

Department of Conservation and Natural Resources
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Nevada Commission on Off-Highway Vehicles
Greg McKay, Chairman
Sue Baker, Vice Chairman



NEVADA OFF-HIGHWAY VEHICLES PROGRAM
NEVADA COMMISSION ON OFF-HIGHWAY VEHICLES
NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
NRS 490

2020 GRANT APPLICATION
(REQUEST FOR GRANT APPLICATIONS, APPENDIX A)

APPLICATIONS DUE
November 12, 2019, 4:00 PM, PST

Please mail early; Applications postmarked prior to 4:00 pm on November 12, 2018, but not received prior to that time are untimely and will not be considered.

SUBMIT: ONE FULL COLOR COPY, DOUBLE SIDED
BY MAIL OR HAND DELIVERY
(8.5" X 11" ONLY. MAPS MAY BE 11"X17" NO LARGER)

AND

ONE SINGLE ELECTRONIC FILE; PDF VIA EMAIL NNarkhede@ohv.nv.gov
OR MEMORY DEVICE ENCLOSED WITH APPLICATION

TO: NEVADA DEPT. OF CONSERVATION AND NATURAL RESOURCES
OFF-HIGHWAY VEHICLES PROGRAM
ATTN: NIKHIL NARKHEDE
901 S. STEWART STREET, SUITE 1001
CARSON CITY, NV 89701

DO NOT ATTACH ITEMS THAT ARE NOT REQUIRED.

DO NOT INCLUDE THIS PAGE WITH YOUR SUBMITTAL

For questions please contact:
Nikhil Narkhede
Program Manager
(775) 684-2794
NNarkhede@ohv.nv.gov

NEVADA OFF-HIGHWAY VEHICLES PROGRAM
2020 GRANT APPLICATION PAGE 1
Nevada Commission on Off-Highway Vehicles
Nevada Department of Conservation and Natural Resources

This application has FIVE sections which are all REQUIRED to be filled out in full. To avoid disqualification, all application areas must be concise and complete; certifications must be signed and dated. Denied applications: correspondence will be sent to applicant by email describing the reason for declaring the application incomplete.

SECTION I - PROJECT AND APPLICANT INFORMATION

1. Project Name: OHV Program and Education Marketing

2. Project Dates: *Expected Start:* January 2020 *Expected Completion:*
December 2021

3. Applicant Name: Lora Hendrickson

Mailing address: MXT Media

5481 Castle Vista Ct Las Vegas, NV 89118

Phone: (702) 235-2140

Email: lora@mxtmedia.org

4. Classification of Applicant: *(check one)*

Federal State County Local/Municipal Other: _____

Partnership Non-profit for Profit Individual

If the applicant is a corporate or legal entity, proof of good standing in the entity's state of incorporation is required. NAC 490.1345 (Note: grantees must have the capacity to implement and accomplish proposed project and properly administer awarded funds).

Lora Hendrickson

Lora Hendrickson, President MXT Media

November 12, 2019

Applicant Signature
(Chairperson/President/Authorized Official)

Date

5. **Project Manager:** Lora Hendrickson

Mailing address: MXT Media 5481 Castle Vista Ct, Las Vegas, NV 89118

Phone: (702) 235-2140

Email: lora@mxtmedia.org

6. **Classification of Land Control:** *(check all that apply)* – **Not Applicable**

Federally managed public land Private Land County City

Other: _____

Lease; Attach copy of lease with expiration date.

R&PP; Attach copy of lease with expiration date.

If the proposed project is to be carried out on public land, attach any applicable written agreement with any government entity having jurisdiction over that land, including permits, leases, easements, and rights-of-way. NAC 490.135

7. **Landowner:** Not Applicable

Mailing address: _____

Phone: _____

Email: _____

8. **THE LANDOWNER MUST PROVIDE A LETTER STATING THAT:** **N/A**

(See example Appendix B)

- a) Landowner has read the Request for Grant Application package;
- b) Landowner agrees with the application and the terms of the grant;
- c) Landowner holds an interest in the subject land that is sufficient in scope and authority to allow the applicant to complete the proposed project and operate and maintain the proposed project after its completion;
- d) Landowner is legally committing to maintain the trail/facility and will allow public motorized access to such trail/facilities for 25 years or the normal life of the project; and
- e) Landowner agrees to provide any match or other tasks in the application that are assigned to Landowner.

The State may require the landowner/agency to be co-grantee on the grant agreement/contract.

9. **Project Costs:** *(Please do not submit match not directly related to the project)*

State OHV Grant Request: \$107,500

Other Funds: _____

Total Project Amount \$130,000 100%

What are the sources or Partners for your leveraged (other) funds?

Federal Private In-kind City/County Other

Type here: This project builds on the marketing material and momentum of the previous marketing campaigns. Including the \$350,000 spent by Clark County, NV on the OHV Registration Marketing Project and the \$107,5000 for the 2018 Grant for NV OHV Program Marketing and Website Map Integration .

Please describe additional funding source(s):

10. LETTERS OF SUPPORT FROM PARTNERS are required:

- a) Confirming they agree to the terms of the grant; and
- b) That they are committed to providing match/cash or other tasks in the application that are assigned to them.

Other letters of support are limited to three (3). Please attach them to the application.

11. Project Type(s) (NRS 490.069 Sec.2c) check all that apply:

- Studies or planning for trails and facilities;
 - Environmental Assessments and Environmental Impact Studies.
 - Other studies _____
- Acquisition of land for trails and facilities
- Mapping and signing of trails and facilities
- Reconstruction, enhancement or maintenance of existing trails and facilities
- Construction of new trails and facilities
- Restoration of areas that have been damaged by the use of off-highway vehicles.
- The construction of trail features, trailheads, parking, or other ancillary facilities which minimize impacts to environmentally sensitive areas or important wildlife habitat areas.
- Safety training and education related to the use of off highway vehicles and registration
- Compliance and enforcement (See Appendix C, Enforcement Strategy example)

Note: Operations & management, and purchase or lease of equipment associated directly with a project are eligible.

12. **All Trail USERS:** (check all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> Mountain Biking | <input type="checkbox"/> Hiking/Backpacking | <input type="checkbox"/> Equestrian |
| <input checked="" type="checkbox"/> Single track motorcycle | <input checked="" type="checkbox"/> Snowmobiling | <input type="checkbox"/> Snowshoe/ski |
| <input checked="" type="checkbox"/> ATV quads | <input checked="" type="checkbox"/> X Dune buggy | <input checked="" type="checkbox"/> UTV Side by side |
| <input checked="" type="checkbox"/> Race Course | <input checked="" type="checkbox"/> Skills riding course | |

Please explain how you intend to manage user interactions:
We create advertising and marketing materials that seek to represent all types of off-road enthusiasts in Nevada and communicate the benefits of OHV Registration and OHV Grant Projects.

13. **Scope of Work:** Please describe *exactly* what work will be completed. Programs, planning, NEPA, surveys, mapping, include miles of trail, trail type and other quantitative goals including a timeline for completing the work. NAC 490.1375. If purchase of equipment is included, please explain where/how it will be housed and maintained. (In order to avoid duplication, **do not include** justification or narrative in this section; refer to Section V, Scoring Narrative).

Type here: We will continue to develop our Off-Road Smart campaign and work to develop and communicate educational messages in partnership with the NVOHV Program. This includes using traditional media (magazines, radio campaigns, billboards, TV) as well as non-traditional media (videos on YouTube and social media) to ensure that we are reaching off-road enthusiasts online and off-line.

14. **Standards/Guidelines that will be applied to your project:** **N/A**

- Universal Access to Outdoor Recreation - A Design Guide
- USFS Standard Specifications for Construction & Maintenance of Trails
- BLM Handbook 9114-1 Trails
- NOHVCC Handbooks

Other: _____

15. Has the applicant received funding from the OHV Program in the past?

No Yes

Number of projects funded: 1

Amount of funding Received: \$107,500

Number of projects Completed: 1

SECTION II – LOCATION, MAPS, PHOTOS

Project Location: Statewide Nevada

County: All Counties

Nearest Municipality/Town/City: _____

Center of project: Latitude: _____ Longitude: _____ \

If the shape-files for the trail system are available, please submit them in the e-file. The shape-files of the trail will be required at project end. Program will assist in the collection of the data if needed.

MAPS ARE A VERY IMPORTANT PART OF THE APPLICATION. THEY ARE REQUIRED AND CONSIDERED PART OF THE FINAL AGREEMENT IF FUNDED.

PLEASE PROVIDE READABLE, PROFICIENT MAPS. N/A

Required Maps: for all maps please include a legend, north arrow, scale, and map name.

Topographic maps preferred. You may include *additional* aerial/google maps.

- General location map (showing project area within the state or county)
- Topographic map (7.5 minute series quadrangle, 1:24,000 scale) with project boundary and map name Township: _____ Range: _____ Sections _____
- Detail map indicating specific project elements (e.g., structures, trail alignment)
 - Maps larger than 11x17 will not be accepted

Please attach the following photographs:

- At least two (2) overviews of the project area from different angles and distances. (Good photographs at trail level and google aerials help the scoring committee to understand the location, depth and breadth of your project.*

SECTION III - Federal Lands or Other

Federal Environmental Compliance N/A

A. If Federal funds or Land are a part of the project and NEPA was completed, indicate which document was produced, and **please attach the decision document to this application:**

- Record of Decision (ROD)
- Finding of No Significant Impact (FONSI)
- Categorical Exclusion (CX)
- SHPO 106 compliance/concurrence letter.
- Other compliance documents already completed. (do not attached the EA or EIS)
- Not applicable

If NEPA or planning is a part of the project describe the steps in the Scope Section I, #13.

SECTION IV - BUDGET

Proposed Budget: Provide your budget details to include at a minimum the items in the following table. You may create your own spreadsheet.

- Your budget must align clearly with your scope of work from #13. Be specific, as your application will rate higher.
- Reminder: Include all sources of funds for the completion of the project including federal, in-kind, private/city/county and state funds.
- **It is recommended that you attach copies of estimates to support your budget, and identify what each contract will include.**

EXAMPLE

Item Description	Item Description	OHV Grant Request	Federal Funds	Other Funds	Total Cost
Contracts: studies					
Contracts: planning , design, engineering construction					
Direct labor costs Salaries, including fringe, actual costs	Photography, Video, Graphic Design, Project Management, Website Development	\$50,000			\$50,000
Volunteer or donated labor/in-kind # Hrs. skilled labor @\$24.14/hr. (not required but is important for scoring higher) (You will have to provide paperwork for this in your reporting to receive score points)					
Purchase or rental of equipment - Specify type of equipment – cost- # of days. Attach estimate or quote.	Rent OHV to Access Remote Areas to Create Educational Video Content	\$5,000			\$5,000
Purchase of Materials, Items & cost or group of items.					
Travel Costs, Per - diem	Travel Around State	\$15,000			\$15,000
Vehicle gas and maintenance standard is now at .58 per mile. Estimate miles.					
Other: be specific	Media Buys (Radio, Magazine, TV, Billboard)	\$60,000			\$60,000

Totals		\$130,000			\$130,000
Percentages		100%			100%

SECTION V – PRIORITIES AND SCORING NARRATIVE

THE SCORING PRIORITIES ARE LISTED IN ORDER OF PRIORITY.

Address the following eleven (11) criteria in the order listed below.

- Please tell us how your project/program meets each criteria.
- Be specific and concise with your answers.
- Please submit no more than five (5) double-sided pages for your Narrative.
- If attached additional pages, ensure the question being answered is referenced. (If not applicable, answer N/A.)

1. **Law Enforcement Strategy that addresses registration enforcement, including Public Education & Outreach aimed at increasing renewals and new registrations:** *Please describe how your project will increase the number of OHV registrations on the district. How will the equipment and time be used to increase OHV safety and awareness? What is your department's history of patrolling for safe OHV Recreation?*

MXT Media: We will continue to do the “ONE-STOP SHOP” OHV Registration and Public Outreach events that focus on the off-road community at-large. We partner with law enforcement and OHV Dealerships to offer OHV Registration events to the public. We assist with completing OHV VIN Inspections, OHV Registration Paperwork, answering questions, delivering information and submitting the paperwork directly to the DMV in Carson City.

We can rent off-road vehicles as needed to reach remote areas to create content that we can use in our educational and training videos.

2. **Enhancement or Maintenance of existing trails and facilities:** *Describe the maintenance intervals for your project. How will maintenance needs be prioritized and how often will your project hold a maintenance/ trails enhancement event? HOW will your project be maintained and WHO has committed to the ongoing maintenance of the facility or trail.(note: a minimum of 2 maintenance/ trail events are required per year)*

N/A

3. **Training:** *Please describe the goals and objectives of your public training program, i.e., Public Education, Rider Classes, Safety, Trail Building, or Outdoor Ethics. Number of people trained, contacts made, etc.*

MXT Media: Our goal is to expand the “Off-Road Smart” campaign. We will work with Registered off-road enthusiasts and the NVOHV Program and develop

messaging that promotes safety and responsible off-road use. This includes creating additional videos for the OHV website (OHV.NV.GOV), creating a safety section on the website, addressing safety concerns that the NV OHV Commission & Program recommend (spark arrestors, helmets, safety gear, satellite phones, water). We will complement this by purchasing targeted advertising in the NDOW hunting magazine, local radio stations, and news entities. Our videos can be used on DCNR's social media page and we can run targeted social media campaigns that reach our target audience (Off-Road enthusiasts in Nevada). We can partner with an OHV Dealership and develop a safety training program that can be offered to the public free of charge.

4. **Trail mapping and signing of existing trails and facilities:** *If a mapping component is included in the grant, please describe how it will be integrated with the current web mapping application found on OHV.NV.GOV*
MXT Media: Our web developer assists with web map trail integration on an as-needed basis for the State.

5. **Connectivity/Loops:** *Please describe the increase in connectivity between trails, facilities and other locations that your project/program would provide or enhance when completed. Attach maps if necessary, i.e., towns, parks, areas, trails, etc. N/A*

6. **Planning, Environmental Studies, Conservation:** *Describe how the environmental studies, conservation and/or planning will mitigate resources impacted by OHV recreation. How will your project contribute to the conservation of our natural resources?*

MXT Media: OHV Registration events, public outreach events and marketing campaigns assist with educating the public about responsible use, this includes campaign messages that reinforce positive off-road behaviors. By personalizing the message to each area and focusing on what each region of Nevada would like to communicate, we are helping to conserve our natural resources.

7. **Access:** *Please describe how your project/program ensures protection of access. Explain what access/opportunities would be lost or restricted if the project doesn't occur.*

MXT Media: At each public outreach and OHV Registration event, we invite our federal partners the opportunity to attend. We also partner with federal (BLM, USFS, NPS), state (NDOW), and local agencies (Clark County OHV Committee) to be present at the events that they are hosting. By facilitating arenas where we can dialogue openly and transparently with the public and land-managers, we are bringing an understanding of current events that might impact future riding areas and how to respond to these activities as a community.

8. **Partnering and Leverage:** *Please describe coordination that has occurred with stakeholders, partners and the public in which all interests have had an opportunity to be heard related directly to this project/program.*

MXT Media: For OHV Registration events, I have partnered with entities around the state including Federal agencies (BLM, USFS, and NPS) and local Sheriffs and

police departments (Douglas County Sheriff's Dept, Humboldt County Sheriff's Dept, Nye County Sheriff's Dept., Overton PD, Mesquite PD, Boulder City PD) and OHV Dealerships. At each OHV Registration event or public outreach event, information that is given by the public is collected and relayed to the State of Nevada OHV Program Coordinator in Carson City.

- 9. Economic Integration:** *Please describe how your project/program increasing Off Highway Motorized recreation in the develops outdoor recreation opportunities that help local, regional, or state economies grow (e.g., economic impact, additional OHV funding sources, improved user or business group participation, Road use resolutions and OHV friendly Communities.)*

MXT Media: **By continuing to market the OHV program to the State at-large, we are communicating the benefits of OHV registration to the public. In doing so, we have seen the OHV Registration number increases which then increases the amount of money that the State of Nevada has to distribute back into the off-road community in the form of grants.**

- 10. Demand for New Facilities:** *Please provide justification for NEW facility/program development: restrooms, trails, signs, and other amenities.*

N/A