

SANTA FE

SUMMER REPORT



SWAN Park

SANTA FE'S GOVERNING BODY



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REPORTING TO YOU

If you look at the organization chart that defines the way the City of Santa Fe operates, you'll see at the top it says, "The People of Santa Fe."

That means everyone who works for the City reports to the same boss: You.

In that spirit, we are producing this "end of summer" report designed to capture in one document many, but not all, of the activities, programs, achievements, and shortcomings of your City government this summer.

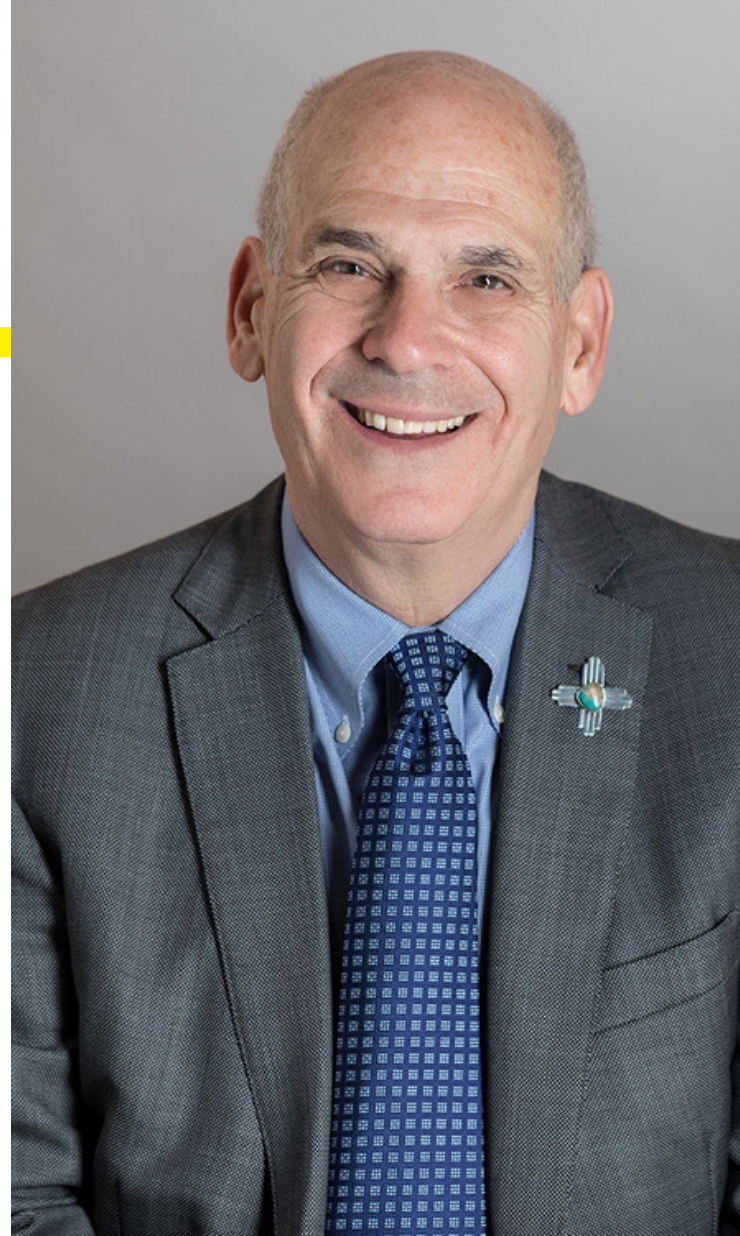
It's our first try. Each time we do it, we'll get better at it; as you read, please send us suggestions to make the winter report even better.

Here you'll get information about a number of our high profile departments—the ones you interact with the most. We're striving to make each of those interactions as positive and productive as we can. To us, each one is a "moment of truth" where we want to exceed your expectations.

I spent my first summer as your Mayor working on a number of things that I think are key to our City's future.

We kept the best of our department managers and recruited an outstanding group of new leaders: A new City Manager and City Attorney; new directors for Parks and Recreation, Finance, Human Resources, Community Services, Public Works, Constituent and Council Services, Police, Fire, and Land Use. We also eliminated the position of Deputy City Manager, something I promised to do in my campaign for Mayor.

We implemented corrective action plans to remedy long-standing problems identified by the McHard Report and the City's Audit. We are committed to managing the City government with efficiency, inclusivity, competence, and fairness.



After respectful talks with leaders of the Native American community, the Caballeros de Vargas, the Fiesta Council, and the Archdiocese we kept faith with old traditions and began a new one to make Fiesta a peaceful, inclusive celebration.

This report is an open accounting of what your City government is doing to make Santa Fe the most user-friendly, eco-friendly, and family-friendly City in America.

Thank you for your commitment to and support of Santa Fe. It's because of you that Santa Fe has been and will continue to be the special place we're all proud to call home.

Sincerely,

A handwritten signature in blue ink that reads "Alan".

Alan Webber
Mayor

WORKING FOR YOU

After 20 years in the Santa Fe Fire Department, and five years as Chief, I just completed my first summer as Santa Fe City Manager. In a few short summer months, I've already learned a lot:

We need more lifeguards at our pools and more resources to take on our weed problem. (Our new Parks and Rec director is already working on plans for both.)

We need to update and improve our Constituent Services system to better track and respond to your concerns. (Our new Constituent Services director now has the positions and resources to do just that.)

We need to stay on top of our water use and water conservation programs as we deal with the challenge of climate change. (And thanks to our new Sustainability Plan, we have a roadmap to guide us.)

We need to be vigilant in fire protection and prevention. (This summer our first responders worked courageously, saving the lives of two Oregon firefighters battling a blaze in the Valles Caldera.)

And we need to be prepared for emergencies, blending the talents of Police, Fire, Public Works, Public Utilities, and Parks and Recreation whenever and wherever a threat emerges. (And we saw a remarkable response this summer from the 1,000 Year Storm that flooded homes and businesses across the City.)

I also saw how the summer changes Santa Fe. Our City grows substantially with visitors and part-time residents who want to enjoy our unique festivals, museums, attractions, and fiestas—and who also want to hike and bike in our spectacular outdoors.



Summer is when the City does work paving streets and roads, fixing libraries and recreation centers, maintaining parks and more.

I want to recognize the amazing job all of our City employees did to make sure we had a fun, safe, and productive season. These are the people who work for you every day, and this summer our hard-working folks more than met the challenge!

It was a great summer in Santa Fe—now we're on to the fall and winter!

Sincerely,

A handwritten signature in black ink, appearing to read 'EHL', which is the signature of Erik Litzenberg.

Erik Litzenberg
City Manager

PARKS & RECREATION

Parks & Recreation is one of the City's biggest departments, managing 3 multi-purposes Rec Centers, the Municipal Recreation Complex, one outdoor pool, and the Marty Sanchez golf course.

That's in addition to 77 parks, city buildings, community gardens, public art installations, 100+ miles of trails for hiking and biking, and 174 miles of medians in every part of the city. Our crews put in 15,600 regular hours and 7,782 hours of overtime battling weeds and maintaining public spaces this summer. We'll be back out there February 14th to get ahead of next year's weed season.

This summer, we hosted 6,438 visitors at Ft. Marcy, 10,360 at Sal Perez, and 42,409 at the Chavez Center.

Special Event Permits are up from 227 in 2003 to 400+ in 2017—Santa Feans are coming together more often and in more diverse ways than ever!

The Parks & Rec Summer Youth Program had nearly 1,000 participants (read more on the next page).

The Annual Santa Fe Doggie Dip helped raise \$1,800 for the Santa Fe Animal Shelter. 180 pooches went for a swim on the last day at Bicentennial Pool.

At Ft. Marcy, Bicentennial Pool, the Chavez Center and the MRC we made major upgrades to HVAC systems, gym flooring, and vital pool equipment that will make our facilities better for you for a long time to come.

At Frenchy's Park we planted buffalo grass to improve the landscape and trees that will provide shade for years to come.

And to close out the summer we hosted a hugely successful Back to School Bash at Franklin Miles Park!



On a sadder note this summer we also saw the loss of one of our most beloved team members. James Roybal, a 15-year Parks & Rec veteran, was a smiling face greeting customers behind the desk at the Genoveva Chavez Center every day.

His positive outlook and joyful work had a huge impact on his team members and on the general public he loved to serve. More than a thousand Santa Feans joined us for his memorial at the Chavez Center.

THE SUMMER YOUTH PROGRAM

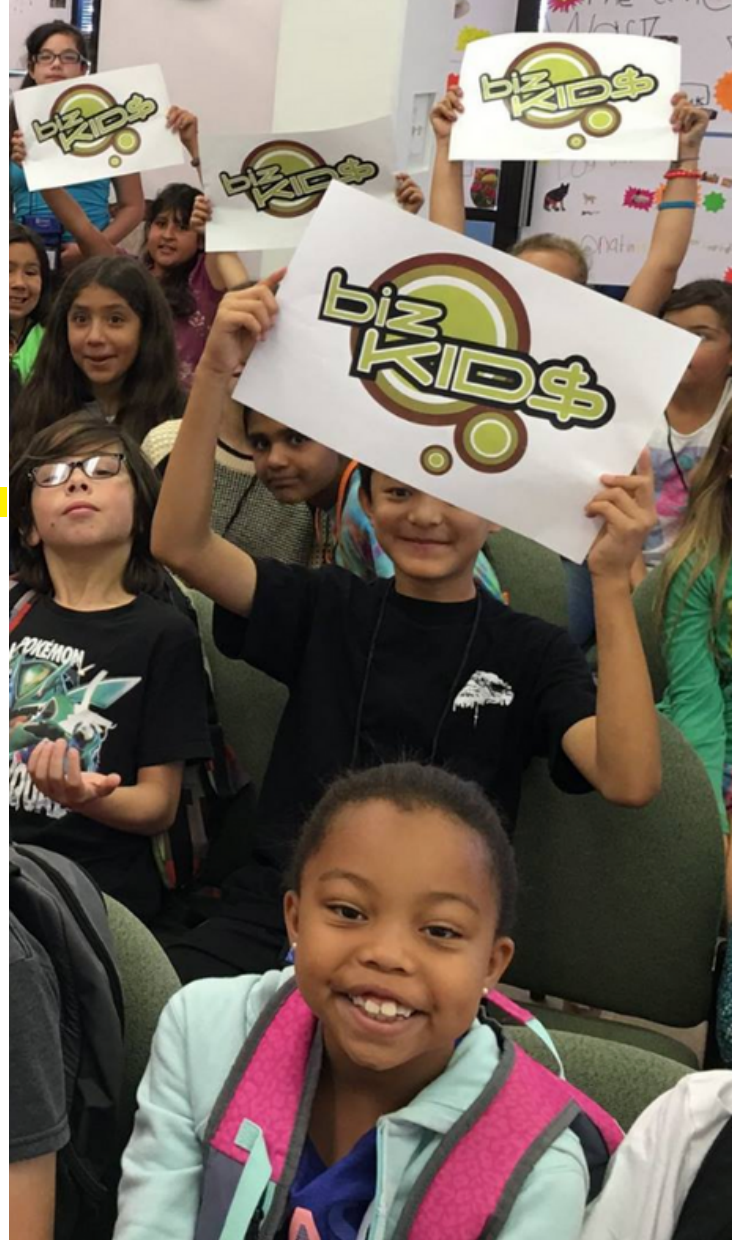
The Summer Youth Program is Santa Fe's way to empower, educate, and care for our kids during the summer season.

It's the most affordable program for working parents—reflecting our commitment to be family-friendly. Parents pay between \$40 and \$240, depending on income, for the full 8-week program.

A few of our favorite summer highlights:

- 1,061 kids at seven different sites participated in this summer's program.
- We employed 83 young adults and teachers for the 8 week program.
- We collaborated with Girls, Inc. at two separate locations to provide programming on empowering young women.
- We partnered with Community Educators Network to provide programming to engage 3rd and 4th graders in educational activities.

Starting next year, the entire registration process will be online-based—no more standing in line or worrying that if you can't make an in-person session your child won't have a spot.



This summer also saw the return of the huge hit **BizKids Program**, a partnership with Guadalupe Credit Union. This is the second summer for this event, which teaches middle-school age kids basic business skills such as how to write a business plan, and calculate costs, revenues and profits.

The kids each came up with a real business and participated in the Railyard Pavilion BizKids Business Fair.

This year every participant in the fair sold out of their entire supply of products, combining fun with education, learning with earning.

SOUTHSIDE SUMMER

The idea for the new Southside Summer initiative was simple:

Let's take summer fun to the Southside, where most of our young families live, instead of making them come to the programs! The first Southside Summer was a hit—and it's going to get better.

We kicked off with a free night of swimming, ice skating, basketball, and a movie at the Chavez Center for 700 Santa Feans. That was followed by a magical summer: Through more than **20 events** and programs, **25,610 Santa Feans** turned out to spend time with their neighbors and families.

Our online portal highlighted 127 events put on by community organizations, performing arts groups, and sponsors.

The City also organized and hosted:

- 5 movie nights
- 4 outdoor concerts
- 6 signature events
- An Instagram Public Art Scavenger Hunt with 269 entries
- The Summer Youth Culture Passport with 1,271 users.

This could not have happened without the dozens of sponsors who contributed \$58,000 in cash and in-kind sponsorships. Thank you!



The highlight of the Southside Summer were the six signature partnership events, including:

- School's Out Celebration at Genoveva Chavez Community Center
- Southside Summer Wheels at Meow Wolf
- 4th of July Celebration and Fireworks,
- Community in Action at Santa Fe Boys and Girls Club
- Zozofest's Back to School Bash at Santa Fe Place Mall
- PozOrale at Cesar Chavez Elementary School

PUBLIC WORKS

The Public Works department is responsible for major infrastructure including roads, bridges, the airport, parking, and public transportation.

With the record-setting rainfall and flooding that struck Santa Fe on July 23, the department sprang into action, sending out four two-person crews who worked through the night to get a jump on clearing debris.

Over the course of the full flood recovery, which is still ongoing for many Santa Feans, the City:

- Distributed over 13,000 sandbags with the support of the Santa Fe Fire Department, Keep Santa Fe Beautiful, and Youthworks
- Dedicated over 1,600 direct-labor hours and 900 equipment hours to flood response and recovery
- Completed 298 residential and 22 business inspections
- Took thousands of calls and requests for service at the Emergency Operations Center between July 24 and August 3rd

The Frank Ortiz Dog Park Parking Lot was also resurfaced this summer, using in-house labor and recycled millings from the road re-paving work—saving taxpayers more than \$125,000.



The Gas Tax Bond Project, a nearly \$12 million overall effort, paved roads this summer in every corner of the city:

- Rodeo Road from Cerrillos Road to Yucca
- Paseo de Peralta from St. Francis to East Alameda
- Upper Canyon Road

And there are many more projects still to come under this bond project: this year we will pave 16 additional sections of Santa Fe's most heavily-trafficked municipal roads.

PUBLIC LIBRARIES

Santa Fe is fortunate to have three beautiful libraries where Santa Feans can come together.

These facilities do more than house books, music, and computers. They are community connection centers where people gather to learn, access resources that enrich their lives, and grow closer to each other.

This summer the libraries focused on public engagement. 11,717 Santa Feans participated in one or more of our programs.

There were 169,689 visitors to the libraries. They checked out 166,446 books. 236 groups held meetings or events at our branches. The August opening of La Farge on Sundays marked the first time all three branches offered Sunday hours—a big step for user-friendliness in our libraries.

At public events such as the Southside Farmers Market, Night Out on the Plaza, the Santa Fe Book Swap, Fiesta Para Bebés, and more, the library donated more than 850 books.

La Farge suffered extensive damage from the flood. It closed for repairs on July 24 and lost more than 3,000 books—a total cost of \$60,000. Santa Fe came together, raising \$35,000 in donations and books.

Thanks to the hard work of the Public Works department, the library team, and the public, we were able to re-open after just a month.

We owe special thanks to the Friends of the Library, the Library of Congress, Congressman Ben Ray Lujan, Capitan Public Library, The Woman's Club, The Donkey Gospel Fund, Violet Crown, Casa Chimayo, and Fire & Hops.



Libraries by the Numbers

- **1,746** kids in the Summer Reading Program
- **2,225** people at dozens of performances
- **639** people at Weekly Pre-School Storytime
- **943** people at Weekly Books and Babies
- **385** people at 4 Santa Fe Opera Makes Sense concerts
- **367** people at Weekly Spanish/Bi-Lingual Books and Babies

YOUTH & FAMILY SERVICES

This summer, the City's Youth and Family Services Division—which covers children & youth, veterans, homelessness, and more—helped connect thousands of Santa Fe families and individuals with resources to improve health and wellbeing.

The Children and Youth Commission, Human Services Committee, and Regional Juvenile Justice Board **funded \$2.3 million in grants or contracts to 50 nonprofit organizations** focused on quality of life for children, youth, and families.

Our Veterans Advisory Board established a Veterans Scholarship with a match from SFCC Foundation—a **total of \$36,000 to veterans and their dependents**.

The Children and Youth Commission partnered with Youth Shelters and the Coalition to End Homelessness on a plan to end youth homelessness in Northern New Mexico, **winning \$3.37 million from HUD**.

The Homelessness Taskforce completed recommendations to end chronic homelessness in Santa Fe.

The Youth and Family Services Division staff joined the CYFD State Secretary's Adolescent Substance Use Reduction Taskforce, where we'll collaborate on increasing access to and improving the quality of treatment and support services for youth (and their families) ages 12-21.

The Intensive Community Monitoring Program (ICM) served 68 youth from 14-16 who are in the process of adjudication, giving them life skills, putting them back in educational settings, connecting them with employment, and reengaging with family when possible.



Educational Re-engagement served **30 youth 10-17** coming out of detention, residential treatment centers, or referred by schools for truancy with case management and to place them in homeschooling or on a path to a GED.

And last but not least, Educational Wraparound Services (Communities in Schools) served **146 youth ages 10-17**, offering social services, life skills, and family empowerment.

SENIOR SERVICES

Senior Services provides activities, transportation, fitness, in-home support, and nutrition to thousands of Santa Fe's elder residents. We also operate five senior centers throughout the community.

This summer we supported senior health by:

- Conducting **34,101 sessions** of education and training, physical fitness, nutrition education, recreation and arts provided through Activities Programs
- Awarding **669 medals to 280 athletes** and event participants through the 50+ Senior Olympics
- Providing **1,831 Health Promotion and Assessment Screenings**

We helped seniors get out and about in Santa Fe through **36,259 rides** from the Senior Transportation Program

In home with Santa Fe's elderly residents we provided **8,880 hours** of direct service through the Homemaker Program and **8,119 hours of respite for caregivers**

At our five senior centers and out in the community our nutritional programs delivered for Santa Fe's seniors:

- **61,834 nutritious hot meals** served within five congregate meal sites
- **108,263 meals delivered** by Meals on Wheels to homebound seniors



Community Outreach and Volunteerism

is critical to keeping our seniors engaged and making sure they know they are still part of the Santa Fe family. This summer our programs supported:

- **23,700 hours of tutoring/mentoring** provided to children with exceptional needs in public schools and Head Starts by Foster Grandparent volunteers
- **77,990 hours provided by RSVP** volunteers to 55 community partners in Santa Fe to address local needs
- **32,125 hours of assistance and friendship** provided to adults who have difficulty with daily tasks by Senior Companion volunteers, allowing them to remain independent in their homes

TOURISM

Summer in Santa Fe is marked by some of our biggest visitor attractions of the year—and this summer saw close to 500,000 visitors to our City.

Santa Fe's summer calendar is world-renowned for events like Folk Art, Spanish, and Indian Markets, Currents New Media, and the Whitehawk Antique Show.

We designated June as our first Emerging Media Month. Bandstand on the Plaza entertained both residents and visitors, and this year was our first annual Santa Fe Music Week.

The Tourism economy's strength matters: 7,000 local Santa Feans work in jobs directly supported by Tourism.

Tourism and total visits continued to grow. Hotel occupancy rates were up almost 4% since 2017. Historic District hotels saw an increase of more than 7%, pushing summer downtown occupancy to 84.5%.

Lodger's Tax increased by \$353,000 dollars this year, a strong 9.7% increase.

The increased summer occupancy in all accommodations reflected a 15% increase in visitors to Santa Fe—approximately 75,000 more people coming to our City than last year.



Santa Fe also landed incredible accolades:

- Best NM Weekend Getaway (**Readers Digest**)
- Top Destinations Design and Music Lovers Should Visit (**Architectural Digest**)
- Top 15 Best Solo Vacations in America (**TripAdvisor**)
- 2018 World's Best Reader's Choice Awards #4 City in the U.S. (**Travel & Leisure**)
- America's Smartest Towns (**Outside Magazine**)
- #1 Most Arts Vibrant medium Community (**National Center for Arts Research**)

ECONOMIC DEVELOPMENT

It was a busy summer for Santa Fe's local economy.

We invested \$220,000 in partnerships with community organizations like YouthWorks, Make Santa Fe, the Venture Acceleration Fund, and the SF Business Incubator that will support job creation and workforce development in Santa Fe.

In partnership with the State we worked on deals to support the expansion of local companies including Marty's Meals and Wildflower.

We designated five Santa Fe census tracts as Opportunity Zones—creating incentive for investors in community development and industry.

Working with volunteer retired executives, we hosted six business education events focused on helping local businesses grow, including a Spanish-language session on Santa Fe's Southside.

We also contributed a 50% scholarship to local communities of color in Santa Fe to participate in the Chamber of Commerce's Youth Leadership Program.



This summer we came together to shape the future of the Santa Fe University of Art and Design's midtown campus.

This site in the geographic center of Santa Fe is the City's once-in-a-lifetime opportunity. The community said it wants development there to address housing, the film & digital economy, and education.

The Economic Development team helped design and run the public engagement effort for SFUAD, drafted planning guidelines that would govern future use of the property, and worked closely with the Mayor and Council to unanimously adopt the development guidelines in a Council resolution.

SANTA FE POLICE DEPARTMENT

This summer the SFPD stepped up our commitment to public engagement. We took our "Coming to a Door Near You" campaign into neighborhoods, knocking on doors to talk directly with families in our community.

We also hosted several "Coffee with a Cop" events, giving Santa Fe residents the chance to sit down over a cup of coffee with their local community police force.

Partial crime reports indicate that Residential and Commercial Burglaries, Residential Breaking & Entering, Larceny, and Auto Burglary were down during June and July.

As the schools came back in session, the Police Department increased its presence in keeping our kids safe every day: conducting added foot patrols, making sure to drive by schools often, using video monitoring technology to keep an eye on schools and mentoring a class of 6th graders at Salazar Elementary.

A tax increase in Albuquerque devoted to increasing police pay led to a number of officers leaving to join APD. We are stepping up our community-based recruitment to fill existing vacancies on our force, partnering with the Santa Fe Community College for leadership training for officers and career paths into law enforcement.



We are also working to provide affordable housing, education, and signing bonus incentives, and dedicating resources to recruitment online. This is a priority for the City and we'll continue to work on it going forward.

We've added two police safety aides and four new Police Officer Cadets.

Lastly, through the summer we responded to increased community concerns about safety in Railyard Park and illegal ATV use that was tearing up SWAN Park.

In both cases, increased patrols and better communication improved the situations.

SANTA FE FIRE DEPARTMENT

Although it was a quiet fire season locally, it was a busy summer for the Santa Fe Fire Department's (SFFD).

Our MIHO (mobile integrated health office) has delivered specialized custom care to 40 of our community's highest utilizers of the 911 system.

Through collaboration with the New Mexico Department of Health (NM DOH) and other partners we are following up with every single opiate overdose patient we respond to—a rate of 4 per week—to provide lifesaving care.

The SFFD's incredible Wildland Firefighting Division, which employs 16, thinned 97 acres of wildfire fuel and signed 6 new Wildfire Hazardous Fuels Reduction Agreements for private property management.

In May we danced in the National Dance Institute show with more than 1,000 local kids.

We bonded with our police department brothers and sisters for the national Lip Sync Challenge.

We shot a video asking Santa Feans to imagine a #DayWithoutWater to support water conservation efforts.

More than 1,800 kids participated in our Local youth flag football league safety education clinic.

We posted colors at the funerals of local veterans, and memorialized the anniversary of the 9/11 attacks with a ceremony on the Santa Fe Plaza.



We also hosted:

- Wildfire Community Preparedness Day Evacuation Drill and Community Meeting
- New Mexico Wildland Urban Fire Summit Field Tour
- Conservation Financing Field Tour
- After Wildfire Workshop – Pre-Planning for Post Fire Effects
- 18 Community and Neighborhood meetings

And, this summer saw the first collaboration between the Santa Fe and Flagstaff FD, when we partnered to form SW City Crew 1, which dispatched to help fight fires in Oregon for a total of 36 days across three fires.

LAND USE

The Land Use department has a great deal to say about the way Santa Fe grows and develops, builds housing, creates jobs, preserves the environment, responds to climate change, minimizes sprawl and displacement, and promotes livable, family-friendly neighborhoods.

With new leadership, the Land Use department is increasing its focus on customer service and neighborhood engagement.

The project of the summer was the \$145 million, 342,000-square-foot Presbyterian Hospital. The development is creating hundreds of jobs and anchoring a new neighborhood for thousands in Santa Fe.

Land Use by the Numbers:

- **546 New Housing Units** permitted to start construction
- **687** Residential Permits issued, at a valuation of more than \$44,000,000
- **162** Commercial Permits issued, at a total value of more \$76,000,000
- **410 Metric Tons** of greenhouse gas emissions avoided through Green Building Codes
- **12.9 day** average review time for Commercial Permits. **3.7 day** average for residential permits.



The department also saw growth in one of the City's most pressing challenges: **Affordable and Workforce Housing.**

In September the Housing Trust broke ground on 87 units of affordable housing at Soleras Station, expected to be completed in the spring/summer of 2019.

New construction also contributed \$335,957 to the Affordable Housing Trust fund for future projects, emergency rent assistance, downpayment assistance, and more.