

A Stadium and Its Roar

**How one school district addressed
opposition**



The APS West Side Sports Complex

The Facts

- **Approximately 7,000-seat football stadium**
- **Track**
- **Softball fields (future)**
- **Soccer field (future)**
- **City of Albuquerque to purchase 81 acres for park, soccer fields**



Emphasizing future needs





Click here to

Neighbors Challenge School Stadium

By Hailey Heinz / Journal Staff Writer on Thu, Aug 18, 2011



Click here to

Neighborhood Alliance: Reconsider Location

By Andrea Schoellkopf / Journal Staff Writer on Sat, May 7, 2011

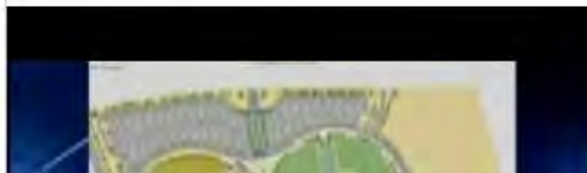


District's Plans for Stadium Criticized - ABQJournal

Mar 3, 2011 ... A former SunCal executive criticized a plan to build a new APS sports stadium at 98th and Ladera, saying that the neighborhoods weren't ...
www.abqjournal.com/west/032342404552west03-03-11.htm



Video Photo



Neighbor opposes planned APS stadium

Updated: Thursday, 01 Sep 2011, 10:35 AM MDT
Published: Monday, 22 Aug 2011, 10:18 AM MDT

Web Producer: Hawa Konte



Steps addressing rumors and fears

Presentations at community meetings included



- **Site plans**
- **Facts about area use**
- **Community input**



Results from community input

APS was open to input

- **Modification of site plans**
- **Communicating the change**
- **More community input**



Cyber Communication Efforts

- **APS district web site-**
 - <http://www.aps.edu/news/curious-about-the-west-side-stadium>
- **APS Facebook**

The screenshot shows the Facebook profile of Katherine Korte, APS District 2 School Board Representative. The profile includes a cover photo with a 'Vote Korte 4 Kids' sign, a profile picture, and a bio. The main content area shows a post from Katherine Shelley Korte dated August 29, 2011, with the text 'Hello everyone: Lots of news to share!' and a link to a document titled '1. District Goals: APS is updating the goals we want holding a series of public meetings to get your input efforts. But before you attend one of these meetin encourage you to look at this link and read the 43-p...'. The left sidebar shows navigation options like News Feed, Messages, and Events, and a list of groups including 'Katherine Korte, APS Di...'. The top navigation bar includes 'Home' and 'Profile' links.

The screenshot shows a Facebook post from a community page titled 'APS Stadium, Sports Complex and Schools Updates from a resident'. The post features a large photo of a stadium and a video player. The text of the post is partially obscured by a yellow callout box that reads 'APS Stadium, Sports Complex and Schools Updates from a resident'. Below the post, there are options to share via Post, Photo, Link, or Video, and a 'Write something...' text box. The page also shows a 'Wall' section with the same title and a 'Share:' button. The bottom of the page shows a '11' comment count.



Editorial: Keep APS Stadium Project on Track

By Albuquerque Journal Editorial Board on Thu, Sep 8, 2011



Albuquerque Public Schools should not let threats deter it from moving forward with its new West Side sports center.

Bernalillo County Sheriff Dan Houston, who lives near the project's 98th Street site, denies his threat to revoke APS police officers' arrest powers has anything to do with his opposition to the siting of the complex. But the timing of the statement by the man whose office commissions APS officers certainly is questionable as the "APS Recreation Center" moves through its final hoops.

The 7,000-seat stadium is the first phase of a complex that eventually will include a baseball field. Voters approved bonds for it in 2010, capital money that cannot be used for such as paying teachers' salaries.

The Tres Volcanes Neighborhood Association which represents the nearby area objects to the location, fearing increased noise, traffic and lights.

Though the \$40 million project has been on the APS master plan for years, it was only approved in February. The district has almost completed a deal to buy the former site for multifamily housing and retail. If APS doesn't build the center there, the current site would be developed by a developer or commercial retailer. APS contends such uses could have a major impact on the complex.

Another story that generated some heat was the story we did on the APS West Side Stadium



Neighbor opposes planned APS stadium - kqrq.com

To supplement this report I am linking various resources on the topic. The neighborhood associations are also key stakeholders on this issue.

Albuquerque Public Schools
Concern about the West Side Stadium?
Concept Plan 8-18-11
Latest See Plan just stadium 4-11-2011
Stadium Myths vs. Facts
Katherine Kuttel APS District 5 Council Board

Floyd E. Vasquez Jr.
krqe_vasquez

Comedians are angry with the way Jen Penure on the annual MDA telethon at <http://t.co/9A3R4ab>
3 days ago · reply · retweet · favorite

We are minutes away from KRQE New 5:30. Tune in now!!
3 days ago · reply · retweet · favorite

Newsplex busting with preparations for Telethon. <http://t.co/3HfGPK>
3 days ago · reply · retweet · favorite

Lobos linebacker Dallas Bollama led the taddies with 13. He is from tuletown...
3 days ago · reply · retweet · favorite

Lobos football team is much improved are the same.
3 days ago · reply · retweet · favorite

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APS works with the city

Communicated to residents that

- Stadium fits with City of Albuquerque plans
- Benefits of stadium

Saturday, April 09, 2011

Plenty of Space To Play

By Andrea Schoellkopf
Journal Staff Writer

Should the city buy 81 acres of West Side land to build a regional park next to a high school stadium?

The issue is expected to be included on a \$164 million bond question during the Oct. 4 city election, which has \$2.9 million included for a West Side regional park.

But while the residents of nearby Tres Volcanes neighborhood are steaming over the selection of the land at 98th and Ladera for a new Albuquerque Public Schools stadium, little has been said about the proposal for a city park.

The issue is scheduled for discussion Tuesday at the Metropolitan Park Advisory Board meeting.

City officials, including Councilors Ken Sanchez, Dan Lewis, Brad Winter and Mayor Richard Berry, said the regional park would go nicely with the APS athletic complex in trying to negotiate the purchase with the developer, Sanchez said.

"This will be the premier park of Albuquerque," Sanchez said. "It will be the envy of the entire city. ... As much as the controversy exists, I see people in the neighborhood being able to walk to the track and work out and going to the regional park and go play or practice soccer."



Lights, Crime, Traffic



Combination of tools is vital

What worked best for APS were

- **Community meetings**
- **District web site and Facebook**
- **Weekly email updates to the district's residents**
- **Formation of a citizens' committee and monthly meetings**
- **Continuing discussions with residents**
- **Working with city and/or state leaders on big projects**



Lessons learned

Qualified success and communication continues

- **Opposing rhetoric minimized, but some critics remain**
- **Opponents turned into supporters**
- **Communication continues to address ongoing concerns**
- **Realization that some opposition remains constant**



Thank You!

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For more information, visit www.aps.edu

email Board Member Kathy Korte

kathy_korte@q.com



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