

APPENDIX H

2021 SCORP Stakeholder Engagement & Targeted Outreach

Background

To gather as much data as possible to inform the 2022-2026 Nevada SCORP, online surveys were utilized for three of the four discovery elements of data collection. The information requested was intended to provide valuable information about the interests, preferences, priorities, barriers and challenges of outdoor recreation from the public perspective. In addition, demographic information was collected for survey respondents. This information would be analyzed to help define the outcomes of this report, and to drive the funding opportunities for local governments over the next five years.

Research Methods

Data for the 2022-2026 SCORP were collected using three different survey instruments and an inventory spreadsheet. The initial public survey utilized a convenience sampling method and was offered to the public online in both Spanish and English. The second public survey (Part 2: How and Where We Recreate) was emailed to 1,479 respondents of the first survey who indicated willingness to provide additional information through additional surveys, interviews or focus groups. A third survey was targeted to land managers or any individual working within an agency, department or tribal community currently managing outdoor recreation facilities in Nevada. Results from each of these collection instruments were analyzed by TBC and are included in Appendices F and J.

Initial Public Survey

The 2021 initial public survey was developed by an internal SCORP Core Team made up of representatives from NDSP and NDOR. The survey was first beta tested by over 20 individuals that included SCORP Advisory Team members, agency staff and assorted “friends” of outdoor recreation who provided feedback regarding the content of the questions and the length of the survey. The survey was developed utilizing Survey Monkey and provided an on-line link (in both Spanish and English) easily circulated/distributed by a variety of organizations, agencies and key leaders across the state of Nevada, including the Governor in his weekly on-line newsletter to citizens of Nevada. The invitation to participate was included in five of the Governor’s weekly newsletters circulated from February 26–March 26, 2021. The survey was also distributed throughout social media through the NDSP public information officer. Information about the survey and links were circulated on multiple Facebook pages, Instagram accounts, and via video interviews shown on local TV stations.

These outreach efforts were very successful, generating 6,086 responses to the public survey (compared to 317 SCORP survey responses in 2016). Of the responses that provided county-level data, population distribution of respondents totaled 82.23% from Nevada's three urban counties¹, 9.19% from three rural counties², 8.58% from eleven frontier counties³.

Plan for Play! Nevadans encouraged to participate in outdoor recreation survey



Do you enjoy exploring Nevada's public lands, parks, trails, and waterways? Would you like to see new bike paths, playgrounds, or other outdoor recreation infrastructure in your community? Right now, all Nevadans have the opportunity to weigh in on key topics like these to help shape the future of outdoor recreation in their neighborhoods, communities, and Nevada-wide. Let your voice be heard by completing a quick [survey](#) on outdoor recreation, brought to you by the Nevada Division of Outdoor Recreation and Nevada Division of State Parks.

Above: Sample invitation to participate in the public survey that was distributed in Governor Sisolak's weekly newsletter and across social media platforms from late February through April 2021.

¹ Urban Counties include Carson City, Clark and Washoe

² Rural Counties include Douglas, Lyon and Storey

³ Frontier Counties include Churchill, Elko, Esmerelda, Eureka, Humboldt, Lander, Lincoln, Mineral, Nye, Pershing and White Pine

Public Survey Part 2: How and Where We Recreate

The final question on the initial public survey asked respondents if they would be willing to participate in an additional survey, interview or focus group. Of the 6,086 survey respondents, 1,479 respondents indicated they would like to provide additional information. It was to this group that an email was sent with a link to the Part 2 survey, “How and Where We Recreate”.

As with the public survey, the internal SCORP Core Team created the survey that was then “beta” tested by agency staff. The Part 2 survey was distributed [date] and a follow-up reminder email was sent several weeks following the initial distribution of the link.

There were 721 responses to the Part 2 survey, a 48.75% response rate!

All survey respondents who provided an email address (1,479) received a draft of the SCORP for review and comment. We received feedback from 73 individuals.

The following organizations, agencies, departments and individuals were drafted to assist in outreach efforts to targeted communities across Nevada:

- Governor’s Office for New Americans (Las Vegas)
- Freelance journalist who has a weekly Spanish Facebook live interview
- NV Small Business Dev Center (grass roots network)
- Bilingual Community Research Center
- Latino Research Center
- TuCasa Laitina
- Alianza
- UNR World Languages
- Facebook live - community topics/ certified court translator
- CatholicReno.com
- Washoe Co School District
- Multicultural Outreach Specialist
- Ahora Latino Journal

Targeted Focus Groups

SCORP Advisory Team October 19, 2021

Alan "Scott" Bohemier, Active Transportation Manager, Nevada Department of Transportation

Kelly Clark, Rural Development Special Projects and Outreach Coordinator, U.S. Department of Agriculture, Nevada State Office (retired)

Tina Dortch, Program Manager, Office of Minority Health and Equity, Nevada Department of Health and Human Services

Cheva Gabor, Nevada State Liaison, U.S. Forest Service, Region 4 Intermountain Regional Office

Jamie Fields, Outdoor Recreation Planner, Bureau of Land Management, Nevada State Office

Bobby Jones, Outdoor Connections Coordinator, Nevada Department of Wildlife

Joseph Lednicky, Economist, Community and Economic Development, University of Nevada, Reno

Brina Marcus, Managing Director, High Energy Sports, Inc., and Owner/Consultant, Brinergy, LLC

Zachary Ormsby, National Monuments and National Conservation Lands Specialist, Bureau of Land Management, U.S. Department of the Interior

Sydney Martinez, Content Manager, Nevada Department of Tourism

Matthew Weintraub, Deputy Administrator, Nevada Division of Outdoor Recreation

James Woolsey, Superintendent, Great Basin National Park, National Park Service, U.S. Department of the Interior

City/County Parks & Rec, Travel & Tourism Representatives October 20, 2021

Town of Beatty

Nevada State Parks

Carson City Convention and Visitor's Authority

Lincoln County Authority of Tourism

Carson City Parks and Open Space

City of Reno - Parks & Recreation

City of Reno

City of North Las Vegas

Beatty Town Office

Federal and State Land Managers November 5, 2021

Nevada Department of Wildlife

U.S. Forest Service

National Recreation Area

U.S. Reclamation Bureau

Nevada Division of State Parks (x2)

U.S. National Forest (x2)

U.S. Fish and Wildlife

U.S. National Park Service

Bureau of Land Management

University of Nevada