

Public Engagement Plan

Las Cruces International Airport, Las Cruces, NM

Master Plan Update

I. Objectives of the Public Participation Plan

1. Ensure that a sound process is in place to familiarize the general public, including local private groups, business/corporate interests, and government agencies at local and state levels, with the proposed Las Cruces International Airport Master Plan Update project. It is expected that the successful implementation of the Public Engagement Plan will promote and foster an atmosphere of cooperation that increases the successful completion of the project.
2. Provide a forum for the reception and consideration of public input regarding the Master Plan Update. The desired input includes not only opinions but also other data that is not formally collected as part of the project initiation.
3. Clarify or describe the potential effects of the alternatives under consideration for the Master Plan Update.
4. Collect pre-existing resource data regarding the Airport. It is expected that the data will be collected from a multitude of agencies and citizens.
5. Receive written comments and consider them in the decision-making process.

II. Stakeholders and Mailing List

1. The Stakeholders of the Master Plan Update are categorized into three groups as described below. The intent of categorizing the Stakeholders is to promote and facilitate public participation by meeting with the Groups at different times throughout the process to allow for the groups to be able to efficiently and effectively participate and provide input on the Master Plan Update.

Group 1: Project Sponsor, Project Coordination Committee and Key Stakeholders, including the following:

- City of Las Cruces
 - City/Airport Officials
 - Public Works
 - Police and Fire Departments
 - Utilities
- Project Coordination Committee Representatives (proposed)
 - Airport Advisory Board (1-2 members)
 - Virgin Galactic
 - New Mexico State University
 - Air Alliance (1 member)

- City Management and City Council (liaison to AAB)
- Las Cruces Innovation & Industrial Park

Group 2: FBO, Federal Aviation Administration, New Mexico Department of Transportation, Doña Ana County, MPO, MVEDA, Virgin Galactic, NMSU, Air Alliance, Legislators.

Group 3: General Public, South Central Council of Government, and other interested parties.

Contact lists for Groups 1 and 2 are included in Appendix 1 of this Public Engagement Plan (to be provided by Airport Manager). Groups 1 and 2 will generally be notified and contacted through the email (unless otherwise noted). Group 3 will be notified by public notices published in the local and regional newspapers and on the LRU/City website. The public notices for Group 3 will be published prior to any meetings in accordance with the City of Las Cruces's public notification policy or process.

III. Techniques to Facilitate and Promote Participation:

1. The City of Las Cruces will host a dedicated web page for the Las Cruces Master Plan Update project. On this site, information will be included including:

- Project Overview
- Project Need
-
- Project Participants
- Timeline
- Milestones
- Opportunities for Public Participation

Web site content will be provided to the Consultant Team.

2. Send out digital mailings to the Group 1 and Group 2 Stakeholders containing information packets/sheets concerning the process to develop the Master Plan Update and to announce meetings.

3. Host Key Stakeholder Participation Meetings, including

Focus Groups – Focus groups will be conducted for the purpose of gathering information regarding three key topics: Aviation, Commercial Space and Economic Development. These focus groups will collect data relative to needs and opportunities and will be used to inform the project's Vision, Goals and Strategies.

- Visioning Session – A visioning session will be conducted with the Project Coordination Committee to develop the overall Vision, Goals and Strategies that will be used to guide the development of Alternatives for the Master Plan Update.
- Public Stakeholder Meeting #1 – Hold a meeting with Group 1 to discuss the objectives and purpose of the Master Plan Update. Publish notification on the Town website informing Group 1, 2 & 3 Stakeholders of the meeting schedule.
- Public Stakeholder Meeting #2 – Hold a meeting with all Stakeholders (Groups 1, 2, and 3) to discuss and inform the Stakeholders of the overall process in developing the Master Plan Update and to provide information concerning the Vision, Goals and Objectives and purpose

of the Study. This meeting will also be used to seek input on alternatives, concerns, and opportunities.

- Stakeholder Meeting #3 – Hold a meeting with all Stakeholders (Groups 1, 2, and 3) regarding the selected, preferred alternatives for Las Cruces International Airport and discuss how the preferred alternatives will benefit the Airport. Solicit written comments from all Stakeholders regarding the preferred alternatives.
- Stakeholder Meeting #4 – Hold a meeting with all Stakeholders (Groups 1, 2, and 3) regarding the final Master Plan Update Report. The focus of the meeting will be on the preferred alternatives for Las Cruces International Airport and discuss how to implement the plan to meet the objectives defined by the preferred alternative. Solicit written comments from all Stakeholders regarding the final Master Plan Report.

4. Provide status update of the final Master Plan Report and publish on the Airport website.
5. Collect e-mail address lists during Stakeholder/public meetings to allow for electronic notifications and updates.

IV. Schedule of Public Participation Support activities and Responsible Party

1. On-going - Various Planning Meetings and Teleconferences between the City, Project Coordination Committee, and FAA and other appropriate Stakeholders.

Responsible – D&K Planning Team and City of Las Cruces Staff.

2. Publish Meeting Schedule - Minimum 14 - calendar days prior to Stakeholder Meeting 2 & 3.

Responsible – D&K Planning Team and City of Las Cruces Staff

3. Stakeholder Meeting #2 – Date TBD [combined in-person/virtual] – Hold to discuss and inform the Stakeholders of the overall process in developing the Master Plan Update and to provide information concerning the Vision, Goals and Objectives and purpose of the Study. This meeting will also be used to seek input on alternatives, concerns, and opportunities.

Responsible – D&K Planning Team and City of Las Cruces Staff

4. Stakeholder Meeting #3 - Date TBD [combined in-person/virtual] – Hold a meeting with all Stakeholders (Groups 1, 2, and 3) regarding the selected, preferred alternatives for Las Cruces International Airport and discuss how the preferred alternative will benefit the airport and surrounding community. Solicit written comments from all Stakeholders regarding the preferred alternative.

Responsible – D&K Planning Team and City of Las Cruces Staff

5. Stakeholder Meeting #4 – Date TBD [combined in-person/virtual] – Hold a meeting with all Stakeholders (Groups 1, 2, and 3). The focus of the meeting will be on the preferred alternatives for Las Cruces International Airport and discuss how to implement the plan to meet the objectives defined by the preferred alternative. Solicit written comments from all Stakeholders regarding the final Master Plan Report.

Responsible – D&K Planning Team and City of Las Cruces Staff

Monitoring and Plan Revisions:

At the completion of each of the following milestones, a review of the Public Participation Plan will be made, and any needed changes will be made at that time:

- Development of Vision Statement
- Forecast Approval
- Development of Alternatives
- Presentation of Alternatives

Public Participation Plan Approved:

Andy Hume, Manager

Las Cruces International Airport

Date: _____