

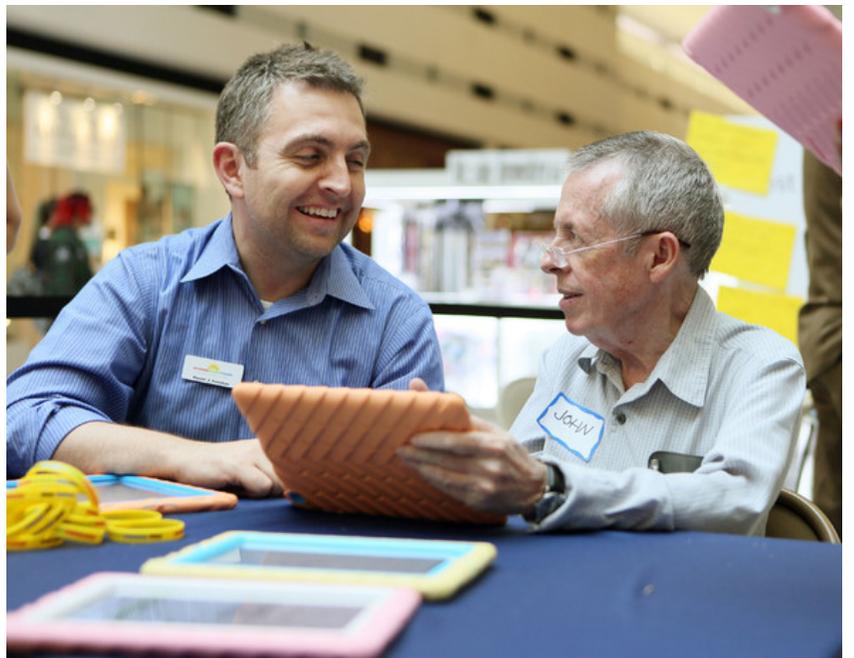


SOUTHERN NEVADA STRONG



outreach process
for developing
THE SOUTHERN NEVADA STRONG REGIONAL PLAN
executive summary

DECEMBER 2014





outreach process for developing THE SOUTHERN NEVADA STRONG REGIONAL PLAN executive summary

table of contents

INTRODUCTION	1
KEY PARTICIPANT GROUPS AND THE PUBLIC ENGAGEMENT PLAN	3
A. Project Team And Partners	3
B. Public Engagement Plan.....	4
OUTREACH PARTICIPATION AND RESULTS	7
A. Participation and Results	7
B. Participation: By the Numbers.....	7
OUTREACH ACTIVITIES AND METHODOLOGY	11
A. Ongoing Outreach Activities.....	11
B. Phase I Outreach Activities	12
C. Phase II Outreach Activities	14
D. Phase III Outreach Activities	17
CONCLUSION.....	23



**Boulder Highway
will be great
when...**

WHEN IT HAS
LOTS OF FUN
THINGS TO DO.

WHEN WE ADD MORE
MASS TRANSIT MODES,

Want the area
safer. No truck park
on Bradent

TRANSIT
OPPORTUNITIES
&
VIBRANCY

there are grocery
stores to shop in

bike

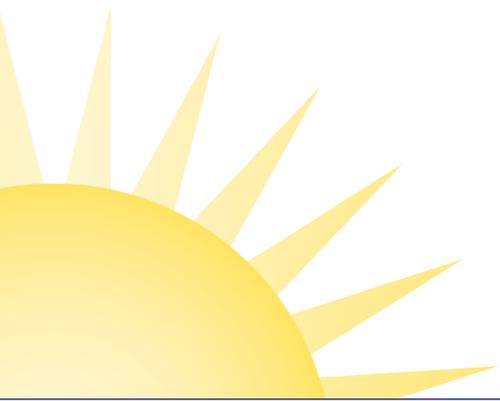
Safer and
Bike
Paths

paths
exist

when there are more
good restaurants

Closer
shopping
for
groceries

- It has a Splash Pad, Park
that is handicap accessible and
lots of trees & walking paths
- There is a lite rail running from
freemant st dam boulder hwy



introduction

Southern Nevada Strong (SNS) is a collaborative regional planning effort funded by a \$3.5 million Sustainable Communities grant from the U.S. Department of Housing and Urban Development (HUD). SNS seeks to build a foundation for long-term economic success and community livelihood by better integrating reliable transportation, housing, and job opportunities throughout Southern Nevada.

The SNS planning process placed an extraordinary emphasis on community engagement to ensure broad, representative participation in determining a vision for the future and the goals and strategies needed to get there. Outreach methods included both traditional and innovative approaches, and most activities were also conducted in Spanish

to ensure participation by Spanish speaking community members. Activities were conducted between October 2012 and June 2014.

The SNS process began with in-depth research and analysis of current conditions, and then moved into the outreach phase, engaging local community, business and political leaders, and residents from across the valley to weigh-in on the future of the region. The end product of the process is a Regional Plan that highlights implementation strategies and priority projects to create the foundation for a strong and stable regional economy.

Through the outreach process, community members had very thorough participation in shaping the Regional Plan. Overall, there were more than 6,000 individual inputs during the three phases of public outreach. The process also yielded substantial feedback on the draft Regional Plan.

I THINK IT'S AN AMAZING OPPORTUNITY TO REVITALIZE EXISTING COMMUNITIES... I AM REALLY IMPRESSED WITH SOUTHERN NEVADA STRONG'S GRASSROOTS EFFORT... THANK YOU FOR TAKING TIME TO GATHER THE COMMUNITY'S INPUT."

— SOUTHERN NEVADA STRONG PARTICIPANT





key participant groups and the public engagement plan

A. PROJECT TEAM AND PARTNERS

Southern Nevada Regional Planning Coalition

The City of Henderson staffed this project on behalf of the Southern Nevada Regional Planning Coalition (SNRPC). The project team represented the interests of the entire region, and worked with representatives from local governments and agencies throughout the valley. The final plan will be subject to adoption by the SNRPC and all member agencies involved in implementation.

Consortium Committee

The project is leveraged by resources and in-kind matching funds from 13 regional partners. In addition to SNRPC, the Consortium Partners include: the Cities of Henderson, Las Vegas, North Las Vegas, and Boulder City; Clark County; the Regional Transportation Commission (RTC); University of Nevada,

Las Vegas (UNLV); Southern Nevada Regional Housing Authority (SNRHA); Southern Nevada Water Authority (SNWA); Clark County School District (CCSD); Southern Nevada Health District (SNHD); and the Conservation District of Southern Nevada (CDSN). A Consortium Committee, composed of Consortium Partner representatives, oversees the development of the development of the SNS Regional Plan and supporting activities, and acts as a key decision maker. All meetings of the Consortium Committee and SNRPC Board are open to the public.

Task Groups

The Consortium Committee is further supported by six Task Groups focusing on particular areas and incorporating public input into the process. The Task Groups comprise subject matter experts, representing public,





in-person meetings, briefings and one-on-one communications.

B. PUBLIC ENGAGEMENT PLAN

The purpose of the Public Engagement Plan (PEP) was to: identify the range of stakeholders and interested parties to provide input into the Regional Plan; describe methods that ensure broad participation, access to and influence in the process; identify the timing and sequence of activities; and establish a set of performance measures to evaluate the effectiveness of the process. The PEP was developed in collaboration with the SNS Project team by MIG, Inc., a planning, design and communications firm headquartered in Berkeley, California.



non-profit and private sectors, in the six topic areas identified for in-depth planning and analysis: Economic Development and Education, Environment, Healthy Communities, Housing, Public Engagement and Equity, and Transportation.

Professional Stakeholders and Agency Representatives

In addition to Consortium Committee and Task Group members, other professional stakeholders, representatives of community-based and advocacy organizations, and governmental and agency representatives were included in the process and their expertise sought through a variety of methods, including interviews,

The PEP was developed to encompass a range of tools to reach diverse audiences. Methods were designed to “meet people where they are,” making it easy, convenient, and fun for people to participate. This included scheduling engagement activities

at varying times and in ADA- and transit-accessible venues, and providing refreshments and childcare or children's activities where appropriate. Process tools were designed to achieve three objectives: (1) outreach—raise awareness, get people interested and publicize opportunities; (2) educate about key issues and challenges and provide facts that help people make informed decisions; and (3) engage—not only obtaining input in the short term, but fostering long-term civic engagement and dialogue, and increasing the community's capacity to influence public policy.

Targeted Outreach

In addition to stakeholders and the general public, the outreach process sought to engage a full range of stakeholder groups, including a focus on seeking out and considering the viewpoints of low-income and Spanish-speaking populations. Reaching these community members was very important to the process, since more than 30% of the population self-identifies as Hispanic and about one-third of

the population makes \$35,000/year or less. Low-income and minority groups are often the most impacted by planning decisions and the SNS process was designed to ensure their needs would be identified and addressed. SNS team members Ramirez Group, Purdue Marion & Associates, and Sumnu Marketing assisted with targeted outreach. Engagement activities were tailored to match local and cultural preferences to the greatest extent possible. Outreach efforts were designed to reach participants that mirrored the demographics of the region or census area in which they took place, and participant data was routinely collected to assess how well an ethnically diverse population of residents was being reached and on what issues their perspective may differ from the broader public. Most outreach events and materials were designed to reach an audience whose primary language is Spanish and included translated materials (both in print and online) and interpreters or bilingual staff.

PEP Focus Groups

In December 2012 the SNS team planned and hosted a series of focus group sessions with local community members to get their feedback regarding effective ways to reach and engage the public in the development of the Regional Plan. The focus groups were designed to test specific messages and to identify the best methods to reach and engage the Las Vegas Valley population. The results were used to inform the PEP. Four focus groups were held – three in English and one in Spanish. Focus group applicants, recruited through a Craigslist ad and collaborations with local community organizations, were screened and asked a series of questions regarding their demographic characteristics, residence and employment status to ensure that the groups had a diverse mix of participants. Participants were offered a stipend payment of \$40 for their time and thoughtful feedback, and refreshments were provided.





outreach participation and results

A. PARTICIPATION AND RESULTS

As intended in the PEP, community members from throughout the region participated in the outreach activities. Demographic questions included in all surveys and data collected at outreach events help to validate that participation by specific ethnic categories was proportional to the region’s population.

Community and stakeholder input received through Phases I and II of the outreach process, which took place from October 2012 through October 2013, informed the vision, goals and strategies outlined in the Regional Plan. Phase 3 of the process, taking place between November 2013 and June 2014, served to confirm and validate these conclusions.

Participants in the outreach process provided feedback on a wide variety of subjects, including:

- Issues of greatest concern to the community
- What they value in the community
- Challenges and opportunities in transportation, housing, economic development, environment, etc. near where they live and generally in the region
- What they like best about living in the region
- What they would like to see changed or improved
- Priority areas to be considered as “Opportunity Sites” for redevelopment and reinvestment and specific challenges, opportunities, concerns and possibilities in those areas
- Priorities for topics to be addressed in the Regional Plan
- Visual preferences for various community features

- Feedback on the draft Regional Plan

Key findings from the outreach activities are described in detail in separate documents, the Phase I, II and III SNS Outreach Summary Reports.

B. PARTICIPATION: BY THE NUMBERS

Since individual community members typically participated in a number of different outreach activities, many on numerous occasions, participation over the three phases of the outreach process can best be summarized in terms of total individual inputs per method. Overall, approximately 70,000 individual inputs were received, as follows:

OUTREACH PARTICIPATION BY THE NUMBERS

OUTREACH ACTIVITY	APPROXIMATE NUMBER OF INPUTS
 SNS Kick off and Summit events	400
 QuickTap surveys (Phase I)	850
 Online survey (Phases II and III)	5,000
 Statistically Valid Phone Survey	1,000
 Spanish-speaking intercept surveys at local events (Phase II)	1,000
 Telephone Town Hall	5,000 (English and Spanish)
 Facebook and Twitter	900
 Open Houses and Visual Preference Surveys	550
 Focus groups	150
 Interviews with residents and community leaders	150
 Task Group member inputs	680
 Consortium Committee meeting inputs	150
 Dynamic Documents review tool	80
 Phase 3 Targeted Spanish Outreach	750 surveys
 Capacity Building Events	400
 E-blast Communication	2,600 subscribers
 Targeted Mailers	8,000+ households
 Targeted Flyer distribution	40,000+ households
 Public Relations Impressions	Numerous



SOUTHERN NEVADA STRONG
OUR VALLEY. OUR VISION. OUR FUTURE.

The Maryland
Parkway Corridor
will be great
when...

Arreglen las
Calle!

ORGAN
JEWELERS

SAVE
UP TO
50%
OFF



GIFT CARD GIVEAWAY
Take our survey for a chance to win a \$50 Albany's Gift Card!

City of Albany



outreach activities and methodology

The outreach process utilized a wide variety of tools, including a dedicated project website; social media (Facebook and Twitter); press releases and media placements; email blasts and e-newsletters; comments submitted online; stakeholder interviews; statistically valid telephone surveys; a telephone town hall; online and iPad surveys; survey kiosks strategically placed throughout the region in low-income/low-access areas; community open houses; targeted and inclusive resident focus groups; tabling at public events; outreach toolkits; visual preference and priority-setting exercises; an urban ethnographic research partnership with UNLV; and capacity-building events.

A. ONGOING OUTREACH ACTIVITIES

Media Placements

Through ongoing press releases and active communications with local and regional media, the SNS outreach process received ample and frequent press coverage. Media sources that covered the process included the Las Vegas Review-Journal, Las Vegas Sun, El Tiempo, Channel 8 News Now, and Telemundo TV. The project also received national attention in such venues as the Smart Growth America website.

Capacity-Building Events

The process included a number of events and trainings intended to build internal staff skills and capacity at the agency level, as well as increase community members' understanding of the issues involved and how the Regional Plan can move



forward. MIG, Inc. provided staff facilitation training for SNRPC and other agency staff in support of large workshops. Additionally, presentations by outside experts, coordinated by SNS and a variety of community partners, focused on case studies and successful solutions from similar communities facing the same issues. These included in-house presentations to SNS staff, events open to the community, and the SNS Summit held in February 2014. Subjects included:

- Innovative design, land use and transit-oriented development (TOD) for community development of opportunity sites
- How placemaking and TODs can spur economic development
- Case studies on cross-sector initiatives to revitalize challenged districts in other cities
- The crucial role of education in community development and working together to improve college and career-readiness for the region's students
- Approaching economic development through coordinating planning at the regional level
- How public sector decisions

can link economic growth with socioeconomic equity

B. PHASE I OUTREACH ACTIVITIES

The goal of Phase I outreach activities, conducted from October 2012 – June 2013, was to understand issues, concerns and general priorities for the Southern Nevada community. The outreach activities conducted included stakeholder interviews; the SNS Regional Kick-Off event; a random-sample telephone survey of residents; providing information and conducting surveys and map-based exercises at community events; email blasts and an e-newsletter; and an online survey.

Stakeholder Interviews

During October 2012 to December 2012, representatives from the SNS Project Team conducted interviews with a diverse group of stakeholders to begin a community-driven process to create a vision for the future of Southern Nevada. Interviews were conducted by members of the project team. Interviewees

included representatives from local city and county government, regional service agencies, charitable organizations, and the business, healthcare and higher educational communities. Participants were asked a standard set of questions regarding what they liked best about the region, what they hoped would change and be improved in the future, what they hoped would stay the same and their vision for the future of the area.

Southern Nevada Strong Regional Kick-Off

On February 8, 2013, the SNRPC hosted the Regional Kick-Off for the SNS project. More than 150 invited local leaders attended the event in downtown Las Vegas. It included an introduction to the project; a keynote presentation by Shelley Poticha, National Director, Office of Sustainable Housing and Communities at the U.S. Department of Housing and Urban Development (HUD); and a panel discussion and presentations by local and national experts on various relevant topics.

The regional Kick-Off is described in greater detail in a separate document, the Southern Nevada Strong Regional Kick-Off Summary Report.

Telephone Survey

Between March 2-12, 2013, project consultants completed a statistically-valid telephone survey with 943 randomly-sampled Southern Nevada residents that were representative of the region's demographics.

Telephone survey participants were asked questions regarding what they considered to be the issues of greatest concern to the community; what the important elements of the community are and their level of satisfaction with those elements; and a series of questions regarding what modes of transportation they use most frequently and their use of public transit.

Email Blasts

Periodic email blasts were sent out to familiarize community members with the project and promote opportunities to get involved. This

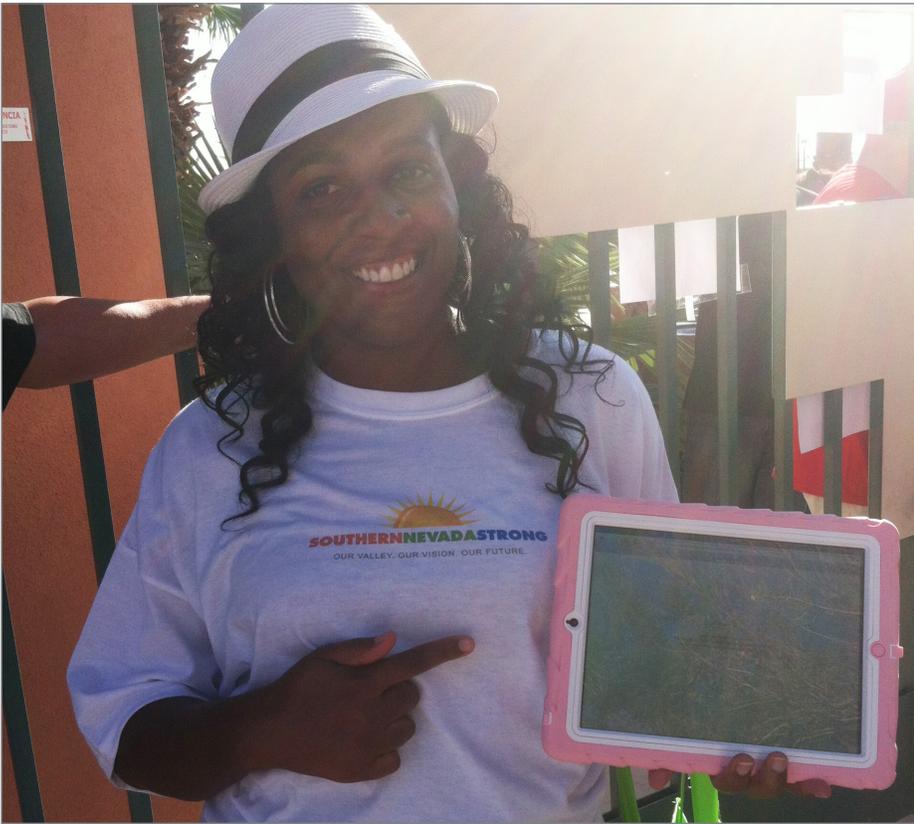


included an E-Newsletter sent in March 2013, which included an introduction to SNS, a write-up on the Regional Kick-Off, and information on community outreach and engagement activities to come, as well as a report on the results of SNS' first community outreach event. In order to compile the mailing list, SNS started with contact lists provided by the various partner agencies and Task Group members, then added to it as the outreach process continued.

Outreach Events

SNS project staff participated in a number of community events throughout the months of March through June 2013. At these

events, project team members staffed an SNS table/booth and/or conducted intercept surveys, depending on the nature of the event. Staff handed out fact sheets and SNS-branded materials (pens, wrist bands and tote bags); used iPads to conduct brief surveys; and, at events where space was available, also conducted a map-based exercise to ask people where they live and to identify the challenges/opportunities in transportation, housing, economic development, environment, etc. near where they live and generally in the region. Project staff also recorded verbal input given during discussion with participants. Comments pertained both to



general conditions in the region and to site-specific challenges and opportunities.

Online and iPad Surveys

Between February and May 2013, brief surveys were conducted with members of the public through two different methods. Participants had the option of taking the survey online, and SNS project team members also surveyed members of the public at outreach events using iPads with Quicktap software. The iPads offered respondents an opportunity to take the survey in either English or Spanish.

The questions on each version of the survey were slightly different, but both asked participants what they like best about living in the region; the most important issues facing Southern Nevada today; their desired future for the region; and a series of demographic questions, necessary to ensure broad, representative participation.

C. PHASE II OUTREACH ACTIVITIES

The goals of Phase II outreach activities, conducted from July to October 2013, were as follows:

- Gather stakeholder and community input on the Vision for the region; development types needed to better integrate housing, transportation and jobs; and priority areas to be considered for opportunity site analysis.
- Offer capacity building events to raise awareness about key issues and policy recommendations.
- Present to professional and community-based stakeholder groups and organizations to elevate awareness of the project and role of planning to strengthen economic competitiveness.

The outreach activities conducted included email blasts and the Summer 2013 e-newsletter; Open Houses and public outreach events; an online community outreach tool available at these events and also online; a land use and development visual preference survey administered at Open Houses; and an urban ethnographic research and capacity building project in partnership with UNLV.

Email Blasts and Summer 2013 E-Newsletter

During Phase II, SNS continued to send periodic email blasts to give updates and promote opportunities to participate, including a monthly drawing for a \$50 Target card giveaway provided as an incentive for completing the online survey. A second E-Newsletter was sent out in August 2013 and included information about the online community engagement survey launch and open houses. Links to the Existing Conditions Report, Public Engagement Plan, and other accomplishments, and an article about the UNLV

Urban Ethnographic Research Partnership were provided in the newsletter.

Open Houses

SNS hosted a series of 15 Community Open Houses between July and September 2013. At these events, attendees viewed a presentation on SNS and the Plan process, and participated in the Online Community Engagement Survey and Visual Preference Surveys. Each Open House included:

- Vision Statement voting
- iPad stations to review priorities for the Regional Plan and rank areas throughout the Valley that participants felt were best positioned to better connect transportation, housing, and job opportunities
- Photo preference surveys of land use and development choices for mixed use, residential, streetscapes, transit and community spaces
- Activities for children

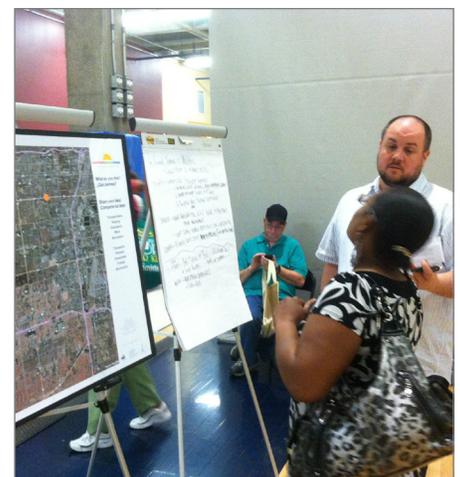
Public Outreach Events

In addition to the Open Houses, SNS conducted 20 iPad

events—five in English and fifteen in Spanish—and continued outreach efforts at more than 50 community events, meetings, speaking engagements and briefings with elected officials, reaching more than 2,500 local residents. SNS also continued to expand its reach on social media with 225 Facebook friends and nearly 300 Twitter followers.

Hispanic Outreach

SNS also conducted targeted outreach to the Hispanic community. Working with bilingual project staff and volunteers to gather input in Spanish and English from primarily Hispanic residents, SNS advertised the process and related community



events on Hispanic radio and in Spanish media; on Facebook and Twitter with posts from the project team and governmental officials; and with targeted email blasts to minority business contacts and participants in previous SNS-hosted Hispanic events. The team participated in outreach efforts at a variety of locations and events catering to the Hispanic community, including cultural fairs and festivals; swap meets; rallies; shopping and services catering to the community such as Hispanic groceries, beauty salons, local marketplaces and shopping malls; churches; and meetings of business, community or educational groups such as the Hispanic Student Union, Latin Chamber of Commerce, Latino Youth Leadership Alumni, the Clark County School District's Latino Town Hall and the College of Southern Nevada's Latino Student Mixer.

Online Community Engagement Survey and Results

From July 11 to October 14, 2013, a community survey was

made available through the SouthernNevadaStrong.org website, and on iPads at Open Houses and public outreach events. The online tool, called MetroQuest, asked respondents to rank the initial priorities to become "elements" or chapters of the Regional Plan, and to give input on opportunity sites within the region that are most ripe for commercial redevelopment, housing and transportation investments. The survey received over 2,500 responses.

The survey asked respondents to rank potential priorities for topics that would be addressed in the plan, including Environment, Housing, Transportation, Public Engagement & Equity, Economic Development & Education and Healthy Communities. Respondents were asked to review the priorities and choose their top priority, least priority and favorite among the options. Respondents could also suggest additional ideas or expand on what was provided. They were also asked to prioritize the proposed opportunity sites, and

the four top-ranked sites were chosen for more in-depth analysis during Phase III of outreach.

UNLV Urban Ethnographic Research Partnership

In June 2013, a sociology research team from Brown University conducted an ethnographic research training with a cross-disciplinary team of University of Las Vegas (UNLV) master- and Ph.D.-level students, led by Gianpaolo Baiocchi of New York University. Ethnographic research is a qualitative research method that emphasizes in-depth stakeholder interviews and careful listening to understand individual lived experiences. This is a common method of research in Sociology and Anthropology, allowing field observation, and the opportunity for students to build rapport with hard-to-reach audiences such as the homeless and other traditionally marginalized groups. SNS, in partnership with UNLV, asked researchers to interview grassroots community leaders in areas near the project's preliminary opportunity sites

to gain “on-the-ground” insight from community members. The research is meant as a strategy to go directly to the community to gather more detailed input than is typically feasible through formal surveying or public meetings. The students sought to learn what challenges and opportunities people living near the priority sites faced in the realms of transportation, quality and affordable housing, and job opportunities. This research supported the opportunity site analysis by shedding light on each community’s challenges in residents’ own words. The findings were also important to inform the scoping process for the opportunity site analysis, supported introduction of key policies in the Regional Plan, and provided a foundation to direct and support additional outreach to frame a vision that contemplates challenges faced by underrepresented members of the community.

D. PHASE III OUTREACH ACTIVITIES

The goals of Phase III outreach activities, conducted from February to June 2014, were as follows:

- Continue to educate the public about the SNS regional planning process and solicit input for the draft plan
- Gather stakeholder and community input including:
 - Preferred development types that will support the region’s ability to better connect housing, jobs and transportation;
- Factors that influence people’s ability to find desirable housing in the region;
- Improvements needed within four opportunity sites (areas to be considered for redevelopment and reinvestment);
- Review comments on the draft Regional Plan; and
- General comments on concerns that might be addressed through this process.





The outreach activities conducted included email blasts; a web-based visual preference survey and mapping exercise available online, at community events and at public kiosks; opportunity site workshops; a Telephone Town Hall; and focus groups.

Email Blasts

During Phase III, the SNS team continued to send out periodic email blasts to provide updates on project milestones and results and to promote opportunities for participation, including the online survey with monthly giveaways and the community workshops.

Online Community Engagement Survey and Results

From late February through May 2014, a second online community survey was made available through the SouthernNevadaStrong.org website, and on iPads at Open Houses and kiosks throughout the community. It included a visual preference survey on development types and a mapping exercise on opportunity sites. The survey was available online in English and Spanish and could be accessed at eleven kiosks at various locations throughout the region. iPads were provided at events and open houses.

The visual preference survey showed multiple styles of development for land uses including housing, job centers, parks and community, streetscapes and transportation, and asked respondents to indicate if they liked, disliked or were neutral on each.

The survey also asked participants to review the four opportunity sites: Boulder Highway at Gibson/ Broadbent; downtown North Las

Vegas; the Maryland Parkway Corridor; and the Las Vegas Medical District. The selection of these four sites was informed by the results of Phase 2 outreach and the communities where the sites were located received additional planning funds to conduct more in-depth analysis. Participants were asked to provide comments on one or more opportunity sites in the following categories: safety concerns, public transit improvements, parks and recreation, transportation, community services and other. Respondents could also use the mapping tool to place markers in locations where they would like to see these improvements.

The community survey also included optional demographic questions designed to help ensure that the process had broad, representative participation. Participants were asked to identify their age, gender and race or ethnicity.

Survey Kiosks

In order to broaden access to the survey, survey kiosks

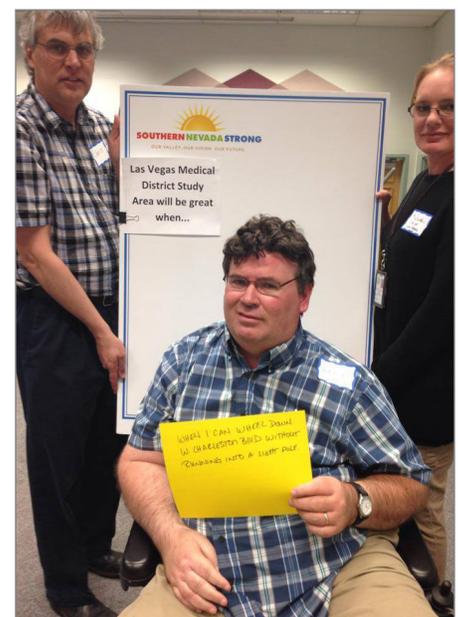
were placed strategically in targeted locations serving diverse communities, including sites convenient to low-income community members whose online access may be somewhat limited. These sites were as follows:

- Southern Nevada Housing Authority
- Cambridge Community Center
- North Las Vegas City Hall
- Clark County Government Center
- Sky View YMCA, North Las Vegas
- Bonneville Transit Center
- YMCA on North Durango
- Las Vegas Urban League WIC Office
- Henderson City Hall
- Galleria Mall, Henderson
- Valley View Recreation Center, Henderson
- The Center, Las Vegas

Opportunity Site Workshops

During May 2014, SNS, together with local municipalities and partner agencies, hosted workshops to seek public input on the site possibilities for each of the four opportunity sites. These workshops were

broadly publicized in both English and Spanish using a variety of methods, including newspaper listings, radio ads and interviews, postings on websites and social media, e-blasts, and postcards mailed to nearby households. Outreach was targeted to reach residents that would likely be most impacted by proposed changes in these four neighborhoods. The workshops were held in an open house format that allowed participants to move at their own pace through six stations while providing feedback and engaging in conversation with members of the project team.





At the open house stations, participants were oriented to the site and learned about the proposed goals for the project; reviewed statements summarizing the main themes of outreach conducted to date and indicated their level of agreement; evaluated imagery and concept drawings showing what the preliminary analysis indicated could likely succeed at the site; viewed maps which allowed them to comment on and identify aspects of each site such as assets, issues and opportunities in each area, important locations and also what they'd like to see added, and typical routes they use to get around; and were encouraged to provide their responses to the following statement: "(Opportunity Site)" will be great when..." The latter activity included the option

to post a photo of themselves and their comment on the SNS Facebook page or just have their comment included in a collage. They were also able to review informational materials on the overall project and complete the online survey on iPads, and reminded of the opportunity to provide feedback on the SNS draft Regional Plan.

Telephone Town Hall

On May 29, 2014, SNS hosted a Telephone Town Hall (TTH) designed to allow participants to receive information about the process and respond to polling questions using their telephone key pad. Two town halls were conducted: one in English and another in Spanish. SNS dialed out to approximately 20,000 low-income and Spanish speaking residents to participate in the call. Over 4,800 people participated in the call, with approximately 200 responding to the polls, and their responses to the telephone polling questions were consistent with many of the findings from other outreach sources.

Focus Groups

In June of 2014, seven focus groups were conducted to collect information for the Regional Analysis of Impediments (RAI). The RAI is a study that is required in any area that receives federal funding for subsidized housing and assesses whether people have the freedom to choose where they live solely based on their budget or if other factors limit their choices.

Focus group participants included representatives from low-income minority households, families with children, single female heads of household, persons with Limited English Proficiency (LEP), persons with disabilities, and community- and faith-based organizations that serve the above mentioned groups. The survey questions were adapted from materials provided by HUD. Participants were screened in advance to ensure participants were representative of the requested demographics. Participants were offered a stipend payment of \$40 for their time and thoughtful feedback, and refreshments were

provided. Through these focus groups, SNS gained valuable insight into the challenges that low-income and minority families face when they are looking for housing in the Southern Nevada Region.

Review Comments on Draft Regional Plan

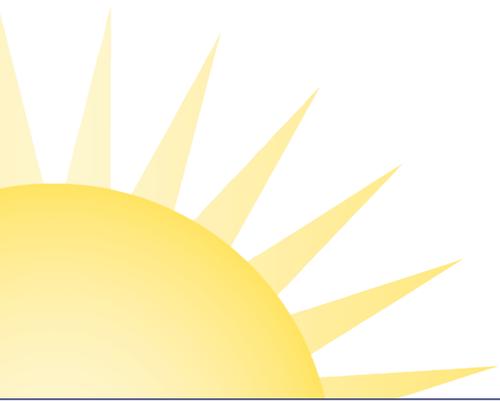
At all outreach activities throughout Phase 3, participants were reminded of the opportunity to review the draft Regional Plan,

available for online review as a dynamic document. A variety of methods for giving input were provided, including iPads available at workshops and outreach events, and emails directly to SNS. A total of 80 comments were received from a wide range of stakeholders and community members, including residents, agency representatives, local government officials and members of the Consortium Committee.



Las Vegas Medical
District Study
Area will be great
when...

- It is beautified w/ landscaping
- A fantastic healthy grocery store
ie. Trader Joe's or Whole Foods
- Bike paths
- Higher end / fine dining restaurants
- Cute, sunny breakfast restaurants
- Sandwich deli shops
- Upgrade curb appeal of current
businesses
- Cute boutique shops
- Oh! and a couple of great bars
or wine bars.
- maybe an outdoor theater!
- One stop non-profit shop!!!



conclusion

The SNS Team was highly successful in achieving its commitment to having an outreach process that achieved broad and representative participation. By “meeting people where they are” and creating multiple opportunities for low-income residents and Spanish speakers to participate, the SNS team brought the planning process to the community. Through SNS, many residents were introduced to the concept of public participation, and through sustained communications with participants the SNS process will encourage continued involvement in public decision making.

