

## Public Information & Involvement Plan (PIIP) Implementation Plan

**Today's Date:** May 20, 2024

**Project Name:** BMX Track Project

**Revised?**  Yes  No (if yes, skip to the end of the form)

**PIIP Phase: (Check one):**  Design  Construction

**Administrative Department:** Community Services Department

**Project Manager:** Wendy Parker and Emmanuel Abeyta

**PIO Assigned to Project:** Julie Williams-Hill

---

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

Consultant shall provide BMX track planning and design services in various phases for schematic design (Master Plan) located at North Mesa Park in the existing footprint.

### ***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).

Los Alamos community members

North Mesa Stable License holders

LA Tuff Riders MTB

Los Alamos Stable Owners Association

Local groups advocating or caring for those with disabilities

**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 BMX track has been on the County radar for years with no path forward. This process will address the community's desire to move forward or eliminate the program.

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?

The Community Service Department has the authority to address this program request. Based on community feedback and the desire to move forward, it is the County's best interest to determine a path forward.

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

Yes, placed Action Sports, LLC as a sole source provider to provide BMX track design services.

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 and wants to ensure a safe and enjoyable BMX track for recreational opportunities.

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

This project may create additional noise levels for the North Mesa Stable License holders. The contractor will discuss user group concerns during listening sessions and public meetings. No main roadway closures or delays are anticipated during this project.

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?

Listen and communicate community concerns and issues and seek ways to reduce them. The desired outcome is to engage and educate the community about the proposed BMX Track and make a decision to move forward or eliminate the program while keeping the community informed during the process.

***PART D. Key messages?***

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

The Community Services Department desire is to engage community members to participate in the process and assist the contractor and department with our next step.

***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.

A kickoff meeting will be held on May 20, 2024. This will include staff and the Action Sports Design, LLC team to discuss the project and timelines.

Task 1 – Discuss project timelines

Task 2 – Discuss meeting dates and locations for listening sessions, community feedback and Parks and Recreation Board Presentation.

***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? \_\_ 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.

***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:**

<i>Wendy Parker</i>	5/28/2024
<hr/>	
Submitted by: Project Manager	Date
<i>Cory Styron</i>	5/28/2024
<hr/>	
Approved by: Department Manager	Date
<i>Julie Williams Hill</i>	5/28/2024
<hr/>	
Approved by: County Public Information Officer	Date

---

**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)