



SOUTHERNNEVADA STRONG

OUR VALLEY. OUR VISION. OUR FUTURE.

Lisa Corrado, AICP
Long Range Planning Manager
City of Henderson, NV
Recipe for Award Winning Online Community
Engagement
October 25, 2016

[Watch Award Video](#)

What is Southern Nevada Strong?

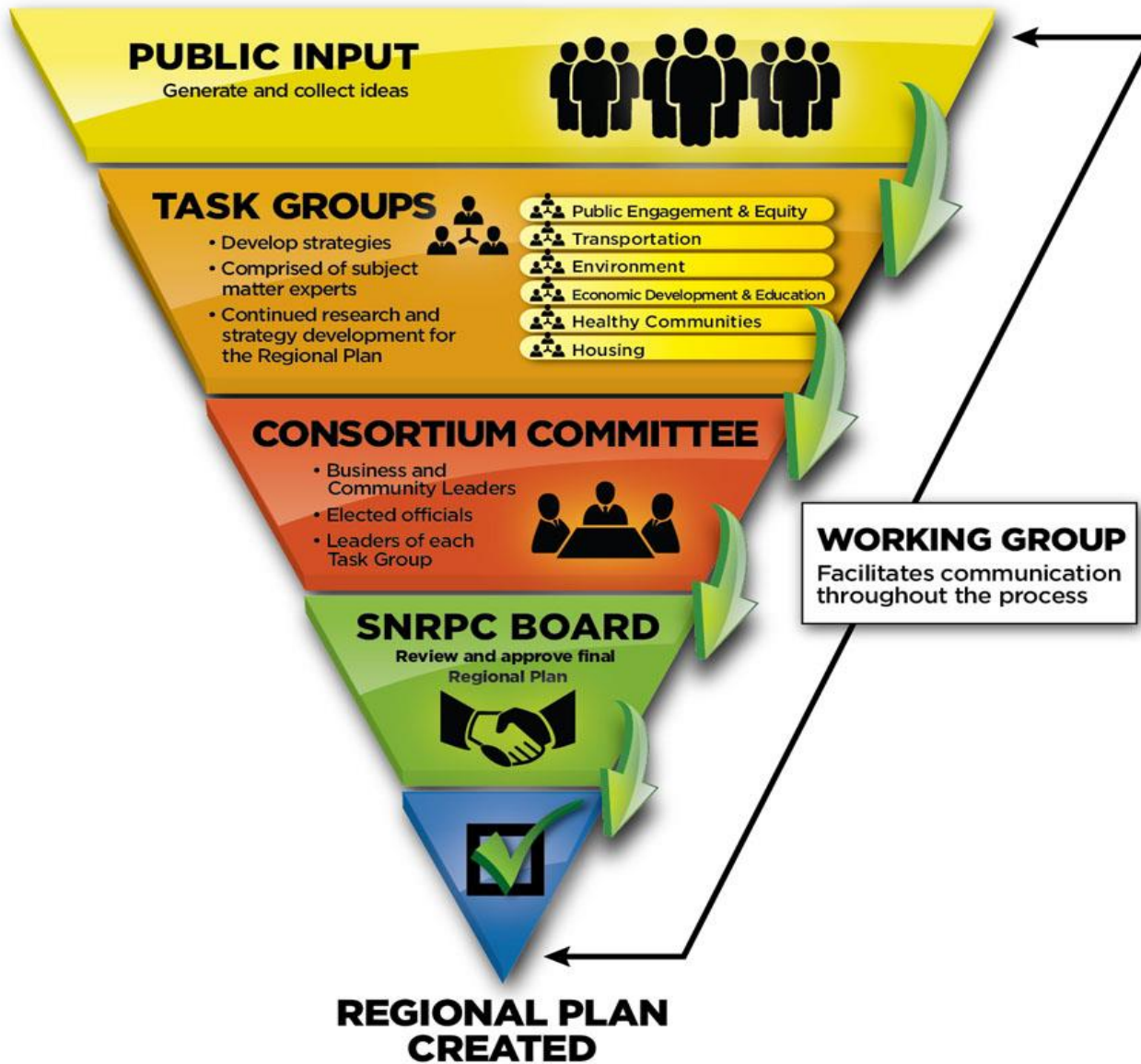
Southern Nevada Strong is a collaborative regional planning effort, funded by a \$3.5 million dollar grant from HUD. It provided the resources to conduct in-depth research and community engagement efforts to analyze the issues facing our community and proposed collaborative solutions. The result is the Las Vegas valley's first federally-recognized regional plan.





When & How

Conduct research and community engagement, identify issues and develop a Regional Plan by February 2015



Who & Where Cont.

Our Vision

The Southern Nevada region has a strong entrepreneurial spirit sustaining its high quality of life. This vibrant, unique region is characterized by a resilient economy, excellent educational opportunities, urban and natural amenities, and integrated transportation networks.

Improve Economic Competitiveness & Education



Invest in Complete Communities

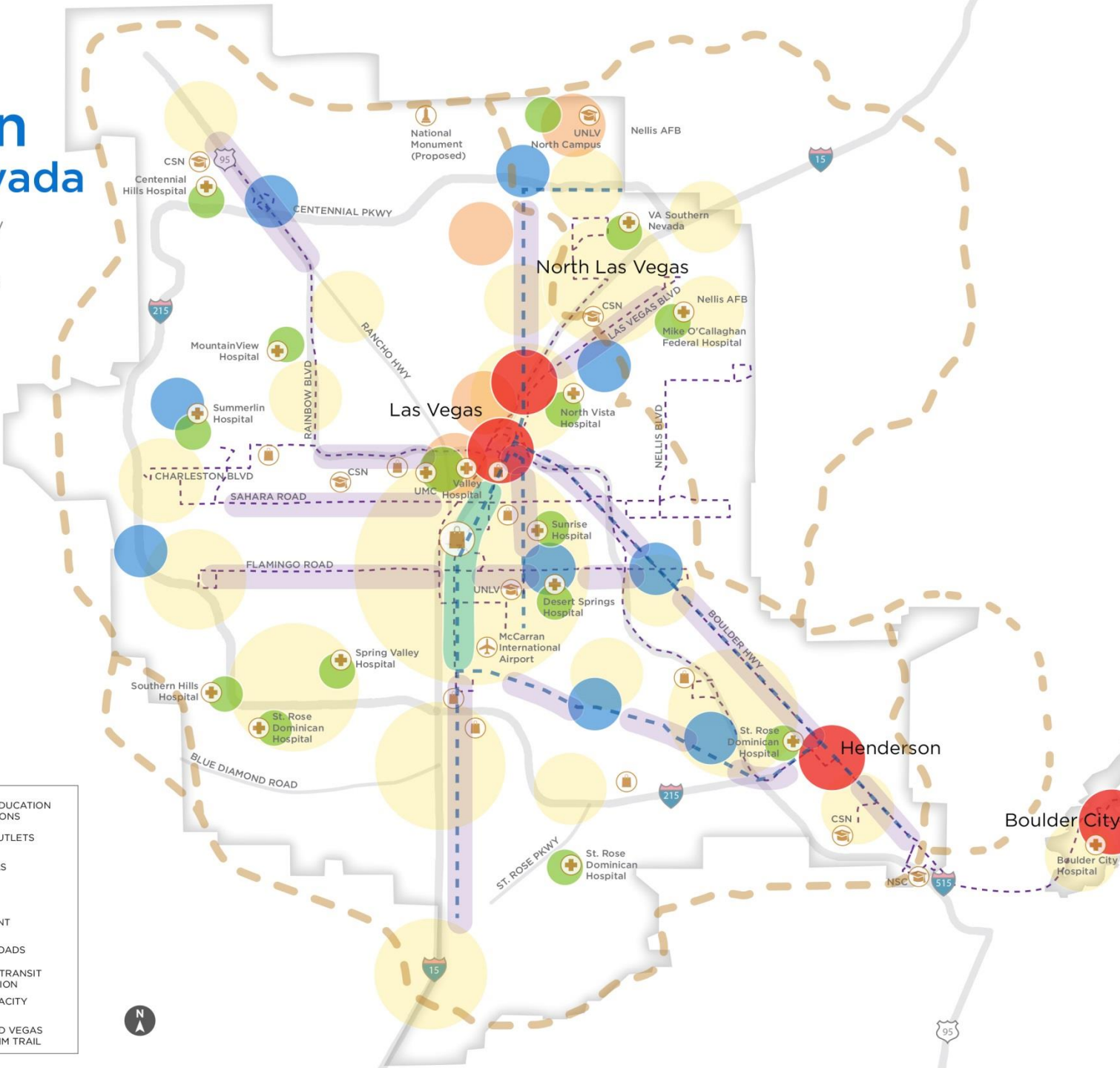


Increase Transportation Choice



Our Vision Southern Nevada

This map shows conceptually how we can guide land use and transportation programs to achieve our future vision for Southern Nevada.



What's the recipe?

A strong foundation!

Before you launch a public engagement campaign...

- What
 - Is your project?
 - Are you trying to achieve?
- Who
 - Are you trying to reach?
 - Can help you reach them?



Before you launch a public engagement campaign continued...

- How
 - Will you say it?
 - Will you use results?
 - Will you measure success?



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Selecting a Project Look & Feel

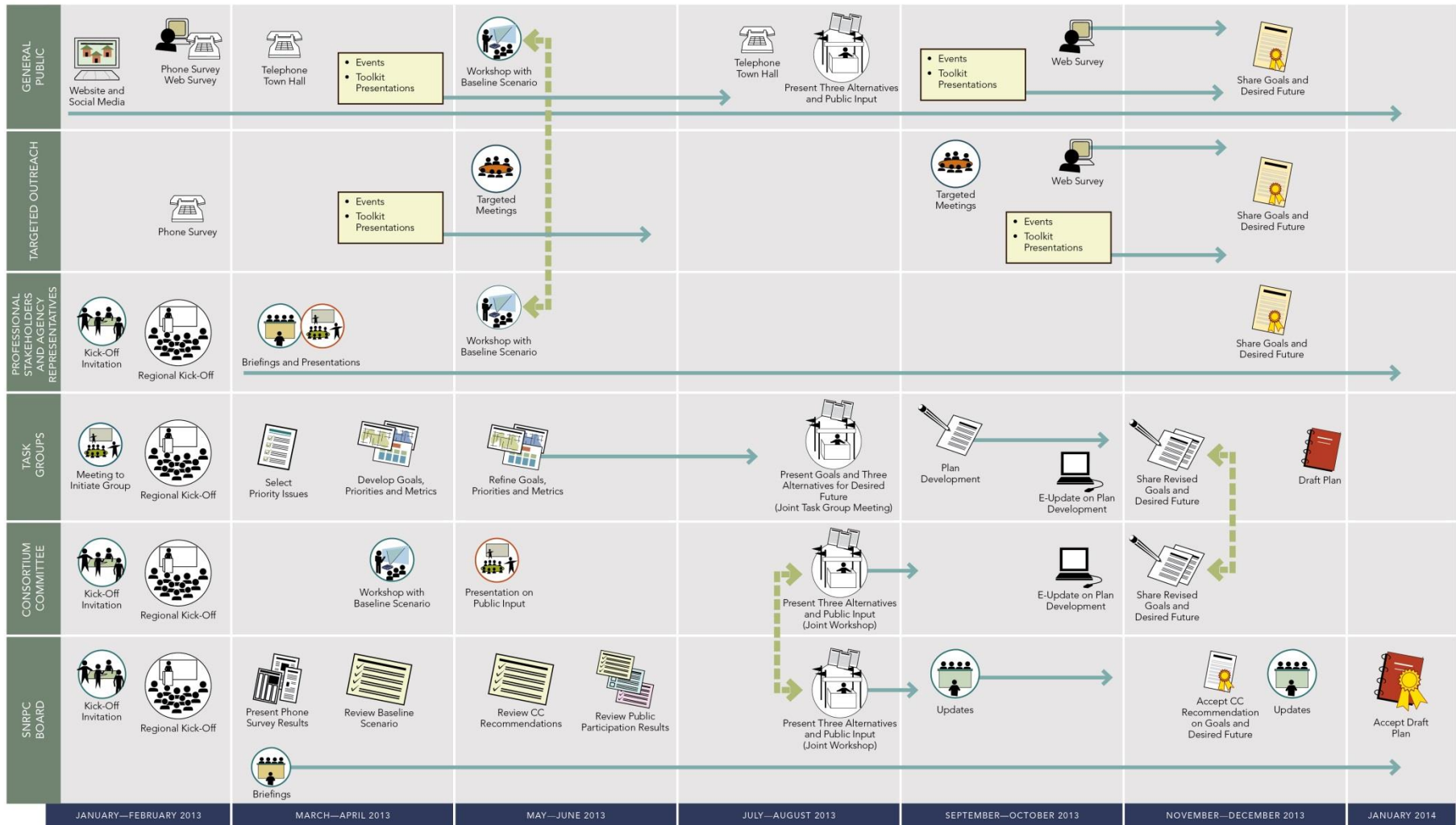


Public Engagement Plan

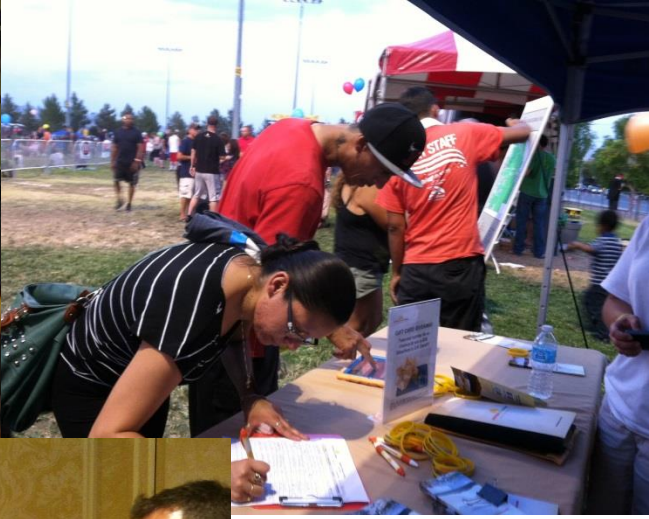


PRELIMINARY SCHEDULE

Updated April 2013



Unconscious Bias & Cultural Competence



Online Engagement...

- NOT one-size fits all!
- One part of an outreach strategy
- More interaction through mobile devices



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Outreach Activities

- Stakeholder Interviews
- E-newsletter
- Regional Kick-off event
- Telephone Survey
- Public Outreach Events
- iPad Surveys at Community Events (see list)
 - Go to them!
- On-Line Surveys via website
- Open houses

Outreach Events:

- Convene for Green Summit
- Henderson Heritage Parade and Festival
- AFAN Aids Walk
- Passport to Immunizations and Health Fair
- Green Fest/Festival of Communities
- Nevada Hispanic Legislative Caucus Workforce Development Community Fair
- United Way “Earn It! Keep It! Save It!” Workshop
- St. Baldrick’s Foundation 47th Annual St. Patrick’s Day Parade
- US Green Building Council Mixer



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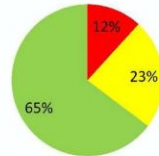
Outreach Activities



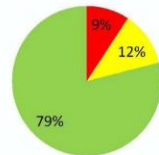
Make it user-friendly



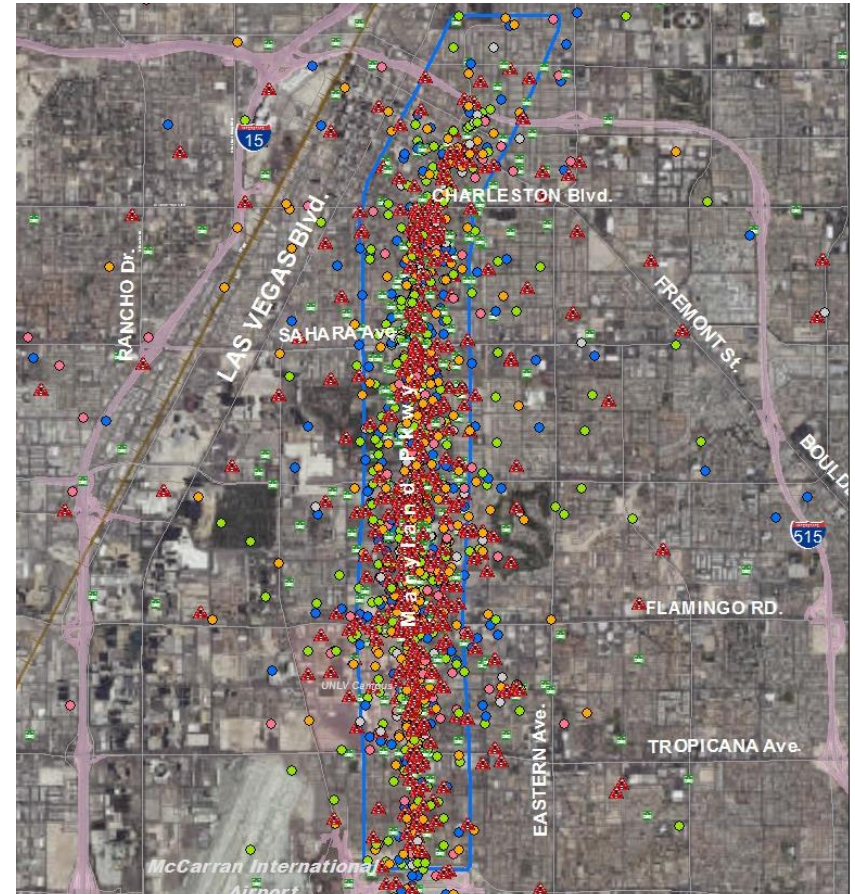
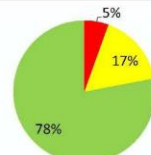
Transit option #3
Bus
Tránsito opción #3
Autobús



Transit option #4
Light rail
Tránsito opción #4
Tren ligero



Community spaces option #8
Playground with public art
Espacio comunitario opción #8
Parque con juegos para niños con arte público



Maryland Parkway
Opportunity Corridor Site
Markers: 2/26 - 5/31

- ▲ Safety Concerns
- Access Issues
- Transportation Projects
- Public Transit Improvements
- Community Services
- Parks & Recreation
- Other



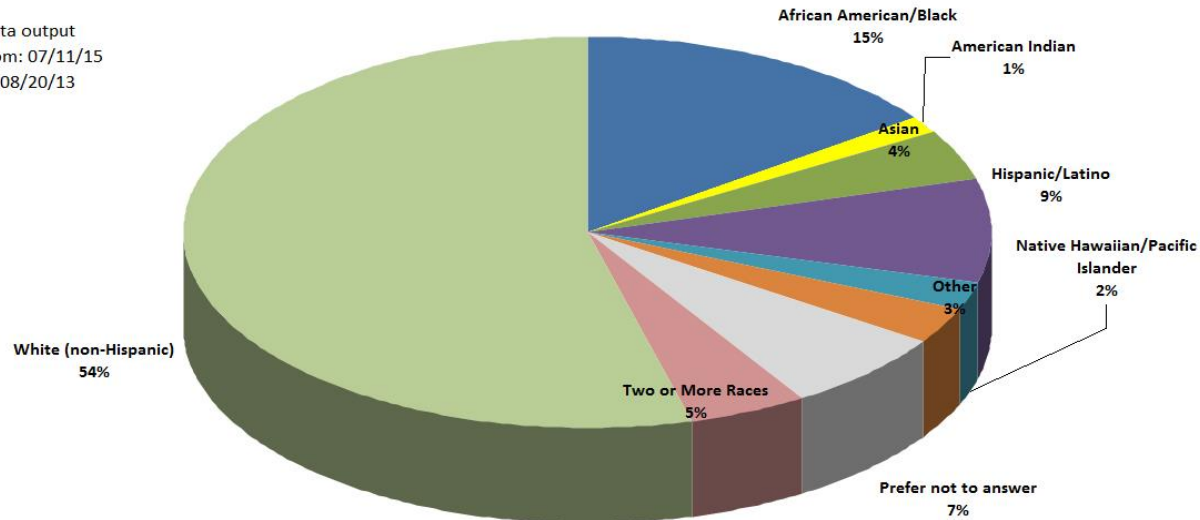
- Constant evaluation!



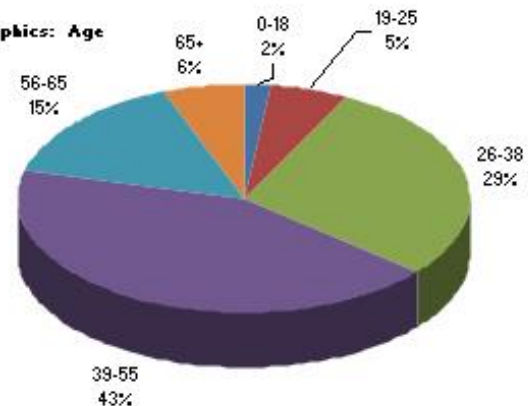
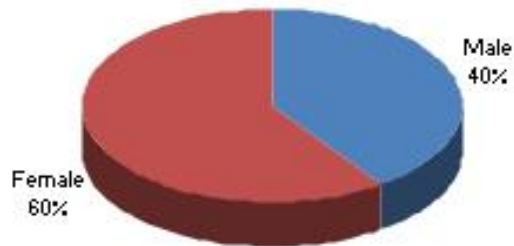
Online Community Survey: Demographics

MetroQuest Demographics: Race/Ethnicity

Data output
from: 07/11/15
to 08/20/13



MetroQuest Demographics: Age



Outreach by Nearly
the Numbers: 70,000

OUTREACH ACTIVITY	APPROX. NUMBER OF INPUTS
 SNS Kick Off and Summit Events	400
 QuickTap Surveys (Phase I)	850
 Online Survey (Phases II and III)	5,000
 Statistically Valid Phone Survey	1,000
 Spanish-Speaking Intercept Surveys at Local Events (Phase II)	1,000
 Telephone Town Hall (English & Spanish)	5,000
 Facebook and Twitter	900
 Open Houses and Visual Preference Surveys	550
 Focus Groups	150
 Interviews with Residents and Community Leaders	150
 Task Group Member Inputs	680
 Consortium Committee Meeting Inputs	150
 Dynamic Documents Review Tool	80
 Phase 3 Targeted Spanish Outreach	750 surveys
 Capacity Building Events	400
 E-blast Communication	2,600 subscribers
 Targeted Mollers	8,000+ households
 Targeted Flyer Distribution	40,000+ households
 Public Relations Impressions	Numerous

Why go the extra mile?

- 70,000 people reached
 - Representative sample
 - Geographic coverage
 - Oversampled marginalized groups
 - Multiple methods and platforms
 - Support for principles from diverse groups

Media



Posted May 22, 2014 - 7:36pm Updated May 22, 2014 - 8:48pm

Variety of visions collected for Maryland Parkway plan



Four Val

KLAS 8 News Now
Opportunity Sites
"LAS VEGAS - A
Vegas valley it say
better connection b
(approx. 2 minutes)

Four Valley Neighbor



Southern Nevada Strong Summit 2.26.14

Closing Remarks & Continued Momentum

Debra March, Southern Nevada Strong Consortium Committee of Henderson Councilwoman

Southern Nevada Strong Summit (2/26/14)

'Making Vision a Reality -- Steps Toward a Stronger Future'

(approx. 5 minutes)

SNS Summit Closing Remarks & Continued Momentum



Leadership & Opportunity Sites: Panel discusses the Regional Plan in a local context

Southern Nevada Strong Summit (2/26/14)

'Making Vision a Reality -- Steps Toward a Stronger Future'

Panelists:

- Mayor Michael B. Hancock, City and County of Denver
- Chris Giunchigliani, Maryland Parkway representative & Clark County Board of Commissioners
- Isaac Barron, Downtown North Las Vegas representative & City of North Las Vegas Councilman
- Lois Tarkanian, Las Vegas Medical District representative & City of Las Vegas Councilwoman
- John Marz, Boulder Highway representative & City of Henderson Councilman



"Nationally it's considered affordable if 45 percent or less of your housing and transportation costs combined are that of your household budget," said Stephanie Garcia-Vause, SNS project director.

"In all of Clark County, it ranges from an average of 53 to 58 percent, Henderson being one of the most expensive. The disposable income our residents have is considerably less. Through this project we want to better integrate housing, transportation, and jobs so we can somehow bring that number down."

Garcia-Vause, who also wears the hat of the Community Development Director for the City of Henderson, said implementation of the plan will open the region into competition for federal grant funds.

"Right now, they don't even let us in the game. We can't go in and compete for dollars to go into projects that will bring jobs to Southern Nevada."

A \$3.5 million dollar grant from the U.S. Department of Housing and Urban Development is funding the three year project, which includes teams of researchers who will pinpoint areas of need, followed by two years of implementation.



Maryland Parkway Coalition gets down to the business of redevelopment



isten Peterson

More public art could be coming to Maryland Parkway. A newly formed coalition is focused on re-energizing the highly-trafficked street running from the airport to Downtown.

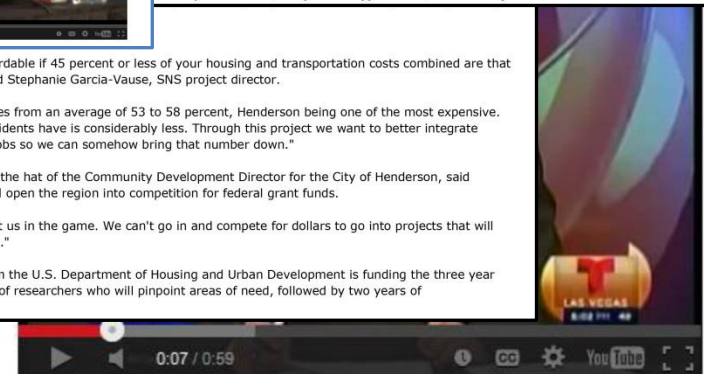
Thu, Aug 22, 2013 (8 p.m.)

Then the Maryland Parkway Coalition gathered at the Boulevard Mall in May to discuss area development, the turnout was described as "stunning," a celebrated who's who needed to breathe life back into the densely developed and much-traveled corridor.

For years, Maryland Parkway has been in need of a visual makeover, better transit options, pedestrian-friendly walkways and an infusion of new life. The Midtown UNLV project, aiming to turn the campus area into a thriving cultural hub, has been stalled due to the recession, and in recent years, all the attention seemed directed at Downtown.

But Maryland Parkway hasn't been forgotten. It's too valuable. It links together the airport, downtown, UNLV, small businesses and historic neighborhoods.

And so in September, when the Regional Transportation Commission launched a study of Maryland Parkway, complete with public workshops, ears collectively perked. Then in May, more than 70 community members turned out for the Coalition meeting at Boulevard Mall, where they talked vision, transportation opportunities, business and public art.



<http://www.telemundolasvegas.com>

Cost-effectiveness

- Cost per resident/response
- Compare to:
 - Traditional town hall
 - Mailers
 - Statistically valid surveys
 - Focus groups
- Data collection and analysis
- Adaptability—mobility



The Recipe: In Summary

Know Your Audience— Listen to Learn

- Know your project inside and out!
- Make it look good!
- Identify & reflect your audiences
- Use values-based messaging
- Listen to the priorities of the people
- Make them feel valued and comfortable
- Reach them where they are
- Monitor continuously
- Ask for help



Q&A

Lisa Corrado, AICP

Long Range Planning Manager

City of Henderson, NV

Lisa.Corrado@cityofhenderson.com

702-267-1507



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