

Smarter Growth in One Year: Ten Actions to Get Your Community Started

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Background

- City of 100,000
- Developer run community
- Rampant sprawl
- Questionable deals with State Land Office
- No concern for water issues
- Downtown ghost town
- Large annexation with no public input or council discussion
- Went to AG to get public meeting
- *Get control of policy making.*



Perspective: community organizer or elected official—Smart Growth

Community Organizer

- Downtown Project
- Quality Growth Alliance
- Progressive Voter Alliance
- Campaign Management
- Use the Media

Elected Official

- Council Role
- Strategic Plan
- Sustainability Officer & Plan
- HUD/DOT/EPA Grants
- Comprehensive Plan

Downtown Project

Dead downtown—first target

- LCDP—small group
- Wrote grants
- City Council meetings
- City staff contacts
- Opened Main Street
- Federal and State Funds
- TIDD
- Public/Private Partnership
- Where's your Smart Code?
- Where's the transit?



Quality Growth Alliance

Study Group

- What's a Comp Plan?
- Who writes it?
- How does it work?
- How can we influence it?
- What do other cities do?
- Albuquerque's Planned Growth Strategy
 - Live, work, play
 - Centers and Corridors
- City Council, state senator, county commission, state rep



Progressive Voter Alliance



Developing political clout

- Meets once a month
- 5 minute presentation
- Do unified action each month
(recycling, dog park, GOTV, transit funding)
- Pass the microphone—2 minutes each.
- Sign up sheets, petitions, etc. in the back
- Political candidates always come
- Being copied elsewhere

Campaign Company



More Political Clout

- Control of policy making bodies
- Wellstone training
- Sophisticated campaign management
- GOTV workers

DOÑA ANA COUNTY
BUREAU OF
ELECTIONS



Gained control of city council, county commission, local school board, most of the state legislators from our area

Media

- Bi-weekly column for local newspaper on downtown revitalization
- Lunch speaker for local organizations
- Dust mitigation expert (EPA)
- Windshield tour with local TV
- Local talk radio
- Op eds and letters
- Interviews



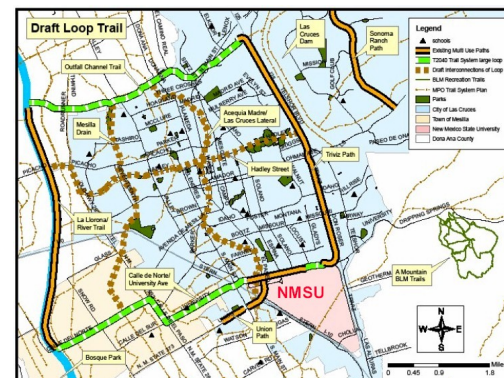
Role on Council/Commission



- Provide research on council topics (English Professor)
- Do presentations if needed
- Insist on well researched presentations—best practices; model ordinances, etc.
- Bring in experts—local university, Municipal League, state government (energy efficiency)
- Become the “go to” person
- Network with community organizers and elected officials (*Vision Doña Ana County*)

Strategic Plan

- Stop gap before Comp Plan
- Lay out the work for the city staff
- Municipal League consultant
- All day workshops
- Got rid of silos
- Added smart growth, renewable energy, sustainability, etc.
- Developed a city report card--report every two years; update the plan every two years
- Staff bring items to council; ties them to goals in the Strategic Plan



Sustainability Officer & Plan

- Hire a Sustainability person who does a Sustainability Plan
- More than natural environment
- Includes built environment as well
- Includes working with Healthy Kids, SRTS, school siting, local food group, etc.
- Affordable housing, transportation choices, etc.





HUD/DOT/EPA Grants

Governor Parris N. Glendening

EPA Technical Assistance

- Picturing El Paseo

HUD Sustainable Communities

- Viva Doña Ana
- *Livability Principles*
- DAC planners



Comprehensive Plan

Not a first year task--

City of Las Cruces

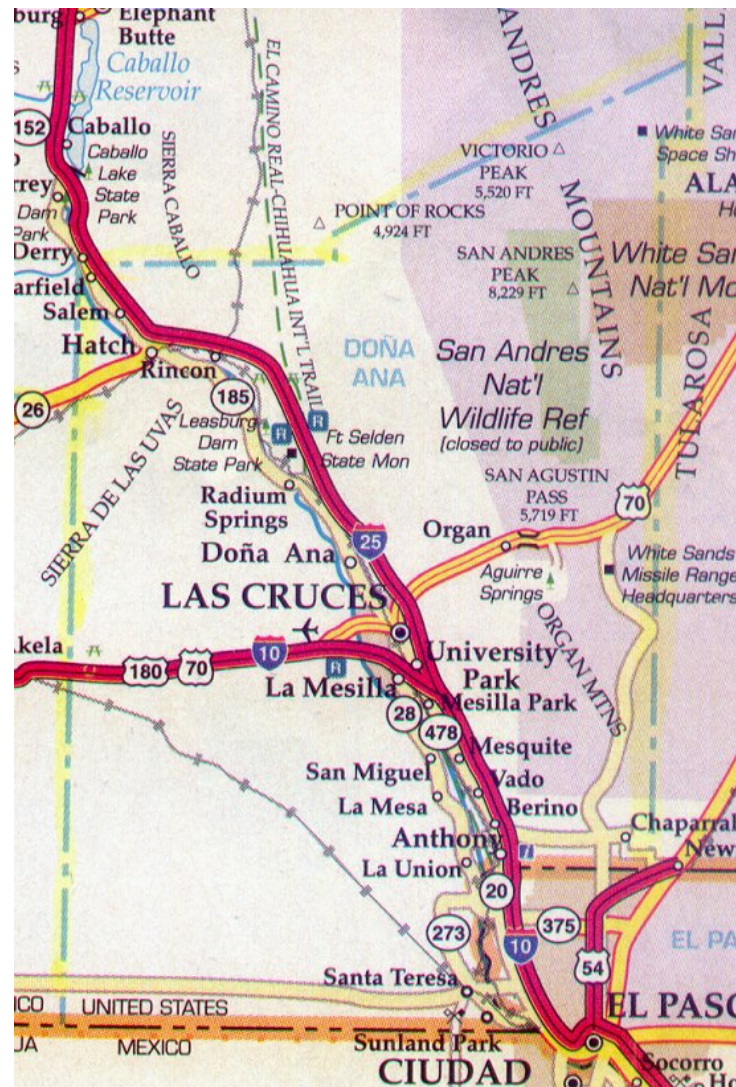
(Being done in house; long range planners and GIS capability; from nine elements to five themes)

Doña Ana County

(Viva Doña Ana project)

A Comprehensive Plan will cover the topics of housing, transportation, economic development, healthy communities, and the environment.

Going forward: regional planning



Have developed a network that educates, gets people elected, then provides them with support.

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