

# WELCOME! WE'RE GLAD YOU'RE HERE

MID-REGION COUNCIL OF GOVERNMENTS

## LEARN ABOUT A COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)



**SCAN HERE TO TAKE OUR SURVEY.  
WE WANT YOUR FEEDBACK BEFORE  
NOVEMBER 14, 2025**

### WHAT IS A CEDS?

The Comprehensive Economic Development Strategy (CEDS) is an economic development planning process and document that helps a region identify its economic strengths and weaknesses. The process brings together local governments, and other local organizations in order to spur economic development and create good jobs.

The CEDS process for the middle Rio Grande region in New Mexico is led by the Mid-Region Council of Governments (MRCOG). It covers Bernalillo, Valencia, Tarrant, and Sandoval counties. As part of the CEDS planning process, MRCOG is hosting a series of open houses across the region.

### WHY IS A CEDS IMPORTANT

A CEDS assesses strengths, weaknesses, opportunities, and threats (SWOT) within our economic area, defines employment trends in both rural and urban areas, and provides a strategic action plan to enhance and remediate key focus areas through a five-year plan.

A CEDS is essential for guiding long-term economic growth and is a critical ingredient in allowing local governments and others to access federal grant funding.

### ABOUT US

MRCOG, the Mid-Region Council of Governments, is a multi-county governmental agency that helps our region plan responsibly for the future and provides a forum for groups and individuals to address regional issues and coordinate planning. The MRCOG region includes Sandoval, Bernalillo, Valencia, and Tarrant counties. The agency performs long-range, collaborative regional planning in the areas of transportation, land use, workforce development, water resources and economic development.



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# SWOT ANALYSIS: RURAL AREAS OF THE MIDDLE RIO GRANDE REGION

## STRENGTHS

- Natural Resources and Landscape
- Rich Cultural Heritage
- Strong Social Ties and Community Cohesion
- Affordable Cost of Living
- Low Crime Rates
- Untapped Economic Potential
- Resilience and Self-Reliance

## WEAKNESSES

- Limited Access to Healthcare
- Underdeveloped Infrastructure
- Economic Vulnerability
- Population Decline and Aging Demographics
- Educational Challenges
- Poverty and Limited Access to Services
- Water Scarcity
- Housing Quality and Availability
- Lack of Access to Capital

## OPPORTUNITIES

- Rural Economic Development Initiatives
- Renewable Energy Expansion
- Ecotourism and Cultural Tourism
- Remote Work and Digital Economy
- Education and Workforce Training
- Water Conservation Technologies
- Community-Led Planning and Advocacy
- Agricultural Innovation
- Micro-industries and Micro-lending programs

## THREATS

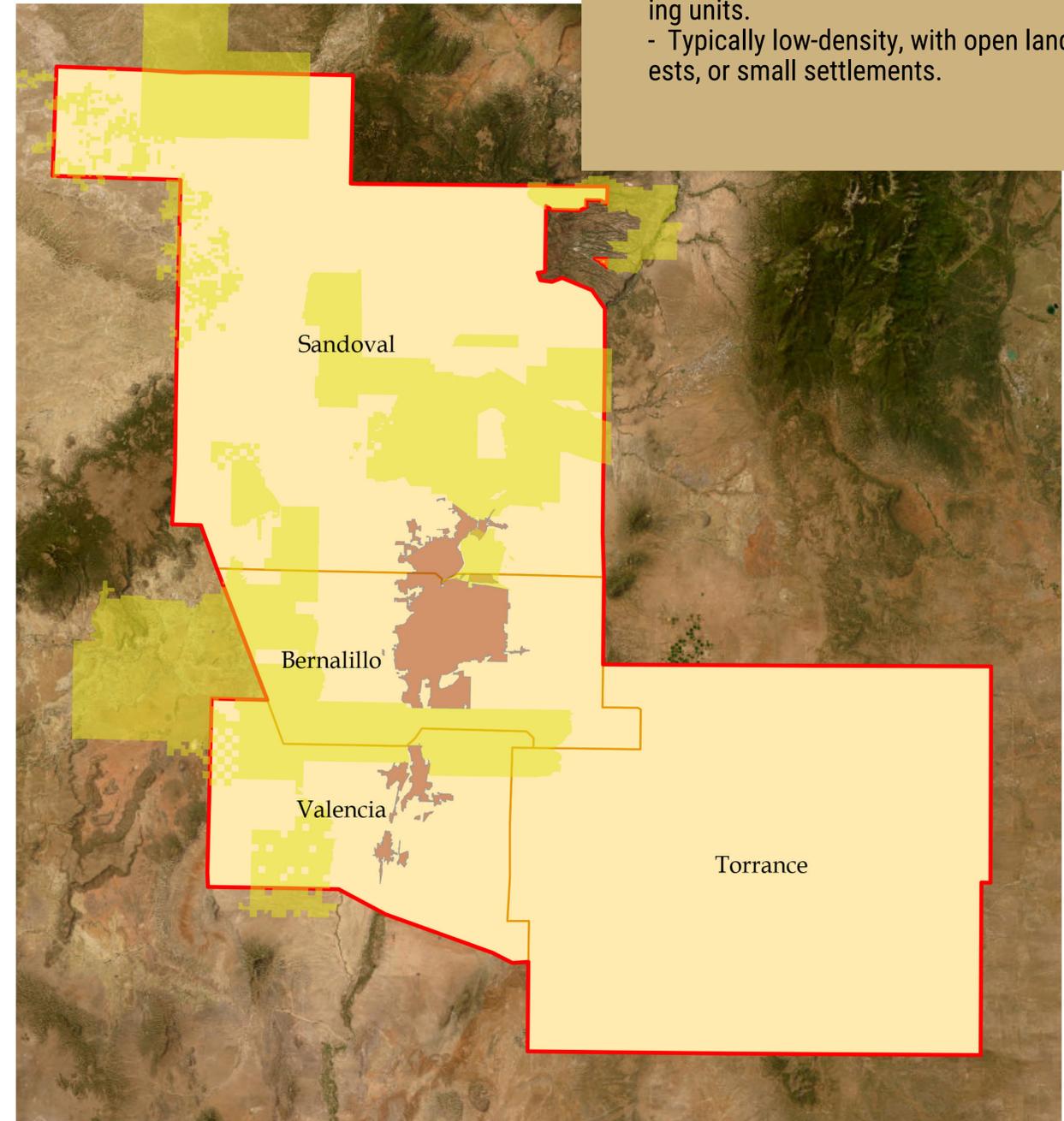
- Climate Change and Environmental Stressors
- Market Fluctuations
- Urbanization and Outmigration
- Inadequate Policy Support
- Health Crises
- Resource Depletion
- Barriers to Innovation
- Regulatory and Legal Challenges

## CENSUS DEFINED RURAL AREA

Rural comprises all population, housing, and territory not included within an urban area.

Criteria:

- Areas with less than 5,000 people or 2,000 housing units.
- Typically low-density, with open land, farms, forests, or small settlements.



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# SWOT ANALYSIS: TRIBAL AREAS OF THE MIDDLE RIO GRANDE REGION

## STRENGTHS

- Cultural Heritage and Identity
- Land Stewardship and Natural Resources
- Sovereign Governance
- Resilient Communities
- Economic Initiatives
- Youth Engagement and Leadership
- Strategic Location

## WEAKNESSES

- Infrastructure Gaps
- Health Disparities
- Educational Barriers
- Economic Dependence and Limited Diversification
- Limited Access to Capital
- Jurisdictional Complexities
- Housing Shortages

## OPPORTUNITIES

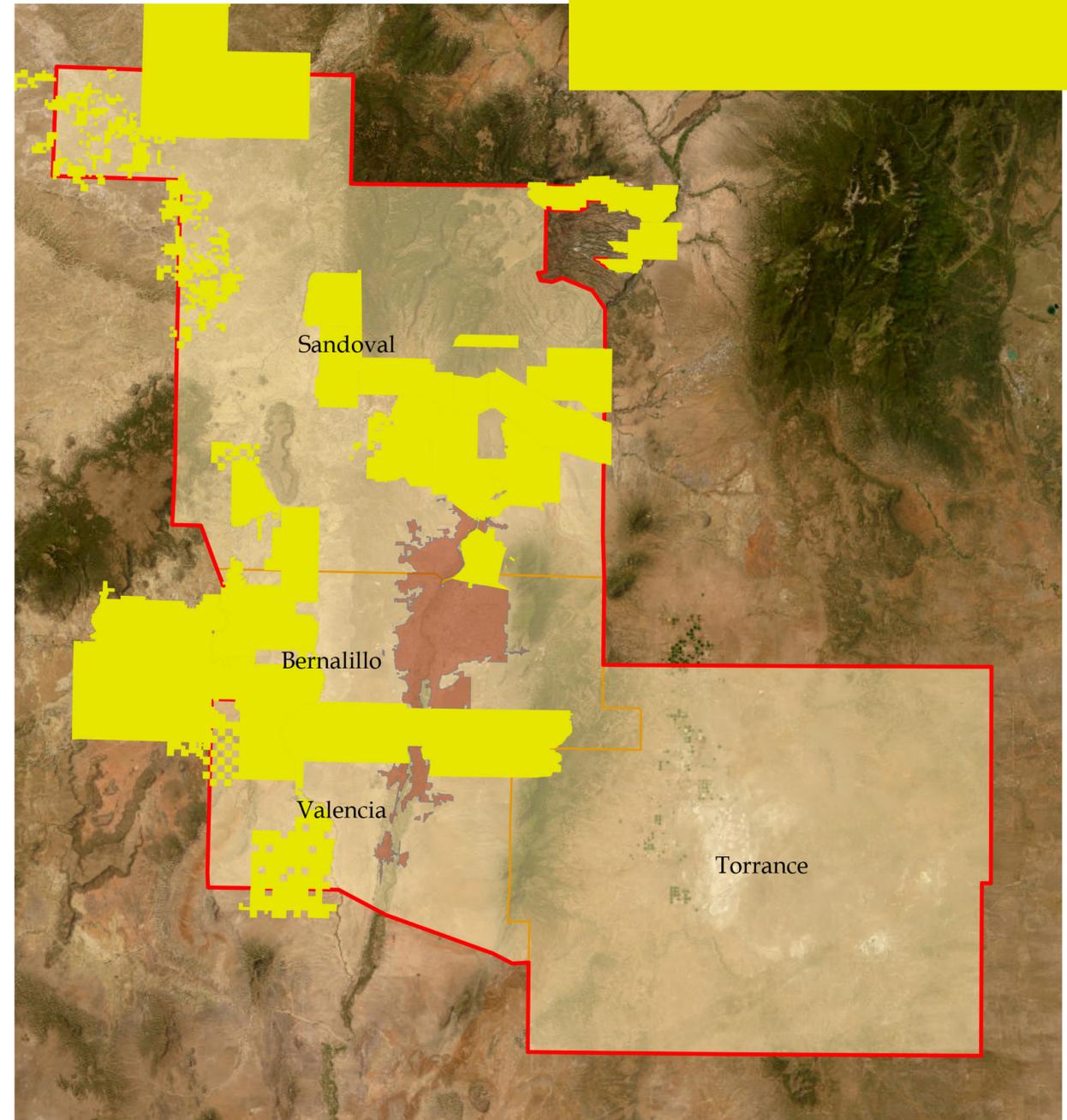
- Sustainable Economic Development
- Federal and State Investment
- Cultural Preservation and Promotion
- Renewable Energy Initiatives
- Youth Empowerment Programs
- Intergovernmental Collaboration
- Environmental Restoration

## THREATS

- Climate Change and Environmental Degradation
- Policy and Legal Challenges
- Economic Volatility
- Public Health Emergencies
- Loss of Traditional Knowledge
- Encroachment and Land Disputes
- Resource Scarcity

### CENSUS DEFINED TRIBAL AREA

Tribal areas are geographic entities recognized by the U.S. Census Bureau to represent lands and communities associated with American Indian, Alaska Native, and Native Hawaiian peoples.



# SWOT ANALYSIS: URBAN AREAS OF THE MIDDLE RIO GRANDE REGION

## STRENGTHS

- Strategic Geographic Location
- Economic Diversification
- Cultural and Recreational Resources
- Transportation Infrastructure
- Collaborative Regional Governance
- Affordable Cost of Living
- Renewable Energy Initiatives

## WEAKNESSES

- Water Scarcity
- Income Inequality and Poverty
- Public Transit Limitations
- Education System Challenges
- Crime Rates
- Air Quality and Environmental Concerns
- Infrastructure Aging

## OPPORTUNITIES

- Smart Growth and Urban Revitalization:
- Workforce Development and Education Reform
- Expansion of Renewable Energy
- Tourism and Cultural Promotion
- Technological Innovation and Entrepreneurship
- Improved Public Health Initiatives
- Enhanced Regional Collaboration
- Federal and State Funding Opportunities

## THREATS

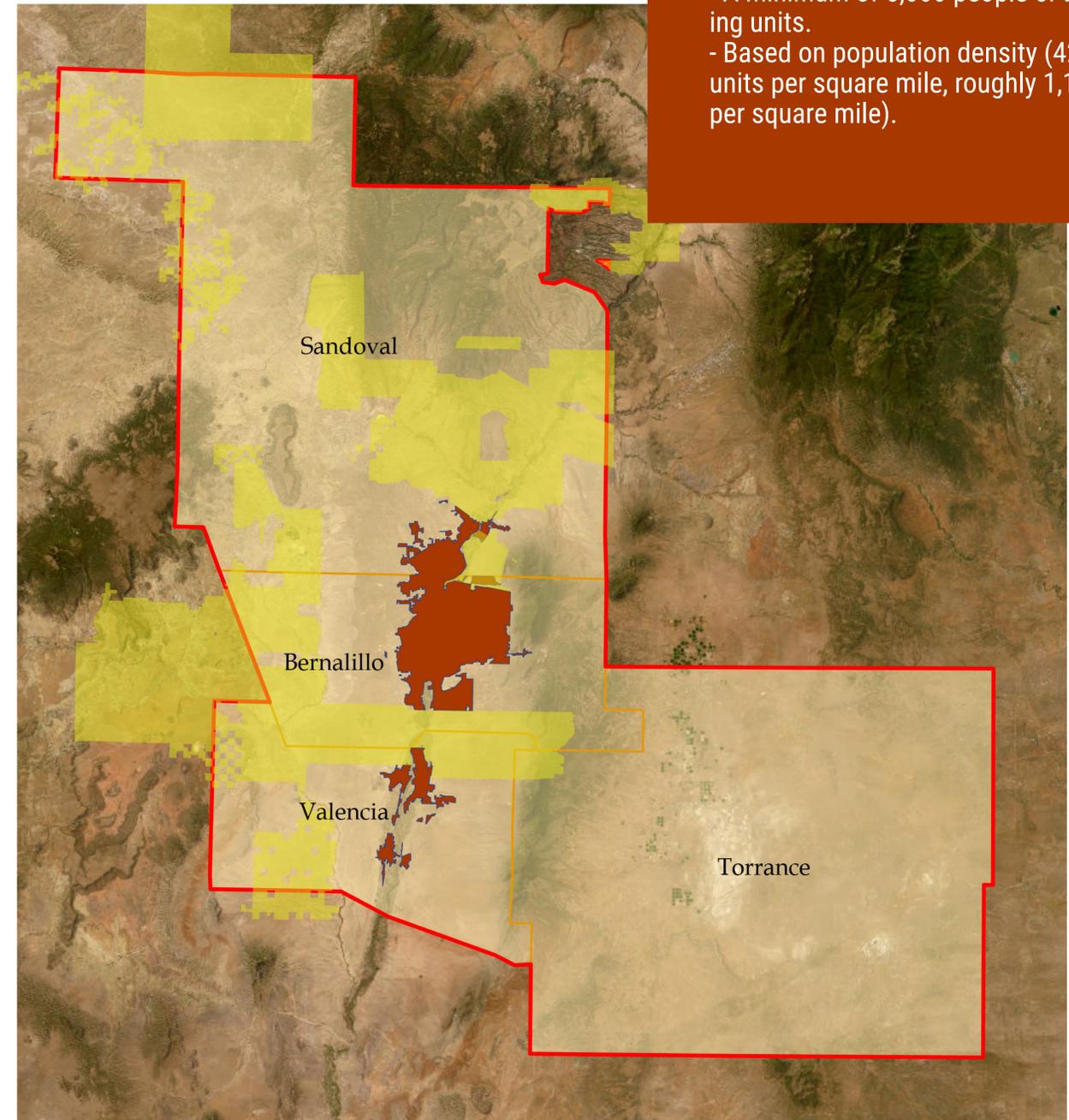
- Climate Change and Extreme Weather
- Economic Volatility
- Population Stagnation or Outmigration
- Continued Infrastructure Deterioration
- Political and Policy Uncertainty
- Health Crises and Pandemics
- Cybersecurity and Technological Risks

## CENSUS DEFINED URBAN AREA

Urban areas consist of densely developed territory that includes residential, commercial, and other urban land uses.

### Criteria:

- A minimum of 5,000 people or 2,000 housing units.
- Based on population density (425 housing units per square mile, roughly 1,100 people per square mile).

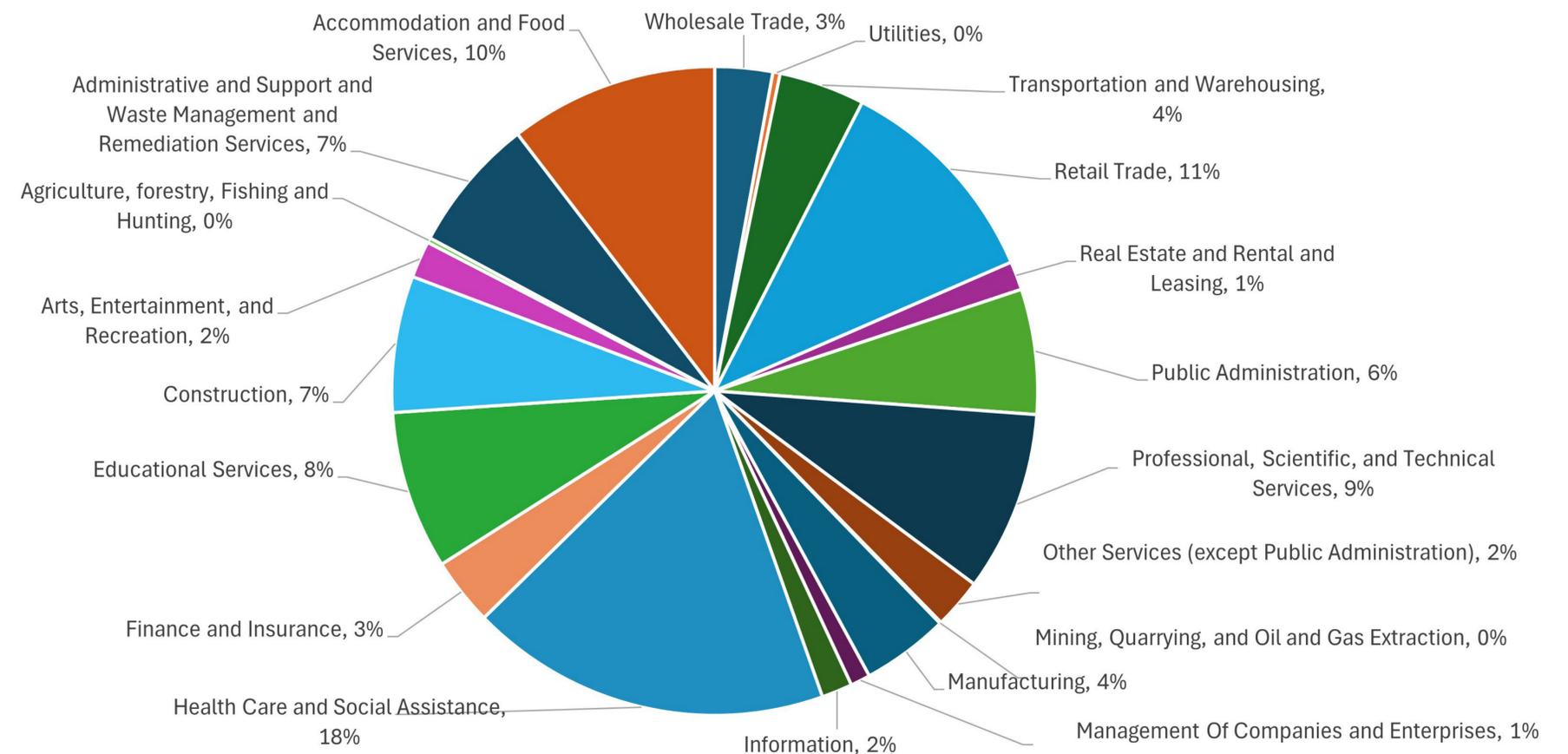


# INDUSTRY STRENGTHS IN OUR REGION

The MRCOG region exemplifies many of New Mexico's strengths and has several unique advantages that position it well for continued growth. One of the most notable strengths is its robust industry supply chains and clusters, particularly in sectors such as aerospace, defense, and technology. These clusters benefit from the region's extensive port, rail, and broadband assets, which facilitate efficient transportation and communication.

These strengths underscore MRCOG's area's competitive advantages and contribute to its role as a key driver of New Mexico's economic growth. By leveraging these strengths, the region can continue to build on its successes and capitalize on emerging opportunities.

## INDUSTRY DISTRIBUTION OF WORKERS IN ALBUQUERQUE MSA, 2022



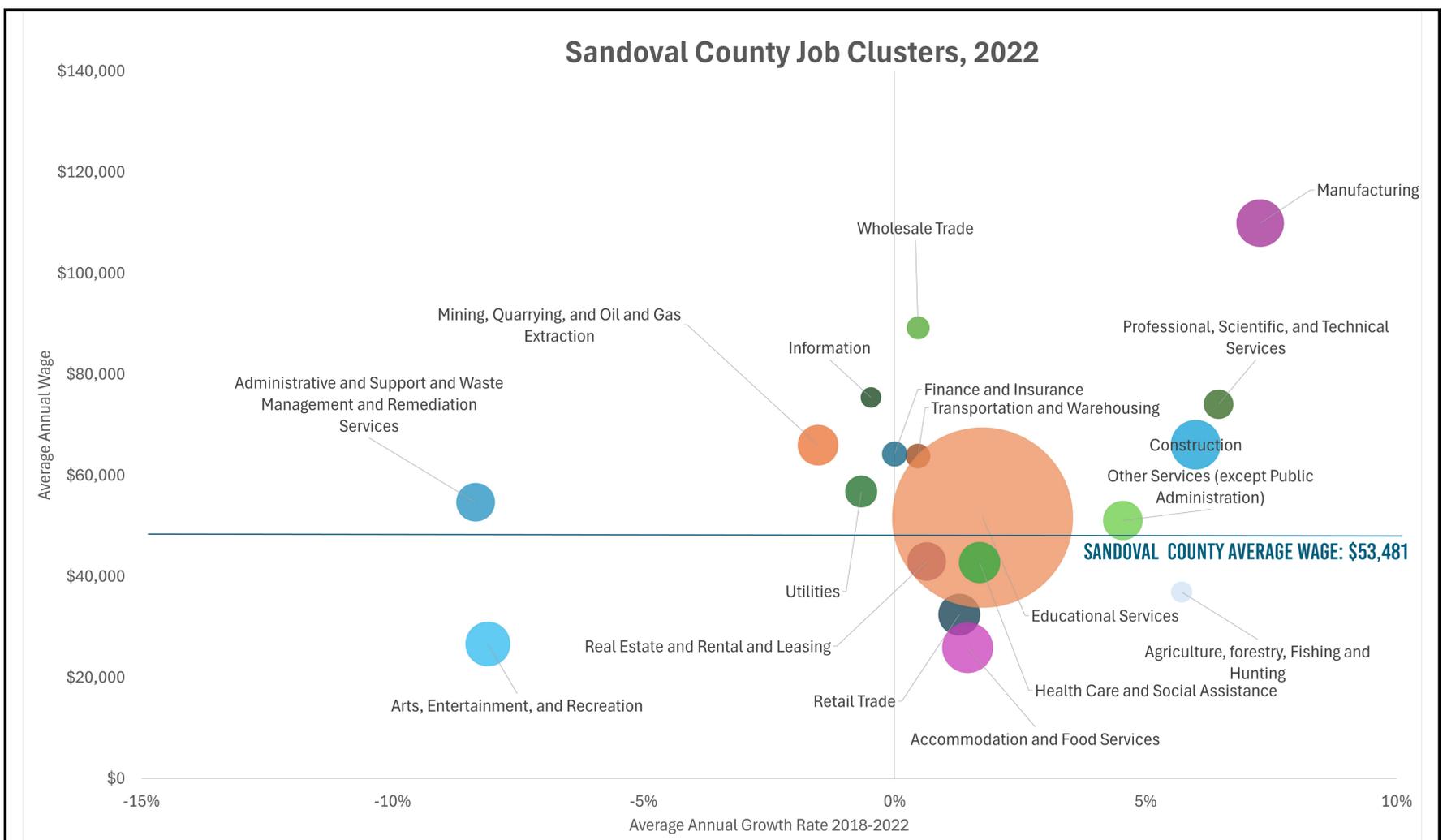
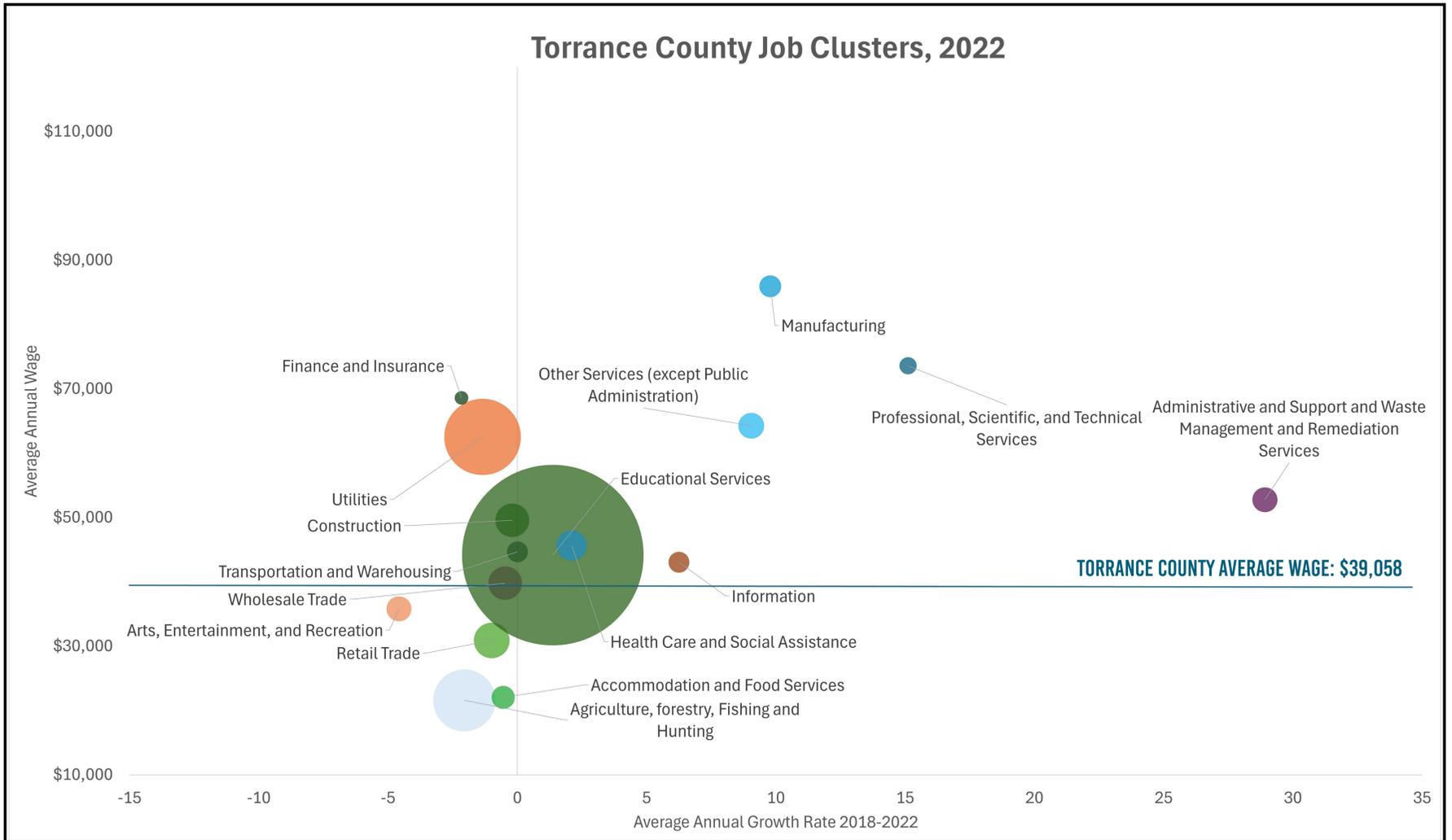
## LEARN ABOUT OUR REGION'S ECONOMIC DEVELOPMENT ADVANTAGES



Mid-Region Council of Governments



# MID-REGION COUNTY JOB GROWTH



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