

Advisory Working Group Memo Template

Please try to keep memo to 2 pages, using short bullet points.

Advisory Working Group Name: Young Santa Fe

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Please state your objectives in this policy in three bullet points:

- To recruit and retain young adults and families to live and work in Santa Fe
- To improve overall quality of life in Santa Fe to attract and retain young adults by offering greater access to the assets and services we detail below.
- Foster collaborative efforts and partnerships between the city and young families, professionals, local businesses, nonprofits, and civic organizations.

State of Play:

1. Lack of quality communication infrastructure—cell service and broadband
2. Restrictive and punitive land use and private property improvement regulations
3. Lack of stable, high paying jobs; dearth of concerted, effective economic development initiatives. City seems to show little interest in content marketing or other proven ways to generate interest in Santa Fe from young people.
4. Lack of quality accessible public transportation, bike trails and walkability
5. Young people feel disempowered, patronized, and their their efforts to modernize the city are met with flippancy or outright disdain.
6. Failure to grow the outdoor recreation economy or promote recreation throughout the city.
7. Lack of clarity on immigration policy.
8. Lack of social opportunities for young adults at night including restaurants and entertainment.
9. A feeling of disconnection and distrust of city government
10. Lack of a long-term strategic plan on how to recruit and retain young adults.
11. Failure to develop city lands like Zona del Sol to provide diverse resources for the community.
12. Failure to partner with ABQ to ensure mutually beneficial use of attractions etc.

Action Items:

- **Develop and sustain initiatives to give young people a voice.**
 - Work with various community groups and entertainers to organize a teen summit.
 - Engage a wide variety of employers to talk about careers in social media, outdoor recreation, remote work, and new growth sectors.
 - Sponsor more programs for youth based on market research including sports, arts programs, training programs, and outdoor recreation.
 - Improve public safety for pedestrians and cyclists.
- **Development, Foster and Highlight Alternative Economies**
 - Outdoor Recreation Economy
 - Actively pursue outdoor recreation businesses and conservation organizations to move to Santa Fe, a great opportunity for the convention center.
 - Make Santa Fe the capital for work/life balance, remote careers.
 - Target major cities in the U.S. with high concentration of young professionals to attract for tourism as well as recruit professionals for relocation.
 - Continue to develop the airport, it's a major obstacle for new business.
- **Develop Greater Telecom Infrastructure.**
 - Invest in higher speed broadband, LTE, and library facilities.
- **Clarify the City's Immigration beliefs and policies internally and externally.**

- Children are avoiding school in Santa Fe because their families fear deportation or other legal action.
- Need clarification on the specific processes around how city employees will work with ICE.
- **Housing**
 - Develop workforce affordable quality housing. Consider more vertical housing options, mixed use housing (lofts above shops), and development of the Santa Fe University of Art and Design campus.
 - Revise land use and city policies for basic home improvements.
 - Strengthen and publicize renters rights programs.
- **Create a 311 app where citizens can report issues using their phone's camera.**
- **Create a Young Professionals Award (30 under 30 and 40 under 40)**
- **Create a City Strategic Plan for young people**
- **Focus on targeted content marketing**
- **Fund education sufficiently.**
 - Young people here are less averse to property tax increases.
- **Work with Albuquerque to increase tourism, transportation, and entertainment access in the larger "metro area."**
- **Develop a long-term environmental sustainability plan that critically addresses water conservation, renewable energy, land use, and carbon emissions.**

Viewpoints:

1. Immigration and Community Organizing Organizations--Somos, NMDIA, Chainbreakers, TEWA Women United, Earthcare.
2. Outdoor Recreation--REI, Big 5, Alpine, The Wildlife Federation, Wilderness Society, Sierra Club, Wilderness Alliance, Archery in Schools, Trout Unlimited.
3. Santa Fe Community Foundation, McCune, NM Community Foundation
4. Youth Organizations--Boys and Girls Club, Girls Inc, Cooking with Kids, Communities in Schools.

Process:

6-month:

Create a plan for a permanent committee to conduct research into social and economic trends with people in the concerned age group and provide policy prescriptions based on that advice. Recruit members for this committee

9-month:

Have preliminary committee meetings to determine roles and/or elect officers. Draft strategic plan for how the committee will pursue outreach and research methodology.

12-month:

Begin first phase of outreach and research:

- Review case studies about socioeconomic factors that attract and retain young people.
- Hold focus groups and summits to listen to the explicit wants and needs of young people that are already here.
- Research funding opportunities for telecom infrastructure improvements.

4-year vision: By 2022 we will have gleaned enough information through outreach and research to prescribe and implement policy. Constant demographic and market changes mean that new rounds of research should be conducted on a consistent basis. By this time, a new marketing strategy should have been in full swing for a few years. At the four year mark, we will have collected enough data through digital analytics to see definitive, actionable trends in which pieces of content are attracting attention.