NOTICE AND AGENDA OF PUBLIC MEETING

SOUTHERN NEVADA STRONG STEERING COMMITTEE

1:00 P.M. OCTOBER 25, 2018

RTC/RFCD ADMINISTRATION BUILDING
600 S. GRAND CENTRAL PARKWAY
ROOM 296
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.

BY:

SOUTHERN NEVADA STRONG STEERING COMMITTEE AGENDA – OCTOBER 25, 2018
Page 1 of 2
Items 2, 3, and 5 through 8 are items for possible action. Items 1, 4, and 9 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
2. APPROVAL OF MINUTES: Meeting of July 31, 2018 (FOR POSSIBLE ACTION)
3. RECEIVE AN UPDATE ON INTERNAL STRATEGY FOR ADMINISTRATION OF THE SNS REGIONAL PLAN (FOR POSSIBLE ACTION)
4. RECEIVE REGIONAL UPDATES
5. RECEIVE AN UPDATE ON EFFORTS TO IMPLEMENT THE SOUTHERN NEVADA STRONG REGIONAL PLAN BY THE SOUTHERN NEVADA HEALTH DISTRICT (FOR POSSIBLE ACTION)
6. RECEIVE AN UPDATE ON THE PRIORITIES OF SOUTHERN NEVADA FORUM (FOR POSSIBLE ACTION)
7. DISCUSS FUTURE AGENDA ITEMS (FOR POSSIBLE ACTION)
8. DESIGNATE OFFICERS FOR 2018 – 2019 (FOR POSSIBLE ACTION)
9. 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

In compliance with Nevada Revised Statute 241.035(4), the Regional Transportation Commission of Southern Nevada shall create an audio and/or video recording of the meeting and retain such recording(s) for the required period of time.

Any action taken on these items is advisory to the Regional Transportation Commission.

SOUTHERN NEVADA STRONG STEERING COMMITTEE AGENDA – OCTOBER 25, 2018
Page 2 of 2
**REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA**

**AGENDA ITEM**

<table>
<thead>
<tr>
<th>Metropolitan Planning Organization</th>
<th>Transit</th>
<th>Administration and Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBJECT: CITIZENS PARTICIPATION</td>
<td></td>
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<tr>
<td>PETITIONER: TINA QUIGLEY, GENERAL MANAGER</td>
<td>REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA</td>
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<td>RECOMMENDATION BY PETITIONER:</td>
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<tr>
<td>THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION</td>
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<td>GOAL: SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES</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,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #1
October 25, 2018
Non-Consent
MINUTES
SOUTHERN NEVADA STRONG STEERING COMMITTEE
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA
JULY 31, 2018

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 JULY 23, 2018

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

CALL TO ORDER
Mayor Debra March, Chair, called the meeting to order at 1:09 p.m. in Meeting Room 108 of the Regional Transportation Commission Administration Building.

MEMBERS PRESENT:
Debra March, Chair, Regional Transportation Commission of Southern Nevada
Chris Giunchigliani, Vice-Chair, Southern Nevada Regional Planning Coalition
Nicole Bungum, Southern Nevada Health District (Alternate)
Joselyn Cousins, Federal Reserve Bank of San Francisco
Lisa Corrado, City of Henderson
Robert Fielden, Urban Land Institute
Shawn Gerstenberger, University of Nevada, Las Vegas
Mike Howe, City of Las Vegas (Alternate)
Kenneth MacDonald, Conservation District of Southern Nevada
Michael Mays, City of Boulder City (Alternate)
Doa Meade, Southern Nevada Water Authority
Coy Peacock, Nevada Department of Transportation (Alternate)
Craig Raborn, Regional Transportation Commission of Southern Nevada (Alternate)
Anthony Ruiz, Las Vegas Global Economic Alliance (Alternate)

MEMBERS ABSENT:
Nancy Amundsen, Clark County (Alternate)
Stavan Corbett, United Way of Southern Nevada
Amparo Gamazo, Southern Nevada Regional Housing Authority
Ryann Juden, City of North Las Vegas
Rick Neal, Clark County School District
Capt. William Scott, Las Vegas Metropolitan Police Department

RTC STAFF:
David Swallow, Senior Director of Engineering and Technology
Rae Lathrop, Manager of Regional Planning
Daniel Fazekas, Senior Regional Planner
Magaly Munoz, Public Affairs Administrator
Paul Gully, Management Analyst
David Gloria, Administrative Specialist

INTERESTED PARTIES:
Bill Stremmel, CyberTran International
Jacob Snow, JABarrett Company

SNS Item #2
October 25, 2018
Item:
1. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION

Comments:
Chair Debra March, Regional Transportation Commission of Southern Nevada (RTC), invited Mr. Bill Stremmel, to speak. He made the following comment:

“I’m Bill Stremmel, I live in Pahrump, 1901 E. Calvada Boulevard, and I appreciate the recharging of my electric car for the long drive back over there. The A/C takes a lot of extra juice, so, I, one of my affiliations is with CyberTran. We offer some innovative transportation solutions. I’ll be happy to discuss that with anyone interested after the meeting, but that’s not the hat I’m wearing today. I’m just basically interested in Interstate 11. I haven’t been able to get any information about the planning here within the Las Vegas Valley. I’ve got, getting information from NDOT and participating in the hearings about the section farther north, of course to the south it’s just about completed. I know that new terrain highways are problematic. If you do eastern bypass, but if you do a bifurcated alignment limited to two lanes in each direction, limit the number of interchanges that could reduce the environmental impact, and then if you join the 15 and take the 215, once Clark County upgrades that to full freeway on their own nickel, then the federal government could reimburse Clark County for use of the newly completed northern quadrant of the 215 beltway upwards. It could be over a billion dollars, and say it, just totally for transit, but no other red tape. And then you would have that available to do a lot of things without the typical bureaucracy that you get involved with. You could go to McCarran or you know, farther down the Strip. Fill a lot of needs. So anyway, that’s just an idea. Maybe I could get some more information where we’re at with the planning of the Interstate-11 here within the valley after the meeting.”

Chair March thanked Mr. Stremmel for his comments and asked that RTC staff meet with him after the meeting to address Mr. Stremmel’s remarks. She added that the RTC was still pending a report from the Nevada Department of Transportation (NDOT) regarding the plans for Interstate-11.

Mr. Stremmel: “There’s some big choices, but it’s an issue of redundancy and disaster preparedness to bypass particularly trucks with hazardous materials that would otherwise be coming up the 515 right through the Spaghetti Bowl, through the central area or taking the already congested southern or western quadrants of the 215 beltway that’s really problematic. It offers a little bit more of a safety if you take them around to the east and the north which is more industrialized.”

Motion:
No motion was necessary.

Vote/Summary:
No vote was taken.

Item:
2. APPROVAL OF MINUTES: Meeting of April 26, 2018 (FOR POSSIBLE ACTION)

Comments:
No comments were made.

Motion:
Mr. Kenneth MacDonald, Conservation District of Southern Nevada, made a motion to approve the minutes.

Vote/Summary:
14 Ayes. 0 Nays. The motion carried.
Ayes: Nicole Bungum, Joselyn Cousins, Lisa Corrado, Robert Fielden, Shawn Gerstenberger, Chris Giunchigliani, Mike Howe, Kenneth MacDonald, Debra March, Michael Mays, Doa Meade, Coy Peacock, Craig Raborn, Anthony Ruiz
Nays: None
Absent: Nancy Amundsen, Stavan Corbett, Amparo Gamazo, Ryann Juden, Rick Neal, William Scott

Item:
3. RECEIVE AND ACCEPT UPDATED PERFORMANCE INDICATORS AND PROVIDE FEEDBACK ON THE IMPLEMENTATION ACTIVITY GRAPHIC AND DASHBOARD (FOR POSSIBLE ACTION)

Comments:
Mr. Craig Raborn, Director of Metropolitan Planning Organization for the Regional Transportation Commission of Southern Nevada (RTC), described the development of the activity graphic and dashboard on the Southern Nevada Strong (SNS) website. He explained that SNS staff was tasked with developing a series of metrics to aid in the visualization of implementation progress within Southern Nevada in advancing the goals of the regional plan. SNS staff began publishing these metrics online in a dynamic platform. Mr. Raborn then introduced Mr. Paul Gully, Management Analyst for the RTC, to provide an update on the implementation and changes to the dashboard.

Mr. Gully described that the dashboard was first published at the end of 2017 but that the goal was to create a more dynamic dashboard. Over the past few months, SNS staff uploaded data sets to an online data visualization platform to create more graphs, maps, and charts with additional data from SNS partners. In addition, a new webpage was created to feature this additional content. Mr. Gully gave the SNS Steering Committee (Committee) a preview of the page with a completed dashboard to provide feedback prior to continuing with full implementation. He walked the Committee members through the updated design, icons, maps, and graphs, adding that the dashboard allows for additional data and context. He also said that the RTC is actively working with its partners to populate the dashboard with data that is unique to the region. The new website address will be sent to the SNS Steering Committee to review prior to the October 25th, 2018 Committee meeting.

Vice-Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, recommended that staff review and use the book “Children in Poverty in Nevada” as a base point for metrics and data to be included in the dashboard. She requested, as data is analyzed, SNS staff to begin looking at other factors that contribute to housing issues. She expressed concern at rising housing costs and thought the data might provide ways to prepare for future issues.

Mr. Shawn Gerstenberger, University of Nevada, Las Vegas, inquired about the frequency of data updates. Mr. Gully responded that the plan is to update data sets on an annual basis and data that is not available annually would be denoted. Ms. Rae Lathrop, Manager of Regional Planning for the RTC, added that since the data is stored historically, it would only require inputting new data for the year.

Chair March said she was pleased that the data was sourced. She also inquired about the dashboard’s mapping capabilities for visualizing issues such as food deserts within communities or around school sites. Mr. Gully replied that the mapping component on the dashboard is fully functional but SNS staff is currently working on overlaying data on food deserts.

Ms. Lisa Corrado, City of Henderson, commended SNS staff on the quality of the website. She then commented that City of Henderson staff encountered issues with the inconsistency of data formatting. She recounted that some data sets that were available were not in a compatible format or did not contain...
the information needed for analysis. She added that SNS staff may need to work internally to standardize localized data. Mr. Gully agreed, stating similar problems arose with fast food restaurants and food deserts.

Lastly, Mr. Gerstenberger remarked that having this data easily available would help with federal grant applications and possibly increase competitiveness and credibility if all organizations were consistent and used the same data sets.

**Motion:**
No motion was necessary.

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

**Item:**
4. RECEIVE AN UPDATE ON A REGIONAL GRANT STRATEGY FOR FEDERAL COMPETITIVENESS (FOR POSSIBLE ACTION)

**Comments:**
Mr. Craig Raborn, Director of Metropolitan Planning Organization for the Regional Transportation Commission of Southern Nevada (RTC), iterated that during the past year and half, Southern Nevada Strong (SNS) worked with the region’s social service non-profit organizations increase federal grant funding to Southern Nevada. In the fall of 2016, SNS convened a working group of non-profit grant professionals to develop a framework for improving grant capacity and competitiveness. Starting in March of 2018, SNS hosted a series of workshops for non-profits to learn best practices and strategies and to gather input from experts. He then introduced Ms. Rae Lathrop, Manager of Regional Planning for the RTC, to provide a summary of the workshops and plans for future programming.

Following a detailed PowerPoint presentation [attached], Ms. Lathrop reviewed the history of the project and the progress made in 2018. One of the areas of focus was identifying how the agencies interact and how success can be achieved. She mentioned that the long-term goals of the SNS Regional Plan require a coordination amongst the organizations that is unprecedented. A common need identified across the agencies is the need for resources for implementation of the SNS Regional Plan. Federal grant funding was identified as a way to tackle that need and build capacity for implementation. She commented that the Southern Nevada region frequently lags behind other regions in obtaining federal funding for non-profits and local government. The working group took a systemic approach to identifying barriers and offered possible solutions, as well as prioritized the work that could be done to improve competitiveness. The working group included partners such as United Way of Southern Nevada, Guinn Center for Policy Priorities, Nevada Community Foundation, and the State of Nevada Grant Office.

Ms. Lathrop said the working group performed a Strengths, Weakness, Opportunities, Threats analysis with input from many non-profit and local government representatives throughout the region. A series of workshops were held to develop the framework that was published in early 2016. The framework identified two major goals: continue and increase the submission of high quality grant applications and coordinate stakeholders to prioritize and secure federal grants.

In 2018, a series of four workshops were held to address the first goal of developing the technical skills needed to develop quality applications. She highlighted the number of attendees who were engaged in the process. The workshops attracted approximately 130 attendees, half of which attended more than one workshop. Speakers included 20 experts from local or state government, non-profits, or private
entities. Ms. Lathrop then played a video with excerpts from the workshops, adding that complete recordings of each workshop were available on the SNS website. After the video, Ms. Lathrop segued into plans for the next six months to address the second goal of aligning stakeholders. She said the plan is to convene people around specific issue areas. SNS staff will conduct some research to identify key issues and bring stakeholders from the entire vertical integration of the program to discuss the challenges and opportunities within each specific issue. Ms. Lathrop welcomed feedback and input from the SNS Steering Committee (Committee) on issues to be included in the upcoming discussions.

Chair Debra March, RTC, said the video was very good and clearly articulated the need for collaboration in the grant application process. She said that a possible topic to discuss would be how Smart Cities technology could be used to address issues such as homelessness, food insecurity, or other goals.

Vice-Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, commented that while collaboration is important, she is especially concerned about the homeless issue since it is such a large and complex topic. With so many agencies working towards the issue, it is difficult to identify what is working and what is not. She gave homeless courtyards as an example, adding that ultimately what is needed is housing. An area of improvement could be better coordination amongst the agencies. Another priority is affordable housing. She said a possible solution would be creating a community land grant program and researching public-private partnerships to develop affordable housing. While there are many factors that create poverty, housing is a key issue, and there are opportunities that would allow for more proactive strategies.

Mr. Anthony Ruiz, Las Vegas Global Economic Alliance, thanked Ms. Lathrop for her presentation. He informed the SNS Steering Committee that the Nevada Governor's Office of Economic Development (GOED) is updating its economic development plan and that the Comprehensive Economic Development Strategy (CEDS) will be also be updated within the next 12 months. He said there is significant overlap between the SNS Regional Plan and CEDS and wants to continue that alignment.

Vice-Chair Giunchigliani inquired about the location of a new technology park. Mr. Ruiz referred to the University of Nevada, Las Vegas Harry Reid Research and Technology Park on Durango Drive and Sunset Road. She said that was a good example of growth and the need to have the infrastructure to complement it. She commented that Washoe County has a great technology park but that it also creates ancillary problems with traffic and housing. Mr. Ruiz said he would be more than happy to have further discussions on the topic and share information with her about the development. She asked if additional roadways were planned and stressed the importance of having these conversations at the beginning versus the end of the project. Chair March suggested scheduling a presentation with representatives from the GOED to provide information on the CEDS to the Committee.

Ms. Doa Meade, Southern Nevada Water Authority, brought up opportunity zones as a potential topic and said it should be promoted more to businesses. Chair March requested that a presentation on opportunity zones be added as a future agenda item. Mr. Ruiz recommended reaching out to Snell and Wilmer or the Economic Innovation Group for the presentation. Ms. Joselyn Cousins, Federal Reserve Bank of San Francisco, brought up concerns regarding the community development component of opportunity zones. She said that it was important to ensure that some of these investments actually benefit low- and moderate-income people located in the designated zones. She recommended including Enterprise Community Partners in future conversations and presentations to help educate the
Committee on this topic. She also stressed the importance that non-profits be prepared with projects targeted for low-income populations or could miss out on funding opportunities.

Ms. Lisa Corrado, City of Henderson, stressed addressing issues such as housing, homelessness, health, and education. She said that although education was not a primary focus during the last couple of years, it is important to take a holistic approach to addressing the community’s needs. Lastly, she said that alignment of the SNS Regional Plan with the CEDS was also important in order to be more competitive in drawing businesses to Southern Nevada.

**Motion:**
No motion was necessary.

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

**Item:**
5. RECEIVE A PRESENTATION ON THE PROGRESS OF THE REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA’S “ON BOARD – YOUR FUTURE TRANSIT PLAN” INITIATIVE (FOR POSSIBLE ACTION)

**Comments:**
Following a detailed PowerPoint presentation [attached], Mr. Craig Raborn, Director of Metropolitan Planning Organization for the Regional Transportation Commission of Southern Nevada (RTC), provided an update on the progress of the RTC’s “On Board—Your Future Transit Plan” (On Board) initiative. He explained that On Board is designed to be a comprehensive plan for identifying opportunities for new high-capacity transit (HCT) services, enhancements to the current bus system, and emerging transit technologies to improve mobility and accessibility in Southern Nevada. On Board will eventually be influenced by input from the community, RTC Board of Commissioners (Board), and key stakeholders to make recommendations for a future HCT system. The plan has three main components: HCT options, improvements to traditional transit, and understanding emerging transit technologies.

Mr. Raborn added that On Board also covers paratransit and fixed route services for seniors and veterans, although these topics would not be discussed today. He detailed how the HCT component of On Board consists of the assessment of HCT corridors in the Las Vegas Valley (Valley), the Resort Corridor Feasibility Study, and the Maryland Parkway Study. He reviewed these components for the Southern Nevada Strong Steering Committee (Committee).

Next, Mr. Raborn remarked that On Board included an assessment of a “universe of corridors,” where the RTC assessed the characteristics and demand rates of potential HCT corridors in the Valley. The assessment began with 50 corridors and was narrowed down based on their feasibility and viability as HCT routes. Mr. Raborn pointed out that the RTC had narrowed these down to about 22 corridors at this point in time, and further analysis will be done before final recommendations are made.

Then, Mr. Raborn reviewed the importance of developments along HCT corridors as the projects were implemented, a process known as Transit-Oriented Development (TOD). The RTC assessed nine different TOD typologies, some of which are general and some of which are specific to Las Vegas. For each typology, the RTC developed a one-page summary of what the built environment would look like and how it would be used. These assessments were put together in a TOD briefing book and were analyzed in the same way as the HCT corridors.
From there, Mr. Raborn continued by explaining the community engagement efforts undertaken thus far, noting that over 15,000 surveys were completed. Staff attended over 93 community events and performed 65 speaking engagements. A total of 18 technical advisory group meetings were held, as well as five Transportation Resource Advisory Committee and Community Collaboration (TRAC) meetings and four public meetings.

In terms of next steps, Mr. Raborn detailed that On Board is currently evaluating corridor alternatives and turning these into scenarios that will be the foundation of recommendations for the final plan. Then, he introduced Mr. David Swallow, Senior Director of Engineering and Technology for the RTC, to continue the report.

Mr. Swallow began his report by describing the importance of the Resort Corridor for both the On Board study and for Southern Nevada as a whole. To review the intensity of development and demand within this corridor, On Board is completing a Resort Corridor Feasibility Study. This study examines how transit riders are moving along this corridor today and ways to improve capacity moving forward. He detailed that a possible HCT system could accomplish these goals. A HCT system would connect all critical links on the Resort Corridor, including the McCarran International Airport (Airport) to the Las Vegas Strip (Strip), movement along the Strip, and the Strip to Downtown Las Vegas (Downtown).

Then, Mr. Swallow briefly reviewed the timeline of the On Board study. The feasibility study began in December 2017 and is currently in the Scenario and Alternative Development phase for assessing technology and developments. These assessments not only include feasibility of alternatives but also funding strategies for these efforts. The final recommendations are expected to be ready by November to be integrated into the larger On Board report.

Chair Debra March, RTC, asked Mr. Swallow if this study includes working groups with local jurisdictions across the community, noting that it is important to include them in the dialogue. Mr. Swallow agreed and replied that this is being conducted through the On Board Technical Advisory Groups.

Vice-Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, brought up the issue of the paratransit Americans with Disabilities Act (ADA) service area, noting that many of her constituents had expressed concern about the current paratransit service area. She stated that while these improvements are important, On Board must be sure to not let these solutions cut into funding for the existing bus networks as that would make later expansion more difficult.

Mr. Raborn responded, noting there are several elements included in the plan to address these concerns. He explained that the Feasibility Study is looking at enhanced bus service for the entire network, an effort that also includes expansion of the network, dependent on funding. This applies to the paratransit service area as well. He assured her that these issues are being addressed in the overall On Board report.

Then, Chair March pointed out the benefits of creating a culture of transit in the Valley, particularly for areas of transit that are underutilized. She said that these concepts should be worked into the planning efforts as the RTC moves forward. Chair March and Vice-Chair Giunchigliani discussed how these efforts could be applied in Middle and High Schools and the benefits of mobility in all aspects of the transit system within the Valley. Mr. Raborn agreed and explained that increasing the types of transit service in the area encourages use in many cases. He expressed the importance of creating a built environment on the Strip where people are comfortable walking yet have easy access to transit when needed.
Next, Mr. Swallow discussed the Maryland Parkway component of On Board. He began by describing the importance of the Maryland Parkway corridor in the context of Las Vegas overall:

- Connects to over 20 of 39 RTC fixed routes
- Highest productivity route outside of the Strip
- Boardings per hour average 57.7 passengers
- Highest in boardings per mile
- Highest fare box recovery rate outside of the Strip
- Connects 85,685 jobs and 93,096 residents

To address the needs of this corridor, Mr. Swallow described that improving mobility is the primary goal. This includes improving safety and reliability, regardless of what transit mode is being used. In addition, transit speed and accessibility are high priorities for improvement with the goal of attracting more riders, more investment, and more development.

The proposed route along Maryland Parkway would run from the Airport through Downtown to the Las Vegas Medical District, an 8.7 mile route with over 25 station locations. There are many key anchors and employment centers along this route such as the University of Nevada, Las Vegas; Sunrise Hospital; and the Airport. HCT along this line would connect all of these points together. Mr. Swallow added that ridership supportive of HCT is already there, so it would be an ideal option for HCT. He reviewed the transit options being considered.

Enhanced bus transit is the first option, involving improvements in passenger shelters, transit stop optimization, and speed improvements. This option would be the most cost effective and least disruptive approach, but it would produce the lowest benefits to ridership and least opportunity for TOD. Of all the options, it has the lowest capital and routine maintenance costs.

Bus Rapid Transit (BRT), which involves reconstructing the corridor to create a bus system that functions similarly to light rail. This option requires major reconstruction and features higher capital, annual operation, and maintenance costs than enhanced bus. However, it offers increased service frequency, faster travel times, and higher ridership. It also offers opportunities to improve bikeability infrastructure as well as being moderately attractive for TOD investment.

Next, Mr. Swallow discussed Urban Light Rail (LRT) as the third option. He said this involves major corridor reconstruction to add a rail transit line. This option features the highest capital, annual operation, and maintenance costs of any option and would require the most amount of development. However, it offers the highest improvements to service frequency, travel time, and ridership. It also has other benefits, such as making the area significantly more attractive to new riders and improving the community image. LRT offers the highest potential for economic and TOD investments. Mr. Swallow described that beyond these benefits, rail-based systems also offer advantages for mobility-impaired riders and has infrastructure in place for helping them board.

Moving forward, Mr. Swallow detailed how the RTC has tried to stay neutral in these assessments and solicit objective feedback on the best options. The RTC is currently waiting for approval to release the environmental assessment, which is anticipated to occur later in the summer. In the meantime, RTC staff has been giving presentations to different jurisdictions and receiving input from various transportation advisory committees. He noted that TRAC has already endorsed the LRT option as the preferred alternative. All of this information will soon be taken to the Board for consideration. After receiving this input, staff will continue with preliminary designs and begin looking at grant funding.
opportunities. Assuming that these processes are completed on time, revenue service is expected to be in place by 2025.

Mr. Michael Mays, City of Boulder City, pointed out the substantial economic benefits seen by Phoenix, Arizona from their LRT developments. He asked if there are any studies that quantify the economic impacts of these developments for Southern Nevada. Mr. Swallow replied that while studies have been done, RTC staff has tried not to speculate too much on the value of real estate developments. LRT features the highest TOD potential by far, and while he was unsure of the specific figures, he asserted that these types of transit technologies are supportive of value-driving developments. He added that this research had been done by many other agencies reviewing HCT developments.

Chair March asked for specifics on when the recommendation would come to the Board for approval. Mr. Swallow said the timetable depends on the environmental clearance approval but that he will come before the Board in September to provide an update. He anticipated that the official presentation would be ready by October.

**Motion:**
No motion was necessary.

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

**Item:**
6. RECEIVE AN UPDATE ON EFFORTS TO IMPLEMENT THE SOUTHERN NEVADA STRONG REGIONAL PLAN BY THE SOUTHERN NEVADA HEALTH DISTRICT (FOR POSSIBLE ACTION)

**Comments:**
Due to the lack of time, Chair Debra March, Regional Transportation Commission of Southern Nevada, suggested holding this item until the next scheduled meeting. No members expressed objections.

**Motion:**
No motion was necessary.

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

**Item:**
7. RECEIVE REGIONAL UPDATES

**Comments:**
Ms. Lisa Corrado, City of Henderson (Henderson), described Henderson’s implementation of the Southern Nevada Strong (SNS) Regional Plan (Plan). She detailed how an implementation advisory committee has been created to facilitate these efforts, an effort that will also support other important initiatives such as grant funding. Henderson has also focused on health issues over the past year, including applications for health grants that are used to support capacity building for health-based developments. She described how Henderson’s committees have been leveraging opportunity site strategies found in the Plan, particularly in areas like Maryland Parkway.

Ms. Corrado pointed out that Henderson did not receive every health grant it applied for but are constantly looking for new opportunities and resources. Henderson staff has been looking closely at urban agricultural ordinances to help provide a holistic view of agriculture in the area and support innovative agricultural strategies. She cited indoor farming as an example of one of these strategies.
Ms. Doa Meade, Southern Nevada Water Authority (SNWA), described that SNWA has been preparing for some public relations issues related to what appeared to be a historically low level of the Colorado River. She expected pushback from the public on developments because of this. She explained that the SNWA was doing very well in terms of conservation, so it would be important to put together information and statistics to share with the public in this regard. The SNWA may eventually bring a presentation to the SNS Steering Committee (Committee).

Mr. Coy Peacock, Nevada Department of Transportation (NDOT), spoke on the progress of Project Neon. He said the Interstate-15 mainline should be finished by November of this year, which will significantly improve congestion in the area. The high-occupancy vehicle flyover will begin soon after and should be completed by July 2019. He relayed that Project Neon was not close to completion but that NDOT will be looking at funding options for additional phases moving forward.

Chair Debra March, Regional Transportation Commission of Southern Nevada, commented that the ribbon cutting for Interstate-11 (I-11) will take place in about a week. Mr. Peacock agreed and said that NDOT will be going out with a request for proposal in early 2019 for a study to determine the location of the I-11 corridor.

Vice-Chair Chris Giunchigliani, Southern Nevada Regional Planning Coalition, asked about the logistics of this route and interconnectivity with other unutilized railroads in the area. Mr. Peacock stated that he was unsure if that aspect was a part of this upcoming study but assured her that NDOT is examining alternatives in other reviews. He said the Southern Nevada Traffic Study that is currently underway should be completed in early 2019.

Mr. Michael Mays, City of Boulder City (Boulder City), discussed the opening of I-11 and the progress of Boulder City’s Complete Streets efforts. He also mentioned the Boulder City Council’s approval of a bill draft request to support the Nevada State Railroad Museum’s efforts toward a new visitors center and park. This would support future planning for additional pedestrian activity in the area.

Mr. Shawn Gerstenberger, University of Nevada, Las Vegas (UNLV), reviewed the University’s updates with the accreditation of the UNLV Medical School, the approval of several grants for statewide childhood lead poisoning prevention efforts. He also discussed receiving a grant to remove lead-based paint from homes in the area. This is part of UNLV’s “Healthy Homes” efforts for low-income families.

Motion: No motion was necessary.

Vote/Summary: No vote was taken.

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

Comments: Chair Debra March, Regional Transportation Commission of Southern Nevada (RTC), requested that the update from the Southern Nevada Health District to be the first item on the next meeting agenda. No other comments were made.

Motion: No motion was necessary.

Vote/Summary: No vote was taken.
Item: 9. CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION

Comments:
Chair Debra March, Regional Transportation Commission of Southern Nevada (RTC), invited Mr. Bill Stremmel, to speak. He made the following comment:

“Well, I didn’t intend to speak again, but, I’m Bill Stremmel, again, Pahrump, but wearing another hat with CyberTran, that, with our modality the LRT, there’s others that are demand responsive with offline loading and unloading of passengers, I wonder if they, for the Maryland Parkway corridor, if they considered some different innovative transit technologies, more demand-responsive and less schedule-driven. Because we’re going to have to start thinking outside the box if we’re going to cope with the challenges posed by the transportation network companies and others if we want to get the vehicle miles travelled down. And yet we’re having these new services that are running circles around conventional schedule-driven transit. So, I just wondered if that came into the study, because you don’t have this trade-off of the more stops degrading overall system performance and average speed if you have offline loading... And I thank you all, I’ve learned a lot at this meeting.”

Motion:
No motion was necessary.

Vote/Summary:
No vote was taken.

ADJOURNMENT

The meeting adjourned at 2:56 p.m.

Respectfully submitted,

David Gloria, Recording Secretary

Marek Biernacinski, Transcription Secretary
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
It's in the plan

SOUTHERN NEVADA GRANTS STRATEGY

SWOTs

Extensive Discussions and Narrowing

DRAFT Strategy Framework
GOALS OF FRAMEWORK

1. Submit high-quality, competitive federal grant applications
2. Coordinate stakeholders to prioritize and secure federal grants
2018 Workshops
What’s next?

• Issue area convening

• What issues are your priority?
ON BOARD

- Regional Transportation Commission (RTC)
- Community Input
- Emerging Transit Technologies
- On Board
- High Capacity Transit
- Transportation Resource Advisory Committee (TRAC)
- Maryland Parkway Study
- Resort Corridor Feasibility Study
- Additional HCT Corridors
- Traditional Transit

UNIVERSE OF CORRIDORS
PHASE 2 CORRIDORS

TOD TYPOLOGIES

- Downtown - Local
- Urban Neighborhood
- Entertainment District
- Employment District
- Las Vegas Strip
- Downtown - Regional
- Town Center
- Downtown - Local
- Medical District
- Educational Campus
TOD TYPOLOGIES

TOWN CENTER
Mostly retail/commercial uses with some housing and public gathering spaces. Local destination for residents and visitors. Increased activity when special events take place.

eTOD Strategies Include:
Employment and Transportation Options

CHARACTERISTICS

STREET/BLOCK PATTERN
Irregular

MIX OF USES
Predominantly Retail/Commercial

BUILDING HEIGHT
Medium-Low
1-5 Stories

PLANNED DENSITY
5-20 Jobs/Acre OR 15-25 Jobs/Acre

ACTIVATION
Evening/ Nighttime

TOD LOCATIONS: ALL

[Map showing TOD locations]
WHERE WE’VE BEEN

More than 15,000 surveys
Attended more than 93 events
51 with the On Board bus
42 with a table / booth
65 speaking engagements
18 technical advisory group meetings
5 TRAC meetings
4 public meetings

NEXT STEPS

2017

1. PURPOSE AND NEED
   Spring 2017 to Summer 2017

2. DEVELOP ALTERNATIVES
   Summer 2017 to Winter 2017

3. EVALUATE ALTERNATIVES
   Winter 2017 to Summer 2018

2018-19

4. RECOMMENDATIONS AND FINAL PLAN
   Fall 2018 to Jan 2019

STAKEHOLDER AND COMMUNITY ENGAGEMENT
STUDY OVERVIEW

OBJECTIVE: Consider feasibility of a high-capacity transit system to improve access to, from and within the Resort Corridor

CRITICAL LINKS:
- Airport to the Strip
- Movement along the Strip
- Strip to downtown Las Vegas

KEY INPUTS

- Technology-enabled data collection
- Stated preference survey
- Emerging trends and development patterns
- Key mobility concerns
- Stakeholder priorities
FEASIBILITY STUDY TIMELINE

WE ARE HERE

ON BOARD

Regional Transportation Commission (RTC)
Community Input
Emerging Transit Technologies
Traditional Transit
Additional HCT Corridors
Resort Corridor Feasibility Study
High Capacity Transit
Transportation Resource Advisory Committee (TRAC)
Maryland Parkway Study
**WHY MARYLAND PARKWAY?**

Connects to 21 transit lines

Links key destinations

93,096 Residents

High-productivity route

85,685 Jobs

**WHAT ARE WE TRYING TO ACHIEVE?**

Improve mobility

Maximize transportation choices

Faster, more reliable and attractive

Instill a sense of place

Foster economic development
• Downtown to Airport
• 8.7-Mile Route
• Technology Options:
  • Bus Rapid Transit
  • Light Rail
• 25 Station Locations
  0.35-mile spacing

Las Vegas Medical District
12,000

Downtown Las Vegas
30,000

Sunrise Hospital
3,200

Boulevard Mall
1,000

UNLV
3,500 employees
30,000 students

McCarran International Airport
16,000

PROPOSED ROUTE

KEY CONNECTIONS

UMC
Bonneville Transit Center
Fremont Street Experience
Huntridge Circle Park
McCaran Airport
Sunrise Hospital
The Boulevard Mall
University of Nevada at Las Vegas (UNLV)
Container Park
WHAT IS BEING CONSIDERED?

ENHANCED ROUTE 109
**ENHANCED TRANSIT**

- Attracts more riders but less than bus rapid transit (BRT) and light rail (LRT)
- Minimal opportunity for transit-oriented development
- Least construction impact
- Increased service can be phased in faster than BRT or LRT
- Lowest capital and annual operations & maintenance costs

---

**BUS RAPID TRANSIT**

![Bus Rapid Transit Image]
**BUS RAPID TRANSIT**

- Increased frequency, faster travel time, higher ridership
- Operates like light rail transit, but not as many riders
- May attract some transit-oriented development
- Major reconstruction of the corridor
- Higher capital and annual operations & maintenance costs

**URBAN LIGHT RAIL**
URBAN LIGHTRAIL

- Improves community image and attracts new riders
- Increased frequency, fastest travel time, highest ridership
- Greatest opportunity for economic and transit-oriented development
- Major reconstruction of the corridor
- Highest capital and annual operations and maintenance costs

NEXT STEPS

- 30-Day Public Comment Period
- Input from Local Jurisdictions
- Input from RTC Advisory Committees
- RTC Board Adopts Locally Preferred Alternative
PROJECT IMPLEMENTATION SCHEDULE

- Alternatives Analysis
- Environmental Assessment
- Project Refinement
- Conceptual Design
- Funding Plan
- Preliminary/Final Design
- Bid/Construction/Testing
- Revenue Service

LPA

Southern Nevada Health District
Support for Implementation of the
Southern Nevada Strong Regional Plan

Nicole Bungum, Supervisor
Mindy Meacham, Health Educator II
Office of Chronic Disease Prevention & Health Promotion
Division of Community Health
Southern Nevada Health District
Southern Nevada Strong Steering Committee
July 31, 2018

SNHD Mission: To protect and promote the health, the environment and the well being of Southern Nevada residents and visitors.

The Office of Chronic Disease Prevention & Health Promotion is the primary partner of SNHD to Southern Nevada Strong.
What do we do?

- Plan and implement programs designed to encourage healthy behaviors
- Develop partnerships with community organizations to make it easier for residents and visitors to engage in healthy lifestyles
- Promote behavioral change and link people to available resources through social marketing campaigns
- Creating communities that support healthy lifestyles through policy, systems and physical environmental changes
- Seek grant and other funding opportunities to support implementation of evidence-based strategies and activities

Strategy: Invest in Complete Communities

SNS Goal 3: Support Access to Healthcare, Healthy Food, Parks and Community Services

Objective 3.1.4: Partner with organizations that are promoting wellness programs and working to reduce obesity and childhood obesity
Objective 3.1.5: Develop and implement a public health and safety education campaign
Objective 3.2.2: Support and coordinate with organizations working to increase access to healthy foods
Objective 3.2.3: Promote healthy food options for SNAP recipients
Objective 3.3.7: Support efforts to maintain trails and provide education on existing trails in the region
Objective 3.3.9: Develop and adopt uniform design and maintenance standards for trails and bike lanes
Objective 3.1.4: Partner with organizations that are promoting wellness programs and working to reduce obesity and childhood obesity.

Objective 3.1.5: Develop and implement a public health and safety education campaign.

- Social marketing campaigns inform and influence the health of individuals and populations.
- We conduct educational, social marketing campaigns and link people to community services and resources.
- Traditional media and social media, multiple languages as appropriate to reach intended audience.
Objective 3.2.2: Support and coordinate with organizations to increase access to healthy foods

- Making healthier choices available in vending machines
- State-wide policy that establishes nutrition standards for all Business Enterprise Program-run vending machines, cafes, micro-markets in government and public buildings in Nevada
- Working with hospitals and educational institutes to increase access to healthy foods and improve food environment
- Working with CCSD to increase access and utilization of rotating salad bars at elementary schools
- Nutrition standards for before and after school programs, churches and childcare centers
Objective 3.2.3: Promote healthy food options for SNAP recipients

- SNHD grant funded – effort to get first Farmers Markets in Southern Nevada to accept SNAP benefits
- Grant funding for nutrition incentive programs at farmers markets
- Partner in the Double Up Food Bucks program that is expanding nutrition incentives
- Developed SNAP-cooking app to help SNAP recipients eat healthier on a budget. App features map of SNAP retailers including farmers markets, easy, low-cost recipes, shopping lists, etc. English and Spanish

Objective 3.3.7: Support efforts to maintain trails and provide education on existing trails in the region

**Mile Markers:**
Installed on 50+ miles of urban trails and parks throughout the valley.
Objective 3.3.7/9:
Develop and adopt uniform design and maintenance standards for trails and bike lanes and support efforts to maintain trails

Trail Signage Guidelines
Policy
Strategy: Increase Transportation Choice

Goal 2: Connect and Enhance Bike and Pedestrian Facilities

- Supported implementation of 30 bike lane miles around parks and schools that filled in or connected missing gaps of bike lanes
- Supported development of design guidelines to support the RTCs complete streets study and policy
- Funded a Complete Streets policy initiative in North Las Vegas
- Sponsor RTC Bike Share
Objective 2.1.6: Work with partners to 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

Funded the 2017 update of the RTC’s Regional Bike and Pedestrian Plan for Southern Nevada with a specific focus on equity.

Objective 2.2.1: Support Safe Routes to Schools and identify funding to support Safe Routes to Schools Programs

Support expansion of Safe Routes to Schools Program to an additional 50 schools

Supported 50 school walk audits

Supported Safe Routes to School Programs including Fire Up Your Feet, Walk and Roll Program and Nevada Moves Day

Partner in the development of Safe Routes to Schools toolkits provided to school coordinators to help promote and encourage safe walking and biking to/from school
Partnered with RTC and Others SNS Partners on:

- Walkability Action Institute
- Livable Centers Study
- Pedestrian Comfort Study
- Heat Safety Campaign
- Future grants and funding opportunities

Questions?

Thank You!
Nicole Bungum: bungum@snhd.org
Mindy Meacham
Meacham@snhd.org
Discovering beautiful trails right in your own backyard just got easier with the new Neon to Nature App from the Southern Nevada Health District!

Now, more than 800 miles of trails, perfect for walking and biking, are available on your Android device on Google Play and the Apple App Store. Each trail listing includes photos and a detailed map description of its location, length and amenities. The App also features tips and resources on living a more healthy and active lifestyle.

Download the Neon to Nature App, today!

Made possible with funding from the Centers for Disease Control and Prevention
There are MANY miles of trails in Southern Nevada.

Find a trail in your neighborhood at NeontoNature.org
SOUTHERN NEVADA STRONG STRATEGY UPDATE

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

RECOMMENDATION BY PETITIONER:
THAT THE SOUTHERN NEVADA STRONG (SNS) STEERING COMMITTEE RECEIVE AN UPDATE ON INTERNAL STRATEGY FOR ADMINISTRATION OF THE SNS REGIONAL PLAN (FOR POSSIBLE ACTION)

GOAL: SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES

FISCAL IMPACT:
None

BACKGROUND:
Over the past year, Southern Nevada Strong (SNS) staff, with assistance from the JA Barrett Company, refined its internal strategy for administering the SNS Regional Plan. A strategic framework was developed to help guide and prioritize future work.

The attached framework is organized around three goals, which were developed with input provided by each Regional Partner during one-on-one meetings held in the summer of 2017. These goals include:

1. Administer the SNS Regional Plan, champion its implementation and engage the public.
2. Partner with stakeholders to implement the SNS Regional Plan.
3. Encourage regional collaboration and leadership.

SNS staff will present a summary of this document.
STRATEGIC PLAN
2018-2020

Prepared By:
The J A Barrett Company
3271 S. Highland Dr., Suite 702
Las Vegas, NV 89109
# TABLE OF CONTENTS

## Contents

- About this Strategic Plan .................................................. 2
- Team SNS ................................................................. 3
- Strategic Framework ...................................................... 4
- Goal 1 - Administer, Champion, & Engage .......................... 5
- Goal 2 - Partner to Implement ......................................... 11
- Goal 3 - Collaboration and Leadership .............................. 15
- 2018 Major Initiatives ..................................................... 17
About this Strategic Plan

STRATEGIC PLAN

This document presents SNS’ Strategic Plan for calendar years 2018 through 2020. This plan was developed to provide a framework for SNS’ ongoing role in Regional Plan administration and implementation. Through a series of facilitated work sessions, SNS staff set strategic goals, objectives, and progress measurements that solidify what the team will achieve and how in the coming years.

The Strategic Plan does not replace the Regional Plan; it complements it by providing clear, actionable directives that will help staff and stakeholders alike. The staff team will use it internally to coordinate, guide and prioritize their work, and externally to (better) communicate how SNS is advancing the Regional Plan’s Vision and implementation strategies.

HISTORY OF SOUTHERN NEVADA STRONG

SNS was created in 2011 when the City of Henderson, on behalf of the Southern Nevada Regional Planning Coalition, secured a highly-competitive federal grant to develop a comprehensive plan for the future of the region. The City of Henderson led and managed the plan’s creation, including coordinating and convening Regional Partners and thousands of community stakeholders. In 2015, after more than three years of planning and extensive public engagement, the Regional Plan was approved and adopted by the 13 Regional Partners – including all local governments – becoming the region’s first federally recognized comprehensive regional plan.

ACRONYMS AND ABBREVIATIONS

- Government Affairs, Media and Marketing Department, RTC (GAMM)
- Metropolitan Planning Department, RTC (MPO)
- Regional Transportation Commission of Southern Nevada (RTC)
- Southern Nevada Strong (SNS)
- Southern Nevada Strong Regional Plan (Regional Plan)
- Southern Nevada Strong Regional Partners (Regional Partners)
- Southern Nevada Strong Steering Committee (Steering Committee)
TEAM SNS

Team SNS

AGENCY AND TEAM

In early 2015 the RTC became responsible for “core administration” of the Regional Plan shortly after it was completed. In the three years since RTC has refined its strategy and priorities for core administration, and assembled an excellent team to deliver results. The team includes professionals throughout RTC, most of whom are located in GAMM and MPO, including four (4) full-time professionals who were hired exclusively for SNS.

TEAM VISION

Southern Nevada’s high quality of life, resilient economy, excellent educational opportunities, unique urban and natural amenities, and integrated transportation network attract and sustain residents, businesses, and visitors.

TEAM MISSION

Engage, encourage, and support residents, businesses, and public entities to work together in creating and sustaining communities that are connected, inclusive, and vibrant.

TEAM APPROACH

1. **We administer the Regional Plan and promote its implementation.** In this role, we ensure the Regional Plan remains current, accessible to all, and rooted in extensive community input, including from communities that are traditionally underrepresented or marginalized. We actively promote the Regional Plan, including specific strategies and opportunities for implementation and benefits of its success. And we monitor, track, and celebrate its implementation.

2. **We partner with and support stakeholders who are committed to implementing the Regional Plan.** In this role, we work hand-in-hand with community leaders, civic and business organizations, and local governments and public agencies to advance initiatives that can transform the region for the better. Sometimes, when the work is really important and no other organization is prepared to lead, we organize a coalition of partners to address a specific, pressing challenge or opportunity.

3. **We engage and encourage residents, businesses, and public entities to work collaboratively to implement the Regional Plan.** In this role, we strive to engage and encourage stakeholders of all types to play an active role in positively shaping the future of Southern Nevada, especially by working together across jurisdictions and other traditional barriers for mutually-beneficial success.
### Strategic Framework

<table>
<thead>
<tr>
<th><strong>Goal 1</strong></th>
<th><strong>Goal 2</strong></th>
<th><strong>Goal 3</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Administer the Southern Nevada Strong Regional Plan, champion its implementation, and engage the public.</td>
<td>Partner with stakeholders to implement the Regional Plan.</td>
<td>Encourage regional collaboration and leadership.</td>
</tr>
</tbody>
</table>

| Objective 1A: Update the Regional Plan with input from the public, civic and business leaders, policymakers, and local governments and public agencies. | Objective 2A: Serve as a forum for regionally-significant discussions and collaboration among stakeholders. | Objective 3A: Encourage intergovernmental planning, consensus-building, and coordination. |
| Objective 1B: Increase awareness and understanding of the Regional Plan, and support for Plan implementation. | Objective 2B: Support Regional Partners and organized stakeholder groups as they lead high-impact initiatives to implement the Regional Plan. |  |
| Objective 1C: Secure meaningful participation in Regional Plan implementation from every Regional Partner. | Objective 2C: On behalf of the region, lead high-impact initiatives to implement the Regional Plan. |  |
| Objective 1D: Continue to expand public engagement and equitable access to community engagement. |  |  |
| Objective 1E: Measure, track, and regularly report on progress. |  |  |
Goal 1- Administer, Champion, & Engage

ADMINISTER THE SOUTHERN NEVADA STRONG REGIONAL PLAN, AND CHAMPION ITS IMPLEMENTATION.

As the Regional Plan was completed and adopted, Southern Nevada Strong Consortium Partners (i.e. the stakeholder group overseeing the Regional Plan’s creation) agreed that ongoing work to engage the public, and coordinate, encourage, and promote implementation was needed. Stakeholders further agreed that the RTC would be the best organization to administer the Regional Plan, particularly because of the RTC’s regional purview, track record for performance, and federal MPO designation. Tasking the RTC with administration was also consistent with best practices from around the country. In 2015 the SNRPC and its member organizations ratified the Regional Plan as Southern Nevada’s comprehensive Regional Policy Plan, and responsibility for the plan transitioned to RTC. Beyond the implementation activities contained in the Regional Plan, no additional official direction was provided.

Moving forward, in its role as core administrator, SNS will focus on:

- Increasing awareness of the Regional Plan and its concepts
- Encouraging and promoting implementation
- Securing meaningful participation in implementation by key stakeholders
- Monitoring and regularly reporting on progress.

In total, these efforts will be designed to make successful implementation a shared priority across all stakeholder groups.

To achieve this Goal, SNS will:

**Strategic Objective 1A:** Update the Regional Plan with input from the public, civic and business leaders, policymakers, and local governments and public agencies.

**Strategic Objective 1B:** Increase awareness and understanding of the Regional Plan, and support for Plan implementation.

**Strategic Objective 1C:** Secure meaningful participation in Regional Plan implementation from every Regional Partner.

**Strategic Objective 1D:** Continue to expand public engagement and equitable access to community engagement.

**Strategic Objective 1E:** Measure, track, and regularly report on progress.
Objective 1A

Update the Regional Plan with input from the public, civic and business leaders, policymakers, and local governments and public agencies.

OVERVIEW

The Regional Plan serves as Southern Nevada’s comprehensive Regional Policy Plan, and is a blueprint for improving economic competitiveness and education, investing in complete communities with robust housing options, and increasing transportation alternatives. It was developed from 2011 – 2014 through extensive and strategic community outreach, including efforts to engage and activate traditionally unrepresented community groups.

The Regional Plan must be updated, at a minimum, every 10 years, and must include input from the public, local governments and agencies, and stakeholder groups, such as business and environmental groups. The update process may take 2 – 3 years.

STRATEGIES

To advance progress toward this objective, SNS will pursue the following strategy:

- Develop a plan for Regional Plan update that details process, target outcomes, key partners and audiences, timeline, and budget. Circulate a draft of the plan for public and stakeholder comment prior to finalizing.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- The SNS Steering Committee will approve a plan for updating the Regional Plan to ensure the Plan does not lapse.
Objective 1B

Increase awareness and understanding of the Regional Plan, and grow support for its implementation.

OVERVIEW

The Regional Plan is a visionary and voluntary blueprint for the future of the region, specifically laying out the engagement, collaboration, and actions needed to achieve Southern Nevadan’s vision for their future. However, the Regional Plan is not guaranteed to be implemented. In fact, the Regional Plan itself does not mandate or fund implementation, and instead relies on dozens of partners to work with each other and residents to implement the plan.

If the public and relevant stakeholders do not know about, understand, and support it, the Regional Plan will not be fully implemented.

As such, constantly educating the public and stakeholders about the Regional Plan, its benefits, and how to implement it is critical.

STRATEGIES

• Identify all relevant stakeholders and stakeholder representatives, and:
  ○ meaningful opportunities to communicate and engage with them;
  ○ specific implementation tasks that are important and relevant to them; and,  
  ○ specific actions they can take to support implementation.

• Implement a comprehensive, ongoing communications plan to keep the public and stakeholders informed and to generate interest, enthusiasm, and confidence in the Regional Plan.

• Increase awareness and understanding of SNS and Regional Plan among Regional Partners.

• Encourage and support individuals and organizations to champion implementation of various elements of the Regional Plan.

• Ensure the Regional Plan and current information on implementation is available online and user-friendly for diverse audiences.

• Feature specific current implementation activities and opportunities to promote the Regional Plan and on-going implementation.

• Use Opportunity Sites to demonstrate Regional Plan principles and benefits of implementation at scale.

• Beyond promotion, attempt to increase understanding of the plan and its concepts.

• Work with SNS Steering Committee members to promote the Regional Plan within their organizations and jurisdictions.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

• Website traffic and participation in social media.

• Number of presentations to stakeholder groups.

• Media references and features that include SNS, the Regional Plan, or its priority projects.

• Attendance at SNS events, including Summit.

• Implementation of communications plan and achieving its milestones.
Objective 1C

Secure meaningful participation in Regional Plan implementation from every Regional Partner.

OVERVIEW

The Regional Plan calls for a wide range of stakeholders to assume responsibility for and continuously make progress in implementing strategies in the plan. The stakeholders primarily responsible for implementation are the thirteen Regional Partners that served in leadership roles during the Regional Plan’s creation, and continue to be engaged in leadership through the SNS Steering Committee, which is comprised of all Regional Partners and other key regional organizations.

SNS will work with Regional Partners to identify specific opportunities for progress and collaboration.

STRATEGIES

- **Position Regional Plan as the definitive blueprint** for region-wide progress.
- **Enhance SNS Steering Committee’s role** in:
  - identifying specific opportunities and priorities for implementation within their organizations and jurisdictions; and,
  - guiding and driving overall implementation.
- **Develop an individualized case for support that appeals to each Regional Partner**, and present it to staff, policy makers, and influencers.
- **Work with Regional Partners to identify specific actions and policy changes** that can lead to Regional Plan implementation.
- Identify and focus efforts where the Regional Plan and Regional Partner’s plans overlap and align.
- Assist Regional Partners in understanding, prioritizing, and implementing Opportunity Site strategies.
- Identify and **prioritize collaborative opportunities for Regional Partners to engage in SNS-related regional initiatives** (see Strategic Objectives 2A and 2B)
- Overtimely and as applicable, **use RTC’s project-based funding to incentivize alignment with the Regional Plan.**
- **Highlight and celebrate implementation accomplishments** by Regional Partners.
- **Help Regional Partners highlight their implementation success** through presentations to their governing bodies and community forums.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Participation and feedback from Steering Committee.
- Publishing case studies and stories of success with Regional Partners.
- Regional Partner’s active implementation efforts.
- Integration of Regional Plan strategies into Regional Partner’s near- and long-term plans.
- Number of collaborative events and projects between Regional Partners and SNS.
Objective 1D

Continue to expand public engagement and equitable access to community engagement.

OVERVIEW

Successfully addressing a community’s challenges and opportunities requires broad participation from the public, particularly because residents have a deep understanding of what is working and what is not in their communities every day. Failing to include residents early and often in planning and decision-making can result in subpar progress, or, even worse, harmful outcomes.

Southern Nevada does not have a strong, consistent track record in engaging the public. Indeed, the Regional Plan and process used to develop it were crafted specifically to address traditionally low inclusion and low participation in planning and policy making decisions.

Public engagement, with an emphasis on reaching traditionally underrepresented communities, is a priority for SNS. In the coming years, SNS will work proactively with Regional Partners and stakeholders to encourage and include public feedback and participation in all aspects of implementing the Regional Plan.

STRATEGIES

- Increase and prioritize outreach to community leaders and groups who represent minority voices, and work with them to ensure they are included in implementation activities and decisions.
- Develop and regularly update a comprehensive community engagement toolkit that Regional Partners and others can use to enhance their outreach efforts.
- Assist local governments, public agencies, and nonprofit organizations in expanding public engagement, making particular effort to engage historically underrepresented and marginalized communities.
- Work with SNS Steering Committee members to identify and activate opportunities for public engagement.
- Demonstrate best-in-class community engagement practices around Opportunity Sites.
- Develop and promote a dynamic, accessible digital tool that provides current information on public meetings, explains how policy decisions are made in the region, connects members of the public to decision-makers, and guides them on how to advocate for policies and planning that is good for their communities.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Increased participation by diverse residents and their representatives in community forums, such as SNS Annual Summit.
- Increased participation by diverse residents and their representatives in decision-making bodies and processes.
- Number of community engagement events.
- Access to a community data map online.
Objective 1E

Monitor and regularly report on progress.

OVERVIEW

The Regional Plan is an implementable roadmap for making Southern Nevada more livable, prosperous and sustainable. The plan includes an implementation matrix, which organizes the 300+ strategies by theme, and designates the organizations responsible for progress, potential fiscal impact, and timeframe for action. Measuring progress on each strategy can be difficult - responsible organizations are not consistently tracking and sharing data, some strategies are subjective in nature, etc. - and compiling current information for all strategies simultaneously is even more difficult. Still, tracking and measuring progress of strategy implementation is a valuable tool for keeping the public and stakeholders apprised of progress, and keeping all partners accountable and the process transparent.

Tracking and measuring the impacts of implementation, in terms of community indicators such as the economy, health, and civic engagement, is a similarly valuable tool for informing and exciting the public and stakeholders of the benefits of progress.

Also, SNS has an opportunity to demonstrate its value and impact by regularly reporting its activities and accomplishments, and inviting the public and stakeholders to suggest ways it can monitor and share progress.

STRATEGIES

- Annually update and publish the community indicators dashboard so that the public and stakeholders can track and gauge progress in key objective areas, including the economy, education, health, housing, and civic engagement.
- Produce and publish an annual report on SNS' major activities, accomplishments, and objectives so that the public and stakeholders can follow the office’s progress and value.
- Work with Regional Partners to track progress of the Regional Plan’s 300+ strategies and make results easily available to public and stakeholders.
- Continue to identify new ways to measure and report progress, especially those that rely on objective data, are interactive, and accessible and appropriate for the diverse public.
- Develop metrics that capture implementation activity to have additional relevant data.
- Use SNS annual summit to feature accomplishments, overall progress, and opportunities for improvement.
- Working with partners, develop and feature year-over-year progress reports for Opportunity Sites.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Availability of current, dynamic data online, in multiple languages.
- Website traffic and participation in social media on sections and stories of progress.
- Number of presentations to stakeholder groups that highlight progress.
- Media references and features on progress.
- Regional Partners' references to SNS in their plans and reports.
- Regularly updating and publishing performance indicators.
PARTNER WITH STAKEHOLDERS TO IMPLEMENT THE REGIONAL PLAN.

The Regional Plan addresses many of Southern Nevada’s most pressing regional challenges and opportunities, such as developing light rail and increasing access to social services. Achieving such complex priorities will require unprecedented community engagement, strong public leadership, highly-skilled planning and project management, and significant collaboration across jurisdictions and sectors – all sustained during the course of many years.

This sort of work is not second nature to Southern Nevadans, so stakeholders need to build capacity for implementation and commit the appropriate level of resources for progress.

SNS can play a pivotal role in spearheading and supporting major region-wide initiatives by using its staff resources and convening power to help coordinate and facilitate collaboration, develop supporting resources and tools, and assist in expanding public engagement and leadership.

To achieve this Goal, SNS will:

**Strategic Objective 2A:** Serve as a forum for regionally-significant discussions and collaboration among stakeholders.

**Strategic Objective 2B:** Support Regional Partners and organized stakeholder groups as they develop and lead initiatives to implement the Regional Plan.
GOAL 2 – PARTNER TO IMPLEMENT

Objective 2A

Serve as a forum for regionally-significant discussions and collaboration among stakeholders.

OVERVIEW

Implementing the Regional Plan will require unprecedented collaboration among stakeholders. While Southern Nevada has several strong issue-specific regional agencies, such as the Southern Nevada Water Authority and RTC, it lacks an effective regional council that is able to address wider regional priorities.

Because it administers the Regional Plan and there is not an active regional council of governments, SNS is regularly called on to convene and facilitate regionally-significant discussions, planning sessions, and similar. SNS has thus far not been able to consistently fulfill and/or maximize these requests.

Going forward SNS will develop capacity and a standard process to help stakeholders effectively convene and build-consensus on regionally-significant issues. In this role, SNS will not be responsible for actively advancing implementation, unlike in the supporting partner and leading partner roles described in Objectives 2A and 2B, respectively.

STRATEGIES

- Develop internal guidelines and process for evaluating and accepting requests to convene and facilitate.
- Create guide for stakeholders to understand SNS’ process, and develop and submit their requests for assistance.
- Develop standard end-to-end process and performance measurements,

including transitioning responsibility that can be used in all engagement.

- Build capacity to:
  - Effectively convene, facilitate, build consensus, and assign tasks; and,
  - Identify and track stakeholders by interest and work area so SNS can help engage relevant, diverse stakeholders throughout process.

- Work with SNS Steering Committee members to identify and activate opportunities for SNS to serve in a value-add convening role.
- Identify and prioritize opportunities for convening and facilitating that support Opportunity Site implementation.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Adopting a standardized approach and framework within RTC, and making it easily understandable and accessible for external stakeholders.
- Receiving well-structured requests from stakeholders to convene and/or facilitate regional discussions.
- Hosting well-organized discussions that lead to action.
- Positive feedback from Regional Partners and stakeholders about SNS role and value as a convener and facilitator.
Objective 2B

Support Regional Partners and organized stakeholder groups as they develop and lead collaborative initiatives to implement the Regional Plan.

OVERVIEW

Most of the Regional Plan’s critically-important strategies can be implemented by existing established entities whose: 1) Mission and/or charter align with the Regional Plan, 2) staff and leadership support progress, and, 3) are publicly supported by the relevant stakeholders. In these instances, SNS seeks to play a discreet, value-add role in supporting implementation if appropriate.

At the invitation of Regional Partners and/or organized stakeholders groups, SNS will serve in a supporting partner role that can include:

- Helping to identify the overlap between an initiative and the Regional Plan
- Identifying other relevant stakeholders
- Providing background research
- Providing input on event planning
- Develop and adhere to a transparent process for SNS to accept and fulfill a supporting partner role.
  - Prioritize partnerships wherein SNS can provide specific, valuable, and otherwise missing resources and support.
  - Work collaboratively with organizations that are designated in the Regional Plan, and able to drive real progress on an important plan strategy.
- In collaboration with partners, develop a detailed work plan for each initiative that identifies objectives, partners and roles, strategies, and performance measurements.
- Develop and provide technical resources and tools.
- Work with SNS Steering Committee members to identify and engage potential stakeholders and partners in their organizations and jurisdictions.
- Identify and prioritize opportunities to support Opportunity Site implementation.

STRATEGIES

- SNS staff will proactively identify and vet opportunities to provide assistance and resources as a supporting partner. To spot opportunities, SNS staff will, among other things:
  - Actively participate in regional discussions and forms.
  - Solicit input from SNS Steering Committee.
- Identify and define specific resources and services SNS can provide as a supporting partner.
- In collaboration with partners, develop a detailed work plan for each initiative that identifies objectives, partners and roles, strategies, and performance measurements.
- Develop and provide technical resources and tools.
- Work with SNS Steering Committee members to identify and engage potential stakeholders and partners in their organizations and jurisdictions.
- Identify and prioritize opportunities to support Opportunity Site implementation.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Significant progress in implementation of key Regional Plan strategies.
- SNS participation in regional coalitions.
- Positive feedback from Regional Partners and stakeholders about SNS’ role and value as a supporting partner.
- Development of work plans, and accomplishment of milestones.
Objective 2C

On behalf of the region, develop and lead high-impact regional initiatives to implement the Regional Plan.

OVERVIEW

While existing established entities can lead implementation of most Regional Plan strategies, several important strategies do not have leadership. In some of these instances SNS can step into a leadership role, especially to create a network of partners, build capacity, and foster permanent leadership to emerge.

SNS will develop and spearhead a series of initiatives focused on key implementation strategies that are regionally significant and can have high-impact. Serving in a lead partner role, SNS will use its ability to convene, facilitate, and support to steward a coalition of partners to achieve a mutually-agreed upon work plan.

STRATEGIES

- Develop and adhere to a process for SNS to select and execute initiatives. To identify and vet opportunities to lead, SNS staff will, among other things:
  - Engage RTC Senior Management to identify opportunities that unify Agency and Regional Plan priorities.
  - Solicit input from SNS Steering Committee.
- Only operate 2-3 initiatives at any given time to ensure SNS can deliver:
  - At least one initiative should be an RTC of Southern Nevada priority, so that SNS and the agency can maximize each other’s value.
- Prioritize initiatives that, among other considerations:
  - Have or can earn support from political and executive leadership;
  - Are regionally-significant;
  - Regional Partners and other stakeholders are raising as important, but unaddressed;
  - Opportunity for progress is clear and measurable; and,
  - Do not already have explicit or natural leader(s).
- Develop a detailed work plan for each initiative that identifies objectives, partners and roles, strategies, and performance measurements.
- Work with SNS Steering Committee members to shape these initiatives, and ensure their entities understand and can productively participate if applicable.
- Organize and continuously engage working groups, and encourage participation from existing stakeholders.
- Work with Regional Partners to accelerate implementation of Opportunity Site strategies.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Accomplishment of work plan milestones.
- Positive feedback from Regional Partners and stakeholders about SNS role and value as a supporting partner.
Goal 3 - Collaboration and Leadership

ENCOURAGE REGIONAL COLLABORATION AND LEADERSHIP.

Southern Nevadan’s top priorities – a diversified economy with a wide range of jobs, high quality educational systems for youth and workforce, and a multi-modal, well-connected transit system – will only be achieved by extensive collaboration across jurisdictions and sectors. Fortunately, the Regional Plan’s creation and adoption set the stage for a new, improved model for collaboration among diverse residents, business and civic organizations, and local governments and public agencies.

As administrators of the region’s official comprehensive plan, SNS will work with Southern Nevada Regional Planning Coalition, Regional Partners and stakeholders to identify and mobilize around opportunities to act as a region, including enhancing regional leadership and governance.

To achieve this Goal, SNS will:

**Strategic Objective 3A:** Encourage intergovernmental planning, consensus-building, and coordination.
Strategic Objective 3A

Encourage intergovernmental planning, consensus-building, and coordination.

OVERVIEW

In the 1990s and 2000s Southern Nevada was among the fastest growing regions in the nation. This rapid rate of development brought prosperity and opportunity to many, but it also created challenges including disjointed land-use patterns and strained infrastructure, schools, and social services. If development happens as it has in the past, the region’s challenges will get worse, and we will lose the opportunity to attract and retain residents, workers, and businesses that are increasingly drawn to communities with high quality of life.

Local governments and public agencies must collaborate in new and more effective ways to strategically guide growth and development in Southern Nevada. The Regional Plan presents many opportunities for such collaboration. SNS will work with Regional Partners to identify and activate specific, practical opportunities to work together in implementing Regional Plan strategies that are simultaneously beneficial for multiple partners. Additionally, SNS will work to engage experts and mentors from outside the region to help raise awareness and understanding of regionalism.

STRATEGIES

- Work with SNS Steering Committee members to identify specific opportunities for intergovernmental collaboration.
- Develop relationships with elected leaders, staff, and other stakeholders engaged in regional planning. To do this, SNS staff will:
  - Identify key elected officials, staff, and stakeholders engaged in regional planning, and maintain a database of them.
  - Communicate regularly and transparently to determine individual's and organization’s priorities.
  - Identify and develop specific opportunities for collaboration among contacts.
- Develop and deploy a suite of communications materials to increase understanding of regionalism, and encourage its adoption.
  - Need to address the why, what, how, when, and who of regionalism.
- Work closely with SNRPC, Regional Partners and diverse stakeholders to explore models and best-practices for regionalism.
  - Identify regions with great processes and models for regionalism.
  - Organize site visit(s) to mentor regions, and host summit(s) locally.
  - Prepare best-practices reports.
  - Develop draft policies and models for adoption.

MEASURING PROGRESS

To measure our progress toward this objective, SNS will track the following:

- Number of programs and/or speakers that focus on regionalism; participation from identified contacts.
- Increased participation and prioritization in regional initiatives from identified contacts.
2018 Major Initiatives

ADVANCE TRANSIT-ORIENTED DEVELOPMENT (TOD)
The SNS Implementation Office will convene and empower leaders to plan toward transit-oriented development that includes higher density, higher-capacity transit, and more walkable communities. In coordination with the RTC’s “On Board” Master Transit Plan, SNS staff will support a TOD Symposium with subject matter experts to educate community leaders and local planners and developers. The SNS Implementation Office will continue to facilitate peer exchanges with communities that have successfully implemented TOD and share best practices from around the country.

Expected accomplishments for the year:

- Support the TOD Symposium
- Draft a TOD implementation policy for future development in partnership with the Regional Transportation Commission
- Create additional UPWPs to assist in further research and/or potential funding higher density, mixed-use development by transit stops.

EXPLORE HOUSING NEEDS (a sub-priority for TOD)
The SNS Regional Plan focuses on increasing housing options and choices as a means to creating economic and social opportunities for residents. SNS Implementation Office has begun to research current opportunities and challenges within the housing sector related to infill development, specifically where the potential of future high-capacity transit is high. In 2018, SNS staff will continue to participate in local discussions around affordable housing and workforce housing to determine where education, facilitation or convening may be part of a solution and a role that the office can take.

Expected accomplishments for the year:

- Attend and participate in Legislative Interim Committee on Affordable Housing meetings to better understand state-wide issues
- Assist in drafting model legislation that supports/prioritizes/incentivizes development of affordable housing (i.e., within ¼ mile of public transit stops)
- Continued collaboration with relevant partners, such as Nevada HAND, to further the discussion and opportunities for progress

ASSIST PARTNERS IN BUILDING CAPACITY AND INCREASING COORDINATION TO ACCESS NEW FUNDING

The SNS Implementation Office will identify community-wide strategies to increase revenue for implementation activities. Working with the State Office of Grant Procurement and Management, the SNS Implementation Office hopes to widen the prospect of Southern Nevada receiving grant awards that advance the implementation of the regional plan. Late in 2016, SNS began hosting a series of work sessions with grant professions from a dozen of the region’s largest
nonprofits to identify opportunities for Southern Nevada to increase its federal funding. The work sessions culminated in early 2017 with the development of a Strategic Framework, released in May, to guide the approach nonprofits take with federal grants and align stakeholders across the region for shared success.

To build on recent progress that has been made, SNS and its community partners identified activities and efforts to support and implement the Strategic Framework in the coming year, including:

- Offering professional development and capacity-building workshops to improve the technical skillset of grant professionals
- Hosting community events with national experts that bring key stakeholders together to address barriers to the region increasing its federal grant competitiveness
- Convening federal, state, and local government grant administrators to learn about federal priorities related to grant funding, and increase their coordination and collaboration
- Elevating the importance of federal grants among key groups to increase regional stakeholder alignment through targeted outreach and education

Expected accomplishments for the year:

- Hosting four workshops that offer technical assistance and education
- Publicly present the Strategic Framework to at least four audiences
- Host at least one community-wide discussion on an SNS priority and how public funding can be a potential solution

**ENCOURAGE PARTICIPATION IN THE PUBLIC PROCESS**

In 2017, The SNS Implementation Office developed an interactive online community data map that displays key socioeconomic and demographic data within Clark County. The map is intended to help Regional Partners and SNS stakeholders better identify target populations and understand the residents in a given location. Both of these uses can inform public engagement efforts for public service, planning efforts, and program development.

In 2018, this map will become one element of a larger community engagement toolkit developed by SNS staff and a stakeholder workgroup. Rooted in best practices developed by leading community development organizations, the toolkit will include resources that set the standard for engaging residents across the valley.

Expected accomplishments for the year:

- Complete the Community Engagement Toolkit
- Identify one public planning project to apply the community engagement toolkit

**TRACK PROGRESS OF THE REGIONAL PLAN IMPLEMENTATION**

The SNS Implementation Office will continue to update existing performance metrics annually and monitor the progress of the implementation of the regional plan. In 2018, SNS
Implementation Office will also identify missing data that can be identified through collaborative analysis with Regional Partners and external stakeholders.

Expected accomplishments for the year:

- Launch online data visualization platform: Publish links to other community dashboards on the SNS website
SERVICES WE OFFER

**SUPPORTING IDEAS**

- Sponsorship Opportunities
- Strategic Input

**SUPPORTING DATA**

- Data Collection
- Survey Implementation
- Analysis and Reporting
- Researching
- Identifying Partners and Coalitions

**SUPPORTING ACTION**

- Marketing and Communication Tools
- Recruiting Guest Speakers for Events
- Assisting with Roundtables and Forums
- Convening and Connecting Partners

CONTACT US  
RAE LATHROP | LATHROPR@RTCSNV.COM | (702) 676-1823
# REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

## AGENDA ITEM

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**SUBJECT:** SOUTHERN NEVADA STRONG PARTNERSHIP AND REGIONAL UPDATES

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

**RECOMMENDATION BY PETITIONER:**  
THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE REGIONAL UPDATES

**GOAL:** SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES

**FISCAL IMPACT:**

None

**BACKGROUND:**

Collaboration and coordination is critical to the success of Southern Nevada Strong (SNS). SNS staff met with individual SNS Steering Committee members to learn about previous successes and potential collaboration for the coming year. SNS staff will present on key highlights from these meetings as well as progress made on SNS Regional Plan implementation since the last SNS Steering Committee meeting. Highlights will include activity from stakeholders and partners outside the Regional Partners as well.

Respectfully submitted,

CRAIG RABORN  
Director of Metropolitan Planning Organization  

Respectfully submitted,

CRAIG RABORN  
Director of Metropolitan Planning Organization

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**SNS Item #4**  
October 25, 2018  
Non-Consent
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

AGENDA ITEM

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<tr>
<td>SUBJECT: SOUTHERN NEVADA STRONG IMPLEMENTATION UPDATE</td>
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<tr>
<td>PETITIONER: TINA QUIGLEY, GENERAL MANAGER</td>
<td>REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA</td>
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<tr>
<td>RECOMMENDATION BY PETITIONER: THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON EFFORTS TO IMPLEMENT THE SOUTHERN NEVADA STRONG REGIONAL PLAN BY THE SOUTHERN NEVADA HEALTH DISTRICT (FOR POSSIBLE ACTION)</td>
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<tr>
<td>GOAL: SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES</td>
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FISCAL IMPACT:

None

BACKGROUND:

The Southern Nevada Strong Regional Plan identifies local governments and nonprofit organizations as the responsible organizations to implement numerous public health, walking and biking, and capacity building goals and strategies. The Southern Nevada Health District (SNHD) is a valuable partner within all of these issues. SNHD will present the work within the Office of Chronic Disease and Prevention and highlight activities related to the implementation of Southern Nevada Strong.

Respectfully submitted,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #5
October 25, 2018
Non-Consent
Southern Nevada Health District
Support for Implementation of the Southern Nevada Strong Regional Plan

Nicole Bungum, Supervisor
Mindy Meacham, Health Educator II
Office of Chronic Disease Prevention & Health Promotion
Division of Community Health
Southern Nevada Health District
Southern Nevada Strong Steering Committee
October 25, 2018

SNHD Mission: To protect and promote the health, the environment and the well being of Southern Nevada residents and visitors.

The Office of Chronic Disease Prevention & Health Promotion is the primary partner of SNHD to Southern Nevada Strong.
Office of Chronic Disease Prevention & Health Promotion

What do we do?

- Plan and implement programs designed to encourage healthy behaviors
- Develop partnerships with community organizations to make it easier for residents and visitors to engage in healthy lifestyles
- Promote behavioral change and link people to available resources through social marketing campaigns
- Creating communities that support healthy lifestyles through policy, systems and physical environmental changes
- Seek grant and other funding opportunities to support implementation of evidence-based strategies and activities

Strategy: Invest in Complete Communities

SNS Goal 3: Support Access to Healthcare, Healthy Food, Parks and Community Services

Objective 3.1.4: Partner with organizations that are promoting wellness programs and working to reduce obesity and childhood obesity

Objective 3.1.5: Develop and implement a public health and safety education campaign

Objective 3.2.2: Support and coordinate with organizations working to increase access to healthy foods

Objective 3.2.3: Promote healthy food options for SNAP recipients

Objective 3.3.7: Support efforts to maintain trails and provide education on existing trails in the region

Objective 3.3.9: Develop and adopt uniform design and maintenance standards for trails and bike lanes
Objective 3.1.4: Partner with organizations that are promoting wellness programs and working to reduce obesity and childhood obesity.

Objective 3.1.5: Develop and implement a public health and safety education campaign.

- Social marketing campaigns inform and influence the health of individuals and populations.
- We conduct educational, social marketing campaigns and link people to community services and resources.
- Traditional media and social media, multiple languages as appropriate to reach intended audience.
Get Your Move On. TOGETHER.

Let’s SOCIALISE

MIÉVASE CON SU FAMILIA!

Senderos de Felicidad para Usted

VIVA Saludable

www.vivasaludable.org
Objective 3.2.2: Support and coordinate with organizations to increase access to healthy foods

- Making healthier choices available in vending machines
- State-wide policy that establishes nutrition standards for all Business Enterprise Program-run vending machines, cafes, micro-markets in government and public buildings in Nevada
- Working with hospitals and educational institutes to increase access to healthy foods and improve food environment
- Working with CCSD to increase access and utilization of rotating salad bars at elementary schools
- Nutrition standards for before and after school programs, churches and childcare centers
Objective 3.2.3: Promote healthy food options for SNAP recipients

- SNHD grant funded – effort to get first Farmers Markets in Southern Nevada to accept SNAP benefits
- Grant funding for nutrition incentive programs at farmers markets
- Partner in the Double Up Food Bucks program that is expanding nutrition incentives
- Developed SNAP-cooking app to help SNAP recipients eat healthier on a budget. App features map of SNAP retailers including farmers markets, easy, low-cost recipes, shopping lists, etc. English and Spanish

Objective 3.3.7: Support efforts to maintain trails and provide education on existing trails in the region

**Mile Markers:**
Installed on 50+ miles of urban trails and parks throughout the valley.
Objective 3.3.7/9:
Develop and adopt uniform design and maintenance standards for trails and bike lanes and support efforts to maintain trails

Trail Signage Guidelines
Policy
Strategy: Increase Transportation Choice

Goal 2: Connect and Enhance Bike and Pedestrian Facilities

Supported implementation of 30 bike lane miles around parks and schools that filled in or connected missing gaps of bike lanes

Supported development of design guidelines to support the RTCs complete streets study and policy

Funded a Complete Streets policy initiative in North Las Vegas

Sponsor RTC Bike Share
Objective 2.1.6: Work with partners to 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.

Funded the 2017 update of the RTC’s Regional Bike and Pedestrian Plan for Southern Nevada with a specific focus on equity.

Objective 2.2.1: Support Safe Routes to Schools and identify funding to support Safe Routes to Schools Programs.

Support expansion of Safe Routes to Schools Program to an additional 50 schools.

Supported 50 school walk audits.

Supported Safe Routes to School Programs including Fire Up Your Feet, Walk and Roll Program and Nevada Moves Day.

Partner in the development of Safe Routes to Schools toolkits provided to school coordinators to help promote and encourage safe walking and biking to/from school.
Partnered with RTC and Others SNS Partners on:

- Walkability Action Institute
- Livable Centers Study
- Pedestrian Comfort Study
- Heat Safety Campaign
- Future grants and funding opportunities

Thank You!
Nicole Bungum: bungum@snhd.org
Mindy Meacham
Meacham@snhd.org
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

AGENDA ITEM

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<td>RECOMMENDATION BY PETITIONER: THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE RECEIVE AN UPDATE ON THE PRIORITIES OF SOUTHERN NEVADA FORUM (FOR POSSIBLE ACTION)</td>
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FISCAL IMPACT:

None

BACKGROUND:

The Southern Nevada Strong (SNS) Regional Plan recommends local governments; the Regional Transportation Commission of Southern Nevada, acting as administrator of the Regional Plan; and state legislators work together to explore state legislative initiatives that will remove obstacles and promote opportunities for implementation of the SNS Regional Plan goals and objectives.

Since the beginning of the year, state legislators, local jurisdictions, businesses, and community members have been working together through the Southern Nevada Forum process to identify key policy and funding recommendations to be considered by the 2019 Nevada Legislature. The Las Vegas Metro Chamber of Commerce, the City of Las Vegas, and others organize the Southern Nevada Forum. A representative will provide a summary of this year’s recommendations.

Respectfully submitted,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #6
October 25, 2018
Non-Consent
REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

AGENDA ITEM

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SUBJECT: SOUTHERN NEVADA STRONG STEERING COMMITTEE AGENDA ITEMS

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: SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES

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 that would further advance the implementation of the SNS Regional Plan.

Respectfully submitted,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #7
October 25, 2018
Non-Consent
### REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA

#### AGENDA ITEM

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<td><strong>RECOMMENDATION BY PETITIONER:</strong></td>
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<td>THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE DESIGNATE OFFICERS FOR 2018 – 2019 (FOR POSSIBLE ACTION)</td>
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#### FISCAL IMPACT:

None

#### BACKGROUND:

The Regional Transportation Commission of Southern Nevada’s (RTC) Policies and Procedures as they relate to the Southern Nevada Strong Steering Committee provide that the Chair and Vice-Chair be selected by a majority of the Committee at the October meeting. The new Chair and Vice-Chair are to serve for the following 12 months.

Attached to this item are the responsibilities of the Chair and Vice-Chair as identified in the Policies and Procedures.

Respectfully submitted,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #8
October 25, 2018
Non-Consent
19.0 POLICIES AND PROCEDURES GOVERNING THE SOUTHERN NEVADA STRONG STEERING COMMITTEE

19.1 CREATION AND PURPOSE
The Southern Nevada Strong Steering Committee (Steering Committee) will coordinate and support implementation of the Southern Nevada Strong Regional Plan (Regional Plan). The Steering Committee will engage, educate and empower member organization’s constituencies in Regional Plan implementation. The Steering Committee will assist RTC staff by providing valuable insight and guidance on 1) how Southern Nevada Strong can support his or her organization; and 2) region-wide activities and strategies Southern Nevada Strong can take to support implementation.

19.2 MEMBERSHIP
A. The membership of the Southern Nevada Strong Steering Committee shall consist of a senior management representative from each of the thirteen regional partners identified in the Regional Plan:
   1. City of Las Vegas
   2. City of Henderson
   3. City of North Las Vegas
   4. Clark County
   5. City of Boulder City
   6. Clark County School District
   7. Southern Nevada Regional Planning Coalition
   8. Regional Transportation Commission of Southern Nevada (RTC)
   9. RTC Board Liaison
   10. University of Nevada Las Vegas
   11. Southern Nevada Water Authority
   12. Southern Nevada Health District
   13. Southern Nevada Regional Housing Authority
   14. Southern Nevada Conservation District

B. The membership of the Southern Nevada Strong Steering Committee shall also consist of the following community and special interests representatives:
   1. Federal Reserve Bank of San Francisco
   2. Las Vegas Global Economic Alliance
   3. Las Vegas Metropolitan Police Department
   4. Nevada Department of Transportation
   5. United Way of Southern Nevada
   6. Urban Lands Institute
   7. Brookings Mountain West

C. Members of the Southern Nevada Strong Steering Committee shall be selected by the entity, firm or agency they represent.

D. Southern Nevada Strong Member Absences
   1. Excusal of an absence may be obtained by contacting the Steering Committee Chair, the RTC General Manager or his or her designee prior to the meeting at which the absence will occur.
   2. Steering Committee members must attend 75% of meetings over the course of a calendar year. If not, recommendations by the Chair, in consultation with the Vice Chair may be made to replace a Steering Committee member to ensure adequate representation and participation.

E. Each Southern Nevada Strong Steering Committee member shall have one vote.

F. The terms of the members of the Southern Nevada Strong Steering Committee shall be indefinite.
G. For each member provided for in paragraphs (A) and (B), one alternate member may be appointed. Such alternate members will exercise all functions of the member in the member's absence. All members and alternates must be designated, in writing, to the RTC General Manager.

19.3 OFFICERS AND DUTIES
A. A chair and vice-chair shall be elected annually, at the first meeting in October, from the voting membership of the Southern Nevada Strong Steering Committee.

B. The succeeding chair will officiate at the October meeting and will serve for 12 months.

C. The chair shall preside at all meetings, call the meetings, and represent the Southern Nevada Strong Steering Committee at all meetings.

D. In the event that the chair is unable to perform these duties, the vice-chair shall act in the place of the chair.

19.4 MEETINGS
A. The Southern Nevada Strong Steering Committee shall meet quarterly or as needed. Special meetings of the Southern Nevada Strong Steering Committee may be called as directed by:
   1. The RTC
   2. The Chair of the Steering Committee
   3. The request of more than one-half of the membership
   4. The Chair of the RTC

B. A simple majority of the Steering Committee's members shall constitute a quorum.

C. The Southern Nevada Strong Steering Committee shall follow a prepared agenda, subject to a publicly posted notice of public meeting as required by the Nevada State law. Items for discussion or action at a Southern Nevada Strong Steering Committee meeting must be submitted to the General Manager at least 12 working days prior to the meeting date. The General Manager may waive the 12 day requirement, in accordance with his or her authority pursuant to the RTC Administrative Procedures for Agenda Processing. The recommendations of the Southern Nevada Strong Steering Committee will be forwarded to the Regional Transportation Commission Board of Commissioners.

D. The Southern Nevada Strong Steering Committee has the authority to appoint working groups to serve a specific and exclusive purpose, which should be memorialized before it begins conducting its business. These working groups shall make recommendations to the Southern Nevada Strong Steering Committee for action.

19.5 ROBERT’S RULES OF ORDER
Robert’s Rule of Order will be used except as follows:
1. Seconds will not be required for any motion.
2. The chair can make motions and can vote on any motion.
**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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<th>SUBJECT:</th>
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<th>PETITIONER:</th>
<th>TINA QUIGLEY, GENERAL MANAGER</th>
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<td>REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA</td>
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<th>RECOMMENDATION BY PETITIONER:</th>
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<td>THAT THE SOUTHERN NEVADA STRONG STEERING COMMITTEE CONDUCT A COMMENT PERIOD FOR CITIZENS PARTICIPATION</td>
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| GOAL: | SUPPORT REGIONAL PLANNING EFFORTS TO IMPROVE ECONOMIC VITALITY AND EDUCATION AND INVEST IN COMPLETE COMMUNITIES |

**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,

CRAIG RABORN
Director of Metropolitan Planning Organization

SNS Item #9
October 25, 2018
Non-Consent