

# Santa Fe Trends



2014



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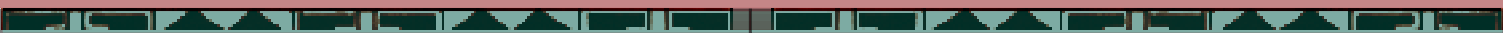
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## Summary Stats

(For 2013)

<u>Santa Fe Population</u>	<u>US Census 2010</u>	<u>Jan. 1, 2014 (estimated)</u>
City	67,947	82,800 *
Metro Area (includes city)	117,651	119,200
County (includes metro area & city)	144,170	146,200

\* Includes city's annexation of 13,000+ residents effective January 1, 2014

- City size: 33,591 acres (52.5 square miles)
- City housing growth rate: 0.5% (175 new housing units)
- Metro housing growth rate: 0.4% (276 new housing units including city.)
- Tierra Contenta: 25 new housing units (14% of all new residential construction in the city, and 9% of all new residential construction in the metro area during 2013)
- Median sales price, single-family house
  - (city): \$289,000 (MLS listings only)
  - (county): \$393,500 (MLS listings only)
  - (U.S.): \$199,500
- 2012 Median household income (city): \$47,348
  - \*Census Bureau, 2012 5-year estimate (N.M.): \$42,588
  - American Community Survey (ACS) (U.S.): \$51,371
- City water system demand: 9703 acre feet, 108 gallons per person daily (An estimated 80,500 residents are city water system customers)
- Water system available annual supply up to: 15,730 acre feet
- Transit ridership: 1,074,024 passenger trips (3.5% increase over 2012)
- Santa Fe public high schools 4-year cohort graduation rate: 60% (class of 2013)
  - statewide graduation rate: 70%



## Introduction

This 17th 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 residents and visitors, numbers and data do provide 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.

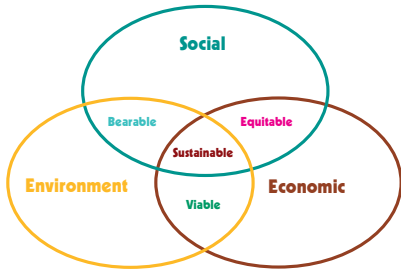
The large amount of tourism relative to Santa Fe’s size may affect some issues, such as water use and housing prices. The city’s outstanding record on water conservation is remarkable when considering all of Santa Fe’s visitors and their added water use.





## 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 seven 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 resulted in the avoidance of 540 tons of carbon dioxide equivalent (CO<sub>2</sub>e) annually. Since adoption of the code the avoidance is 664 CO<sub>2</sub>e 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 Santa Fe 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](http://www.santafefoodpolicy.org)



## Ecological Adaptation

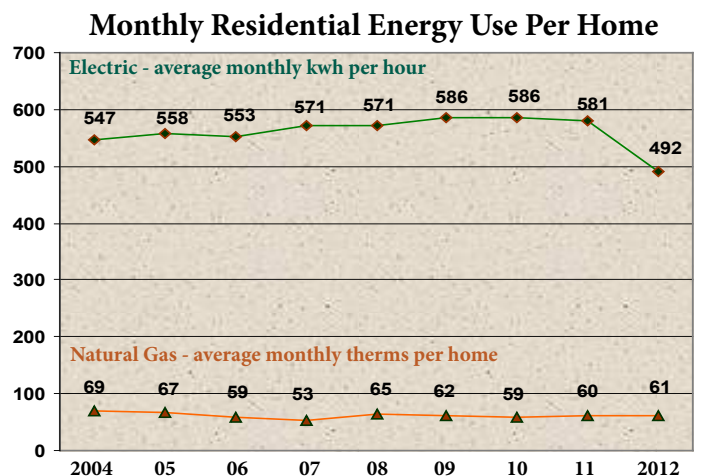
As the climate changes, the local ecology needs to adapt. The speed at which the climate is changing pushes the limits of adaptability for local plant species. A group of local residents have been meeting to develop a list of recommended plant species that would be expected to thrive as the local climate 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 monthly electric and natural gas use on an annual basis for residential use within city limits. Over the last nine years electricity usage trended upwards, until 2012. Natural gas usage appears to be linked to the number of heating days.



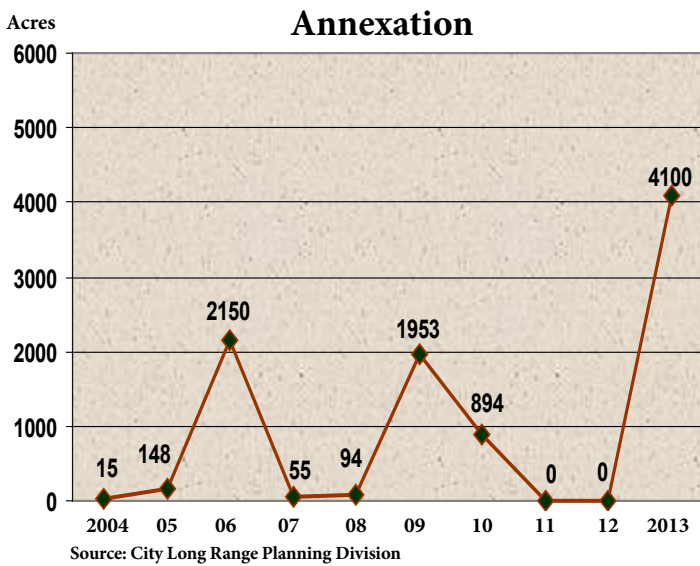
Source : Public Service Company of New Mexico; New Mexico Gas Company



## City Growth

By the end of 2013 the city contained 33,591 acres of land (52.5 square miles) within its corporate limits. According to Census 2010, the city has an overall population density of 1,478 persons per square mile. Albuquerque has a population density of 2,908 and Las Cruces 1,276 persons per square mile.

The city annexed 4,100 acres during 2013.

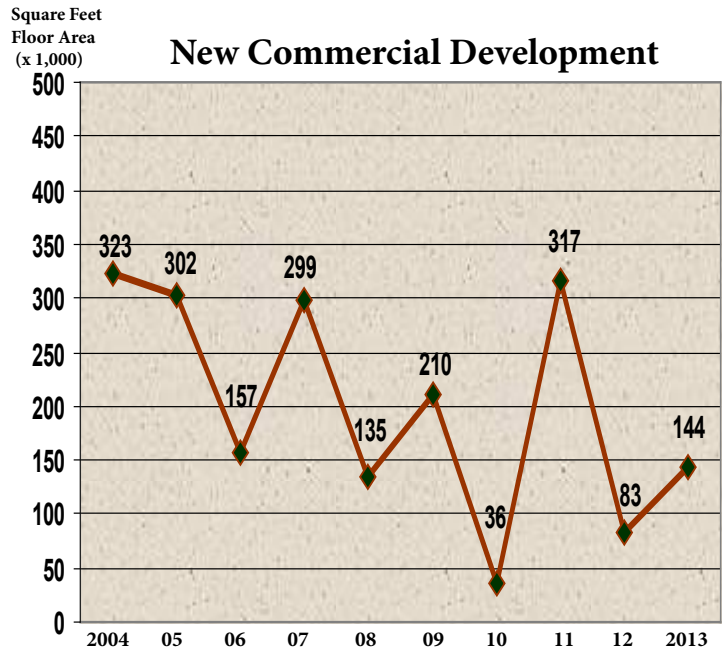


## Commercial Development

City staff tracks new commercial (non-residential) development by permit. Since 2000, the city has added 3.4 million square feet of building floor area, including churches, community buildings, stores, offices, etc. The 10-year annual average is approximately 200,000 square feet of new non-residential building construction. Annual averages include approximately 130,000 square feet of new retail-related development (55%), 75,000 square feet of new office space (35%), and 12,500 square feet of new industrial/warehouse development (5%). Schools and churches comprise the remainder.

During 2013, the city approved 143,570 square feet of new commercial development, most of which was located along South Cerrillos Road and Airport Road.

Approximately 5-6 acres are developed for every 100,000 square feet of commercial floor area built. As a result, 170-200 acres of land have been commercially developed in the city since 2000, or an average absorption rate equivalent to 12-15 acres, annually.



Source: City Land Use Department  
Includes New Super Wal Mart (150,000 Sq. Ft.) On South Cerrillos Rd.

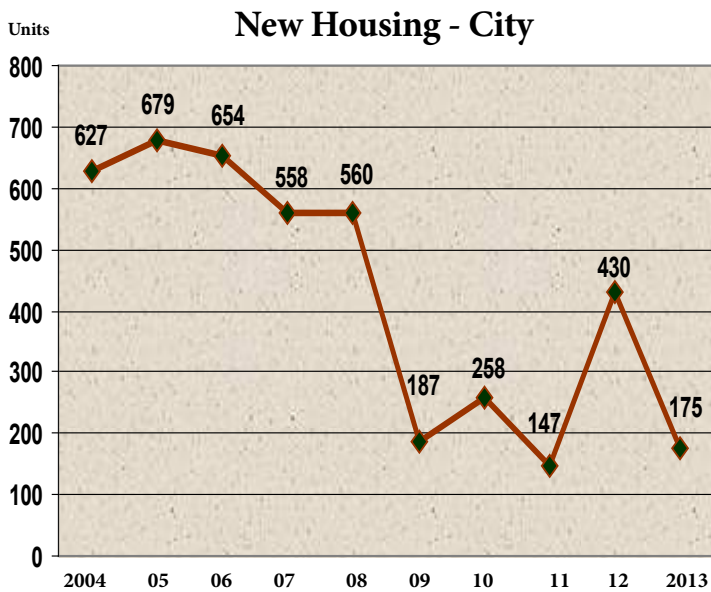
Note: Excludes Government Buildings Permitted By New Mexico Construction Industries Division.





## New Housing - City

Annual growth of new residences (housing units) in the city is shown below. The phase 2 annexation resulted in the city containing an estimated 42,500 housing units as of January 1, 2014.



Source: City Land Use Department; Santa Fe County Land Use Department Monthly Building Permit Report.

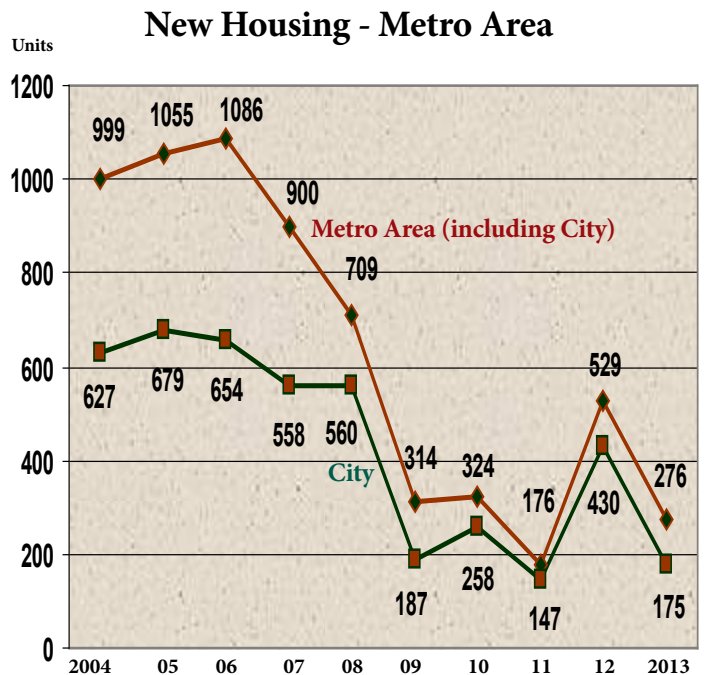
During 2013, 175 new housing units were permitted in the city. This represents a one-half percent growth rate in the city housing supply. This was a substantial decrease in new residential construction from 2012. The 2012 figure included a large apartment complex.

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.

## New Housing - Metro

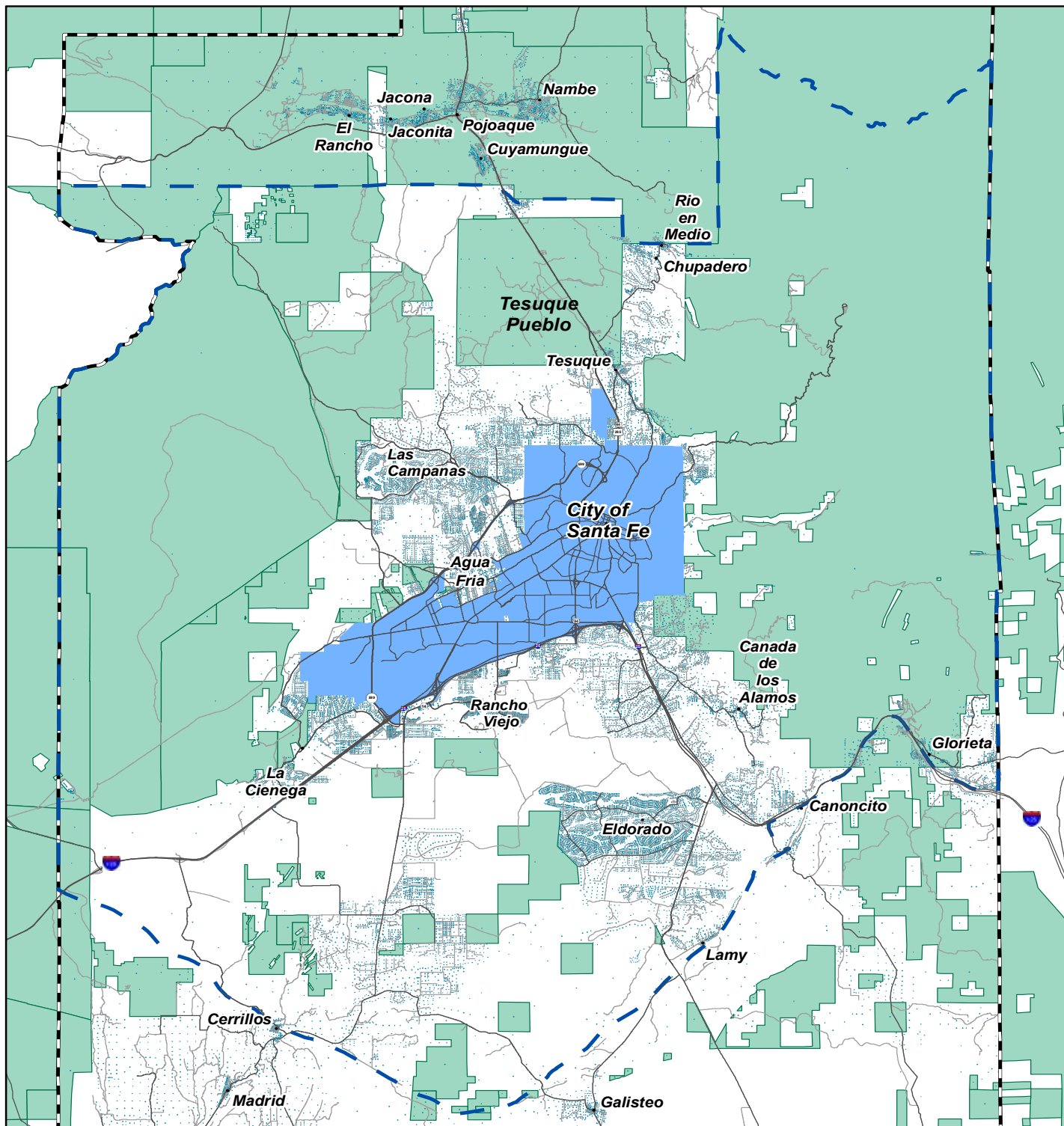
Between 2000 and 2010, 11,582 new housing units were built throughout the metro area, including the city (See map on page 5). In that decade 6,826 new units (59%) were added to the city and 4,756 new units (41%) were added beyond the city inside the metro area.

In 2013, there were 276 new housing units permitted within the metro area, including the city and surrounding county area. This represents less than a half-percent housing growth rate in the metro area. During 2013, 101 housing units were approved for construction in that part of the metro outside the city. This includes 19 new homes permitted in Rancho Viejo, seven new homes in the Eldorado area, and 26 new homes in West/Northwest Santa Fe, including the Las Campanas area. La Pradera received permits for eight new homes.

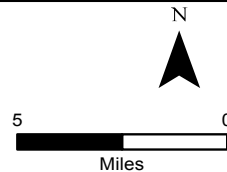


Source: Land Use Department; Santa Fe County Land Use Department Monthly Building Permit Report.

# Santa Fe Area



- City
- Metro Area
- Federal, State & Pueblo Lands
- County Boundary
- County Communities

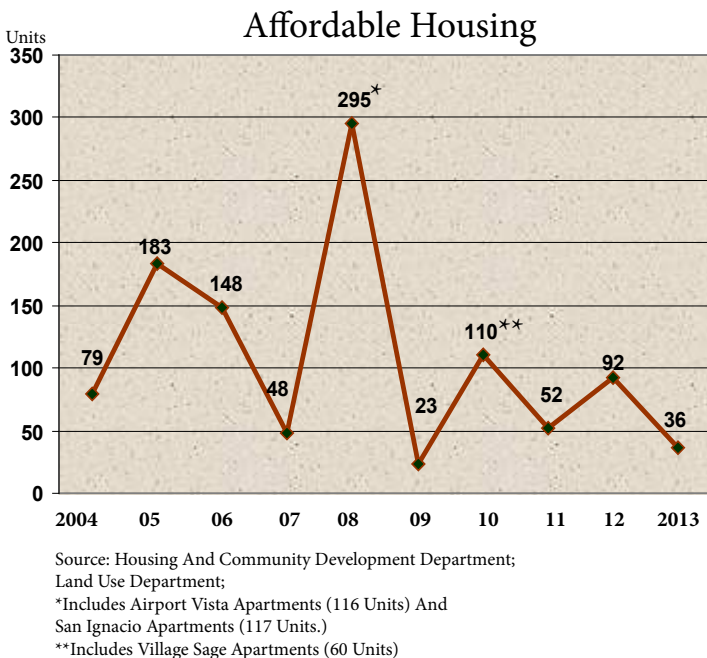




## Affordable Housing

City government is actively involved in the local housing market. The city's affordable housing program has encouraged the construction of low-cost homes, home rehabilitation and energy efficiency improvements. 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.

The chart below illustrates the number of new housing units built 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.

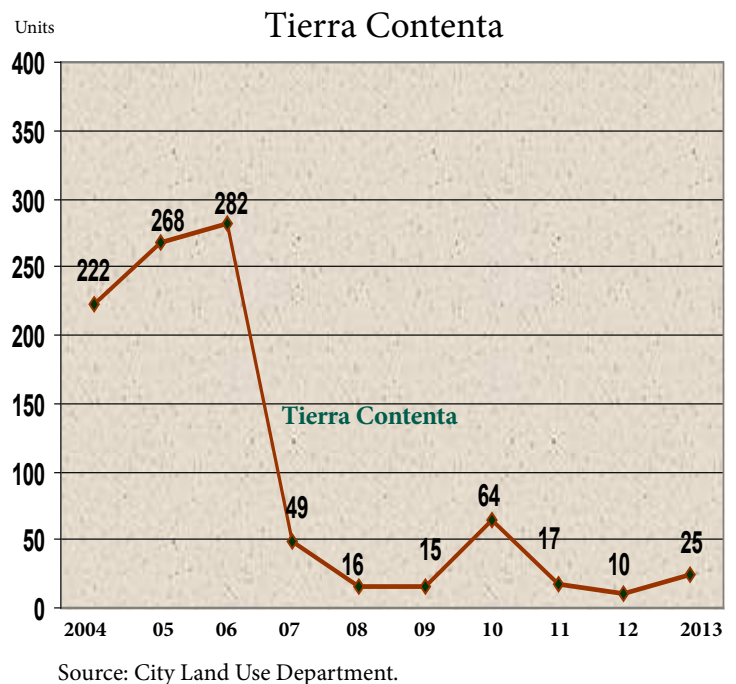
Since 2000, 1,778 affordable housing units have been built; 996 of these units are single family, mostly owner-occupied. These figures represent 29% and 16%, respectively, of all new housing units built in the city since 2000. During 2013, 36 units (all single-family) were added to the city's affordable housing stock.

During 2013, there were 169 affordable homes sold in the city to qualifying low-to moderate-income families and individuals. Of the 169 affordable homes sold, 43 were newly constructed homes.

## 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 ten years.

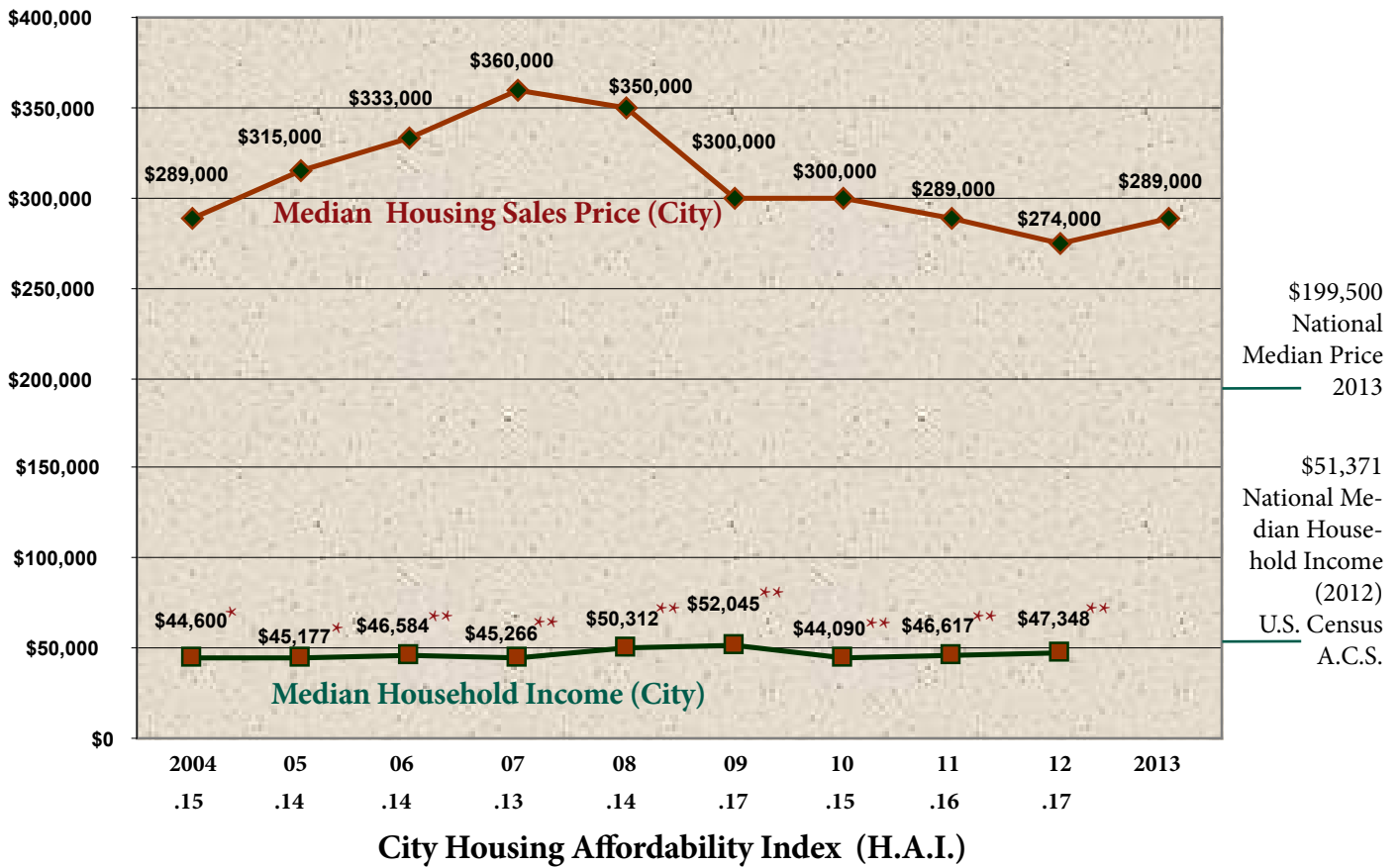
The chart below shows how many housing units (owner-occupied and rental) have been built in Tierra Contenta annually.



Since its beginning in 1995, 2,520 new housing units have been built or permitted for construction in Tierra Contenta. This represents 28% of the 8,849 new housing units built in the city since then. In 2013, a total of 25 new units (all single-family) were permitted for construction in Tierra Contenta, or 14% of the city's 175 new housing units.



## Housing Prices And Household Incomes



Source: Santa Fe Association Of Realtors; National Association Of Realtors; U.S. Bureau Of The Census, American Community Survey; \*City Staff Estimates; \*\*U.S. Census ACS 1-Year Estimate; File DP03.

### Housing Prices and Incomes

At the end of 2013, the median sales price of single-family detached homes in the city dropped from \$289,000 in 2011 to \$274,855 according to the Santa Fe Association of Realtors Multiple Listing Service (MLS). (City median sales price figures beginning with 2005 include the Airport Road area.) The nation's median housing sales price finished 2012 at \$180,600, increasing 9% from 2011.

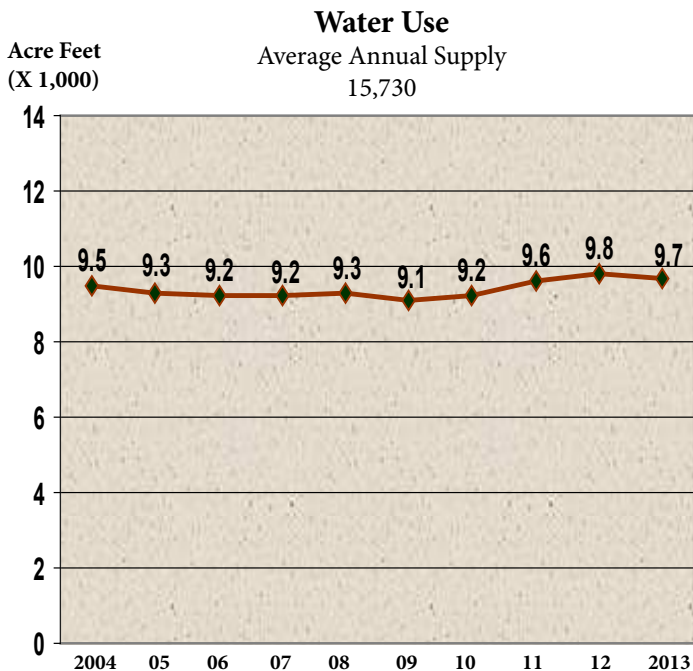
Also during 2013, the number of sales of single family detached homes in the City of Santa Fe increased 9% from 694 in 2012 to 753.

The association warns 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. (There is no ratio for 2013, as median household income figures for Santa Fe had not been released by the US Census Bureau at press time.)

## Water

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



Note: One Acre Foot = 325,851 Gallons

During 2013, customers of the city water utility held overall water demand to 9,703 acre feet.

When considering that the city water system serves an estimated 80,500 residents, the average water demand\* was at 108 gallons per capita daily in 2013.

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.

*\*Defined as the total amount of water used divided by the total estimated population connected to the water system, divided by 365 days.*



Santa Fe's water supply comes from four sources: reservoirs that collect and store mountain run-off from the upper Santa Fe River watershed, the city well field, the Buckman well field and the Rio Grande (Buckman Direct Diversion).

During 2013, the city's water supply came from the following sources (includes 262 acre feet to Santa Fe County, per city/county agreement):

- Rio Grande Direct Diversion (Buckman) – 4,834 acre feet (48%)
- Buckman Wells – 2,890 acre feet (29%)
- City Wells – 1,188 acre feet (12%)
- Reservoirs – 1,053 acre feet (11%)

### Buckman Direct Diversion Plant

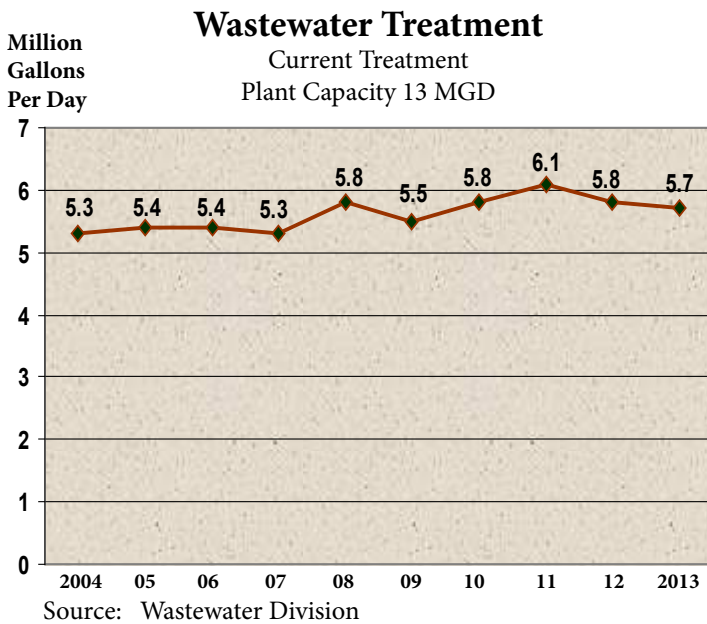
The Buckman Direct Diversion facility began operating in January, 2011 when the first diversion of Santa Fe's San Juan Project Water was drawn from the Rio Grande. The Direct Diversion provides nearly half of Santa Fe's annual water supply.

## 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 entire 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.



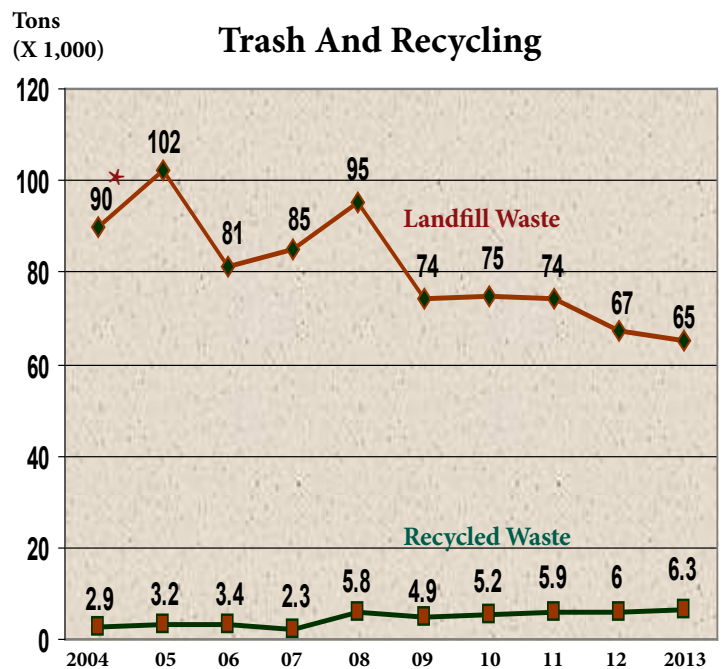
In 2013, the city treated an average of 5.7 million gallons of wastewater daily, including an average daily peak of 7.8 million gallons. The city has the capability to treat an average of 13 million gallons of wastewater per day, and instantaneous peaks of 12-13 million gallons at the wastewater treatment plant located north of the airport.

Plant expansion will handle growth for the next 10-15 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 2013, the City of Santa Fe's recycling program diverted approximately 6,341 tons, (10%) of material from being dumped into the regional landfill and a 5% increase in recycling over 2012. Recycling is an important part of the community's efforts at creating a sustainable future.

In 2013, city-generated trash emptied into the landfill was just 64,975 tons, a 2.5% decrease from 2012.



Source: Solid Waste Division; Caja Del Rio Regional Landfill.

\*Estimated City Generated Trash

## 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 2013 included the construction of bicycle and pedestrian improvements along Camino de las Crucitas, median and landscaping improvements along Airport Road and continued ADA and other sidewalk improvements throughout the city.

The city continued the ADA curb ramp program to allow for better access across streets for those who have disabilities. Pedestrian improvements were installed along Palace Avenue.

## Traffic Volumes

The table below lists traffic volumes as provided by the New Mexico Department of Transportation (NMDOT) at permanent count locations on each road. The permanent counts, or volumes, do not necessarily represent the highest traffic counts along the entire roadway.

### Traffic Volumes

(Average Weekday Traffic/24-Hours)

Roadway	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Agua Fria Street</b> Camino de Los Lopez at Jemez Rd.	5,392	5,320	5,804	5,922	4,856	5,483	3,380	5,020	4,230
<b>Agua Fria Street</b> East of Siler Rd.	16,425	16,688	17,168	17,524	16,004	13,692	13,816	13,556	12,600
<b>Airport Road</b> Zepol Rd. & Jemez Rd.	28,501	29,010	28,672	27,502	28,615	27,841	28,374	27,870	27,711
<b>Bishop's Lodge Rd</b> N. of Camino Entrada	3,074	3,093	2,940	2,713	2,560	2,600	2,570	2,464	2,334
<b>Cerillos Road</b> N. of Alta Vista	-	-	-	32,016	32,837	33,397	29,439	31,404	32,502
<b>East Zia Road</b> E. of Calle de Sebastian	3,152	2,975	2,873	2,857	2,859	2,748	2,663	2,681	2,661
<b>I-25 S. of US 285</b> Lamy Interchange	26,852	26,011	25,520	23,692	24,259	24,291	23,110	22,966	23,268
<b>I-25 SW</b> La Cienega Interchange	35,671	35,390	36,493	37,188	33,148	34,205	32,785	32,867	33,310
<b>NM 14</b> 2.2 miles S. of I-25	11,458	11,237	11,335	11,384	12,083	12,432	12,053	12,411	12,595
<b>NM 599</b> N. of I-25 S. of Airport Rd.	13,928	14,099	14,755	14,599	13,855	14,649	14,253	14,333	14,305
<b>Old Las Vegas Hwy</b> Sunset Spirits & Arroyo Hondo	10,095	10,002	10,057	9,886	9,768	9,368	9,206	8,971	9,080
<b>Rodeo Road</b> E. of Richard's Ave.	33,056	32,891	29,206	31,899	30,885	29,950	31,004	30,297	28,647
<b>St. Francis Drive</b> Alta Vista & Cordova	45,468	46,635	-	40,894	44,883	44,703	44,651	42,818	43,642
<b>St. Francis Drive</b> Zia Rd. & Siringo Rd.	44,678	48,940	50,328	50,059	50,574	49,273	48,081	45,869	46,861
<b>US 285</b> N. of Avenida Vista Grande	13,242	13,411	13,431	12,368	12,155	12,100	11,754	11,610	11,657
<b>West Alameda</b> Solana Dr. & St. Francis Dr.	11,032	10,578	10,871	11,137	11,204	11,795	12,051	11,789	11,552
<b>Zia Road</b> Galisteo & Vo-Tech Rd.	15,321	15,330	15,133	14,723	14,248	13,583	13,792	12,906	12,523

Source: New Mexico Department of Transportation.

## Transit

Santa Fe's bus system, Santa Fe Trails, celebrated 20 years of service, transporting passengers since January, 1993. Santa Fe Trails was the first all Compressed Natural Gas (CNG) fleet in the nation and remains 100% CNG today. "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.

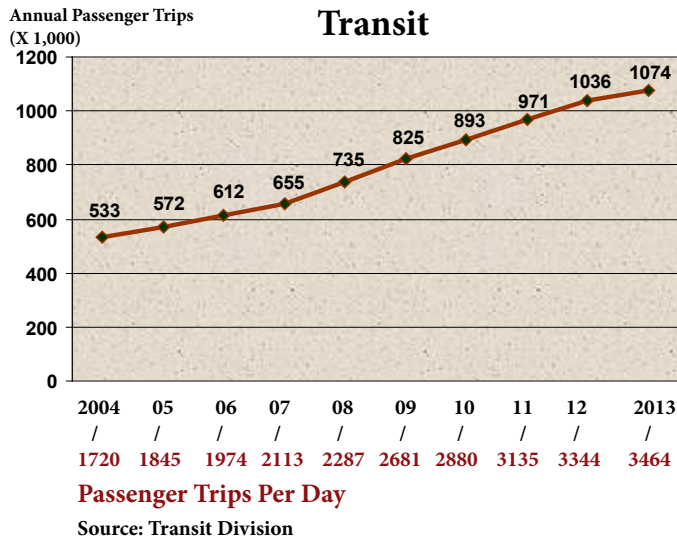
During 2013, the number of passenger trips on Santa Fe Trails increased by 3.6% over 2012 from



## Urban Hike/Bike Trails

Since 2004, the city has added 12 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 five miles of bike routes along Rodeo Road and Airport Road have been striped to easily accommodate bicyclists.

During 2013, the city added 1/3 of a mile of new trails/sidewalk along the river, downtown between Delgado and El Alamo and 1/4 mile along the Camino de los Montoyas urban trail connection to the La Tierra Trails.

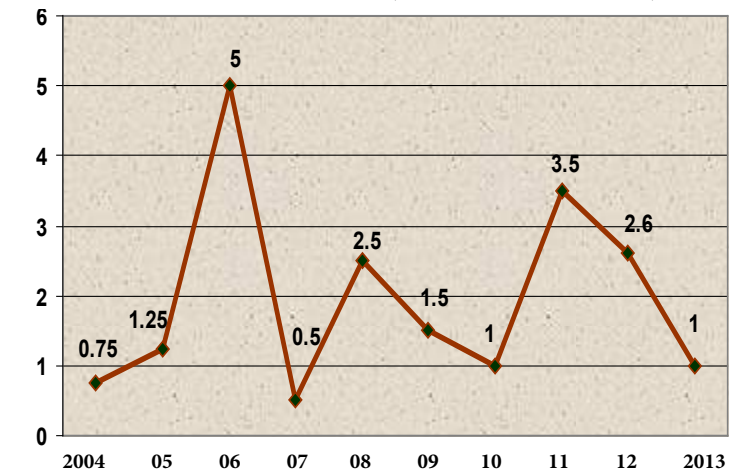


1,036,495 to 1,074,024 - the highest ridership in the system's 21 years of operation. Route 2 along Cerrillos Road accounts for just over 50% of the total ridership. Santa Fe Trails operates 22 full-size compressed natural gas (CNG) buses during peak hours, with a total fleet size of 32 buses.

## Rail Runner Service

The Rail Runner Express commuter train completed its fifth year of service to Santa Fe. During 2013, the Rail Runner carried 358,097 passengers to and from the "City Different". This accounted for about 32% of the 1,082,588 passengers the entire system carried between Belen, Albuquerque and Santa Fe. Rail Runner system-wide ridership decreased in 2013 by 4% from 2012. Ridership to Santa Fe increased slightly by 394 passenger trips in 2013.

## Hike / Bike Trails (Paved, Off Road)



The City of Santa Fe contains 26 miles of paved hike/bike trails. Santa Fe also has an extensive "Wilderness Trail System" of soft surface trails including the Dale Ball System (22 miles) and the La Tierra System (25 miles).



## Air Quality

The New Mexico Environment Department monitors Santa Fe's air pollutants in two locations. Ozone is monitored at the Santa Fe Airport. Particulate matter is monitored at the Harold Runnels state office building at St. Francis Drive and Alta Vista Street. Based on federal requirements, the New Mexico Environment Department monitors ozone ( $O_3$ ) and particulate matter ( $PM^{2.5}$ ) levels in Santa Fe, due to EPA's emphasis on measuring pollutants considered most injurious to human health.



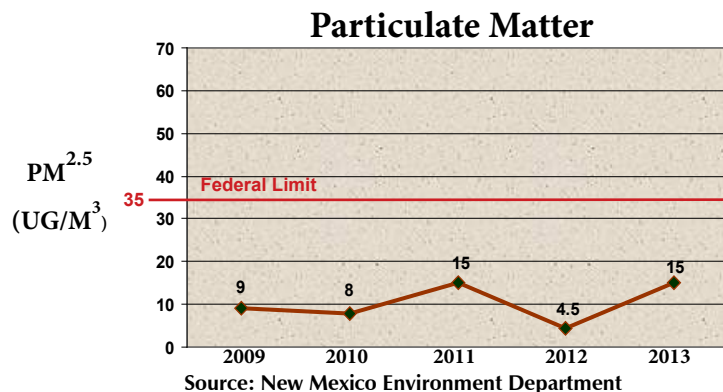
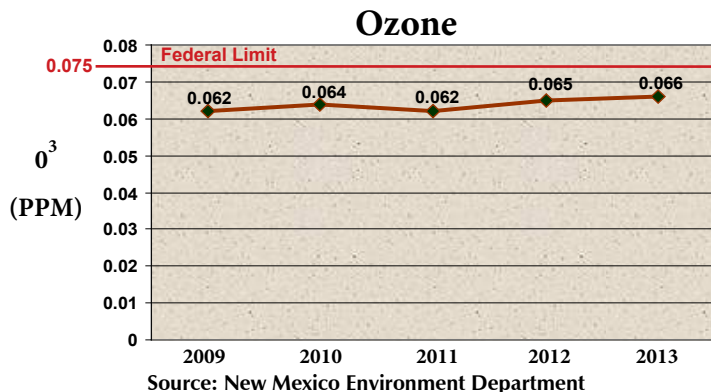
Particulate matter is often associated with air pollution created by some industries, prevalent in the eastern parts of the nation. Throughout much of the west, particulate matter is little more than windblown dust and dirt. However, these natural particles can aggravate respiratory problems.

## 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.

In 2013 the design value derived from the  $PM^{2.5}$  measurements was 15.0 micrograms per cubic meter ( $UG/m^3$ ), well below the EPA maximum threshold of 35  $UG/m^3$ . The design value for ozone during 2013 was 0.066 parts per million (ppm). This is below the maximum federal limits of 0.075 for ozone.

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.



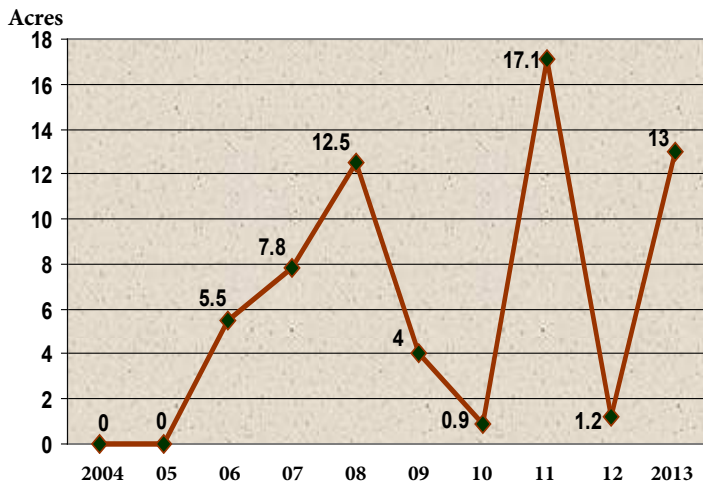
## Parks and Recreation

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 Municipal Recreation Complex (MRC); Genevieve Chavez 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)
2011	Parque del Rio (4.0), Via Caballero (4.8), Nava Ade (5.3), Genevieve Chavez Community Center (3.0).
2012	Cielo Vista Park (1.2)
2013	SWAN / Phase 1 (13.0)

\*Soccer Field Developed at Elementary School



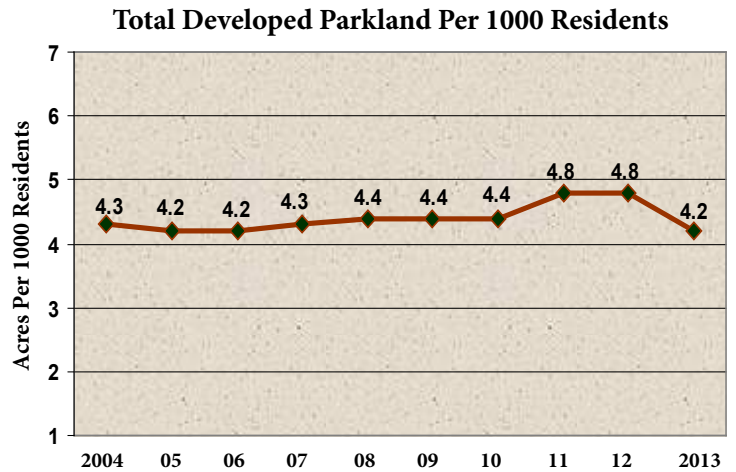
Source: Public Works Department

During 2013, phase 1 of S.W.A.N. (Southwest Activity Node) was completed in Tierra Contenta and includes 13.0 acres.



### 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

Since 2004, Santa Fe has maintained a range of 4.2 to 4.8 acres of developed neighborhood and community parkland per 1,000 city residents. As of 2013, the "developed parkland per 1,000 residents" ratio is at 4.2 acres. The ratio dropped due to the city adding 13,000 residents by way of annexation.

Santa Fe contains approximately 343 acres of developed neighborhood and community park land, but needs a total of 410 acres of developed parks, or 67 additional acres, to meet a goal of five acres per 1,000 residents. (Based on city's new population of 82,000 after the phase 2 annexation.)



## Public Schools

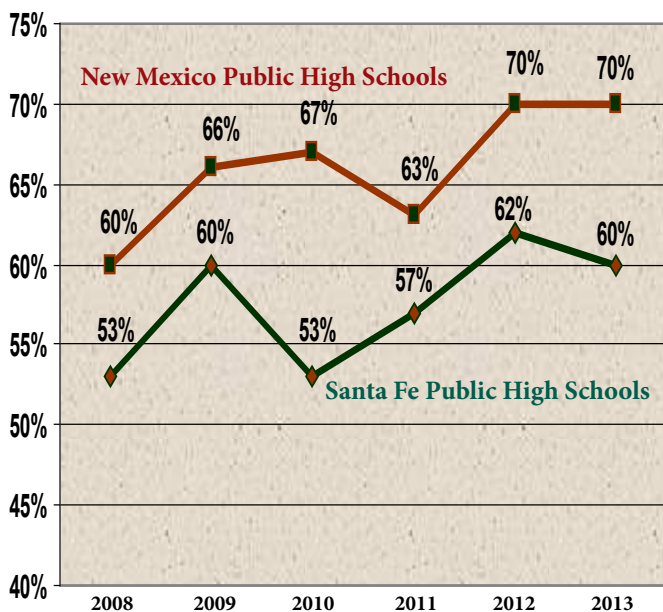
The Santa Fe Public School District's success is important to the community's quality of life. Statistics provided include the district's high school graduation rate and district enrollment figures.

### 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 New Mexico Public Education Department measures "cohort graduation rate", which tracks an entering freshman class and determines the percent that graduate at the end of the four-year high school program. The 2013 class four-year graduation rate for the Santa Fe Public Schools was 60%, while the statewide rate was 70%. Females in the Santa Fe Public Schools 2013 class graduated in four years at a rate of 63%, while males graduated at a rate of 57%. Statewide, the figures for females and males were 75% and 66%, respectively.

#### High School Graduation Rate



Source: New Mexico Public Education Department



### School District Enrollment

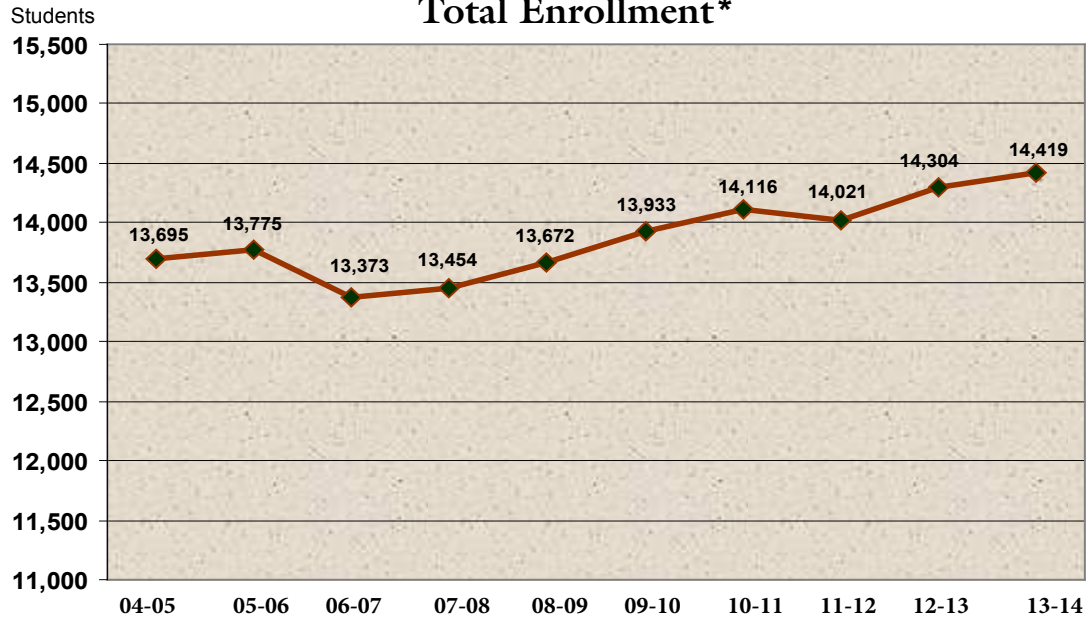
Overall, the district enrolled 14,419 students in the 2013-2014 school year (40-day count).

The district's student population has ranged from 13,373 to 14,419 students during the past 10 years, or less than 1% average annual growth. While growth of the student population district-wide is modest, there has been 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. Sweeney Elementary is the district's most populous elementary school with 615 students in 2013-2014.

Capital High School has an enrollment of 1,162, while Santa Fe High had an enrollment of 1,495. Ortiz Middle School is the largest of the district's three middle schools with 732 students.

The Santa Fe Public School District is constructing two new schools. Nina Otero Community School (K-8) near Capital High School and the El Camino Real Academy (K-8) near NM599 are both scheduled to open for the 2014-2015 school year.

## Public School Enrollment Total Enrollment\*



### PUBLIC SCHOOL STUDENTS K-12

Note: \*Figures Include Students In Special Education Programs And Charter Schools.  
Source: New Mexico Public Education Department; Santa Fe Public Schools (40-Day Count).



## Arts and Culture

### Santa Fe and the Arts

According to a survey by The National Endowment 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. 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 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 Center**

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 is named for film actress Greer Garson who 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
- Theater 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 the other 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

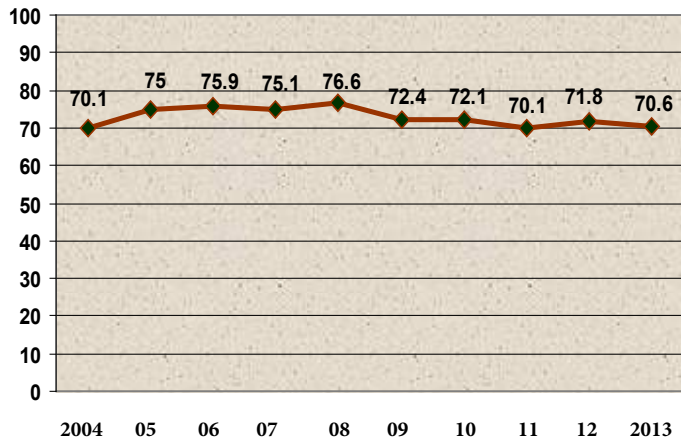
Employment and job statistics are reported for each county annually by the New Mexico Department of Workforce Solutions.

On March 1, 2014 the minimum wage in the City of Santa Fe increased to \$10.66 per hour. This minimum wage is paid by all employers located within the city limits. This applies to all businesses and nonprofit 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 employed inside and outside the county. Employment of Santa Fe County residents decreased slightly in 2013 over 2012 yet county unemployment rates also declined, suggesting a smaller labor force.

**County Employment**  
Annual Average Of Total Employment

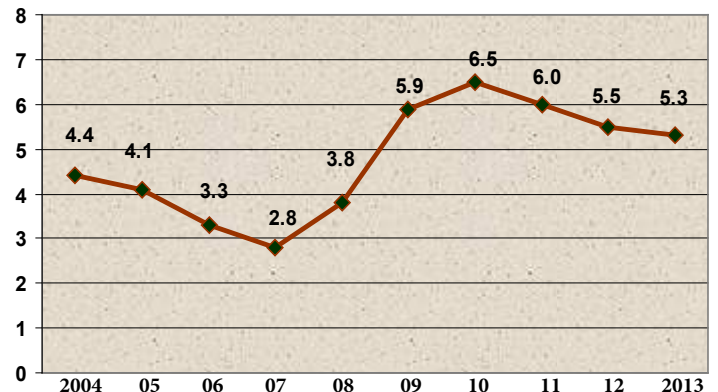


Source: New Mexico Department Of Workforce Solutions; L.A.S.E.R. Labor Force, L.A.U.S. Tables

## 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 2013 was 5.3%, down from 5.5% in 2012. The nation's average unemployment rate for 2013 was 7.3%. New Mexico's unemployment rate was at 6.7% in 2013, down from 6.9% a year earlier. While 70,600 county residents are employed, approximately 4,000 people were unemployed and looking for work.

**County Unemployment Rate**

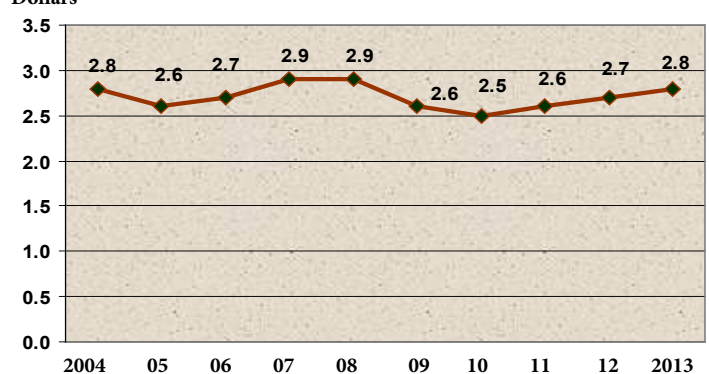


Source: New Mexico Department Of Workforce Solutions; L.A.S.E.R. Labor Force, L.A.U.S. Tables

## Gross Receipts

Economic activity within the City of Santa Fe generated an estimated \$2.8 billion in taxable gross receipts in 2013, an increase over 2012, and the highest figure since 2008.

**Taxable Gross Receipts**



Source: New Mexico Taxation And Revenue Department

## Jobs in Santa Fe County

In 2013, wage & salary jobs located within Santa Fe County in the private sector employed 43,500 in the county, while 17,000 jobs were in the public sector.

Employment by leading sectors included:

- Government (fed., state, local) – 17,000 (26%)
- Health Care/Social Assistance – 9,400 (15%)
- Retail – 8,700 (14%)
- Accommodations/Food Service – 8,400 (14%)
- Construction – 3,040 (5%)

## 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 nationwide. 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 2013, average response time for emergency calls was 6:40 in Santa Fe.

During 2013, the Santa Fe Fire Department responded to and fought 185 fires. The 10-year average is 186 fires per year. The city experienced 22 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 2013, the Fire Department responded to 10,322 calls (28 per day) for emergency medical assistance. Each day the city responds to an average of more than one vehicle accident requiring medical attention.

### Fires

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Building Fires	54	49	57	62	42	64	46	33	60	22
Vehicle Fires	26	42	30	41	27	24	40	30	33	32
Brush/Other Fire	119	127	111	72	78	76	97	118	118	131
Total	199	218	198	175	147	164	183	181	211	185

### Emergency Medical Service(EMS) Responses

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total EMS Responses	8,661	7,956	8,133	8,981	9,066	8,637	8,471	11,876*	11,330	10,322
Vehicle Accidents w/medical attention	1,505	1,164	1,096	946	817	649	679	390	427	316

Source: Santa Fe Fire Department.

\* The City began a new system of EMS Response Tracking and may explain much or all of the increase in “Total EMS Responses” from 2010 to 2011.



## Crime

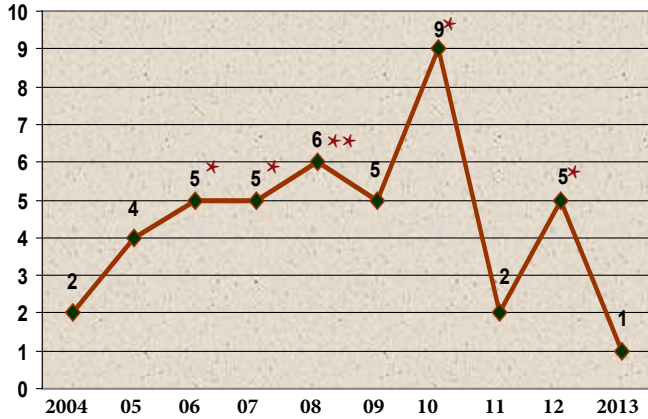
Public safety and protection are vital to Santa Fe's quality of life. There are different ways to measure public safety. Tracking crime statistics in the city is a valuable tool in assessing public health and security.

The charts below provide annual crime statistics reported to city police. During 2013, crimes in all four major categories decreased from 2012. There was one suicide in the city in 2013.

According to the FBI's latest Uniform Crime Report (2012), national annual averages for cities roughly the same size as Santa Fe were: Homicides 4; Robberies 108; Reported Rapes 27; burglaries 667.



### Homicides

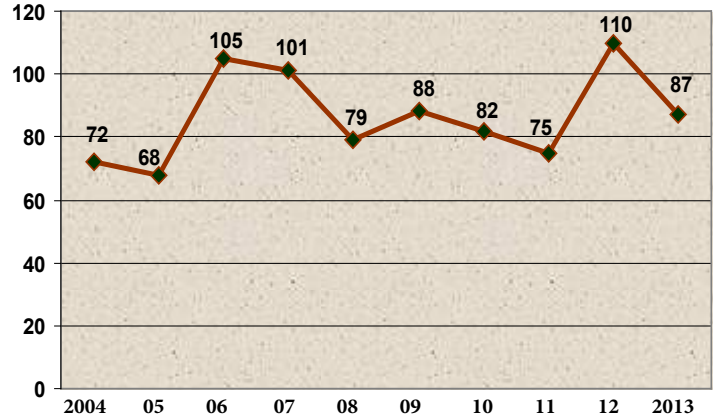


Source: Police Department.

\*1 Vehicular Homicide

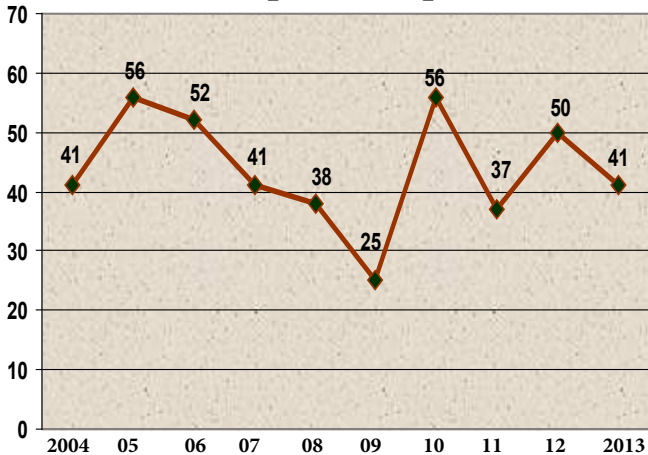
\*\*2 Vehicular Homicides

### Robberies



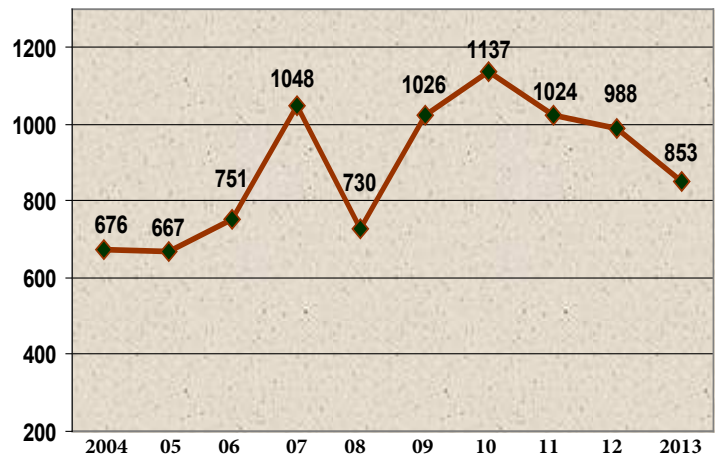
Source: Police Department.

### Reported Rapes



Source: Police Department.

### Burglaries (Residential And Commercial Buildings)



Source: Police Department.



## City Finances

According to the city’s 2013-2014 annual budget, the City of Santa Fe has financial resources of \$260.6 million. The city has seen gross receipts tax revenue increase slightly during the past year. The city has dipped into cash reserves to cover the shortfall resulting from increased operational costs.

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 \$691 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 2013-2014 budget year come from the following:

• Gross Receipts Tax	\$91,400,000	(35%)
• Lodger’s Tax	\$8,000,000	(3%)
• Franchise Tax	\$3,000,000	(1%)
• Property Tax	\$8,100,000	(3%)
• Other Tax	\$1,800,000	(1%)
• Federal and State Grants	\$13,300,000	(5%)
• Fees (water, sewer, Parking, etc.)	\$116,600,000	(45%)
• Fines, Licenses & permits	\$5,100,000	(2%)
• Cash Reserves (used in Budget)	\$3,900,000	(1%)
• Other Sources	<u>\$9,400,000</u>	(4%)
<b>TOTAL</b>	<b>\$260,600,000</b>	

## 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 (GO 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. In March 2012 voters approved G.O. Bonds for two projects: \$14 million for Parks/ Trails and \$3.8 million for environmental projects including solar panels for GCCC and some arroyo and watershed projects. The city’s current G.O. Bond debt is \$52.5 million.
2. Revenue Bonds – These bonds are issued by the city to borrow money secured by gross receipts taxes and other

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. The city currently has revenue bond indebtedness (outstanding principal and interest) of \$468 million. Some of this bond debt includes:

- \$117 million -Gross Receipts Revenue Bonds
- \$172 million -Water Enterprise Bonds
- \$ 75 million - Santa Fe Community Convention Center
- \$ 20 million - Railyard

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.

## Loans and Borrowing

The city also borrows money through institutions such as the New Mexico Finance Authority (NMFA). Currently the city has outstanding loan debt (principal, interest & fees) of \$75.3 million which includes loans for the following projects:

- \$51.0 million - Purchase of the former College of Santa Fe (now Santa Fe University of Art & Design)
- \$18.0 million - Water System Projects
- \$ 1.7 million - Railyard Projects
- \$ 4.1 million - Land Acquisition

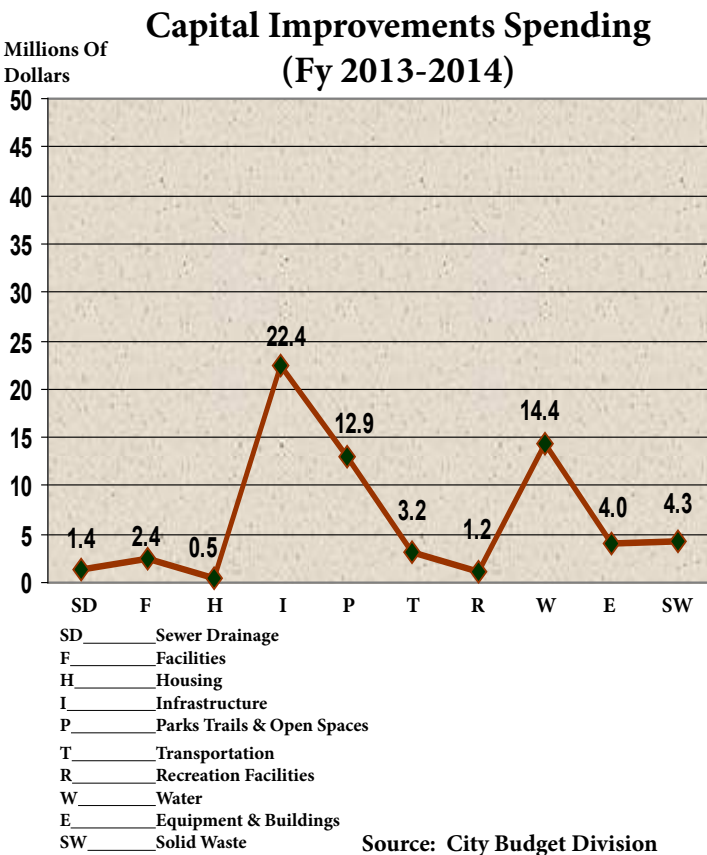
## City Staffing

The city spends approximately one third of its total appropriated funds on salaries and benefits for all employees. The city currently employs 1,470 individuals, of which 1,360 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. The City of Santa Fe has reduced total staff levels approximately 17% from a high of 1,766 (FY 07-08). The cut backs have been achieved through attrition rather than forced layoffs.

## 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 2013-2014 is represented in the graph below.

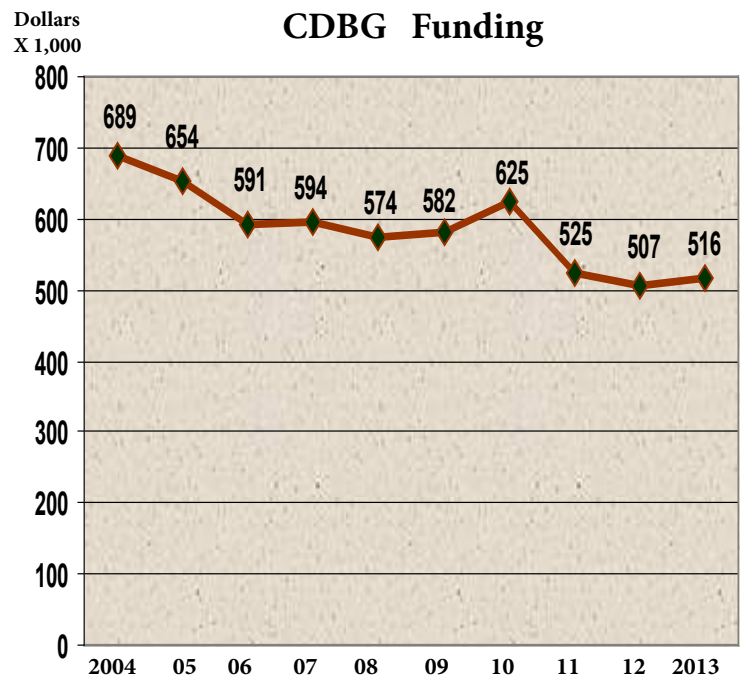


During 2013-2014 over \$14 million is budgeted for the city water system. Meanwhile \$12.9 million has been budgeted for various parks and trail projects throughout the city.

## 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.



Source: Housing And Community Development Department



## 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 Santa Fe'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>	<u>Annual Increase</u> <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%)
Metro	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>	<u>Annual Increase</u> <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%)
Metro	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 average annual growth rates rounded to the nearest tenth of percent.



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

Census Tract	Total Population		Children (Under 18)		Median Age		Hispanic Population		Housing Units		Persons per Household <sup>1</sup>			
	1990	2000	1990	2000	2000	2010	1990	2000	2010	2000	2010	2000	2010	
1.01	4,106	4,185	602	508	53	60	896	799	660	2,504	2,853	1.92	1.79	
2	3,526	3,581	710	541	44	50	1,531	1,339	1,095	1,705	1,947	1.97	1.89	
3	2,044	1,814	445	286	38	48	1,238	939	493	982	1,089	1.85	1.57	
4	536	556	32	22	74	78	125	131	53	320	374	1.35	1.52	
5	3,295	2,574	476	311	49	58	883	705	521	1,820	1,864	1.78	1.71	
6	2,469	2,400	402	324	43	50	709	676	473	1,369	1,476	1.79	1.62	
7	2,353	2,139	550	328	40	46	1,566	1,142	984	965	1,125	2.01	1.92	
8	3,120	3,067	822	641	39	43	2,040	1,708	1,503	1,222	1,445	2.22	2.07	
9	3,397	3,668	809	770	40	45	1,967	2,138	1,876	1,358	1,604	2.32	2.20	
10.01	2,147	2,089	352	310	54	60	681	685	652	986	1,049	1.89	1.93	
10.02	3,454	3,541	1,074	944	30	35	2,357	2,460	2,336	1,399	1,459	2.56	2.12	
11.02	1,566	2,727	313	525	40	45	240	952	1,167	751	1,434	2.34	2.41	
11.03	2,455	2,366	601	396	30	38	1,167	1,165	1,117	860	839	2.20	2.08	
11.05	2,824	2,672	794	574	39	46	1,182	1,091	1,143	1,137	1,219	2.36	2.19	
11.06	3,116	2,694	798	538	43	46	2,041	1,672	1,731	1,132	1,111	2.51	2.33	
11.07	5,953	5,689	1,772	1,207	38	43	3,462	3,207	3,028	2,106	2,362	2.67	2.38	
12.02	3,243	4,026	1,034	1,181	30	34	2,508	3,182	3,919	1,311	1,750	2.92	2.96	
12.03	1,606	2,478	520	807	30	32	969	1,691	2,176	660	868	2.82	2.86	
12.04*	3,216	4,940	1,415	1,676	27	30	2,080	4,021	4,595	1,140	1,751	3.07	3.38	
12.05*	1,402	4,593	(incl. ^)	1,621	27	28	907	3,597	4,695	706	1,494	2.21	2.29	
13.01*	1,036	1,409	1,217	342	33	36	551	716	971	317	637	2.95	3.11	
13.02*	1,279	3,269	(incl. ^)	1,102	27	27	1,118	2,546	2,426	391	1,110	2.91	2.85	
13.03*	365	2,631	(incl. ^)	1,002	26	30	283	1,896	4,736	110	904	3.30	3.18	
13.04*	491	902	(incl. ^)	312	30	35	399	678	742	150	273	1.40	1.40	
102.04 (part)	---	124	9	14	---	---	6	48	---	---	104	2.27	2.26	
103.14*	308	587	813	136	36	40	128	323	774	123	266	2.01	2.00	
103.15*	1,458	2,349	(incl. ^)	487	44	50	479	836	1,052	677	1,171	2.34	2.10	
103.16*	1,490	1,547	(incl. ^)	332	47	54	508	608	581	598	654	2.15	2.24	
104	2,267	2,880	470	475	49	56	278	509	383	1,102	1,458	2.15	2.00	
105	1,502	1,603	304	265	48	56	620	526	510	672	889	2.35	2.25	
<b>TOTAL</b>	<b>66,104</b>	<b>79,100</b>	<b>16,334</b>	<b>17,967</b>	<b>41</b>	<b>44</b>	<b>32,913</b>	<b>41,794</b>	<b>46,440</b>	<b>28,573</b>	<b>36,579</b>	<b>43,405</b>	<b>2.35</b>	<b>2.25</b>

\* New Census Tract in 2010 Census

Figures in the table embed data from the 1990 Census and Census 2000 into the Census 2010 tract geography for the purpose of comparison.

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

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

(incl. ^) – part of the Census Tract and figure above in 1990. (example: Tracts 13.02, 13.03 and 13.04 were part of tract 13.01, or what was then tract 13.)

NOTE: All data from U.S. Census using Summary File 1 (SF-1).

<sup>1</sup> "Persons per household" is the population divided by the number of occupied housing units.

# Santa Fe Trends



*“Planning is bringing the future into the present so that you can do something about it now”*

*-Alan Lakein*



*Plan for the future because that's where you are going to spend the rest of your life.*

*- Mark Twain*

## 2014

*Strategic planning is worthless — unless there is first a strategic vision.*

*-John Naisbitt*



*Few people have any next, they live from hand to mouth without a plan, and are always at the end of their line.*

*-Ralph Waldo Emerson*

