



**Nevada Commission on Off-Highway Vehicles**  
**901 S. Stewart St. DCNR**  
**Carson City, NV 89701**

### **Grantee Progress Report**

<b>Grantee</b>	TREAD LIGHTLY	<b>Grant Name</b>	RIDE ON NV Outreach/Educ
		<b>Grant Identifier</b>	2016-LE-02-0
<b>3Address</b>	500 N Marketplace	<b>Award Amount</b>	\$75,000
	STE 260	<b>Performance Period</b>	Nov 30, 2016 – Nov 30, 2018
	Centerville, UT 84014		
<b>Contact Name</b>	Mindie Walkoviak	<b>Contact Title</b>	Grant Manager
<b>Contact Phone</b>	801-696-5010	<b>Contact Email</b>	Mindie@treadlightly.org

#### **Progress Report # 1 2016**

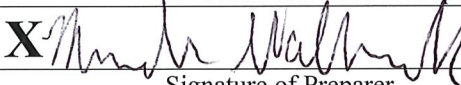
First Quarter <input checked="" type="checkbox"/>	Second Quarter <input type="checkbox"/>	Third Quarter <input type="checkbox"/>	Fourth Quarter <input type="checkbox"/>
January 1 – March 31	April 1 – June 30	July 1 – September 30	October 1 – December 31

<b>TASK</b>	<b>Description of Milestone / Activities</b>	<b>% Complete</b>	<b>Consistent w/ timeline? (if no, provide explanation)</b>
1	Customize Tread Lightly!'s RIDE ON Campaign in order to provide region and activity-specific materials. Complete RIDE ON Nevada campaign materials in various formats. Make resources available to partners and public online at treadlightly.org	100%	1. RIDE ON Nevada webpage impressions 1817
2	Development and Implementation Provide outreach at various off-road events – 1 event per quarter Quarterly event report to show message dissemination	100%	1. 3/16-3/18 Tread Lightly! messages distributed through Nevada Outdoor School and Nevada 4Wheel Drive Association.
3	Social Media Marketing- engage in quarterly outreach, volunteer recruitment, and ethics messaging on the RIDE ON Nevada Facebook page, and assist Tread Lightly! in coordinating social media efforts on Tread Lightly!'s social media platforms. Analytics tracking - increase in website traffic, shares, click through.	100%	1. Google Ads yields 2,165 impressions adding \$162.94 to the RO Nevada campaign. 2. 660,192 RIDE ON NEVADA impressions from boosted social media posts on Facebook, Twitter and Instagram
4	Establish and maintain an interagency work group between Nevada specific partner agencies and Tread Lightly! Conduct 2 stakeholder meetings in year 1	100%	1. 2/1 meeting with NCOHV and USFS 2. 2/5 meeting with Region 4 office in Utah

			<ol style="list-style-type: none"> <li>2/21, 3/7 and 3/22 meetings with Pinenut Mountain Trail Association coordinating cleanup happening April 21<sup>st</sup>.</li> <li>February 28<sup>th</sup> coordination call with Nevada Outdoor School regarding upcoming training course.</li> <li>3/8 coordination call with Nevada 4Wheel Drive Association</li> </ol>
5	Volunteer and Stakeholder Training Train key personnel and community outdoor educators in ethics education principles, communication techniques, and resource protection. 10 trained volunteers Increased outreach and event capacity	100%	<ol style="list-style-type: none"> <li>Danielle is teaching a Master Tread Trainer course April 4<sup>th</sup> and the Nevada Outdoor School</li> </ol>
6	Engage volunteers in stewardship activities annually, focused on off-road locations on public lands that have been adversely affected by irresponsible riding/driving. Minimum of 2 projects per year.	Ongoing;	<ol style="list-style-type: none"> <li>Pinenut Mountain cleanup April 21<sup>st</sup></li> </ol>

**Progress Report Narrative/Obstacles:**

We plan to move some of the state coordinator salary money to Travel and perhaps Educational Materials. This change will be reflected in next quarters report after Danielle is able to meet with Jenny Scanland and Melanie at the Nevada Outdoor School to determine what is best for the RIDE ON Nevada campaign.

<b>PREPARED BY</b>	
<b>Mindie Walkoviak; Grant Manager</b>	
Name and Title of Preparer	
 <b>4/12/18</b>	
Signature of Preparer	Date

Form: NVOHV Progress– SFY2017