

Volume 3,
Issue 2

March 2017

The City Voice



March 2017 Special Edition



This month's Newsletter comes from Mayor Cobb's letter, which was published in the Hobbs News-Sun's 2017 Progress Edition. We hope you find pride and appreciation as you learn about the City of Hobbs' four largest investments:

- ◊Quality of Life
- ◊Public Safety
- ◊Infrastructure
- ◊Service

J.J.'s Monthly Inspiration:

"Live daringly, boldly, fearlessly.

Taste the relish to be found in competition—in having to put forth the best within you to match the deeds of risk-taking, hard-working competitors."

- Henry J. Kaisor, Industrialist

Upcoming Events

April 3 - City Commission Meeting at 6 p.m.

April 15 - Easter Egg Hunt at MLK Soccer Complex at 9 a.m.

April 17 - City Commission Meeting at 6 p.m.

April 22–23 - Hobbs Downtown Slam & Jam



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Our Commitment to this Community's Future

by Mayor Sam Cobb

As we celebrate Lea County's Centennial and transition from 2016 to 2017, I would first like to

thank the great residents of Hobbs, the Hobbs City Commission, and the City Staff for their continued support over the last five years in which I have had the privilege of serving as your Mayor. Going forward, I want to additionally thank you for your support as we continue to work on improving our city services and the quality of life in the community.

Many improvements and accomplishments, as well as challenges, come to mind when I consider how far we have come. Our progress provides us with more enthusiasm to work hard for this great city and region. Our bright future will make Hobbs and Lea County a great place to live, work, and play.

As a team, we have made many improvements in public safety, infrastructure, housing, and quality of life. Some of our quality of life improvements have earned Hobbs, not only regional and state-wide, but also national and international recognition.

The City of Hobbs continues to invest in capital projects, housing and infrastructure in our community. A number of our projects have been the result of public-public or public-private partnerships between the City of Hobbs and other entities within the area. We want to publicly thank these committed partners.

In the last 5 years, critical projects and collaborative partnerships include:

Quality of Life

Developed a plan with our partners to consolidate outdated facilities and agreeing to incorporate the community in the planning, design, and vision of The CORE (Center Of Recreational Excellence). This approximately 160,000 square-foot multi-generational facility will include an indoor water park, indoor competition swimming pool, indoor warm water therapy pool, indoor soccer field, three-story play feature, and a state-of-the-art recreational center which started construction in August 2016. This will be yet another addition to our community that will call attention to our region due to the synergy it took to deliver a \$63.5 million public-private partnership between 6 different entities, the City of Hobbs, J.F Maddox Foundation, New Mexico Junior College, Hobbs Municipal Schools, Lea County, and University of the Southwest. We are proud to report construction is on schedule and we are planning a May 2018 opening.

The Center Of Recreational Excellence
Opening Spring 2018

CITY OF Hobbs NEW MEXICO

IT ALL HAPPENS HERE.

Amenities within 158,000 sq. ft. facility include:

- Indoor water park
- Indoor soccer field
- Indoor sports court
- Indoor playground
- Indoor track
- Competition pool
- Warm therapy pool
- Exercise rooms
- Fitness equipment

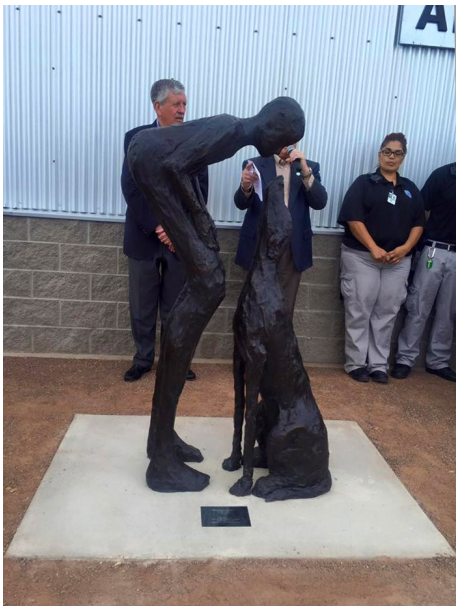
City of Hobbs • J.F Maddox Foundation • New Mexico Junior College • Hobbs Municipal Schools • University of the Southwest • Lea County

Opened in May 2015, Rockwind Community Links (RCL) continues to receive awards and accolades. In February 2017, it was chosen as the Staff Pick for Best Travel Destination in New Mexico by Colorado Avid Golfer. Other recognitions include the USGA (United States Golf Association) acknowledging RCL as the "model municipal facility," Golf Digest naming it in their 2015 Top Ten New Golf Courses in North

America, Golf Course Management Magazine featuring Rockwind on the cover with a 5-page article about the newly opened facility, Club Resort & Business Magazine featuring Rockwind on the cover that included an extremely complimentary article, Golf Inc. as one of the Top 5 Golf Developments in the World 2016, Golfweek's 2016 Best Courses You Can Play, and the course architect Andy Staples earning the award for Design Excellence ASGCA (American Society of Golf Course Architects) for his work on the facility.

At the Hobbs Animal Adoption Center, the **number of animals euthanized has dropped significantly thanks to the rescue program.** HAAC staff and volunteers made the commitment to decrease this statistic and increase the number of adopted and rescued animals, which was 623 in 2011 and grew to 3,129 in 2016. As a result,

the Save Rate in 2016 is 88% of the animals who enter the facility.



A community is not whole without the arts. We have made several investments in public art. These investments resulted in the installation of art pieces at the Hobbs Public Library ("The Learning Curve" by Gary Lee Price), Hobbs Public Pocket Park ("Jungle Gym" by Jane DeDecker), the large painting at Hobbs Public Library ("The Light of Learning" by Debra Atherton), and the impressionistic statue at Hobbs Animal Adoption Center ("Who Rescued Who?" by Lorri Acott).

Public Safety

There have been several improvements within the Hobbs Police Department (HPD) and Hobbs Fire Department (HFD) as a result of numerous investments in public safety, promoting the two departments to among the best in the state.

In July 2014, HPD established the Emergency Action General Law Enforcement Intelligence Center (EAGLE IC). The EAGLE IC provides real-time intelligence and information to first responders in field operations. There has been a significant increase in public and officer safety based on the establishment of this intelligence center.

HPD received their re-accreditation award from the New Mexico Law Enforcement Professional Standards Council in 2014 (this made HPD the first department in New Mexico to receive re-accreditation since the establishment of the council).

HPD has received two separate COPS grants of the last five years to address community-related issues and concerns, which has allowed them to establish the community relations team. Part of the process of establishing this team will involve community input.

Body-worn camera research, testing, and the procurement process was completed. This program is expected to be live in the summer of 2017. This program will replace the current in-car video recording system and provide for additional transparency to the public.

The department has reported a significant decrease in traffic crashes (from 2011 to 2016 an 18% decrease) as a result of the establishment of a traffic division which assigns personnel to address traffic related concerns and the Slow Your Roll campaign.



HPD acquired a rescue vehicle from a federal government program which was the transportation source to shuttle doctors, nurses, and other crucial resources during Winter Storm Goliath in 2015.

HFD has received upgraded cardiac monitors (LifePak 15), as well as worked with Lea Regional Medical Center's staff of the newly added cardiac catheterization laboratory in numerous drills that covered training, tours, and information-sharing.

HFD applied for and received the SAFER Grant from FEMA (Federal Emergency Management Agency) and the DHS (Department of Homeland Security) which enabled the department to hire an additional seven personnel.

HFD has leased 5 new ambulances in the last 5 years, making them better prepared with improved equipment to serve and provide the most advanced technology for the public.

HFD continues (since 2005) to hold CPR classes for the public every first Saturday of every month, noting a steady increase in students of all walks of life and types of work. The department also continues to install smoke detectors in residences of senior citizens as well as residences where there are infants or small children. Education of over 20,000 students and parents during the annual Fire Prevention Week programs have been the beneficial result thanks to HFD's commitment the City Commission's support.



The Hobbs Fire Department is proud to announce receiving an ISO rating of 2. This rating signifies how efficient a fire department is based on response times, training, fleet, equipment, water supply, and communications. This ISO rating of 2 puts the Hobbs Fire Department in the top 4% of communities in the nation.

As of September 5, 2016, the Uniform Traffic Ordinance (UTO) went into effect, after adoption was approved by the City Commission. Replacing the Motor Vehicle Code with the UTO will help reduce the number of traffic violations in the City of Hobbs and allow the Municipal Court to adopt a change in process to alleviate congestion and wait times in the Court. This trend has continued for each month since. Additionally, the Municipal Court has reported shorter wait times for customers and significantly less congestion in the courthouse. These improvements were the result of teamwork between the City Manager's office, City Commission, Legal Department, Municipal Court, and Hobbs Police Department to research, present, and implement the UTO.

Infrastructure

The City of Hobbs has invested in housing initiatives across the city in the last 5 years.

Four affordable housing apartment complexes are now built or under construction. Once complete, this will introduce 284 units total to the community, a monetary investment of \$5 million of City funds, parlayed with \$48 million of community investment.

997 multi-family market-rate apartment units have been built with \$3.9 million of City funds resulting in a total construction value of about \$80 million.

HOUSING



299 single-family market-rate houses have been delivered and 68 are planned for construction. These have been made possible with a \$3.5 million investment of City funds. This leverage enabled over \$55 million of single-family market-rate construction in single-family market-rate houses.

Through the Community Development Block Grant (CDBG), the City was enabled to commit to several improvements throughout the city over the last few years. These improvements include pavement rehab, ADA improvements, new sidewalks, and a new curb and gutter, and improvements on Hannah, Castle, Marland, Childers, Humble, 4th, 5th, and 6th streets. These improvements have been a total cost of almost \$2 million.

The \$5.2 million installation of turf and other improvements at Veterans Memorial Complex, resulting in thousands of slow-pitch and fast pitch softball and baseball teams holding their games and tournaments at the facility all year long. These events make a considerable impact on the economy, stimulating it by hundreds of thousands of dollars with each tournament.

The Engineering and Utilities Departments fully took on and accelerated the project of replacement of the Trunk Line F Sewer. This project has resulted in numerous ADA improvements and roadway construction improvements, with the ultimate goal to fully replace the main sewer line. This project is now in its eighth phase with 5 miles replaced from the WWRF to SR 18 and Central, 2 miles currently under construction, and a remaining 2 miles to be replaced. This project will amount to a total of 9 miles of sewer pipeline having been replaced.

In order to eliminate using fresh drinking water for irrigation purposes, the Utilities Department has embarked on an effluent water reuse project. The City of Hobbs Effluent Reuse Project is a proactive and proven approach in water conservation that will effectively extend the life of and conserve the Ogallala Aquifer. In August 2016, the segment associated with the Rockwind Community Links pipeline was completed, not only did the pipeline provide effluent to the golf course, it is also was designed with fire hydrants all along its route on the west side of Hobbs which enhances our firefighting capabilities for our west side residents and businesses. The northeast effluent distribution system is currently in the design phase. We hope to eventually have the entire City encircled with an effluent line that will provide both irrigation and firefighting features.

In 2012, Del Norte Pool received a \$1 million renovation which included replacement of the water slide, play feature, new shade structures, concrete, roof, and tilework in the restrooms. This facility has served 88,330 patrons since 2012.

With assistance from the General Services Department, the Hobbs Public Library, frequented by adults and young residents alike, received a \$2,400,000 renovation in 2012. These improvements equip the facility and staff to better serve citizens and provide quality programs.

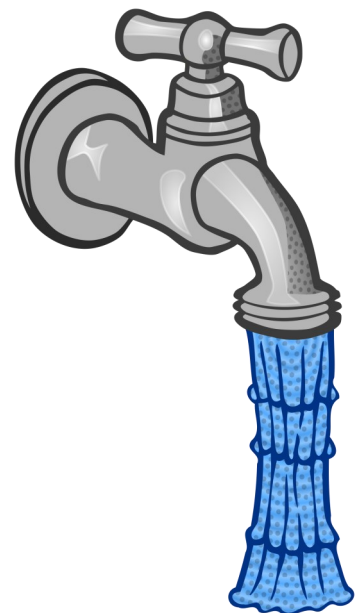


Since 2012, the Hobbs Public Library has received over 360,000 patron visits and added over 10,000 new patrons, an average of over 72,000 and 2,000 per month respectively.

An investment in a new computer lab has

resulted in 35 PC for public use.

The Streets Department has resurfaced 30 miles of streets during the last 5 years, averaging about 6 miles per year.



Service

The Finance Department accomplished many improvements over the last 5 years. The most significant are as follows:

Launched Citizen Transparency (which can be found on the right-hand side of the City of Hobbs website homepage) – allows citizens to drill down into up to date financial information. The site is updated weekly with budgetary information and transactions.

Launched Citizen Self Service. Citizens can renew and pay for their business registrations online as well as pay for their general billing invoices.

Enabled Credit Card acceptance City-wide. Before 2010, the City of Hobbs did not accept credit cards. Now our citizens have the ability to pay with credit/debit cards throughout the City.

The Hobbs Senior Center increased the average number of home delivery clients of their Meals on Wheels program from 78 to 114. The increase of citizens the facility and staff have been able to serve is due to outstanding customer service from the staff as well as two new hot shot trucks to their fleet (these contain both hot and cold compartments), two new senior shuttle buses to transport the citizens, and a bathroom renovation in the main building that was recognized and appreciated by all the active seniors.

The Utilities Water Production Division has received the Max Summerlot Award for the past two years (2015 and 2016), which recognizes these employees as the best water production and wastewater treatment division in the state of New Mexico. The Max Summerlot Award is the State of New Mexico's highest and most respected industry award that is presented annually to the New Mexico water or wastewater facility that demonstrates the highest level of professionalism and excellence in the operation, maintenance, management, and safety of the system and facilities.

For the third year in a row, the Water Department will be enforcing its Water Conservation Period which runs from May 15th – September 15th. To date, we have seen an average reduction of over **325 million** gallons of water per year.

Hobbs Express has steadily increased the number of passengers it's served since 2011. In fiscal year 2011-2012 the total ridership was 37,004, and in fiscal year 2015-2016 it grew to 58,422. These numbers have been achievable likely due to the building of the Hobbs Express Transit Facility, implementation of the New Rapid Route, implementation of the new "Veterans Ride Free Program", and improved public perception to make the public more aware of this service.



With guidance from the City Commission and City Manager's Office, the Information Technology (I.T.) Department has made modifications to all City Department webpages and websites in order to provide citizens with an easier to use and access interface. These upgrades include contact information for every department, the City of Hobbs organization chart, maps from the G.I.S. Department, advance posting of agendas for upcoming meetings, minutes posted from each public meeting, and countless other features to ease the process for the public of visiting the City of Hobbs website.

A very critical update that has been made to the website is live streaming of the Hobbs City Commission meetings that are archived and available to be viewed at a later date. The I.T. Department installed audio and camera equipment in the Commission Chambers to provide this service.

In addition to making numerous modifications to the website over the last 5 years, the I.T. Department also made upgrades to improve the efficiency for City of Hobbs employees. Previously, less than 100 employees had individual email accounts. Now, almost every employee does, making it easier for a coworker or citizen to get in direct contact with them or for a police officer to submit a report or response to a case.

In 2015, the IT Department installed a low power FM radio station for the City of Hobbs to provide ongoing information to the public. All Hobbs City Commission meetings can be heard live listening to this station at KHBX 99.3 FM.



The Clerk's Office has expanded over the last five years in order to better serve citizens. The new options have made conducting business easier for citizens and business owners alike with improvements such as: acceptance of credit cards, online bill pay for the business registration renewal process, use of iPads for the City Commission to view agenda packets resulting in a savings of copy paper and supplies, indexing Commission Meeting agendas and providing full agenda packets online for public access, preserving municipal records in the Application Extender program, new forms and information added to the department's webpage, and responding to a growing number of IPRA requests.

In 2013, the Building Permit Department became the Community Services Department. This department incorporates the Hobbs Animal Adoption Center, Code Enforcement, and Building Permit Development. Community Services has 5 code officers, all of who handle animal protection services and all other code violations such as unsanitary premises, illegal construction, illegal dumping, dwellings unfit for human occupancy, condemnations, and open sewage. Code Officers respond to all animal calls in their area for dogs running at large, emergency dog bites and vicious animals. After 5 p.m. and on weekends, one Code Officer is on-call for animal protection as needed. Due to the consolidation of animal protection and code enforcement into one unit and the below implementations made in the department, response time is now quick and more efficient.

In 2013, the Community Services Department took authority over the electrical inspections from the State.

In 2014, the Community Services Department took over the authority of the plumbing and mechanical inspections from the State.



The City of Hobbs will continue to properly partner with entities throughout the county in order to fully utilize its resources such as ball parks, golf courses, casino, race track, event center, retail shopping, public schools and colleges, many hotel rooms, and contracted performers in order to attract visitors to stay and play in Hobbs and stimulate our economy.

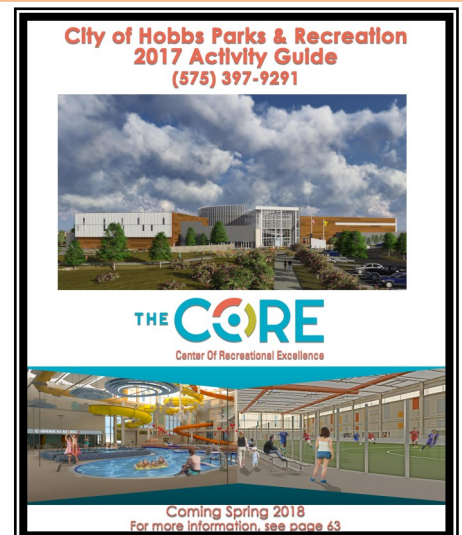
We look forward to seeing what the next few years of progress will bring. Our human energy will ensure a bright future.



Interested in signing up for swim lessons or art classes?

Or simply looking for some fun activities and events throughout the summer?

Then you're looking for the City's new Activity Guide! Find it online at www.hobbsnm.org!



February Warrior Award

Driver Engineer Michael Nelson has been the driving force behind the Toys for Tots program for the last several years, this year being no different. The Toys for Tots program is instrumental in providing Christmas gifts to children of all ages who otherwise may not have received anything during the holidays. Michael puts many hours into the program coordinating the toy drive, taking in donations; purchasing toys, contacting the families, and finally making sure the gifts make it to the children. This year, through the coordination of Michael, the Toys began on November 20th and was completed on December 18th. At first, the drive did not produce the amount of toys expected, but through Michael's hard work and determination, the end result was a huge success. Not only did the approximately 130 children receive gifts (each child received 2-3 gifts), but hundreds of toys were delivered to a local soup kitchen so it could provide gifts to children as well. Through the efforts and coordination of Michael Nelson, the Toys for Tots program was once again successful, bringing smiles to hundreds of children's and parent's faces!



March Warrior Award



Recently, Keith Ward who is a Parks Maintenance Worker, had a family member (his daughter) suffer a devastating house fire in which they lost all of their possessions. A few days after the fire, Chad Collins, Parks Division Tree Tech, texted Doug McDaniel about the possibility of getting word out to City Employees about the fire so that those that might be interested in helping out could do so.

This request was vetted with the HR Department and the City Manager and on Monday, February 27, City Manager J.J. Murphy sent an email out to all City Employees with information on how they could assist Keith Wards daughter with monetary donations or clothing/shoes for each of the family members affected by the fire. After this email was sent out, significant monetary donations and boxes and boxes of clothes were received. Keith asked J.J. Murphy to send out his sincere appreciation for all funds and items that were donated. None of this would have been possible if Chad Collins hadn't taken an interest in assisting a fellow Parks Division team member. Chad was able to get the process started by making his Department

Head aware that Keith's family was in need. As a result of Chad's compassion, engagement, and initiative, City of Hobbs Employees donated and both money and clothing. These actions fell well outside of Chad's normal job responsibilities. I believe this makes Chad a very worthy nominee for the City of Hobbs Warrior Award. Chad's actions during this time of need by a fellow employee, really did demonstrate that as employees, "Our Missions is S.E.R.V.I.C.E."

City of Hobbs Creates and Adopts Leadership Philosophy

From the City Manager:

Recently, an employee sent me the following quote all leaders should aspire to represent: "A boss has the title. A leader has the people." Our employee engagement is why approximately 50 City of Hobbs employees have taken the initiative to establish a leadership philosophy that will help our organization to better serve you. It is the employees that have called for such a movement, because our team members want to give you their best service.

Please, read our leadership philosophy below. We hope each of you can take something away from it.

Our Leadership Philosophy

We are a diverse, ethical, and united team committed to our mission of SERVICE

We are all leaders

We are the foundation of our organization and its most valuable asset

We achieve greatness by working together

We promote professional growth, collaborative decision making and open communication

We are committed to our residents, visitors and businesses to provide the best services

We hold our community's interest paramount

Our collective accomplishments are larger than any individual.

We hold ourselves mutually accountable for the success of the organization.

We are the City of Hobbs!

