

Public Involvement Plan

*Upper Sudderth Revitalization Project
Village of Ruidoso, New Mexico*



Prepared for
Stantec
On behalf of
Village of Ruidoso, New Mexico



Prepared by
Barr Engineering Co.

March 2025 (Revised May 2025)



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1 Overview

The following public involvement plan outlines a strategy to engage stakeholders and the public in the Upper Sudderth Revitalization Project (project) in the Village of Ruidoso, New Mexico (Village). The project will be managed by an internal project Study Team consisting of Village staff and a consultant team. The key plan elements include a project-specific website to provide information and receive public input, two stakeholder meetings involving local businesses and interest groups, and three public involvement meetings to engage the community at large. The public involvement plan will include a notification campaign (newspaper advertisements, emailed/mailed notices, social media and website announcements); information about the project on the project website and the Village's website and social media; written materials about the project for those without internet; the stakeholder and public meetings; and an organized method to receive and respond to comments and questions. The public involvement activities will primarily take place between March and September 2025, during the development of the project Scoping Report.

2 Project Study Team

An internal project Study Team will be established to maintain communications between the Village staff and consultant team on scope, schedule, and other ongoing project activities. Key Village staff will include Alex Koenig, Community Development Director, who will act as Project Manager. Other Village participants include Ron Sena, Village Manager; Michael Martinez, Deputy Village Manager; Matthew Baird, Director of Parks and Recreation; Vyanca Vega, Capital Projects Coordinator; Eddie Ryan, Manager of Strategic Partnerships; Chrysanti Jones, Community Development Assistant; and other staff or elected officials as appropriate. Consultant team members include Gene Paulk, P.E., Senior Project Manager with Stantec; Gabby C.-Apodaca, P.E., Senior Associate with Stantec; Zusset Ortega, P.E., Civil Engineer and with Stantec; John Taschek, Environmental Scientist with Barr Engineering Co. As the project moves forward, it is expected that the Project Study Team will meet on a bi-weekly basis to discuss progress and will report to the Village Council and Capital Projects Committee as needed.

3 Key Public Involvement Plan Elements

3.1 Project Website

The consultant team will develop a project-specific website that provides ongoing information about the project and a means for the public to submit questions and comments. In addition to basic information about the project (history, purpose and need, and Study Team members), the website will provide updates on project tasks and deliverables. It will initially show the conceptual design plans and graphic images and will update this information as the alternatives are refined. The website will be used to provide public access to the Scoping Report, environmental documents, engineering data, and preliminary and final design plans as they are developed. In addition, it will provide information on the public meetings, including times and locations, Zoom access links, PowerPoint presentations, and summaries of past meetings. The website will also have an interactive comment form, which may include a project-specific questionnaire. The website domain name and contents will be reviewed and approved by the project Study Team.

3.2 Stakeholder Meetings

The Study Team will hold two stakeholder meetings to inform local businesses and property owners about the progress of the project and to receive input. Invitations to the initial stakeholder meeting will include members of the previous Steering Committee from the 2022 Historic Upper Canyon Gateway and Streetscape Improvements Project, with the addition of selected local businesses and/or property owners in the project corridor (Appendix A includes a list of invitees to the stakeholder group).

- The first stakeholder meeting will be held early in the project schedule, before the first public meeting, to re-introduce the project to the previous Steering Committee members, inform new stakeholders about the project, and obtain input on project alternatives. The consultant team will prepare a presentation that illustrate the design concepts from the previous study and describes the current scope of work through final design. The in-person meeting will be held at the Village Hall.
- The second Stakeholder meeting will be held after a full range of project alternatives has been developed. The consultant team will prepare a presentation including plan views, cross sections, possible signage or branding, graphic simulations, and other information to convey the design concepts. The presentation will also include the background information used in developing the alternatives; the preliminary analysis of engineering advantages and disadvantages, environmental factors, and input from the first stakeholder and public meetings.

3.3 Public Meetings

The project will include three hybrid in-person/virtual public meetings. It is assumed that the in-person meetings will be held in Ruidoso at the Village Hall or Community Center and that the public will be able to access the meetings virtually through Zoom or live stream the meetings on the Village's YouTube channel. The meetings will be advertised via traditional newspapers (*Ruidoso News*), the project website, the Village's website and Facebook page, mailed notices, and possible posted flyers at key locations. The consultant team will prepare PowerPoint or equivalent presentations that will be reviewed and approved by the Study Team prior to the meetings. Comments and questions received at the meetings and by mail, email, or the website will be documented in written summaries, which will be posted on the website.

- The first public meeting will be similar in content to the first stakeholder meeting; it will introduce the current project, present information, and receive public questions and comments. This meeting will include a PowerPoint presentation and an opportunity for questions and answers. The presentation, comments/questions, and responses will be recorded, and the recording and a written summary will be posted on the project website.
- The second public meeting will include a presentation on the full range of project alternatives, including plan views, cross sections, graphic simulations, and other design information. The presentation will provide a comparative analysis of engineering advantages and disadvantages, information on environmental factors, and input from the first stakeholder and public meetings.
- The third meeting will be a combined stakeholder and public meeting to present the findings and recommendations of the Study Team.

3.3.1 Publicity and Meeting Notices

For the purposes of this project, publicity is defined as the dissemination of information for public use by means that are typically free of charge. The consultant team will support and encourage publicity about the project, in consultation with the Village. It is assumed that the Village will issue press releases about the project through the “Agency”, its public information and marketing contractor.

Notification of the public involvement meetings will also be achieved through the following:

- Notice/newsletter sent via mail/email to stakeholders, businesses, and property owners.
- Advertisements in the *Ruidoso News* newspaper.
- Announcements on the project website.
- Outreach through the Village’s website, Facebook page, and YouTube channel.

The meeting notices/newsletters will have the following format and content:

- Identification of the sponsoring agencies.
- Purpose of the meeting in relation to the overall project.
- Meeting date, location, and time.
- Information needed to access the meeting virtually.
- Map showing the project area.
- Information on how the public can participate in the project and provide input.
- Contact number for further information and assistance.

3.3.2 Meeting Presentations

All public involvement meetings will utilize the following:

- Presentations and displays that are informative and easy to understand.
- A means to collect attendee contact information via sign-in sheets, returned comment forms and emails, and self-identification to register for virtual meetings.
- Information on how to submit comments, contact the project team, stay informed and involved in the project, and be added to the mailing list.

3.3.3 Meeting Documentation

Documentation of public input, newspaper clippings, and stakeholder comments will be maintained as part of the project record. A Public Involvement Summary will be prepared to capture all public outreach methods (e.g., mailers, advertisements, social media announcements, etc.) and to document public and stakeholder comments and questions. Questions and comments received from the public will be addressed and responded to as appropriate and will be incorporated into the project documentation.

4 Schedule

The schedule on the following page shows the current status of the public involvement process. Study Team meetings are shown on a bi-weekly basis. The timeframes for stakeholder and public meetings include preparation, rehearsal, and advertisement times, assumed to require two to three week before the meetings. The schedule is subject to ongoing review and revisions to accommodate project activities.

Public Involvement Plan Schedule

2025														
TASK	MAR		APR		MAY		JUNE		JULY		AUG		SEPT	
Study Team Meetings														
Public Involvement Plan														
1 st Stakeholder Meeting														
2 nd Stakeholder Meeting														
1 st Public Meeting														
2 nd Public Meeting														
3 rd Public Meeting														



WE ARE HERE

5 Other Coordination Activities

5.1 Agency Coordination

Village departments and elected representatives will be involved in the project through the Study Team and periodic briefings. Other local agencies, such as Lincoln County, are not expected to have an interest in the project, but may participate in the public involvement meetings. State and federal agencies, such as the New Mexico Historic Preservation Division and the U.S. Fish and Wildlife Service will be involved in the project through the environmental review process.

5.2 Property Owner Interviews

Property owner interviews will take place after the alternatives analysis and Scoping Report are completed and a preferred alternative is selected. Property owner interviews typically relate to specific design decisions affecting individual properties, such as curb-cut or driveway locations.



Appendix A: Lists of Potential Stakeholders

Upper Sudderth Revitalization Project Stakeholder Committee	
Robert Duncan, Upper Canyon Investment Properties	John Houghton, The Adobe Fine Art
Bradshaw Lambert, Dany Cabins	Tim Duckworth, Executive Director, Ruidoso Midtown Association
Mike Buechter, President Alto Mesa Builders	Josie Powell, President Josie's Framery

Preliminary List of Adjacent Businesses	
Martha's Fabric Shop 101 Vision Dr.	Pena's Place 2963 Sudderth Dr.
Upper Canyon Lodging Co 2959 Sudderth Dr.	Pine Needles Gift and Decor 2959 Sudderth Dr.
Anytime Fitness 2927 Sudderth Dr.	Casitas Café 2919 Sudderth Dr.
Josie's Framery 2917 Sudderth Dr.	Torino's 2913 Sudderth Dr.
Farmers Insurance 2911 Sudderth Dr.	The Adobe Fine Art 2905, 2907, 2909 Sudderth Dr.
Vacant 2901 Sudderth Dr.	Tina's Café 2825 Sudderth Dr.
Cabinet & Stone 2825 Sudderth Dr.	T-Mobile 2825 Sudderth Dr., Ste E
Liam Griffin Law Office 2825 Sudderth Dr., Suite D	Mossy Oak Properties, Real Estate Agency 2825 Sudderth Dr.
Advanced Hearing Care 2825 Sudderth Dr., Ste H	First American Bank 2825 Sudderth Dr., Suite I
Residences 2939, 2937, 2935 Sudderth Dr.	Good Life Senior Living and Memory Care 100 Vision Dr.
Hair & Nail Salon Shawntell 2910-2916 Sudderth Dr.	Vacant 2906 Sudderth Dr.
Vickie Peebles DC 2902 Sudderth Dr.	Vacant 128 Mechem Dr.
The Ranchers Steak and Seafood Restaurant 2823 Sudderth Dr.	Allsup's Convenience Store 2820 Sudderth Dr.

Preliminary List of Property Owners	
Sterling Management Co. of NM, LLC Po Box 1278, Ruidoso, NM 88355	Porphuropolis Trust 101 Vision Dr., Ruidoso NM 88345
Pena, James W. 2963 Sudderth Dr. Door 13, Ruidoso, NM 88345	Canyon Cabins Ruidoso, Inc. 2959 Sudderth Dr., Ruidoso, NM 88345
Oso, LLC 137 N. Loop, Ruidoso, NM 88345	Doth, Mark 201 Oak Grove Pl., Ruidoso, NM 88345
Buechter, Michael M PO Box 1004 Alto, NM 88312	Morgan, Boyd 3001 Colcord Avenue, Waco, TX 76707
Chang, Nana H PO Box 2581 Ruidoso NM 88355	Houghton, John C 2905 Sudderth Dr., Ruidoso NM 88345
Obsidian Investments, LLC 2664 S Old Church Rd., Campe Verde, AZ 88322	Sparks, Wyatt 2907 1/2 Sudderth Dr., Ruidoso, NM 88345
Martinez Trust PO Box 7908, Ruidoso, NM 88355	Trurealestate, LLC 5005 Lawrence Dr. SE, Los Lunas, NM 87031
Jenkins, James Michael 104 Aspen Circle, Ruidoso, NM 88345	Gomez, Gwen 886 Supreme Ct., Las Cruces, NM 88007
Village Of Ruidoso 313 Cree Meadows Drive, Ruidoso, NM 88345	Eckerdt Trust PO Box 767, Ruidoso Downs, NM 88346
Caswell, Chonito T 136 Lower Terrace, Ruidoso, NM 88345	Cheng, Glen 2911 Sudderth Dr., Ruidoso, NM 88345
Elizondo, George H PO Box 1533, Alamogordo, NM 88310	Marbob Energy Corporation PO Box 400, Ruidoso, NM 88355
Fletcher, Wayne R; Trustee 1240 Sandy Hills Drive, West Covina, CA 91791	BW Gas & Convenience Retail, LLC 138 Conant Street, Beverly, MA 01915