

AN AFFORDABLE NEW MEXICO

**LOWER
COSTS**

**GOOD
JOBS**

**FAMILY
TAX
CUTS**

DEB HAALAND
NEW MEXICO



New Mexicans are struggling to make ends meet. Folks are doing everything right – working multiple jobs, putting food back on the shelf at the grocery store – and they still can’t get by.

I know what that feels like. As a single mom running a small salsa business my child and I relied on programs like Medicaid and WIC. I have been homeless. I cleaned my child’s preschool to reduce the bill. It’s expensive to be poor. I wish I had all the money I paid in bank fees, when I only had \$1 in my bank account. Affordability isn’t a hoax – it’s what New Mexicans feel every single day.

Now, Donald Trump is taking away those very programs that helped keep me and so many New Mexico families afloat. I will always fight back against those cuts and use state resources to fill those gaps – it’s personal to me.

My vision for New Mexico makes our state affordable, raises wages, and ensures families can thrive. This plan is good for businesses, good for the state’s long-term prosperity, and most importantly, it’s good for working people.

A handwritten signature in black ink that reads "Deb Haaland". The signature is written in a cursive, flowing style.

CUTTING COSTS, RAISING WAGES

New Mexicans deserve not only to get by, but to thrive. As Trump continues to increase costs with tariffs while lining the pockets of his billionaire friends, New Mexicans have to work harder to stretch a dollar. While I was raising my child Somáh as a single mom, times were tough. Our community helped us every step of the way and safety nets caught us so that we could get back on our feet. I know the struggles New Mexicans face and have the experience to deliver security and stability for our families. I will be the first line of defense to the Trump Administration's cruelty, and help keep money in people's pockets.

As Governor, I will:

- **Give New Mexicans a raise.** Raise the minimum wage to a living wage. This should not be a one-time increase, but rather an ongoing adjustment with inflation so New Mexicans don't get buried by increasing prices.
- **Create the New Mexico Affordability Navigator.** Launch a multilingual calculator that allows New Mexicans to enter income and other basic information so they can easily see which programs, tax credits, and other supports they're eligible for. A [report](#) found that many families who are eligible for benefits are not accessing them, in spite of programs offering assistance towards financial stability. The navigator will provide a plan with estimated dollar values, clear next steps, and streamlined applications. Pair this with robust community outreach for New Mexicans without reliable internet access.
- **Eliminate junk fees.** Mandate all fees be clearly disclosed upfront and included in advertisements. Establish enforcement powers with the Attorney General to protect consumers from junk fees. Work with the Attorney General's Office to make sure they have the resources needed to protect New Mexicans from big corporations that are acting unscrupulously or unlawfully.

- **Secure Paid Family Medical Leave.** New Mexicans need to know that they are able to care for their loved ones without worrying about losing their pay. I will secure Paid Family Medical Leave, so New Mexicans can focus on their family.
- **Increase the Child Tax Credit.** The costs of raising children are among the biggest expenses that New Mexicans face, and they are only increasing. Families have to support their kids well beyond high school due to economic instability and a decrease in entry-level job hiring. Increase the amount of the child tax credit and expand eligibility to help families adapt to this need.
- **Expand the Working Families Tax Credit.** Put more money back into working New Mexican's pockets by increasing New Mexico's refundable tax credit for low and moderate-income workers. This will help New Mexicans to keep up with rising costs due to inflation while also expanding eligibility.
- **Reduce grocery costs.** Work with the state Department of Agriculture to support local growers and grocers. Explore waiving the permit fee for local grocers in rural communities that target food deserts, similar to the City of Albuquerque's model.
- **Distribute Baby Bonds.** Create long-term savings accounts for all babies born in New Mexico that can be used to start small businesses, advance their education, put a down payment on a home, or make a significant investment in their futures.
- **Fix bad roads.** Launch a Safe Roads Initiative to repair deteriorating roads to save drivers money on costly repairs. Make sure New Mexico's Department of Transportation prioritizes the most urgent needs and invests in long-term projects, based on the Statewide Transportation Improvement Program.
- **Reshape customer service for state services.** Remove unnecessary barriers and cut red tape for professional certifications, regulations, permits, and services while keeping New Mexicans safe. Ensure state agencies are properly trained and staffed to improve the constituent experience with state government.

SAY YES TO PAYING LESS FOR HOUSING

New Mexicans deserve a safe and healthy place to live that doesn't make them choose between paying the rent or putting food on the table, but right now, rents are too high, and homes are too expensive. When I was raising my child as a single mom, there were times when I couldn't get the cost of the security deposit together, and I struggled with homelessness as a result.

Big corporations are rigging the housing market by buying up housing and using AI to jack up prices. They win, while we lose. Just like when I was in Congress and I stood up for the rights of military families to have safe housing and tenant rights, I will go after corporate landlords taking advantage of New Mexicans. I'll make it easier to build more housing and revamp laws and zoning that make it harder to keep New Mexicans housed.

As Governor, I will:

- **Ban rent fixing.** Protect renters from corporate landlords by making it illegal to set rent prices artificially high with AI algorithms and collusion.
- **Launch a Response Team to Address the Housing Shortage.** Pave the way for a new department of housing by instituting a response team to coordinate building more housing and keeping costs low from shovel to move-in alongside nonprofits, builders, investors, businesses, tenants, and homeowners. Add resources to the Attorney General's office to enforce tenant rights and go after predatory practices.

- ***Spearhead a Renter’s Bill of Rights.*** Require plain language on rental applications, transparency on fees and costs, and registration for rental properties. Provide rental relocation assistance for tenants in units not maintained to safety codes.
- ***Stop Wall Street from buying up New Mexico’s housing.*** Our state’s Main Streets should not be owned by Wall Street. Restrict the amount of housing stock private equity and large investment corporations can own in New Mexico and cracking down on private equity buying properties for short-term rentals will help lower rent and housing costs.
- ***Build housing in rural communities.*** Address worker and housing shortages in rural communities by using state-owned assets to expand housing opportunities for state employees.
- ***Protect New Mexicans in manufactured home communities.*** Guarantee the rights of residents of mobile home parks the first opportunity to collectively purchase their park if it goes up for sale, and provide the assistance they need to complete the purchase. Support community land trust models in which non-profits can acquire the land in long-term affordability ownership.
- ***Put vacant buildings to good use.*** Work with property owners to address the barriers to developing vacant properties into multifamily housing. Charge a vacancy fee to lots sitting empty and require the owners to develop a plan to put the vacant lot to good use, and use the funds to support areas with high housing needs.
- ***Provide housing to workers filling job shortages.*** Help with mortgage payments, down payments, and other related costs to recruit and retain professionals where shortages exist – including healthcare professionals, educators, law enforcement, and social workers.

- **Set a statewide shot clock rule for housing projects.** Require that applications for residential housing projects be approved or denied within a certain time frame identified by the state. If a decision is not made within the time frame, the project is automatically approved. Provide resources for municipalities to handle approvals, such as technical training, capacity support, and additional aid in reviews, so projects can move forward in a timely manner to address the housing needs across the state. Limit the organizations that can appeal against residential projects to only those that are directly impacted by the project.
- **Reduce the cost of building housing.**
 - Increase the Site Readiness Fund for residential housing by investing in infrastructure statewide and ensuring sites are truly shovel-ready – with utilities, zoning, permitting, and other requirements already in place. This will decrease building timelines and alleviate costs to builders.
 - Reduce the Gross Receipts Tax on construction materials to bring down costs for homes being built.
- **Cut the red tape**
 - Explore technology to offer more capacity and efficiency for state inspectors and help reduce timelines for housing construction.
 - Put a moratorium on new building codes for housing to catch up with recent code changes, and ensure transparency regarding any changes to building codes.



STRONG, RESPONSIBLE GROWTH

New Mexico is blessed with vast renewable energy sources – 300 days of sun, incredible sources of wind, and geothermal pockets that can power entire communities. If we lean into these resources, we can bring down utility prices for New Mexicans and continue to lead in American energy production. As data centers expand and extreme temperatures strain our energy grid, energy demand drives costs through the roof. Data centers overwhelm our energy systems, pushing prices higher and utility companies raise—at the expense of working families.

As Secretary of the U.S. Department of the Interior, I brought people together to put shovels in the ground on projects like SunZia - the largest renewable energy project in the western hemisphere. The project is bringing over 900 wind turbines to central New Mexico and is expected to power over one million homes across the Southwest. Beyond that, it is creating thousands of good union construction jobs and 100 permanent jobs to a rural community that has long been ignored.

We can address and prevent these rising costs and burdens - by investing in renewable energy, by putting energy requirements on data centers, and by holding utilities accountable.

As Governor, I will:

- ***Expand a Hub for Energy Programs and Credits.*** Centralize all existing programs, including federal programs, that save New Mexicans money on utilities and include a dashboard on state energy consumption, renewable energy generation, cost savings, and emissions reductions for total transparency on what the state is doing to diversify our energy economy.

- ***Go all in on New Mexico renewable energy.*** Making New Mexico energy independent requires committed investments in renewable energy projects and workforce development. While the Trump administration attacks clean energy projects, New Mexico can step up and fill these gaps, which will build up our economy.
- ***Train workers in jobs of the future.*** Work with clean energy companies, universities, and unions to train skilled workers from the fossil fuel industry and impacted communities to transition to high-paying clean energy jobs, adapt to climate change, and transition their local economies through the [Community Benefit Fund](#).
- ***Bring Opportunities to New Mexico Responsibly.*** Put families and consumers at the forefront so we don't bear the burden of large industries straining energy resources.
 - Bring Your Own Clean Energy. Require high-energy-demand industries and companies to build their own energy infrastructure to ensure higher energy costs don't pass to consumers and local communities.
 - Stabilize local power grids by adding battery storage capabilities. This will help control costs for the local community and help with system reliability.
 - Require companies to develop and execute a robust and practical plan to ensure they don't harm our water, air, or environment.
 - Establish strong community benefits agreements that include clawback stipulations to ensure new revenue goes towards schools, roads, and communities.
 - Ensure new companies and industries employ and contract New Mexican labor.
 - Ensure water usage is accurately reported each year from traditionally high-demand industries.
 - Require tech industries to use sustainable water practices, like closed-loop systems and safe decontamination, to protect our fresh water supply.
- ***Meet emissions reduction standards.*** To meet the goals of reducing emissions to zero by 2050, we must create a stable, clean energy environment to build public-private partnerships in order to meet these goals.

- **Address legacy pollution.** Orphaned oil and gas wells emit significant amounts of methane and other greenhouse gases, and abandoned mine lands threaten communities. Plugging orphan wells creates good-paying and stable jobs in rural communities, while protecting our air, land, and water. While Secretary of the Interior, I worked extensively to address this problem across the Southwest, and as Governor, I will build on my previous work.
- **Empower Local Communities to Share Best Practices.** Municipal utilities and local governments lack the resources to expand clean energy planning, community engagement, and permitting efficiency. Partnerships with the state will help develop and share resources, model solar and storage permitting ordinances, create solar planning frameworks, and expand Tribal renewable energy opportunities that significantly increase renewable energy production in rural communities, and lower utility costs.
- **Expand community solar programs.** Improve the efficiency of community solar, balcony, and porch solar programs by eliminating red tape to get the tax credits, requiring consolidated billing, and allowing flexibility on public buildings.
- **Invest in high-tech energy solutions.** Explore high-tech solutions to alleviate stress on the energy grid during high-demand periods and in communities experiencing extreme heat or cold. This involves deployment of advanced tools such as Virtual Power Plants (VPPs).



BUILT BY NEW MEXICANS. FOR NEW MEXICANS.

I started a small salsa company because I wanted the flexibility to care for my child. We would travel around the state delivering salsa to mom-and-pop shops. It was rewarding to be my own boss and see my hard work on shelves all over New Mexico.

If that's the path New Mexicans want, they too should be able to achieve it. We must harness our people's entrepreneurial spirit, strengths, and potential to make it possible for homegrown ideas to open opportunities for our families. I also believe that New Mexico can be open for business to industries that will come to our state with innovative vision and a commitment to creating jobs in sustainable ways. We can be leaders in energy, tech, and the outdoors and I will make sure that happens.

None of this will be possible without infrastructure that connects our communities to opportunities. The same way I delivered highway repair funds and internet installation resources when I served New Mexico in Congress and then worked to rebuild bridges and install water infrastructure in rural New Mexico as Secretary of the Interior, I will make sure our roads are safe to drive, bridges are stable, and communities connected both with transit and internet. No corner of our state should be too far away to share in New Mexico's prosperity.



As Governor, I will:

- **Launch an Office of Small Business.** Empower New Mexico's small businesses and support new business owners by opening a permanent office that coordinates development programs, fills the gaps created by federal funding cuts, and provides an online clearinghouse for grants, capital, and other resources to help businesses get off the ground. The Office of Small Business will coordinate with the Technology and Innovation Office to identify and implement new, cutting-edge ways to support small-scale, local businesses.
- **Outlaw predatory lending.** Require loan companies to disclose all costs up front and crack down on bad actors who exploit small business owners. Too often, actual borrowing costs are not stated clearly, which leads to a strain on small businesses and makes it difficult for them to succeed due to hidden extra costs.
- **Open Regional Film Offices.** Every corner of our state should benefit from opportunities in the film industry, so I will work to open regional film offices so that beautiful landscapes and skilled local craftspeople can strengthen our film industry. I will also create a grant program to support the youth filmmaking initiatives modeled on [legislation introduced](#) in 2025, so there are more avenues for New Mexicans to build film careers in the state.
- **Establish a New Mexico Economic Growth Trust Fund.** With Trump creating an unpredictable economic environment and systematically dismantling federal [small business](#) programs, New Mexico must fill those gaps and provide economic stability. The state will gather rigorous data to analyze the impacts of cuts on small businesses and use the fund to fill those gaps.
- **Cultivate inventors and innovators.** New Mexico can become a center for innovative tech, and the state is seeing a growing number of companies looking to set up shop here. Establish innovation fellowships for select graduate students and postdoctoral researchers at New Mexico's public universities who are pursuing patentable projects. These fellowships would provide a stipend and cover tuition and fees. In return, fellows would commit to launching their commercial enterprise in New Mexico if their patent succeeds, with a repayment requirement if the business is later sold.

- **Reduce start-up costs for small businesses.** Grow the Site Readiness Fund for small business development and invest in infrastructure statewide that guarantees truly shovel-ready sites — with utilities, zoning, permitting, and other requirements already in place. This can be accomplished by codifying a tiered certification system based on project size and providing zoning templates for counties, tribes, and cities to reduce application times and limit friction for small businesses.
- **Turn New Mexico’s world-class research into world-class jobs.** The state's [Science and Technology Roadmap](#) lays out a clear vision: New Mexico is an R&D powerhouse in quantum computing, clean energy, and aerospace, but we rank behind competitor states in turning that research into companies and jobs. I will deliver on that vision—expanding targeted industry centers, investing in innovation hubs and incubators across the state, and dramatically scaling the Research, Development, and Deployment Fund so that startups commercializing New Mexico research have the capital to hire locally and grow here with clean energy to support the new industry.
- **Focus on Community Benefits.** New Mexico offers so many benefits to the industries looking to set up shop in our state, and I will require companies looking to use our resources to also support local communities. We invest in them, so they need to invest in us.
- **Secure Farmers’ Right to Repair their own Equipment.** Large corporations that sell farm equipment drive up costs (and their own profits) by forcing farmers to use authorized dealer repair networks. Giving farmers the Right to Repair their equipment helps keep money in their pockets.
- **Turn waste into opportunity.** Invest in a modern, statewide recycling and reuse economy—especially in rural and tribal communities—by expanding regional infrastructure, growing local end markets, and creating good-paying jobs, while keeping New Mexico’s land and water clean.
- **Cut the red tape to state resources.** Direct agency heads to eliminate red tape, streamline processes, and remove unnecessary barriers for New Mexico businesses.
- **Provide heavy equipment rentals for New Mexico businesses.** Lower the costs of starting a new business or expanding an existing one by lending machinery and heavy equipment that the state owns at an affordable rate.

- **Bring stability to the cannabis industry.** Create mentorship and partnership programs to ensure cannabis businesses use best practices and protect the health of consumers. Improve lab protocols, inspections, and staffing for quality control. Put a moratorium on new licenses to allow the state to catch up with this booming industry.
- **Establish the Tribal Entrepreneurship Program.** With federal funding sunseting for the federal version of the New Mexico Entrepreneurship Enhancement Program, the state can continue to foster entrepreneurship in Tribal communities. Build on the Native American Business Incubators Program Act, which I passed in Congress, and create a New Mexico version that includes mentorship opportunities for Tribal entrepreneurs starting up their businesses, navigating barriers, so that the state can provide assistance with various applications to entrepreneurial funds and programs.
- **Create a state Tribal Economic Development Strategy.** Establish intergovernmental agreements and compacts with Tribal governments modeled after federal Self-Governance Compacts, that allows Pueblos, Tribes, and Nations to receive state funding and directly administer programs and services across agencies. Implement appropriate incentives to support Tribal Nations as regional economic drivers.
- **Implement the Dig Once rule.** Coordinate transportation and high-speed internet investments so road projects include fiber-optic installation while the ground is already open. Direct the Office of Broadband Access and Expansion work with the Department of Transportation to expand internet access to rural communities.

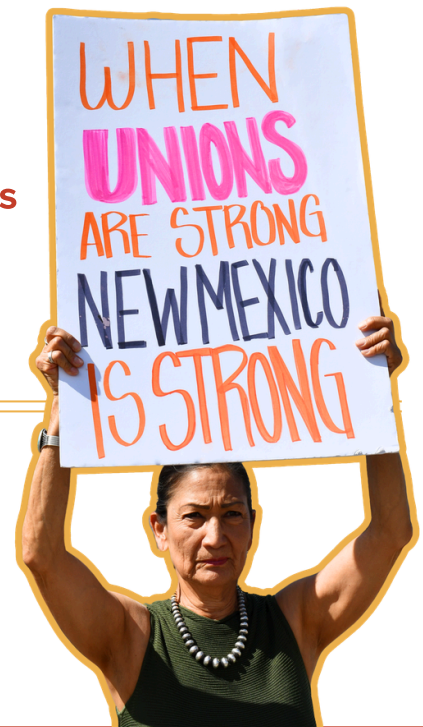


FAIR PAY. SAFE JOBS. REAL BENEFITS: SUPPORTING NEW MEXICO WORKERS

New Mexicans are known for their grit – workers waking up everyday to take care of their families. Everyone deserves dignity and respect, no matter their profession, because every person contributes and every job matters. I started working at Zinn’s Bakery in Albuquerque at the age of fifteen, where I learned the value of a hard day’s work and honed the work ethic my parents instilled in me – just like so many New Mexicans across the state.

New Mexico workers are the backbone of our economy and unions ensure we can stand up to corporate greed together. I have stood strong with our workers my entire career – from my membership as a Teamster when I worked at a pharmacy, to fighting against laws that restrict workers’ rights, to supporting congressional bills, to standing up to big corporations, to picketing alongside Creamland Dairy workers and resident doctors and U.S. Postal Service workers for better wages and benefits – I know what’s at stake when we fight for the folks who keep our economy running.

My administration will increase good-paying local jobs, expand the trades, meet directly with workers and labor groups, and increase oversight against greedy business practices.



As Governor, I will:

- **Fight Wage Theft.** Prioritize, identify, penalize, and stop wage theft in New Mexico, [which has cost New Mexican workers hundreds of millions of dollars](#). Increase the number of inspectors to investigate wage theft across the state. Direct the Department of Workforce Solutions to collaborate with the State Auditor to create a public database to track wages for public works contracts and contractors who violate the New Mexico Public Works Minimum Wage Act.
- **Build New Mexico's Workforce.** As many members of our workforce retire, New Mexico must aggressively recruit and build pathways for trade workers.
 - Grow apprentice and pre-apprentice programs: Increase state funding for apprenticeship and pre-apprenticeship programs so New Mexicans have opportunities to learn the skills they need to enter the workforce. Industries will qualify for more state funding when they use union apprenticeship programs.
 - Launch [Career Pathways Starting in Middle School](#): Direct the Public Education Department to collaborate with the Department of Workforce Solutions to significantly expand Career Technical Education, including trades programs from middle to high school.
 - Encourage public-private sector relationships: Ensure private companies, unions, and the state are invested in growing New Mexico's workforce and coordinate so that the worker training programs match our workforce needs.
 - Strengthen networking opportunities among industries to recruit more workers to New Mexico.
- **Strengthen Programs for Workers.** Fix the local workforce development boards to increase employer leadership, make New Mexico's workforce development system more cohesive and efficient, and strengthen collaboration and resource sharing with Tribal workforce development programs. Connect New Mexico workers to opportunities in all corners of the state with strategic outreach.

- **Build New Mexico projects with New Mexico labor.** Hire New Mexico workers to build major state infrastructure projects by entering project labor agreements. Ensure that local businesses have opportunities to win contracts in their home communities without jumping through unreasonable hoops.
- **Support workforce development for New Mexicans with disabilities.** Fill funding gaps created by federal government cuts to the Division of Vocational Rehabilitation, which offers programs that help people with disabilities enter the workforce. Improve support for individuals with disabilities to enter state employment by creating trial work programs and provide reasonable accommodations that allow individuals to showcase their skills.
- **Fill vacant positions at state agencies.** Remove unnecessary barriers to government employment, streamline the hiring process, prioritize the hardest-to-fill jobs in state government, and raise pay for public service. Require state agencies to adjust salaries for time served and inflation. For example, in many positions, practical experience should hold the same value as a degree. Recruit former federal workers who were wrongfully fired by the Trump Administration's malicious DOGE cuts.
- **Create pathways to public service careers.** Work with high schools to grow civics learning for students who want to pursue careers in public service. Standardize work-based learning across state departments - including apprenticeships, pre-apprenticeships, and internships - to ensure quality, outcomes, and access for all New Mexicans to public service careers.
- **Connect New Mexicans to opportunities.** Establish state-operated long-distance bus services to connect Tribal and rural communities to localities with more options for healthcare, education, and job opportunities.
- **Expand the Rail Runner.** Connect New Mexico's communities and extend service to include the Albuquerque International Sunport airport, Española, Las Cruces, Gallup, Santa Rosa, and Taos. Increase Rail Runner operating times to offer more flexibility for the over 30,000 workers who commute between Albuquerque and Santa Fe. Make train services free for students.

OUR LAND, OUR LIVELIHOOD

They don't call New Mexico the Land of Enchantment for nothing – our state is home to the most beautiful landscapes in the country and an outdoor economy to match. As a kid, I hiked trails with my sisters and brother, ran through the mesas at Laguna with my cousins, and worked in my grandfather's cornfield. Every New Mexican has a story of the place where they feel at home.

Protecting these landscapes isn't just about protecting that beauty and that history; it's about protecting our way of life and giving New Mexicans the opportunity to participate in our outdoor economy. Protecting our public lands is an investment in a homegrown **\$3.2 billion industry**, by creating jobs and growing local economies.

New Mexico state parks offer a pathway for economic development in nearby communities as well as tax revenue for the state to protect our lands. Our public lands create demand for guides, infrastructure, restaurants, equipment, and lodging. In addition, we are creating jobs in restoration, ecology, and land management.

The ripple effects of our public lands can be felt in rural and urban communities alike.

As Governor, I will:

- **Create the Office of Rural Development within the Economic Development Department.** Fund Civilian Conservation Corps-style projects in rural communities such as local transportation, clean energy infrastructure, and public space renovations to provide good paying jobs and local economic investment. Support local outdoor recreation entrepreneurs.

- **Grow the Outdoor Equity Fund.** Use the existing Outdoor Equity Fund to build up my proposed [Every Child Outdoor Initiative](#), which will include outdoor learning into the K-12 curriculum to reinforce the subjects they learn in school, inspire our next generation of land stewards, inspire curiosity, improve child wellbeing, and open opportunities to outdoor industry jobs.
- **Preserve New Mexico's Public Lands and Historic Gems.** Support local communities with economic and infrastructure development through tourism, job opportunities, and increased tax revenue. Preserve historic buildings and harness their potential to drive growth.
- **Fill the gaps created by the Trump Administration.** As national parks and other federal lands in New Mexico suffer further staffing and resource cuts at the hands of the Trump Administration, the state will step up and provide support to keep federal lands safe and available. Efforts to recruit and hire federal workers who have lost their jobs will have a special focus on those who can help preserve our public lands.
- **Increase responsible and sustainable hunting opportunities for New Mexico residents.** Support expanded hunting permits and options that bring in revenue to the State Wildlife Commission for wildlife restoration to grow rural tourism and ensure New Mexicans have access to traditional lifeways.

