



# NEVADA ENGAGEMENT SCAN

# GOALS OF THE ENGAGEMENT SCAN WORKSHOP

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*To share some initial insights Public Agenda gathered about engagement in Nevada, and to*

- Make meaning of those insights with you - how do we understand these facts, and what do they mean for engagement?
- Determine if you would reframe information differently
- Explore how these insights about engagement may affect your project, as well as engagement in Nevada generally

# OUR PROCESS TODAY

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- **Share** information
- **Clarify** information by asking questions and offering insights
- **Interpret** together what information means
- **Explore** implications for our work together

***“Let’s Talk” slides are provided every few minutes so that we can digest information together while keeping the presentation moving***

## ***The Data We Gathered***

**24,000**

Social Media  
Accounts

**80**

Organizations

**35**

Newspaper  
Articles

**7**

Interviews

# WHO WE INTERVIEWED

## **ACTIONN**

*J.D. Klippenstein, Executive Director & Maria Pulido, Community Organizer*

## **Asian Community Development Council**

*Vida Lin, President & Founder & Weiss Solano, Director of Family Services*

## **City of Henderson Community Development and Services Department**

*Annamarie Smith Planner & Brittany Toth*

## **Guinn Center**

*Nancy Brune, Executive Director*

## **HELP of Southern Nevada**

*Fuila Riley, President/CEO & Kelly Robson, Director of Social Services*

## **The Family Support Center**

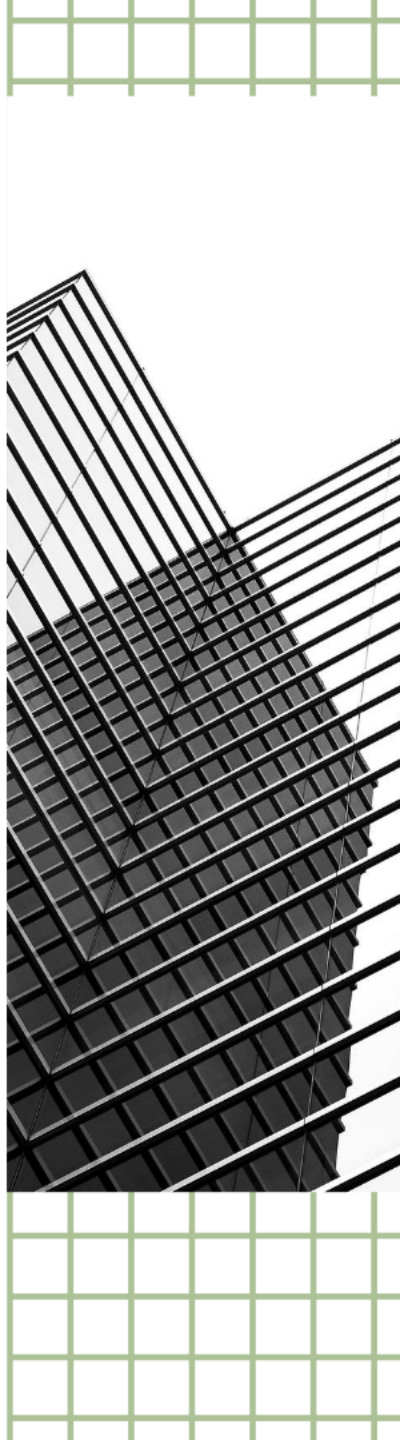
*Valerie Cauhape, Rural Regional Behavioral Health Coordinator*

## **Make the Road Nevada**

*LaLo Montoya, Political Director*

## **Nevada Minority Health and Equity Coalition**

*Jose Melendrez, Executive Director of Community Partnerships, UNLV School of Public Health  
& Donna Feliz-Barrows, Program Coordinator*



# DEMOGRAPHICS AND ENGAGEMENT

# DEMOGRAPHICS AND ENGAGEMENT

**THESE SLIDES SHARE STATE TRENDS  
RELATED TO WHO LIVES IN YOUR STATE  
AND WHAT THEIR EXPERIENCES ARE LIKE.**

Based on what we know about engagement in general, we hope to stimulate conversation about how the composition of your state could affect engagement.



# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- Faster growing population than the rest of the nation
- Nevada's growth is at 14.1% compared with 6.3% nationally

## EFFECT ON ENGAGEMENT

- Could be clashes between newcomers and long-time Nevada residents
- Newcomers may not be aware of the state's history
- People may have perspectives from other states or countries that they can contribute



# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- Significant populations of Latinos and Asians
- Higher than national average in number of foreign-born persons
- Higher than national average for languages other than English spoken at home

## EFFECT ON ENGAGEMENT

- Create digital and written engagement opportunities in multiple languages
- Offer translation at engagement events or hold events in multiple languages
- Connect with immigrant representing organizations including neighborhood orgs, temples, and churches as a path to recruiting participants and building trust

# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- Slightly higher poverty rates than national average

## EFFECT ON ENGAGEMENT

- Create engagement events that offer supports so that more people can attend
- Supports might include stipends to compensate people for their time, transportation to reduce cost and increase access for those without cars or easy access to public transportation, childcare for parents, and food
- Allows for engagement events at multiple times to be sensitive to work schedules or other conflicts

# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- More uninsured people
- High rates of death by suicide and drug overdose
- High rates of homelessness
- High rates of mental illness

## EFFECT ON ENGAGEMENT

- Offer resources to help people in getting supports they need, such as information about health care insurance access or low cost health services
- Try to balance education with engagement at events (ex: "here are resources like mental health supports – and now we want to hear your voice")

# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- The Community Health Needs Assessment found that *1/3 of Nevada residents do not feel their community is a safe place to live*, rate was even higher for people identifying as Black/African American or multi-racial
- Nevada has the 3rd highest percent of LGBTQ+ populations in the nation

## EFFECT ON ENGAGEMENT

- Need to acknowledge how systemic discrimination has affected people's trust and comfort in engaging in their community
- Create a welcoming atmosphere for all people
- Consider demographically representative steering committees

# HOW NEVADA'S DEMOGRAPHICS COULD AFFECT ENGAGEMENT

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## DEMOGRAPHIC TREND

- Census data indicates that Nevadans actually have slightly more computers/ broadband connections than national averages
- However, digital divides have become evident as public schools have tried to engage in online learning during the pandemic

## EFFECT ON ENGAGEMENT

- Consider trying multi-pronged engagement strategies, some that include technology and some that do not
- When you do use tech for engagement events, consider ways that people with no or low tech could engage as well

# WHO'S BEING REPRESENTED & HEARD?

## WHO'S NOT?

### MORE LIKELY TO BE HEARD

- Affluent
- High Levels of Education
- Older Populations
- Northern Nevada
- Law Enforcement
- Members of Mormon & Catholic Church

### LESS LIKELY TO BE HEARD

- Youth
- Spanish-speaking Community
- Tribal Populations
- Black People
- Low-income Individuals
- English Language Learners
- Renters
- Southern Nevada
- Rural Communities
- Domestic Violence Victims
- People Experiencing Homelessness

# LET'S TALK

## ***DEMOGRAPHICS & ENGAGEMENT***

- What information would you like to discuss?
- How could this inform your project?

### *Slides include:*

- Population growth
- Demographic groups
- Poverty
- Rates of homelessness, mental health, and suicide
- Feeling safe
- Digital divides
- Who's heard and who's not



# **NEVADA STATE DYNAMICS AFFECTING ENGAGEMENT**



# STATE DYNAMICS AFFECTING ENGAGEMENT

**THESE SLIDES EXAMINE HOW DIFFERENT HISTORIES IN THE STATE, TRENDS, AND HISTORIC OR ONGOING DYNAMICS MAY AFFECT HOW PEOPLE ENGAGE WITH EACH OTHER AND WITH DECISIONMAKERS.**

These slides also included information about the state's political climate and laws. Much of this data was taken from our interviews, although some of it was informed from documents we analyzed as well.



# HOW NEVADA'S STATE DYNAMICS COULD AFFECT ENGAGEMENT

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## STATE DYNAMICS

- *Young* state in its history
- Growing state in population with lots of new residents
- Transient populations
- Land of opportunity

## EFFECT ON ENGAGEMENT

- Potential to build programs and infrastructure from the ground up because they may not yet exist
- Need for strategies to engage new and transient populations
- People in the state for work may not think of themselves as part of the Nevada community

# HOW NEVADA'S STATE DYNAMICS COULD AFFECT ENGAGEMENT

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## STATE DYNAMICS

- *Two Nevadas*
- Nevada cultures vary widely by region
  - i.e. parts of state bordering Utah vs. California vs. Las Vegas area
- Purple state politically

## EFFECT ON ENGAGEMENT

- Northern Nevada tends to be more represented in policy
- Need to build bridges across the two Nevadas through networking and engagement opportunities
- Engagement approaches will be affected by cultural norms in different regions
- Nonpartisan or bridge building engagement across political identities is needed

# HOW NEVADA'S STATE DYNAMICS COULD AFFECT ENGAGEMENT

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## STATE DYNAMICS

- Nevada is *small for a big state*
- Citizen-led legislature
- Public officials are accessible to the public

## EFFECT ON ENGAGEMENT

- Easy to network and know the players in the state
- Legislators often wear hats outside of their official public roles, owning businesses or working within organizations
- The public can make their opinions heard to their leaders with relative ease

# HOW NEVADA'S STATE DYNAMICS COULD AFFECT ENGAGEMENT

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## STATE DYNAMICS

- Low volunteerism rates, ranking 48th out of 50 US states
- Much of engagement seems to be voting/campaign focused
- Strong engagement around elections, but then it fades
- Representative governance and engagement for Latino and Asian populations has a way to go but is growing
- There is some emergent community organizing and more grassroots engagement infrastructure forming

## EFFECT ON ENGAGEMENT

- People may have to do some learning or stretch their minds to think of engagement beyond voting
- Uncovering what's working for growing engagement in Latino and Asian populations could be helpful information

# HOW NEVADA'S STATE DYNAMICS COULD AFFECT ENGAGEMENT

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## STATE DYNAMICS

- Unions have a lot of sway and engage a lot of diverse populations
- Gaming industry culture

## EFFECT ON ENGAGEMENT

- Unions may be able to provide insight into attracting and lifting up the voices of underrepresented populations
- Because the gaming industry is such a major employer, engagement that connects with or through the industry may be able to attract more people or have more publicity behind it

# LET'S TALK

## STATE DYNAMICS

- What information would you like to discuss?
- How could this inform your project?

### *Slides include:*

- Growing and transient state
- 2 Nevadas
- Citizen-led legislature
- Civic behaviors
- Unions
- Gaming industry
- Funding



# ENGAGEMENT TYPES



# **ASSETS FOR ENGAGEMENT**

# ASSETS FOR ENGAGEMENT

THESE SLIDES SURFACE ASSETS IN YOUR  
STATE THAT YOU COULD USE TO MODEL  
FUTURE ENGAGEMENT OFF OF, OR TO  
GENERALLY BUILD UPON FOR  
SUCCESSFUL ENGAGEMENT IN YOUR  
STATE.



# ASSETS FOR ENGAGEMENT IN NEVADA

## ENERGIZED YOUTH POPULATION

**Although youth voter turnout is usually low, in the last primary 1 in 6 caucus attendees were youth.**

*"Overall young people constituted a strong share of the vote, and their influence and overwhelming support for Senator Sanders contributed to his victory and front-runner status. The stubbornly persistent narrative that young people are apathetic is coming under fire in 2020, as youth continue to make their voices heard and their votes count."*

– Kei Kawashima-Ginsberg, Tufts CIRCLE





# ASSETS FOR ENGAGEMENT IN NEVADA

## POWER OF LABOR UNIONS

Several interviewees commented on the power of unions in mobilizing participation and engagement from underrepresented populations. In particular, the Culinary Union was identified as a resource.



# ASSETS FOR ENGAGEMENT IN NEVADA

## STRONG NETWORKS OF COMMUNITY PARTNERS

In Northern Nevada it's relatively easy for community members to access and communicate with public officials.



# LET'S TALK

## **ENGAGEMENT APPROACHES & ASSETS**

- What implications do these engagement approaches have for your project?
- Are there ways these assets or others could be helpful to your project?

### *Slides include:*

- Engagement approaches (thin, thick, conventional)
- Youth engagement
- Labor unions
- Networks of community partners



# CHALLENGES TO ENGAGEMENT

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THESE SLIDES SURFACE POTENTIAL  
BARRIERS IN ACHIEVING SUCCESSFUL  
ENGAGEMENT, INCLUDING FACTORS THAT  
PREVENT PEOPLE FROM ENGAGING OR  
DISCOURAGE THEM FROM ENGAGING, AS  
WELL AS POTENTIAL DISCONNECTS  
ENGAGEMENT INFRASTRUCTURE.





# CHALLENGES TO ENGAGEMENT

- Nevada was the hardest hit state in the 2008 recession, and is predicted to be heavily impacted economically by the pandemic. People may be worrying about basic needs which could discourage engagement.
- Unequal access to technology by income and regions, causing digital divides.
- Hot climate in summer makes outdoor activities challenging.
- Individuals without legal citizenship status may be afraid to attend events.
- Nevada can be transient – people frequently move in and out.

# CHALLENGES TO ENGAGEMENT

- **Need to develop more engagement infrastructure.**

*"The challenge we have in our state is that we need to be developing and building up new leaders, new organizations, and new capacity around public engagement. Historically we haven't had enough grassroots leadership from community members, and as a result industry and corporations have filled that engagement vacuum."*

- JD from ACTIONN

# CHALLENGES TO ENGAGEMENT

- Lack of culturally appropriate services, particularly language services for populations whose first language is not English.
  - Organizations such as *Make the Road Nevada* and *Asian Community Development Council* are translating state government information, including Covid-19 guidelines and remote learning instructions only provided in English.
- Also lack of understanding of the needs of LGBTQ+, homeless, and HIV + populations.
- Transportation
- Different regions of the state are separated and not used to collaborating together (northern, capital area, southern NV, rural, northwest rural, tribal communities).
- Not a long tradition of everyday voices being heard.

# LET'S TALK

## *ENGAGEMENT CHALLENGES*

- Of these challenges, which ones do you think may most impact your work?
- How do you think you might work around these challenges?



# ENGAGEMENT STRATEGIES

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HERE WE DRAW ON ONE OR MORE LOCAL  
EFFORTS TO INFORM POTENTIAL  
ENGAGEMENT STRATEGIES FOR YOUR  
WORK. WE WOULD BE INTERESTED IN HOW  
YOU MIGHT EXPAND OR MODIFY SUCH  
STRATEGIES TO FIT YOUR PROJECT.



# ENGAGEMENT STRATEGIES

## GUERRILLA ENGAGEMENT

- Highlighted by the City of Henderson Community Development and Services Department's Brittany Toth.
- Go to where people are to conduct engagement
  - *neighborhood meetings, pop ups at the mall, targeted events in low-income areas, temples/churches, cultural festivals*
- Led by culturally competent consultants who speak the language
- Harder to conduct online during the pandemic



# ENGAGEMENT STRATEGIES

## PROCESSES DESIGNED AND HOSTED BY “PEOPLE LIKE ME”

- ACTIONN shared how people of color experience fear and anxiety about engagement. They suggest one way to counter this if for processes to be built and designed by people of color.
- **Suggestion: Create steering committees for engagement projects that demographically represent the populations you want to engage.**





# ENGAGEMENT STRATEGIES

## ASIAN NIGHT MARKET – MAKING ENGAGEMENT FUN

- Evening market that attracted 6,000 people its first time, 10,000 its second time.
- Food from local restaurants, unique dishes and drinks just for the event.
- Health service providers were there to interact with and sign people up for services.
- Free admission
- Attracted younger populations



# LET'S TALK

## ***ENGAGEMENT STRATEGIES***

- Do you feel any of these strategies could inform your work?

*Slides include:*

- Guerrilla Engagement
- People Like Me
- Asian Night Market



# LET'S TALK

## ***THE BIG PICTURE OF NEVADA ENGAGEMENT***

- What have you learned today that might influence your project?
- What are 3-5 key takeaways?
- What are next steps we want to take?

### *Slides include:*

- Demographics
- State Dynamics
- Engagement Types
- Assets
- Challenges
- Pictures of Engagement
- Strategies
- Building Blocks
- Social Media

