

November 1, 2017

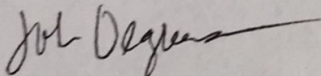
Nevada Department of Conservation and Natural Resources
Off-Highway Vehicles Program
Attn: DCNR J. Scanland
901 S. Stewart Street, Suite 1001
Carson City, NV 89701

Dear Ms. Scanland:

Please accept this transmittal letter and application for the Fall 2017 Off-Highway Vehicles Grant Program. Our application proposes partnership development for compliance and enforcement. These efforts will coalesce partners and will also use social media to promote responsible OHV use. In that process, we intend to promote and build OHV opportunities for the community.

You may contact Marla McDade Williams, Director, Northern Nevada, if you have any questions at (775) 315-4728.

Respectfully,



John Ocegüera
Senior Vice President



STATE OF NEVADA
Off-Highway Vehicles Program

901 South Stewart Street, Suite 1003
Carson City, Nevada 89701
Telephone (775) 684-2794
Facsimile (775) 684-2715
www.nvohv.com



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

FALL 2017 GRANT APPLICATION

(RFA APPENDIX A)

APPLICATIONS DUE

November 1, 2017, 4:00 PM, PST

Please mail early; Applications postmarked prior to 4:00 pm on November 1, 2017 but not received prior to that time are untimely and will not be considered.

NOTE: this is the State OHV program, NOT the Federal Recreational Trails Program

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

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

AND

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

DO NOT ATTACH ITEMS THAT ARE NOT REQUIRED.

For questions please contact:

Jenny Scanland
Executive Secretary
(775) 684-2794
jscanland@ohv.nv.gov

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

Project # _____ (State admin only)

This application has seven (VII) 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 INFORMATION

1. **Project Name:** _____

2. **Project Dates:** Expected *Start:* Jan/Feb 2018 Expected *Completion:* Feb 2019

3. **Applicant Name:** Strategies 360

Phone: (702) 800-2100

Mailing address: 10801 W. Charleston Blvd., Ste 420

Las Vegas, NV 89135

Email: marlamw@strategies360.com

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).

5. **Project Manager:** Marla McDade Williams

Phone: (775) 315-4728

Mailing address: Same as Above

Email: marlamw@strategies360.com

6. **State T-Vendor #** (if available) _____

7. **Landowner:** N/A

Contact: _____

Phone: _____

Mailing Address: _____

Email: _____

9. **Classification of Land Control:** *(check all that apply)*

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

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

State OHV Grant Request: \$250,000

Other Funds: \$9,800

Total Project Amount \$259,800 100%

What are the sources of your leveraged (other) funds?

Federal Private In-kind City/County Other

Please describe source(s):

Type here: All but 10 percent of the grant award will be donated staff time.

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
- Compliance and enforcement**

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 type="checkbox"/> Single track motorcycle | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Snowshoe/ski |
| <input checked="" type="checkbox"/> ATV quads | <input type="checkbox"/> Dune buggy | <input checked="" type="checkbox"/> Side by side 50" or wider |
| <input type="checkbox"/> Race Course | <input type="checkbox"/> Skills riding course | |

Other Type here:

13. **Scope of Work:** Please describe *exactly* what work will be completed. Programs, planning, NEPA, surveys, mapping etc. and include miles of trail, trail type and other measurable 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 VII, Scoring Narrative).

Working in Southern Nevada, we propose to partner with Clark County and other federal and state agencies to ensure trail maps are clear and appropriate signage is available in

trail areas. We propose a social media campaign to identify registration requirements for OHV owners, and we propose to work with the Las Vegas Metropolitan Police Department and other enforcement agencies on enforcement of OHV requirements.

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

- ✓ 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: _____

Amount of funding Received: \$ _____

Number of projects Completed: _____

SECTION II – LOCATION, MAPS, PHOTOS

Project Location:

County: Clark

Nearest Municipality/Town/City: Las Vegas

Center of project: Latitude: _____ Longitude: _____

Maps are a very important part of the application. They are considered part of the final agreement if funded. Please provide readable, proficient maps.

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 aeriels help the scoring committee to understand the location, depth and breadth of your project.)*

SECTION III - Federal Lands or Other

Federal Environmental Compliance

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 in the following format. This budget should align clearly with your scope of work from #13.

- *Please follow this format as much as possible* and be very specific, as your application will rate higher. You may create your own spreadsheet.
- Reminder, include all sources of funds for the completion of the project including federal, in-kind, private/city/county and state funds.
- **Attach copies of estimates and identify what each contract will include.**

- *Attach copies of all quotes/estimates.*

Item Description	Item	OHV Grant Request	Federal	Other	Total
Contracts: studies, planning , design, engineering					
Contracts: construction					
Direct labor costs Salaries, including fringe, actual costs	\$25,000	\$25,000			\$25,000
Volunteer or donated labor/in-kind # Hrs. skilled labor @ \$23.56/hr. (not required but is important for scoring higher) (<i>You will have to provide paperwork for this in your reporting to receive score points</i>)	416 hours @ \$23.56/hr			\$9,800	\$9,800
Purchase or rental of equipment - Specify type of equipment – cost- # of days. <i>Attach estimate or quote.</i>					
Purchase of Materials List items & cost of each item or group of items.					
Vehicle Gas and Maintenance standard is now at .54 per mile. Estimate miles.					
Other: be specific	Social media promotion—in-house	\$225,000			\$225,000
Other: be specific					
Totals		\$250,000		\$9,800	\$259,800
Percentages		96%		4%	100%

SECTION VI – TRANSMITTAL LETTERS and LETTERS OF SUPPORT

Transmittal Letter(s): transmittal letter(s) must be submitted **and attached to this application**. They must be signed by the appropriate club or agency head, (Chairperson/President of the organization or other authorized official) AND by **the landowner**.

- Land Owner:** a letter of support by the landowners (county, city, state, federal, private) stating that they have read and agree (1) to the application (2) that the applicant’s interest in the subject land 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 NAC 490.1355 (3) and any match or other tasks in the application that are assigned to them. The State may require the landowner/agency to be co-grantee on the grant agreement/contract.
- A commitment to maintain the trail/facility, and allow for motorized access to those facilities for 25 years or the normal life of the project, by the appropriate entity.
- Letters of Support are limited to three (3).** Please attach them to the application.

SECTION VII – SCORING NARRATIVE

Address the following 14 questions in the order listed below.

- **Be specific and concise** with your answers.
- **Please submit no more than five (5) double-sided pages for your Narrative.**
- **Please type directly into this application.** *If the form doesn’t work for you, please cut and paste into another document and answer in the same order as given below. (if not applicable answer N/A)*

1	<i>Public Education, Law Enforcement & Outreach:</i> <i>Please describe how your project/program will incorporate public education and/or outreach to increase registration and showcase the benefit of OHV communities, including registration events.</i>	Strategies 360 is an experienced public affairs firm with social media expertise. We have established relationships with officials in Clark County, and we propose working with them to identify events and activities at which to promote the registration of OHVs. Once events are identified, we will use our social media platform to geofence around the events with a message to register. Our message will also seek volunteers to assist with signage activities.
2	<i>Trail Mapping:</i> <i>Please describe how your project /program will move public lands in Nevada towards having travel plans completed and will result in trail mapping and creation of maps for the public. (With landowner/manager approval).</i>	As needed, we will work with partner agencies to identify their needs and use social media to solicit partners that can assist in these efforts.
3	<i>Access:</i> <i>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.</i>	Access is important to promote tourism in Nevada. Using our social media platform, we will promote a message of responsible use. Using our local connections, we will work with agencies to ensure they are able to properly promote responsible use and to

		assist with signage and volunteer recruitment efforts, as needed.
4	Demand for New Facilities: Please describe the justification (the DEMAND) for NEW facility/program development: restrooms, trails, signs, and other amenities.	There is demand for information on where it is appropriate to use an OHV and of the laws in the State. Using our social media platform, we can help people understand where those areas are and how to use them responsibly.
5	Connectivity: Please describe the increase in connectivity between trails, facilities and other locations that your project/program would provide when completed. Attach maps if necessary. i.e. towns, parks, areas, trails etc.	Working with agencies that have a role in trail creation, we can assist with promotion of the areas, responsible use, registration laws, and accurate information.
6	Environmental Studies: please describe how your environmental studies, project/program is in a highly desired area that will result in maintaining or expanding OHV riding areas.	Not applicable.
7	Design for Conservation: please describe how your project/program considers water and habitat conservation. Example: how the trail features are designed to be sustainable while protecting environmentally sensitive areas or important wildlife habitat area.	Not applicable.
8	Existing Facilities: please describe how your project /program assists in the maintenance and/or rehabilitation of Existing Facilities. "Taking care of what is already there to protect the investment".	By working with partner agencies, we can identify their needs for maintenance and work with them on solutions. We will use our contacts in the Southern Nevada area to promote the needs of the agencies for maintenance and rehabilitation.
9	Leveraged Projects: please describe how your project/program leverages private, BLM, USFS, State, local government, or in-kind funding, services or donations (considered as investment in the project. Match is not required but is commended and will receive additional points).	We will use our professional staff to work with the applicable agencies. We propose only using 10 percent of the funds for salaries, with 90 percent of our time and effort on the project being an in-kind contribution.
10	Partnering: 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.	Being new to this effort, we have not initiated these conversations, but we are confident that with our extensive network with policymakers and key leaders in Southern Nevada, we can use those relationships to establish solid partnerships for this effort.
11	Youth and Family Engagement: Please describe how your project/program helps to engage youth and families.	Families and youth are our priority in this effort because OHV activities are multi-generational. These activities teach respect for the land and renew the spirit of the west. We believe our campaign will result in responsible use of Nevada's off-highway areas.
12	Economic Integration; Please describe how your project/program develops outdoor recreation opportunities that help local and/or regional economies grow (e.g., economic impact, additional	Using our substantial national relationships, we can promote Nevada's OHV areas, therefore, helping boost tourism in Nevada. Most OHV enthusiasts spend in the local economy and stay for weeks at a time, which

	<i>OHV funding sources, improved user or business group participation).</i>	contributes to Nevada's economy.
13	<i>Underserved populations:</i> <i>Please describe how your project/program helps to meet the needs of underserved regions and populations. (e.g., identify people and neighborhoods without access to trails, and establishes outdoor recreation opportunities for them; or creates new recreational opportunities not currently available in the area)</i>	We can assess these needs using our social media platforms, and then we can continue our work with partner agencies to develop opportunities to meet the needs of underserved regions and populations.
14	<i>Maintenance:</i> <i>although this OHV grant program requires maintenance of all facilities funded for 25 years or the normal life of the project, we would like you to please describe HOW your project will be maintained and WHO has committed to the ongoing maintenance of the facility or continuation of the service/program. (Please also attach letter as described in Section VI).</i>	Because we are proposing a partnership, maintenance will be handled by the agencies with whom we partner. However, we will continue to promote their needs with policymakers and key leaders to ensure the ongoing awareness for maintenance and continuation of services and activities.
	<i>Additional justification or project history if you feel important and doesn't fit under a criterion listed above.</i>	Strategies 360 has a strong interest in promoting OHV activities in the state in a responsible way for both users and agencies. Members of our team are avid off-road enthusiasts. We believe we have the connections to continue to grow the OHV program in Nevada and hope this application is successful so we can begin those essential partnerships.