

NEVADA ECONOMIC ASSESSEMENT PROJECT

The University of Nevada, Reno Extension, University Center for Economic Development, College of Agriculture, Biotechnology, and Natural Resources, U.S. Forest Service, Bureau of Land Management, USDA Rural Development and Nevada Association of Counties are sponsoring a statewide initiative: *Nevada Economic Assessment Project (NEAP)*.

This project is led by Community Economic Specialists Buddy Borden and Dr. Tom Harris, of the Reno Extension and University of Center for Economic Development. The project focuses on providing Nevada's counties, state and federal agencies, and their partners with quantitative and qualitative baseline data and analyses to better understand the counties' demographic, social, economic, fiscal, and environmental characteristics, trends, and impacts. The data can be used for land use and project planning, grant writing, and overall policy assessment.

The long-term goal is to develop and maintain an extensive data repository and set of analytical tools that are meaningful, consistent, and verifiable.

Multiple documents will be published for each county in Nevada, including:

- Socioeconomic Baseline Report
- Impact Analysis Report
- Infographic Fact Sheets

NEAP County Process

The NEAP program team will spend approximately three months with each county.

Month 1:

Program introduction to the community

- Presentation to the County Commissioners
- Data collection, assembly, and analysis
- Draft report preparation

Month 2:

Draft reports

- Preliminary reports presented to County Commission and the community
- Conduct community asset mapping processes
- Compile feedback and assets into reports

Month 3:

Finalize and distribute completed reports

- Socioeconomic Baseline Report
- Economic Impact Assessment Report
- Infographic Fact Sheets

Ongoing After Completion:

After completion of final reports, the NEAP program team will continue to work with the county and the community

- Provide ongoing technical and educational support
- Digitize data and reports to allow ongoing access
- Continually update the data and reports to provide the most accurate information

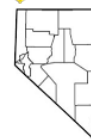
The socioeconomic baseline report consists of six sections which are covered in detail on the back of this page. While the first five sections are captured mostly via third-party, respected data sources (Census Bureau, NV Department of Taxation, etc.), the assets section requires a combination of a quantitative and qualitative approach. *This is the goal of the 'Month 2' community asset mapping sessions led by Extension Specialist Dr. Marlene Rebori.*

NEAP Is Sponsored By:



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NEAP County Socioeconomic Baseline Report Sections

Demographic Characteristics

This section includes demographic measures of population, gender, age, race and ethnicity, households and families, housing, housing occupancy, housing owner/renter status, housing structure type, housing age, and veteran demographics. These measures act as the core of the county baseline, gauging the lifespan of the community, the community makeup, and, to an extent, the community culture.

Social Characteristics

This section includes social measures of educational attainment, veterans, and school districts. It also details poverty, showing the difference between the poverty threshold and guidelines and poverty measures for the county and state. These data measures determine need or reevaluation for community assistance programs; gaps or successes in general school planning and budgeting; etc.

Economic Characteristics

This section includes measures of household and family income, employment and unemployment, labor force, total jobs, per capita income, and personal income totals. Signs of economic wellbeing, unemployment, inflow and outflow, income trends, county business output, and underprivileged instances, are all key in mapping out programs, reshaping business models, or, for individuals, even developing a career path.

NAICS Economic Characteristics

This section includes a breakdown of industry sectors with measures of jobs, businesses, earnings, sales, exports, imports, and taxes paid. This information is important for business owners, so that they can shape their business models, government officials, in order to examine decisions, and even employees, who may be interested in identifying patterns across industries in order to determine a career path.

Land Use and Fiscal Characteristics

This section includes measures of land use within the county and various fiscal measurements. Under the land portion, measures include: land ownership, land coverage, federal land payments, and the distribution of those payments. Under the fiscal heading, measures include: taxable sales, ad valorem, gaming taxes, and the revenue, expenditure, and balance of the county general fund. Measures of land use are important for private sector and government parties interested in development or reorganization.

Community Assets

This section measures infrastructure, which is the foundation of each county, and assets, which are the specific resources that help make up the infrastructure. This section will also measure the bulk of outdoor activities associated with the use of public and private land. The goal of this section is to account for activity and its effect on community development. These county asset measures include schools, roads, water, power, cellular phone coverage, internet, state monuments, parks, and police and fire agencies.



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