

Public Information & Involvement Plan (PIIP) Implementation Plan

Today's Date: March 6, 2024

Project Name: Open Space and Trails Management Plan

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: Eric Peterson and 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.

Sites Southwest shall develop an Open Space and Trails Management Plan for Los Alamos County. The plan shall identify existing County services and opportunities as well as a review, update, and consolidation of existing relevant County documents as provided herein. Consultant shall review, incorporate, and mitigate conflicts between the 2009 and 2022 Trail Management Planning Documents, 2013 Community Trail Plan, 2015 Open Space Management Plan, 2022 Trailhead Assessment, 2022 Americans with Disabilities Act Audit and Transition Plan, 2023 Canyon Restoration Feasibility Assessment, and the 2023 Community Services Department ("CSD") Integrated Master Plan. Consultant shall provide County with a single document for managing the open space and trails in the County for all the diverse interests and users.

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 and Open Space and Trail users. Specific Groups to engage:

Parajito Environment Education Center (PEEC)

LA Tuff Riders MTB

Parajito Conservation Alliance

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?

LAC has multiple documents that guide the trail and open space management of the County. Some of these documents have conflicts with other documents. The desire is to provide a single management document for the Trails and Open Space Management.

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 Parks and Open Space division of the Community Services Department has this under their authority. The continued use of multiple documents make work and project management tedious at best. In order to streamline our effort it is important to provide a single document for management.

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

Yes, update the Open Space Management Plan with community involvement to ensure their voices are heard and desires met. The updated Open Space management plan will combine the various plans into one guiding document.

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 insure a safe and enjoyable outdoor space to recreate. The current management plans are outdated and will be updated into one management plan.

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

This project will not consist of any closures or delays of the trail system. User conflicts from the hikers, birders, walkers, mountain bikers and other system users. Accessible routes for all abilities, all users and diverse members of the community. Possible connections to transportation nodes that connect transportation routes to trails

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?

Share the concerns and issues from the multiple guiding documents and seek ways to reduce the conflict while allowing for the most and divers use of the trails and open space. The desired outcome is to communicate with the community about the management plan update and to keep them informed during the entire process.

PART D. Key messages?

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

LAC is combining multiple guiding documents into single management document. The desire is to remove the conflicts and develop a management plan that supports and provides guidance on the use of trails and open spaces in the County for all users groups to enjoy.

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 March 11, 2024. This will include staff and the Site Southwest team to discuss the project and timelines.

Task 1 will be to evaluate the current Open Space and Trails system. The contractor will review the foundational documents for this task and summarize the conflicts. Up to three community listening sessions will be held to identify conflicts, issues and concerns from the public over the multiple documents.

Task 2 will be to obtain review the foundational documents, take the community feedback and begin to address the conflicts and gaps from the current plan and start the process of organizing the new Trails and Open Space Management Plan. Report back to the community the significant findings from the data and public input.

Task 3 Develop a draft of the Trails and Open Space Management Plan and provide a review with the public and Open Space Advisory Group.

Task 4 will include presentations and approval of draft plans. Once the draft is in final form, a presentation will be given to the Open Space Advisory Group and Parks and Recreation Advisory Board on the final proposed management plan.

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:

Submitted by: Project Manager Date

Approved by: Department Manager Date

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)