

Summary of August 2024 Outreach Events

Overview

Over a three-day period from August 15 through August 17, 2024, the project team engaged in a series of stakeholder and outreach events throughout Doña Ana County. Outreach focused on spreading awareness about the project and identifying locations with perceived safety issues and included both formal open-house meetings and informal pop-up events. Community members were informed of the plan purpose and were encouraged to provide feedback on locations where they feel unsafe driving, walking, or biking by placing color-coded stickers on maps or by participating in the online interactive map. Staff who were fluent in English and Spanish were present at all outreach events.

Advertising and Marketing

The schedule of outreach was publicized extensively in coordination with the County, stakeholders, and local venues. In addition to social media posts and distribution of paper flyers events (image below), an eNewsletter was sent out via IQ which linked to the outreach event schedule. On August 8, network television announced the plan and featured a listing of outreach events on their news page.

The project team and County staff distributed a bilingual flyer (see image below) detailing the project's goals and offering ways to participate, including through a QR code to an interactive map of the study area. Announcements about the outreach events were also made through direct outreach to Stakeholder Steering Committee members and interested advocates and community members.

Figure 1: Project Overview Flyer (*Left*) and Outreach Events Promotional Flyer (*Right*)



Information and Desired Input

Project team members displayed bilingual boards (see Figure 2 through Figure 5 at the end of this document) at both the formal open house meetings and pop-up events that provided an overview of the project and solicited input on location specific safety concerns. Display boards included:

- **Project overview** – Plan background, purpose, goals, and timeline
- **Safety countermeasures** – Potential design interventions that could be applied as part of roadway safety improvements
- **Roadway safety concerns input map** – County Road network map where participants could indicate locations in which they felt unsafe biking, walking, or driving.
- **High Injury Network** – Locations experiencing high rates of severe and fatal injury crashes

In addition, more detailed zoomed-in maps were provided for communities so residents could more easily identify problematic intersections and corridors and provide granular information on safety perceptions.

Events

Thursday, August 15, 2024

Women's Intercultural Resource Center, Anthony

The project team leveraged a previously planned potluck to provide a Spanish-language presentation and ask attendees to identify locations where they feel unsafe, why they feel unsafe in that location, and how they're traveling when they feel unsafe (e.g., walking or driving). Frequent comments (provided on index cards) included concerns about speeding and reckless driving, disregard of traffic laws, poor road conditions, insufficient lighting, and generally feeling unsafe walking or driving, especially on 4th Street near the Elementary School.

Doña Ana County Office Building

A formal open house event took place in the foyer of the County Office Building and attracted a combination of community members who came specifically to the event, individuals who came to the County office building to conduct other business, and County staff who learned about the event and provided input during their breaks. The project team heard a wide range of issues across the entire county; common themes included a desire for additional lighting and locations where people observe excessive speed.



Doña Ana Community College, East Mesa Campus

The project team set up boards at the Student Commons inside the Student Resource Center at the DACC East Mesa Campus. Attendees included the District 4 Commissioner from Susana Chaparro and staffer Susie Cordero. In addition, District 4 candidate Stacie Durham attended and provided input on road safety in the area, including concerns about bicycle hit and runs on Motel Boulevard, people walking in the street and crossing midblock along Picacho Avenue, careless drivers along Highway 70 from Sonoma Ranch to Butterfield who cross over the center median, and speeding along the road from Alamogordo to Las Cruces, particularly along the curves and downhill stretches.



Other attendees noted that the speedbumps along Parker are too low to be effective, incidents of drag racing along Carver, and many crashes near DACC on Sonoma Ranch. There was also interest expressed in an off-street bicycle path from Mesilla to Hatch along the orchards. Though DACC had not yet started for the semester, the project team was able to reach out to and interact with a number of students looking to register for classes and obtain financial aid. In addition, a Boy Scout working on a merit badge attended specifically to learn about the Safety Action Plan.

Friday, August 16, 2024

Doña Ana Community Center, Doña Ana

The pop-up event at the Doña Ana Community Center was scheduled to coincide with a regular senior lunch event. In addition to the three dozen attendees of the lunch, several community members came specifically to the community center to meet with project team staff and provide comments. Project team members gave an informal presentation in both English and Spanish to lunch attendees and received input from numerous community members who would not otherwise have known about the project.

The most common source of concern was Thorpe Road (NM 320), including around the intersection with El Camino Real Rd where there are high numbers of turning movements in the commercial area near I-25 and along the western portion of the corridor where observed speeds are high, but the roadway is narrow. Other concerns included the lack of infrastructure for bicycling along Doña Ana Road and the general lack of pedestrian facilities in the area.

Mesilla Plaza, Mesilla



The project team set up a pop-up table at the Mesilla Farmers and Crafts Market at the historic plaza. While many of the people who visited the Farmer's Market were tourists and unfamiliar with the area, some people who visited the table had seen the flyer and came to the plaza specifically to seek out information on the Safety Action Plan and provide input about unsafe roadway conditions. Stated concerns included safety on NM 28 due to numerous crashes and reckless driving along the corridor, especially at the intersection with Snow Road. Suggestions included the installation of rumble strips and stop signs with flashing lights. Other comments included general concerns about speeding and reckless driving, running red lights, and stop sign disobedience. Comments included the lack of bike lanes along Dripping Springs Road and dangerous conditions for bicycles along Calle de Norte/Snow Road and along Motel Boulevard. In addition, people who stopped by volunteered to take flyers and post them in their neighborhood centers to inform and get additional feedback.

Thomas Branigan Library, Las Cruces

The project team set up display boards and maps on the second-floor foyer at the Thomas Branigan Library for a formal open house event. A bicycle safety advocate shared concerns about unsafe cycling conditions on roads throughout the county and expressed hope for more protected bikeways and other cycling infrastructure improvements. There was interest expressed in putting a bike path in the median along Sonoma Ranch and Lohman Avenue and approval of the multi-use trail along Picacho Avenue. Another attendee expressed concern that the grading/sloping of residential driveways throughout the county was a safety issue. One attendee noted that there were generally poor conditions on roads throughout the county and the need for more "Children at Play" road signs. This event, perhaps due to its second-floor location, attracted few passersby, but the project team was able to share project information with a few families attending class in a nearby library classroom.

Saturday, August 17, 2024

Village Market, Hatch



The project team held a pop-up event near the entrance to a prominent grocery store in Hatch to interact with community members about regular activities. Interactions took place primarily with community members, including residents of nearby unincorporated communities as well as agricultural workers who were new to the area and working in chile production. Frequent comments included a lack of places to walk, particularly in surrounding communities such as Salem and Placitas, the high level of heavy truck traffic through the center of the community, and speeding near the Hatch public schools along Herrera Road

9:00am Ardovino's Market, Sunland Park



Passersby at a pop-up table at Ardovino's Desert Crossing Farmer's Market noted safety concerns about the sharp curve on Dyer Street near Chaparral, confusing patterns along roads in the Mesilla area, and intersections throughout Sunland Park where the pavement markers disappear or change across the intersection, such as the intersection near the mall. One attendee expressed interest in more bike lanes, including along NM 28 to Mesilla. While many of the people passing by commented that they were from El Paso and unfamiliar with Doña Ana County roads, some took flyers and expressed interest in visiting the project website.

Tuesday, August 20, 2024

Doña Ana Community College, East Mesa Campus

Interactions at a pop-up table at the Academic Resources Building took place primarily with community members, including residents of nearby communities. Frequent comments and data included feeling unsafe driving in Radium Springs, Mesquite, Vado and areas near Snow Road and Thorpe Road. Other attendees indicated feeling unsafe on a bike in Mesquite, Vado and Anthony, with general areas for feeling unsafe noted in Mesilla and Downtown Las Cruces. One attendee stated they feel unsafe traveling by any mode in the Picacho Hills Community near Fairacres.

Table 1: Community Outreach Events Summary Table

Event Date	Time	Venue Name	Community	Estimated # of Participations
Open House Meetings				
Thursday, 8/15	3:30-7pm	Doña County Office Building	Las Cruces	30
Thursday, 8/15	4-6pm	East Mesa Doña Ana Community College	Las Cruces	10
Friday. 8/16	3-5pm	Thomas Branigan Library	Las Cruces	5-10
Tuesday, 8/20	4-6pm	East Mesa Doña Ana Community College	Las Cruces	10
Pop-up Event				
Thursday, 8/15	11:30am-1pm	Women's Intercultural Resource Center	Anthony	40
Friday, 8/16	10am - 12pm	Doña Ana Community Center	Dona Ana	10-15
Friday, 8/16	11am - 2pm	Mesilla Plaza	Mesilla	25
Saturday, 8/17	9am-12pm	Ardovino's Market	Sunland Park	15
Saturday, 8/17	9am-12pm	Village Market	Hatch	15

Figure 2: Project Overview Display Board

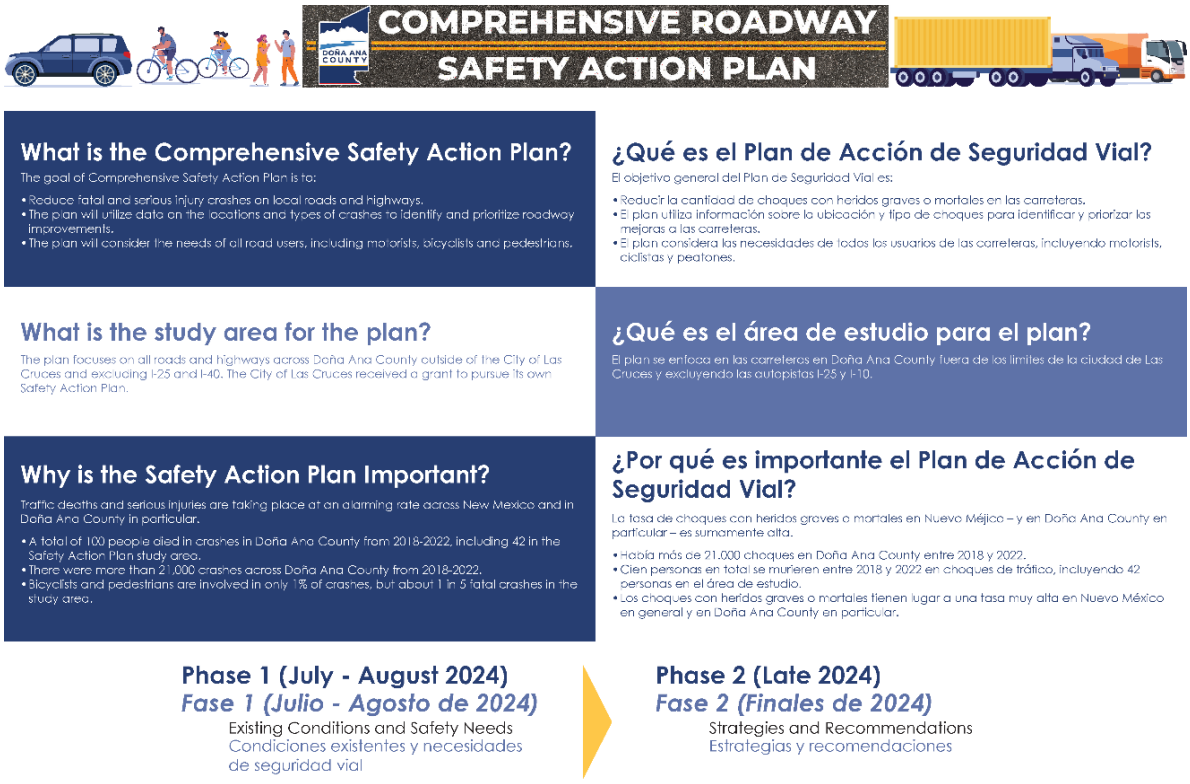


Figure 3: Safety Countermeasures Informational Board



Figure 4: Roadway Safety Concerns Input Board

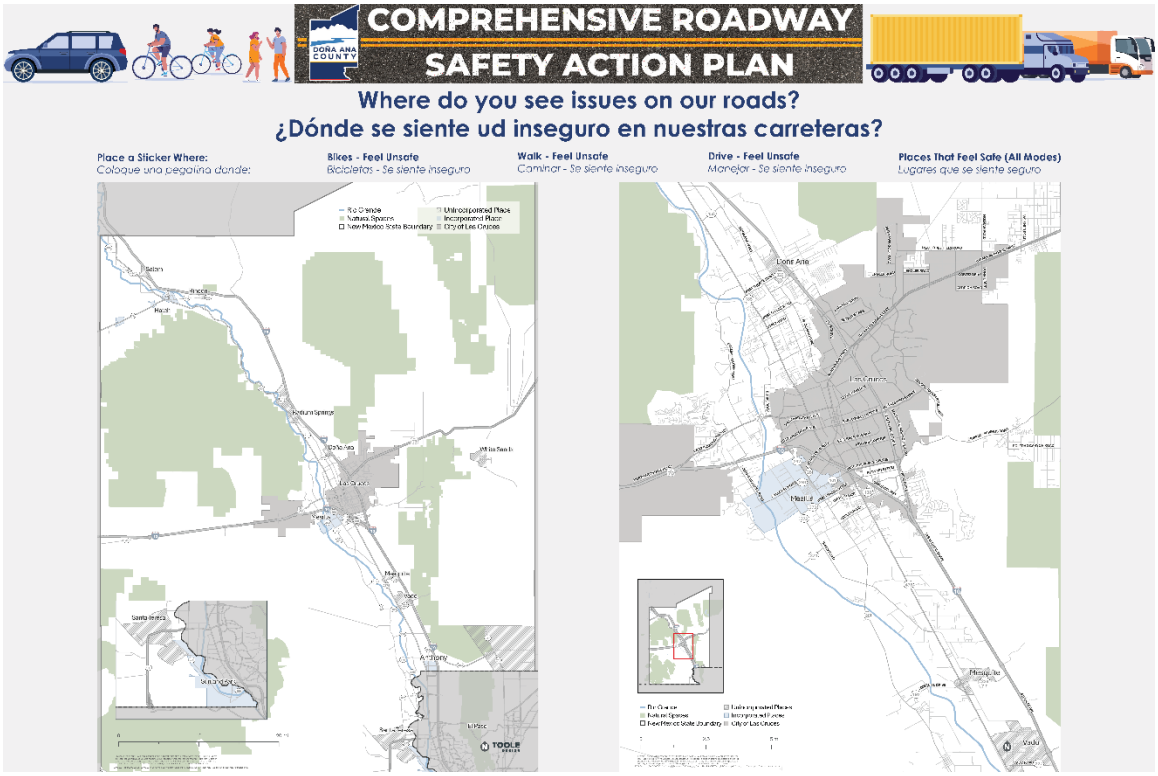


Figure 5: High Injury Network Informational Board

