



desert conservation
PROGRAM

Date: November 24, 2015

TO: DISTRIBUTION

RE: DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTIFICATION:
OHV EDUCATION
2009-RADIO-807C

The work for the above referenced project has been completed. Please see the attached for all project related information.

The purpose of the above referenced project was:

The purpose of this project was to conduct a market research survey of the Off-Highway Vehicle (OHV) user population in Clark County and to also produce a strategic marketing plan for producing and distributing OHV educational materials to Clark County OHV users.

The major accomplishment or findings of this project include:

- a market survey report of the Clark County OHV user population; and
- a strategic marketing plan for producing and distributing OHV educational materials to Clark County OHV users.

To produce the market survey report the CONSULTANT worked with the COUNTY, over the course of 8 meetings to develop a survey questionnaire. The questionnaire was designed to help identify applicable media, placement and preferred methods of communication for OHV users. The CONSULTANT administered the survey questionnaire at the Logandale Fair and also online. Finally the CONSULTANT produced a strategic marketing plan using results found in the market survey report. It is envisioned that the marketing plan and survey results will be used in future efforts by the COUNTY to develop, produce, and deliver educational materials that will resonate with the OHV community.

respect, protect and enjoy our desert!

333 North Rancho, Suite 625, Las Vegas, NV 89106 • Phone (702) 455-0374 • Fax (702) 382-4593

For more information about this project and/or for other Project Reports or Symposium Reports, please visit our website at: <http://www.clarkcountynv.gov/Depts/dcp/Pages/default.aspx>

If you have any questions, please contact Larry Mata at (702) 455-3964.

Sincerely,



Marci D. Henson
Program Manager

cc:

- US Fish and Wildlife Service
- Board of County Commissioners (7)
- Permittees' Executive Committee
- Permittees' Process Management Group
- Thomas Boldt, Purchasing
- Catherine Jorgenson, District Attorney – Civil Division
- Desert Conservation Program Community Advisory Committee
- Desert Conservation Program Interested Parties List
- Multiple Species Habitat Conservation Plan Implementing Agencies
- Science Advisor
- SNPLMA Office (for SNPLMA projects)
- Congressional Office
- DCP Staff

DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTICE

Date of Issuance: 11/24/2015

General Project Information

Project Category	Conservation
Compliance Category	9b-Roads/OHV
Project Level	Level 3
Project Title	OHV Education
Project Number	2009-RADIO-807C
Contractor	Radioactive Productions
Contractor Person of Contact	Lora Hendrickson
Contractor Project Manager	Lora Hendrickson
DCP Project Manager	Larry Mata
DCP Person of Contact/Contract Manager	Heather Green
Competitive Award or Sole Source	Sole Source
Contract Start Date	02/27/2015
Purchase Order Number	4800006646-004
Contract End Date	11/30/2015
Commissioner & District	A Steve Sisolak B Tom Collins C Larry Brown D Lawrence Weekly E Chris Giunchigliani F Susan Brager G Mary Beth Scow
Congressional Rep & District	D1 Dina Titus D2 Mark Amodei D3 Joe Heck D4 Steven Horsford

Financial Breakdown

Funding Source	S10 09-11
Original Contract Amount	\$24,600.00
Total Change Request Amount	0.00
Revised Contract Amount <small>(Original Award plus Change Requests)</small>	\$24,600.00
Funds Not Used in Contract	0.00
Final Payout Amount	\$24,600.00

Performance Information

Total Number of Change Requests	0
Number of Change Requests by Contractor	0
Number of Change Requests by DCP	0
Total Number of Deliverables	4
Number of Deliverables Accepted	4
Number of Deliverables Rejected	0
Number of Delinquent Deliverables	0
Total Number of Milestones	2
Number of Delinquent Milestones	2
Number of Milestones Met on Time	0
Total Number of Invoices Submitted	5
Number of Rejected Invoices	0