

POLICY BRIEF:

QUALITY OF LIFE

FAST FACTS:

A Quick Look at Some of What Las Cruces Offers

- 104 parks throughout city
- Monthly free public events the City sponsors
- Free public transit with a brand new fleet of electric buses
- Opportunities with LC being home to NMSU & DACC
- Cultural events
- Sports
- Community classes
- 3 community theaters
- Local symphony
- Amazing farmers' market
- City pools and brand new Aquatic center



Healthy Living for All

Like happiness, quality of life means different things to different people. But as a social worker and a Latina who raised two children on my own, I know how important affordable access to opportunities for culturally uplifting recreation and gathering are for the well-being of children, families, and communities. Not to mention key to Las Cruces' economic health, based on increases in tourism and GRT. A result I proudly delivered throughout two terms as a City Councilor representing the people and businesses of downtown Las Cruces (District 1).

This Policy Brief highlights some of the many policies, procedures and programs that I will strengthen and/or initiate within my first 100 days of service as your mayor. Together they provide a roadmap to community vibrancy and well-being — a foundational component of my vision of a “Healthy Las Cruces” framework

Inspiration and Recreation for All

According to the City of Las Cruces' [Quality of Life Department](#), this vital community asset currently comprises the [Branigan Library](#), [Museums](#), [Senior Programs](#), [Public Art](#), and [Volunteer Network](#). The City of Las Cruces' Department of [Parks and Recreation](#) is similarly key to the standard of living in our community, providing all with places to learn and grow throughout every stage of life.

Las Cruces is Home To...

Las Cruces is blessed with an average of 320 days of sunshine a year. We have over 100 miles of hiking and biking trails and over 80 museums and galleries, along with free public transportation to visit them. Our farmers market has also been named one of the best in the nation.



| Policies | Programs |
|--|--|
| Smart public/private partnership building and stewardship. | 2022 GO Bonds Community Development Plan |
| Whole of city approach to maintenance/oversight of city-owned or city-supported assets and resources | Neighborhood Action Team Lift Up Las Cruces Team Up to Clean Up Citywide Plans Portal |
| Network and connect art/cultural museums/centers | Diversify and scale creative class opportunities throughout the city |
| Placemaking, heritage conservation, Metropolitan Redevelopment Areas (MRA)s | Scale “Mesquite Historical Neighborhood” placemaking model to other unique and historical neighborhoods throughout the city including: Amador Proximo; Apodaca; East Mesa; El Paseo; East Picacho and South Jornada. |