierra Contenta since the first homes were built in 1995. Tierra Contenta's growth is compared to the city's total growth in new units.



Since its beginning in 1995, 2,468 new housing units have been built or permitted for construction in Tierra Contenta. This represents 31% of the 8,100 new housing units built in the city since then. In 2010, a total of 64 (60 Multi Family and 4 Single Family units) new units were permitted for construction in Tierra Contenta, or 25% of the city's 250 new housing units.



Housing Prices and Incomes

At the end of 2010, the median sales price of single-family detached homes in the city remained steady at \$300,000, according to the Santa Fe Association of Realtors Multiple Listing Service (MLS). This was the same median price as 2009. (City median sales price figures beginning with 2005 include the Airport Road area.) The nation’s median housing sales price finished 2010 at \$173,300, also nearly identical to 2009.

Also during 2010, the number of sales of single family detached homes in the City of Santa Fe increased slightly from 509 in 2009 to 527 in 2010, a 3.5% increase. However, in the 4th quarter of 2010 there were only 114 single-family homes sold compared to 143 homes sold during the same period in 2009.

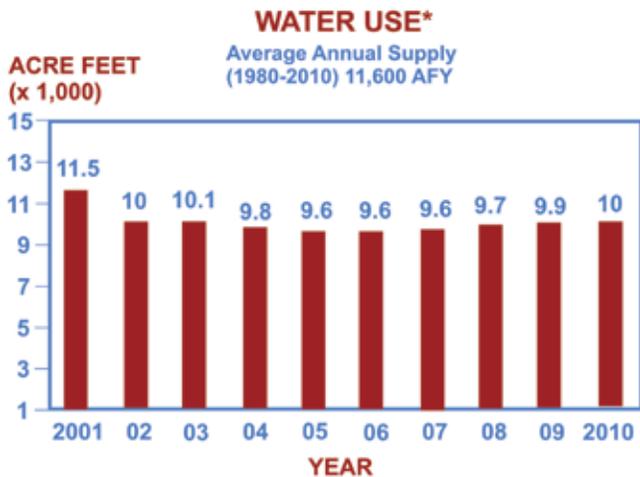
The association cautions that the MLS medians may over-estimate actual median prices in Santa Fe, because they do not reflect sales of new affordable homes, or other homes that may not be part of MLS.

When median housing price statistics are compared with median household income figures, a Housing Affordability Index (HAI) is created. This index simply divides an area’s median household income by the median housing price for the same year and arrives at a ratio. Higher ratios indicate greater affordability of single-family homes. The index for Santa Fe was .17 for 2010 compared to the national index of .30.



Water

Water is an important issue to Santa Feans. The city's high desert location and periodic droughts make water a key component of growth management planning efforts.



One acre foot = 325,851 gallons
Source: Water Division. Actual water use figures have been rounded to nearest 100 acre feet to provide figures in graph.
*Figures in graph include water use by city and county water utility customers, but exclude water use for Las Campanas.

During 2010, customers of the city and county water utilities held overall water demand to a combined 10,041 acre feet (city use was 9,646; county use was 395). When considering that the city water system serves an estimated 80,000 residents, the average water demand* was at 107 gallons per capita daily in 2010. Las Campanas used 408 acre feet of water in 2010.

The figures in the chart demonstrate the elasticity, or variability, of water use. Strong conservation efforts at home, work, and school, as well as pricing, can have a dramatic effect on the amount of water we use in our daily lives.

The city's water supply comes from three sources: reservoirs that collect and store mountain run-off from the upper Santa Fe River watershed, the city well field, and the Buckman well field. In wet years, the reservoirs provide 40% of the city's water supply. However, during 2002, the reservoirs produced only 740 acre feet, or just 7% of the total water supply. During 2010, the city used 4,934 acre feet from the reservoirs, or 51% of the city's overall water use. The city relied on the Buckman well field for 3,053 acre feet, or just 32% of total demand. The city well field provided the balance (17%) of water production.

In 2003 the city drilled four new wells, numbers 10-13 in the Buckman well field. In 2004, the state engineer granted use of up to 1,500 acre feet of water from each of the four new wells as part of the original 10,000 acre feet of groundwater authorized under the Buckman permit. The new wells will help reduce Santa Fe's vulnerability to drought.

Buckman Direct Diversion Plant

The Buckman Direct Diversion facility began operating as of January, 2011 when the first diversion of Santa Fe's San Juan Project Water was drawn from the Rio Grande.

*Defined as the total amount of water used divided by the total population or number of dwelling units connected to the water system, divided by 365 days.



Waste

The need to recycle and re-use both wastewater and solid waste is important in moving toward a more sustainable community in Santa Fe. The ability of the city to work toward recycling and re-use now will help provide more options for the future of the entire region.

Wastewater System

Along with water supply, an adequate wastewater system is necessary for a growing Santa Fe. New wastewater lines must be extended and old lines replaced. An important indicator of the city's ability to absorb future growth is comparing the wastewater treatment plant's daily capacity with the average daily amounts of wastewater that are actually generated.



In 2010, the city treated an average of 7.9 million gallons of wastewater daily, including an average daily peak of 11.56 million gallons. The city has the capability to treat an average of 8.5 million gallons of wastewater per day, and instantaneous peaks of 12-13 million gallons at the wastewater treatment plant located north of the airport. Some of the reasons for the increased amounts of wastewater in recent years include:

- De-watering of bio-solids
- Wastewater solids from developments outside the city

The City's Wastewater Division is currently expanding the treatment plant to allow average daily flows of 12 to 13 million gallons and instantaneous peaks of 27 million gallons. The expansion, nearly completed, will handle growth for the next 20-30 years. Using treated wastewater effluent, especially at the regional landfill and at the Marty Sanchez Links de Santa Fe golf course, will help reduce future demand for potable water. This approach to the city's treated effluent will keep users of large amounts of water, such as landfills and golf courses, from relying on valuable drinking water, reserving it for human consumption.

Solid Waste/Recycling

During 2010, the City of Santa Fe's recycling program diverted approximately 5,208 tons of material from being dumped into the regional landfill. Recycling is an important part of the community's efforts at creating a sustainable future.

In 2010, city-generated trash emptied into the landfill was 74,724 tons, a slight increase over 2009.





Transportation

Road congestion, the connection of existing roads, and the construction of new roads are some of the most controversial issues in Santa Fe. The General Plan proposes a number of new roads to be built in the future. A primary objective of the Plan is to “reduce automobile dependence and dominance.”

Road improvements in 2010 included the construction of the Siler Road Bridge crossing connection to West Alameda and the Rufina Street extension to Harrison Road.

The City Staff continued the ADA curb ramp program to allow for better access across streets for those with disabilities. Pedestrian improvements were installed along Palace

Traffic Volumes

The city’s major roadways are listed below with traffic volumes provided by year. In some instances traffic volumes are measured at different roadway locations. This may explain decreases in traffic volumes from one year to the next year. But the highest count along given roadways is used each year.

Road Congestion

The most congested roadways during the evening peak hours (4-6 p.m.) are estimated to be the following locations:

- Agua Fria, near Osage Avenue
- Cerrillos Road, near Second Street
- Old Pecos Trail, near Cordova

Traffic Volumes

(Average Weekday Traffic/24-Hours)

Roadway	2000	2001	2002	2003	2004	2005	2006	2007	2008
Cerrillos Road	55,000	55,000	60,200	59,600	53,200	51,800	51,800	50,600	49,950
St. Francis Drive	52,800	54,800	54,800	54,800	51,400	52,100	49,650	53,000	53,800
St. Michael’s Drive	40,550	40,550	40,550	40,500	38,000	38,000	36,000	38,800	38,000
Airport Road	37,000	37,000	30,700	36,700	32,600	32,500	32,500	39,300	38,750
Rodeo Road	34,600	34,600	31,700	30,450	32,950	32,950	32,950	30,400	30,400
Paseo de Peralta	27,200	27,200	27,200	27,200	27,200	26,500	26,500	26,500	26,500
Old Pecos Trail	23,400	22,700	22,750	22,700	25,700	25,700	25,700	25,700	25,700
Agua Fria	19,550	21,550	21,500	21,300	21,000	23,100	23,100	23,100	19,950
Siler Road				12,900	15,500	15,500	17,400	15,700	17,400*
West Alameda	15,700	15,700	14,500	14,600	15,000	15,000	15,000	14,100	14,100
Zafarano	10,900	12,000	12,000	12,250	12,300	12,200	12,200	12,200	12,000
Veterans Memorial Hwy. (NM 599)	8,800	8,800	8,300	10,800	11,300	11,300	11,300	13,500	13,500
Osage				9,900	9,800	9,800	10,950	9,250	9,250
Rufina Street				8,800	9,300	9,300	9,300	9,300	9,300
Richards Avenue	7,400	7,800	7,450	8,100	9,700	9,700	9,700	11,000	10,800
Bishop’s Lodge	6,800	6,700	6,700	6,100	6,550	7,400	7,400	7,400	7,400
Hyde Park Road	5,600	5,600	5,600	5,600	5,600	5,600	5,600	5,600	5,600

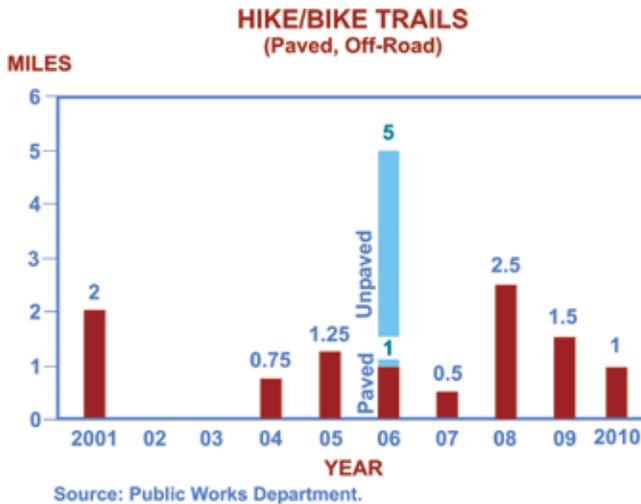
Source: Public Works Department.

*Prior to opening of Siler Bridge across the river in Nov. 2009.



Transit

The city’s bus system, Santa Fe Trails, began service in January 1993. “Passenger Trips” provides the most useful indication of how much the system is being used. A “Passenger Trip” is defined as one person riding one direction only (not roundtrip), including all transfers needed to reach a destination.



During 2010, the number of passenger trips on Santa Fe Trails jumped by 8% over 2009 from 825,000 to 893,000, the highest ridership in the system’s 18 years of operation. Route 2 along Cerrillos Road accounts for 50% of the total ridership. Santa Fe Trails operates 20 full-size compressed natural gas (CNG) buses during peak hours, with a total fleet size of 30 buses.

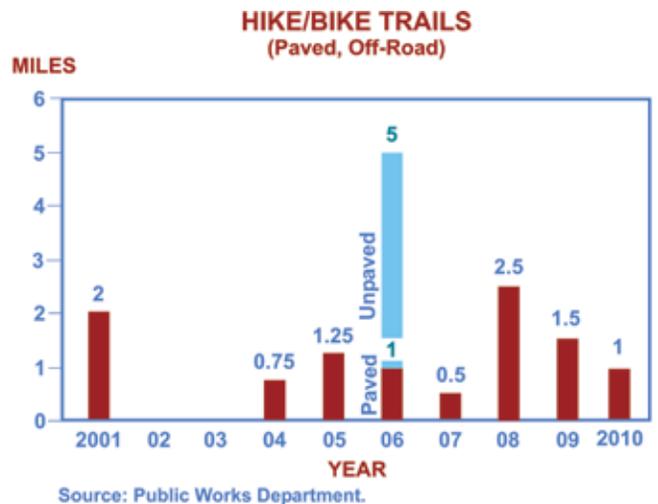
Rail Runner Service

The Rail Runner Commuter Train completed its second year of service to Santa Fe on December 17, 2010. During its second year, the Rail Runner carried 383,000 passengers to the “City Different”. This accounted for about 1/3 of the more than 1.1 million passengers the entire system carried among Belen, Albuquerque and Santa Fe. The Rail Runner ridership was down in 2010 by 15% from 2009. Ridership to Santa Fe slipped by nearly 18%, though that may be due to the fact that Santa Fe County residents rode for free during the first three months of 2009.

Urban Hike/Bike Trails

Since 2000, the city has added 10 miles of paved, off-road Hike/Bike Trails and another 12 miles of designated bike routes have been established along Siringo Road, Old Pecos Trail, Don Gaspar Avenue, Galisteo Street, and Yucca Street. In addition, another 5 miles of roadway along Rodeo Road and Airport Road have been striped to easily accommodate bicyclists.

During 2010, the city added one mile of trails to the city’s system. One-half mile was added to the Acequia Trail and one-half mile was added to the Santa Fe River Trail.



The City of Santa Fe contains 15.0 miles of paved hike/bike trails. The City of Flagstaff, Arizona contains 13.5 miles of paved, off-road trails and the City of Las Cruces, New Mexico has 12.5 miles of paved trails.

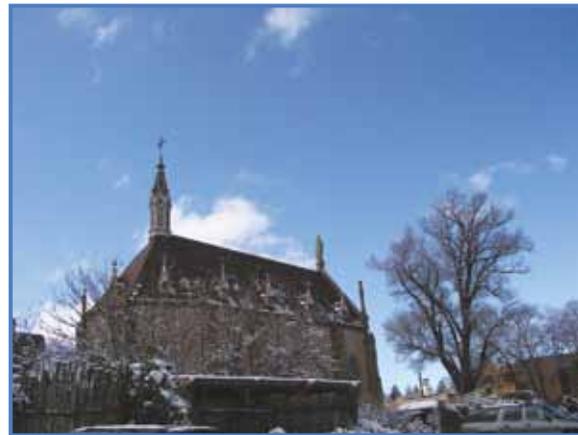


Air Quality

The New Mexico Environment Department monitors Santa Fe's air pollutants in two locations. Particulate Matter is monitored at the Santa Fe Airport and at the Harold Runnels State Office Building at St. Francis Drive and Alta Vista Street. Based on federal requirements, the state environment department monitors ozone (O²) and particulate matter (PM²) levels in Santa Fe, due to EPA's emphasis on measuring pollutants considered most injurious to human health.



In 2010 the average of the five highest 24-hour measurements of PM² was 9.2 UG/m³, well below the EPA maximum threshold of 35 UG/m³. The 4th highest 8-hour average for ozone during 2010 (federal standard for measurement of ozone) was 0.064. This is below the maximum federal standard of 0.075 for ozone.



Particulate matter is often associated with air pollution created by smokestack industry, prevalent in the eastern parts of the nation. Throughout much of the west, particulate matter is little more than windblown dust and dirt. However, these natural particles can aggravate respiratory problems.

Greenhouse Gases

Greenhouse gas emissions represent another air quality issue for Santa Feans. Carbon dioxide and methane are the most prevalent gases representing a threat to our environment. In unusually high concentrations, these gases trap abnormal amounts of heat in the atmosphere – a process that affects the climate of the entire world, often referred to as “global warming.” Although these gases are naturally occurring, many events such as the burning of rain forests in South America may be speeding up global warming. U.S. cities and worldwide industries are also contributors to this problem, primarily through carbon dioxide emissions from internal combustion engines.

Ozone is now recognized as one of the biggest threats to human health. It can penetrate deeply into human lungs and burn very delicate tissue increasing chances for respiratory infection and long-term lung damage.





Parks and Recreation

Park development in a growing city like Santa Fe is an important part of the overall quality of life, particularly for families with children. Parks have long been considered an integral part of city life. As Santa Fe grows, it will be important to follow and measure the progress the city makes in the development of new neighborhood and community parks.



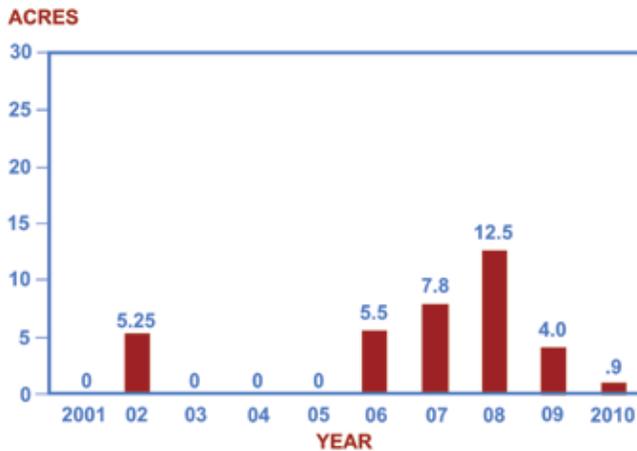
PARK DEVELOPMENT (Neighborhood & Community Parks)

Year	Name (Acres)
1992	“Marc” Brandt (4.8)
1993	Las Acequias (5.1), Peralta (2.0)
1995	Franklin Miles (Additional 8.0)
1996	Wood Gormley* (2.5), Rancho Siringo (.5), Calle Alvarado (4.8), Frenchy’s (14.1)
1997	Sweeney* (2.5), Cesar Chavez* (2.5), Pueblos Del Sol (9.0)
1998	Los Milagros (1.2)
1998	Ball fields developed at the MRC; Genoveva Chavez 2000 Community Center.
2002	Espinacitas (.25), Rugby Fields at MRC (5.0)
2003	MRC Trails (9.0 miles), MRC/Agua Fria (2.0 miles from San Felipe to MRC Rugby Fields)
2006	Pueblos Del Sol (5.3), Entrada Park (.2)
2007	Maclovia (.2), Plaza Entrada (.6), Martin Luther King (1.3), Las Estancias (5.7)
2008	Railyard Park (12.5)
2009	Power Plant Park (3.4), Valentine Park (.6)
2010	Sunny Slope Meadows Community Garden Park (.65) Salvador Perez Pool Patio Park (.25)

*Soccer Field Developed at Elementary School

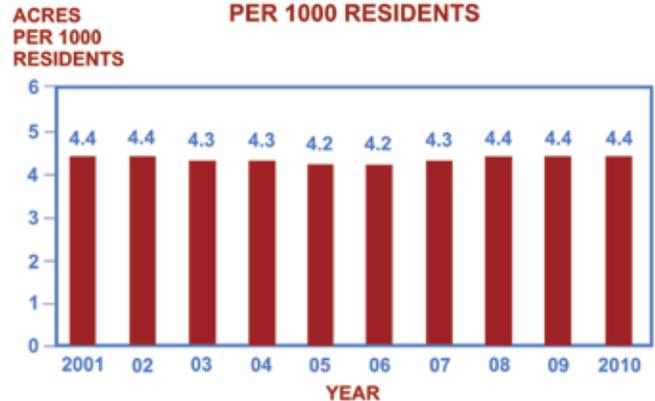
Park Acreage per 1,000 Residents

The amount of park acreage developed per 1,000 city residents is an important indicator that reveals how close Santa Fe is to achieving its own code requirements of providing a combined total of five acres of developed neighborhood and community parkland per 1,000 city residents.



Source: Public Works Department.

TOTAL DEVELOPED PARKLAND PER 1000 RESIDENTS



Source: Public Works Department.

During 2010, the new Sunny Slope Meadows Community Garden Park and the Salvador Perez Pool Patio Park were completed.

Since 1998, Santa Fe has maintained a range of 4.2 to 4.4 acres of developed neighborhood and community parkland per 1,000 city residents. As of 2010, the “developed parkland per 1,000 residents” ratio was at 4.4 acres.

The city contains approximately 312 acres of developed neighborhood and community park land, but needs a total of 350 acres of developed parks, or 38 additional acres, to meet its goal.



Public Schools

The Santa Fe Public School District’s success is important to the community’s quality of life. Statistics provided include the district’s high school graduation rate and district enrollment figures.

High School Graduation Rate

The graduation rate reflects the importance of education in the community and may be a factor in issues ranging from crime rates to economic development and corporate job location. The Santa Fe Public School District calculates annual graduation rates for grades 9-12.

The state Public Education Department is now measuring “cohort graduation rate”, which tracks an entering freshman class and determines the percent that graduates at the end of the four-year high school program. The 2009 class four-year graduation rate for the Santa Fe Public Schools was 60%, while the statewide rate was 66%, an increase for both Santa Fe Public Schools and the state as a whole over 2008. Females in the Santa Fe Public Schools 2009 class graduated in four years at a rate of 67%, while males graduated at a rate of 52%, a 10% improvement for females and a 3% improvement for males over 2008. Statewide, the figures for females and males were 70% and 62%, respectively.



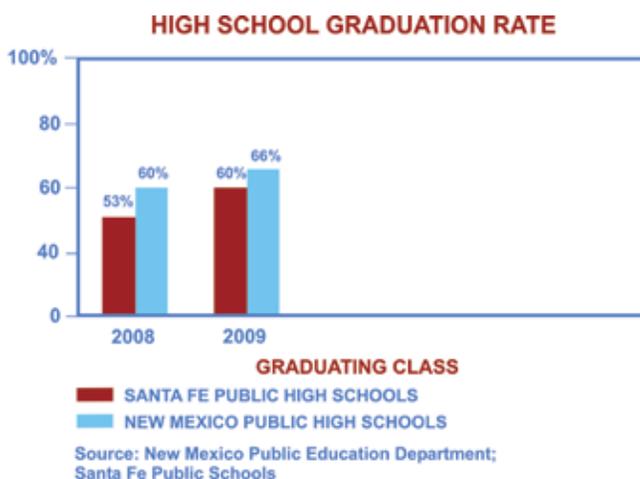
School District Enrollment

Tracking district enrollment provides an insight into the relative sizes of the elementary, middle school, and high school student populations. The year-by-year figures on the following page show changes at each level.

Elementary school and middle school student populations increased during the 2010-2011 school year, while the number of high school students dropped. Overall, the district experienced a net increase of 261 students in the 2010-2011 school year.

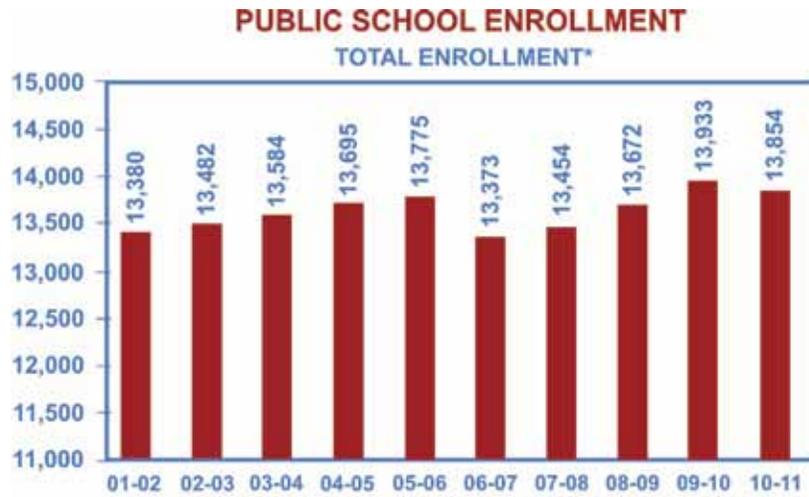
The district’s student population has ranged from 13,380 to 13,933 students during the past ten years, or less than 1% average annual growth. While growth of the student population district-wide is modest, the district has experienced much higher growth in certain parts of the district, most notably in the Airport Road area. Cesar Chavez and R.M. Sweeney Elementary Schools, both in the Airport Road area, contain over 500 students each. Cesar Chavez Elementary remains the district’s most populous elementary school with 640 students in 2010-2011.

Capital High School had an enrollment of 1,090, while Santa Fe High had an enrollment of 1,526. Ortiz Middle School is the largest of the districts three middle schools with 719 students.





Public School Enrollment



PUBLIC SCHOOL STUDENTS K-12

*Figures include students in special education programs and charter schools.

Source: New Mexico Public Education Department;
Santa Fe Public Schools





Arts and Culture

Santa Fe and the Arts

According to a survey by The National Endowments for the Arts, there are now almost two million Americans who describe their primary occupation as artist. Somewhat surprisingly, artists represent a larger workforce group in this country than the legal profession, medical doctors or agricultural workers. Artists play a very important role in New Mexico's cultural vitality and economic prosperity.



This country's artists represent a powerful labor force whose economic contributions total approximately \$70 billion annually. According to The National Endowment for the Arts survey, half of the U.S. adult population attended at least one of seven arts activities in the previous 12 months – jazz, classical music, opera, musical plays, non-musical plays, ballet or art. This translates into nearly 100 million different people attending one or more of these events each year.

New Mexico is one of the states that leads the way in the arts and sunbelt cities dominate the list of metropolitan areas with the highest per capita concentration of artists. Nine of the top 15 cities with the highest concentrations of artists are now in the Sunbelt: San Francisco, Santa Fe, Los Angeles, Boulder, Santa Cruz, Santa Barbara, Nashville, Orlando and San Luis Obispo.

Top metropolitan areas ranked by percentage of artists in the labor force.

1. San Francisco, CA
2. Santa Fe, NM

Santa Fe ranks #1 nationally in the number of "writers/authors" and "fine artists, art directors and animators" per capita.

Santa Fe Museums

The city boasts five state museums (Palace of the Governors, Museum of Art, International Folk Art, State History and Indian Arts and Culture) as well as the famed Georgia O'Keeffe Museum. Together these museums attract over 300,000 visitors each year. The new State History Museum, located behind the Palace of the Governors, opened in 2009.

City of Santa Fe Community Gallery

The City of Santa Fe Arts Commission's Community Gallery, located on the Santa Fe Community Convention Center first floor, offers inspiring exhibitions for the public, educational and professional development for local artists/artisans and exciting activities for the community. Gallery programming provides a range of services, exhibitions and activities that engage the public as well as support the efforts of local artists/artisans.

Performing Arts Theatres in Santa Fe

The Santa Fe Playhouse

Famed writer, Mary Austin incorporated the Playhouse in 1922 as the Santa Fe Little Theatre. Celebrating and preserving the richness and texture of the Anglo, Native American and Spanish cultures is what Mary Austin envisioned. The playhouse has stayed true to this vision for 89 seasons earning it the distinction of being the oldest, continuously running theatre west of the Mississippi. Today, the Playhouse offers never-produced playwrights the chance to see their work on stage and first-time performers the opportunity to be on stage with seasoned actors.



The Lensic Performing Arts Theatre

The Lensic was built in 1931 by Nathan Salmon and his son-in-law, E. John Greer. The Boller Brothers of Kansas City were the architects. For decades, the Lensic flourished with appearances by performers like Rita Hayworth, Roy Rogers and Judy Garland. In 2001, a \$9 million renovation was completed. The Lensic continues to host great speakers and live performances.

The Greer Garson Theatre

Greer Garson Theatre Center, named for film actress Greer Garson was a supporter of new theatre work and a generous benefactor. Through the presentation of new plays and re-imagined classics, this theatre company invites audiences to explore provocative themes that embrace the human condition and readings of new work within the Santa Fe community.

The following is a list of more outstanding performing arts theatres in Santa Fe:

Armory for the Arts
 Ensemble Theatre Festival
 Railyard Performance Center
 Santa Fe Performing Arts Co
 Santa Fe Stages
 Southwest Children's Theatre
 Theatre Grottesco
 Theatre Residency Project
 Theatrework
 Wise Fool New Mexico

Higher Education

Santa Fe is fortunate to have some outstanding institutions of higher education. Both private and public education colleges are located here.

Santa Fe Community College

Established in 1983, Santa Fe Community College has grown rapidly, both in enrollment and campus expansion. Today, the college serves more than 8,000 students in any given semester in its credit, noncredit and adult basic education programs. The campus is situated on 366 acres off Richards Avenue, south of Interstate 25.

St. John's College

St. John's College is a private, co-educational, four-year liberal arts college. The college is known for its "great books" curriculum. St. John's is a single college located on two campuses; one in Annapolis, Maryland, and another in Santa Fe. Each campus is small with fewer than 500 students. A gift of land at the foot of the Sangre de Cristo Mountains by John and Faith Meem determined the Santa Fe college's site.

Santa Fe University of Art and Design

In 1859, four Lasallian Order Brothers, a teaching order of the Catholic Church, left France for Santa Fe and started a preparatory school. In 1950, it became the College of Santa Fe and graduated its first college class of 23. On August 30, 2010, the name of the college was changed to Santa Fe University of Art and Design. The university has a strong liberal arts curriculum and is distinguished by its programs in the creative arts.



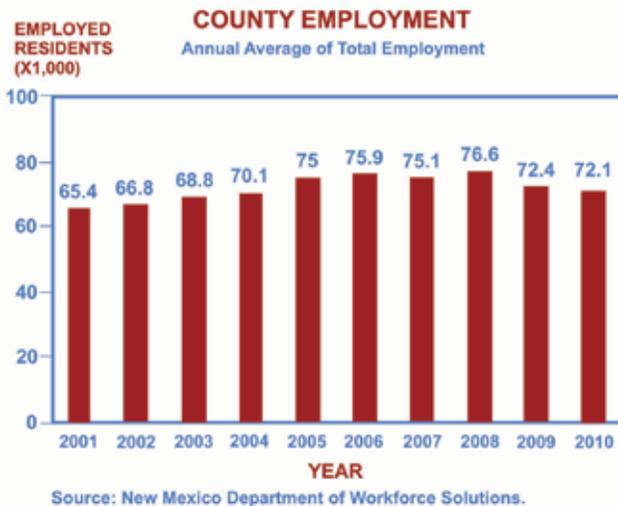
Economy

Employment and job statistics are reported for each county annually by the New Mexico Department of Labor. These statistics include total employment as well as unemployment rates.

As of January 1, 2010 the minimum wage in the City of Santa Fe was set at \$9.85 per hour. This minimum wage is paid by all employers located within the city limits. This applies to all businesses and non profit organizations required to have a business license or business registration issued by the City.

Employed Persons-Santa Fe County

The chart below shows total employment levels for Santa Fe County residents by year during this decade. Employment in Santa Fe County declined only slightly in 2010. This accounts for the increased unemployment rate.



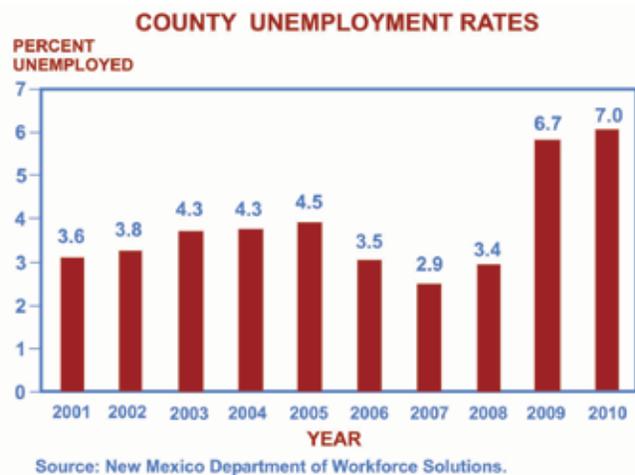
Jobs in Santa Fe County

In October 2010, wage & salary jobs in the private sector employed 44,000 in the county, while 16,800 individuals were employed in the public sector. Employment by leading sectors included:

- Government (fed., state, local) – 16,800 (28%)
- Health Care/Social Assistance – 8,878 (15%)
- Retail – 8,600 (14%)
- Accommodations/Food Service – 8,277 (14%)
- Construction – 3,100 (5%)

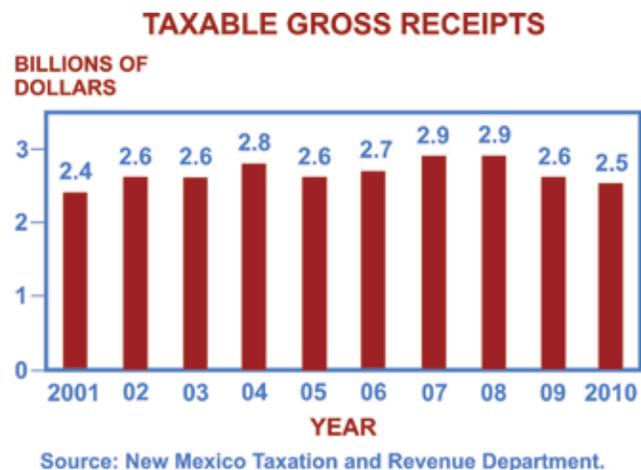
Unemployment

One measure of the economic health and vitality of a region is the unemployment rate — or those people actively searching but unable to find a job. Santa Fe County’s average unemployment rate for 2010 was 7.0%, from increasing 6.7% in 2009. The nation’s average unemployment rate for 2010 was 9.6%, while New Mexico’s unemployment rate was at 8.4% in October. While 72,100 county residents are employed, approximately 5,400 people were unemployed and looking for work.



Gross Receipts

Economic activity within the city of Santa Fe generated an estimated \$2.5 billion in taxable gross receipts in 2010, a 2.7% decline from 2009.





Fires and Emergencies

City staff tracks “response time” to calls for fires and emergency assistance using a computer-aided dispatch system. This system allows the staff to analyze how quickly they respond to calls for help. Response time is a very important indicator to Fire/EMS departments nation wide. In many cases, help during the first 6-7 minutes is necessary in preventing major property loss and/or death of a critically ill or injured person. In 2010, average response time for emergency calls was 6:42 minutes in Santa Fe.

During 2010, the Santa Fe Fire Department responded to and fought 183 fires. The 10-year average is 221 fires per year. The city experienced 46 total structural fires. Brush and grass fires represent the most common fires in Santa Fe.



Emergency medical responses comprise the vast majority of calls responded to by the Fire Department. During 2010, the Fire Department responded to 8,471 calls (23 per day) for emergency medical assistance. Each day the city responds to an average of two vehicle accidents requiring medical attention, which increased in 2010.

Fires

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Structural Fires	33	58	43	54	49	57	62	42	64	46
Vehicle Fires	51	31	45	26	42	30	41	27	24	40
Brush/Other Fire	<u>181</u>	<u>191</u>	<u>162</u>	<u>119</u>	<u>127</u>	<u>111</u>	<u>72</u>	<u>78</u>	<u>76</u>	<u>97</u>
Total	265	280	250	199	218	198	175	147	164	183

Emergency Medical Service(EMS) Responses

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Total EMS Responses	7,500	8,000	8,096	8,661	7,956	8,133	8,981	9,066	8,637	8,471
Vehicle Accidents w/medical attention*	1,130	1,172	1,453	1,505	1,164	1,096	946	817	649	679

Source: Santa Fe Fire Department.



Crime

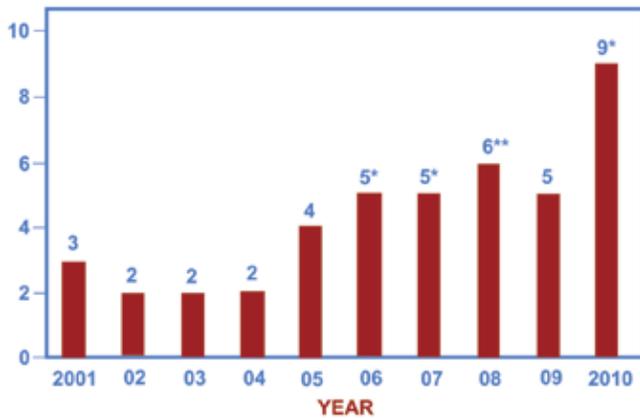
Public safety and protection are vital to Santa Fe's quality of life. There are different ways to measure public safety. Tracking crime statistics in the city is a valuable tool in assessing public health and security.

The charts below provide annual crime statistics reported to city police. During 2010 homicides, reported rapes and burglaries increased while robberies decreased. There were also five suicides in the city in 2010.

According to the FBI's Uniform Crime Report (2009), national averages for cities roughly the same size as Santa Fe were: homicides 4; Robberies 136; reported rapes 30; and burglaries 732.

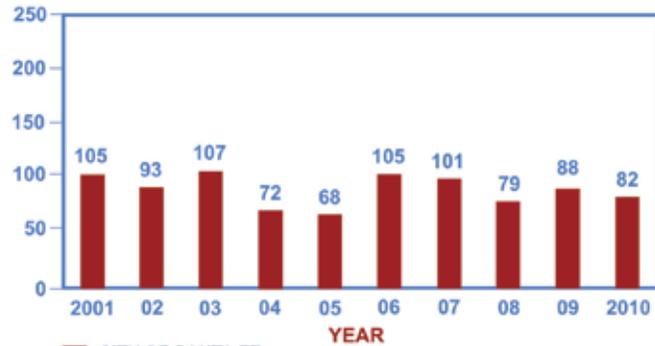


HOMICIDES



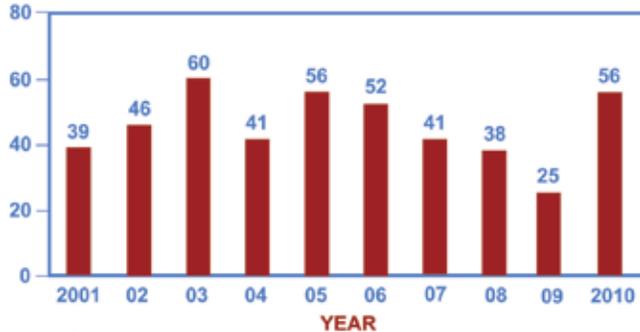
■ CITY OF SANTA FE
Source: Police Department. *1 Vehicular homicide, **2 Vehicular Homicides.

ROBBERIES



■ CITY OF SANTA FE
Source: Police Department.

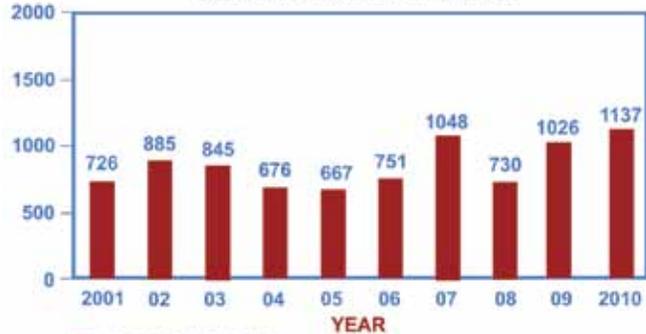
REPORTED RAPES



■ CITY OF SANTA FE
Source: Police Department.

BURGLARIES

(Residential and commercial buildings)



■ CITY OF SANTA FE
Source: Police Department.



City Finances

According to the City’s 2010-2011 annual budget, the City of Santa Fe has financial resources of \$247.2 million. The city has seen gross receipts tax revenue decline by \$4.5 million during the past year, falling from \$90 million to \$85 million. The city has dipped into cash reserves to cover the shortfall.

Santa Fe has one of the lowest residential property tax rates of the 10 largest cities in New Mexico. Residential property tax rates are currently \$664 per \$100,000 of market value. The low tax rate helps offset traditionally high property values in Santa Fe.

The city’s financial resources for the 2010-2011 budget year come from the following:

• Gross Receipts Tax	\$85,900,000	(35%)
• Lodger’s Tax	\$7,100,000	(3%)
• Franchise Tax	\$2,500,000	(1%)
• Property Tax	\$6,800,000	(3%)
• Other Tax	\$2,100,000	(1%)
• Federal and State Grants	\$5,800,000	(2%)
• Fees (water, sewer, parking, etc.)	\$105,500,000	(42%)
• Fines, Licenses & permits	\$3,100,000	(1%)
• Cash Reserves (used in Budget)	\$21,600,000	(9%)
• Other Sources	<u>\$6,800,000</u>	(3%)
TOTAL	\$247,200,000	

Bonds and Borrowing

The city borrows money through the sale of bonds. There are two primary types of municipal bonds that cities use to borrow money:

1. General Obligation Bonds – These bonds, usually approved by voters, pledge increased property taxes for the repayment of the bonds. By law, Santa Fe could issue general obligation bond debt up to 4% of the total tax-assessed land value in the city. Voters approved a \$30 million parks bond that was issued in June 2008.

2. Revenue Bonds – These bonds are issued by the city to borrow money secured by gross receipts taxes and other fees and revenues the city collects, such as water and sewer fees. Revenue bonds require City Council approval, but generally not voter approval. Santa Fe relies entirely on revenue bonds to borrow money. The city currently has revenue bond indebtedness (outstanding principal and interest) of \$449 million. Some of this bond debt includes:

- \$101 million - gross receipts revenue bonds
- \$198 million - water enterprise bonds
- \$15 million - municipal recreation complex (MRC) bonds

City officials have preferred to use Revenue Bonds because the financial burden to pay for these bonds is shared by residents and visitors through the purchase of goods and services. General Obligation Bonds, on the other hand, rely on property taxes and therefore place the burden on local residents.

City Staffing

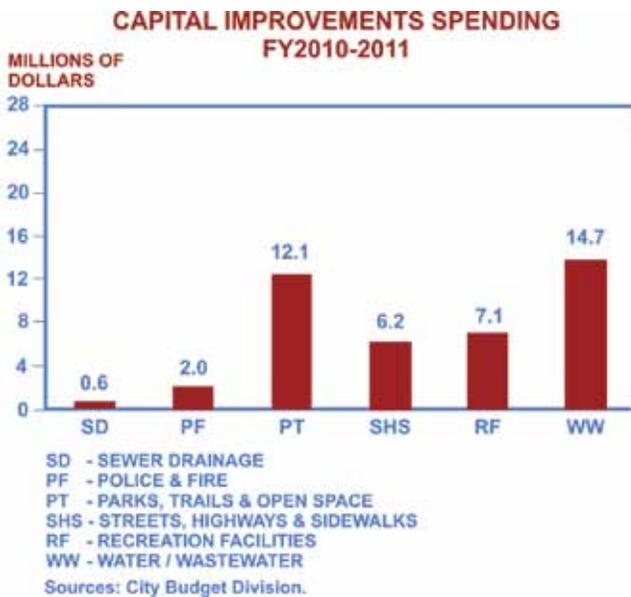
The city spends approximately one third of its total appropriated funds on salaries and benefits for all employees. The city currently employs 1,608 individuals, of which 1,472 are full-time. The general fund supports approximately half of the city staff, while enterprise funds (i.e. water, sewer, transit, parking), grants, and other funds directly support the other half. City staffing levels have dropped slightly over previous years in response to declining revenues.



Capital Improvements

“Capital Improvements” is a term that refers to construction projects initiated by the city. These improvements often include projects such as park development, new water and sewer lines, road construction and maintenance, as well as the building of new fire and police stations.

City spending for various capital improvement categories during 2010-2011 is represented in the graph below.



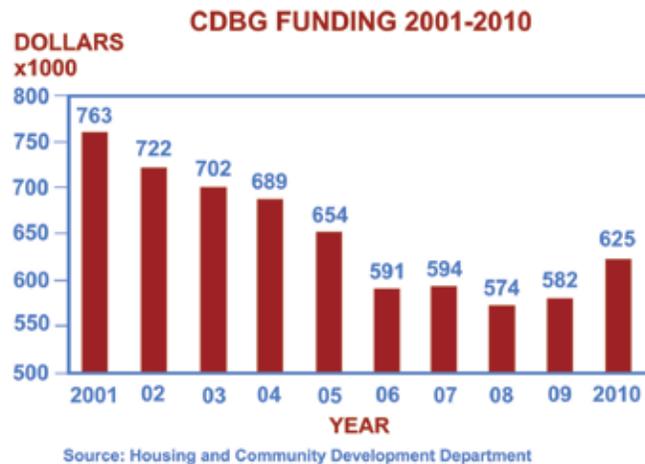
During 2010-2011 over \$12.7 million is budgeted for the city water system, including the Buckman Direct Diversion project on the Rio Grande. Meanwhile over \$12 million of parks bond money has been budgeted for various trail projects throughout the city.

Capital improvements funding for the next few years will continue to be focused on the Buckman Direct Diversion facility allowing the city to divert San Juan-Chama project water from the Rio Grande, northwest of the city.

Community Development Block Grants (CDBG)

The city receives annual federal CDBG monies that are spent to benefit low to moderate-income persons; people who make less than 80% of the average median income based on family size. In addition, funds spent must meet one of the following national objectives: **1)** benefit low to moderate-income persons; **2)** prevent or eliminate slum and blighted conditions; or **3)** meet an urgent community need that threatens the health or welfare of residents. Projects fall under the categories of Area Benefit, Limited Clientele, Housing Activities, or Job Creation/Retention.

The City of Santa Fe uses 100% of the funds for low and moderate-income persons. A majority of the funds go toward down payment assistance (housing activities), but the city also funds public service activities that serve a limited clientele or neighborhoods. Economic development projects have also been funded in the past.





Census Stats

Population

According to the 2010 census, the City of Santa Fe's population continues to grow at a slow pace but faster than the 1990s. The growth that many observe when they discuss Santa Fe has occurred outside the city limits. While growth within the city was steady during the last 20 years, growth on the city's fringe was not. In 1980 that portion of the urban area outside the city contained less than 4,000 people and just 7% of the urban area population. By 2000, there were nearly 17,000 people in that portion of the urban area outside the city, accounting for 21% of the urban area population. As the table indicates, higher growth rates occur outside the urban area.

Housing

The city's housing supply has nearly doubled since 1980, increasing from 20,154 units to 37,200 units in 2010. Housing growth rates can be very different from population growth rates, as can be seen by comparing the annual rates of increase in the tables below. For example, while the city's population growth rate was less than 1.0% annually between 2000-2010, the city's housing growth rate during the same period was more than double that pace at 2.2%. Smaller family size and more second homes used by part-time residents account for much of the difference.

The figures for each geographic area in the tables below include the figures from the geographic area directly above it (e.g. Urban Area figures include City figures).

Population

	<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	Annual Increase <u>2000-2010</u>
City	49,160	57,605	62,203	67,947	574 (0.9%)
Urban Area	53,000*	66,104	79,100	84,877	578 (0.7%)
Region	62,125	82,134	104,192	117,651	1,346 (1.3%)
County	75,360	98,928	129,292	144,170	1,488 (1.2%)

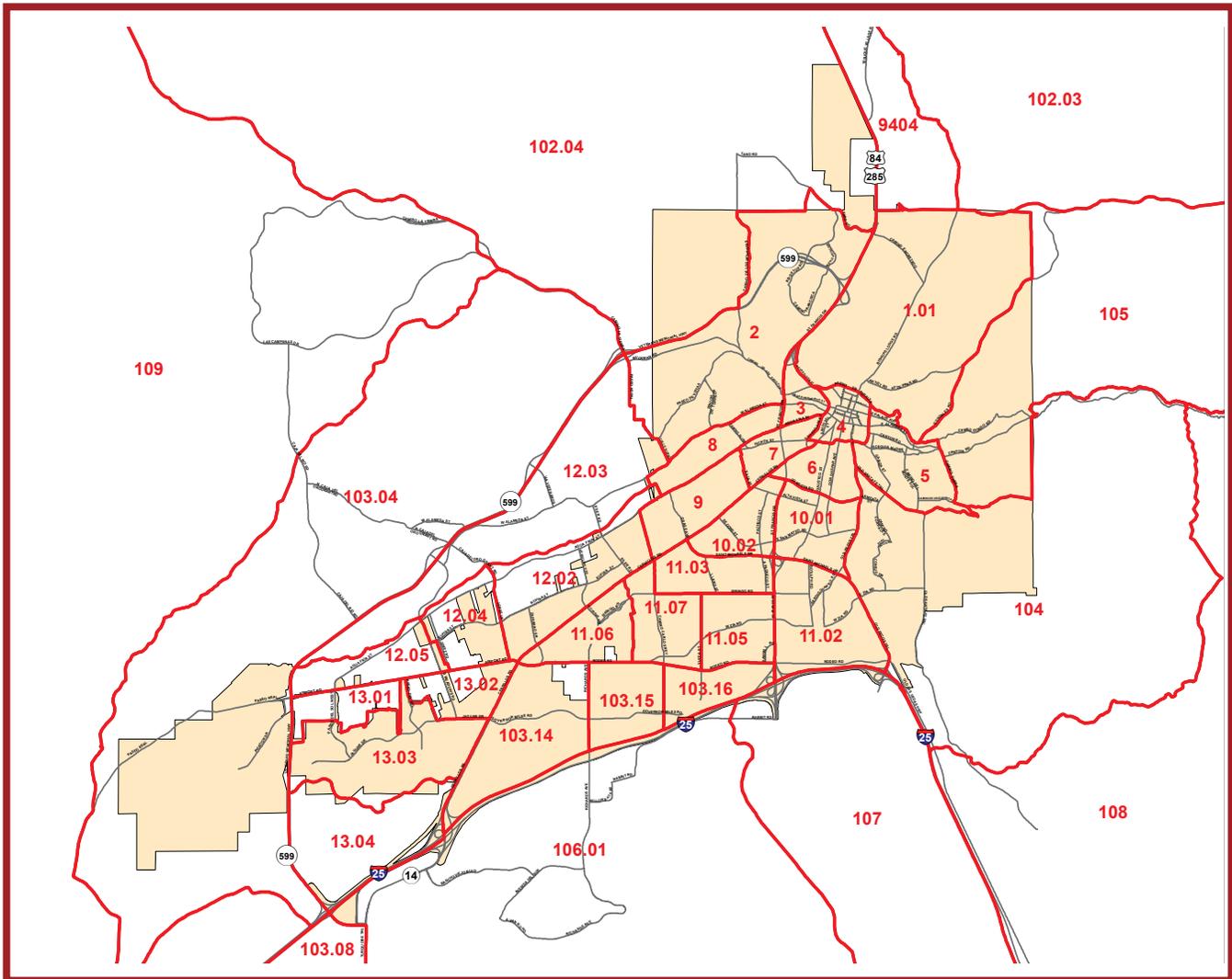
Housing Units

	<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	Annual Increase <u>2000-2010</u>
City	20,154	24,681	30,533	37,200	667 (2.2%)
Urban Area	21,810*	28,573	36,579	43,405	683 (1.9%)
Region	24,449	34,853	47,459	59,041	1,158 (2.4%)
County	28,314	41,464	57,701	71,267	1,357 (2.4%)

*Estimate.
Note: Percentages in parentheses are compounded average annual growth rates rounded to the nearest tenth of percent.



Santa Fe Area Census 2010 (Census Tract Map)



- 1.01 Census Tract Numbers
- Tract Boundaries
- Major Roads
- City Limit Boundary



**Santa Fe Urban Area
Census Data by Tract, 1990, 2000 and 2010**

Census Tract	Total Population			Hispanic Population			Housing Units		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
1.01	4,106	4,185	3,944	896	799	660	2,504	2,853	3,241
2	3,526	3,581	3,527	1,531	1,339	1,095	1,705	1,947	2,248
3	2,044	1,814	1,441	1,238	939	493	982	1,089	1,111
4	536	556	336	125	131	53	320	374	339
5	3,295	2,574	2,294	883	705	521	1,820	1,864	2,005
6	2,469	2,400	2,062	709	676	473	1,369	1,476	1,621
7	2,353	2,139	2,099	1,566	1,142	984	965	1,125	1,231
8	3,120	3,067	2,987	2,040	1,708	1,503	1,222	1,445	1,544
9	3,397	3,668	3,578	1,967	2,138	1,876	1,358	1,604	1,728
10.01	2,147	2,089	2,011	681	685	652	986	1,049	1,117
10.02	3,454	3,541	3,468	2,357	2,460	2,336	1,399	1,459	1,850
11.02	1,566	2,727	3,206	240	952	1,167	751	1,434	1,955
11.03	2,455	2,366	1,889	1,167	1,165	1,117	860	839	838
11.05	2,824	2,672	2,437	1,182	1,091	1,143	1,137	1,219	1,282
11.06	3,116	2,694	2,674	2,041	1,672	1,731	1,132	1,111	1,379
11.07	5,953	5,689	5,143	3,462	3,207	3,028	2,106	2,362	2,330
12.02	3,243	4,026	5,100	2,508	3,182	3,919	1,311	1,750	2,315
12.03	1,606	2,478	2,865	969	1,691	2,176	660	868	1,027
12.04*	3,216	4,940	5,556	2,080	4,021	4,595	1,140	1,751	2,107
12.05*	1,402	4,593	5,290	907	3,597	4,695	706	1,494	1,652
13.01	1,036	1,409	1,661	551	716	971	317	637	767
13.02*	1,279	3,269	2,852	1,118	2,546	2,426	391	1,110	959
13.03*	365	2,631	6,888	283	1,896	4,736	110	904	2,523
13.04*	491	902	902	399	678	742	150	273	304
103.14*	308	587	1,497	128	323	774	123	266	704
103.15*	1,458	2,349	2,594	479	836	1,052	677	1,171	1,391
103.16*	1,490	1,547	1,584	508	608	581	598	654	822
104	2,267	2,880	3,066	278	359	383	1,102	1,458	1,697
105	1,502	1,603	1,771	620	526	510	672	889	1,176
102.04 (pt.)	---	124	155	---	6	48	---	104	142
TOTAL	66,104	79,100	84,877	32,913	41,794	46,440	28,573	36,579	43,405

* New Census Tracts in 2010 with 1990 and 2000 figures embedded using block and block-group level data.

3,247 - Figures in blue signify an increase from the prior census.

3,247 - Figures in red signify a decrease from the prior census.