NOTICE AND AGENDA OF
PUBLIC MEETING

SOUTHERN NEVADA STRONG
STEERING COMMITTEE

1:00 P.M. JULY 27, 2017

RTC/RFCD ADMINISTRATION BUILDING
600 S. GRAND CENTRAL PARKWAY
ROOM 108
LAS VEGAS, NV  89106
(702) 676-1500

This agenda with full backup is available at the Regional Transportation Commission Administration Building, 600 S. Grand Central Parkway, Las Vegas, Nevada; the Regional Transportation Commission’s website, http://www.rtcsnv.com; or by contacting Marin DuBois at (702) 676-1836.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED IN THE FOLLOWING LOCATIONS:

Clark County Government Center
500 S. Grand Central Pkwy.
Las Vegas, NV  89155

City of Henderson
Office of the City Clerk
240 Water Street
Henderson, NV 89015

CC Regional Justice Center
200 Lewis Ave.
Las Vegas, NV  89155

RTC
600 S. Grand Central Pkwy.
Las Vegas, NV  89106

RTC website
www.rtcsnv.com

Nevada Public Notice
https://notice.nv.gov

BY:________________________________________________________
Items 2 through 9 and 11 are items for possible action. Items 1, 10 and 12 are discussion items and no action can be taken. Please be advised that the Southern Nevada Strong Steering Committee has the discretion to take items on the agenda out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda any time.

1. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION

CONSENT AGENDA (ITEMS 2 THROUGH 4)
All items marked with asterisks (**) are considered by the Regional Transportation Commission of Southern Nevada Southern Nevada Strong Steering Committee (Committee) to be routine and may be acted upon in one motion. However, the Committee may discuss any consent item individually if requested by a Committee member or a citizen when the Consent Agenda is considered for approval.

2. APPROVAL OF MINUTES: Meeting of April 27, 2017 (FOR POSSIBLE ACTION)
3. RECEIVE AN INVITATION TO THE URBAN AGRICULTURE CONFERENCE FOR AUGUST 24, 2017 (FOR POSSIBLE ACTION)
4. ACCEPT THE FINAL REPORT OF THE REGIONAL GRANT STRATEGY FRAMEWORK (FOR POSSIBLE ACTION)

**END OF CONSENT AGENDA**

5. RECEIVE AN UPDATE ON THE SOUTHERN NEVADA STRONG ANNUAL SUMMIT (FOR POSSIBLE ACTION)
6. ACCEPT UPDATED PERFORMANCE INDICATORS AND PROVIDE FEEDBACK ON THE IMPLEMENTATION ACTIVITY GRAPHIC AND DASHBOARD (FOR POSSIBLE ACTION)
7. RECEIVE AN UPDATE ON THE PROGRESS OF THE SOUTHERN NEVADA STRONG COMMUNITY ENGAGEMENT PLAN (FOR POSSIBLE ACTION)
8. RECEIVE AN UPDATE ON THE PROGRESS OF THE REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA’S ON BOARD TRANSIT PLAN (FOR POSSIBLE ACTION)
9. RECEIVE AN UPDATE ON THE LEGISLATIVE SESSION RELEVANT TO SOUTHERN NEVADA STRONG INITIATIVES (FOR POSSIBLE ACTION)
10. RECEIVE REGIONAL UPDATES
11. DISCUSS FUTURE AGENDA ITEMS (FOR POSSIBLE ACTION)
12. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION
During the initial Citizens Participation, any citizen in the audience may address the Committee on an item featured on the agenda. During the final Citizens Participation, any citizens in the audience may address the Committee on matters within the Committee’s jurisdiction, but not necessarily featured on the agenda. No vote can be taken on a matter not listed on the posted agenda; however, the Committee can direct that the matter be placed on a future agenda.

Each citizen must be recognized by the Chair. The citizen is then asked to approach the microphone at the podium, to state his or her name, and to spell the last name for the record. The Chair may limit remarks to three minutes’ duration, if such remarks are disruptive to the meeting or not within the Committee’s jurisdiction.

The Regional Transportation Commission of Southern Nevada keeps the official record of all proceedings of the meeting. In order to maintain a complete and accurate record, copies of documents used during presentations should be submitted to the Recording Secretary.

The Regional Transportation Commission of Southern Nevada appreciates the time citizens devote to be involved in this important process.

| The Regional Transportation Commission of Southern Nevada Meeting Room and Conference Room are accessible to the disabled. Assistive listening devices are available for the hearing impaired. A sign language interpreter for the deaf will be made available with a forty-eight hour advance request to the Regional Transportation Commission of Southern Nevada offices. Phone: (702) 676-1500   TDD (702) 676-1834 |

Any action taken on these items is advisory to the Regional Transportation Commission.
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

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<th>Metropolitan Planning Organization</th>
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<th>Administration and Finance</th>
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<tr>
<td>SUBJECT:  CITIZENS PARTICIPATION</td>
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<td>PETITIONER: TINA QUIGLEY, GENERAL MANAGER</td>
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<td>REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA</td>
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<td>RECOMMENDATION BY PETITIONER:</td>
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<td>THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE CONDUCT A</td>
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<td>COMMENT PERIOD FOR CITIZENS PARTICIPATION</td>
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<td>GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY</td>
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FISCAL IMPACT:

None

BACKGROUND:

In accordance with State of Nevada Open Meeting Law, the Regional Transportation Commission of Southern Nevada (RTC) Southern Nevada Strong Steering Committee (Committee) shall invite interested persons to make comments. For the initial Citizens Participation, the public should address items on the current agenda. For the final Citizens Participation, interested persons may make comments on matters within the Committee’s jurisdiction, but not necessarily on the current agenda.

No action can be taken on any matter discussed under this item, although the Committee can direct that it be placed on a future agenda.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services

SNS Item #1
July 27, 2017
Non-Consent
MINUTES
SOUTHERN NEVADA STRONG STEERING COMMITTEE
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA
APRIL 27, 2017

These minutes are prepared in compliance with NRS 241.035. Text is in summarized rather than verbatim format. For complete contents, please refer to meeting recordings on file at the Regional Transportation Commission.

THIS MEETING WAS PROPERLY NOTICED AND POSTED
IN THE FOLLOWING LOCATIONS ON APRIL 20, 2017

Clark County Government Center  
City of Henderson  
CC Regional Justice Center  
RTC  
RTC Website
500 S. Grand Central Pkwy.  
Office of the City Clerk  
200 Lewis Ave.  
600 S. Grand Central Pkwy.  
www.rtcsnv.com
Las Vegas, NV  89155  
240 Water Street  
Las Vegas, NV  89155  
Las Vegas, NV  89106  
Nevada Public Notice
Joselyn Cousins, Federal Reserve Bank of San Francisco  
Stephanie Garcia-Vause, City of Henderson  
Charles Hank III, Las Vegas Metropolitan Police Department  
Jonas Peterson, Las Vegas Global Economic Alliance  
Robert Summerfield, City of Las Vegas (Alternate)  
Deborah Williams, Southern Nevada Health District (Alternate)

CALL TO ORDER
Commissioner Chris Giunchigliani, Chair, called the meeting to order at 1:08 p.m. in Meeting Room 108 of the Regional Transportation Commission of Southern Nevada Administration Building.

MEMBERS PRESENT:
Chris Giunchigliani, Chair, Southern Nevada Regional Planning Coalition  
Nancy Amundsen, Clark County (Alternate)  
Joselyn Cousins, Federal Reserve Bank of San Francisco  
Robert Fielden, Urban Land Institute  
Stephanie Garcia-Vause, City of Henderson  
Charles Hank III, Las Vegas Metropolitan Police Department  
Bob Morgan, United Way of Southern Nevada  
Cass Palmer, City of North Las Vegas (Alternate)  
Jonas Peterson, Las Vegas Global Economic Alliance  
Tina Quigley, Regional Transportation Commission of Southern Nevada  
Robert Summerfield, City of Las Vegas (Alternate)  
Deborah Williams, Southern Nevada Health District (Alternate)

MEMBERS ABSENT:
Debra March, Vice-Chair, Regional Transportation Commission of Southern Nevada  
Dwayne Alexander, Southern Nevada Regional Housing Authority  
David Fraser, City of Boulder City  
Shawn Gerstenberger, University of Nevada, Las Vegas  
Tracy Larkin-Thomason, Nevada Department of Transportation  
Kenneth MacDonald, Conservation District of Southern Nevada  
Doa Meade, Southern Nevada Water Authority  
Pat Skorkowsky, Clark County School District

RTC STAFF:
David Swallow, Senior Director of Engineering and Technology  
Angela Castro, Senior Director of Government Affairs and Media Relations and Marketing  
Rae Lathrop, Manager of Regional Planning  
Sue Christiansen, Manager of Government Affairs, Media Relations and Marketing  
Daniel Fazekas, Senior Regional Planner  
Monika Bertaki, Public Affairs Administrator  
Marin DuBois, Management Analyst  
Paul Gully, Management Analyst  
Amear Alhadidi, Office Assistant  
Miles Dickson, JABarrett Company
INTERESTED PARTIES CONTINUED:
Nancy Brune, Kenny Guinn Center for Policy Priorities
Jasmine Proulx, Las Vegas Global Economic Alliance
Michael Gordon, Las Vegas Global Economic Alliance
Deborah Reyes, Las Vegas Metropolitan Police Department

Item:
1. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION

Comments:
No comments were made.

Motion:
No motion was necessary.

Vote/Summary:
No vote was taken.

Item:
2. APPROVAL OF MINUTES: Meeting of January 26, 2017 (FOR POSSIBLE ACTION)

Comments:
No comments were made.

Motion:
Mr. Robert Fielden, Urban Land Institute, made a motion to approve the minutes.

Vote/Summary:
11 Ayes. 0 Nays. The motion carried.
Ayes: Chris Giunchigliani, Nancy Amundsen, Joselyn Cousins, Robert Fielden, Stephanie Garcia-Vause, Charles Hank III, Bob Morgan, Cass Palmer, Jonas Peterson, Robert Summerfield, Deborah Williams
Nays: None
Absent: Debra March, Dwayne Alexander, David Fraser, Shawn Gerstenberger, Tracy Larkin-Thomason, Kenneth MacDonald, Doa Meade, Pat Skorkowsky,

Item:
3. DISCUSS STRATEGIES TO ADVANCE IMPLEMENTATION OF TRANSIT ORIENTED DEVELOPMENT (FOR POSSIBLE ACTION)

Comments:
Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition (SNRPC), discussed strategies for advancing the implementation of Transit-Oriented Development (TOD). Following a detailed PowerPoint presentation [attached], Mr. Daniel Fazekas, Senior Regional Planner for the Regional Transportation Commission of Southern Nevada (RTC), provided a brief update on the status of TOD, and aimed to address the next steps for TOD. He explained what TOD entailed, highlighting that it was a tool for redevelopment and investment in mature neighborhoods and was designed to connect transit to desirable places to live and work. Furthermore, Mr. Fazekas continued, these goals were components of the Southern Nevada Strong (SNS) Regional Plan.

Mr. Fazekas recounted that SNS held two recent programs to increase local knowledge of TOD. The events included a roundtable in November 2016, and a second roundtable in January 2017, which focused on equitable TOD. He described how the discussion of TOD was facilitated by Dace West of Mile High Connects during the January 2017 event. He played a video for the SNS Steering Committee (Committee) that described the function of the Mile High Connects organization, and described how the video was sent out in the SNS newsletter. He said that survey data was gathered with mostly positive responses. He added that there was a marked interest in attending future events.
Broadly, Mr. Fazekas remarked that TOD was a major component of the SNS Regional Plan, and that information had been included in the meeting backup about SNS goals, objectives and strategies that, either directly or indirectly, related to creating TOD in Southern Nevada. However, he noted that despite the information that had been developed, SNS staff determined that it needed further guidance from local entities on how SNS should proceed towards TOD in 2017. He listed several options under consideration, including: additional workshops and programs on how to create TOD and guide policy; increased stakeholder outreach among planning commissions, neighborhood associations, and those who need to understand TOD; and formalizing components of TOD, including staff research and discussion about how to make TOD viable on both a regional and local level. He noted that while SNS staff can perform research and create community events, TOD relies on local jurisdictions and community partners. He stressed that the goal of this discussion was to allow members to provide input on how to guide SNS and enable these initiatives to move forward.

Chair Giunchigliani asked if the cooperative agreement among local jurisdictions with the SNRPC referred to TOD, noting that she had added verbiage, but that it was minimal and included in the master plan. Ms. Nancy Amundsen, Clark County, confirmed the language was present in Nevada Revised Statute (NRS) 278, but was unable to cite specific section. Chair Giunchigliani said that section should be used as guidance for future developments.

Ms. Amundsen stated that Clark County staff is also examining High-Capacity Transit (HCT) and how strategies for HCT could apply to TOD. She underscored the importance of HCT determining what corridors should look like before discussing TOD. She said the issues identified in HCT studies could provide valuable planning information such as what density is needed at transit stops to support TOD, noting that there were many issues at work for these developments. Ms. Amundsen reiterated that it might be more beneficial to have the other planning in place before moving towards TOD. Chair Giunchigliani asked if any jurisdictions had done specific work with TOD, but Committee members were unsure. Mr. Fazekas noted that the RTC is developing a HCT plan that examines corridors over the next 20-30 years, as well as plans for examining technology and autonomous vehicles. Ms. Amundsen stated that TOD is dependent on transit, and that the planners must understand ridership densities, types of uses, what will drive its adoption as it moves forward. Chair Giunchigliani echoed the importance of having policies in place to address these issues. Ms. Amundsen said the SNS Regional Plan contained many opportunities for local governments to look at these issues.

Ms. Stephanie Garcia-Vause, City of Henderson, observed that in order to advance TOD implementation, it was important for SNS to set the table for the developments to take place. She said it would be beneficial to have good communication with the public and change the perception of transit and the opportunities related to it. Ms. Garcia-Vause said that a developer may be interested and have the funding to move forward with a project, but the project fails due to community opposition. Once that occurs, she continued, other developers do not want to take the risk. She asked that SNS have those conversations with the community in order to help minimize the risk.

Mr. Robert Fielden, Urban Land Institute (ULI), commented that the ULI surveyed transportation in the Las Vegas Valley over the past five years, finding that these issues were interconnected. He said the starting place for TOD would be to look at dense inner city areas where employment opportunities exist, such as Maryland Parkway, Sahara Avenue, and Decatur Boulevard. He stated that these are some of the best places for the development. He also suggested examining where transit is now, including overall ridership, to help better understand it. These are the foundations of TOD, he continued. Ms. Amundsen stated that the HCT study should provide this density data, along with information about usage types. She commented on the need for better community mindsets surrounding the idea of TOD. Chair Giunchigliani
remarked that there was a lot of opposition to transitional housing, and agreed that there needed to be access to commercial services. She said these corridors could be assessed to determine what was needed in each, then speak to developers after to build it. Mr. Fielden stated that solutions depended on the definition of TOD. Densities, he said, are generally spread out across the Las Vegas Valley, with the exception of the resort corridor. He remarked on the importance of having a network to tie everything together.

Mr. Robert Summerfield, City of Las Vegas, asked what the outcome was of the potential for a pilot project through the United Stated Environmental Protection Agency (EPA) that had been discussed in the past. He recalled that there were some workshops that had happened to consider it. He noted that a pilot project was important to show people that improvements in this area are possible and would be successful. Mr. Fazekas replied that Mr. Summerfield was thinking of an EPA Technical Assistance grant SNS received that supported three workshops to examine TOD. These workshops specifically looked at infill development along Maryland Parkway. Then, Mr. Fazekas described several of the methods used to examine TOD opportunities along the corridor. He first referred to a review based on what other transit agencies were doing to support TOD, HCT, and light rail. Furthermore, he described a second meeting designed to bring together key stakeholders on Maryland Parkway, as well as a third meeting in the form of a developer’s roundtable.

Ms. Rae Lathrop, Manager of Regional Planning for the RTC, discussed the exploration and research into what catalytic projects look like. Continuing, she recounted that the specific intention of SNS was to examine how to put together a quality pilot project. She stated that the interest is in getting ideas and recommendations from the Committee on how to develop a project like this.

Chair Giunchigliani asked how the incoming projects would dictate a need for transit capacity. She described several of these considerations and restated the importance of developing this criteria both ongoing and future projects. She added that this process would be an important part of planning and deploying future projects. Ms. Lathrop noted that TOD would remain a priority for the SNS team and that this meeting made it clear that education should be a primary component moving forward.

Mr. Fielden related that a study was completed for Water Street in Henderson 10 years earlier. He said he could share the insights that resulted from the study.

Ms. Deb Williams, Southern Nevada Health District, said that for those not specifically in this sector, it would help to have a fact sheet or a list of talking points that explained the return on investment of these efforts and their relation to public health. Chair Giunchigliani added that the banking industry should also be informed, noting development advantages that had not yet been taken advantage of and stating that these would support employment and economic growth.

Ms. Joselyn Cousins, Federal Reserve Bank of San Francisco, spoke up to say that one of the big next steps would developing a community engagement plan, and stressed that it should remain a priority as comprehensive approaches to TOD rely on community engagement. She also pointed out the value of building the capacity of grassroots organizations in target communities. She said these groups give the community a voice on relevant issues, and stressed the importance of these strategies. Mr. Fazekas said he would bring an update on the process to the next SNS meeting.

**Motion:**
No motion was necessary.

**Vote/Summary:**
No vote was taken.
**Item:**

4. RECEIVE A PRESENTATION ON A REGIONAL GRANT STRATEGY FOR FEDERAL COMPETITIVENESS (FOR POSSIBLE ACTION)

**Comments:**

Following a detailed PowerPoint presentation [attached], Ms. Rae Lathrop, Manager of Regional Planning for the Regional Transportation Commission of Southern Nevada (RTC), explained that grant competitiveness is a complex, overarching goal. She updated the Southern Nevada Strong (SNS) Steering Committee (Committee) on the process, first noting that as a key administrator of the SNS Regional Plan, the RTC was tasked to examine the community as a whole and achieve success for everyone involved. She said this coordination was essential for a positive outcome. Ms. Lathrop described how SNS staff examined funding over the past few months, observing that Southern Nevada lagged behind in federal grant competitiveness. She shared how this issue is particularly important for nonprofits, which are heavily involved in the Regional Plan. From there, she introduced Mr. Bob Morgan, United Way of Southern Nevada, to discuss recent progress that had been made in this area.

Mr. Morgan referred to the goals of SNS, focusing on four in particular: quality employment, housing options, quality education, and transportation choices. He stated that understanding the resources involved in each of these was essential to the success of the Regional Plan. From there, Mr. Morgan described the importance of examining funding sources and taking a systematic approach to breaking down barriers to competing for federal revenue. SNS, he continued, partnered with United Way, the Kenny Guinn Center for Policy Priorities, the Nevada Community Foundation, and the State of Nevada (State) Grants Office in order to achieve this outcome.

Mr. Morgan introduced Mr. Miles Dickson, JABarrett Company, to provide more information on the grants process. Mr. Dickson briefly summarized the grants process and described his personal experience working with public entities on federal grants. He made specific note of the significance of grant funding and the complexity surrounding it. He explained that as a state, Nevada is the 49th in the country per capita for grant competitiveness and moving up just one spot would equate to an increase of $258 million each year. The State, he continued, has made an effort to recognize the issue and devise solutions. One of those efforts includes the Grants Office, which was created in 2011. The Grants Office obtained limited success with only four staff members. However, he stated that if the State’s recommended budget is approved, it would double the amount of money the State invests in the Grants Office. Mr. Dickson explained that this increased funding would support improvements to Information Technology (IT) infrastructure and produce new opportunities for reporting and evaluation.

Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition (SNRPC), asked if these IT solutions were custom built. Mr. Dickson replied that a company that could provide a license-based Cloud system to provide multiple user access rights was being implemented. He said this system would serve local governments as well as nonprofits over time. Chair Giunchigliani noted this sounded similar to the system being used for social services and wondered if there was any overlap in the systems. Mr. Dickson answered that there were many different solutions, noting specific examples in Arizona and Illinois that effectively used cloud-based systems. He said the State was making progress and as the State level improves, more downstream opportunities would be created. Chair Giunchigliani asked if each of the entities had a grant representative. Mr. Morgan replied it varied by entity.

Next, Mr. Morgan laid out how the partners arrived where they currently are. The partners discussed the issues with experts in the field, including a meeting with Mr. John Hudak of the Brookings Institute. He explained that a grant writing workshop occurred in November 2016 where community members were invited to discuss the opportunities and challenges of making the area more competitive. This analysis
became the foundation for a series of work sessions, which produced findings that were shared with over 70 community partners at an open house. Mr. Morgan said these ideas were validated by community leaders, most of whom agreed they were a step in the right direction.

Mr. Morgan reviewed the next steps in the process, emphasizing two particular goals: 1. Submit high-quality, competitive grant applications, and 2. Coordinate stakeholders to prioritize and secure federal grants. He went over the goals for the Committee, explaining that there are fewer grant writers per capita in Southern Nevada than others areas in the nation. He said that nonprofits need to begin recognizing opportunities and knowing where the federal dollars are.

Examining grant capacity, Mr. Morgan mentioned the lack of coordination among stakeholders. He stated that multiple groups are often competing for the same dollars. He stressed the importance of collaboration and communication. He added that the goal prioritized investments in existing community infrastructure. United Way, Mr. Morgan said, would continue to promote this work and would issue a press release soon. All of the co-hosts identified in the plan provided key areas to work on moving forward, including training for nonprofit community members and establishing better coalitions. He added that although the United Way does not do direct community work, it supports collaboration and multi-vendor solutions that contribute to community benefit. He then introduced Ms. Nancy Brune, Kenny Guinn Center for Policy Priorities (Guinn Center), to review its role in the process.

To begin, Ms. Brune described her background as a grant writer and the Guinn Center’s role in providing grant expertise. She felt that the SNS strategy is correct and will help grow the community, but added that the Guinn Center is not a service provider, instead offering a connective method for stakeholders to do what they need to do. She restated the two goals described by Mr. Morgan, and detailed three different capacities of how the Guinn Center will provide support for these goals. This includes: 1. Continue providing capacity building workshops for nonprofits; 2. Host free capacity building workshops for going over feedback models and evaluation models as required by federal grants; and 3. Data collection and analysis, and understanding how to access and manipulate data. She stressed the need for communication and collaboration when strategically leveraging existing resources for planning and programming.

Chair Giunchigliani asked who would be involved in the transportation component of these goals. Ms. Brune replied it was still being reviewed. Chair Giunchigliani noted that the school district is undergoing reorganization and discussed using federal dollars to pay for bus passes. Ms. Brune replied that that idea was a good example of the types of conversations that will be targeted in the workshops.

As far as the next steps for SNS, Ms. Brune discussed connecting the nonprofit and private sectors with state agencies and local governments. She explained that barriers to success with federal grants were due in part to not having relationships with state agencies due to geographic boundaries. To help facilitate communication and discussion, she said it was suggested to develop a program that routinely brings down state agency representatives. She also discussed methods for building partnerships with those involved and how they would bring the framework around to community members and different sectors. She then asked the individual agencies what could be done to help each of them foster these value-driving partnerships.

Mr. Robert Summerfield, City of Las Vegas, asked if opportunities had been identified for a clearing house or review stage. He noted this was the first time his department submitted grant proposals and it would be helpful to have someone review and provide feedback on the proposals. Ms. Lathrop replied that there are several professionals on staff with lots of experience working with grants. She noted that the Grants Office also offered a review process, and that staff could facilitate contact.
Mr. Fielden said he attended the workshop, but did not understand how the grant money trickles down to nonprofits. Mr. Morgan said that while it varied by situation, generally speaking federal dollars typically flowed through the state to municipalities and eventually go to nonprofits or those who apply. Chair Giunchigliani asked how entities determined which grants are worthwhile. Mr. Morgan replied that this was a tricky political issue, with many different opinions based on the grant and entity. Mr. Dickson added that nonprofits face particular challenges, as Nevada nonprofits tended to be the least capitalized and least funded in the country. He described how this financial famine created low participation in federal grants and low local government budgets. He explained that because of this, the real proposition was more about increasing the total amount of funding rather than simply becoming more competitive. Chair Giunchigliani noted there were many factors associated with nonprofit organizations and asked what bill number this was listed under. Mr. Dickson replied that it was Budget 1331, Nevada State Grants Office, and that it was listed under Senate Bill 98. He noted that the four positions in the Grants Office contributed $130 million over the past two years.

Ms. Deb Williams, Southern Nevada Health District (SNHD), noted that one third of the SNHD’s budget was grant funded. She said in 2010 through 2017, it had a series of grants that involved direct funding to the local governments and did not flow through the state. She said this series of grants required that a minimum of 75 percent of funding go to community partners, noting the value of this requirement. She said staff tracks outcomes to determine the effects of these grant funded studies, describing the statistically-significant improvements that were made. However, she said that these funding sources were ending, and as she understood it, there would soon be fewer grant funds. Because of this, she stressed the need to identify additional funding sources aside from federal grants. Mr. Morgan noted that drawing private national foundation money could be another good source of funding.

Chair Giunchigliani restated the strategies identified in these discussions, which included: grant capacity clearing houses, promote collaboration when appropriate, and training on grant writing.

Ms. Lathrop detailed that the report would be distributed next week. She noted it focused on the nonprofit sector for this go around, but that staff would be meeting with agencies and stakeholders to discuss its relevance to the public. Mr. Michael Gordon, Las Vegas Global Economic Alliance (LVGEA), stated the LVGEA’s commitment to supporting contact for specific indoor agriculture that would support these goals. Chair Giunchigliani thanked him and stressed the importance of multi-modal solutions for addressing financial issues.

**Motion:**
No motion was necessary.

**Vote/Summary:**
No vote was taken.

**Item:**
5. RECEIVE AN UPDATE ON THE SOUTHERN NEVADA STRONG ANNUAL SUMMIT (FOR POSSIBLE ACTION)

**Comments:**
Ms. Rae Lathrop, Manager of Regional Planning for the Regional Transportation Commission of Southern Nevada (RTC), announced that planning for the 2017 Southern Nevada Strong (SNS) Annual Summit was underway. She said this year’s Annual Summit would be focused on regionalism and there are speakers lined up who would address best practices for working across the community, both on the inter-sector and inter-jurisdiction levels. She mentioned staff is hoping to increase attendance this year, and that they were in the process of narrowing down a keynote speaker. Ms. Lathrop said invitations to the Annual Summit would be sent out by May 2017, noting that all SNS Steering Committee members
were invited to participate in the Annual Summit planning meetings if they desired.

Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, recommended staff include legislators to discussions after the summit in order to offer guidance on future legislation. Ms. Lathrop agreed.

Mr. Michael Gordon, Las Vegas Global Economic Alliance, asked which month the Annual Summit was planned for. Ms. Lathrop said it would likely be at the beginning of October 2017.

**Motion:**
No motion was necessary.

**Vote/Summary:**
No vote was taken.

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**Item:**
6. RECEIVE REGIONAL UPDATES

**Comments:**
No comments were made.

**Motion:**
No motion was necessary.

**Vote/Summary:**
No vote was taken.

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**Item:**
7. DISCUSS FUTURE AGENDA ITEMS (FOR POSSIBLE ACTION)

**Comments:**
Ms. Stephanie Garcia-Vause, City of Henderson, asked if the Community Engagement Plan would be completed soon. Ms. Rae Lathrop, Manager of Regional Planning for the Regional Transportation Commission of Southern Nevada (RTC), hoped to have a plan for the Southern Nevada Strong Steering Committee by July 2017.

Ms. Joselyn Cousins, Federal Reserve Bank of San Francisco, requested an update on any legislative matters that may impact the movement of Transit-Oriented Development.

Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, asked if there was a way to make sure the CEOs were informed about these conversations. Ms. Lathrop, Manager of Regional Planning for the Regional Transportation Commission of Southern Nevada (RTC), replied affirmatively.

Mr. Daniel Fazekas, Senior Regional Planner for the RTC, said the public outreach and community engagement components of the High Capacity Transit Plan would begin in the coming weeks. Chair Giunchigliani suggested that school principals should be informed on the various initiatives and issues as a way to inform the community and gain parent support.

**Motion:**
No motion was necessary.

**Vote/Summary:**
No vote was taken.

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**Item:**
8. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION

**Comments:**
No comment were made.
Motion:
No motion was necessary.

Vote/Summary:
No vote was taken.

ADJOURNMENT

The meeting adjourned at 2:29 p.m.

Respectfully submitted,

______________________________
Marin DuBois, Recording Secretary

______________________________
Marek Biernacinski, Transcription Secretary
DACE WEST EVENT SURVEY RESULTS

How likely are you to attend future events on transit-oriented development (TOD)?

- Moderately likely
- Very likely
- Extremely likely
SNS STEERING COMMITTEE DISCUSSION
WHAT ARE OUR NEXT STEPS IN TOD?

ADDITIONAL WORKSHOPS/PROGRAMS?
SNS STEERING COMMITTEE DISCUSSION

WHAT ARE OUR NEXT STEPS IN TOD?

ADDITIONAL WORKSHOPS/PROGRAMS?

ADDITIONAL STAKEHOLDERS?

FORMALIZE COMPONENTS OF TOD?

WHAT ARE OUR NEXT STEPS IN TOD?
Southern Nevada Strong

REGIONAL GRANT COMPETITIVENESS STRATEGY REPORT

Case for SNS taking the lead

318 strategies, 199 of them identify nonprofits as lead or support
SOUTHERN NEVADA STRONG OVERVIEW

It’s in the plan

GOAL 5: PROACTIVELY SEEK EXTERNAL FUNDING FOR PLAN IMPLEMENTATION.

Objective 5.1: Enhance efforts to pursue private and federal funding to increase competitiveness with other states and regions.

- Objective 5.1.1: Focus federal funding from the 2021 update and needs cur in other federal partners to determine new ways to support implementation of the Regional Plan.

- Objective 5.1.2: Work with organizations such as the federal government to increase federal funding for transportation and develop grants at all levels of government.

- Objective 5.1.3: Increase coordination and data sharing with state and local governments.

- Objective 5.1.4: Implement a strategy for data and federal funding.

- Objective 5.1.5: Develop strategies for data and federal funding.

- Objective 5.1.6: Enhance the accuracy, consistency, and access of data related to the Regional Plan.

- Objective 5.1.7: Establish partnerships with community leaders to increase understanding and support of the Regional Plan.
How do federal grants work?

- Federal
- State
- Local
- Nonprofit

Progress in Nevada
SOUTHERN NEVADA GRANTS STRATEGY

SWOTs

Extensive Discussions and Narrowing

DRAFT Strategy Framework

Participants list
WHAT'S NEXT

1. Submit high-quality, competitive federal grant applications

2. Coordinate stakeholders to prioritize and secure federal grants

Submit high-quality, competitive federal grant applications

- Nonprofits identify grant funding opportunities they are eligible for, and effectively evaluate whether the opportunity is a good fit for their organization and worth pursuing
- Nonprofits submit grant applications that are well-construction, well-written, and meet the requirements set by the specific grant opportunity
- Nonprofits effectively implement, manage, evaluate, report on, and close out grant awards
Coordinate stakeholders to prioritize and secure federal grants

- Nonprofits and government partners at the local, state, and federal levels work collaboratively to increase federal grant investment in Southern Nevada
- Nonprofits, includes those that are traditionally underrepresented, work together to build capacity and promote the importance of federal grants
- Nonprofit board members and donors support and prioritize efforts that build capacity and competitiveness in secure federal grants

What’s next?

United Way of Southern Nevada
What’s next?

Guinn Center
For Policy Priorities

What’s next?

Southern Nevada Strong

RTC
What’s next?

• What are your priorities is 2017-2019 that may need more funding?
• How can we work together to bring partnerships?
• Who do you need at the table to be successful?
REGIMENT TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

AGENDA ITEM

| Metropolitan Planning Organization | [ X ] | Transit | [ ] | Administration and Finance | [ ] |

SUBJECT: URBAN AGRICULTURE CONFERENCE

PETITIONER: TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN INVITATION TO THE URBAN AGRICULTURE CONFERENCE FOR AUGUST 24, 2017 (FOR POSSIBLE ACTION)

GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY

FISCAL IMPACT:
None

BACKGROUND:
Southern Nevada Strong will be a hosting partner for the Urban Agriculture and Food Sustainability Forum along with University of Nevada Cooperative Extension and the Southern Nevada Regional Planning Coalition. This forum will advance Southern Nevada Strong goals within Investing in Complete Communities specifically with food insecurity and sustainability of the community’s food system. This event will be held on August 24, 2017 at the Cooperative Extension. The backup provided includes the flyer for the event.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services
2017 Southern Nevada
Urban Agriculture and Food Sustainability Forum

The 2017 Urban Agriculture and Food Sustainability Forum will create a blueprint for urban agriculture policy and economic diversification to create an equitable and sustainable food system for southern Nevada. Dr. Wayne Roberts is a Canadian food policy analyst and writer leading in the field of innovative local and urban food systems.

For more information, contact Cooperative Extension - (702) 948-5942 - Email: braxton-calhounm@unce.unr.edu

PRESENTED BY THE FOLLOWING PARTNER ORGANIZATIONS:

Persons in need of special accommodations or assistance must call or notify Millicent Braxton - Office: (702) 948-5942 at least three days prior to the scheduled meeting. An EEO/AA Institution.
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

Metropolitan Planning Organization [ X] Transit [ ] Administration and Finance [ ]

SUBJECT: REGIONAL GRANT STRATEGY FRAMEWORK

PETITIONER: TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE ACCEPT THE FINAL REPORT OF THE REGIONAL GRANT STRATEGY FRAMEWORK (FOR POSSIBLE ACTION)

GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY

FISCAL IMPACT:
None

BACKGROUND:
The Southern Nevada Strong (SNS) Regional Plan identifies improving the region’s competitiveness for public funding within the Building Capacity for Implementation theme. Since September 2016, SNS staff has convened grant writers from over a dozen nonprofit organizations to build a framework for this work. The workgroup first identified existing organizational and systemic barriers and challenges to success in grant application, management and execution. The workgroup then developed recommendations and tactics for improvement that are explained in the draft report.

As a follow-up from the April 27, 2017 SNS Steering Committee meeting, SNS staff would like to share the final report, which is included as backup to this item.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services

SNS Item #4
July 27, 2017
Consent
IMPROVING SOUTHERN NEVADA NONPROFITS’ GRANT CAPACITY AND COMPETITIVENESS:

A STRATEGIC FRAMEWORK

May 2017
Acknowledgement

The substance and recommendations contained in this publication were made possible by the valuable contributions of time and talent from numerous organizations and their representatives. The Regional Transportation Commission of Southern Nevada, which serves as the administrator of Southern Nevada Strong, facilitated the process.

Project Leaders

Alma Spears, Boys and Girls Clubs of Southern Nevada
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Tim Doyle, Catholic Charities of Southern Nevada
Chip Carter, Communities in Schools
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Kelly Woods, Nevada HAND
Holly DeVore, Opportunity Village
Daniele Dreitzer, Rape Crisis Center
Jodi Tyson, Three Square
Beth Rubins, Vegas PBS
Shari Bridges, Volunteers in Medicine of Southern Nevada

Working Group

About Southern Nevada Strong

Southern Nevada Strong (SNS) is an ongoing, collaborative effort to create livable communities where residents have access to quality housing, education, employment, and transportation choices. Guided by the award-winning SNS Regional Plan, the region's first federally-recognized regional plan, the SNS Implementation Team, at the Regional Transportation Commission of Southern Nevada (RTC), educates, engages and empowers Southern Nevadans to help them achieve their vision for the region.

The Regional Plan is organized around four themes – Improve Economic Competitiveness and Education, Invest in Complete Communities, Increase Transportation Choice, and Building Capacity for Implementation – and includes a comprehensive implementation matrix that identifies goals, objectives and strategies for the region to pursue.
Executive Summary

For decades Nevada has been among the lowest performing states in terms of receiving federal grant funding (except for recent growth in Medicaid). During the past six years, however, the State has taken several critical steps to improve its capacity and competitiveness for federal grants, which has created a valuable, timely opportunity for Southern Nevada. Through improved collaboration and regional prioritization, Southern Nevada stands to increase its share of federal pass-through and direct grant awards. Local governments, public agencies, nonprofit organizations, and community groups are poised to both lead and support this work, especially with the growing regional coordination and awareness created through the Southern Nevada Strong (SNS) Regional Plan process.

In late 2016, SNS initiated an effort with area nonprofits and the State of Nevada’s Grant Office to develop a regionally-focused strategy for improving grant capacity and competitiveness. The effort culminated in a Strategic Framework that identifies strategies for (i) Southern Nevada nonprofits to consistently submit high-quality, competitive federal grant applications, and (ii) the region’s leaders and organizations to work together to prioritize and secure federal grants.

The Strategic Framework, which is presented in this report, is intended to help stakeholders throughout the region identify, implement, and monitor the actions needed to support nonprofit organizations as they improve their grant capacity and competitiveness for the benefit of all.
A PLAN TO IMPROVE GRANT CAPACITY AND COMPETITIVENESS

Federal Grants in Nevada

The federal government provides state and local governments with hundreds of billions of dollars in grants annually to fund a wide range of projects, programs, and services in areas such as community development, education, environmental protection, health care, job training, transportation, and social services. In fiscal year, 2014 the federal government disbursed approximately $589 billion in grants. Federal grants are so widespread that they account for approximately one-third of total state government funding and more than half of state government funding for health care and public assistance. Meanwhile, nonprofit 501(c)3 organizations receive nearly 10 percent of their revenue from federal grants; for nonprofits in health and human services, federal government funding (including contracts) soars to account for nearly two-thirds of total revenue.

HOW FEDERAL GRANTS MAKE THEIR WAY TO NONPROFITS

1. Federal grants awarded to state and passed through to nonprofits directly or through local governments and then to nonprofits.

2. Federal grants awarded to local governments and then passed through to nonprofits.

3. Federal grants awarded directly to nonprofits.

Despite their prevalence and significance, Nevada has long had some of the lowest per capita rates of competitive federal grant funding. During the past six years, however, Nevada has made many improvements to its grant procurement and management systems, which better position state and local governments, and nonprofits to increase their federal grant funding.

Working to increase federal grant funding is particularly compelling for the region’s nonprofit community, as Nevada’s nonprofits rank 50th in the nation for assets and revenue per capita. Increasing the flow of federal grants to the state will increase nonprofit funding and could fundamentally improve the nonprofit funding landscape with an influx of new dollars. Additional federal grant funding will also create opportunities for local governments and philanthropic donors to leverage their funding for greater impact and flexibility.

Developing a Regional Strategic Framework

During the development of the Southern Nevada Strong (SNS) Regional Plan, stakeholders identified the need for dedicated and consistent funding for implementation tasks that are unfunded or underfunded. To meet these funding needs, stakeholders agreed that in addition to developing local funding options, the region should proactively seek external funding for implementation, particularly by enhancing efforts to pursue private and federal funding. The key strategies identified for these efforts focused on increasing communication, coordination, and collaboration among nonprofit organizations, local governments, the State of Nevada’s Grant Office, higher education institutions, and community-based organizations.

While Regional Plan implementation is currently underway, low or nonexistent funding continues to be a barrier to many implementation tasks. These barriers are especially problematic for the region’s nonprofit organizations, as they often struggle to maintain funding levels. Working with and supporting nonprofit organizations to develop sustainable funding strategies must be a priority for the region, as they play a vital role in creating opportunity and enhancing
quality of life for Southern Nevadans, especially those who have been historically underrepresented and under-resourced. Nonprofit organizations are so critical to our region’s prosperity that they are named as responsible for leading or supporting roughly two-thirds of all implementation tasks identified in the Regional Plan.

Increasing the flow of federal grants to Southern Nevada can significantly increase the funding available for Regional Plan implementation. In many cases, the funding will ultimately make its way to nonprofit organizations. However, to increase federal grant funding, the region must first improve its capacity and competitiveness for federal grants. To identify specific capacity and competitiveness improvements needed and develop strategies for success, SNS staff partnered with the Guinn Center for Policy Priorities, Nevada Community Foundation, United Way of Southern Nevada, and State of Nevada’s Grant Office to form a working group of 15 nonprofit professionals and grant writers to provide expert input and direction.

Through six facilitated sessions, project participants conducted a SWOT (Strengths, Weakness, Opportunities, and Threats) analysis, identified primary barriers and opportunities, organized their findings into two primary themes, and developed a Strategic Framework that includes goals, objectives, strategies, tactics and next steps for implementation. The working group’s discussions focused on improvements needed at the organizational-level (i.e., what nonprofits can do) and at the community-level (i.e., what local and state governments, professional associations, community-based organizations and civic leaders can do), including:

**Organization-level Improvements Needed**

- More frequently identifying grant opportunities, especially by enrolling in grant announcement publications and exchanging information with fellow nonprofits and grant administrators at the local, state, and federal levels
- Standardizing internal review and decision-making processes to effectively determine if a specific grant is a good fit for the nonprofit and worth pursuing
- Proactively developing relationships with other nonprofits that can mature into mutually beneficial grant partnerships
- Expanding professional development opportunities for staff and enhancing information technology (e.g., grant management and reporting systems) to support grant program design and evaluation, budget development and management, and reporting
- Maintaining quality grant-ready documents, including case statements, financials, program descriptions, and program budgets
- Internally prioritizing federal grant capacity and competitiveness, and viewing federal grants as a major revenue source
- Making more long-term commitments to programs to create reliability in grant administration
Community-level Improvements Needed

- Ensuring that a diverse group of nonprofits, ranging in both size and service provision, are included and engaged in federal grant applications and awards
- Improving the quality and quantity of timely information about federal grant opportunities, awards, and impacts, especially through stakeholders more effectively sharing information with each other
- Engaging philanthropic donors to invest in professional development and additional grant staff positions for nonprofits as well as provide flexible funding for match requirements
- Increasing the regularity of nonprofit organizations partnering to apply for and administer federal grants
- Continuing to improve access to and consistent use of data
- Enhancing communication and coordination between the organization(s) involved at each level of the grant process (i.e., local government and public agencies, state government, federal government), especially in sub-award scenarios
- Maintaining a shared vision and set of priorities for the region and reporting on them so that organizations at every level of the grant process can more effectively coordinate actions

These two primary themes led participants to develop goal statements that described their desired outcomes, which anchor the Strategic Framework:

1. Southern Nevada nonprofits consistently submit high-quality, competitive federal grant applications.
2. Nonprofits, local governments, civic leaders, and policymakers work together to coordinate actions that prioritize and secure federal grants.

Input from the greater nonprofit community was captured before finalizing the Strategic Framework during an open house event held in early February 2017. Nearly 70 nonprofit professionals and stakeholders attended the open house to review and provide feedback on the findings and proposed recommendations.
Strategic Framework

The “Strategic Framework to Improve Southern Nevada Nonprofits’ Grant Capacity and Competitiveness” is intended to guide nonprofits’ approach and work with federal grants, including collaborating with each other, investing in professional development, prioritizing federal grant work, and working with private donors to leverage their contributions. Additionally, the Framework should be used to align and guide stakeholders across the region for shared success, educate community leaders and policymakers on actions needed for progress, and engage partners in higher education and state government to share in the work.

The Strategic Framework is organized around two goals, and includes objectives, strategies, and tactics and next steps for stakeholders, who, for the purposes of this framework, include:

- **Community-based organizations** – Organizations that work at the local level to improve quality of life for residents, but are not direct service providers
- **Nonprofits** – Organizations that are direct service providers
- **Professional associations** – Associations of nonprofit professionals
- **Philanthropic donors** – Individuals, families, foundations and corporations that make charitable gifts and grants
Southern Nevada nonprofits consistently submit high-quality, competitive federal grant applications.

Objective 1.1
Nonprofits identify grant funding opportunities they are eligible for and effectively evaluate whether the opportunity is a good fit for their organization and worth pursuing.

1.1 Nonprofits utilize existing resources (e.g., Nevada Grant Office, Grants.gov, Foundation Center Online, etc.) to identify grant opportunities.

1.2 Nonprofits and community-based organizations establish communication tools to promote grant opportunities and establish networks for potential partnerships.

1.3 Nonprofits, local and state governments, and community-based organizations work together to identify shared community priorities that grant funding can be used for.

1.4 Nonprofits develop and adopt a standard grant evaluation criterion and decision-making process to determine if a grant is a good fit for them, and worth pursuing.

1.5 Nonprofits develop and regularly update important grant documents, such as a strategic plan, a multiyear program plan, and a case statement, along with a list of current funding priorities.

The following tactics and next steps can be used to implement this objective and these strategies:

- Nonprofits subscribe to electronic databases and forums that promote grant opportunities, such as the one offered by the Nevada Grant Office.

- United Way of Southern Nevada and nonprofit professional associations highlight current and upcoming grant opportunities in their newsletters, meetings, etc., and provide opportunities for members to learn about grant opportunities and best practices.

- Southern Nevada Strong will convene nonprofits, governments, and civic leaders around shared grant opportunities and community priorities.

- The Nevada Grant Office will continue to share information on grant opportunities and potential collaborations through its email list and website.

- Nonprofits update their grant toolkit (e.g., case statement, financial information, program descriptions, etc.).
Objective 1.2
Nonprofits submit grant applications that are well-constructed, well-written, and meet the requirements set by the specific grant opportunity.

1.2.1 Nonprofits utilize existing resources and partners to review grant applications before submission.

1.2.2 Nonprofits and independent grant writers invest in professional development and training in areas like narrative writing, budget development, and program design.

1.2.3 Nonprofits utilize professional grant writers, when possible, including through cost-sharing contracts with fellow nonprofits.

1.2.4 Nonprofits identify and use quality data to the greatest extent possible.

1.2.5 Nonprofits, community-based organizations, and philanthropic donors work together to expand availability of cash and in-kind match funding that can be used to secure grants.

The following tactics and next steps can be used to implement this objective and these strategies:

• United Way of Southern Nevada and community-based organizations provide trainings and toolkits for budget development and program design.

• Community-based organizations provide philanthropic donors with information and insights on the need for capacity building and match funding.

• The Nevada Grant Office, community-based organizations, and professional associations publish grant writing resources and best practices.

• Professional associations create opportunities for peers to review each other’s grants.

• Nonprofits conduct internal reviews to determine their need for professional grant writing assistance.
Objective 1.3
Nonprofits effectively implement, manage, evaluate, report on, and close out grant awards.

1.3.1 Nonprofits strengthen program evaluation skills and develop evaluation tools by working with partners in the region’s colleges, universities and think tanks, and consulting existing online resources.

1.3.2 Nonprofits integrate program and finance staff into the grant development and reporting process to create shared expectations and responsibility across their organizations.

1.3.3 Community-based organizations provide trainings and toolkits for program and project management.

1.3.4 Nonprofits adopt, to the extent possible, best practices for communication and reporting with funders to ensure mutually successful grant awards and increase the likelihood of future funding.

The following tactics and next steps can be used to implement this objective and these strategies:

- The Nevada Grant Office, United Way of Southern Nevada, Guinn Center, community-based organizations and professional associations provide and promote program evaluation tools and best practices for tracking performance metrics.

- Nonprofit organizations establish relationships with partners in higher education who can assist in researching, reviewing and evaluating program design and reporting.

- Nonprofits establish internal cross-departmental teams responsible for successful grant implementation and reporting.

- Nonprofits adopt and implement procedures for communicating and reporting to funding organizations.
Goal 2

Nonprofits, local governments, civic leaders, and policymakers work together to coordinate actions that prioritize and secure federal grants.

Objective 2.1

Nonprofits and government partners at the local, state and federal levels work collaboratively to increase federal grant investment in Southern Nevada.

2.1.1 Community-based organizations develop and facilitate forums for nonprofits to meet and develop relationships with elected officials and staff in local, state, and federal government.

2.1.2 Nonprofits work with local and state government staff to identify grant opportunities, recruit partners, secure match funding, and craft competitive grant applications.

2.1.3 Nonprofits and elected officials at the local, state, and federal levels collaborate to identify grant opportunities and support competitive grant applications.

2.1.4 Nonprofits cultivate relationships with federal grant administrators.

2.1.5 Local and state government staff, working closely with nonprofits, regularly review and update the criteria and processes used to approve or endorse applications and/or partners for federal grants that require local or state government approval.

2.1.6 Grant awards and sub-awards within Nevada are tracked and reported so that stakeholders can understand the flow of federal grants, and stakeholders can communicate regarding specific awards.

2.1.7 Nonprofits and community-based organizations encourage clients, residents, and staff to apply for and otherwise participate in public boards and commissions as a way to be engaged in decision making.
The following tactics and next steps can be used to implement this objective and these strategies:

- Nonprofits identify the policymakers who represent them at the local, state and federal levels to establish relationships and communication.
- Nonprofits participate in policy discussions, including legislative sessions, when relevant to their mission and priorities.
- Southern Nevada Strong, United Way of Southern Nevada, and community-based organizations host forums to provide timely, accurate updates on federal grant budgets, future programs, and collaborations.
- The Nevada Grant Office implements a statewide grants management system that allows stakeholders at all levels to track grant awards.

**Objective 2.2**
Nonprofits, including those that are traditionally underrepresented, work together to build capacity and promote the importance of federal grants.

2.2.1 Community-based organizations develop and maintain a database of the region's nonprofits that is searchable by services, programs, populations served, etc.

2.2.2 Nonprofits share best practices and resources with each other to improve grant competitiveness.

2.2.3 Community-based organizations and nonprofits host issue-specific grant forums to communicate with relevant local, state, and federal government stakeholders about grant opportunities, community priorities, best practices, etc.

2.2.4 Community-based organizations and local and state governments proactively engage nonprofits that are often underrepresented in community efforts.

The following tactics and next steps can be used to implement this objective and these strategies:

- United Way of Southern Nevada, community-based organizations and nonprofits organize forums and electronic portals to receive and disseminate information.
- The Nevada Grant Office and community-based organizations develop and publicize a database of the region's nonprofits.
- Southern Nevada Strong and United Way of Southern Nevada convene funding partners and implementing organizations within issue areas to support the development of partnerships.
**Objective 2.3**  
Nonprofit board members and donors support and prioritize efforts that build capacity and competitiveness in securing federal grants.

2.3.1 Nonprofits and community-based organizations collaborate with board members and philanthropic donors to develop a shared vision and commitment to increasing federal grant funding and the actions it will take to do so.

2.3.2 Nonprofit board members, philanthropic donors, and professional organizations promote the positive impacts of increasing federal grant awards and utilization.

The following tactics and next steps can be used to implement this objective and these strategies:

- Community-based organizations develop and provide informational forums, fact sheets, and data to engage and educate stakeholders about federal grants.

**Next Steps**

Through improved collaboration and regional prioritization, there exists a real opportunity to build on the progress the State of Nevada has made to improve capacity and competitiveness for federal grants. Southern Nevada’s nonprofit organizations, working alongside community partners, stand to increase their share of federal pass-through and direct grant awards, better equipping them to meet the needs of the community, both today and as the region continues to grow.

A coordinated regional effort among local governments, public agencies, nonprofit organizations, foundations, higher education institutions, and community groups is critical to ensuring progress continues. During the coming year, project organizers and community partners will share resources, provide technical assistance, organize professional development trainings, and host educational workshops to further educate the community about the Strategic Framework and how it can successfully be implemented.
Follow us on Facebook
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Like us on Twitter
@SNVStrong

Want to know more about Southern Nevada Strong and what it means to your community?
Visit SouthernNevadaStrong.org

Want to hear more about our valley's success stories?
Sign-up for quarterly newsletters at SouthernNevadaStrong.org
SUBJECT: SOUTHERN NEVADA STRONG ANNUAL SUMMIT

PETITIONER: TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON THE SOUTHERN NEVADA STRONG ANNUAL SUMMIT (FOR POSSIBLE ACTION)

GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY

FISCAL IMPACT:
None

BACKGROUND:
Southern Nevada Strong (SNS) will host its Annual Summit on October 2, 2017 at the University of Nevada, Las Vegas Strip View Pavilion at the Thomas and Mack Center. Staff will provide an update on the planning process for this event.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services

SNS Item #5
July 27, 2017
Non-Consent
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

Metropolitan Planning Organization [ X]    Transit [ ]    Administration and Finance [ ]

SUBJECT:  PERFORMANCE INDICATORS AND IMPLEMENTATION ACTIVITY GRAPHIC

PETITIONER:  TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE ACCEPT UPDATED PERFORMANCE INDICATORS AND PROVIDE FEEDBACK ON THE IMPLEMENTATION ACTIVITY GRAPHIC AND DASHBOARD (FOR POSSIBLE ACTION)

GOAL:  INTEGRATE THE SYSTEM GEOGRAPHICALLY

FISCAL IMPACT:

None

BACKGROUND:

A set of performance measurements outlining how the success of the Southern Nevada Strong (SNS) Regional Plan will be measured was produced as part of the SNS planning process. Since the transition to the Regional Transportation Commission of Southern Nevada (RTC), SNS staff has actively researched additional metrics and visualization designs to aid in communicating progress. In addition to the existing performance metrics, new measures have been added and are described in the backup to this agenda item. RTC staff will review and discuss the indicators dashboard and the progress of developing an implementation activity graphic.

Respectfully submitted,

____________________________
RAYMOND HESS
Director of Planning Services

SNS  Item #6
July 27, 2017
Non-Consent
Performance Indicators
2017 Update
Community Indicators & Dashboards

The Southern Nevada Strong (SNS) Indicators Dashboard was established to measure the progress of Southern Nevada in advancing the goals of the SNS Regional Plan¹ (see Appendix A for SNS Regional Plan visions and goals). It currently displays 20 different statistical categories, which have been grouped by SNS theme, and includes data points from 2012 and 2014.

Community Indicators
Community indicators are a framework for measuring community well-being and progress. Indicators typically focus on higher level community conditions and show trends to alert people to when and where there is a need to improve². Their value is in the ability to (1) raise consciousness among citizens and decision-makers, (2) reconfigure priorities around issues most deserving of community attention, (3) and shape the agenda for public consideration of action and allocation of resources³.

Data Dashboards
Data dashboards are visual displays that feature the most important information needed to achieve specific goals captured. Effective dashboards should be designed as monitoring tools that are understood at a glance on a single screen. Dashboards are useful tools because they can leverage visual perception to communicate dense amounts of data clearly and concisely⁴. They should be interactive and allow the user to drill down into the details of the data and support exploration and examination⁵.

¹ Southern Nevada Strong Indicators Excel Spreadsheet
⁵ Ibid, p 27
Recommended Indicators

The proposed indicators will better measure the Regional Plan’s success. Included on pages 3-18 are descriptions of each of the proposed indicators, along with their relevancy to the Regional Plan and additional notes. Indicators currently included on the SNS Indicators Dashboard are denoted with *.

The proposed indicators are grouped into eight categories, which are the areas the Regional Plan aims to improve.

**ECONOMIC**
- Economic diversification
- Attract and maintain businesses, entrepreneurs, and a talented workforce

**EDUCATION**
- High-quality public education system
- Align education and economic development efforts

**TRANSPORTATION**
- Modern transit system
- Enhanced bicycle and pedestrian facilities
- Safe, efficient, multimodal transportation network

**HOUSING & NEIGHBORHOOD**
- Housing options
- Strong, stable neighborhoods
- Park and open space access

**HEALTH**
- Healthcare access
- Healthy food

**PUBLIC SAFETY**
- Crime prevention and reduction

**ENVIRONMENTAL SUSTAINABILITY**
- Reduce harmful effects of pollution
- Resource conservation

**CIVIC ENGAGEMENT**
- Public engagement
- Social equity and opportunity
**MEDIAN HOUSEHOLD INCOME**

**Demonstrated need for measure:**
Income is generally used as a measure of the economic well-being of individuals and communities. Median household income provides information about the financial resources available to households, and is closely tied to employment levels, educational attainment, and health.

**Description:**
Median household income in Clark County

**In the regional plan:**
"To prosper, the region must clearly focus on economic growth that benefits all residents. As the population grows, the availability of new, well-paying jobs must also grow... As income increases, communities generate revenues for excellent schools, quality public services, and public facilities, which in turn attract a talented and flexible workforce... A community with a talented and flexible workforce and an appealing environment attracts diverse, value-adding industries that provide well-paying jobs."

**Data source(s):**
U.S. Census Bureau, American Community Survey (ACS)

**Notes:**
Current SNS indicator; Median household income found in most community indicator projects; Will also be displayed on dashboard broken down by race

For online dashboard: Map and drill down by race

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**BUSINESS GROWTH**

**Demonstrated need for measure:**
The change in the total number of business establishments can provide a sense of the strength and vitality of a local economy. Robust and consistent business growth may also result in strong gains in overall employment and income.

**Description:**
Percent change in number of business establishments in Clark County

**In the regional plan:**
"A community with a talented and flexible workforce and an appealing environment attracts diverse, value-adding industries that provide well-paying jobs... This Plan encourages comprehensive, long-term thinking and coordinated action to ensure that land use, development patterns and supporting infrastructure enhance the region's ability to compete for new jobs and industry... IECE Goal 2: Ensure that Southern Nevada offers a range of place types to attract and retain future workers, visitors, businesses and entrepreneurs... Southern Nevadans support a region characterized by a diversified economy with a wide range of job opportunities... Through comprehensive, long-term thinking and coordinated action we can enhance the region's ability to compete for new jobs and industry."

**Data source(s):**
U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW); U.S. Census Bureau, Statistics of U.S. Businesses

**Notes:**
STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator
Also consider Small Business Growth
**LOCATION QUOTIENT***

**Demonstrated need for measure:**
Location quotients (LQ) are a ratio that quantify how concentrated a particular industry is in a region as compared to the nation. The SNS Regional Plan and LVGEA’s Comprehensive Economic Development Strategy (CEDS) both call for economic diversification within Southern Nevada, which is the third least diversified economy in the county. A diverse economy can help guard against economic instability. The CEDS identifies a set of target industries that should be the focus of the region’s efforts to diversify the regional economy.

**Description:**
Location quotient of target employment sectors (Health & Medical Services, Business IT Ecosystems, Banking) identified in LVGEA’s CEDS

**In the regional plan:**
“Currently, the region’s concentration of employment in most of these target industries is lower than would be expected based on national averages… If the CEDS implementation process is successful in increasing the concentration of employment so that it is equal to national averages, Southern Nevada’s employers would need to employ about 100,000 new workers in the target industries, or 20 percent of all new employment (with the remaining employment coming from the broader base of all industries in the region).”

**Data source(s):**
U.S. Census Bureau County Business Patterns

**Notes:**
Current SNS indicator

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**CLARK COUNTY CONSTRUCTION INDEX***

**Demonstrated need for measure:**
The Clark County Construction Index measures construction activity, an indicator of economic vitality. The index is composed of three components – Clark County residential permits, Clark County commercial permits, and Clark County construction employment.

**Description:**
Construction activity, as measured by CBER’s Clark County Construction Index

**In the regional plan:**
“This Plan encourages comprehensive, long-term thinking and coordinated action to ensure that land use, development patterns and supporting infrastructure enhance the region’s ability to compete for new jobs and industry… For residents of Southern Nevada to prosper, the region must clearly focus on economic growth.”

**Data source(s):**
UNLV Center for Business & Economic Research (CBER)

**Notes:**
Current SNS indicator
**UNEMPLOYMENT RATE**

**Demonstrated need for measure:**
The unemployment rate is a key measure of the health of local economies. A high unemployment rate is indicative of an economy in a recessionary state, while a low unemployment rate implies the economy is healthy or growing.

A high rate of unemployment can have both personal and societal effects. During periods of unemployment, individuals are likely to feel severe economic strain and mental stress. High unemployment rates also place strain on social support systems.

**Description:**
Unemployment rate in the Las Vegas Metropolitan Statistical Area

**In the regional plan:**
“The economic recession and widespread job losses make it difficult for residents to remain in and maintain their housing... Fifty-three percent of survey respondents cited job loss as one of the primary reasons for their current episode of homelessness... Southern Nevadans support a region characterized by a diversified economy with a wide range of job opportunities.”

**Data source(s):**
U.S. Bureau of Labor Statistics

**Notes:**
STAR Rating System; UNLV CBER Economic Outlook metric; LVGEA Data Portal indicator; SA2020 indicator; Edmonton's Citizen Dashboard indicator

For online dashboard: Map and drill down by race

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**CHILDREN IN POVERTY**

**Demonstrated need for measure:**
Research is clear that poverty is the single greatest threat to children’s well-being, according to the National Center for Children in Poverty (NCCP). It can inhibit children’s ability to learn, as well as contribute to social, emotional, health, and behavioral problems.

**Description:**
Percentage of children (under 18) living below the poverty level

**In the regional plan:**
“Research documents a variety of symptoms of low socioeconomic standards that are relevant for children’s subsequent educational outcomes... Overall, nearly one-quarter of the region’s children live in poverty... About a quarter of children live in households with annual household incomes below the federal poverty line.”

**Data source(s):**
U.S. Census Bureau, American Community Survey (ACS)

**Notes:**
Current SNS indicator; SNhD Community Health Dashboard indicator

For online dashboard: Map
EDUCATIONAL ATTAINMENT*

Demonstrated need for measure:
Educational attainment is a powerful predictor of well-being. There is a strong correlation between educational attainment of a state’s workforce and wages in the state. Regions with higher concentrations of highly educated residents tend to perform better across many socioeconomic indicators, including the crime rate, poverty, productivity, and unemployment. The Regional Plan focuses on enhancing learning environments to improve access to educational opportunities.

Description:
Percent of population 25+ with a bachelor’s degree or higher

In the regional plan
“Improving the region’s economic competitiveness requires that the region focus on improving educational attainment at all levels and for all students... At the same time, college dropout rates also are high and the region has low educational attainment... Looking ahead, the new jobs projected to be added over the coming 10 years will require increasingly more preparation. A full 29 percent of the projected new jobs will require at least a four-year degree as an entry-level condition.”

Data source(s):
U.S. Census Bureau, American Community Survey (ACS)

Notes:
Current SNS indicator; STAR Rating System; Grant County Trends indicator; Will also be displayed on dashboard broken down by race

For online dashboard: Map and drill down by race

HIGH SCHOOL GRADUATION RATE*

Demonstrated need for measure:
Graduating high school is a fundamental educational achievement with implications for both students and public education systems. Obtaining a high school diploma offers the expectation of more stable employment prospects, higher lifetime earnings, and the opportunity to continue one's education at the postsecondary level.

Description:
Percentage of CCSD students who graduate high school

In the regional plan
“Clark County’s high school graduation rates are much lower than the national average... Regions with a higher proportion of workers with a high school degree or less were likely to experience more downturns and to be less shock-resistant to a structural change... The Regional Plan focuses on enhancing learning environments to improve access to educational opportunities.”

Data source(s):
U.S. Census Bureau, American Community Survey (ACS)

Notes:
Current SNS indicator; STAR Rating System; Grant County Trends indicator; CCSD “Pledge of Achievement” metric
COLLEGE GRADUATES IN TARGETED FIELDS

**Demonstrated need for measure:**
LVGEA’s Comprehensive Economic Development Strategy (CEDS) identifies a set of target industries that should be the focus of the region’s efforts to diversify the regional economy. Aligning local education efforts with economic development efforts will better ensure that a talented workforce is available to help develop the target industries identified in CEDS and take advantage of the economic opportunity that comes with it.

**Description:**
Annual number of Nevada System of Higher Education (NSHE) college graduates who earn degrees in the target fields/industries identified in LVGEA’s CEDS.

**In the regional plan:**
"IECE Goal 5: Increase collaboration between the state government, local governments and the region’s higher education institutions to align economic development and education efforts... The human capital of the workforce provides the foundation on which business growth and innovation occurs. Fostering a better match between the skills base in the Southern Nevada workforce and future industry needs will improve the region’s economic competitiveness."

**Data source(s):**
Nevada System of Higher Education; University of Nevada, Las Vegas; College of Southern Nevada; Nevada State College; Touro University; Las Vegas Global Economic Alliance

READING PROFICIENCY AMONG THIRD GRADERS

**Demonstrated need for measure:**
According to studies, reading proficiency in third grade is an important predictor of high school graduation, educational attainment, and career success. Many students who don't reach this milestone struggle in subsequent grades and often drop out of high school, which has significant implications on their future employment prospects, health, and other outcomes.

**Description:**
Percentage of CCSD third graders who are reading at or above grade level

**In the regional plan:**
"Students score low in national reading and math assessments... Opportunity: Prioritizing the school environment for children, encouraging development that better supports existing schools."

**Data source(s):**
Clark County School District

**Notes:**
STAR Rating System; SA2020 Dashboard; CCSD “Pledge of Achievement” metric
JOBS ACCESSIBLE VIA PUBLIC TRANSIT*

Demonstrated need for measure:
Public transit is often used to connect people with their jobs and is a critical part of the economic and social fabric of urban centers. Southern Nevada's public transit system, while relatively well used and among the most fiscally efficient in the country, is limited in its service, frequency and coverage across areas of the valley, also exacerbated by the fragmented development patterns and design issues. Research finds that poor job accessibility tends to significantly increase the duration of joblessness among lower-paid displaced workers, especially for minorities, females, and the elderly.

Description:
Percentage of jobs accessible in a 30-minute transit ride

In the regional plan:
"Las Vegas metro residents can reach about 44 percent of jobs in the region via transit in 90 minutes... Successful transit systems are dependent on land-use and development patterns that allow people to access transit connections easily and safely and make meaningful connections between their homes, jobs and services... Job location within a metro area affects how many jobs are accessible via transit."

Data source(s):
RTC; Center for Neighborhood Technology, Housing & Transportation (H&T) Index

Notes:
Current SNS indicator: Jobs accessible 90-minute transit ride (Brookings)

TRANSPORTATION COSTS*

Demonstrated need for measure:
Southern Nevada's households spend a significant portion of their income on transportation. The Center for Neighborhood Technology (CNT) states that spending 15 percent of income on transportation is considered affordable. Southern Nevadans spend approximately 24 percent of their household income on transportation, which is similar to comparable Intermountain West metropolitan areas.

Description:
Percentage of household income spent on transportation-related costs

In the regional plan:
"Southern Nevada's households spend a significant portion of their income on transportation... Las Vegas MSA residents spend about 24 percent of their household income on transportation... Transportation costs will be a key factor when households consider where to locate... ICC 1.2.1: Develop regional goals and standards that aim to reduce transportation costs and provide increased mobility in neighborhoods to everyday amenities... The region is decidedly car-dependent: regional transportation costs are a significant burden for the average household."

Data source(s):
Center for Neighborhood Technology, Housing & Transportation (H&T) Index

Notes:
STAR Rating System; Current SNS indicator (combines housing and transportation costs)
**WORK TRAVEL MODAL SHARE***

**Demonstrated need for measure:**
Expanding transit systems and access to transit through more integrated and walkable land use and development can provide more efficient and affordable travel choices for residents, workers and visitors. Equal viability for multiple modes, such as walking, biking and transit patronage are important for the workforce to access job opportunities, and for health, quality of life and safety.

**Description:**
Percentage of population who commute to work via public transportation, walking, or bicycling

**In the regional plan:**
“The lack of connectivity in the street network hinders different modes of transportation… Equal viability for multiple modes, such as walking, biking and transit patronage are important… ICC Vision: Multiple modes of transportation – including walking, biking and transit – are available, safe and convenient… ITC Goal 3: Develop a safe, efficient road network that supports all transportation modes… ITC 2.1.1: Work with the RTC to implement a regional system of fully multi-modal interconnected arterial and local streets, pathways and bikeways that are integrated with public transit in order to increase mode share… ITC 2.1.6: Update the RTC’s multi-modal transportation plan and identify strategies to increase safety and make walking and bicycling more viable as primary transportation modes.”

**Data source(s):**
U.S. Census Bureau, American Community Survey (ACS)

**Notes:**
STAR Rating System; Edmonton’s Citizen’s Dashboard indicator; Grant County Trends indicator
Also consider percentage of population who commute to work by public transit, walking, or bicycling

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**PEDESTRIAN INJURIES/FATALITIES***

**Demonstrated need for measure:**
Southern Nevada has one of the highest rates of pedestrian-automobile crashes for metropolitan areas in the United States, making walking and bicycling a less viable transportation option. In 2015, the Regional Transportation Commission (RTC) completed the Southern Nevada Transportation Safety Plan (TSP) in response to the need to reduce and eliminate traffic deaths and serious injuries in Southern Nevada.

**Description:**
Pedestrian injuries/fatalities per 100,000

**In the regional plan:**
“The region ranks 13th most dangerous overall according to Smart Growth America’s Pedestrian Danger Index… The region has poor connectivity, high pedestrian fatalities, and a lower Walk Score than other Intermountain West metro areas… In 2011, Transportation for America ranked Las Vegas the sixth most dangerous region for pedestrians, with an annual average of 2.5 pedestrian deaths per 100,000 people… The Las Vegas MSA ranks 9th in pedestrian deaths per 100,000 population at 1.85 from 2008–2012… ITC 2.1: Implement policies and design concepts that encourage safety and ease of movement for pedestrians and cyclists… ITC 2.2.6: Promote educational opportunities to the local engineering and planning community on the role of design and land use in pedestrian safety.”

**Data source(s):**
RTC; Nevada Department of Transportation (NDOT); National Highway Traffic Safety Administration (NHTSA)

**Notes:**
Current SNS indicator
HOUSING AFFORDABILITY INDEX*

Demonstrated need for measure:
Federal housing authorities have suggested that 30 percent of a household’s income is the threshold under which housing is affordable. When housing expenses are greater than 30 percent, saving for future needs is significantly reduced or eliminated, and meeting basic needs with the left-over income becomes more difficult. The risk of foreclosure also becomes higher.

Description:
Percentage of renters and homeowners who spend more than 30% of income on housing-related expenses

In the regional plan:
“There still are not enough affordable choices available for low- and middle-income families, people with disabilities and seniors. These populations often live in housing that requires them to pay more than 30 percent of their income on housing costs per month... Housing costs are unaffordable for half of renters and almost half of homeowners with a mortgage... The majority of people with incomes under $50,000 spend more than 30 percent of their income on housing costs... In the region, 83 percent of residents spend greater than 45 percent of their income on combined housing and transportation costs.”

Data source(s):
U.S. Census Bureau, American Community Survey (ACS); Center for Neighborhood Technology, Housing & Transportation (H&T) Index

Notes:
Current SNS indicator (combines housing and transportation costs); STAR Rating System; Boston Indicators Project; Grant County Trends indicator
For online dashboard: Map

AFFORDABLE HOUSING

Demonstrated need for measure:
The affordable housing challenge faced by Southern Nevadans is different from that in many other regions. The region generally has high “by the numbers” affordability. However, the region is characterized by geographic inequalities, meaning community risk is heavily concentrated in some neighborhoods. Without major investments in affordable housing or transit networks, access to critical services and employment opportunities is unlikely to improve for those communities.

Description: Affordable housing units per 100,000

In the regional plan:
“Southern Nevadans support a region characterized by housing options for all preferences and budgets... Housing costs are unaffordable for half of renters and almost half of homeowners with a mortgage... While housing is, by the numbers, more affordable in Southern Nevada than in many other regions, there are still many people for whom it is not affordable, and these are the most vulnerable of Las Vegas residents... Work with local governments to remove barriers and avoid creating new barriers that impede innovative land-use planning techniques, especially related to affordable housing developments... ICC 2.4: Develop low-income and workforce housing in neighborhoods across the region... In nearly every neighborhood, residents shared stories of the hardships associated with finding affordable housing and healthy food.”

Data source(s):
Southern Nevada Regional Housing Authority

Notes:
STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator
HOUSING STOCK

Demonstrated need for measure:
Housing stock reflects the distribution of different housing types within a given area. According to the Institute for Housing Studies at DePaul University, “housing stock provides context about the underlying characteristics of a neighborhood’s housing market and ... can also help determine the strategies for stabilizing local housing markets, preserving and creating affordable rental housing, and promoting neighborhood investment.”

Description:
Shares of housing stock by type

In the regional plan:
“Southern Nevadans support a region characterized by housing options for all preferences and budgets... Addressing the patterns of market distortion, inequality, and disinvestment in the region’s housing stock will require increased focus on providing a wider range of housing types for all stages of life, including elderly, young professionals and millennials as well as a range of prices, in both existing and new neighborhoods... More people can live close to work because jobs, services and schools are located within easy reach of a variety of housing types for all budgets and preferences... ICC 2.4.1: Encourage local governments to adopt land use, building codes, and zoning regulations that allow a mix of housing types that serve people from a variety of income levels, including single-family homes, cottage homes, townhomes, condominiums and apartments.”

Data source(s):
U.S. Census Bureau, American Community Survey (ACS); ECONorthwest

Notes:
Grant County Trends indicator; STAR Rating System;

INFILL DEVELOPMENT

Demonstrated need for measure:
Southern Nevada has seen limited infill development on previously developed land. The large supply of vacant land and abundance of suburban-style housing, retail, and employment development has made infill and redevelopment projects appear unnecessarily risky to financial backers and developers. Despite these challenges, renewed investment will be crucial to realizing the community’s vision. Focusing new growth in infill areas and encouraging redevelopment that does not facilitate sprawl or require the extension of water, sewer, or road infrastructure can revitalize neighborhoods and main streets by providing new employment or housing and filling “gaps” in a streetscape.

Description:
Percentage of new housing units utilizing existing water and sewer mains and did not require extending or widening public roadways

In the regional plan:
“Create and encourage the use of an infill and revitalization action plan for areas with similar characteristics to the opportunity sites that identifies barriers to mixed-use development and suggests tools to overcome them... IECE 2.1: Develop strategies and make targeted investments to encourage infill redevelopment and property rehabilitation... Southern Nevada has seen limited infill development on previously developed land... Infill can revitalize neighborhoods and main streets by providing new employment or housing and filling ‘gaps’ in a streetscape. A one-stop-shop for planning, permitting and project assistance is a crucial element of a good infill program.”

Data source(s):
RTC; Southern Nevada Strong

Notes:
Grant County Trends indicator
**VACANT PROPERTIES**

**Demonstrated need for measure:**
According to the U.S. Centers for Disease Control and Prevention, vacant and abandoned housing is an indicator of neighborhood distress, serving to depress local property values, encourage the spread of crime, and strain municipal budgets by imposing higher service costs while reducing property tax revenues. Vacancy status also provides insight into the stability and quality of housing of a particular area.

**Description:**
Percentage of residential units that are vacant

**In the regional plan:**
“The percent of vacant units in Southern Nevada is higher than the United States as a whole. In 2012, 17 percent of housing units were vacant, compared with 13 percent nationally in 2010... The substantial number of vacant units is concerning, as vacant units become vandalized or dilapidated, attract crime, contribute to neighborhood decline, and pose a threat to public safety... ICC Goal 1: Stabilize and strengthen existing neighborhoods through placemaking improvements... The cost burden of inspecting vacant units and mitigating unsafe conditions falls on local governments, which are already overburdened.”

**Data source(s):**
U.S. Census Bureau, American Community Survey (ACS); Clark County Assessor’s Office; area

**Notes:**
SNhD Community Health Dashboard indicator; Grant County Trends indicator
Also consider Percentage of Vacant and Abandoned Residential Properties (Clark County Assessor’s Office, Department of Housing)
For online dashboard: Map

**PARK ACCESS**

**Demonstrated need for measure:**
Parks and open space allow residents access to trails, playgrounds, and other recreational opportunities, which can contribute to quality of life, from increased physical activity to improved mental health. Southern Nevada has one of the lowest parks-per-capita ratios in the country. Compared to other Intermountain West metropolitan areas, the region had the highest rate of diabetes, and people reporting fair or poor health.

**In the regional plan:**
“The Las Vegas Valley has one of the lowest parks-per-capita ratios in the country: 2.6 park acres per 1,000 residents, compared to the nationally recommended ratio of 10 park acres per 1,000 residents... Siting more parks within easy walking or biking distance or a short transit ride from residential neighborhoods will contribute positively to the health of the region’s residents... ICC 3.3: Prioritize access to parks, trails, open space, recreational facilities, and opportunities for physical exercise.”

**Description:**
Acres of community parks per 1,000

**Data source(s):**
Southern Nevada Strong; National Recreation and Park Association

**Notes:**
Current SNS indicator; STAR Rating System
Also consider Access to Parks (in SA2020) – Percentage of population within unobstructed ½-mile to a park
SPRAWL INDEX*
Demonstrated need for measure:
In peer-reviewed research, sprawl has been linked to physical inactivity, obesity, traffic fatalities, poor air quality, residential energy use, emergency response times, teenage driving, lack of social capital and private-vehicle commute distances and times, according to Smart Growth America.

Description:
Sprawl Index score

In the regional plan:
“Today’s Challenges: Most of the growth is at the ‘fringe,’ in single use development types... Development patterns have made neighborhoods increasingly less connected... As development continues at the outer edges of the region, neighborhoods and communities with low levels of income and education will become further isolated and disenfranchised.”

Data source(s):
Smart Growth America

Notes:
Current SNS indicator

ADULTS WITH HEALTH INSURANCE
Demonstrated need for measure:
Health insurance coverage improves access and quality of medical care and contributes to overall community health. Those without health insurance are often unable to afford medical treatment and delay routine checkups and screenings. Being uninsured or underinsured can be a great financial hardship for individuals who find themselves with a medical emergency or chronic condition that requires extensive medical support.

Description:
Percentage of adults with health insurance

In the regional plan:
“Regular healthcare access improves the individual’s chances of living a longer and healthier life... Regular health exams can help find problems before they start or find problems early when treatment is often most effective... ICC 3.1: Developing new partnerships to enhance access to healthcare and community services.”

Data source(s):
U.S. Census Bureau, American Community Survey (ACS); SNhD

Notes:
Southern Arizona Making Action Possible (MAP) indicator; SA2020 Indicator; SNhD Community Health Dashboard indicator
**PRIMARY CARE PHYSICIANS**

**Demonstrated need for measure:**
Regular healthcare access improves the chances of living a longer and healthier life. Regular health exams can help find problems before they start or find problems early when treatment is often most effective. Communities that lack a sufficient number of primary care providers typically have members who delay necessary care when sick and conditions can become more severe and complicated. In addition, it may also force some residents to access medical care through the emergency department instead of through a primary care physician who is better equipped to serve the patient long-term.

**Description:**
Primary care physicians per 100,000

**In the regional plan:**
"Clark County has both Medically Underserved Areas and Medically Underserved Populations and significant sections of the county are formally designated as Health Profession Shortage Areas... ICC 3.1: Developing new partnerships to enhance access to healthcare and community services... IECE 1.3.2: Encourage quality housing and transit near existing medical facilities, schools and training programs to increase access to local medical providers and provide opportunities for residency programs in order to get doctors to stay in the region... Clark County has a low physician-to-population ratio compared to other counties in Nevada and in the U.S."

**Data source(s):**
SNhD; County Health Rankings

**Notes:**
Southern Arizona Making Action Possible (MAP) indicator; Grant County Trends indicator; SNhD Community Health Dashboard indicator

**FOOD INSECURITY**

**Demonstrated need for measure:**
The U.S. Department of Agriculture (USDA) defines food insecurity as limited or uncertain availability of nutritionally adequate foods or uncertain ability to acquire these foods in socially acceptable ways. Food insecurity is an economic and social indicator of community health. It is associated with chronic health problems including diabetes, heart disease, high blood pressure, obesity, and mental health issues including major depression, according to the Southern Nevada Health District.

**Description:**
Percentage of population who are food insecure

**In the regional plan:**
"There are 16 food deserts in Clark County. Convenience and fast food outlets are more accessible than grocery stores in several locations throughout the region... ICC 3.2: Research emerging issues and develop partnerships to improve access to affordable and healthy food options."

**Data source(s):**
U.S. Census Bureau, American Community Survey (ACS); SNhD; Three Square; Feeding America

**Notes:**
Current SNS indicator; SNhD Community Health Dashboard indicator

For online dashboard: Map food deserts
VIOLENT CRIME*

**Demonstrated need for measure:**
Crime can impact neighborhoods by creating a sense of insecurity and can lead to disinvestment. Crime rates can impact perceptions of resident safety and community involvement. An increased fear or mistrust of fellow citizens is also an unfortunate result of violent crime. Violent crimes include: aggravated assault, robbery, rape and murder.

**Description:**
Violent crimes per 100,000

**In the regional plan:**
“In addition, the region has higher than average rates of crime and substance abuse... Crime can impact neighborhoods by creating a sense of insecurity and can lead to disinvestment. The region’s violent crime rate was 80 percent higher than the national rate... Residents repeatedly conveyed concerns about crime and safety... ICC 4.1: Increase safety of neighborhoods, parks and open spaces.”

**Data source(s):**
FBI Unified Crime Report

**Notes:**
Current SNS indicator; STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator; Grant County Trends indicator

PROPERTY CRIME*

**Demonstrated need for measure:**
Crime can impact neighborhoods by creating a sense of insecurity and can lead to disinvestment. Crime rates can impact perceptions of resident safety and community involvement. Property crimes include: burglary, larceny and theft, motor vehicle theft, and arson.

**Description:**
Property crimes per 100,000

**In the regional plan:**
“In addition, the region has higher than average rates of crime and substance abuse... Crime can impact neighborhoods by creating a sense of insecurity and can lead to disinvestment. The region’s violent crime rate was 80 percent higher than the national rate... Property crimes are slightly above average in the Southern Nevada region... Residents repeatedly conveyed concerns about crime and safety... ICC 4.1: Increase safety of neighborhoods, parks and open spaces.”

**Data source(s):**
FBI Unified Crime Report

**Notes:**
Current SNS indicator; Grant County Trends indicator
FIRE EMERGENCY RESPONSE TIME*

Demonstrated need for measure:
The time it takes for fire departments to respond to emergency calls impacts mortality, health care costs and property damage. Studies find that for every minute delay in response time for certain life-threatening medical emergencies, there is a measurable effect on survival rates, especially within first 5 minutes, where intervention makes the greatest difference.

Description:
Emergency Response time of fire departments

In the regional plan:
"ICC 4.1: Increase safety of neighborhoods, parks and open spaces... ICC 4.1.4: Replicate successful local and national examples of community-based partnerships with law enforcement to improve safety in communities experiencing high crime rates."

Data source(s):
Local fire departments

Notes:
Current SNS indicator

WATER CONSUMPTION

Demonstrated need for measure:
Since annual rainfall averages less than four inches per year, according to UNLV’s Existing Conditions Report produced for Southern Nevada Strong in 2012, Southern Nevada depends upon the Colorado River for its water supply. Diminishing water supply is a threat to regional livability and the economic base. Since the early 2000s, Southern Nevada has been a national leader in water conservation efforts.

Description:
Gallons of water used per day, per capita

In the regional plan:
"ICC 5.3: Support compact development and regulations that help the Southern Nevada Water Authority achieve water conservation goals and encourage reduction in water consumption... Some residents express concern about the region’s ability to meet water demands over the long term... Diminishing water supply is a threat to regional livability and the economic base... Hydrologists estimate that there is a 50 percent chance that Lake Mead will be dry by 2021 if drought conditions persist."

Data source(s):
SNWA; US Geological Survey; Nevada Bureau of Water Quality Planning

Notes:
STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator; SA2020 indicator
**ENERGY CONSUMPTION**

**Demonstrated need for measure:**
Energy usage is a key measure of progress towards environmental sustainability. Lessening usage leads to lower energy costs and a reduction in emissions.

**Description:**
Household energy use per capita, per year

**In the regional plan:**
“ICC 5.5: Promote energy efficiency to reduce regional and local energy demand... Southern Nevada’s climate demands energy efficiency and enhanced quality of construction suited for the desert environment... ICC 5.1.5: Expand energy-efficient housing choices that move the community toward NetZero homes... ICC 5.1.8: Expand incentive programs, such as EnergyFit Nevada, that install high-quality, high-efficiency building technologies and assist homeowners in understanding how to make their homes more energy-efficient through energy assessments and financing/rebate options.”

**Data source(s):**
NV Energy

**Notes:**
STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator; SA2020 indicator

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**SOLID WASTE RECYCLED**

**Demonstrated need for measure:**
Southern Nevada had among the lowest recycling rates in the nation during the time the SNS Regional Plan was being developed. Recycling is linked to improving environmental sustainability. The U.S. Environmental Protection Agency identified recycling as its second choice of treatment, after source reduction, in its preferred order for environmentally sound management of municipal solid waste.

**Description:**
Share of municipal solid waste recycled

**In the regional plan:**
“The valley has one of the lowest recycling rates in the nation... ICC 5.8: Increase regional solid waste recovery and reduce landfill contributions... The recycling and reuse industry generates billions in federal, state and local tax revenues... Clark County recycled only 22 percent of its municipal solid waste (MSW) in 2011, compared to 34.1 percent nationally... Almost all recycling processes achieve significant energy savings compared to virgin material production.”

**Data source(s):**
Nevada Division of Environmental Protection (NDEP)

**Notes:**
STAR Rating System; Grant County Trends indicator; Edmonton’s Citizen Dashboard indicator; SA2020 indicator

Also consider Municipal Solid Waste Generation
AIR QUALITY

**Demonstrated need for measure:**
Air pollution challenges stemming from motor vehicles, construction, and commercial and industrial enterprises, have grown in proportion to the population and economic growth in the valley. The region’s geography presents a unique problem in terms of maintaining high air quality. Surrounding mountains create a bowl, which frequently traps pollutants like ozone and particulate matter. Ozone can cause acute respiratory problems, contribute to increased hospital admissions and emergency room visits, and impair the body’s immune system defenses, making people more susceptible to respiratory illnesses.

**Description:**
Annual percentage of “good” air quality days (as measured by the EPA’s Air Quality Index)

**In the regional plan:**
"Air pollution challenges have grown in proportion to the population and economic growth in the valley. Las Vegas received an ‘F’ for ozone levels from the American Lung Association and was labeled the 16th most ozone-polluted city... The region should continue to closely monitor air quality... ITC 3.3: Reduce transportation-related emissions of ozone and carbon monoxide... ICC 5.2: Minimize air pollutant emissions from stationary sources to reduce emissions and improve air quality to meet or exceed national ambient air quality standards and reduce greenhouse gas emissions... ICC 4.2.3: Provide education and technical assistance to improve health and comfort, especially to reduce mold and lead hazards and increase air quality standards in residential, office and commercial land uses... Regional air quality deterioration is due, in part, to increasing amounts of pollution produced by the growth in vehicle miles traveled and traffic congestion that accompanies sprawl, which has led to the RTC naming the improvement of air quality as a primary goal.”

**Data source(s):**
EPA Air Quality Index; Clark County Department of Air Quality; Nevada Bureau of Air Quality Planning

**Notes:**
STAR Rating System; SA2020 indicator; Southern Arizona Making Action Possible (MAP) indicator

VOTER TURNOUT*

**Demonstrated need for measure:**
Voter turnout is considered a measure of civic engagement and reflects a population’s willingness to participate in the political process. Higher levels of voter turnout are generally desirable, as elections with low turnout may not reflect the will of the people.

**Description:**
Voter turnout in presidential elections

**In the regional plan:**
“Create a region of residents that are informed, engaged and active participants in making Southern Nevada an even better place to live... Provide stakeholders with information needed to make informed contributions to the planning process and provide input that reflects local values, is useful and relevant, and informs decision-making... A critical piece of creating inclusive communities is the ability of vulnerable populations to participate in civic processes. Often these populations are the least active participants in policy decisions that will impact them the most... BCI 1.1.3: Ensure that policymakers hear from all sectors of the community as they implement Plan policies by actively reaching out to those who do not traditionally participate in civic affairs... SNS public engagement goal: Build Long-Term Capacity for Civic Engagement.”

**Data source(s):**
Clark County Election Department; State of Nevada, Secretary of State

**Notes:**
Current SNS indicator; STAR Rating System; Southern Arizona Making Action Possible (MAP) indicator; SA2020 indicator

For online dashboard: Include statistics for local elections
VOLUNTEERISM*

Demonstrated need for measure:
Volunteerism is an indicator of community connectedness. It contributes to healthy communities and civic pride.

Description:
Percentage of the population that volunteers

In the regional plan:
“Create a region of residents that are informed, engaged and active participants in making Southern Nevada an even better place to live... BCI 1.1.4: Incorporate grassroots activities into the strategies for activating residents... BCI 1.3.6: Leverage bilingual community partners, volunteers and staff to provide information in target languages and to convey a genuine celebration of a multi-cultural and socially equitable future... IECE 2.1.5: Develop and build upon existing programs to promote reinvestment in business districts through sweat equity and volunteerism to create gathering spaces, improve safety, and stabilize neighborhoods.”

Data source(s):
Corporation for National & Community Service

Notes:
Current SNS indicator; STAR Rating System; SA2020 indicator

Disconnected Youth

Demonstrated need for measure:
One of the indicators most correlated with a region's Opportunity Score – a composite measure of economic, educational, and civic factors that expand opportunity – is the percentage of young people ages 16-24 who are not in school or not working (i.e., disconnected youth).

Description:
Percentage of youth (16-24) neither in school or working

In the regional plan:
“Nevada has higher rates of children whose parents lack secure employment, households living with a high cost burden, teens not in school and not working... SNS public engagement goal: Create a region of residents that are informed, engaged and active participants in making Southern Nevada an even better place to live... Explore community-based approaches to educational improvement and reform that focuses on improving the educational and developmental outcomes of children and youth in distressed communities... Access, choice, and opportunities in primary and secondary education provide the basis for success.”

Data source(s):
Opportunity Index (developed by Measure of America and Opportunity Nation)

Notes:
Current SNS indicator; STAR Rating System; SA2020 indicator

Disconnected Youth is a Measure of America analysis of data from the U.S. Census Bureau, American Community Survey PUMS Microdata and custom tabulations for county and county equivalents provided by special arrangement with the U.S. Census Bureau.
LIBRARY CIRCULATION*

Demonstrated need for measure:
Circulation is the number of items (books, CDs, DVDs, etc.) checked out of a library. Libraries with high circulation numbers are generally considered well-used by its patrons and community. Today, libraries provide a range of community and social services, including internet access, homeless services, and assistance of job and college applications.

Description:
Library circulation per 1,000

In the regional plan:
“Southern Nevada Strong has identified a series of "centers" that would provide convenient access to shops, restaurants, and community-oriented services, such as day cares, libraries and meeting halls... As people age, they want to be near where they need to go, such as grocery stores, doctor’s offices, and the library.”

Data source(s):
Institute of Museum and Library Sciences; Public Libraries Online

Notes:
Current SNS indicator
Appendix A: SNS Visions & Goals

SNS Visions & Goals
The purpose of Southern Nevada Strong is to develop regional support for long-term economic success and stronger communities by integrating reliable transportation, quality housing for all income levels, and job opportunities throughout Southern Nevada.

Vision 1: Improve Economic Competitiveness and Education
Throughout the project, Southern Nevadans emphasized two things again and again: a need for a variety of well-paying jobs and high-quality public education. The Regional Plan responds to these needs and sets forth a range of strategies to diversify the regional economy by creating communities with a variety of housing, transportation and amenity options – meeting the demands of a talented workforce. These strategies also support education by improving the physical and built environment around schools.

Goals work to align future development styles or “place types” with the needs of small businesses and workers in the region’s target sectors.
1. Aligning land use and transportation plans with regional economic development plans.
2. Ensuring that Southern Nevada offers a range of place types to attract and retain future workers, visitors, businesses and entrepreneurs.
3. Enhancing the role of small businesses and entrepreneurs as leaders in economic diversification and revitalization.
4. Increasing collaboration between the state government, local governments, and the region’s higher education institutions to align economic development and education efforts.
5. Supporting the educational system and learning environments through thoughtful land-use and transportation planning.

Vision 2: Invest in Complete Communities
Complete communities are communities in which jobs, housing, transportation and community amenities combine to create places that support economic opportunity and healthy options for all people, regardless of income level. In complete communities, people feel safe, healthy and have natural resources to support their everyday living.

Goals focus on fostering complete communities within the region by integrating placemaking, safety, a variety of housing options, fresh food options, health services, cultural amenities, natural resources, and recreation and parks.
1. Stabilizing and strengthening existing neighborhoods through placemaking improvements.
2. Encouraging an adequate supply of housing in a range of price, income, density, ownership and building types.
3. Supporting access to healthcare facilities, healthy food, parks, and community services.
4. Improving neighborhood safety and protecting residents from the harmful effects of pollution and hazardous materials.
5. Promoting resource-efficient land use and development practices.

Vision 3: Increase Transportation Choices
Southern Nevada’s current land-use patterns are auto-centric, requiring most people to have access to a car to meet their day-to-day transportation needs. However, community input suggests that Southern Nevadans support additional transportation options, including expanded bus service, and potentially light rail. Successful transit systems depend on the kinds of land use and development that allow people to access transit connections between their homes, jobs and services easily and safely. Safe and convenient connections also make walking and biking places a viable option for more people.

Goals focus on developing a world-class transportation system and coordinating future transit investments with urban development.
1. Developing a modern transit system that is integrated with vibrant neighborhood and employment centers, better connecting people to their destinations.
2. Connecting and enhancing bike and pedestrian facilities throughout the region.
3. Developing a safe, efficient road network that supports all transportation modes.
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

Metropolitan Planning Organization [ X ]  Transit [ ]  Administration and Finance [ ]

SUBJECT: COMMUNITY ENGAGEMENT PLAN

PETITIONER: TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON THE PROGRESS OF THE SOUTHERN NEVADA STRONG COMMUNITY ENGAGEMENT PLAN (FOR POSSIBLE ACTION)

GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY

FISCAL IMPACT:
None

BACKGROUND:
The Southern Nevada Strong (SNS) Regional Plan identifies improving the public engagement strategies used region-wide. The Regional Plan identifies the need to reach marginalized and often under-represented community members to ensure full input and participation for planning processes. For the 2017 SNS work plan, SNS staff identified a Community Engagement Plan as a product that could aid in implementing the plan and a resource for all regional partners.

SNS staff will present research on best practices within public engagement offices as well as the office’s work plan for creating and finalizing this project.

Respectfully submitted,

____________________________
RAYMOND HESS
Director of Planning Services

SNS Item #7
July 27, 2017
Non-Consent
There are 55 Strategies from the SNS Implementation Matrix that are directly or indirectly related to Community (Public) Engagement.

**Invest in Complete Communities (ICC)**

**Goal 1: Stabilize and strengthen existing neighborhoods through placemaking improvements.**

**Objective 1.1:** Increase neighborhood engagement

1.1.1 Working with local jurisdiction code enforcement and outreach coordinators, develop neighborhood outreach plans to address community issues and provide resources for homeowner investments. (LG)

1.1.2 Continue to reach out to key landowners and developers to gain support for the preferred land use map and to coordinate redevelopment of key sites. (LG)

1.1.3 Foster new relationships between neighborhood leaders and businesses to identify incentives for businesses to support neighborhood identity and commitment. (LG)

**Goal 2: Encourage an adequate supply of housing with a range of price, density, ownership, size and building types.**

**Objective 2.5:** Educate and inform the population regarding housing choice, needs and rights

2.5.1 Support the findings of the Regional Analysis of Impediments through continued engagement of housing and planning stakeholders and outreach with homeowner associations, multi-family property owners and residents to provide information on the Fair Housing Act, ADA, and rights of residents. (A Regional Analysis of Impediments is a housing analysis that assesses barriers to fair housing choice.) (LG)

2.5.2 Coordinate support services to interested homebuyers and first-time homeowners to prepare residents to establish credit, become financially stable, purchase homes, help ensure timely mortgage payments, maintenance of structure, and fulfillment of loan requirements. (Non-Profits, Community Organizations)

2.5.3 Develop new lines of communication with residents to inform them of their rights and how they can deal with housing challenges (e.g., code enforcement, creation of neighborhood associations, contact numbers and offices if they feel there are issues, no retribution options, etc.). (LG)

**Goal 5: Promote resource-efficient land use and development practices.**

**Objective 5.3:** Support compact development and regulations that help the Southern Nevada Water Authority achieve water conservation goals and encourage reduction in water consumption.
5.3.3 Continue and expand education and outreach programs to improve water efficiency (e.g., school programs) and reduce water consumption during peak usage times of day and year. (SNWA)

**Increase Transportation Choice (ITC)**

**Goal 1:** Develop a modern transit system that is integrated with vibrant neighborhood and employment centers, better connecting people to their destinations.

**Objective 1.3:** Support the RTC to secure funding for the expansion, operation and maintenance of transit systems and routes.

1.3.3 Promote community pride in marketing and promotional materials with the idea that the region’s transportation system should be a source of community pride. (RTC)

1.3.4 Continue to monitor effectiveness of communication methods with priority target audiences and enhance outreach efforts to raise awareness of existing service. (RTC)

1.3.5 Strive to provide effective, efficient, and equitable service to all individuals regardless of their ability to speak, read, or write English. (RTC)

**Goal 2:** Connect and enhance bike and pedestrian facilities throughout the region.

**Objective 2.2:** Increase funding strategies for investments in the bicycle and pedestrian network.

2.2.5 Continue to implement the RTC’s public education campaign on multi-modal transportation and pursue a campaign on the Region’s transportation vision. (RTC)

2.2.6 Promote educational opportunities to the local engineering and planning community on the role of design and land use in pedestrian safety, such as an educational event about how to repurpose right-of-way, and design streets and streetscapes as amenities. (RTC)

2.2.7 Celebrate accomplishments through special events and community outreach activities (e.g., cyclovias, family rides, etc.). (RTC)

**Building Capacity for Implementation (BCI)**

**Goal 1:** Continue to expand public engagement and equitable access to community engagement.

**Objective 1.1:** Activate residents and business people in Southern Nevada Strong Regional Plan implementation.

1.1.1 Grow and mobilize a strong network of people in every sector to support implementation of the Regional Plan. (RTC)
1.1.2 Connect people in every sector to actions they can take to support the policies and priorities in the Plan. (RTC)

1.1.3 Ensure that policymakers hear from all sectors of the community as they implement Plan policies by actively reaching out to those who do not traditionally participate in civic affairs. (RTC)

1.1.4 Incorporate grassroots activities into the strategies for activating residents. (LG)

1.1.5 Ensure that all demographic sectors are involved in outreach activities(RTC)

1.1.6 Explore employee engagement programs as a way to involve people in SNS.(LG)

1.1.7 Reach out and interact with schools, including students, parents, PTA and others.(LG)

1.1.8 Utilize a variety of outreach methods that bring engagement opportunities to residents, rather than requiring residents to attend large public events. (RTC)

**Objective 1.2:** Innovate and improve public-sector-led public engagement efforts.

1.2.1 Develop and maintain partnerships with communities through formal and informal contact, including community leaders, established business groups, nonprofits and social service agencies. (RTC)

1.2.2 Keep people informed about the progress of the Regional Plan implementation and the benefits accruing to the region (broadcast, print and web media). (RTC)

1.2.3 Establish mechanisms to ensure community input is received as implementation strategies are executed and new ideas are created. (RTC)

1.2.4 Develop and deploy a pool of community based liaisons to facilitate regular two-way communication between the public and decision makers to ensure Plan implementation is having the desired effects on the ground. (RTC)

1.2.5 Establish SNS kiosks in central locations that help promote messaging and help people stay up to date; use surveys to keep the site dynamic. (RTC)

1.2.6 Use more photographs to help illustrate development and planning examples. (LG)

1.2.7 Develop an education strategy to help improve community understanding of place types, placemaking and planning concepts (e.g., infill development). (SNS)
1.2.8 Track and monitor commitments of SNS team and partners to conduct engagement activities. (RTC)

1.2.9 Emphasize implementation so that members see this as a Plan that will not just sit on the shelf. (RTC)

**Objective 1.3:** Ensure Southern Nevada remains a welcoming place for people from diverse backgrounds, future generations and with varying degrees of mobility and independence.

1.3.1 As a global community with residents and visitors from all over the world, continue to promote the region’s image as a welcoming place with a sense of pride and engagement in local decision making and for talent recruitment purposes. (LG)

1.3.2 Employ go-to-them public engagement methods to reach a diverse range of resident. (LG)

1.3.3 Tailor outreach and engagement methods based on what has worked well in the past, respecting the cultural, linguistic, temporal, and geographic preferences of a community, and the question, action or decision at hand. (LG)

1.3.4 Use online methods and interactive tools to facilitate convenient, time-efficient participation. (LG)

1.3.5 Foster a community "con-do" spirit through events and activities. (LG)

1.3.6 Leverage bilingual community partners, volunteers and staff to provide information in target languages, and to convey a genuine celebration of a multi-cultural and socially equitable future. (LG)

1.3.7 Support and connect existing committees working on the needs of people with disabilities to continue to conduct outreach and gather input on the needs of this target audience. (LG)

1.3.8 Focus on outreach methods that reach people where they are. (LG)

1.3.9 Develop eligibility criteria for regional implementation money that includes equity considerations. (RTC)

1.3.10 Identify community leaders and champions who will promote the SNS Plan and its implementation. (RTC)
Objective 1.4: Build understanding, expertise and leadership in community development.

1.4.1 Seek out community grants for grassroots community organizing efforts to advance Regional Plan implementation. (LG)

1.4.2 Provide training that helps residents build their organizing capacity. For example, provide training on how to move from an informal group of concerned citizens to an organized group or association, community-based organization, neighborhood association or multi-hub social network. (LG)

1.4.3 Identify communities and organizations that are well-positioned to start, develop and grow community development corporations, organizations that focus on specific neighborhoods and often lead not-for-profit development efforts and provide affordable housing. (LVGEA)

1.4.4 Support all those who are working on implementing the Plan with materials, resources and up-to-date information. (RTC)

1.4.5 Consider providing small grants to neighborhood groups to support local implementation (e.g. community gardens). (LG)

Objective 1.5: Develop an ongoing communications strategy to keep the public informed and to generate interest, enthusiasm and confidence in the Plan.

1.5.1 Ensure consistency in communication is maintained by preserving the project name, branding, imagery and adhering to brand guidelines in order to demonstrate to the public continuity in the project and a commitment to implementation. (RTC)

1.5.2 Develop relationships with key reporters and editors of local news outlets, including television, radio, newspaper, ethnic media, business press and online outlets. (RTC)

1.5.3 Create media-worthy public events that promote Plan objectives and goals. (RTC)

1.5.4 Create media opportunities for benchmark components and successful completion of specific Plan activities. (RTC)

1.5.5 Involve key stakeholders and elected officials in all media opportunities. (RTC)

1.5.6 Maintain proactive editorial calendar. (RTC)

1.5.7 Coordinate editorial board meetings on Plan implementation and development. (RTC)
1.5.8 Develop a network of supporters who will act as industry-specific experts and will speak to media and advocate to governmental and decision-making bodies on behalf of the Regional Plan. (RTC)

**Goal 3: Build experience and capacity in the regional plan concepts.**

**Objective 3.2:** Build capacity of the RTC and jurisdictional planning staff through professional development.

3.2.2 Host capacity-building events regularly to maintain momentum and to continue to expose stakeholders to planning principles current research and best practices from other regions. (RTC)

3.2.3 Work with existing professional organizations to educate their memberships on innovative practices from other regions. (RTC)

**Lead Organization(s) for Strategy:**
LG – Local Governments
RTC – Regional Transit Commission
SNS – Southern Nevada Strong
SNWA – Southern Nevada Water Authority
# RECOMMENDATION BY PETITIONER:

THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON THE PROGRESS OF THE REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA’S ON BOARD TRANSIT PLAN (FOR POSSIBLE ACTION)

## GOAL:

INTEGRATE THE SYSTEM GEOGRAPHICALLY

## FISCAL IMPACT:

None

## BACKGROUND:

The Regional Transportation Commission of Southern Nevada (RTC) is leading a region-wide planning effort to create a master transit plan to include high-capacity transit and emerging technologies. This plan, called “On Board,” will be an 18-month study to identify core areas where transit investment is feasible. The Southern Nevada Strong (SNS) Regional Plan identifies investment in light rail and high-capacity transit as a goal for the region within the Increasing Transportation Choice theme.

RTC staff will present on the planning process for “On Board,” as well as potential outcomes and nexus with the SNS Regional Plan.

Respectfully submitted,

____________________________
RAYMOND HESS
Director of Planning Services

SNS Item #8
July 27, 2017
Non-Consent
WHAT IS ON BOARD?
ON BOARD IS OUR COMMUNITY’S COMPREHENSIVE TRANSIT PLAN FOR SOUTHERN NEVADA.

This visionary plan will identify how enhancements to the current bus system, new high capacity transit services and emerging transit technologies can improve future mobility and accessibility for our residents and visitors.

THE NEED
The Southern Nevada region is rapidly growing and growth is happening everywhere – from new sports teams to new hospitals; from new master planned communities to new employment centers; from new resorts to new education facilities.

The current population of 2.1 million is expected to increase to 2.7 million by 2025 and the number of visitors is expected to increase from 43 million annually in 2016 to 53 million in 2025. As a result, congestion is only going to increase, and we can’t build our way out of it.

As a community, we need to identify enhanced multi-modal options that will support this growth, reinvest in our neighborhoods, and allow us to move large amounts of people reliably and efficiently - On Board will help identify potential solutions to this challenge.

THE BENEFITS
ON BOARD WILL:
1. Identify where enhancements to the current system, such as new, more frequent and faster routes, would provide the most benefit to riders and the surrounding community.

2. Identify the corridors where high capacity transit services such as bus rapid transit, streetcar, or light rail would provide the most benefit to riders and the regional economy.

3. Identify how emerging transit technologies could enhance customer service and reduce operating costs.

THE PROCESS
We will compile and analyze data, look at best practices across the country, seek and incorporate feedback, and identify emerging transit technologies and trends to ensure that On Board develops a vision of the community’s transit needs for the next 20+ years.

THE TIMELINE
The plan is expected to take approximately 18 to 24 months to develop and be completed by late 2018.

GET INVOLVED
Visit OnBoardSNV.com to learn more and stay connected.
QUÉ ES ON BOARD?
ON BOARD ES EL COMPLETO PLAN DE TRANSPORTE PÚBLICO DE NUESTRA COMUNIDAD PARA EL SUR DE NEVADA

El visionario plan identificará cómo las mejoras al actual sistema de autobús, los nuevos servicios de transporte público de gran capacidad y las emergentes tecnologías de transporte público pueden mejorar la movilidad y accesibilidad futura para nuestros residentes y visitantes.

LA NECESIDAD
La región del Sur de Nevada crece rápidamente y el crecimiento se da en todos lados: desde nuevos equipos deportivos hasta hospitales nuevos; desde nuevas comunidades en base a un plan maestro hasta nuevos centros de empleo; desde nuevos resorts a nuevos centros educativos.

Se espera que la actual población de 2.1 millones aumente a 2.7 millones para 2025 y se espera que la cantidad de visitantes aumente de 43 millones por año en 2016 a 53 millones en 2025. Como resultado, aumentará la congestión y no lo solucionaremos con más construcciones.

Como comunidad, necesitamos identificar opciones con múltiples formas que den apoyo a este crecimiento, reinvertir en nuestros vecindarios y permitirnos trasladar grandes cantidades de personas de manera confiable y eficiente. On Board ayudará a identificar posibles soluciones a este desafío.

LOS BENEFICIOS
ON BOARD HARÁ LO SIGUIENTE
1. Identificará en qué sitios las mejoras a nuestro sistema actual, tales como rutas más frecuentes y más rápidas, podrían brindar el mayor beneficio a los pasajeros y a las comunidades de los alrededores.
2. Identificará los corredores donde los servicios de transporte público de alta capacidad como autobuses rápidos, tranvía o trenes urbanos podrían brindar los mayores beneficios a quienes los utilizan y a las economías regionales.
3. Identificará cómo las tecnologías de tránsito emergentes pueden mejorar el servicio al cliente y reducir los costos operativos.

EL PROCESO
Recopilará y analizará datos, identificará las mejores prácticas en el país, buscará e incorporará opiniones e identificará las tecnologías y tendencias de transporte público emergentes para garantizar que On Board desarrolla una visión de las necesidades de transporte público de la comunidad para los próximos 20+ años.

EL CRONOGRAMA
Se espera que el desarrollo del plan lleve aproximadamente 18 a 24 meses y se completará a fines de 2018.

PARTICIPE
Visite OnBoardSNV.com para obtener más información y estar conectado.
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

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**SUBJECT:** LEGISLATIVE UPDATE

**PETITIONER:** TINA QUIGLEY, GENERAL MANAGER
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

**RECOMMENDATION BY PETITIONER:**
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON THE LEGISLATIVE SESSION RELEVANT TO SOUTHERN NEVADA STRONG INITIATIVES (FOR POSSIBLE ACTION)

**GOAL:** INTEGRATE THE SYSTEM GEOGRAPHICALLY

**FISCAL IMPACT:**

None

**BACKGROUND:**

During the Nevada 2017 Legislative Session, several pieces of legislation passed that will advance policies which support the implementation of the Southern Nevada Strong (SNS) Regional Plan. This will be an opportunity for SNS Steering Committee members to report on such legislation.

Respectfully submitted,

____________________________
RAYMOND HESS
Director of Planning Services

SNS Item #9
July 27, 2017
Non-Consent
REGIONAL TRANSPORTATION COMMISSION
OF
SOUTHERN NEVADA

AGENDA ITEM

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<td><strong>SUBJECT:</strong> SOUTHERN NEVADA STRONG REGIONAL UPDATES</td>
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<td><strong>RECOMMENDATION BY PETITIONER:</strong> THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE REGIONAL UPDATES</td>
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<td><strong>GOAL:</strong> INTEGRATE THE SYSTEM GEOGRAPHICALLY</td>
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FISCAL IMPACT:

None

BACKGROUND:

Collaboration and coordination is critical to the success of Southern Nevada Strong. Since the Southern Nevada Strong Steering Committee represents a broad spectrum of interests, it would be beneficial for Steering Committee members to share information and updates related to implementation of the Regional Plan.

While no action may be taken on the subjects discussed, this item provides opportunity for the exchange of information.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services

SNS Item #10
July 27, 2017
Non-Consent
REGIONAL TRANSPORTATION COMMISSION 
OF 
SOUTHERN NEVADA 

AGENDA ITEM

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<th>Subject:</th>
<th>Southern Nevada Strong Steering Committee Agenda Items</th>
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| Petitioner: | Tina Quigley, General Manager
Regional Transportation Commission of Southern Nevada |
| Recommendation by Petitioner: | That the Southern Nevada Strong Steering Committee discuss future agenda items (for possible action) |
| Goal: | Integrate the system geographically |

Fiscal Impact:
None by this action

Background:
The Regional Transportation Commission of Southern Nevada (RTC), as core administrator of the Southern Nevada Strong (SNS) initiative, seeks guidance from the SNS Steering Committee (Committee) on future agenda items. Staff desires to keep meetings of the Committee engaging and informational and would like direction on future agenda items which would further advance the implementation of the Regional Plan.

Respectfully submitted,

Raymond Hess
Director of Planning Services

SNS Item #11
July 27, 2017
Non-Consent
REGионаl транспортная комиссия

СOUTHЕRН NEVADA

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<td>SUBjECT: CITIZENS PARTICIPATION</td>
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<td>PETITIONER: TINA QUIGLEY, GENERAL MANAGER</td>
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<td>RECOMMENDATION BY PETITIONER:</td>
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<td>THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION</td>
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<td>GOAL: INTEGRATE THE SYSTEM GEOGRAPHICALLY</td>
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FISCAL IMPACT:

None

BACKGROUND:

In accordance with State of Nevada Open Meeting Law, the Regional Transportation Commission of Southern Nevada (RTC) Southern Nevada Strong Steering Committee (Committee) shall invite interested persons to make comments. For the initial Citizens Participation, the public should address items on the current agenda. For the final Citizens Participation, interested persons may make comments on matters within the Committee’s jurisdiction, but not necessarily on the current agenda.

No action can be taken on any matter discussed under this item, although the Committee can direct that it be placed on a future agenda.

Respectfully submitted,

RAYMOND HESS
Director of Planning Services