



City of Santa Fe, New Mexico

Mission, Vision, Strategies, Frameworks & Toward the Finish Line Progress Update

City of Santa Fe Mayor and Governing Body

09 September 2026

SEP
2026

Overview

- About Santa Fe Forward
- Mission, Vision, Strategies
- Frameworks
- Engagement Themes
- Next Steps





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*If everything is
a priority, then
nothing is.*

Approach to Santa Fe Forward:

Aspirational

- Express the desired present and future for Santa Fe
- Advisory plan

A plan of action

- Guide public, private, partner and institutional investment
- City department work plans aligned to deliver implementation actions

Usable daily

- Concise, integrated and prioritized
- Clear language and graphical layout

Policy versus regulatory

- General Plan is policy-focused, advisory and less detailed because its purpose is broad
- Land Development Code is regulatory, mandatory and therefore detailed because its purpose is specific

The **mission** of Santa Fe Forward:

Faithful to our heritage,
focused on our present and
forging our future, **Santa Fe
Forward** shapes the City
Different, sets priorities and
creates opportunities for all.





Our Unified Vision

Santa Fe supports and respects the needs and growth of all in harmony with our heritage and environment, thriving today and tomorrow as *the City Different*.





Strategies to Achieve Our Vision

People & Housing

- ✓ Accommodate a variety of attainable housing types to retain and attract a diversity of residents.
- ✓ Foster belonging, respect and community pride.
- ✓ Strengthen connections across the diverse fabric of Santa Fe's communities and places.

History, Culture, & the Arts

- ✓ Embrace our collective heritage while incorporating change and meeting needs.
- ✓ Broaden the range of contributors to advance innovation and expression in arts and culture.
- ✓ Nurture the development and exhibition of arts and culture in public, private and institutional settings.

Strategies to Achieve Our Vision

Engagement & Governance

- ✓ Provide a variety of engagement channels to understand and respond to community, business and provider needs.
- ✓ Collaborate internally and across government agencies and providers to effectively deliver services and projects.
- ✓ Operate and invest in a fiscally sustainable and transparent manner to meet ongoing obligations and community needs.

Education, Social, & Economic Opportunity

- ✓ Align education and workforce development with community and economic needs and opportunities.
- ✓ Diversify the economy to grow individual and community prosperity.
- ✓ Strengthen social networks and community capacity to expand pathways to opportunity.



Strategies to Achieve Our Vision

Nature, Sustainability, & Resiliency

- ✓ Preserve, enhance and manage natural landscapes and water resources for many compatible uses.
- ✓ Protect environmental quality for a healthy community.
- ✓ Adapt to climate and socioeconomic changes.

Community Services & Essential Utilities

- ✓ Maintain a variety of widely accessible recreational amenities.
- ✓ Collaborate with partners to promote a range of supportive learning, health and social services.
- ✓ Continuously modernize utilities infrastructure to strengthen its resilience and improve affordability.



Strategies to Achieve Our Vision

Transportation & Access to Opportunity

- ✓ Create connected, comfortable and safe transportation corridors for all users and the efficient movement of goods.
- ✓ Provide transportation services that responsibly meet mobility needs.
- ✓ Align transportation investments to maximize socioeconomic, environmental and placemaking benefits.

The Built City

- ✓ Provide pattern and design flexibility, creativity and excellence befitting of every context and scale.
- ✓ Distribute activities throughout the city to broaden access to amenities and services.
- ✓ Use quality public and private investment to address needs and opportunities.

Prioritization Framework

ESTABLISHED AREAS

Characterized by treasured natural, historic or cultural resources; investment in these areas would prioritize compatibility to maintain existing character.

ENHANCEMENT AREAS

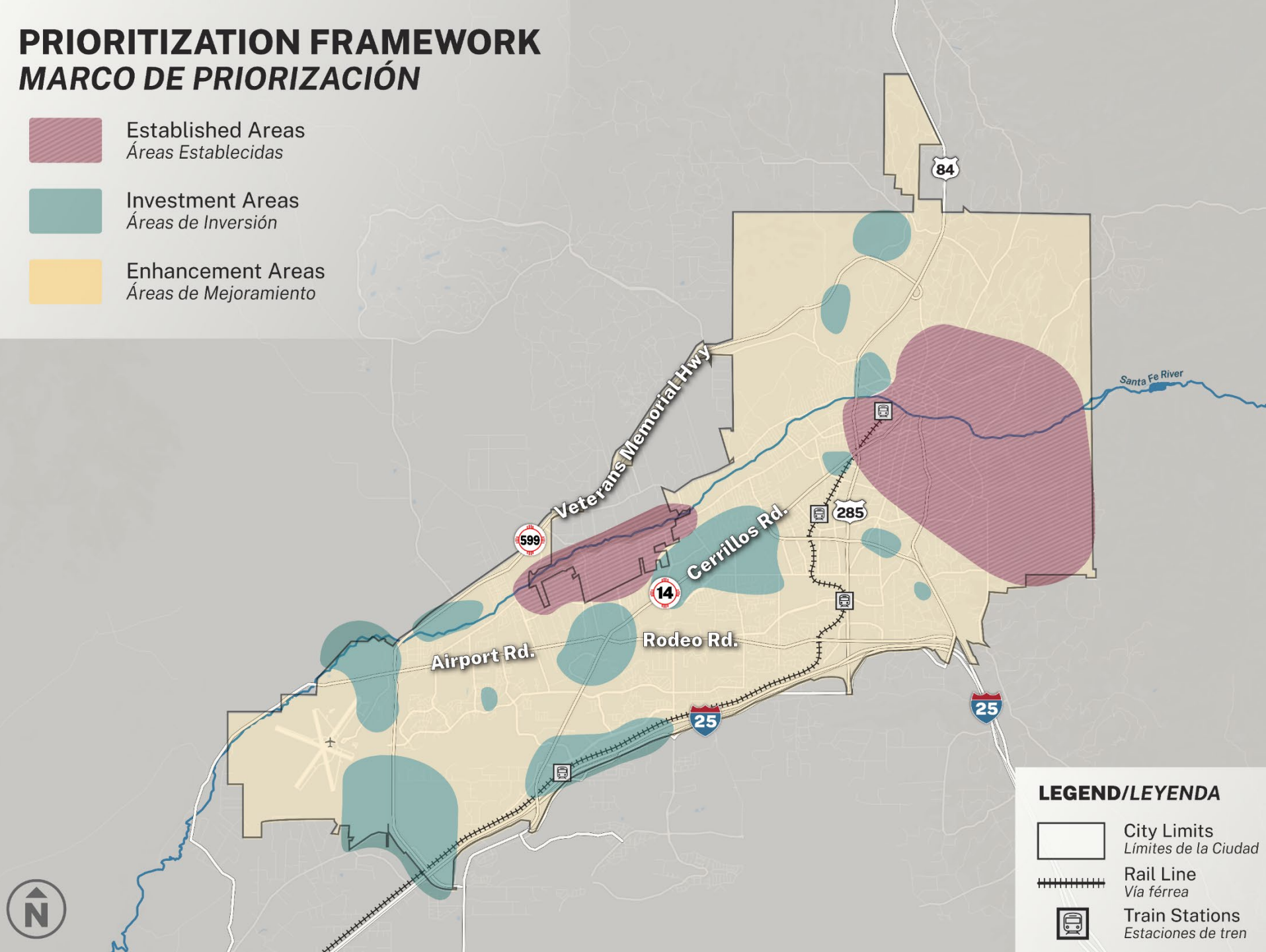
Characterized by stable and thriving places that would benefit from supportive investments to meet needs and retain stability.

INVESTMENT AREAS

Characterized as being undeveloped, underutilized or having gaps that warrant substantial public and private investments to build the capacity to meet Santa Fe's existing and future unmet needs.

PRIORITIZATION FRAMEWORK MARCO DE PRIORIZACIÓN

-  Established Areas
Áreas Establecidas
-  Investment Areas
Áreas de Inversión
-  Enhancement Areas
Áreas de Mejoramiento



LEGEND/LEYENDA

-  City Limits
Límites de la Ciudad
-  Rail Line
Vía férrea
-  Train Stations
Estaciones de tren

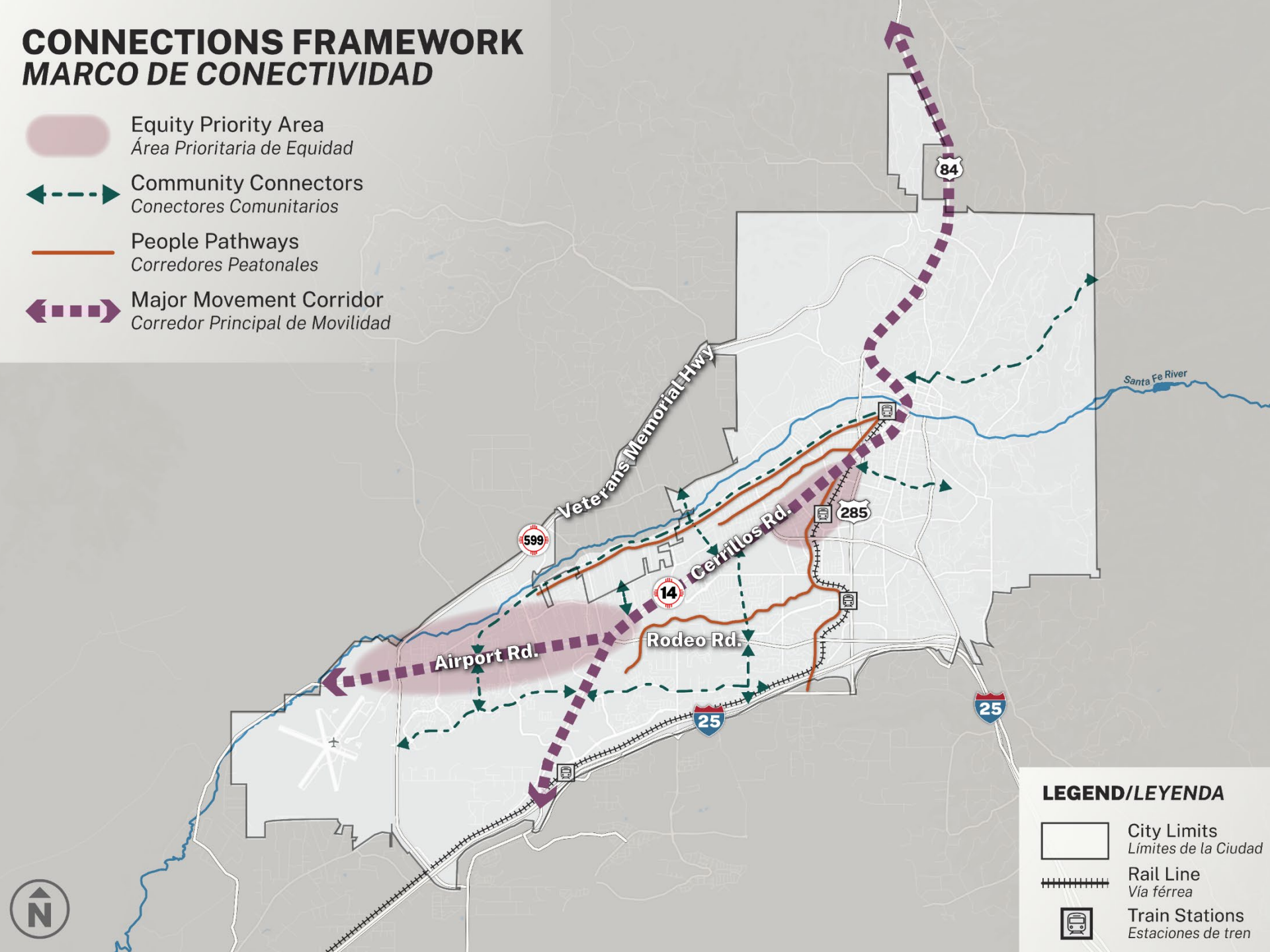
Connections Framework

Connects people, places and productivity, broadly increasing access to opportunities, providing more choices that are safe and reliable.

A crosstown and regional mobility spine connected to the community by shared mobility corridors.

CONNECTIONS FRAMEWORK MARCO DE CONECTIVIDAD

-  Equity Priority Area
Área Prioritaria de Equidad
-  Community Connectors
Conectores Comunitarios
-  People Pathways
Corredores Peatonales
-  Major Movement Corridor
Corredor Principal de Movilidad



LEGEND/LEYENDA

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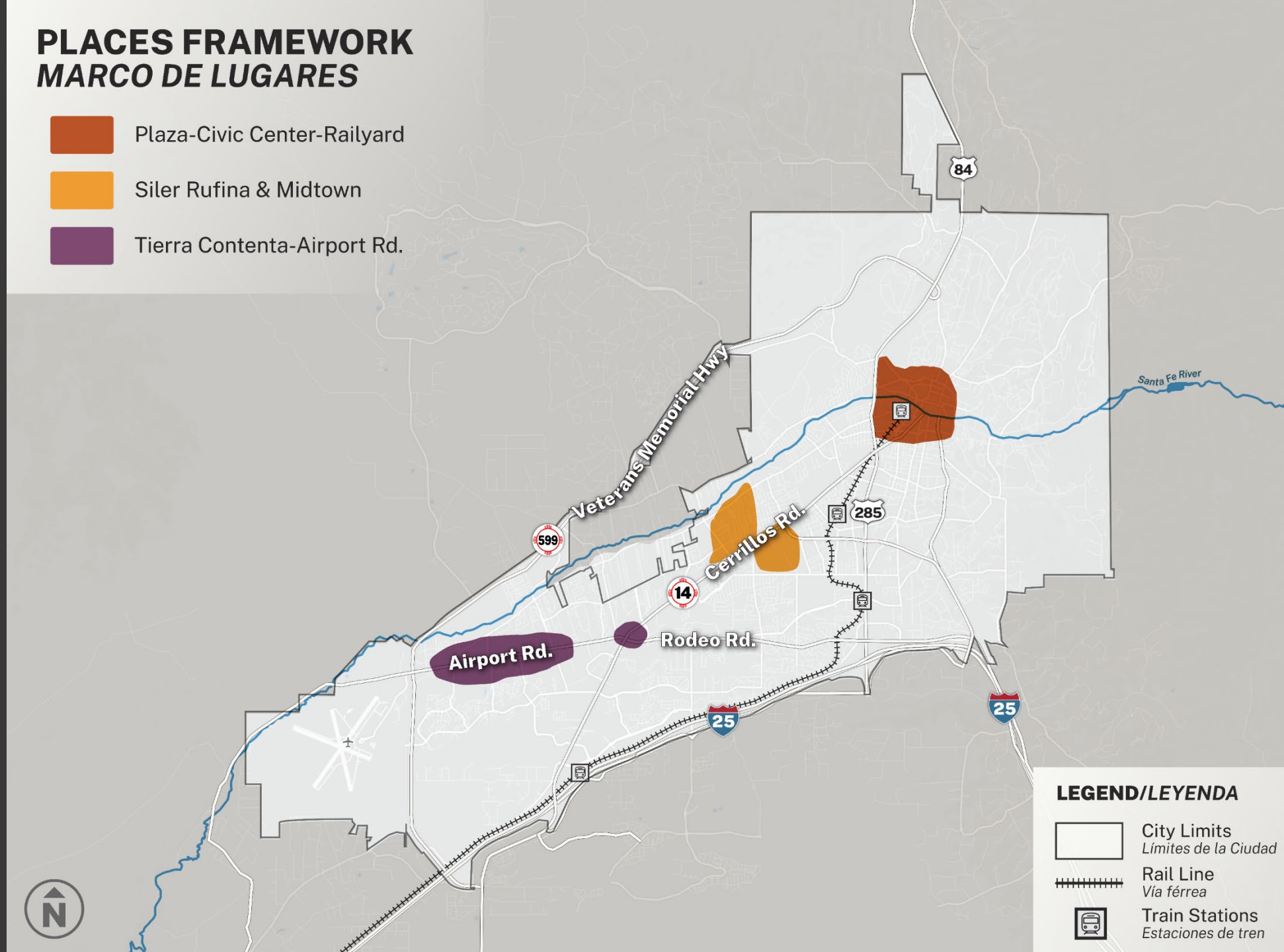
Places Framework

Strengthens and creates substantial, thematic places that enhance community life, reinforce local character and attract people, services and investment.

Three strong places to give all Santa Feans access to amenities and services aligned with key nearby characteristics and needs.

PLACES FRAMEWORK MARCO DE LUGARES

- Plaza-Civic Center-Railyard
- Siler Rufina & Midtown
- Tierra Contenta-Airport Rd.

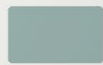


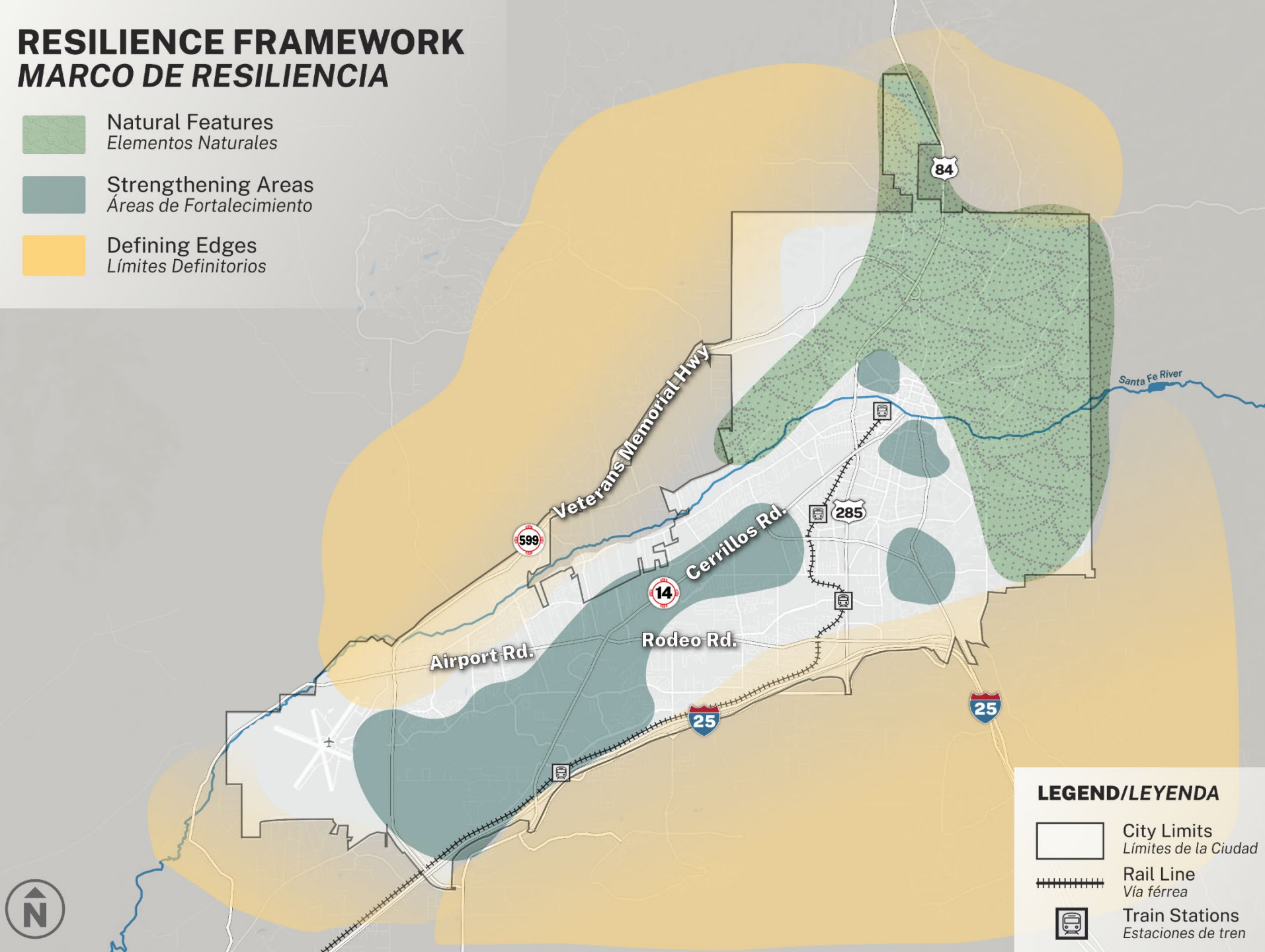
Resilience Framework

Builds Santa Fe’s ability to adapt to a changing climate and thrive through economic diversification, expanded housing choices, and protection of its unique natural setting.

Bold moves with high impact to address gaps in meeting vital needs, building socioeconomic and climatic resilience.

RESILIENCE FRAMEWORK MARCO DE RESILIENCIA

-  Natural Features
Elementos Naturales
-  Strengthening Areas
Áreas de Fortalecimiento
-  Defining Edges
Límites Definitorios



Advisory Groups Participation

Community
Partners

Technical
Working Group

Planning
Commission

Various City Boards
and Commissions



Engagement Themes— Show Us the Plan!

Housing: Add more homes and expand housing choices

Growth & Investment: Clarify where and how future growth and investment should occur

Everyday Mobility: Create infrastructure and development patterns that make walking, biking, and rolling practical

Nature: Steward natural resources and improve access to the outdoors

Santa Fe Character: Meet current and future needs while retaining the qualities that make Santa Fe distinctive

Implementation: Connect Santa Fe Forward policies to public and private actions that deliver results



Next Steps Toward the Finish Line



Fall 2026

- Character Frameworks
- Vision Framework Map



Winter 2025/2026

- Public review draft General Plan
- Planning Commission recommendation
- Governing Body action

Santa Fe
Forward

Thank you!

