

**Recommendation to the
Los Alamos County Council
from the Community Development Advisory Board**

Recommendation: The Community Development Advisory Board recommends that the Los Alamos County Council approve a proposed communications and outreach effort undertaken by CDAB in coordination with the Community Development Division and LAC Public Information Office to educate and inform the community on property maintenance requirements and issues in conjunction with the rewrite of Chapters 18 and 16 of the Los Alamos County Code.

Background: As stated in Article XV of Chapter 8 of the County Code, CDAB functions, responsibilities and duties include

1. Recommend ways to involve and educate the community on property maintenance issues
2. Gather public input for improving the County's property maintenance and code enforcement activities

CDAB envisions a months-long messaging campaign, developed by CDAB in coordination with LAC PIO and executed by CDAB in coordination with CDD and PIO, to better educate the community on property maintenance issues, enhance community awareness of the rewrite of Chapter 18 (and portions of Chapter 16 relevant to CDAB areas of responsibility), and gather public input on these topics (in coordination with consultant hired by LAC to lead Chapter 16 rewrite).

CDAB has mapped out a series of topical areas for brief articles that will be posted to the CDD website and then amplified by LAC PIO. CDAB intends that the tone and content of the messaging will be appropriate for positive engagement with the community. CDD and LAC PIO will have control over dissemination of the articles, which will provide a check on the messaging to ensure that the appropriate tone has been achieved.

CDAB members will undertake writing the articles and work with CDD staff and LAC PIO to post and further disseminate the information. Avenues for dissemination beyond the CDD website include the County Line newsletter, County-led social media accounts, links to other local social media groups (e.g. Keep it Local, Next Door, others), local news media, and, as deemed appropriate, paid advertising (from existing PIO or CDD budgets).

Action: CDAB respectfully requests that LA County Council approve this recommendation so we can begin our planned communication and outreach with the public.

Planned topics for messaging

A series of informational posts to start as early as July and continue through December with one or two posts per week. Between 24 and 48 total posts will be generated.

Outline of planned topics of communication

1. Introduction to CDAB and members. Recruitment pitch.
2. Establish fact that communities regulate property maintenance (a fraction of LA population believes it should not be regulated). Reference/link to CDAB compilation of ordinances from NM and AZ communities.
3. Describe CDD function and structure. Reference Chapter 18 (and 16, currently under rewrite).
4. Introduce Chapter 18 rewrite. Reference consultant and planned/probable path for community input.
5. Present stats from the previous year. Inform community of predominant issues identified and neighborhood stats. Describe level of enforcement in terms of numbers.
6. Let's talk about weeds. Challenge in defining. C. Valdez presentation, formal list of noxious weeds. Overwintering.
7. Educate on what an obstructed pathway looks like (generic images only; no property identification). Educate on where property owner's responsibility ends/doesn't end. Rules on leaving free stuff curbside.
8. Resource on who to call if you have questions, how to engage with CDD or CDAB.
9. Resources available for those who need assistance with a property maintenance issues.
10. Public safety is the driver.
 - a. Defensible space; LAFD availability for inspections.
 - b. Brush/grass and rodents.
 - c. Appliances — refrigerators outside.
 - d. Cars on sidewalks.
11. Process by which CDD enforcement efforts unfold. Friendly letter (and origin). Usual resolution of issues. Proceed to notice of violation. Use CDD stats.
12. Outdoor storage. Materials generated during home remodeling, other home projects.
13. Outdoor furniture — couches, tables, shelving etc. What can/can't you have in yard? In carports?
14. Differences among neighborhoods — how to manage?
15. Inoperable vehicles. Definition. Backyard vs. side yard vs. front yard. Stats regarding this issue.
16. Filing a complaint. What's the process? Can you maintain anonymity?
17. Stats — complaint-driven letters vs. enforcement generated letters.
18. More definitions. Sanitation. Public nuisance. Blight.
19. Sprinkled throughout this effort will be appeals for input. Will coordinate with consultant's outreach efforts.