

City of Las Cruces Strategic Plan Goals and Priorities

Draft for Public Review

Mission Statement

To serve the people of Las Cruces by delivering reliable public services, investing responsibly in our community, and working with residents and partners to expand opportunity and support community wellbeing.

Priority 1 Opportunity and Quality of Life

Create the conditions for people to build a good life in Las Cruces, with access to housing, economic opportunity, community, and a future they can see for themselves here.

Goal 1.1 Expand housing opportunity and neighborhood stability

Increase the availability and diversity of housing while preserving existing homes and strengthening neighborhoods.

Goal 1.2 Strengthen the local economy and pathways to good jobs

Support local businesses, attract and grow employers that create community value, and connect residents to education, workforce, and career opportunities.

Goal 1.3 Make Las Cruces a place where young people can build their future

Increase young people's access to opportunity, civic voice, recreation, connection, and pathways to education, careers, and long-term life in Las Cruces.

Goal 1.4 Strengthen vibrant, connected places and community amenities

Invest in downtown, neighborhoods, parks, recreation, libraries, arts, culture, and public spaces that make Las Cruces a welcoming and engaging place to live.

Priority 2 Infrastructure Growth and Resilience

Maintain the systems Las Cruces depends on today while preparing thoughtfully for future growth and long-term environmental and infrastructure needs.

Goal 2.1 Maintain and modernize the infrastructure and assets the community relies on

Improve the condition, reliability, accessibility, and useful life of existing streets, facilities, utilities, and other public assets.

Goal 2.2 Align growth with infrastructure, mobility, and service capacity

Guide development and public investment so that growth is supported by appropriate infrastructure, transportation, utilities, services, and a sustainable mix of uses.

Goal 2.3 Strengthen long-term water security, climate resilience, and environmental stewardship

Prepare Las Cruces for water constraints, extreme heat, climate impacts, and other long-term risks while using natural and financial resources responsibly.

Priority 3 Community Safety and Wellbeing

Create a community where residents are safe, feel safe, and can access coordinated support when they need it.

Goal 3.1 Improve safety through prevention, preparedness, and effective response

Use data, prevention, community partnerships, the built environment, and effective emergency and public-safety response to reduce risk and improve safety.

Goal 3.2 Strengthen the coordinated response to homelessness, behavioral health, and crisis

Improve coordination among the City, County, healthcare systems, service providers, nonprofits, and other partners so residents receive the right support from the right organization.

Priority 4 A Responsive and Sustainable City Government

Use public resources responsibly, work across organizational boundaries, communicate clearly, and consistently deliver on the priorities the City sets.

Goal 4.1 Align resources and outside funding with the City's highest priorities

Connect budgeting, staffing, capital investment, grants, state and federal funding, and other resources to the City's most important outcomes.

Goal 4.2 Make City government easier to understand, navigate, and work with

Improve responsiveness, customer experience, communication, transparency, and the efficiency of internal and public-facing processes.

Goal 4.3 Create one coordinated system for planning, investment, and implementation

Connect the Strategic Plan, Elevate Las Cruces, Department Strategic Business Plans, CIP, budget, performance management, and cross-departmental implementation.