



Community Engagement Task Group

MEETING #1 SUMMARY

Tuesday, June 10, 2025

1:30 – 2:30 PM

Virtual

Overview

The RTC has launched the Southern Nevada Strong (SNS) 2050 Regional Plan Update, a new plan driven by our community to bring housing we can attain, higher-paying jobs, and better ways to get around the region for everyone. To support this effort, a Community Engagement Task Group was established to make recommendations and to participate in proactive community outreach programs throughout all phases of the project.

The first task group meeting focused on discussing strategies to gather input from diverse populations across Clark County on housing, economic development, and transportation issues and sharing ideas for outreach methods, including digital and in-person events. The group also discussed implementation plans, stakeholder and community involvement, and the need for a comprehensive toolkit to guide the engagement process.

Participants

Community Engagement Task Group members in attendance included representatives from:

- ◆ Clark County
- ◆ City of Las Vegas
- ◆ Southern Nevada Health District
- ◆ Nevada Grant Lab
- ◆ Nevada State University
- ◆ Jackson Street Alliance
- ◆ Southern Nevada Transit Coalition
- ◆ Las Vegas/Clark County Library District
- ◆ AARP
- ◆ Nevada Homeless Alliance

- ◆ Boys & Girls Clubs of Southern Nevada
- ◆ United Way of Southern Nevada

Agenda

- ◆ Welcome and Introductions
 - ◆ Overview of the SNS 2050 Regional Plan Update
 - ◆ Community Engagement Plan Overview
 - ◆ SNS Regional Issues – Roundtable Discussion
 - ◆ Next Steps and Action Items
-

Welcome and Introductions

Lynn Purdue (PMA) welcomed participants and provided an overview of the meeting’s purpose and agenda. Participants introduced themselves and responded to an icebreaker prompt:

“What primary strategies for community engagement do you and your organization most often use and Why?”

Responses emphasized in person outreach activities

Overview of the SNS 2050 Plan

Michelle Larime, project manager for RTC, presented an overview of the Southern Nevada Strong Regional Policy Plan, highlighting the need for an update from the original effort in 2014. She discussed key challenges, including rising housing costs, economic vulnerabilities, and transportation limitations, and emphasized the need for a new roadmap addressing these issues. The SNS 2050 Plan will look at how to accommodate a projected million-person increase by 2050 while improving access to higher paying jobs, better housing options and transportation choices. She concluded with stressing the important role community input will have in shaping policies and investment recommendations in the plan update.

A significant point was made that the study area includes all of Clark County, including Mesquite, Boulder City and outlying rural communities in addition to the Las Vegas Metropolitan Area.

Community Engagement Strategy Presentation

Lynn Purdue and Bill Marion of PMA presented the Phase 1 community engagement strategy, which includes targeting historically underserved populations through a mix of community events, surveys, and partnerships with various organizations, including members of the Community Engagement Task Force. Several goals for phase one (June – September) were discussed, including:

- ◆ Reaching 30,000 touch points
- ◆ Gathering 5,000 surveys with demographic targets aligned to Southern Nevada's rural, urban, ethnic and income population distribution
- ◆ Conducting community conversations and interviews with a wide variety of stakeholders, as well as elected officials and federal representatives.

It was noted that the SNS Plan, and the outreach efforts, include all modes of transportation beyond public transit, including personal automobiles, ride share, biking, walking and emerging technology. Participants emphasized the importance of combining digital and face-to-face outreach to ensure inclusivity, particularly for underserved populations.

Community Engagement Discussion

Participants shared their thoughts on how they can support community engagement and discussed ways to share information, including digital flyers, social media links, and surveys. These included:

- ◆ Sharing with internal and external networks.
- ◆ Including information and updates in monthly town meetings.
- ◆ Distributing surveys and/or host in-person events.
- ◆ Sharing with our nonprofit and government partners via newsletter, events, etc.
- ◆ Reaching out to member families, providing insight into their perspectives, how the project may impact them, and help gather data/feedback. Can also share with existing partners, provide or display printed materials.
- ◆ Connecting RTC/SNS representatives to community events for engagement opportunities.
- ◆ Submitting real time data that's collected during the events on the community's needs, sharing event calendars and collaborating on hosting more events.
- ◆ Recruiting other outreach partners.

Participants were also asked what materials would be helpful to assist in sharing the survey and the response was uniformly consistent:

- ◆ Links and QR codes that are shareable on social and electronic media.
- ◆ Paper copies.
- ◆ Talking points, FAQ's and a fact sheet.
- ◆ Digital flyers.
- ◆ Survey in multiple languages.
- ◆ Incentives for participation.

Roundtable Discussion

The meeting focused on Southern Nevada Strong 2050's three regional issues: housing, economic development, and transportation, with Bill Marion inviting participants to discuss the importance and impact of these issues for their audiences. Questions for discussion included:

- ◆ What is the importance and impact of these issues for your audience/constituents?
- ◆ How is your agency currently discussing these issues with your constituents?
- ◆ Are there opportunities for partnerships/shared messaging?
- ◆ How is your agency currently discussing these issues with your constituents?

Several exciting, proactive ideas were shared, including the following:

- ◆ Nevada State University mentioned opportunities to partner with different organizations – nonprofits and municipalities. NSU is working on branching out to City of Las Vegas and North Las Vegas, to expand connections beyond Henderson.
- ◆ NEVADA AARP offered to engage senior advocacy volunteers and membership in the planning process. Also noted that they have a large audience statewide through which they can amplify major updates via email.
 - AARP Advocacy Ambassadors – possible opportunity for a community conversation or focus group.
- ◆ Nevada Grant Lab suggested including union partners and federally qualified health centers in the stakeholder network, and recommended coordinating with congressional offices during their upcoming recess for community engagement events (townhalls, roundtables, etc.)

Next Steps and Action Items

The current phase is the first of four planned phases and the project team asked participants to preview a survey while waiting for the full toolkit with social materials and communications guidance. The survey should not be shared publicly before the toolkit is ready, and Lynn Purdue provided contact information for future collaboration.

Action Items:

- ◆ Send partner toolkit/google drive with materials once finalized.
- ◆ Follow up with attendees on partnership opportunities and feedback on other groups to engage.
- ◆ Include request to share metrics for newsletters, e-blasts, socials, etc. and provide demographic breakdown

The date for the next meeting will be determined shortly and shared with members.

Southern Nevada Strong

Regional Plan Update



Community Engagement Task Group Meeting

June 10, 2025



SOUTHERNNEVADASTRONG

LET'S GROW OUR FUTURE TOGETHER

Welcome to the Community Engagement Task Group Meeting #1



While we are waiting for others to join, please use the chat to enter your name, organization, email and answer this question:

Virtual Ice Breaker:

What primary strategies for community engagement do you and your organization most often use and why?

Community Engagement Task Group Role

- Ensure outreach is **broad and representative** of the entire community, reaching residents across Southern Nevada.
- Help the project team **reach historically underserved** and underrepresented communities.
- Ensure public input **shapes policies** and investments.
- **Strengthen partnerships** with community organizations, local leaders, and advocacy groups.

Purpose of Today's Meeting

- For you to gain an understanding of what SNS 2050 is and why it is needed
- For you to provide input on the SNS 2050 Community Engagement Plan and implementation
- For all of us to explore ways you can help amplify the message and help gather community input



Agenda



- Introductions
- Overview of SNS 2050
- Community Engagement Plan Overview
- SNS Regional Issues – Roundtable Discussion
- Next Steps and Action Items

Participant Introductions



**If you haven't already,
please use the chat to enter
your name, organization,
email and answer this
question:**

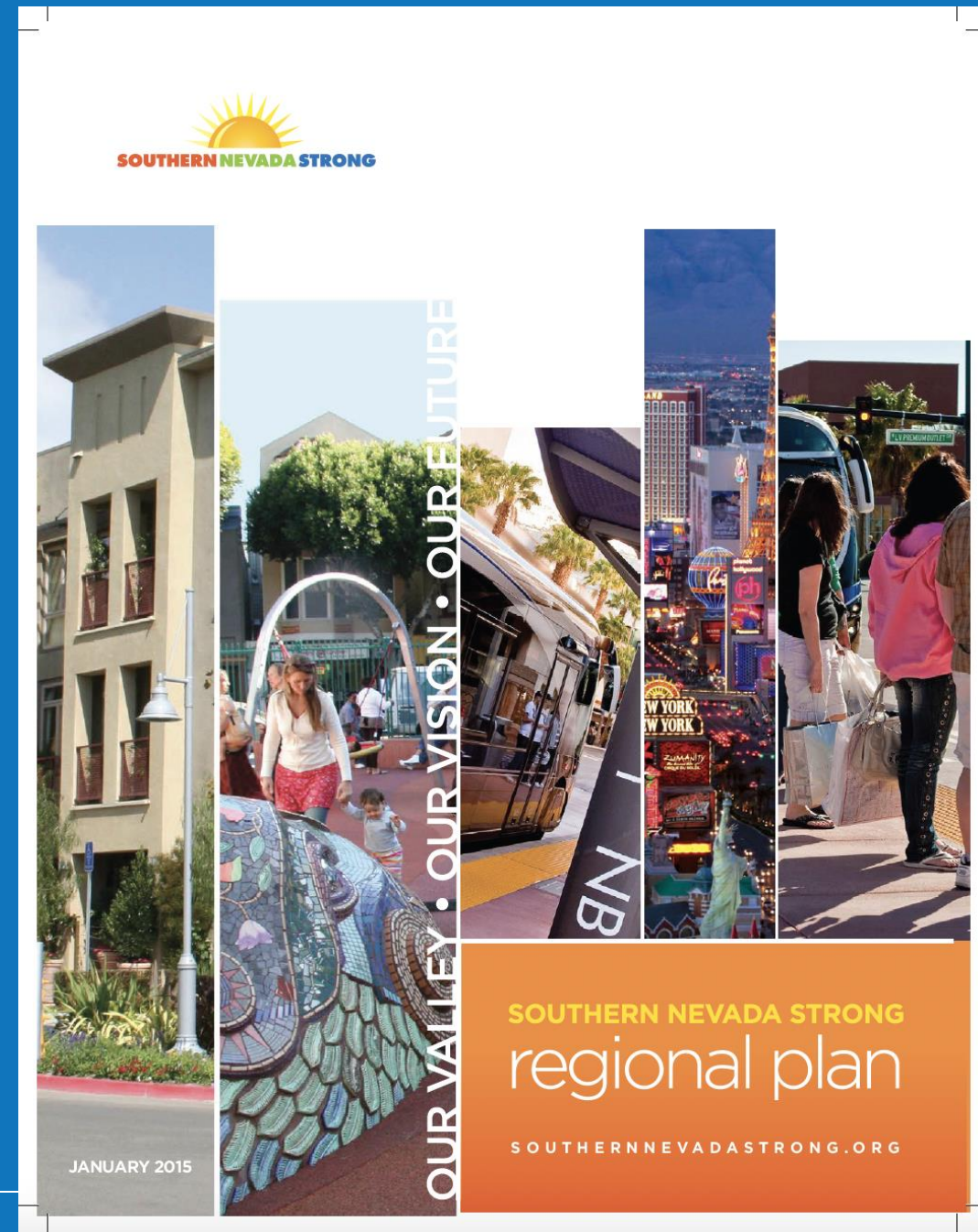
Virtual Ice Breaker:

What primary
strategies for
community
engagement do you
and your
organization most
often use and why?

Overview of Southern Nevada Strong(SNS) Regional Plan Overview

What is Southern Nevada Strong?

- Community-led vision for how our community wants to grow and develop in the future
- Planning document, or roadmap, for achieving that vision
- Originally adopted as regional policy guide in late 2014



Why Are We Here?

Let's look at Regional Trends

Housing Snapshot



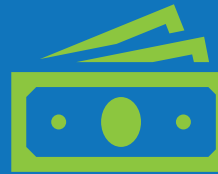
Clark County's **population will grow by 30%** by 2050 creating greater demand for housing, transportation, and infrastructure.



The median home price has more than tripled – a 263% increase



In Clark County, rents rose 62% from 2014 to 2025



Roughly half of Clark County renters spend more than 30% of their income on housing costs.

Economic Snapshot



Employment in Southern Nevada is projected to grow by 20% by 2050, with education and healthcare sector jobs expanding



Nevada's biotech and healthcare sector is growing at twice the national average.



Leisure and hospitality industry is expected to remain dominant, representing 22% of total jobs.

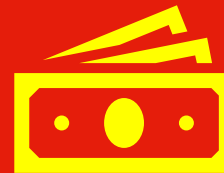
Transportation Snapshot



Only 32% of employees work in the same city they live in, making regional connectivity essential



Traffic congestion is rising. Without major improvements, peak-hour delays will increase by 50% by 2050



Mobility remains limited, with few high-capacity connections between job centers and residential areas

Take a moment to reflect



Any comments or questions?

Southern Nevada Strong(SNS) Community Engagement Plan Overview

SNS Community Engagement Plan – Approach

- Incorporate a **mix of methods**
- Targeted outreach to **historically underserved populations**
- **Real-time adjustments** based on feedback on engagement process
- Build **trust** and **accountability**
- Align with **key project milestones**

OVERVIEW OF SNS 2050 PROCESS



PHASE 1

Existing Conditions

March – September 2025

We're evaluating Southern Nevada's progress since 2015 to understand what's improved, what challenges remain, and what changes are needed to build a stronger future.



PHASE 2

Scenario Planning

Fall 2025

Scenario planning helps us explore possible futures—like increased transit use or more attainable housing—so we can shape the best outcome.



PHASE 3

Action Plan

Winter 2025 – 2026

In this phase, our planning team will develop an action plan for achieving the future scenario that was chosen in Phase 2.



PHASE 4

Plan Adoption

Spring 2026

Local leaders will review and adopt the SNS 2050 Plan, ensuring a unified vision for future growth and development.

Phase 1 Engagement (June – September)

Information to share:

- Introduce the SNS 2050 Plan and the role and importance of community input.
- Explain how feedback will inform the current planning tasks
- Outline ways to participate throughout the course of the project.
- Highlight existing housing conditions, future housing needs, and housing stability challenges, while providing community education on these topics.

Phase 1 Engagement (June – September)

Information to collect:

- Understand community values, priorities, and aspirations
- Identify barriers to economic opportunity, housing stability, and mobility, as well as ideas for improving community livability and regional growth.
- Understand housing preferences for future development.
- Identify important places where people live, work, and access services, and gather input on gaps or opportunities for improvement in these centers.

Goals

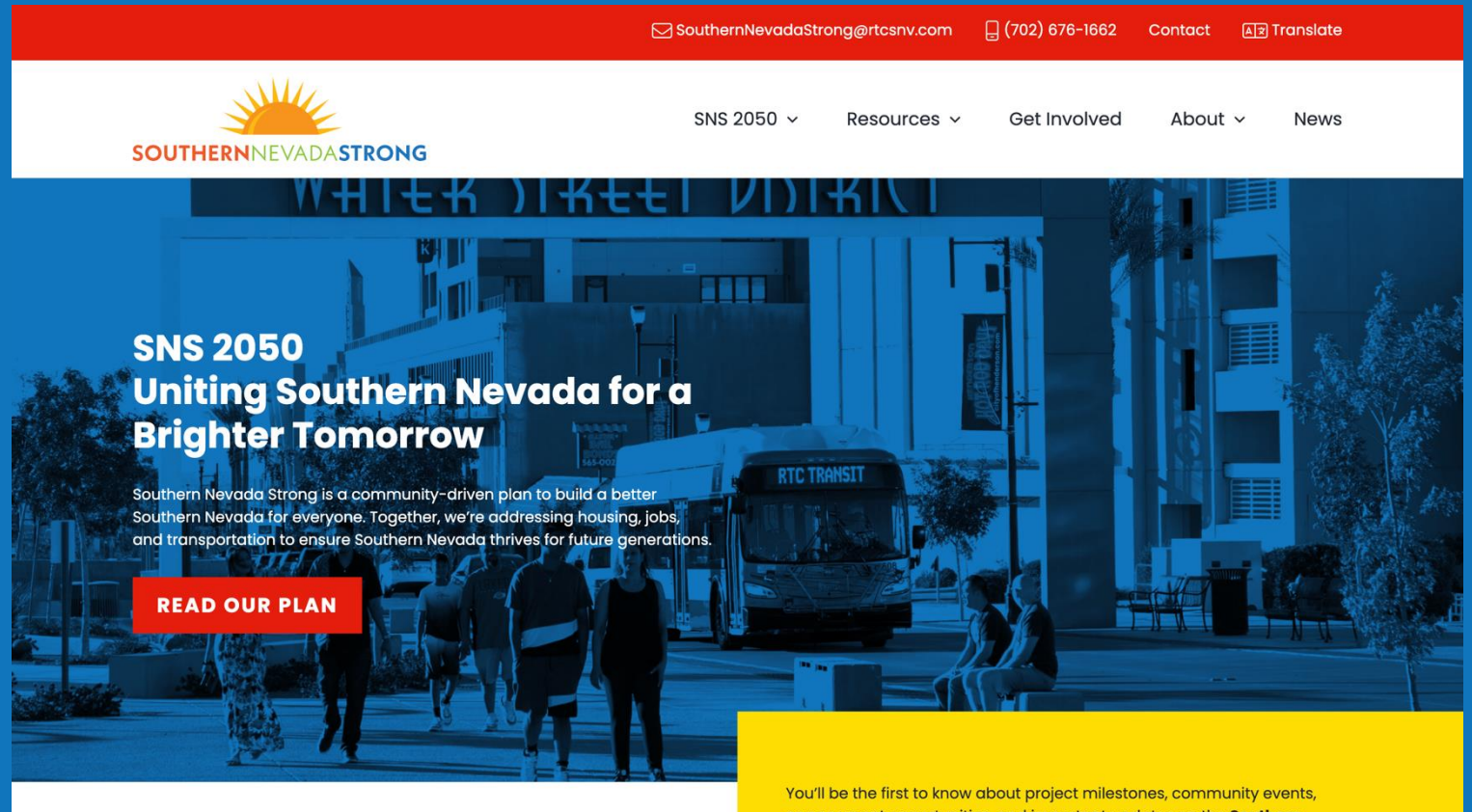
Overarching Goal – 100,000 touchpoints

Phase 1 Engagement Goals –

- Touchpoints: 30,000, with 80% (24,000) providing quality input, feedback and contact information.
- Total number of survey responses – 5,000
- Demographically representative of Southern Nevada

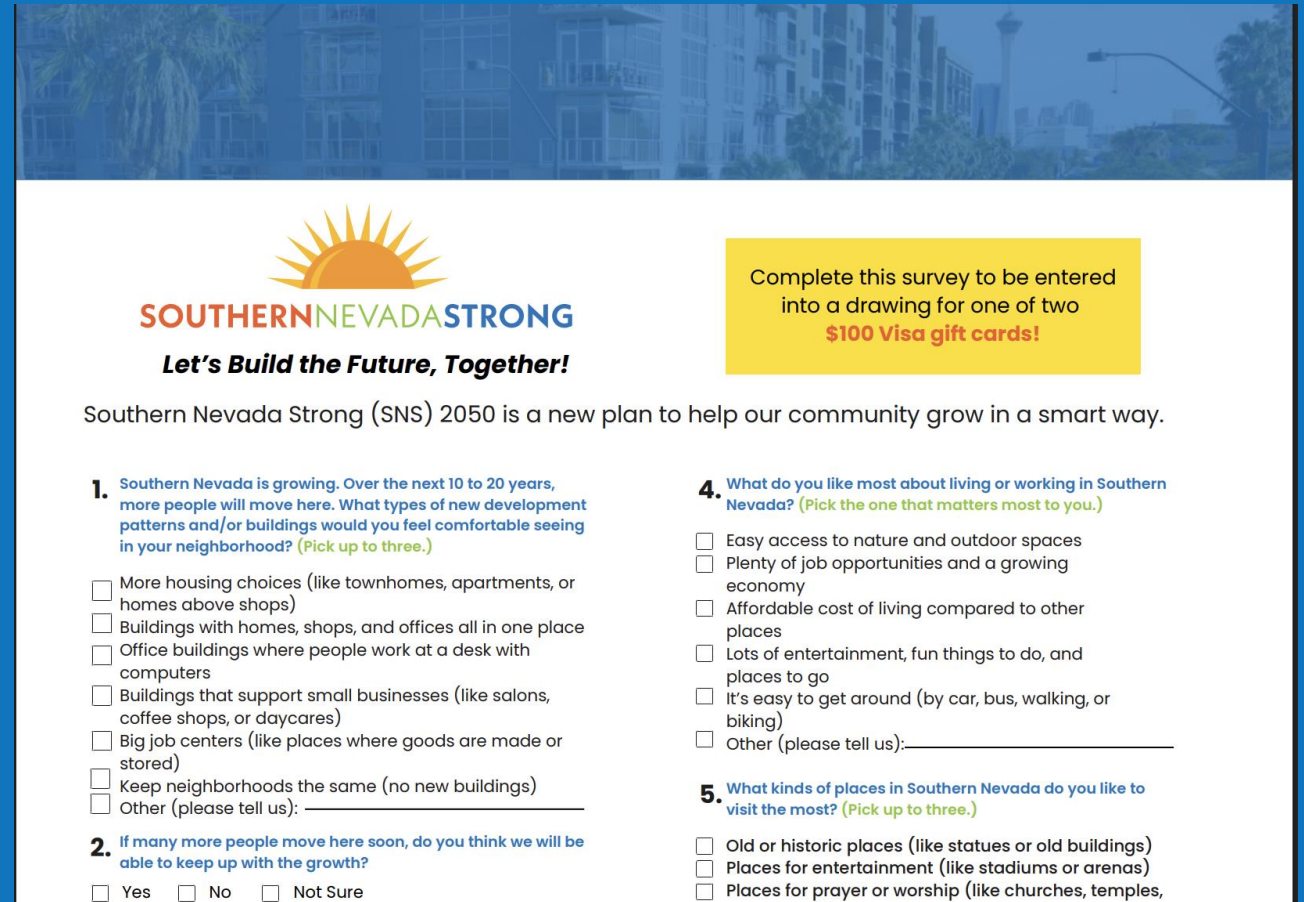
Phase 1 Outreach Activities

- Project website
- Project video
- Project fact sheets
- Project flier



Phase 1 Outreach Activities

- Digital and paper survey
- Social media, blogs and eblasts
- Partner toolkit
- Digital paid social ads, targeted eblasts and geo-fencing
- Press release & media outreach



The image shows a survey form for Southern Nevada Strong (SNS) 2050. At the top, there is a header with a sun logo and the text "SOUTHERN NEVADA STRONG" and "Let's Build the Future, Together!". To the right of the header is a yellow box with the text "Complete this survey to be entered into a drawing for one of two \$100 Visa gift cards!". Below the header, the text reads "Southern Nevada Strong (SNS) 2050 is a new plan to help our community grow in a smart way." The survey consists of five numbered questions. Questions 1 and 2 are on the left, and questions 4 and 5 are on the right. Question 3 is not visible. Each question has a list of options with checkboxes. Question 4 has a line for "Other (please tell us):".

SOUTHERN NEVADA STRONG
Let's Build the Future, Together!

Complete this survey to be entered into a drawing for one of two \$100 Visa gift cards!

Southern Nevada Strong (SNS) 2050 is a new plan to help our community grow in a smart way.

1. Southern Nevada is growing. Over the next 10 to 20 years, more people will move here. What types of new development patterns and/or buildings would you feel comfortable seeing in your neighborhood? (Pick up to three.)

- ☐ More housing choices (like townhomes, apartments, or homes above shops)
- ☐ Buildings with homes, shops, and offices all in one place
- ☐ Office buildings where people work at a desk with computers
- ☐ Buildings that support small businesses (like salons, coffee shops, or daycares)
- ☐ Big job centers (like places where goods are made or stored)
- ☐ Keep neighborhoods the same (no new buildings)
- ☐ Other (please tell us): _____

2. If many more people move here soon, do you think we will be able to keep up with the growth?

☐ Yes ☐ No ☐ Not Sure

4. What do you like most about living or working in Southern Nevada? (Pick the one that matters most to you.)

- ☐ Easy access to nature and outdoor spaces
- ☐ Plenty of job opportunities and a growing economy
- ☐ Affordable cost of living compared to other places
- ☐ Lots of entertainment, fun things to do, and places to go
- ☐ It's easy to get around (by car, bus, walking, or biking)
- ☐ Other (please tell us): _____

5. What kinds of places in Southern Nevada do you like to visit the most? (Pick up to three.)

- ☐ Old or historic places (like statues or old buildings)
- ☐ Places for entertainment (like stadiums or arenas)
- ☐ Places for prayer or worship (like churches, temples,

Stakeholder Outreach

Community Conversations

- RTC Board
- Federal Representatives
- Governor's Office
- Staff at UNLV, CSN and NSU
- Coordinated Plan Working Group
- United Way convening of Partners

Decision Makers

- Council & Commission Briefings
- City Managers
- Planning & Economic Development Directors
- RTC Sub-Committees

Presentations/Roundtables

- GLVAR
- SNHBA
- Nevada Apartment Association
- Chambers
- LVGEA Leadership
- SBA
- Nevada Contractor's Association
- Developers
- AAPI Key Influencers

Community Outreach

General Community

- Students at CSN, UNLV, NSU, CSN Black Student Union
- Jackson Street Alliance
- South Asian Women's Alliance
- Hispanic churches and consulates

Community Pop-Ups

- Rural & Tribal
- Ethnic (AAPI, Black, Brown)
- Economically Fragile
- Youth
- LGBTQ
- People of all abilities
- Women
- Transit dependent
- Seniors
- Unhoused

Take a moment to reflect



Comments or questions?

Now we need your help!

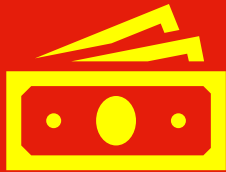
How Can You Help?



Roundtable Discussion – Southern Nevada Strong (SNS) Regional Issues



Housing



Economic Development



Transportation

Roundtable Discussion

1. What is the importance and impact of these issues for your audience/constituents?
2. How is your agency currently discussing these issues with your constituents and engaging with them to gain feedback?

Roundtable Discussion

3. Are there opportunities for partnerships/shared messaging?
4. Who among your audiences and constituents would be most compelled to participate and provide public input on this plan?

Roundtable Discussion

5. What methods will be most successful in reaching those who will participate?
6. Do you have any recent survey results related to our plan topics that we should also incorporate into SNS 2050?

JOIN US!



- Take the survey to both share your opinions AND familiarize yourself with what we are asking of the community.
 - [See chat box for survey link](#) or scan the QR code
- Share on your social, in your newsletters or eblasts
- Visit www.southernnevadastrong.org to find events and updates

Next Steps and Action Items

- **Help us spread the word!**
- **Next meeting will be held as we launch Phase 2**
 - **Review results**
 - **Discuss needed adjustments to fill gaps**
 - **Brainstorm new strategies**

Contact Information:

Bill Marion

bill@purduemarion.com

702-283-0813

Lynn Purdue

lynn@purduemarion.com

702-241-5809

Michelle Larime

larimem@rtcsonv.com

702-676-1636

Southern Nevada Strong

Regional Plan Update



Thank you!



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LET'S GROW OUR FUTURE TOGETHER