



Northwest New Mexico Council of Governments

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## **NORTHWEST NEW MEXICO ECONOMIC DEVELOPMENT DISTRICT (NWEDD)**

CY 2022-2024 REGIONAL WORK PROGRAM

**January 1, 2022 – December 31, 2024**

### **Background**

The Northwest New Mexico Council of Governments was initially formed in 1972 under State statute and a series of executive orders as the “McKinley Area Council of Governments,” evolved in the late 1980s into the “Northwest” COG by adding Cibola and San Juan Counties to its service area and became designated in 1989 by the Economic Development Administration (EDA) of the US Department of Commerce as an “Economic Development District.”

In 1989 the NWNMCOG produced its first regional strategy plan, known initially as the “Overall Economic Development Plan” (OEDP), and produced formal updates every 5 years, evolving in the 2000s into EDA’s “Comprehensive Economic Development Strategy” (CEDs). Although the Native American tribes of the region operate under specialized government-to-government relationships with the Federal Government, and thus with the EDA, the Northwest New Mexico COG has maintained cooperative relations with tribal economic developers and communities, with mutual assistance and information provided as needed across jurisdictions. Based on needs, goals, projects and initiatives contained in these plans, the COG has assisted in the preparation and submission of a number of project applications, not only to EDA but also to other federal and state agencies. The most recent of the COG’s 5-year CEDs plans for northwest New Mexico was prepared in 2020 and officially adopted on April 21, 2021. NewMARC also received a special EDA grant to develop a common CEDs template for all NM Districts, create a Statewide CEDs, and link these to a centralized web platform. In 2021, the State Economic Development Department built off this work to create a new Statewide CEDs Plan entitled, “Empower & Collaborate: New Mexico’s Economic Path Forward” in October 2021.

There is a continued desire by New Mexico Economic Development Department and the US Economic Development Administration (EDA) that empowers the Economic Districts in New Mexico and provides annual funding in form of the Planning Partnership Grants to align the economic development apparatus to maximize and leverage resources and capacity to move the needle and build a more equitable and sustainable economy especially in rural and traditionally excluded communities.

### **Introduction and Purpose**

The Northwest New Mexico Economic Development District (NWEDD) serves the Northwest New Mexico region consisting of San Juan, McKinley, and Cibola counties including all municipal, rural, and tribal communities. NWEDD is a voluntary association of local governments and the New Mexico Economic Development Department (NMEDD) and EDA that provides a forum for members to meet, plan and work together on issues related to economic development in the Northwest NM region. The NWEDD provides and facilitates the regional Comprehensive Economic Development Strategy (CEDs) Committee serves as a regional forum for cooperative planning, strategy development, and decision making about economic development issues and to serve as a liaison between local governments, businesses, private sector, workforce and State and Federal agencies.

The Regional Work Program (RWP) sets forth activities for which the Regional Economic Development Program Manager will carry out on behalf of the NWNMEDD (and moreover the NWNMCOG) in alignment with EDA's Planning Partnership Grant agreement, CEDS guidelines, and an eventual **Planning Procedures Manual** that outlines the duties of Economic Development Districts (EDDs).

The RWP includes tasks and activities that are both driven by EDA, NMEDD and the CEDS Strategy Committee members. The RWP is aimed at moving the Northwest RWPO region forward in terms of economic development planning, project development and prioritization, and providing a venue for community and business involvement and local public official engagement. The RWP stands over or in place of a grant administration plan.

The following are functions and task orders that the Northwest New Mexico Council of Governments (COG) will complete in fulfillment of the contract for management of the Northwest Economic Development District for Federal Fiscal Years (FY2023 – FY2024) January 1, 2022 through December 31, 2024.

### **Function 1. Long-Range Planning and Implementation**

Task 1.1 **Regional CEDS:** Initiate and coordinate long-range regional economic development planning with CEDS Strategy Committee and in concert with other local, regional and statewide planning initiatives. Collaborate with State and other partners to identify and document current and future economic development SWOT analysis, trends, and assets to create strategies with defined SMART goals, objectives, and performance metrics aligned with defined needs, plans, programs, and projects.

1.1.1 Review and update the CEDS, including tasks and goals, at least once every five years in coordination with the Statewide Economic Development Plan (SCEDS) update. To align planning processes and timeframes, major updates will be done 2025, 2030, etc. and annual updates being conducted in 2022, 2023, 2024.

1.1.2 Host an annual Economic Development Forum as a way to inform, check-in, adjust, and provide performance feedback in terms of process, output, and outcome metrics.

1.1.3 Conduct and/or participate in targeted industry analysis (TIA), workforce assessment, asset mapping, economic development-related subarea plans, including local or tribal economic development plans, Comprehensive Plans, etc.

1.1.4 Support and coordinate regional economic development planning with other local, regional, and statewide planning initiatives, such as Infrastructure Capital Improvement Plans (ICIP); the Local Economic Development Act (LEDA) and EDA applications, FUNDIT project pipeline and applications, Recovery and Resiliency Plans, Regional Transportation, Broadband, and Water plans; and legislative capital outlay priorities.

Task 1.2 **Implementation:** Create and implement a strategic plan and tracking instrument for implementation of the action items identified by CEDS members and stakeholders as part of the CEDS development process inline with EDA reporting including Government Performance and Reporting Act (GPRA).

Task 1.3 **Statewide CEDS:** Coordinate with Statewide Economic Development Plan (SCEDS) on their

planning development, updates, and implementation team including regional forums utilizing CEDS Strategy Committee to roll-up and roll-down information and performance metrics.

## **Function 2. Technical Support and Data Management**

- Task 2.1 Collect and manage data, perform technical planning and plan development, in coordination with the economic development goals, trends and needs developed and identified in the CEDS, especially Census, StatsAmerica, and US Cluster Mapping project sites.
- 2.1.1 Collect and evaluate new population, economic development data, projects and trends to inform regional planning efforts, and distribute this information to local communities, businesses, recruitment opportunities. Data to be collected and maintained by the EDD may include land use data, demographic and population data, business data, economic development wealth and socioeconomics data, and any other data that supports the goals and actions outlined in the CEDS. This information (e.g. Factbook) can be provided and customized in hard copy and/or digitally on COG website.
  - 2.1.2 Assist project applicants with analysis, data collection and other technical support for economic development planning, project identification, and project development.
- Task 2.2 Assist EDD members and work with EDA Economic Development Representative (EDR) and NMEDD staff on communicating available programs, opportunities, and training.
- 2.2.1 Assist tribal EDD formation and fill gaps in the local and regional economic development organizations where needed including Board and staff training in concert with the International Economic Development Council's "Managing Effective EDO's" handbook and contractors (e.g. National Development Council).

## **Function 3. Project Development and Monitoring**

- Task 3.1 Assist project applicants in developing projects in alignment with Economic Development Administration investment priorities and in alignment with FUNDIT process, including localized training on EDA 101: A How-To Guide published by IEDC. including developing an intake process, hosting bi-monthly project consultations with EDA EDR and NMEDD Regional Representative(s), and
- 3.1.1 Provide information to potential applicants about funding opportunities.
  - 3.1.2 Assist potential applicants to identify projects that may be eligible for economic development or infrastructure funding from federal, state or other sources, based upon appropriate local, regional and statewide plans and applicable data to develop funding strategies, action steps, and project.
  - 3.1.3 Assist project applicants with applications for federal and state economic development funding programs. *Follow current adopted New Mexico Administrative Code (NMAC) and/or program guides provided by NMEDD and other agencies for project eligibility, program guidelines, and application timelines. Submit all complete applications to the designated*

*NMEDD coordinator in accordance with the schedule outlined in the applicable NMAC and/or guide(s).*

- Task 3.2 Manage preliminary project review process. *A complete NWEDD's Call for Projects guidance on our program website for current process and timeline will be developed.*
- 3.2.1 Establish and implement a process for CEDS Strategy Committee members and other partners to prepare and submit Project Interest Forms (PIFs) through coordination with area NMEDD Regional Representative(s) staff and EDA Economic Development Representative.
  - 3.2.2 Assist project applicants with development of PIFs and hold regional FUNDIT sessions as needed as part of bi-monthly project consultations with EDA EDR and NMEDD Regional Representative(s). Projects can be recommended via action plans for (1) local action and/or referrals; (2) application and presentation to FUNDIT; and/or (3) application to NMEDD and/or EDA.
  - 3.2.3 Work with CEDS Strategy Committee members to establish scoring criteria for project prioritization, based on strategies, goals, actions, and metrics included in the CEDS, SCEDS, EDA Investment Priorities, FUNDIT, and other guidance from State and Federal agencies. Projects will be listed in the CEDS as an addendum and updated at least annually or keep in online platform that is updated in real time.
  - 3.2.4 Develop and maintain a prioritized list of projects based on the regional goals articulated in the CEDS and the statewide goals in the State Economic Development Plan (SCEDS), as well as CEDS Strategy Committee review and input. This list will serve as the CEDS Projects list and be submitted to the NMEDD and EDA for potential federal and state funding opportunities be listed in the CEDS as an addendum and updated at least annually or keep in online platform that is updated in real time. CD development will occur based on this schedule published in NWRWPO's Call for Projects guidance on our program website for current process and timelines.
- Task 3.3 Attend and participation in Statewide FUNDIT Committee meetings and activities. (COG CM-2.6)
- Task 3.4 For projects recommended by Statewide FUNDIT Committee, coordinate the action plan and recommended funding strategies with the local project sponsor including routine updates to the State FUNDIT Coordinator. Projects will be updated at least annually or keep in online platform that is updated in real time. Projects that are no longer valid should be reported and hidden.
- Task 3.4 Track the progress of funded CEDS Projects within the region and ensure regular communication between the project sponsors, NMEDD/EDA staff and others, ensuring projects are meeting deadlines outlined in the Funding Source governance agreements. Inform applicants on project status, including review of projects at CEDS meetings, and assist CEDS members or fiscal agents with issues that may arise.
- Task 3.4 Provide assistance to local governments interested in pursuing workforce system development and coordination activities including career pathways program and alignment

of K-12 schools, higher education institutions, economic targets, and current high-demand and future employment needs.

- 3.4.1 Support prioritization and funding of local, regional, and statewide workforce training and certification programs and initiatives that provide mentorships, apprenticeships, and actual placements in area jobs.
- 3.4.2 Support efforts on regional workforce development, through coordination with local entities and local area Workforce boards.

#### **Function 4. Other Activities and Projects**

- Task 4.1 Coordinate and participate with NMEDD staff on special studies or projects specified in the Regional Work Program. Provide periodic updates to CEDS members on the status of the studies/projects and involve the members in this effort as appropriate.
- Task 4.2 Coordinate and participate with the Councils of Governments (COGs) and applicable New Mexico State agency staff on legislative studies related to statewide or CEDS-specific economic development issues, as appropriate.
- Task 4.3 Monitor development of federal and state laws affecting economic development and provide information about the contents and status to CEDS members.
- Task 4.4 Attend EDD Roundtable of EDA/NMEDD Program Managers and special meetings like participation in Sustainable Economy Taskforce and Recovery Meetings.
- Task 4.5 Attend in-state and out-of-state conferences, training sessions or special meetings for staff and professional development opportunities. This task includes the purchase of any supporting materials that may be needed to coordinate, conduct or attend the conferences, training sessions or meetings. EDD staff may attend these out-of-state trainings during this RWP, as outlined in our Training & Professional Development Plan available on our program website. Out-of-State trainings and conferences may include but not be limited to IEDC, NADO, SWREDA, etc.
- Task 4.6 Coordinate at least semi-annual Local & Tribal Economic Development Organization (e.g. Regional Economic Development Partners) meeting to check-in on CEDS Projects, goals, strategies, performance metrics, and trends.**
- Task 4.7 Participate in miscellaneous economic development programs and special projects in the region, examples may include:
  - Develop strategic partnerships through a formal networking plan (COG MS-1.1), including establishing NewMARC and Four Corners EDO/COG Association.
  - Support of Route 66 and the Trail of the Ancients National Byways including corridor management planning, byway council support, and other technical assistance.
  - Support of tourism, outdoor recreation, and MainStreet initiatives.
  - Support, development, and implementation of a Revolving Loan Fund program.

## **Function 5. General Support**

- Task 5.1 Organize and facilitate all meetings of the EDD in accordance with the Public Participation Plan.
- 5.1.1 Document the EDD public participation process including but not limited to, procedures the EDD uses to comply with the *New Mexico Open Meetings Act* [NMSA 1978, Sections 10-51-1, *et. seq.*] and 23 CFR 450.
  - 5.1.2 Per the *New Mexico Open Meetings Act* (NMSA, 1978, Section 10-15-1(D) and 23 CFR 450.210, provide compliant public notice for all CEDS Strategy Committee meetings.
  - 5.1.3 Provide CEDS Strategy Committee members, the appropriate NMEDD Regional Representative staff, and EDA liaison with meeting agendas and information packets preferably 7 calendar days in advance, and no later than seventy-two (72) hours in advance of CEDS Strategy Committee meetings.
- Task 5.2 Maintain EDD bylaws that clarify and document member entities, responsibilities and roles, including voting protocols.
- 5.2.1 Maintain a list of CEDS Strategy Committee members with contact information and provide a copy of the list to appropriate NMEDD Regional Representative(s) staff, EDA staff, member entities, and other regular participants.
- Task 5.3 Conduct Outreach Activities.
- 5.3.1 Engage in and document outreach activities and provide citizens and other economic and workforce stakeholders with reasonable opportunities to participate in CEDS processes.
  - 5.3.2 Coordinate with CEDS Strategy members to maintain a list of entities including newly elected officials and potential members, who will be educated on the CEDS process. Document this outreach and presentations and share any questions or concerns in quarterly reports and with appropriate EDA staff. Produce an orientation video available online and have EDA and NMEDD provide at least one opportunity to present to the COG Board.
- Task 5.4 Maintain a website that includes current meeting information and planning documents, as referenced in the EDA guidelines. Post a list of current CEDS Strategy Committee members and keep this information updated.
- Task 5.5 Coordinate training and professional development opportunities for CEDS members, including developing and maintaining training plans. Assist CEDS members to identify technical training needs and work with NMEDD, EDA, IEDC, and other entities to meet those needs. Informing member entities of training opportunities and encouraging participation.
- Task 5.6 Develop the EDD as a Regional non-profit organization with contracted services with COG. (COG MS-2.7)

## **Function 6. Program Administration**

- Task 6.1 Produce work products that meet all quarterly work requirements and deadlines per the grant agreement and submit a summary of activities completed per quarter.
  - 6.1.1 Implement and monitor program expenditures in relation to the annual budget, per the grant agreement and administration plan.
  - 6.1.2 Submit quarterly Reimbursement Packets including financial and progress reporting required and set to roll up metrics in CEDS and in Government Performance & Results Act (GPRA).
  - 6.1.3 Submit an Annual Report and Government Performance & Results Act (GPRA) each year.
- Task 6.2 Solicit and utilize input from EDD board members to develop the two-year Regional Work Program (RWP) for submittal to the EDA and NMEDD by established deadlines.
  - 6.2.1 Coordinate the EDD's planning program with other EDDs and any economic or workforce authorities or other agencies impacted by and/or associated with activities contained in the RWP.
- Task 6.3 Develop an annual budget based on the tasks outlined in the RWP and include cost-sharing methodologies and calculations for costs that are shared between various Northwest NM Council of Government's programs, in accordance with 2 CFR 200 and grant requirements. Apply and illustrate cost-sharing methodologies consistently when submitting quarterly Reimbursement Packets.
- Task 6.4 Maintain a Public Participation Plan (PPP) that addresses Title VI and Environmental Justice procedures. Ensure a specific contact person and contact information is listed. Update the PPP in accordance with the PPM schedule or as determined appropriate by CEDS members or staff.
- Task 6.5 Conduct annual Quality Assurance Reviews with EDA and NMEDD staff and every three years EDA Peer Reviews.
- Task 6.6 Submit the NWNM Council of Governments Financial Audit for each State Fiscal Year to the NMEDD and EDA, within 30 days of when the audit is released by the State Auditor's Office.