

# NEVADA ECONOMIC ASSESSMENT PROJECT

The University of Nevada, Reno-Extension, University Center for Economic Development, College of Agriculture, Biotechnology, and Natural Resources, CABNR Experiment Station, 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)**.

The Nevada Economic Assessment Project (NEAP) aims to provide county, state, and federal agencies, and their partners, with quantitative and qualitative baseline data and analyses to better understand trends in each county's demographic, social, economic, fiscal, and environmental characteristics. The data can be used for land use and project planning, grant writing, and overall policy assessment. This project is led by Buddy Borden and Tom Harris, Community Economic Development Extension Specialists. Harris is also director of the University Center for Economic Development. 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 five months with each county.

### Month 1:

Program introduction to the community

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

### Months 2-3:

Draft reports

- Preliminary reports presented to County Commission and the community
- Conduct community asset mapping processes (see to the right; reverse page)
- Compile feedback and assets into reports

### Months 4-5:

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 community to:

- 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

## NEAP Is Sponsored By:



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College of Agriculture,  
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University of Nevada, Reno  
**Center for Economic Development**



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The socioeconomic baseline report consists of six sections, covered in detail on the back of this page. While the first five sections are captured through third-party, respected data sources (Census Bureau, etc.), the assets section requires combining the quantitative with the qualitative. *This is the goal of the 'Months 2-3' community asset mapping sessions led by Extension Specialist Dr. Marlene Rebori, whose expertise includes public participation, public policy, and community development.*

## Contact Information

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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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