

Public Information & Involvement Plan (PIIP) Implementation Plan

Today's Date: March 5, 2024

Project Name: White Rock Skate Park Renovation
skip to the end of the form)

Revised? Yes No (if yes,

PIIP Phase: (Check one): Design Construction

Administrative Department: Community Services Department

Project Manager: Wendy Parker

PIO Assigned to Project:

Describe your project briefly below (the purpose, scope, location, timing). Attach a map of the project area if possible.

The project is a replacement of modular elements at the White Rock Skate Park. The current elements are at the end of their life cycle and the vendor is no longer in business. The desire is to have public input into the modular elements for the skate park. The plan is to have input during the spring of 2024 with the new modular pieces being installed during the summer of 2024. Funding for this project was allocated in 2023, Parks Small Cap CIP.

PART A. Who are you talking to?

Think about your audience --who do you define as your "public" or "stakeholders" for this project? List all that apply and why you think they will be affected or interested in your project (neighborhoods, special interest groups, certain segment of the population, commuters).

The primary group to speak with is the skate park users in the community. Since this project is a repair and replace, this is the most beneficial group to visit with.

Do you intend to inform educate involve the public? Check all that apply and note any explanations here.

PART B. What are the issues?

Answer the Bleiker Life Preserver questions,

1. What is the serious problem that this project, initiative, topic, or issue needs to address?

The modular elements at the skate park are past their useful life and parts are no longer available for repairs.

2. Are you the right entity to address this issue? In fact, given your Mission, would it be IRRESPONSIBLE if you did not address it?

Yes, our department is the correct entity to address the issue and it would be irresponsible if the County did not address the skate park upgrade. The current modular elements are at the end of their life and could soon

be safety concerns for the users. If nothing is done at some point in the near future the elements may need to be removed which would impact the use of the facility.

3. Is your approach to addressing the problem reasonable, sensible and responsible?

Yes, replace the modular elements with community involvement to ensure their voices are heard and desires met. The new modular components will improve the use and make a safer environment for users.

4. Are you listening and caring? Be sure to incorporate into this plan that you are listening, and you DO care. If what you're proposing is going to HURT some interests, it's NOT because you don't care; it's NOT because you're not listening.

Our team listens and cares about the community having a safe environment to skate. The current skate park is unsafe and has passed the facility life expectancy.

Any other issues to be considered (is the project near a school, will there be traffic delays, additional noise?)

The project is at Pinon Park and should not impact the community. Since this is located by the playground and splash pad, we will need to communicate with residence, so they are aware of the construction and where we are at in the replacement phase.

A social media post suggested a petition to change the project from modular to a concrete structure. We are aware of this item and spoken to the initiator on the problem with this request. We expect some conversation to come forth on this item.

Think about the total amount of time that you will have for implementation of the PIIP with respect to the size of the project, its impact on a neighborhood or a community versus a small group of individuals, special interest groups, schedules and budgets for public information within your department.

PART C. Desired outcome?

What is the desired outcome of your communication strategy and what is the Plan to achieve it?

Considering the information you have listed above, what is the desired outcome of this communication effort?

The desired outcome is to communicate with the community about the skate park renovation, provide a method for input into the modular amenities, and the keep them informed during the entire process.

PART D. Key messages?

What are your key messages to your identified audience(s)?

Define that we are replacing the modular elements at the skate park since the life expectancy has passed. Keep our community informed through communication methods on the project steps moving forward.

PART E. Communication channels

What channels will you use to convey these messages to your audiences and when will you issue them? (Door hangers, ads, press releases, social media platforms, printed collateral – postcards, flyers, posters?)

We have been and will utilize ads, press releases, social media, flyers and email communications.

PART F. The Plan

Briefly describe the steps that you will take as your PIIP. Sketch out timeframes to reach your audiences with specific messages using what channels). If you plan to include any of the Boards and Commissions to guide you, or to help you with public information efforts, then you will need to submit this document and any other relevant project data to them for discussion as an agenda item at their next meeting, and you should be there at the meeting to answer their questions. Be sure to cover everything that may come up, such as staging of materials, traffic impacts, disruption to homes or businesses, or coordination with projects occurring in the same area. And don't forget to itemize costs for advertising or direct mailers, along with run times for ads ahead of meetings. Rule of thumb is 10 to 14 days' notice to announce a meeting.

This project started prior to submitting the plan. In summary, here are items we have planned to moving forward. A kickoff meeting was held January 11, 2024. This included staff and the American Ramp Company team to discuss the project and timelines. A survey is being conducted online to capture skate park desires from the community.

ON March 9 at 12noon, a public listening and input session will be held at the White Rock Skate Park or Library if the weather is an issue. Notice will be proved by press release, social media and an ad. Effort is being made to have the in-person meeting on Saturday to capture more input.

Initial input will be received and processed into a draft design. Once this step is complete, at least two community meetings will be held to solicit feedback on the drafts for inclusion into the final draft.

Once the draft is in final form, a presentation will be given to the Parks and Recreation Advisory Board on the final proposed design for final community feedback. The final design will be turned into a planning document which will provide construction requirements to build the modular elements and install them by the summer of 2024. This process will require removal and demolition of the outdated modular elements.

PART G. How will you know what the public thinks?

If you're going to **involve** the public (soliciting feedback) then consider the parameters of the input so that staff will be able to act upon the input received and manage the expectations of the public and stakeholders. What is (or isn't) open for public debate and discussion, and document "why." Example: If the county is modifying a park and is seeking input as to what the public would prefer – stating the options that the project manager can execute upon will minimize public disappointment and frustration. Would the public prefer a pickleball court, a tennis court or a basketball court. However, if left as an open-ended question, responses may come back with projects that are not possible (a swimming pool, a petting zoo, etc.).

Will you survey your audience(s) to gather input? **X Yes** ___ No (If the answer is yes, complete the following section. If the answer is no, skip this section.)

How will you plan to survey the public? How long will it take to survey? Will you perform the survey using Have Your Say? Or resources provided by NRC/POLCO (they may have surveys used in other communities online for you to use or view as sample questions.) Will you hire a professional surveying company? How large will your sampling be? What kinds of questions will you ask? Will they be multiple choice or open-ended questions? Who will compose the survey? How will you gather feedback? How you will analyze, segregate, catalog, and present survey data to others effectively, such as the Council, the media, or the public? Will you survey property owners? Renters? Both? What is the cost of the survey? DON'T forget to share the survey results with your audience.

A survey is being conducted by American Ramp Company that is specific to skate park elements. These results will be shared with staff and the community.

PART H. How will you gather feedback about the success of your PIIP?

Do you plan to have any “lessons learned” sessions with your team post-project to discuss how well the PIIP did (or didn't) work?

Yes, we will bring the team together to discuss the project and what areas we can improve on.

PIIPs require the review and approval of the Project Manager, Department Manager, and County PIO.

Please route for signatures:

Submitted by: Project Manager

Date

Approved by: Department Manager

Date

Approved by: County Public Information Officer

Date

Julie Williams-Hill (signed)

April 24, 2024

REVISIONS: (complete this section only if you are filing a revision to your original PIIP)

Please outline below the revisions you are making to the PIIP. Give an explanation of “why” and list any associated impacts on cost, schedules, staffing, or other impacts.

Channels

The following are some channels that may be used to convey key messages to targeted audiences when developing a communication strategy. Consider the demographics of the audience to select the channel that might best reach them.

Traditional media:

- Press release
- Public Service Announcement
- Paid Advertisement
- Interview with a reporter

Printed collateral (postcard, door hanger, flyer, brochure, poster, signage, direct mail or bill insert)

Public meeting/town hall

Neighborhood meeting (scheduled on the street or in an adjacent park)

Videos (public service announcement to be shared on the website, social media, the SALA theater)

Social Media posts

Email outreach – using developed email lists

E-newsletters (County Line)

Website

Los Alamos National Laboratory bulletins (can be shared with out-of-town commuters)

Chamber bulletins (emailed to the business community)

Los Alamos Public Newsletter (ideal for reaching parents)

FYILosAlamos.com (master calendar for visitors)