

Turquoise Trail Corridor Management Plan Version 2.0

3.0 Public Participation Plan



Stakeholders at work at a Scenic Byway Advisory Council Meeting

From the beginning of the scenic byway projects, the Turquoise Trail Association (TTA), a NM nonprofit corporation with a 501(c)(6) exemption, has been interested and concerned about gaining input from the public and grassroots organizations about the Turquoise Trail National Scenic Byway. Even though the TTA does not have power or authority to regulate or enforce public participation, it has made many attempts to provide the public with information about the corridor management planning process, and opportunities for people to give their input. The biggest obstacle the Association has tried to overcome is resident apathy and it is even more prominent during this 2005-2006 review cycle. A list of activities for 1999-2000 is in CMP version 1.0. The following is a list of current activities aimed at increasing public participation:

- Four Public SBAC meetings in 2005
- Two informal SBAC meetings annually
- Four paid advertisements in local newspapers announcing meetings in 2005
- Updated web site for information and public input

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The Turquoise Trail NSB is one of several scenic byway projects in the state of New Mexico that are administered by a private organization. While more public awareness has taken place over the past five years, it has not translated into more participation. In fact, individual stakeholder participation at publicly announced and advertised meetings in 2005 was a small fraction of attendance at the 1999 meetings. We do not expect this to change. We have seen an increase in the use of the byway for marketing purposes by private corporations, primarily in the development of the area and those activities have increased awareness, but not participation.

The TTA understands that local government officials need to recognize that this group has the credibility of representing the public's viewpoints. The groups listed below represent some of the government and not for profit stakeholders of the byway.

3.1 EXISTING PARTICIPATION

Previously, the Turquoise Trail Association has taken the lead in planning and implementing scenic byway grant projects. Due to membership constraints the TTA has not done so since 2002. Currently the TTA's policy is to support other partners in that effort. The TTA has made concerted efforts to develop partnerships with the following organizations:

- U.S.D.A. Forest Service - Cibola National Forest, Sandia Ranger District
- New Mexico Department of Transportation
- New Mexico Tourism Department
- Bernalillo County
- Sandoval County
- Santa Fe County
- Village of Tijeras
- Village of Edgewood
- Tourism Association of New Mexico
- Turquoise Trail Preservation Trust
- Cerrillos Hills Historic Park Coalition
- Albuquerque Convention and Visitors Bureau
- Route 66 Association
- San Marcos Association
- East Mountain Chamber of Commerce
- East Mountain Historic Society
- East Mountain Neighborhood Coalition

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- Sierra Vista Homeowner's Association
- Madrid Cultural Projects
- Madrid Landowners Association
- Archeology Conservancy

3.2 ONGOING PARTICIPATION

The goal of the SBAC has been to ask for public comment. SBAC uses comments and other sources of information to update the corridor management plan. This CMP version 2.0 is an update based on new information acquired over the past five years.

3.3 PROJECT APPROVAL POLICY

- Any group interested in the Turquoise Trail National Scenic Byway may submit a grant project to the Council for approval.
- Due to limited resources, the SBAC may or may not review the project.
- Should a project be approved by the SBAC, the minutes of the SBAC meeting would record that approval.

3.4 PARTICIPATION GOALS

A. Ensure that the SBAC continues to represent beliefs and opinions of the stakeholders of the Turquoise Trail National Scenic Byway.

3.5 PARTICIPATION OBJECTIVES

A. Ensure that stakeholders can participate, if they so desire.

3.6 PARTICIPATION STRATEGIES

- A1. Continue to develop and publish press releases.
- A2. Involve local government staff and those interested in participation in byway activities.
- A3. Invite all that request it, to be invited to byway meetings, and include them on mailing lists.