



Quay COUNTY

Comprehensive Plan Update August 2024





Quay County Government

300 South Third Street, Tucumcari, NM 88401

Post Office Box 1246

Phone: (575)461-2112 Fax: (575) 461-6208

2024-2025 Resolution No. 23

Resolution to Adopt the Comprehensive Plan Update for Quay County

Whereas, the Comprehensive Plan for the County of Quay has been updated with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality which will, in accordance with existing and future needs, best promote the health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development; and

Whereas, under New Mexico case law, *Dugger v. City of Santa Fe*, 114 N.M. 47, 834 P.2d 424 (Ct. App. 1992), “the New Mexico Legislature intended any master plan adopted by a municipality to be advisory in nature”; and

Whereas, the implementation of the Quay County Comprehensive Plan is dependent on available funding and resources and the authority of elected and appointed officials of the County of Quay; and

Whereas, due to the long-range nature of master plans, the Quay County Commissioners may amend, extend or add to the County Comprehensive Plan or carry any part of subject matter into greater detail; and

Whereas, Quay County Commissioners have based the County Comprehensive Plan on careful and comprehensive studies of existing conditions, future growth of the County of Quay, and citizen input from area residents; and

Whereas, Quay County staff has recommended to the Quay County Commissioners that the County Comprehensive Plan be adopted to include all sections of said plan, together with the accompanying maps, charts, descriptive and explanatory matter;

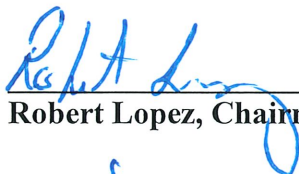
NOW THEREFORE, BE IT RESOLVED, by the Governing Body of Quay County meeting in regular session, and after having held public meetings on the matter,

1. That the Quay County Comprehensive Plan recommended for approval by Quay County is hereby approved and adopted by the Quay County Commissioners;
2. That a copy of the Quay County Comprehensive Plan shall be available for inspection at the County Manager’s Office during normal and regular business hours at 300 South Third Street, Tucumcari, NM 88401.

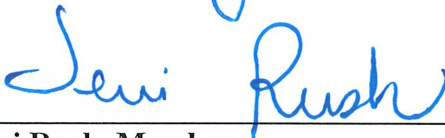
NOW THEREFORE, BE IT RESOLVED that the Governing Board of Commissioners for Quay County hereby adopts the Comprehensive Plan;

DONE AT TUCUMCARI, COUNTY OF QUAY, THIS 23rd DAY OF SEPTEMBER 2024.

QUAY COUNTY BOARD OF COMMISSIONERS

A handwritten signature in blue ink, appearing to read "Robt Lopez", written over a horizontal line.

Robert Lopez, Chairman

A handwritten signature in blue ink, appearing to read "Jerri Rush", written over a horizontal line.

Jerri Rush, Member

A handwritten signature in blue ink, appearing to read "Brian Fortner", written over a horizontal line.

Brian Fortner, Member

ATTEST:

A handwritten signature in blue ink, appearing to read "Ellen White", written over a horizontal line.

Ellen White, County Clerk

Quay County Comprehensive Plan

County Commission

Robert Lopez, District I

Jerri Rush, District II

Brian Fortner, District III

County Staff

Daniel Zamora, County Manager

Consultants

Sites Southwest, LLC

Carlos Gemora, AICP, Project Manager

Allie Caskey, Community Planner

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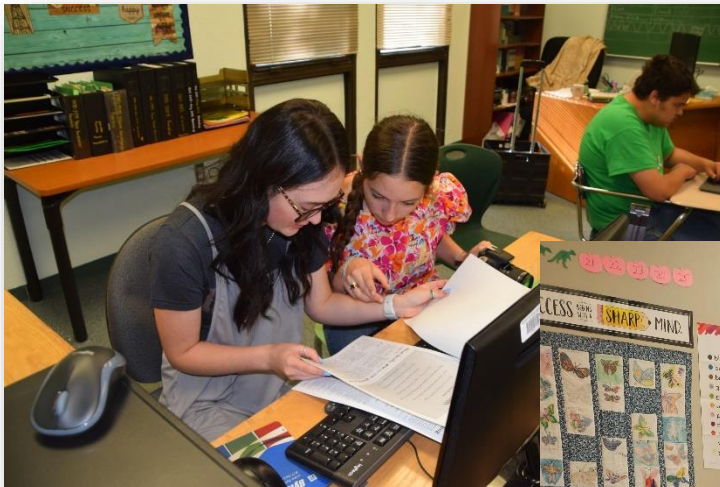
Executive Summary

A Comprehensive Plan...

Is an official document adopted by the local government to guide decision-makers toward a collective vision for Quay County. The planning process engages residents, stakeholders, elected officials, and County staff to determine the larger goals for the community's future based on existing strengths, assets, and potential to adapt, shift, or grow. To successfully implement the plan and actualize the community vision, collaboration between public and private institutions, community members, and other organizations is required. The following chapters emphasize the roles and responsibilities of Quay County staff and representatives to make progress toward stated goals.

Legal Framework for County Adoption of a Plan

The ability of a county to prepare a comprehensive plan is established in New Mexico statutes. New Mexico statutes grant the same powers to counties that are granted to municipalities except for those powers that are "inconsistent with statutory or constitutional limitations placed on counties," (NMSA 4-37-1). Among these powers is the ability to establish a planning commission that shall "prepare and adopt a master plan for the physical development of the county. The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the county which will, in accordance with existing and future needs, best promote health, safety, morals, order, convenience, prosperity or the general welfare as well as efficiency and economy in the process of development," (NMSA 3-19-9).



Throughout the plan update process, community members, elected officials, staff, and business owners came together to share their vision for the future of Quay County. The Comprehensive Plan and the following recommendations are directly informed by interviews and group discussions regarding the issues and opportunities that could address the direct needs of the community.

First Community Meetings – March 2024

The Planning team hosted three initial meetings in House, Logan, and San Jon. Participants were briefed on the purpose of a county comprehensive plan before engaging in a group discussion on the strengths, weaknesses, opportunities, and threats to the county's prosperity. Nearly fifty people joined the conversation by attending the meetings at a rate representative of the different community populations.



The following is a compiled list of responses offered:

 Strengths. • Transportation networks (highway, interstate, airport, railroad) • Sunshine, climate • Quay County residents and a spirit of community • Recreational amenities for hunting, fishing, etc. • Hospital in Tucumcari • Schools and higher education • 4H and FFA programs • Rural communities, agricultural heritage	 Weaknesses. • Lack of opportunities for young people; youth are leaving • Road conditions • Geographic challenges that come with having a large county • Traffic safety • Recruiting law enforcement • Limited housing • Water scarcity • Lacking transmission capacity for renewable energy development
 Opportunities. • Capitalize on state investments in recreation and energy • Park improvements • County-wide broadband, attracting remote workers • Year-round tourism • Youth development and workforce training	 Threats. • Potentially losing Ute Lake, state park fee increases • Water shortages • Natural disasters, especially fires • State overreach in county affairs • Slow EMS response times • Trades workers retiring

The meeting concluded with a visioning exercise where participants could share their hopes for the future of Quay County as it relates to each plan element. The following visions were included:

- **Natural resources** – Quay County protects and conserves its valuable land and water resources, including private resource rights. Renewable energy development is pursued because of the natural assets that exist in the county.
- **Land use** – Quay County honors its agricultural heritage through the preservation of agricultural and rural land uses. Vacant lots and properties are remediated and revitalized.
- **Housing** – There are a variety of high-quality and affordable housing options available to residents. Homeowners and developers are encouraged to develop, redevelop, and/or rehabilitate the housing stock. Special housing needs, like for students and seniors, are also actively addressed.
- **Local economy** – Quay County has a healthy, sustainable, and diverse economy. The trained workforce can access high-quality jobs and are prepared

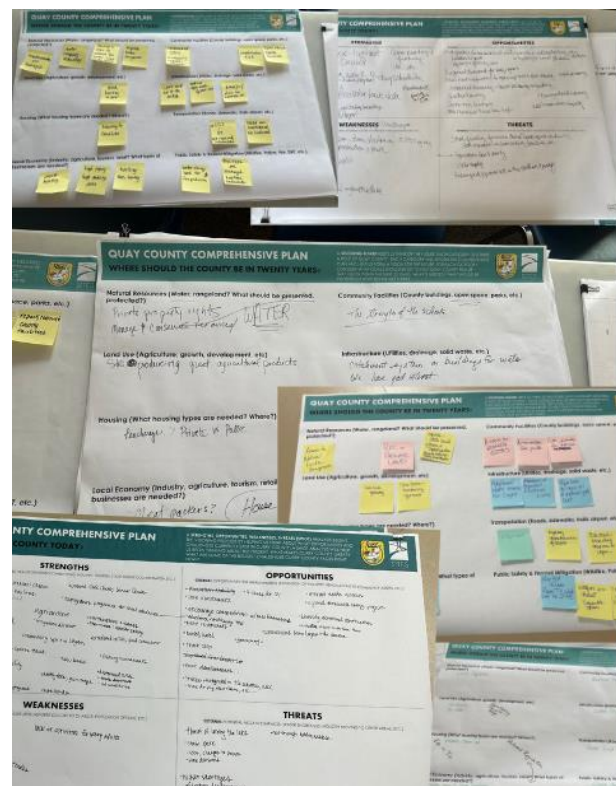
to meet local and regional industry needs. Residents' personal needs are met by businesses within the county and county amenities.

- **Community facilities** – Residents have access to excellent community facilities and services that improve their quality of life.
- **Infrastructure** – County infrastructure is well-maintained and upgraded to meet the needs of staff, residents, and industries.
- **Transportation** – Quay County's transportation network is a regional asset. Roads are well-maintained and communities are connected/have access to the roadway network. Multi-modal transportation options for pedestrians and cyclists exist, especially to connect county assets and within denser parts of the county.
- **Public Safety & Hazard Mitigation** – Residents feel safe and protected against man-made and natural hazards or incidents. The County offers quick response times and supports resiliency and mitigation efforts to reduce risk.

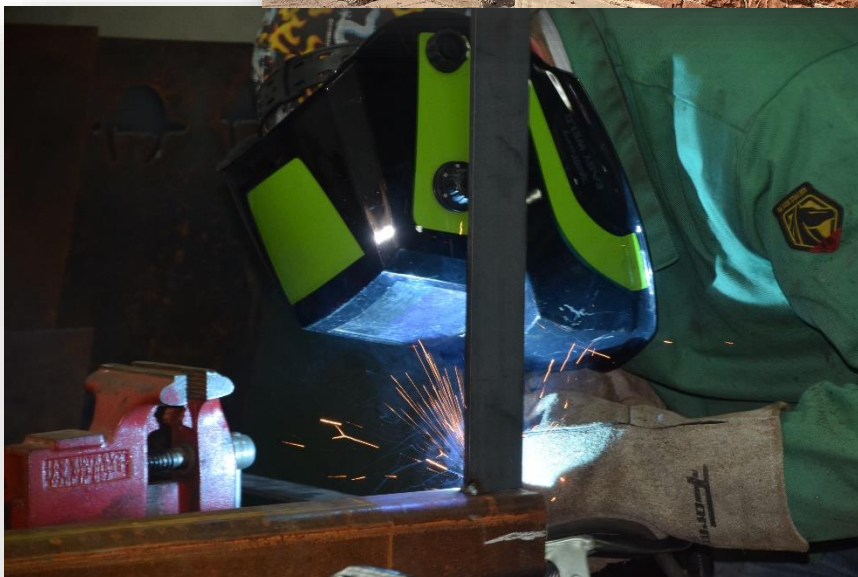
Second Community Meeting – July 2024

After identifying community needs and priorities, a second community workshop was hosted to review the plan's proposed goals and actions. Meeting participants included nearly thirty elected officials, business owners, active community members, and other local leaders. Participants were split into two groups to discuss various strategies related to achieving the plan's goals, including:

- Enhancing the **quality of life** for residents
- Strengthening, diversifying, and developing the local and regional economy
- Improvements made to county **infrastructure**
- Increasing **safety and access** to healthcare
- Supporting **skills and training** opportunities
- **Assisting and empowering** local leaders, organizations, and communities



Each table talked through the strategies to determine if there were ways the county could support the plan's goals, and which actions could be prioritized. It was generally agreed that these strategies could help the county achieve the plan's goals based on their jurisdiction. Conversations with county staff revealed the current efforts of the county and the willingness to adopt other measures.



Core Themes

Quay County staff, elected officials, and residents shared several issues and opportunities to be addressed for the betterment of the county. The common thread throughout all these ideas is the concept of responsible management:

“To improve and sustain the lifestyles and livelihoods of all Quay County residents through the development of a diverse economy that encourages the responsible use of natural resources”

Land and Environment

Environmental sustainability refers to the responsible management of the county's natural resources, especially land and water.

Much of the county's land resources are private, so responsible management includes the preservation of individual property rights. The County can support landowner education and encourage regenerative land practices.

Community and Culture

Social sustainability considers the quality of life for county residents, including housing and socioeconomic conditions. This theme also encompasses the provision of public services aimed at improving social conditions, like health, safety, and hazard mitigation. The County can tailor these services to the needs of residents as described in this plan.

Healthy Economy

Economic sustainability encompasses jobs, industries, and employment that contribute to a healthy local and regional economy. A sustainable economy has plenty of high-quality and consistent work opportunities, in addition to the ability to upskill, train, and improve one's economic conditions. The County wants to capitalize on regional partnerships that strengthen the larger economy, while also developing local assets to fortify the county's economy.

Comprehensive Plan Goals

Quay County officials and staff can achieve the goals outlined in this plan by using a variety of actions based on existing and potential resources and needs. The following goals describe how the County can support the community-determined future.

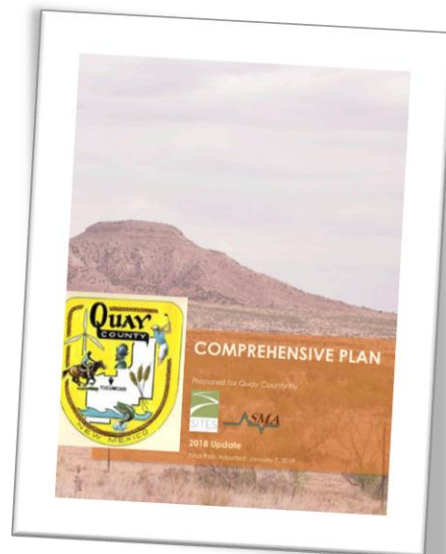
	Enhance the quality of life for residents.
This goal focuses on improving the overall well-being of county residents by ensuring access to recreation, art, history, culture, outdoor amenities, and public events.	
	Strengthen, diversify, and develop the local and regional economy.
The County can continue to develop a strong economy by attracting diverse industries and supporting entrepreneurs and small businesses. This, in turn, provides high-quality employment opportunities to residents and the benefits of sustained economic growth.	
	Improve county infrastructure.
This goal emphasizes upgrading and expanding essential infrastructure, like roadways, utilities, and county facilities to meet the needs of a changing population while supporting economic development.	
	Increase safety and access to healthcare.
The County wants to improve public health and safety outcomes by recruiting additional health, emergency, and law enforcement service providers. This goal also encompasses disaster preparedness and increasing access to healthcare.	
	Support skills and training opportunities.
Support for education and workforce development programs will prepare residents for excellent employment opportunities in burgeoning industries. These investments ensure a competitive workforce that attracts employers to the area.	
	Assist and empower local leaders, organizations, and communities.
Quay County should support municipalities and other organizations to achieve the intended community goals. This enables groups to effectively address local issues and drive positive county-wide change.	

Planning Framework

2018 Comprehensive Plan

The Comprehensive Plan was updated in 2018 and remains relevant to the plan update as a guiding framework. The plan is oriented around major themes that encompass the larger goals of the county: a vibrant economy, environmental sustainability, and quality of life.

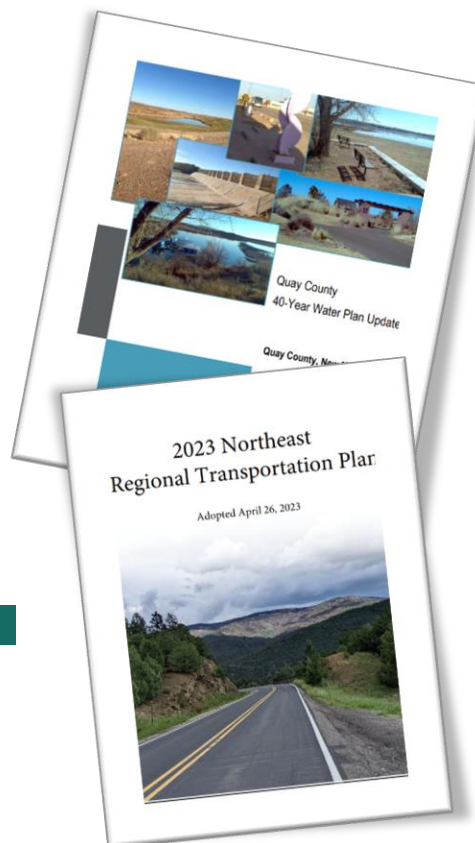
These themes guide recommendations about housing, the local economy, transportation, and infrastructure. The County has made progress toward all the goals and can continue to strive for these goals. While conditions have changed since 2018, the previous plan offers overarching goals that still represent the larger community interest. As many of these visions and values have remained the same, this plan update includes goals and actions that build upon the recommendations made in 2018.



Other Relevant Plans

Quay County 40-Year Water Plan, 2015

In 2004, Quay County commissioned a 40-year Water Plan to address water issues and resource sustainability. This plan assessed the regional water supply and projected the expected future demand. It also considers alternatives to supplement water availability, including use reduction, and weighs the advantages and disadvantages of them. The long-range plan organized goals, actions, and recommendations around implementation strategies intended to sustain the valuable water resources in the county. The 2015 plan update included new calculations, usage rates, and opportunities or alternatives.

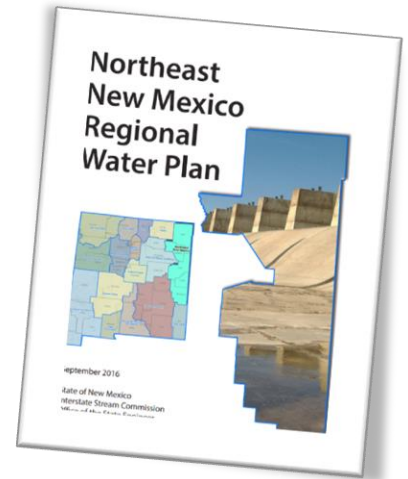


Northeast New Mexico Regional Water Plan, 2016

In 2016, the Northeast New Mexico Regional Water Plan documented and assessed regional water usage and supply and determined future demand. A regional approach to resource management allows for a more coordinated effort to improve resiliency and economic development based on water availability. This plan also addresses threats to the region and offers more comprehensive strategies to mitigate them.

Northeast RTPO Coordinated Public Transit— Human Services Transportation Plan, 2023

The NMDOT and EPCOG prepare the transportation plan which identifies the transportation needs of older adults, individuals with disabilities, households without vehicles, and low-income households. The plan also provides strategies for meeting the needs of these disadvantaged population groups and prioritizes transportation services for funding and implementation.



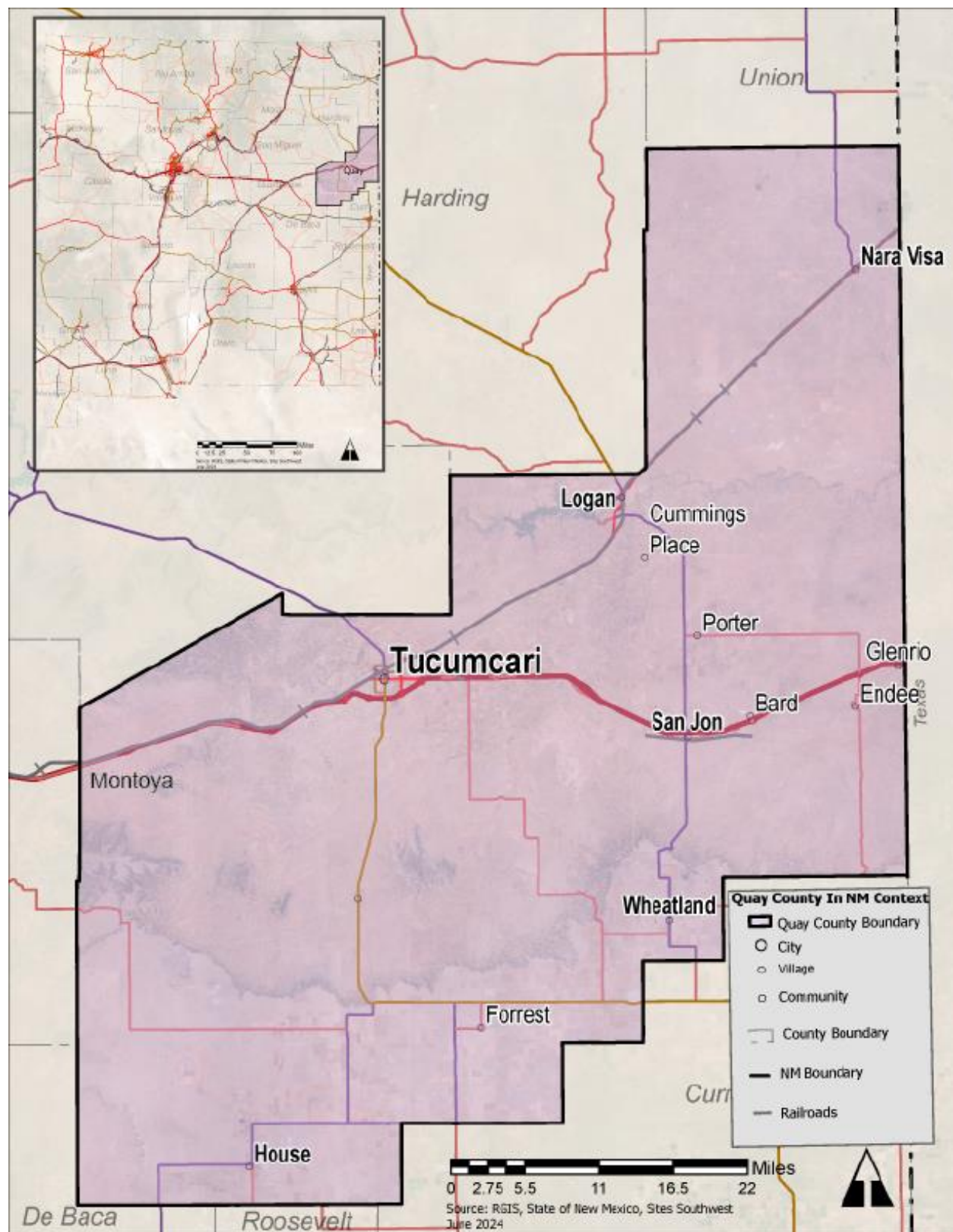


Figure 2. Quay County in NM

County Profile

Quay County's greatest asset is the residents who call the Eastern Plains their home. This chapter describes the different communities within the County to create a context for the following chapters and plan recommendations. This section specifically provides context about the Quay County community, including population and socioeconomic demographics. This plan will consider the larger context of how Quay County can provide overarching support based on the unique needs and opportunities of each community.

Quay County Overview

Quay County is in northeastern New Mexico, along the border of Texas. In 2022, the population was 8,641 and is slowly trending lower and older. The eastern plains of the region have historically supported agriculture and ranching activities. Transportation developments, including the railroad and Route 66, helped the county grow and diversify its economy to include logistics and tourism. There are four incorporated communities within the county, the City of Tucumcari, the Village of Logan, the Village of San Jon, and the Village of House. There are also several other unincorporated communities, including Nara Visa, Bard, Endee, Forrest, Glenrio (which is located partly in Deaf Smith County, Texas), McAlister, Montoya, Quay, and Wheatland.

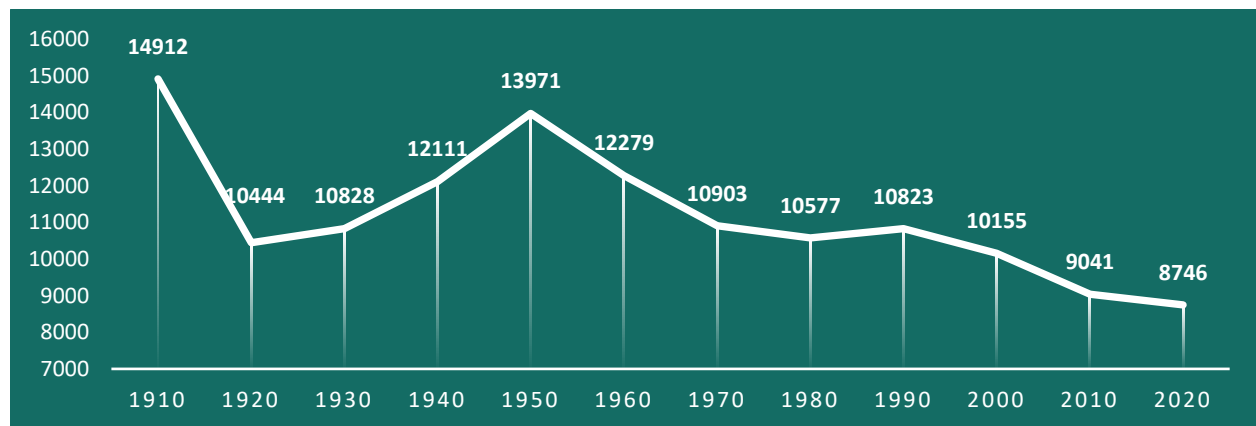
Population Trends & Analysis

In 2022, the population of Quay County was estimated to be 8,641 people. Upon the County's founding in 1903, the population was close to 15,000, due to the railroad's presence in Tucumcari. The population surged again in the 50s, based on interstate expansion and Route 66's popularity. Since 1990, the population has decreased by about 17 percent and continues to decline.

A 2024 report by the University of New Mexico Geospatial and Population Studies projected Quay County to lose 10% of its population by 2040 based on current birth, death, and migration patterns. This is partly reflective of statewide aging trends, as Quay's older population continues to get old, as well as national birth decline patterns.

These fluctuations impact county infrastructure because a decreasing population can make it harder to maintain the existing level of services and the number of facilities. As the population is expected to decline, efficient land use and infrastructure patterns will be required to sustain public goods and services with an anticipated reduced tax base.

Figure 3. Quay County Population 1910 - 2020



U.S. Decennial Census, 1910-2020

Community Profiles

City of Tucumcari

Tucumcari was founded in 1901 as a railroad settlement until its incorporation into Quay County in 1908. The community is located roughly 175 miles east of Albuquerque and directly along the I-40 interstate. As a junction for the Rock Island and Southern Pacific Railroads, the railroad became the primary economic activity here. Later, Route 66 was established and ran through the heart of the town, creating a tourism industry aimed at attracting roadside travelers. The railroad and Route 66 legacies live on through the numerous historic attractions and murals located throughout the community. Today, Tucumcari has 5,206 residents, roughly half of the population in the railroad's heyday, and encompasses 9.5 square miles of land.

Tucumcari, 2022		
Population	5206	
Median Age	39.5	
Age Distribution	0-19 years	25.5%
	20-34 years	16.5%
	35-54 years	28.6%
	55-74 years	23.7%
	75+ years	5.6%
U.S. Census, ACS: S0101, 2018-2022		



Village of Logan

The Village of Logan was founded in 1901 when the Chicago, Rock Island, and Pacific Railroad commissioned a bridge to be built over the Canadian River. A new, \$23 million dollar bridge was completed in 2021. The river was dammed in 1963 with the construction of the Ute Dam. This helped establish the Ute Lake State Park in 1964, which remains a regional attraction today. As of 2022, the population of Logan is 942 in an area of 11.31 square miles.

Logan, 2022		
Population	942	
Median Age	67	
Age Distribution	0-19 years	20.7%
	20-34 years	2.8%
	35-54 years	6.7%
	55-74 years	44.5%
	75+ years	25.2%

U.S. Census, ACS: S0101, 2018-2022



Logan's population is dominated by those who are either already or heading towards retirement age (55-75). The increase in the aging population will likely create a greater strain on the workforce and smaller, working-age population; the demand for more healthcare and social services, especially from the government, will likely increase as well. This can generally affect the quality of lives of Logan residents. There is a need to implement policies that cater to the dependent population for a balanced economy in Logan.



Village of San Jon

The Village of San Jon was established in 1902 and quickly grew after the railroad came in 1904. Located off historic Route 66, San Jon prospered from the motels, gas stations, and other roadside attractions that drew travelers into the community in the mid-century. The 1981 construction of I-40 bypassed San Jon, which suffered because of tourism, population, and economic losses. Despite this, remnants of this history still exist, and the stretch of Route 66 through San Jon is listed on the National Register of Historic Places. Today, San Jon is a community of 188 people over 2.6 square miles.

San Jon, 2022		
Population	188	
Median Age	43.5	
Age Distribution	0-19 years	19.7%
	20-34 years	7.4%
	35-54 years	40.4%
	55-74 years	24.5%
	75+ years	8.0%
U.S. Census, ACS: S0101, 2018-2022		

San Jon has the potential to increase productivity and economic growth because the major portion of the population is working age (35-54). Greater workforce participation can imply additional tax revenue for the government and general economic growth.



Village of House

The Village of House was established with the 1902 arrival of homesteaders John Lee House and Lucie Jordan House. It is a small community with roughly 57 people across 0.9 square miles of primarily farm and ranch land. There are currently two wind farms located in House which supply energy across the state.

House is notable for having a school district that frequently enrolls more students than the Village population. In the 2023-2024 school year, House Municipal Schools had 56 students enrolled in their elementary, junior high, and high schools.

House, 2022		
Population	57	
Median Age	60.5	
Age Distribution	0-19 years	7.0%
	20-34 years	0.0%
	35-54 years	15.8%
	55-74 years	57.9%
	75+ years	19.3%
U.S. Census, ACS: S0101, 2018-2022		



Demographic Analysis

Table 1. Age Structure

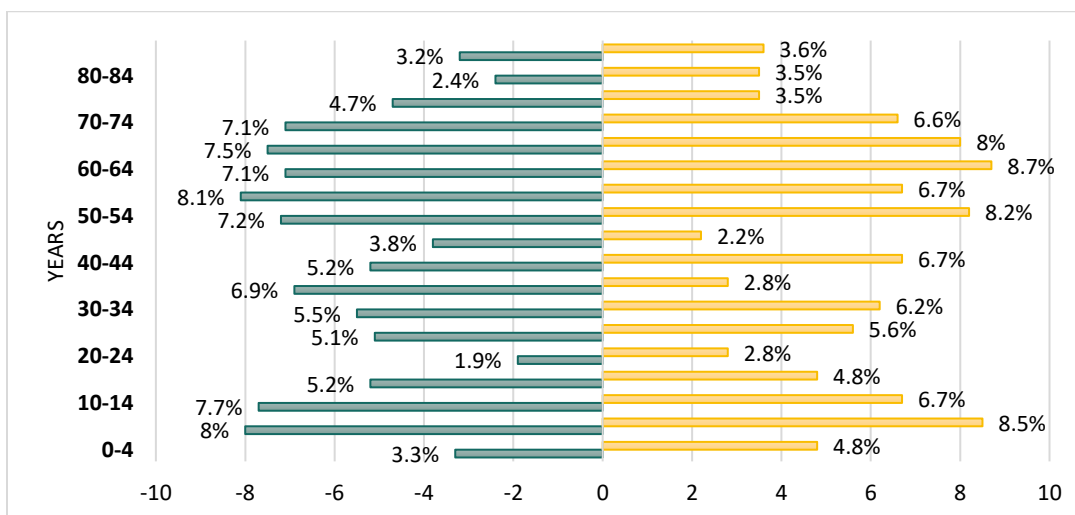
Quay County, 2022			Change 2012 -2022	NM	USA
Median Age	46.6			38.6	39.7
Age Distribution	0-19 years	24.2%	-1.5%	25.2%	25.6%
	20-34 years	12.5%	+0.4%	20.1%	20.9%
	35-54 years	23.1%	-2.2%	23.8%	25.8%
	55-74 years	29.8%	+1.9%	23.7%	22%
	75+ years	10.3%	+1.3%	7.2%	5.6%

U.S. Census, ACS: S0101, 2018-2022

Quay County's population is older than state and national figures and is expected to get older. As residents continue to age in place, the demand for healthcare services and affordable housing will continue to rise based on the needs of this population. The county should consider how to replace the decline in the working-age population to provide these services and maintain affordability.

Anecdotally, more young families are choosing to live in Quay County to live close to family, because of cheaper housing costs, and to benefit from quality educational opportunities. Younger people are also choosing to stay home or close to home after high school for similar reasons. This trend is reflected in the slight increase in the percentage of younger people in the county. It will be important to focus on retaining younger people to continue to support population stability.

Figure 4. Percentage of Population



U.S. Census, ACS: S0101, 2018-2022

Table 2. Income

Income Distribution	Quay County	New Mexico
Median HH Income	\$38,998	\$72,422
Less than \$14,999	19.7%	7.5%
\$15,000 to \$24,999	13.9%	7.1%
\$25,000 to \$34,999	12.8%	8.1%
\$35,000 to \$49,999	15.3%	11.4%
\$50,000 to \$74,999	14.8%	17.7%
\$75,000 to \$99,999	8.8%	13.5%
\$100,000 to \$149,999	9.7%	17.8%
\$150,000 or more	4.9%	16.9%

U.S. Census, ACS: S1901, 2018-2022

The average median household income in Quay County is nearly half of the state's, \$38,998 compared to \$72,422. There are higher numbers of lower-earning households compared to the state, as well. This is reflective of the lower-wage industries, like education, retail, and agriculture that employ many residents. In 2022, nearly 25% of the population was living at or below the poverty level, compared to the state average of less than 20%.

Table 3. Educational Attainment

Educational Attainment of Population 25 years and over	2017	2022
Less than 9th grade	7.5%	2.5%
High school graduate (includes equivalency)	40.2%	38%
Some college, no degree	21.3%	24.4%
Associate's degree	7.5%	7.8%
Bachelor's degree	8.4%	10%
Graduate or professional degree	7%	6.1%
High school graduate or higher	84.4%	86.2%
Bachelor's degree or higher	15.4%	16%

U.S. Census, ACS: S1501, 2018-2022

Educational attainment has generally improved over the last 5 years. This is evident in the table that depicts fewer people who have less than a 9th grade education, while attainment of a high school diploma, some college, and a bachelor's degree has increased.

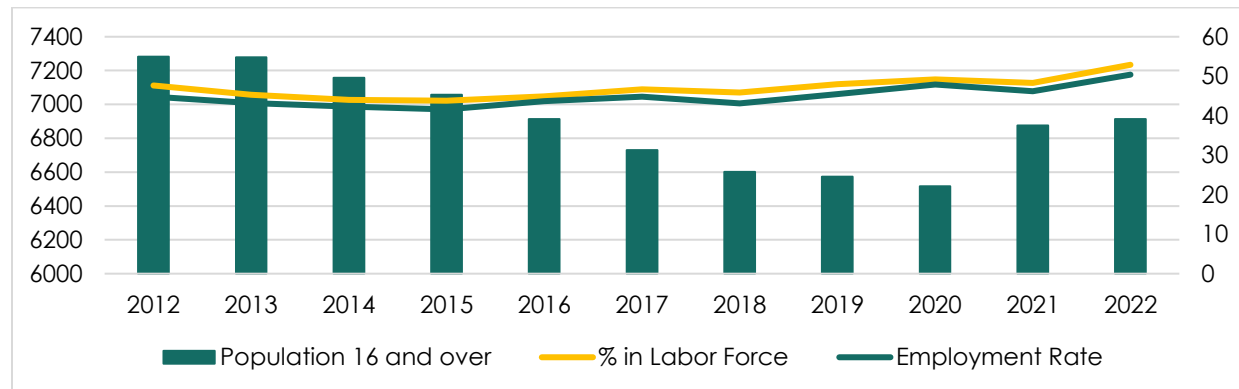
Generally, education is associated with higher wages in this region, so it is important to continue to support the county's educational institutions. Mesalands Community College and other schools provide local and regional education options that can greatly improve residents' ability to access high-quality and high-paying jobs. There is an opportunity to provide less formal education, such as career training programs, aimed at students not interested in pursuing higher education.

Economy

Workforce and Employment

In 2022, the working-age population in Quay County was 6,914 and the unemployment rate was 2.5%.

Figure 5. Labor Force Participation



U.S. Census, ACS: DP03, 2018-2022

The labor participation rate is at a 10-year high, nearly 53%, despite a lower workforce population than in previous years. This is reflected in the recent uptick in the working-age population as the workforce is recovering from a decline.

Table 4. Employment by Industry

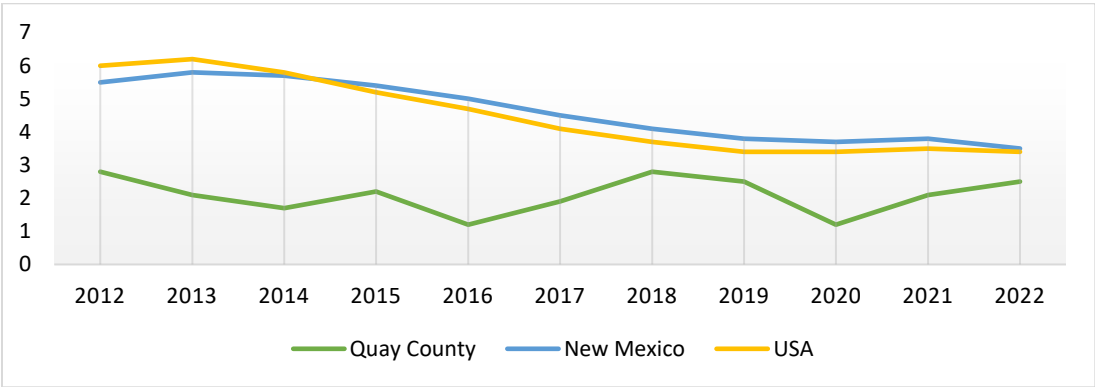
Employment by Industry	2012	2022	% Change
Educational services, and health care and social assistance	24.8%	21.7%	-13%
Arts, entertainment, and recreation, and accommodation and food services	8.6%	21.3%	148%
Retail trade	10.1%	10.2%	1%
Professional, scientific, and management, and administrative and waste management services	2.7%	7.9%	193%
Public administration	7.7%	7.2%	-6%
Other services, except public administration	8.6%	7.0%	-19%
Construction	14.5%	6.4%	-56%
Agriculture, forestry, fishing and hunting, and mining	10.3%	5.9%	-43%
Transportation and warehousing, and utilities	5.5%	5.3%	-4%
Finance and insurance, and real estate and rental and leasing	4.1%	3.2%	-22%
Manufacturing	1.6%	1.9%	19%
Wholesale trade	0.1%	1.1%	1000%
Information	1.2%	0.7%	-42%
TOTAL CHANGE			6.6%

U.S. Census, ACS: DP03, 2018-2022

The largest employment sectors, educational services, health care, and social assistance, employ 21.7 percent of Quay’s workers but have declined over 10 percent since 2012. The second largest industry, arts, entertainment, and related services, grew nearly 150 percent, previously employing less than 10 percent of residents to employing just over 20 percent. Wholesale trade has grown nearly ten-fold, but only represents 1 percent of employment.

Unemployment

Figure 6. Unemployment Rate



U.S. Census, ACS: DP03, 2018-2022

Unemployment across the state has seen a general decline in the last 10 years from around 5.5 percent to 3.5 percent. At the County level, the unemployment rate is lower than the state (between 1 and 3 percent) and generally stable given the small population size. This reflects the employment breakdown by the sectors as discussed earlier where most sectors are seen performing positively.

Agriculture

Table 5. 2022 Agricultural Census

2022 Agricultural Census	Total	% change since 2017
Number of farms	592	-3%
Land in farms (acres)	1,834,958	19%
Average size of farm (acres)	3,100	23%

USDA Census of Agriculture, 2022

The Agricultural Census collects county-level information on agriculture and farm production every 5 years. The 2022 Census noted 613 farms in Quay County, a 3 percent decrease since 2017. Average farm size has increased by 23 percent at the same time as the County’s farmland increased by 19 percent.

Table 6. 2022 Agricultural Census

	Total	% change since 2017
Market value of products sold	\$49,049,000	24%
Government Payments	\$12,614,000	72%
Farm-related income	\$6,978,000	175%
Total farm production expenses	\$59,599,000	44%
Net cash farm income	\$9,041,000	13%

USDA Census of Agriculture, 2022

Between 2017 and 2022, farm-related income rose by 175%, while government payments per farm increased by around 70 percent. These significant increases can be explained by the COVID-19 emergency and subsequent federal spending during this time. As a result of the crisis and the supply chain strain, production expenses also rose by 44%. Because of this, net farm income grew at a much slower rate than in previous years, only 13%. It will be essential to monitor these changes and offer support as needed to maintain a strong agricultural economy in Quay County.

Housing

In 2022, there were a total of 5,491 housing units in the county. There has been a steady decline in the number of available units as structures age beyond repair. Of the total units currently available, 68.4% are occupied and 70.5% are single detached units. Over 30 percent of units are vacant, which is consistent with anecdotal experience of part-time and absentee owners. Mobile homes, boats, RVs, and vans make up nearly twenty percent of available units, followed by 8 percent of multi-family or multi-unit households.

Table 7. Housing Units

	2012	2022
Quay County	5567	5491

U.S. Census, ACS: S2504, 2018-2022

Table 8. Housing Units by Type, 2022

Unit Type		
Occupied Units	3757	68.4%
1-unit, detached	2649	70.5%
1-unit, attached	114	3.0%
2-9 units	218	5.8%
10 or more units	74	2.0%
Mobile home, Boat, RV, Van, etc.	702	18.7%
Vacant Units	1734	31.6%
TOTAL UNITS	5,419	

U.S. Census, ACS: S2504, 2018-2022

County Development

The future of the county will be impacted by how available land is developed. Land development contributes to Quay's diverse local economy, quality of life, and sustainability of resources like water. The following section describes the land, land use, and the County's ability to regulate use. Strategic and appropriate land uses will preserve and protect the county's agricultural and land resources while restoring and repairing abandoned and dilapidated buildings.

Land Use

Land in Quay County is distributed between agricultural uses like farming and ranching, natural open space, and population centers like Tucumcari, Logan, San Jon, and House. There is also a significant amount of land that is at least partially dedicated to energy production like wind and solar.

The National Land Cover Database (NLCD) periodically evaluates land surface conditions. A map from 2021 is shown below which estimates different land uses. A large amount of scrubland and grasslands are present throughout the County, though these areas can include grazing, fallow cropland, and undeveloped natural land. Cropland is also a major land use and is especially present on the cap rock of the southern part of the County and around Tucumcari.

County Land Regulations

Quay County regulates land through a subdivision ordinance (Ordinance 35, 2004). The ordinance requires applicable subdivisions to go through technical State and local reviews and public hearings, and for more intensive subdivisions, has a preliminary and final review process. For applicable subdivisions, required infrastructure improvements include roads, water supply, liquid waste disposal, and solid waste disposal.

To ensure the effective planning of land use, guiding of development, provision of infrastructure and services, and the protection of property rights within Quay County, the state encourages the establishment of a planning commission and adoption of land-oriented plans. Adopted plans are also essential to participation in State and Federal determinations that affect local and private land use practices. Quay does not have prescriptive zoning regulations that restrict the types of uses or architectural design standards.

Future Development

Quay County's only land use regulation is the subdivision ordinance but can still shape development by strategically allocating services and infrastructure to targeted areas.

The county can also empower communities to determine their development while encouraging a level of growth that can be reasonably managed. Application assistance, letters of support, and coordination of stakeholders are all ways to support the smaller towns and communities' projects that help develop and improve their area.

Similarly, continued support and representation of private property owners is vital to future development. Quay County can help preserve agricultural land and protect farmers' interests as a government representative in state and federal discussions.

To address vacant properties across the county, it is crucial to uphold the rights of property owners as vacant properties are redeveloped. The County can facilitate and encourage this process but will ultimately respect the rights of owners if they choose to opt out.

Proposed Development

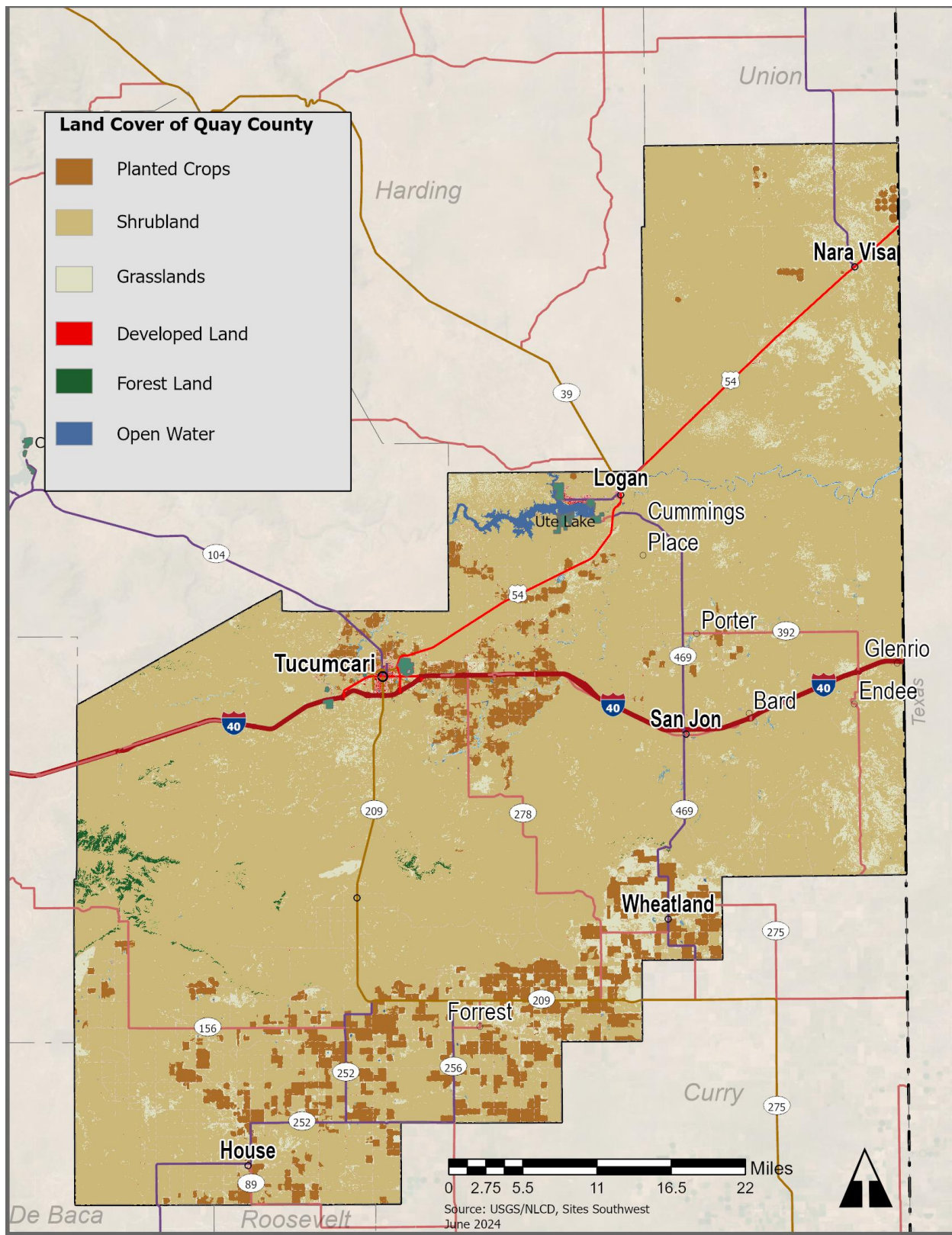
Tucumcari/Quay County Industrial Park

There is interest in developing a city/county industrial park to serve the needs of new and existing industries. Developing industrial capacity is important to sustain and grow local and regional economies. As the logistics industry continues to expand, a county industrial park could best meet this need.

Tucumcari Terminal Brownfield Redevelopment

The City of Tucumcari has recently acquired the old Tucumcari Truck Terminal property. A brownfield, the site must undergo remediation before redevelopment can occur.

Figure 7. Land Cover of Quay County



Goals, Policies, Actions

Goal 1. Preserve and enhance the County's rural character

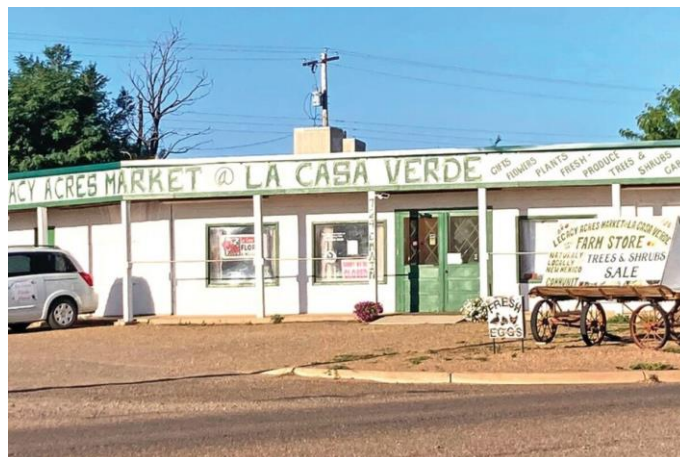
A fundamental part of Quay County is the rural nature of the land, economy, and people. To uphold, expand, and exemplify this, the county can:

- Protect individual property and land rights in Quay County
- Consider attracting industry that processes agricultural goods
- Encourage succession planning for farmers and small businesses

Goal 2. Address county-wide vacancy

Vacant lots, buildings, or brownfields are a nuisance across the county and within its communities. The county can maintain private property rights while supporting owners interested in redevelopment.

- Share funding opportunities that could support the rehabilitation of private property
- Support municipalities in the creation of local nuisance ordinances that would discourage vacant, problematic properties
- Encourage municipalities to share resources (e.g. infrastructure maps, etc...) to support potential land development
- Conduct a county-wide inventory of vacant land



Land and Resource Management

The purpose of this section is to document the legal framework for the adoption of a plan that reinforces Quay County's authority to protect customs and culture present in the county, to describe the customs and culture related to land use and resource management, and to describe the federal and state requirements for consultation with Quay County prior to the implementation of actions that could have an impact on the community.

Issues of Importance

Private Property Rights

Private property rights are essential elements to Quay's customs, culture, and economy and it is important to continue to protect them.

Recreation and Tourism

Hiking, hunting, camping, fishing, and boating are some of the recreational activities potentially available in Quay County. These opportunities allow residents and tourists the chance to enjoy the existing natural resources in the area, encourage healthy lifestyles, and support local businesses. Though Quay County has rivers, creeks, cliffs, valleys, and mesas, most of the potential for recreation is undeveloped, privately owned, or leased for private use.

Surface and Ground Water

Water is critically important, both for recreation but also essential to agricultural producers. Careful management is critical to the sustainability of the County's urban and rural communities.

In Quay County, the primary user of the region's water is agriculture which has historically had around 40,000 acres of irrigated farmland. The State of New Mexico and Quay County have experienced many periods of drought, however, which strain agriculture.

Renewable Energy

Renewable energy is a relatively new contributor to the local economy but one that has the potential to boost revenue generation. Wind and solar power developments have brought economic benefits to Quay County by enabling landowners to diversify revenue opportunities through land leasing. The Mesalands Community College in Tucumcari also attracts students to the area by providing training and job opportunities.

Customs and Culture of Quay County

Quay County contains nearly 3,000 square miles of land area dominated by dramatic mesas, rolling hills, and the vast grasslands known as Llano Estacado - or Staked Plains. Connection with land is important in Quay County, both through private property rights and utilization of public land.

Quay County has been the home of nomadic Native American hunters for thousands of years. In the 13th century, Anasazi Indians grew squash, beans, and corn along the region's many waterways. Pottery and other artifacts show that the area was a thriving center of ancient trade. By 1700, Apache, Comanche, and other nomadic tribes hunted seasonally. Spanish settlers and, later, Texas cattlemen raised livestock in the area.

In 1863, Fort Bascom was established on the Canadian River about five miles to the west of the reservoir. The fort was established to stop Comancheros from trading in stolen goods, as well as to discourage raids by Kiowas and Comanches. The area that is now Quay County has been dominated by cattle ranches since the 1870s, which form an important part of the culture and economy.

During the 1920s and 1930s, a series of flood control and irrigation projects were constructed along the Canadian River. The Arch Hurley Conservancy District was formed and implemented in the late 1930's. Construction of the irrigation system began in 1940 and was completed by 1950. The project has created about 41,000 acres of irrigable land in the Tucumcari area.

Farming and ranching are important to the economy of Quay County. As discussed in the Community Profile and Economic Development sections of this report, 1.5 million acres of land in the County are in farms and ranches. The value of products sold in 2012 was \$36.8 million. Farm employment represents nearly 15% of total employment in the county, compared to less than two percent for the state. Therefore, the continued use of land for agriculture is important to the economic well-being of county residents and the economic stability of Quay County communities.

Renewable energy is a more recent but still important contributor to the local economy. Wind and solar installations have brought economic benefits to Quay County, enabling landowners to sustain their rural lifestyle by diversifying revenue opportunities.

Water remains the most important natural resource for Quay County, especially for agricultural producers. Careful management of the region's water supplies is critical to the sustainability of both urban and rural communities in the county. Water resources include rivers, irrigation infrastructure, lakes, wetlands, and reservoirs, the largest of which is Ute Reservoir. Ute Reservoir benefits farming and ranching but has also

become an important cultural opportunity for residents. Ute Reservoir provides recreation, opportunities for social connections, and enjoyment of local open space. It also attracts tourists from around the region.

As the economy, customs, and culture of Quay County continue to evolve, residents seek out more ways to use and access land. Recreation and access to natural beauty are increasingly recognized as essential elements of rural living and benefit health, welfare, and community cohesion. Access to natural resources is also a primary attractor of tourism and thus important for the growth and diversification of the local economy.

County Participation in State and Federal Regulation

State and Federal Land Ownership

Land in the county is predominantly owned by private owners. Of the land owned by the State, almost all is Public Trust Land managed by the State of New Mexico for the benefit of the public schools. Very little land in the County is managed by Federal agencies.

The State of New Mexico owns a collection of land scattered across the County. Ute Lake State Park is the second largest lake in New Mexico and is a regional attraction for fishing, boating, and camping. The state park is adjacent to Logan and provides a primary draw for tourism and residential development. Tucumcari Lake is a 770-acre undeveloped reserve managed by the New Mexico Department of Game and Fish. Though the lake is currently undeveloped, there has been interest in building a boardwalk and other amenities that facilitate public access.

Both the state and federal governments have a scattered collection of land dispersed throughout Quay County. The land is typically leased for agriculture but also includes undeveloped sites and areas with challenging terrain that could be suitable for other, non-agricultural purposes. To maintain the customs, culture, and economic stability of the County, these lands must continue to be leased out for productive uses.

Participation in State and Federal Actions

Though most land in Quay is privately owned, State and Federal regulations can affect access to public land and the use of private property. To ensure the continuance of Quay County's customs and culture, regulating agencies must address and respect local plans and work with community stakeholders.

Required Federal Consultation with Quay County

Federal law requires agencies to consider the impacts of actions, not only on the natural environment but also on the social structure and economy of local jurisdictions. This section summarizes these requirements and documents the local economy, culture, and customs of the county.

Federal agencies have an affirmative obligation to consult, cooperate, and coordinate with local government entities and ensure that public land management is consistent with local land use plans to the maximum extent possible.

The Federal Land Policy and Management Act (FLPMA), National Environmental Policy Act (NEPA), and National Forest Management Act (NFMA) require coordination with local governments to reduce contradictions and conflicts. The burden is on the Federal agency to consider local plans and customs, to assist in resolving inconsistencies, and to provide meaningful involvement early in the process. This consultation and engagement are required prior to the creation or enforcement of Federal land use decisions and policies.

The Bureau of Land Management, for instance, must coordinate and consult with the County on issues of rangeland management and livestock grazing [43 U.S.C. § 1712(c)(9)]. The Forest Service must involve the public in land use planning and management decisions. [16 U.S.C. §§ 1604(d), 612].

Required Federal Involvement with Private Landowners

National Environmental Policy Act (NEPA) requires that federal agencies inform the public of proposed or ongoing actions and requires public involvement, consultation with state and local governments, and consideration of conflicts between a proposed action and local plans. County policy also requires federal agencies to consult with the county on decisions that could impact the ability of private landowners to maintain the customary use of their properties.

The Clean Water Act (CWA), Safe Drinking Water Act (SDWA), and Endangered Species Act (ESA), among others, are intended to protect human health and the environment. Though programs are available to help with compliance from businesses, federal facilities, local governments, and tribes, these Federal regulations can also affect the use of private property, infrastructure development, energy production, and recreation.

The Federal government is required to collaborate with private landowners and Quay County when regulations such as these may impact the customs and culture of the community. Quay County's role is to ensure coordination and collaboration with landowners and that the County's Natural Resources Committee can represent these interests.

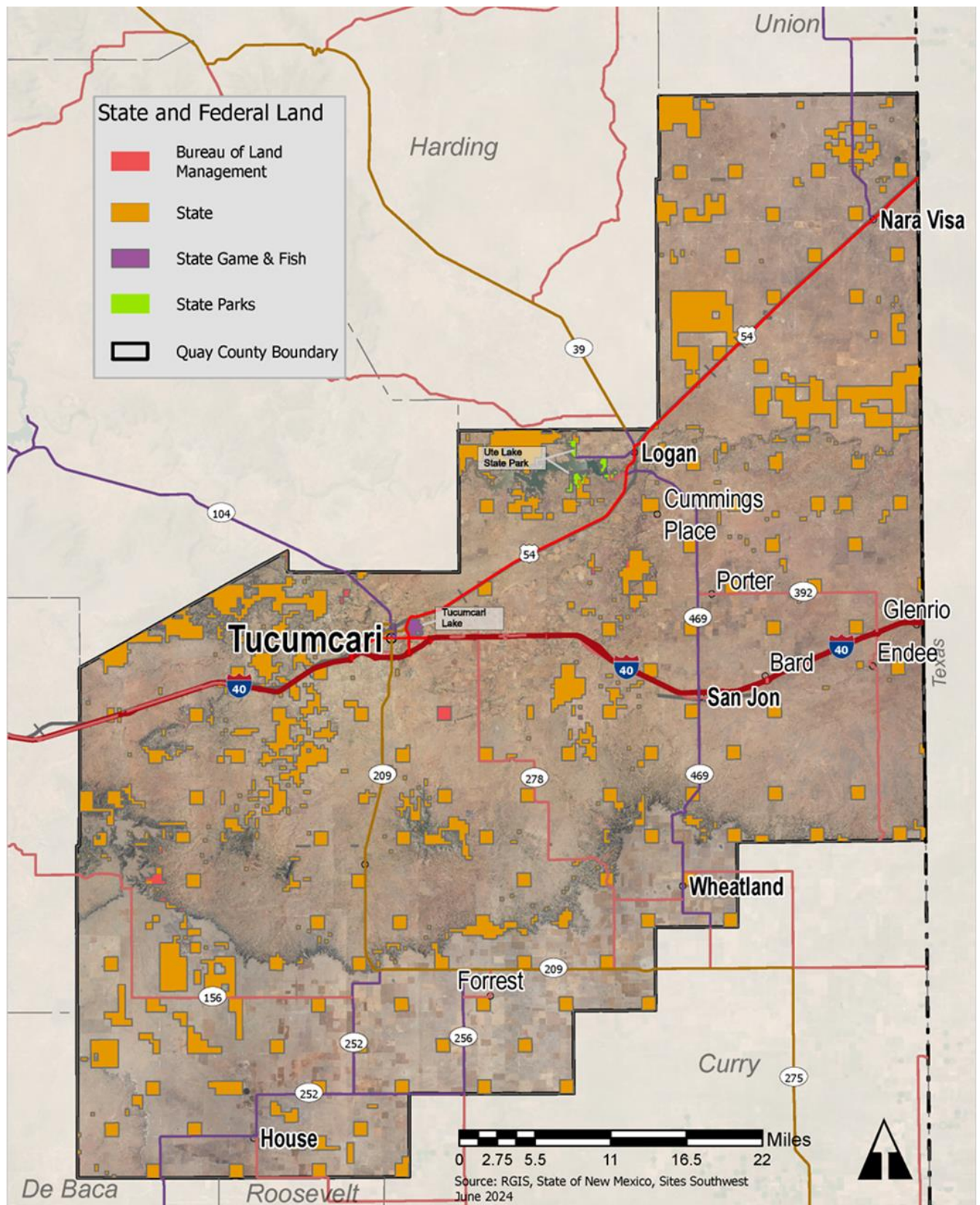


Figure 8. State and Federal Land

State of New Mexico Water Regulations

The State of New Mexico engages in water planning for the state through regional water planning and a state water plan. The regional and state water plans are vital tools intended to guide water management in the state to best meet all the state's water users – now and into the future. Strategic water planning is best informed by accurate and reliable data and engaged citizens, which leads to better implementation.

The New Mexico Environment Department (NMED) Ground Water Quality Bureau protects the environmental quality of groundwater resources as mandated by the Water Quality Act and the Water Quality Control Commission (WQCC) (20.6 NMAC). Surface waters in New Mexico are managed by the Surface Water Quality Bureau Watershed Protection Section (WPS). WPS is responsible for organizing all CWA §319(h) related activities in watersheds with Total Maximum Daily Load (TMDL) or with assessed data. They also coordinate the state's CWA §401 certification and §404 dredge and fill permits with the U.S. Army Corps of Engineers.

Quay County should continue to participate in State water planning efforts to ensure the long-term sustainability of agriculture and recreation.



Goals, Policies, Actions

Goal 3. Conserve the County's invaluable land and water resources

The protection and conservation of Quay County's natural resources will ensure these resources are available for future generations.

- Protect agricultural land
- Protect existing water rights; encourage owner education and promote conservation resources
- Continue to support the work of the Arch Hurley Conservancy District
- Represent local interests in state and federal resource management decision making

Goal 4. Embrace renewable energy development

Quay's great natural resources and landscapes make it desirable for renewable energy production, including solar, wind, and green hydrogen. These industries not only protect these resources but use them sustainably to provide jobs and clean energy to county residents.

- Encourage and support the development of renewable energy development infrastructure in Quay County
- Promote the energy training programs offered at Mesalands Community College to residents
- Support local and regional economic development initiatives to bolster the energy industry.



Economic Development

Quay County plays a key role in the local and regional economies by providing high-quality jobs and assets to employers. This chapter documents current economic conditions, including the workforce and industry trends, existing county assets, and opportunities for future growth. Identifying clear strategies and resources can help the County to realize economic goals.

Economic Indicators

Economic Base

A 2019 report from the Arrowhead Center, based at New Mexico State University, identified agriculture, accommodation and food services, retail trade, and state government as Quay County's base economic industries. Base industries describe companies and employers that generate employment and revenue in an area, especially through the export of goods and services.

Industry Specialization

A Location Quotient (LQ) analysis compares local employment rates by industry to a larger region's rates to describe the concentration of each industry. LQs over a value of 1 indicate that the industry has a larger share of the economy versus the nation, whereas an LQ with a value below 1 indicates that the industry occupies a comparatively smaller share of the economy.

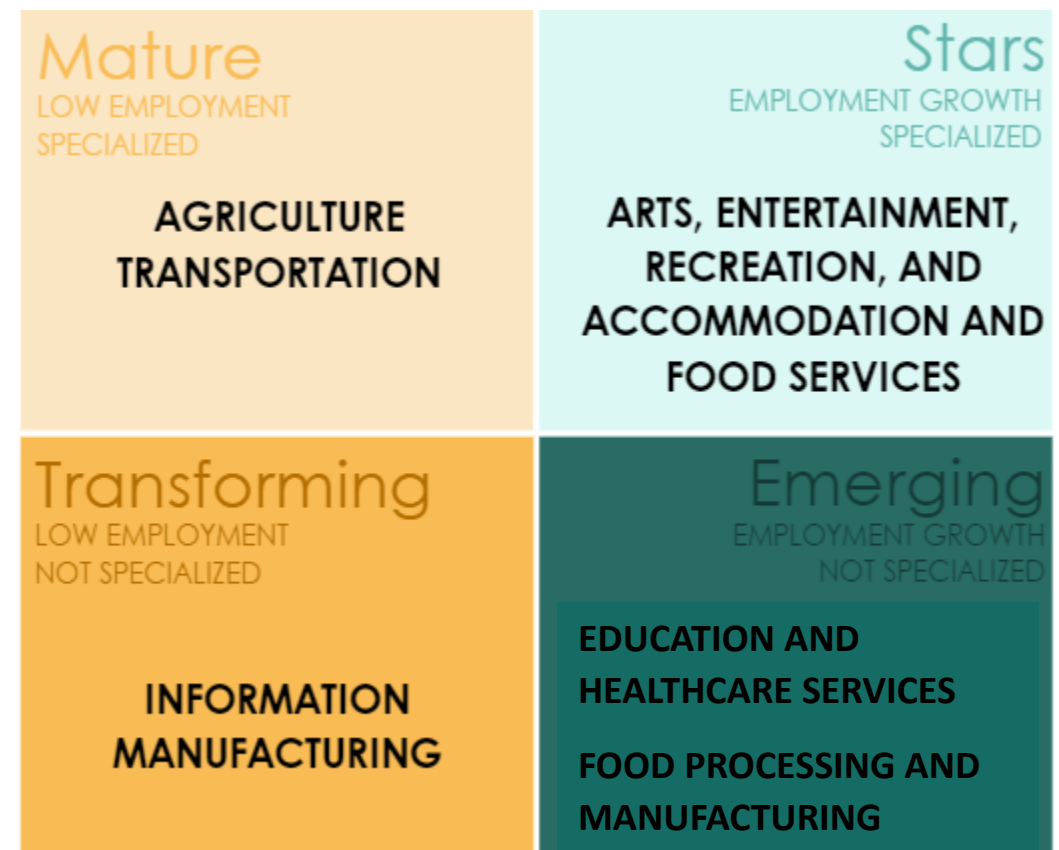
Table 9. Industry Specialization

Industry	% Employed	LQ 2022, NM base
Educational services, and health care and social assist.	21.7%	0.86
Arts, entertainment, and recreation, and accommodation and food services	21.3%	2.08
Retail trade	10.2%	0.93
Professional, scientific, and management, and administrative and waste management services	7.9%	0.65
Public administration	7.2%	0.94
Other services, except public administration	7%	1.29
Construction	6.4%	0.86
Agriculture, forestry, fishing and hunting, and mining	5.9%	1.46
Transportation and warehousing, and utilities	5.3%	1.13

Industry	% Employed	LQ 2022, NM base
Finance, insurance, real estate	3.2%	0.68
Manufacturing	1.9%	0.46
Wholesale trade	1.1%	0.63
Information	0.7%	0.54

U.S. Census, ACS: DP03, 2018-2022

The two largest industries employ nearly half of the population in educational services, healthcare, social assistance, and arts, entertainment, recreation, accommodation, and food services.



The creative, travel, and service industries offer the greatest opportunity to bolster and grow jobs for residents, as the County has a competitive advantage in them based on its tourism and recreation assets.

Because of the land and physical resources available in the county, agriculture and transportation logistics have been central to the economic development of the county and its communities and continue to be important today. The County can continue to support agriculture and logistic industries to ensure jobs and economic stability. Related to agriculture is also food processing and manufacturing which can strengthen the existing agriculture, transportation, and general manufacturing industries.

Community Assets

Major Employers

The largest employment sectors are educational services and healthcare and social assistance (21.7%), arts, entertainment, recreation and accommodation and food services (21.3%), and retail trade (10.2%). These industries employ over half of the residents in the county, 53.2%. Tourism, service, and creative industries encompass many different businesses, which accounts for high employment.

25.6% of workers in the county are government employees. Quay County employs a significant amount of these workers and offers competitive wages and benefits that are attractive to employees.

Major Industries

Travel and Tourism

Quay County is home to a variety of tourist attractions, ranging from historic Route 66 in Tucumcari to natural amenities at Ute Lake State Park in Logan. The county's proximity to I-40 and the Texas border is also attractive for tourists passing through the state.

The Route 66 Centennial in 2026 is ramping up with city, state, and national celebrations underway. This event is an opportunity for Quay County to benefit from the historic route and attract travelers into the area.



Lodgers Tax

The county does not currently collect Lodger's Tax, although, it could. Currently, only Tucumcari and Logan collect this tax. Each municipality has a representative board that determines the use of the funds.

The fund has a 50% obligation towards advertising and a 50% "general use" fund which residents can apply for.

As of May 2024, Tucumcari's Lodgers Tax Fund has collected more than \$658,000 in the fiscal year to date, which is above the four and eight-year averages, according to the city manager, proving the substantial contribution of tourism to the local economy.



Agriculture

As a base industry, agriculture continues to be a cornerstone of the County's economy. The high soil quality in Quay County is prime for agriculture compared to other counties. Hay, alfalfa, corn, and other forage crops are the primary crops grown here.

Youth agriculture programs, like 4-H and FFA, are popular across the County. These programs offer agricultural skills and career training, helping to support the next generation of farmers.



Retail Trade

The state of New Mexico determines industry taxes based on the gross receipts tax, which can reflect the state of the industry. It is important to note that some sales are exempt from gross receipts tax, including sales of unprocessed agricultural products, which are a significant part of the economy and are not reported in the following data.

Gross Receipts Tax

Wholesale trade has seen explosive growth in the last 5 years at 1207 percent, which can mostly be explained by a 2022 state law change requiring wholesale companies, like Amazon, to pay GRT to where a package is delivered, rather than where the seller is based.

Transportation and warehousing, along with unclassified industries, have also grown substantially. These trends generally follow national industry trends, which were in part influenced by the COVID-19 pandemic and subsequent government spending. Arts, entertainment, and recreation likely declined because of quarantine mandates that kept people home.

State and county budget increases supported overall growth between 2022 and 2024, in addition to rising costs incurred by inflation rates.

Table 10. Gross Receipts Tax by Industry

Industry	2018 (in \$10,000s)	2022 (in \$10,000s)	% Change
Wholesale Trade	\$717.28	\$9,374.86	1207%
Transportation and Warehousing	\$216.12	\$1,577.58	630%
Unclassified	\$74.61	\$508.33	581%
Management of Companies and Enterprises	\$19.54	\$109.27	459%
Educational Services	\$6.71	\$26.07	288%
Agriculture, Forestry, Fishing and Hunting	\$73.79	\$174.52	137%
Other Services (except Public Administration)	\$1,619.39	\$3,824.97	136%
Mining	\$67.90	\$152.80	125%
Professional, Scientific, and Technical Services	\$343.53	\$759.80	121%
Administrative and Support and Waste Management and Remediation Services	\$130.77	\$286.13	119%
Utilities	\$1,905.37	\$3,276.83	72%
Retail Trade	\$19,047.37	\$28,028.59	47%
Real Estate Rental and Leasing	\$290.98	\$384.29	32%
Health Care and Social Assistance	\$788.54	\$1,036.85	31%
Accommodation and Food Services	\$2,579.67	\$3,109.32	21%
Construction	\$3,743.66	\$3,988.54	7%
Information	\$829.06	\$833.37	1%
Finance and Insurance	\$73.83	\$67.76	-8%
Arts, Entertainment, and Recreation	\$33.12	\$27.42	-17%
Manufacturing	\$3,269.53	\$1,193.59	-63%
Public Administration	\$38.80	\$0.00	-100%
TOTAL	\$35,869.56	\$59,134.93	65%

New Mexico Tax and Revenue Department, Quarterly GRT Data, 2018, 2022

Cultural Assets

There are many cultural, artistic, and historic assets found within Quay County and its communities.

Art

Artists can generally afford the housing costs and find inspiration in the various landscapes and cityscapes. The County can capitalize on this by promoting the various business development resources available to artists and other creative entrepreneurs. Tucumcari MainStreet is developing and building an artist-in-residency program that pays artisans to teach classes to locals. As they seek to expand this program, the County can write letters of support to encourage cultural and artistic economic development.

One example of creative economic development in Quay County is a recently developed 40-acre sculpture park and campground called Art City, a project by contemporary artist, Matty Mo. Art City intends to encourage a vibrant renaissance, make Tucumcari the next great art town, and aims to attract travelers and cultural explorers.

Culture

The most visible cultural resources in Quay County are connected to the old Route 66 which runs through Tucumcari and San Jon. This includes motels, souvenir stores, and restaurants which, combined, attract a considerable number of the County's tourists. Revitalizing Route 66 is a major opportunity for tourism. Quay also has a few museums like the Mesalands Dinosaur Museum, the Route 66 Museum, and the Railroad Museum.

Cultural assets also include community events that attract residents and visitors alike. Tucumcari MainStreet (described above) is one example of an organization that facilitates cultural events and Quay should encourage and support organizations, events, and activities that make the County an attractive place to live and operate a business.

Historic Landmarks

The County contains several historic landmarks that are recorded on the National Historic Register, including Historic Route 66 which runs through the heart of Quay County. The County can promote and support independent historic preservation efforts, including additional landmark applications by encouraging residents to participate.

The State of New Mexico offers a tax credit for rehabilitating landmarked structures or districts, up to 50% of eligible costs spent in an approved rehabilitation; or \$25,000; or 5 years of income tax liability, whichever is the least.

Table 11. National Historic Register Landmarks, 2024

Landmarks	
Blue Swallow Motel	Tucumcari
Cactus Motor Lodge	Tucumcari
Glenrio Historic District	Glenrio
Hurley, Arch, Conservancy District Office Building	Tucumcari
Locally Maintained Route 66-Glenrio to San Jon	San Jon
Metropolitan Park Bathhouse and Pool Historic District	Tucumcari
Nara Visa School	Nara Visa
Odeon Theater	Tucumcari
Richardson Store	Montoya
Route 66, State maintained from Montoya to Cuervo	Cuervo
Route 66, State maintained from San Jon to Tucumcari	San Jon
Route 66, State maintained from Palomas to Montoya	Montoya



Economic Development Strategies

Economic Development Organizations

Eastern Plains Council of Governments (EPCOG)

The Eastern Plains Council of Governments, or EPCOG, is the regional economic development organization that coordinates strategies across 8 counties in the eastern New Mexico region. EPCOG publishes an annual comprehensive economic development strategy (CEDS) that identifies the regional influences affecting economic generating activities. These are based on the existing assets of the region and consider their potential to expand and support emerging industries. The 2022 CEDS report highlighted agriculture, agricultural value-added products, healthcare, military installation, telecommunications infrastructure, transportation networks, tourism and hospitality, and renewable energy for their contributions and potential in the region.

East Central NM Stronger Economies Together (SET)

The Stronger Economies Together (SET) program is a USDA initiative to support rural communities and their regional economies. In 2016, the East Central NM SET region was created to include Quay, Guadalupe, De Baca, and Torrance counties. The regional plan, published in 2018, describes the assets and opportunities for economic development. It specified workforce development, tourism, healthcare and transportation, and agribusiness and energy as the plan's goals.

Northeast Economic Development Organization (NEEDO)

The Northeast Economic Development Organization is a coalition for economic development in Quay, Torrance, Union, De Baca, San Miguel, Mora, Colfax, Guadalupe, and Harding counties derived from the USDA's SET initiative. The group provides direct services to existing businesses in the area to support regional economic health.

Greater Tucumcari Economic Development Corporation (GTEDC)

The GTEDC is a non-profit organization that is focused on attracting and growing new businesses, retaining and expanding existing businesses, and marketing Tucumcari as a Work Ready community.

Tucumcari MainStreet

Tucumcari MainStreet is an accredited New Mexico MainStreet program that promotes community and economic development in downtown Tucumcari. The organization hosts community events like the Fired Up Festival and Down at the Depot market series, as well as an artist residency program. Tucumcari MainStreet also promotes business development with a microloan program that offers low-interest loans to small entrepreneurs.

Entrepreneur, Industry, and Workforce Development Resources

Quay County Summer Internship Program

The County currently funds a summer internship program that pays local businesses to hire students to work up to 30 hours a week. The funding covers hiring and employment costs as an investment in locally sustained businesses and job opportunities.

Small Business Development Center

The Small Business Development Center at Mesalands Community College is a local and regional asset for new and early entrepreneurs. The SBDC offers entrepreneurial education and business assistance to promote community-based business development, and to foster cooperative relationships with resources statewide.

New Business Welcome Packet

Tucumcari MainStreet assembled a New Business Welcome Packet that informs potential business owners and employers of the business/employee opportunities and conditions in Tucumcari. The packet is available digitally.

Target Industries

Economic development should prioritize industries based on existing and potential assets. Quay County's regional advantage in logistics, retail, energy, and agriculture can serve as a framework to recruit new employers, train a high-quality workforce, and continue to diversify economic opportunities.

Comprehensive Economic Development Strategies (CEDS), EPCOG

The Eastern Plains Council of Governments (EPCOG), the region's planning and economic development organization, publishes an annual Comprehensive Economic Development Strategy (CEDS) report that identifies regional influences affecting economic generating activities. These are based on the existing assets of the region and consider their potential to expand and support emerging industries. Agriculture, transportation, tourism, and hospitality are currently significant parts of the County's economy. The 2022 CEDS report listed the following influences:

- Agriculture
 - Livestock & Major Crops
- Agricultural Value-Added Products
- Healthcare
- Military Installation
- Telecommunications Infrastructure
 - Broadband connection
- Transportation Networks
 - Roads, major arterials
 - Railroad
- Tourism/Hospitality

- Historic Preservation
- Renewable Energy

GTEDC Target Industries

The GTEDC has identified the following targeted industries to prioritize development: logistics, retail, renewable and traditional energy, and value-added agriculture and foods.



Logistics

Transportation and logistics include warehouse receiving, shopping, storage, and distribution. These are promising industries because of Quay County's proximity to the interstate, low taxes, and affordable and plentiful land resources. These jobs are also relatively high-paying and can offer meaningful employment. The County can support growth by providing industry financial incentives that subsidize the cost of start-up or expansion.

Retail

The regional economic development group, NEEDO, launched an industry-specific initiative based on the potential of retail, accommodations, tourism, and entertainment for regional and rural prosperity. "CREATE BRIDGES" program emphasizes these economies as target industries for the region, and specifically supports growth in these areas through direct business development services, marketing, recruitment, promotion, and research and policy.

Renewable Energy

Quay County's landscape and natural resources create a competitive edge for the renewable energy sector in this region. The Eastern Plains of New Mexico is where most of the renewable energy in the state is produced. Quay County has a surplus of renewable energy, which should be marketed towards energy-intensive Industries. Also, state and federal investments in energy technology could continue to benefit the County. For example, infrastructure improvements that would expand the current distribution network, providing cheap energy to residents and businesses. Other forms of renewable energy, including solar, biomass, and green hydrogen are also promising developments.

As this sector continues to grow, renewable energy is a promising career path for county residents. Mesalands Community College currently offers training in wind energy operations, and there is potential to expand this programming in the future.



Value-Added Agriculture and Food Production

Value-added food production can create economic impact based on the agricultural industry that is already present in Quay County. Food production adds market value to a product through processing and requires many distinct types of jobs, ranging from machine operator to marketer. This industry builds on the existing capacity of county growers to provide jobs and further diversify the rural economy. Quay should work to support existing businesses like the Tucumcari Cheese Factory and should support the recruitment and development of new entrepreneurial activities in this industry.

County Land Disposition

In addition to support for economic development organizations and initiatives, the County can dispose of underutilized property to reduce the obligation and liability on the County and to encourage economic development. Land can be disposed of in a variety of ways ranging from market-prices sales, leases, and donations – the latter of which typically requires specific economic development and/or affordable housing ordinances that enable land donations for specific purposes. The County should create a list of County-owned land and place it on their website.

Goals, Policies, Actions

Goal 5. Support the development of the local workforce

Quay County benefits from having a large workforce and high-quality educational institutions, ranging from kindergarten to higher education. This supports the recruitment of high-quality employers and local business owners. The County can continue to support this connection:

- Facilitate connections between industry needs and educational institutions
- Continue to support Mesalands Community College; advocate for the expansion of training programs
- Continue to fund and promote the county work program for local businesses and students

Goal 6. Attract high-quality jobs, employers, and businesses to the region

The County can be an advocate for the workforce, resources, and other assets to attract industry to Quay County, in partnership with local and regional groups who are taking this work on.

- Support regional efforts to attract high-paying, high-quality jobs
- Support GTEDC to recruit businesses that are aligned with the county's strengths, including a trained workforce and transportation and infrastructure assets

Infrastructure is an important consideration for businesses looking to relocate to Quay County. Existing assets can be promoted and developed to be even more attractive to industry.

- Expand and promote the county's broadband services to attract remote workers
- Issue IRBs to support industry development and attract employers
- Encourage housing that would be affordable to starting employees

Goal 7. Support tourism efforts

Tourism should be embraced as it contributes to jobs, GRT, Lodgers Tax, and other funding for the county and municipalities. The county should offer support to advance tourism opportunities to increase the benefit.

- Work with local groups that are developing a plan for year-round tourism based on the regional assets available in Tucumcari and Logan
- Work with municipalities, local economic development groups, and regional partners to promote existing county assets, including Ute Lake

Goal 8. Develop and promote outdoor recreation assets

Quay County's natural resources and landscapes make it a prime destination for outdoor recreation. The County can capitalize on this by being proactive in developing OR tourism.

- Align parks and recreation investments with the Outdoor Recreation Recommended Plan from the state's OR department; seek state funding for implementation
- Work with local and regional recreation groups to develop a plan for Ute Lake
- Develop digital resources that highlight the county's recreation assets, including hunting and fishing

Goal 9. Develop and promote the arts, history, and cultural assets

Quay County benefits from a substantial creative economy, or arts and cultural assets that contribute to economic development. To expand this benefit, the county can:

- Support investments that preserve or highlight historical points of significance in the county, including local, state, and national landmarks
- Highlight the county's arts, historical, and cultural assets, including museums, organizations, and programs
- Engage partners to sustain the agricultural heritage of Quay County (Casa Verde, MCC, etc.)
- Support specific projects, like the revitalization of Route 66 in Tucumcari



Housing

The County does not provide housing but can try to assist the private development of housing and local initiatives to rehabilitate and remove barriers to housing development. This chapter examines the physical conditions of the existing housing stock and assesses the needs of homeowners, renters, developers, and housing providers.

Existing Housing Conditions

Physical Conditions

In 2022, there were 5,419 total housing units, of which nearly 70% were occupied. 70% of the housing stock is detached single-family housing (2,649 units), followed by nearly 20% of mobile homes (702 units) and 7% of multi-family housing (292 units).

Most of the existing units were built between 1940-1980, nearly 60%. 11.5 percent of the units were built before 1939 and will require significant rehabilitation to maintain the housing stock.

Vacancy

Over 30 percent of housing units were considered vacant in the American Community Survey. This estimate can be flawed in how it determines vacancy at the point of collection, so it is important to note that housing vacancy does not imply housing availability. The number of units available to buy and rent, 1.3% and 6.6% are comparable to national averages of a healthy housing market, 1-2% and 5-8%, respectively.

These figures don't reveal the anecdotal experience of residents having trouble finding housing they can afford; less housing availability amid increased demand for housing can inflate housing costs and exclude lower-income households from accessing housing stock. This inconsistency is further explored in the housing costs section.

Table 12. Vacant Units

Total Vacant Units	1734
For rent	6.6%
Rented, not occupied	1.4%
For sale only	1.3%
Sold, not occupied	0.5%
For seasonal, recreational, or occasional use	64.7%
For migrant workers	0.0%
Other vacant	25.4%

U.S. Census, ACS: B25004, 2018-2022

Most of the vacancies are attributed to seasonal occupancy, especially related to the high demand for part-time housing caused by recreational amenities like Ute Lake State Park. Part-time and seasonal housing options will need to be expanded to accommodate additional tourism without further straining the housing market for residents.

Housing Costs

Housing costs in Quay County are typically less than \$800 per month with homeowner occupants paying slightly less than homes occupied by renting households. This reflects the fact that homeowners generally benefit from stable mortgage payments or have already paid off their mortgage, whereas rent can fluctuate based on market conditions. Almost a quarter of renters pay more than \$1,000 per month on rent.

Figure 9. Housing Costs by Tenure

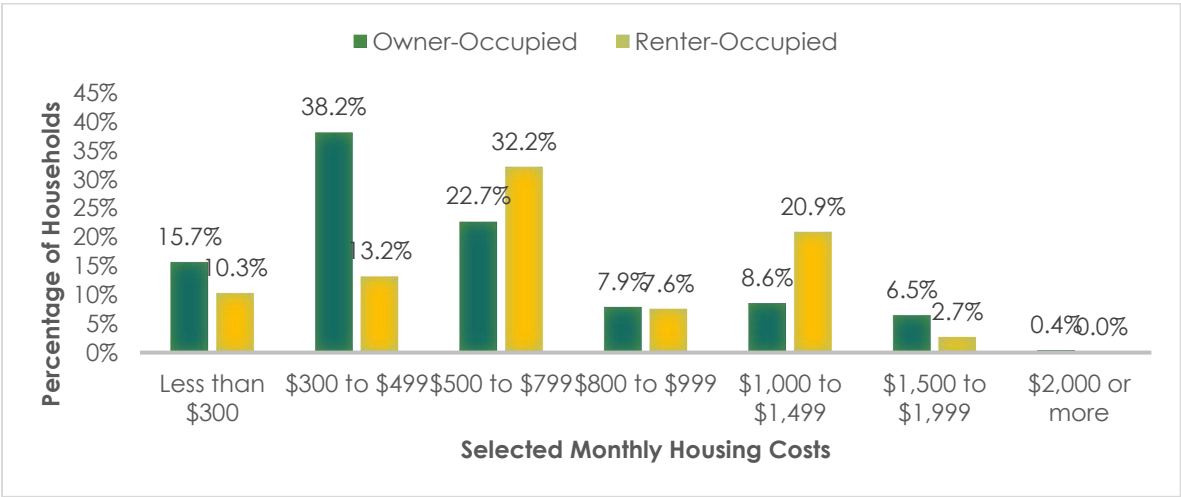


Table 13. Affordable Housing Costs

Quay County Affordable Housing Costs		% of Households
30% of Monthly Gross Income	Less than \$375	19.7%
	\$375 to \$624	13.9%
	\$625 to \$874	12.8%
	\$874 to \$1,249	15.3%
	\$1,250 to \$1,874	14.8%
	\$1,875 to \$2,499	8.8%
	\$2,500 to \$3,749	9.7%
	\$3,750 or more	4.9%

U.S. Census, ACS: S1901, 2018-2022

Housing Development

While Quay County does not directly supply housing to residents, there are partners and programs the County can encourage to support future growth and necessary development. Funds exist that could help County residents with things like roof repair and structural rehabilitation to maintain existing housing or fix-up housing that is currently unlivable. The County should continue to empower individual homeowners to repair and maintain their houses through external resources, like state and federal funding.

The County can also provide technical or application assistance to municipalities interested in public-private partnerships, grant funding, or other programs. To avoid overstepping the interests of each municipality, the County should offer support to the degree that municipalities and residents are interested.

Service Providers

Tucumcari Housing Authority

Tucumcari Housing Authority manages affordable housing in the city. The Authority manages five public housing projects consisting of 90 units. In addition to managing the City's public housing units, another key responsibility is the administration of several subsidized housing programs that fall under the umbrella of the Housing and Urban Development Agency's Section 8 program and the US Department of Agriculture. In total, there are approximately 100 subsidized units in Tucumcari, mostly made up of 1 to 2-bedroom apartments. The Authority also assists in rehabilitation and homeownership.



Goals, Policies, Actions

Goal 10. Promote housing rehabilitation

The county does not directly fund housing rehabilitation but can connect property owners with the resources they would need to undergo housing rehabilitation on private lots.

- Educate property owners about home rehabilitation programs offered including programs operated through agencies like NM MFA, USDA, and DOE

Goal 11. Incentivize housing development

The county does not directly supply housing to residents but can work with strategic partners to make development more desirable or affordable. The county should not overstep the interests of each municipality and should participate to the degree that municipalities and residents are interested. The County can work with partners to:

- Facilitate connections between municipalities and developers to buy, lease, and manage new housing development
- Build and strengthen relationships with non-profits, state agencies, and foundations to encourage affordable housing development
- Develop or assist the municipal development of Metropolitan Redevelopment or Affordable Housing Plans to enable public-private partnerships

The County can also provide technical or application assistance to municipalities interested in public-private partnerships, grant funding, or other housing development programs.

- Promote the Workforce Housing tax credit program as an option for municipalities looking to develop housing
- Provide letters of support for housing development projects, especially affordable housing
- Share public and private funding opportunities with local leaders and organizations

Goal 12. Address short-term housing rentals

Short-term rentals meet many diverse needs, including students and tourists. Short-term rentals will continue to be popular as the demand to access regional destinations, including Tucumcari and Ute Lake State Park, increases.

Municipalities may work independently to determine rules, incentives, etc. but the county can support facilitation and coordination as needed.

- Support property owners, realtors, and housing organizations developing plans to manage the short-term rental market
- Identify opportunities for tourism-related housing development
- Support short-term housing opportunities for students, employees, and other transitional households

Community Services and Facilities

Quay County Government

The Quay County Government is represented by three elected county commissioners, an assessor, clerk, probate judge, sheriff, and treasurer. The County administration, including the County Manager, Finance Director, and Human Resources Assistant, manages twelve departments, ranging from legal to public safety, development, and county services and facilities. The County is generally responsible for upholding health and human services, county infrastructure including roads, public amenities, land use and development, and public safety.

The Quay County government provides direct and indirect services that greatly impact the quality of life of the residents. As of 2024, the County provides services related to emergency management, public safety, roadway and infrastructure maintenance, and public information. County Administration coordinates across eleven departments, including the county extension office, detention center, district attorney, district court, DWI, emergency management, fairgrounds, fire marshal, GIS, facility, and roadway maintenance.

Residents of the County vote in elections for certain positions, including the assessor, commission, county clerk, treasurer, probate judge, and police sheriff.

Table 14. Community Services Facilities

Facilities	Services	Arts & Culture	Events
Courthouse	NMSU County Extension	Tucumcari Historical Museum	Rawhide Days, May
Quay County Detention Center	District Court	Dinosaur Museum	Quay County Fair, August
Quay County Terry Turner Building	District Attorney	Route 66 Museum	Fired Up Festival, September
Road Department Maintenance Shop	State Health Office	Railroad Museum	
Fairgrounds	County Detention	Eastern NM Arts & Cultural Center	
Water Tank	DWI Program	Murals	
Medical Building & Public Health Clinic	GIS Mapping		
Adult Detention Storage Shed	Fire Marshall, Volunteer Fire Departments		
Fire Stations	Sheriff		
	Alliance for Substance Abuse Prevention Coalition		

Communication

Quay County maintains an up-to-date website with information on county departments, administration, and elected officials. The county is compliant with public meeting notice requirements, sharing press releases or mailing letters as needed. Staff also share information on the county Facebook page, which is a popular way residents find out information. Residents can enroll in the free TextMyGov program to receive county-wide notifications of emergencies, events, or elections.

Healthcare

The Quay County Public Health Office, located in Tucumcari, offers a variety of medical treatments for youth, mothers, and families ranging from vaccinations to testing and prescriptions. The Office also maintains the SNAP and WIC programs across the county.

Presbyterian Medical Services operates the Quay County Family Health Center in Tucumcari, which offers routine checkups, physicals, support for chronic health needs, home visitation, and discounted medication from their in-house pharmacy.

The County received \$10 million dollars in state capital outlay funding to replace the existing Dr. Dan C. Trigg Memorial Hospital. The project is expected to cost \$31 million dollars and, if adequate funding is secured, the project could break ground as early as 2025. The new hospital will increase bed capacity and improve care quality through increased capacity, expanded health services, and state-of-the-art equipment.

To urgently address healthcare needs, the County can support more modern services. Telehealth centers are one way to connect rural patients with medical care they need, regardless of physical location.



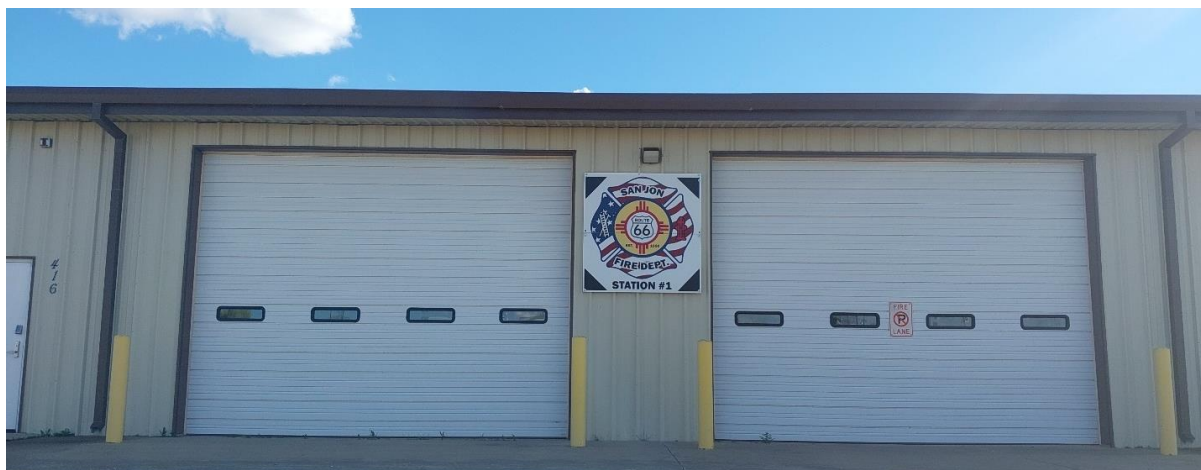
Public Safety

Police, Fire, EMS

The County Sheriff's Office manages county police and EMS officials to provide coverage across Quay County. The Sheriff's office also offers criminal record and background checks and maintains information on active warrants, sex offenders, and "most wanted" offenders.

The Fire Marshall coordinates across nine departments within the county and provides public education on wildfire risk. There are three main district fire stations, as well as community stations in Bard-Endee, Porter, Nara Visa, Jordan, Quay, and Forrest.

The DWI office monitors misdemeanors and convictions related to DWI, including a compliance program that supports offenders outside of detention services.



Legal Services

New Mexico's Tenth Judicial District is based in Tucumcari covers a range of cases, including civil, criminal, probate, and family matters. This court also has jurisdiction in the neighboring De Baca and Harding Counties.

Detention Services

The Quay County Detention Center is a 46-bed facility that primarily holds convicted detainees. The Center is managed by the County's Sheriff's Office. As of June 2024, 29 individuals were in custody.

Community Amenities

The County also manages other quality-of-life assets, including the County Fairgrounds and Extension Office. The County's Cooperative Extension Office is a collaboration with New Mexico State University to provide information and support to rural communities across the state. The Office hosts various programs related to agriculture for youth, active farms, and community members.

There are Senior Centers located in Tucumcari and San Jon. Staff and volunteers provide services like meal provision and delivery, and programming like Tucumcari's "Foster Grandparent" program that connects local seniors to youth.

Quay County Health Council, a non-profit group of volunteers not affiliated with the County, supports meal provision and public health education efforts throughout the County. The County should continue to support these programs to meet the anticipated needs of the aging population, including health, well being, and connection.



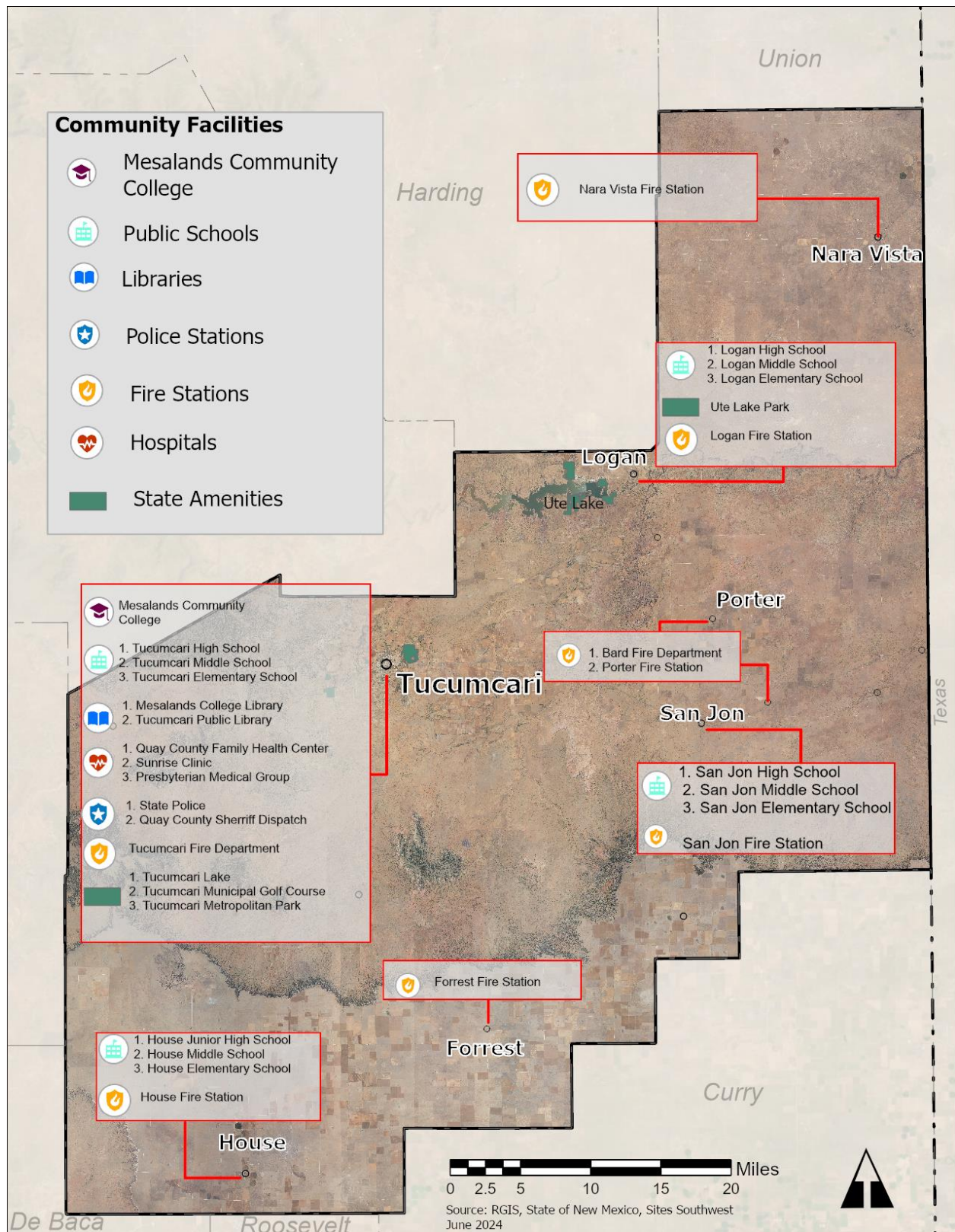


Figure 10. Community Facilities

ICIP Projects

The County's Infrastructure Capital Improvement Plan (ICIP) records county projects to be funded through the state's capital outlay fund. The ICIP is the primary way for the County to identify critical improvements and make investments in public infrastructure.

Table 15. ICIP Projects

ICIP Project Description	City	Total Project Cost	Funded to Date (5/2024)
Plan, design, construct, and equip a new hospital in Tucumcari	Tucumcari	\$31,000,000	\$1,000,000
Plan, design, construct, restore or replace Quay County Courthouse windows	Tucumcari	\$1,164,000	\$0
Plan, design, construct, furnish, and equip a regional behavioral healthcare facility in Clovis, NM	Clovis*	\$45,000,000	\$10,000,000
Plan with Environmental Studies, restore facility	Logan	\$1,000,000	\$0
Purchase and equip excavator equipment to maintain county roads	Tucumcari	\$800,000	\$0
Construct, renovate, repair, and replace bridge #1042 on Historic Rt. 66	Tucumcari	\$8,500,000	\$0
Purchase and equip pneumatic roller road equipment to maintain county roads	Tucumcari	\$250,000	\$0
Purchase utility equipment for Quay County Road Department	Tucumcari	\$400,000	\$0
Implement local asset management working plan and procedure	Tucumcari	\$100,000	\$0
Plan, complete necessary studies, design, and construct 2.1 miles of Quay Road 63.	Tucumcari	\$1,250,000	\$0
Plan, complete necessary studies, design, and renovate 1.65 miles of Quay Road 62.9.	Tucumcari	\$1,000,000	\$0
Purchase 10 vehicles for County purposes	Tucumcari	\$300,000	\$0
Plan, complete necessary studies, design, and re-construct 2.7 miles of Quay Road AR north of Quay Road 64.9 to State Highway 104.	Tucumcari	\$1,500,000	\$0
Complete environmental studies on each road, engineering plan, and design to be followed for road construction	Tucumcari	\$850,000	\$0
Construct, renovate, and equip Quay County Detention Facility	Tucumcari	\$525,000	\$560,000
Total		\$93,639,000	\$11,560,000

New Mexico Department of Finance and Administration, ICIP 2025-2029; * indicates multi-county partnership

Goals, Policies, Actions

Goal 13. Expand access to healthcare, behavioral health, and public safety services

The county currently works with different providers to offer key services to residents, like health and safety. To continue expanding access to these services, additional staff will be required.

- Support the County hospital and clinic with recruitment and retention efforts/incentives
- Enhance public safety through the recruitment of police, fire, and EMTs

Goal 14. Continue to improve the quality of life for all Quay County residents

The county can continue to coordinate and support partners that offer valuable services to residents while empowering communities to initiate and execute projects.

- Coordinate and support strategic, municipal efforts to address community development efforts
- Promote and support non-profit, volunteer, and community-based organizations that contribute to quality of life improvements
- Continue beautification programs that keep Quay County clean
- Consider planning grants such as those issued by the New Mexico Finance Administration to pay for identified needs and strategic plans

Goal 15. Continue to provide excellent community facilities, events, and programs

There are several county-owned and managed facilities located throughout Quay County. To improve quality of life for residents:

- Complete maintenance of county facilities as needed
- Support the operation of the recreational complex in Quay County
- Investigate land and property disposition opportunities to relieve the County of property which could be utilized by private entities

Partnerships allow organizations to provide quality of life services to residents. The county can encourage local partners to develop new programs that activate public parks and open spaces, as well as support existing efforts to do this.

Transportation, Roads, and Infrastructure

Quay County's Road Maintenance and Maintenance Departments are primarily responsible for the management and repair of over a thousand miles of County-owned roads, several buildings, and other infrastructure.

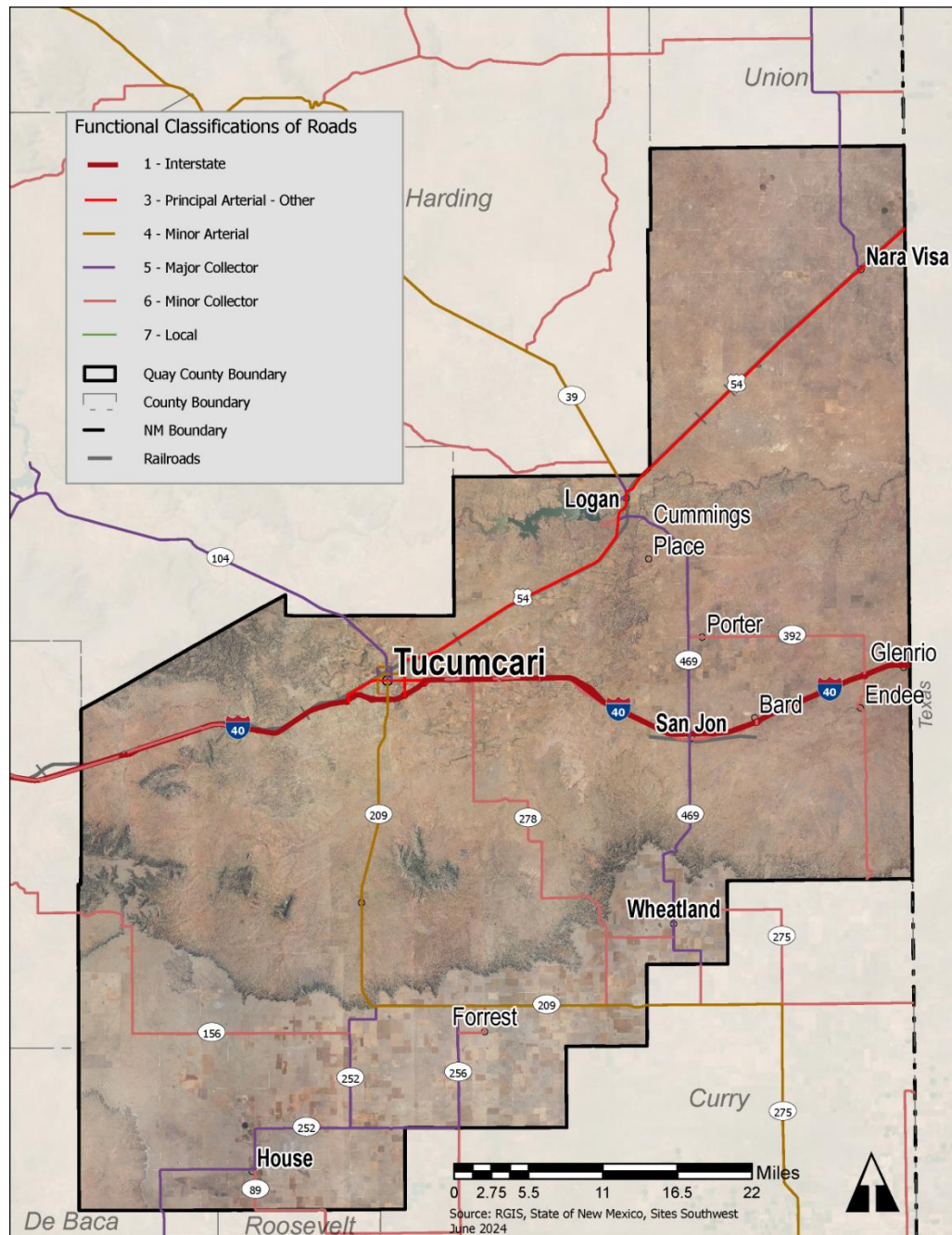


Figure 11. Functional Classifications of Roads

Roadway Maintenance

The Quay County Road Maintenance Department identifies, responds to, and completes improvements on county-owned roads. Most of these roads are unpaved, requiring less intense maintenance than paved roads, and enable the department to make repairs quickly and cost effectively.

For paved county roads, there is interest in utilizing chip sealing techniques to reduce the cost and time of traditional maintenance. They have requested ICIP funds to begin this process. Still, unpaved road maintenance has proven to be the least intensive, and therefore, preferred management of county roadways.

Table 16. Approximate County Road Surface Type

<i>SURFACE</i>	<i>LENGTH (MILES)</i>
<i>Not classified</i>	878
<i>Dirt</i>	78
<i>Chip Seal</i>	50
<i>Caliche</i>	84
<i>Asphalt</i>	10
<i>Total:</i>	1.099

Asset Management Plan

As of 2024, the County is in the process of updating and implementing the asset management plan. This document assesses and prioritizes asset improvements to guide infrastructure investments and improvements. It is critical that Quay County completes and executes this plan to prevent further roadway deterioration and improve traffic safety.

Level of Service Document

The Road Maintenance Department classifies roads based on a level of service (LOS). A LOS document sets standards for roadway conditions, based on use and physical conditions, and is then used to prioritize maintenance. Phase Two of the asset management plan will identify the condition ratings for all county roads, as well as fiscal scenarios for remediation.

Traffic Safety

To improve traffic safety, adjustments to roadway infrastructure may be required. The County will need to work with NMDOT to address safety issues over US-HWY 54 and implement traffic calming along Route 66. The county road department may consider additional or minor traffic interventions to promote safety on unpaved, county, and rural roads.

Other Transportation Infrastructure

Bridges

Quay County has been dealing with several issues related to bridge infrastructure and maintenance. There is a dire need to repair several bridges across the county, but especially bridges along state highways. These improvements will require multi-jurisdiction coordination with agencies like the NMDOT and FHWA for engineering, construction, and funding.

In 2019, the County received \$3 million from the state to build a low water crossing next to the dilapidated old Route 66 Bridge near Logan. Upon days of this bridge opening, a rare storm flooded and destroyed the bridge again. Improvements have since been made.

In 2023, The County received \$8.5 million in state capital outlay funds to repair and replace bridge #1042 on Route 66, in addition to \$9.8 million in federal funding to replace the bridge.

There remains a need for more funding to maintain and replace critical infrastructure like bridges in Quay County.

Tucumcari Municipal Airport

The City of Tucumcari currently manages the 960-acre Tucumcari Municipal Airport. Quay County can continue to support investments in airport operation and maintenance so that it remains a county asset.



Public Transportation

Quay County does not currently participate in any public transportation programs. The County may consider strategic partnerships with other municipalities, like Roosevelt County, to offer transportation to regional assets including higher education and work sites. Additionally, County officials could facilitate the organization of transportation networks within the county, like between Tucumcari and Logan.

Pedestrian and Bicyclist Infrastructure

There is an interest in expanding the county-wide networks for multi-modal transportation, especially for cyclists. The County will need to coordinate with NMDOT to make suggested improvements, including bike lane additions and sidewalk improvements. The County can continue to support municipalities who are independently taking this on and encourage safe infrastructure design.

Goals, Policies, Actions

Goal 16. Improve County infrastructure

A road asset management plan allows for strategic investments and improvements to county infrastructure. This document will be critical to achieving long-term management over roadways.

- Complete and execute the road asset management plan

The county should engage partners that can support public infrastructure improvements.

- Seek NMDOT and federal funding for road maintenance and improvements
- Partner with rural water co-ops to increase availability of water in unincorporated Quay County

Goal 17. Explore opportunities for multi-modal and public transportation

Because many of the roadways are not county-owned, but publicly managed, a key partner for road improvements will be NMDOT. The county can benefit from improvements that NMDOT is funding to expand and implement traffic, bike, and pedestrian safety improvements.

- Work with NMDOT to include bike lanes as a part of road improvements



Hazard Mitigation

This chapter documents potential natural, man-made, and man-caused hazards that exist in Quay County. This section develops strategies to reduce or eliminate the hazards and potential damage they may cause.

Plans

Hazard Mitigation Plan, 2018

The County last updated the Hazard Mitigation Plan in June 2018. This plan analyzes and addresses the greatest threats to the County, including flooding, wildfires, drought, earthquakes, severe winter storms, thunderstorms (including hail and lightning), high winds, tornadoes, and extreme heat. The planning area encompasses Quay County and the City of Tucumcari; it is noted the smaller incorporated communities maintain independent plans.

Emergency Operations Plan

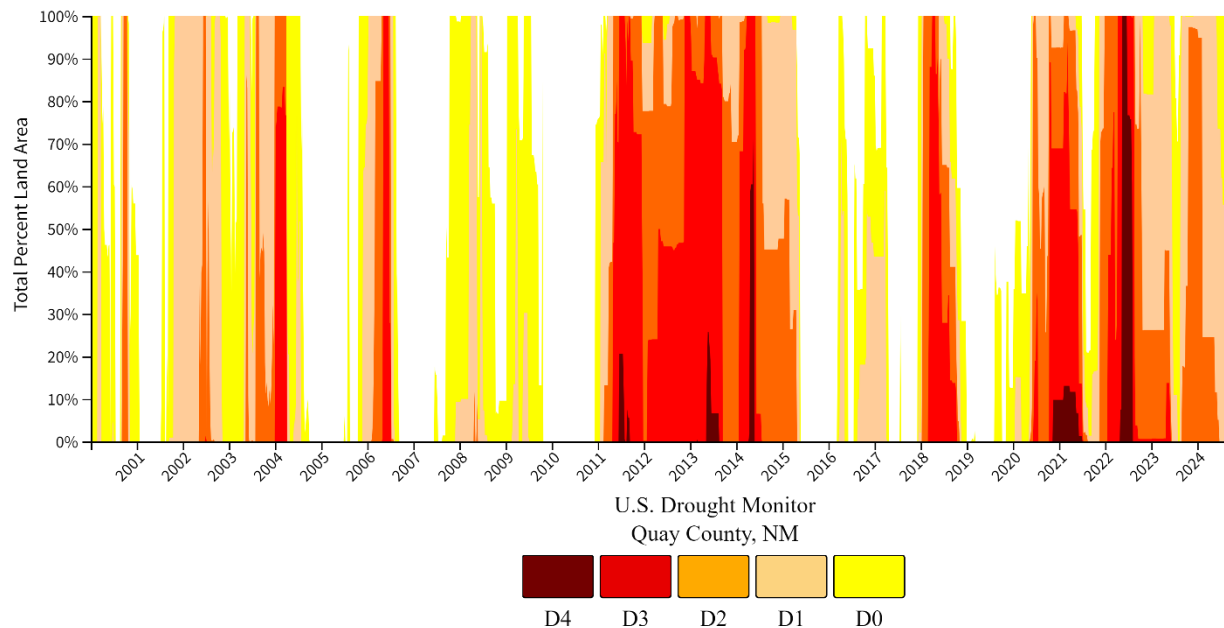
Quay County also maintains an Emergency Operations Plan. The purpose of the EOP is to identify and address various hazards that could cause disasters in the County. This includes natural and man-made hazards, including hazardous material transportation, tornadoes, range fires, and floods. The plan aims to establish comprehensive disaster management strategies covering planning, preparation, response, and recovery. It emphasizes the need for a coordinated countywide disaster management organization, with each municipality responsible for managing disasters within its jurisdiction. During a catastrophe, direction and control are centralized through a coordinated control element operating from an Emergency Operations Center.

Drought

Drought is the most prominent natural hazard that poses the largest risk to Quay County. Droughts affect agriculture by reducing the amount of available water for non-irrigated areas including rangeland for cattle. Dry conditions also increase the risk of wildfire ignition and spread. As drought conditions impact the soil's ability to retain water, the risk of flash floods also increases as more water runs off than is retained. Drought conditions, as well as the risks created from it, can impact food and land supply over an extended period.

Northeast New Mexico Regional Water Plan, 2016

The Northeast New Mexico Regional Water Plan was updated in 2016 to provide current information regarding regional water sources. The plan measures and assesses predictions for future water availability and needs in the region using a standardized approach across all 16 planning regions in the state.



U.S. Drought Monitor

Floods

The current drought conditions reduce the risk of catastrophic flooding, but the risk of flash floods during intense periods of rain remains. Flash flood events occur regularly, usually in line with New Mexico's monsoon season. According to NOAA's Storm Events Database, there have been 23 reported flash flood incidents between 1997 and 2024. Flooding has previously caused damage to agricultural land, highways, and private properties close to flood zones.

Wildfires

The grasslands and nearby forests increase the County's risk of wildfires, especially during periods of drought. As drought conditions continue, the County must update the Community Wildfire Protection Plan to address the changing environment and include newer, best practices.

Community Wildfire Protection Plan, 2008

The Wildfire Protection Plan, adopted in 2008, outlines recommendations for wildfire risk reduction including incorporating action plans and monitoring strategies for reducing fuels and structural ignitability, improving fire response capabilities, and administering public outreach and education.

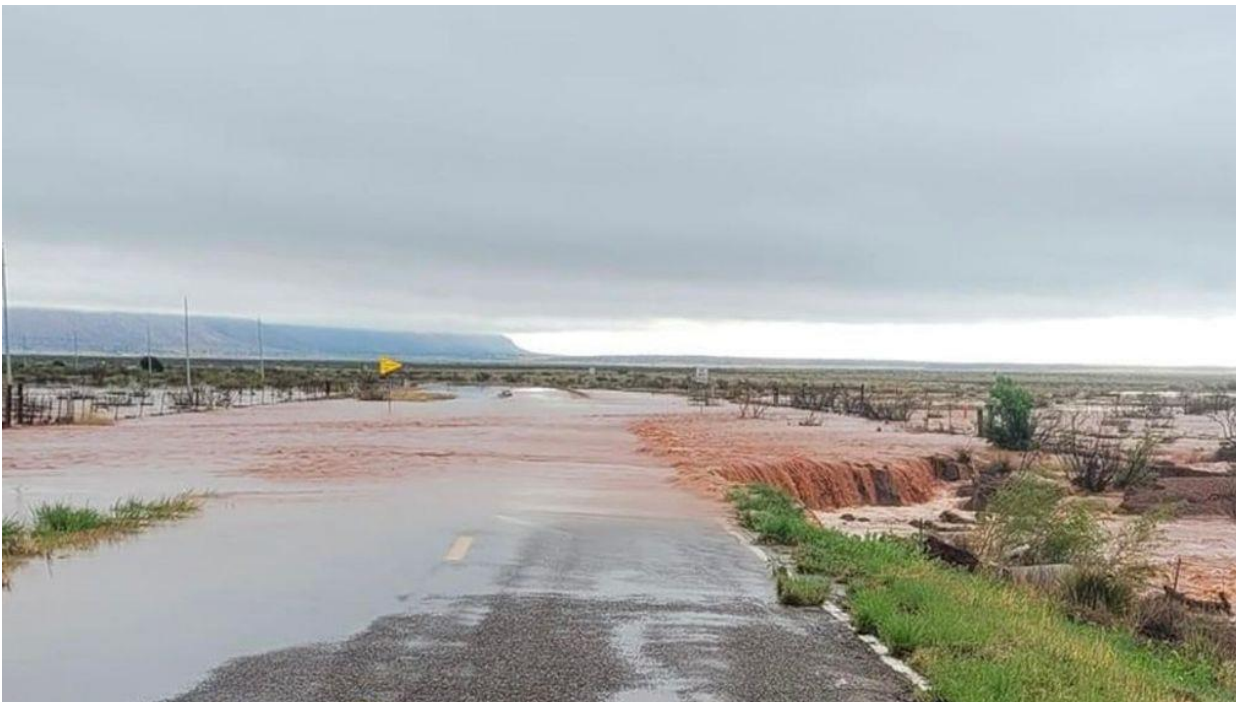
Goals, Policies, Actions

Goal 18. Mitigate risks from natural and man-made disasters

Hazard mitigation plans don't just meet state and federal requirements, but can serve as critical documents to prepare, respond, and recover from disasters. In a changing climate, it is critical to update the following plans:

- Quay County Hazard Mitigation Plan
- Quay County Emergency Operations Plan
- Wildland Urban Interface Plan

Due to the size of the county, regional coordination is imperative in emergency response decisions. Coordinate with municipalities to ensure access to non-potable water in the event of an emergency.



Implementation

Plan Adoption

This Comprehensive Plan Update was adopted by the County Commission as a resolution for a statement of policy on XXXX.

Plan Amendments

It is generally advised that comprehensive plans are reviewed and updated every 5-10 years. For minor changes, however, the plan can be amended by resolution.

How to Use this Document

This Comprehensive Plan is intended to guide the physical development of Quay County by offering information, analysis, and recommendations to decision makers. The following recommendations attempt to achieve long-term goals that are aligned with the ability and interest of the county.

Visioning Process	Comprehensive Plan	Decision Making
Staff, elected officials, organizations, stakeholders, residents determine future of Quay County	Plan identifies existing conditions, vision, and goals and strategies to achieve it	- Public infrastructure investments - County budget - Land use review - Regional, state, and federal collaboration

The information presented throughout this plan was created in collaboration with staff, elected officials, stakeholders, and community members through a visioning process. It is the responsibility of the entire Quay County community to make progress toward these goals.

Implementation Matrix

Strategy	Description and Associated Actions
County Development	
Goal 1. Preserve and enhance the County's rural character	
Advocate for residents	A fundamental part of Quay County is the rural nature of the land, economy, and people. To uphold, expand, and exemplify this, the county can:
	• Protect individual property and land rights in Quay County
	• Consider attracting industry that processes agricultural goods
	• Encourage succession planning for farmers and small businesses
Goal 2. Address county-wide vacancy	
Technical assistance	Vacant lots, buildings, or brownfields are a nuisance across the county and within its communities. The county can maintain private property rights while supporting owners interested in redevelopment.
	• Share funding opportunities that could support the rehabilitation of private property
	• Support municipalities in the creation of local nuisance ordinances that would discourage vacant, problematic properties
	• Encourage municipalities to share resources (e.g. infrastructure maps, etc...) to support potential land development
	• Conduct a county-wide inventory of vacant land
Land and Resource Management	
Goal 3. Conserve the County's invaluable land and water resources	
Protect and conserve natural resources	The protection and conservation of Quay County's natural resources will ensure these resources are available for future generations.
	• Protect agricultural land
	• Protect existing water rights; encourage owner education and promote conservation resources
	• Continue to support the work of the Arch Hurley Conservancy District
	• Represent local interests in state and federal resource management decision making
Goal 4. Embrace renewable energy development	

Support new industries	Quay's great natural resources and landscapes make it desirable for renewable energy production, including solar, wind, and green hydrogen. These industries not only protect these resources but use them sustainably to provide jobs and clean energy to county residents.
	• Encourage and support the development of renewable energy development infrastructure in Quay County
	• Promote the energy training programs offered at Mesalands Community College to residents
Economic Development	
Goal 5. Support the development of the local workforce	
Support Partners	Quay County benefits from having a large workforce and high-quality educational institutions, ranging from kindergarten to higher education. This supports the recruitment of high-quality employers and local business owners. The County can continue to support this connection:
	• Facilitate connections between industry needs and educational institutions
	• Continue to support Mesalands Community College; advocate for the expansion of training programs
	• Continue to fund and promote the county work program for local businesses and students
Goal 6. Attract high-quality jobs, employers, and businesses to the region	
Support Partners	The County can be an advocate for the workforce, resources, and other assets to attract industry to Quay County, in partnership with local and regional groups who are taking this work on.
	• Support regional efforts to attract high-paying, high-quality jobs
	• Support GTEDC to recruit businesses that are aligned with the county's strengths, including a trained workforce and transportation and infrastructure assets
Expand/Support Infrastructure	Infrastructure is an important consideration for businesses looking to relocate to Quay County. Existing assets can be promoted and developed to be even more attractive to industry.
	• Expand and promote the county's broadband services to attract remote workers
	• Issue IRBs to support industry development and attract employers
	• Encourage housing that would be affordable to starting employees
Goal 7. Support tourism efforts	

Support partners, organizations	Tourism should be embraced as it contributes to jobs, GRT, Lodgers Tax, and other funding for the county and municipalities. The county should offer support to advance tourism opportunities to increase the benefit.
	• Work with local groups that are developing a plan for year-round tourism based on the regional assets available in Tucumcari and Logan
	• Work with municipalities, local economic development groups, and regional partners to promote existing county assets, including Ute Lake
Goal 8. Develop and promote outdoor recreation assets	
Develop, Promote Resources	Quay County's natural resources and landscapes make it a prime destination for outdoor recreation. The County can capitalize on this by being proactive in developing OR tourism.
	• Align parks and recreation investments with the Outdoor Recreation Recommended Plan from the State's OR department; seek state funding for implementation
	• Work with local and regional recreation groups to develop a plan for Ute Lake
	• Develop digital resources that highlight the county's recreation assets, including hunting and fishing
Goal 9. Develop and promote the arts, history, and cultural assets	
Strategic Investments, Projects and Partnerships	Quay County benefits from a substantial creative economy, or arts and cultural assets that contribute to economic development. To expand this benefit, the county can:
	• Support investments that preserve or highlight historical points of significance in the county, including local, state, and national landmarks
	• Highlight the county's arts, historical, and cultural assets, including museums, organizations, and programs
	• Engage partners to sustain the agricultural heritage of Quay County (Casa Verde, MCC, etc.)
	• Support specific projects, like the revitalization of Route 66 in Tucumcari
Housing	
Goal 10. Promote housing rehabilitation	
Promotion/marketing	The county does not directly fund housing rehabilitation but can connect property owners with the resources they would need to undergo housing rehabilitation on private lots.
	• Educate property owners about home rehabilitation programs offered, like through NM MFA, USDA, and DOE
Goal 11. Incentivize housing development	

Strategic Partnerships	The county does not directly supply housing to residents but can work with strategic partners to make development more desirable or affordable. The county should not overstep the interests of each municipality and should participate to the degree that municipalities and residents are interested. The County can work with partners to:
	Facilitate connections between municipalities and developers to buy, lease, and manage new housing development
	Build and strengthen relationships with non-profits, state agencies, and foundations to encourage affordable housing development
	Develop or assist the municipal development of Metropolitan Redevelopment or Affordable Housing Plans to enable public-private partnerships
Technical Assistance	The County can also provide technical or application assistance to municipalities interested in public-private partnerships, grant funding, or other housing development programs.
	Promote the Workforce Housing tax credit program as an option for municipalities looking to develop housing
	Provide letters of support for housing development projects, especially affordable housing
	Share public and private funding opportunities with local leaders and organizations
Goal 12. Address short-term housing rentals	
Support partners, provide assistance	Short-term rentals meet many diverse needs, including students and tourists. Short-term rentals will continue to be popular as the demand to access regional destinations, including Tucumcari and Ute Lake State Park, increases. Municipalities may work independently to determine rules, incentives, etc. but the county can support facilitation and coordination as needed.
	Support property owners, realtors, and housing organizations developing plans to manage the short-term rental market
	Identify opportunities for tourism-related housing development
	Support short-term housing opportunities for students, employees, and other transitional households
Community Facilities and Services	
Goal 13. Expand access to healthcare, behavioral health, and public safety services	

Build Capacity	The county currently works with different providers to offer key services to residents, like health and safety. To continue expanding access to these services, additional staff will be required.
	• Support the County hospital and clinic with recruitment and retention efforts/incentives
	• Enhance public safety through the recruitment of police, fire, and EMTs
Goal 14. Continue to improve the quality of life for all Quay County residents	
Strategic Partnerships	The county can continue to coordinate and support partners that offer valuable services to residents while empowering communities to initiate and execute projects.
	• Coordinate and support strategic, municipal efforts to address community development efforts
	• Promote and support non-profit, volunteer, and community-based organizations that contribute to quality of life improvements
	• Continue beautification programs that keep Quay County clean
	• Consider planning grants such as those issued by the New Mexico Finance Administration to pay for identified needs and strategic plans
Goal 15. Continue to provide excellent community facilities, events, and programs	
Execute Maintenance, Projects, etc.	There are several county-owned and managed facilities located throughout Quay County. To improve quality of life for residents:
	• Complete maintenance of county facilities as needed
	• Support the operation of the recreational complex in Quay County
	• Investigate land and property disposition opportunities to relieve the County of property which could be utilized by private entities
Strategic Partnerships	• Partnerships allow organizations to provide quality of life services to residents. The county can encourage local partners to develop innovative programs that activate public parks and open spaces, as well as support existing efforts to do this.

Transportation, Roads, Infrastructure	
Goal 16. Improve County infrastructure	
Update and Enforce Plans	A road asset management plan allows for strategic investments and improvements to county infrastructure. This document will be critical to achieving long-term management over roadways. • Complete and execute the road asset management plan
Strategic Partnerships	• The county should engage partners that can support public infrastructure improvements.
	• Seek NMDOT and federal funding for road maintenance and improvements • Partner with rural water co-ops to increase availability of water in unincorporated Quay County
Goal 17. Explore opportunities for multi-modal and public transportation	
Strategic Partnerships	Because many of the roadways are not county-owned, but publicly managed, a key partner for road improvements will be NMDOT. The county can benefit from improvements that NMDOT is funding to expand and implement traffic, bike, and pedestrian safety improvements. • Work with NMDOT to include bike lanes as a part of road improvements
Hazard Mitigation	
Goal 18. Mitigate risks from natural and man-made disasters	
Update and Enforce Plans	Hazard mitigation plans don't just meet state and federal requirements, but can serve as critical documents to prepare, respond, and recover from disasters. In a changing climate, it is critical to update the following plans: • Quay County Hazard Mitigation Plan • Quay County Emergency Operations Plan • Wildland Urban Interface Plan
Regional Partnerships	Due to the size of the county, regional coordination is imperative in emergency response decisions. Coordinate with municipalities to ensure access to non-potable water in the event of an emergency.