



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!

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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