



Nevada Economic Assessment Project (NEAP)

Nevada Economic Assessment Project (NEAP) is a statewide program that develops a comprehensive data repository of county quantitative and qualitative baseline data to be used to assess local planning and economic development initiatives. The program also provides individual counties with economic impact assessment models to analyze industries and activities associated with policy decisions. NEAP was created by a group of public entities in Nevada in order to help our communities create a quantitative backing for decision making.

NEAP Goal & Objectives

To develop and maintain an extensive county-based data repository and set of analytical tools that are meaningful, consistent, and verifiable.

Objectives:

- Create an individual county baseline data repository for socioeconomic, environmental, and asset characteristics
- Create individual county economic impact models that reflect county economic structure (IMPLAN based)
- Collaborate with county leaders to incorporate NEAP in their day-to-day community planning and economic development assessments
- Provide ongoing educational workshops and targeted impact assessment studies
- Develop and distribute county fact sheets and reports
- Develop and maintain NEAP webpage with individual county pages
- Update the data repository and analytical tools as new data become available
- Partner with Nevada agencies, industries, and nonprofits to assist in data collection, surveying, and analysis

“We are really impressed that the information is county-specific. The availability of the baseline is needed to determine impacts, and how to quantify them.”

- Jeff Fontaine, Executive Director for the Lincoln County Regional Development Authority

“I was most excited about having some centralized place where I could use that information when I’m trying to write letters and develop some policy position for the county.”

- Curtis Moore, Natural Resources Director for Elko County

NEAP County Process



The NEAP process is designed to integrate research and county-based education. While the process of delivering NEAP to a county changed during the pandemic, the deliverables have remained the same. NEAP is now capable to present, meet, and conduct workshops either in-person or virtually.

Correlation Between NEAP and CEDS

Many communities have a Comprehensive Economic Development Strategy, or CEDS. As the EDA states: *“Simply put, a CEDS is a strategy-driven plan for regional economic development. A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region.”*

The NEAP and CEDS are mutually beneficial documents. NEAP data can be used in the creation and updates of the CEDS. Both are informed economic development decision making and planning tools using verifiable and consistent data relevant to the local community.

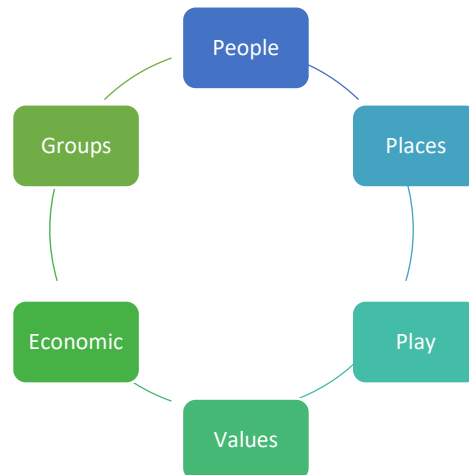
Community Assets Mapping Process

Community asset mapping is a critical aspect of the NEAP. In the asset gathering process, county leaders and citizens are asked to list their county’s existing and desired assets.

Assets are things we want to keep, build upon, and sustain for future generations. Assets can include many aspects of a community. They can be something concrete, like a historic building or a favorite hunting camp; or they can be intangible items, like community values or volunteer groups. Community assets contribute to a positive quality of life and increase overall well-being.

Measures of community assets are important because they reflect what is important to community members. Residents of a community know best regarding what is good about their community and what is missing from their community. This type of qualitative data can only be discussed and generated by the residents themselves.

For the purpose of the NEAP, Community Assets are broken into six separate categories: Values, People, Places, Play, Economic, and Groups. Residents are guided through the session to allow them to identify the most important virtues of their community.



“To have something that you can cite and really document some of that social context goes a long way to try and drive home your point on some of the impacts of these projects.”

- Jeremy Drew, Project Manager/Senior Resource Specialist for Resource Concepts, Inc.

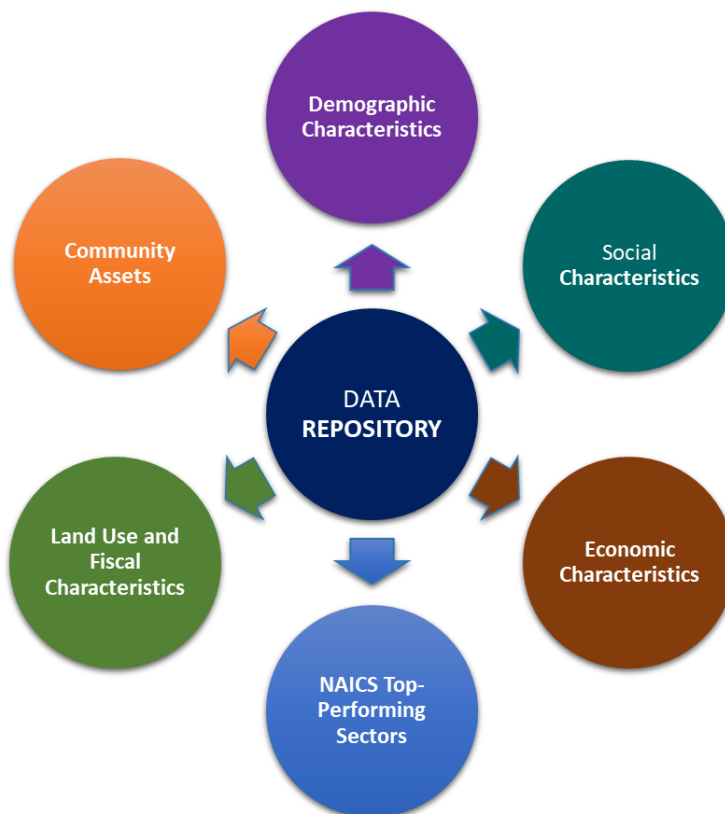
NEAP Deliverables

Each of Nevada’s 17 counties will receive the following outputs by the end of the NEAP process:

Baseline Data Repository

- **Demographics Characteristics:** Population, Gender, Age, Ethnicity, Households, Families, Housing
- **Social Characteristics:** Educational Attainment, Veterans, School Districts, Poverty
- **Economic Characteristics:** Income, Employment, Labor Force, Unemployment, Average Earnings
- **NAICS Economic Characteristics:** Industry Sector Jobs, Incomes, Earnings, Sales, Exports, Imports, Taxes
- **Land Use & Fiscal Characteristics:** Land Use, Land Ownership, Federal Land Payments, Taxes
- **Community Assets:** Values, People, Places, Play, Economic, Groups

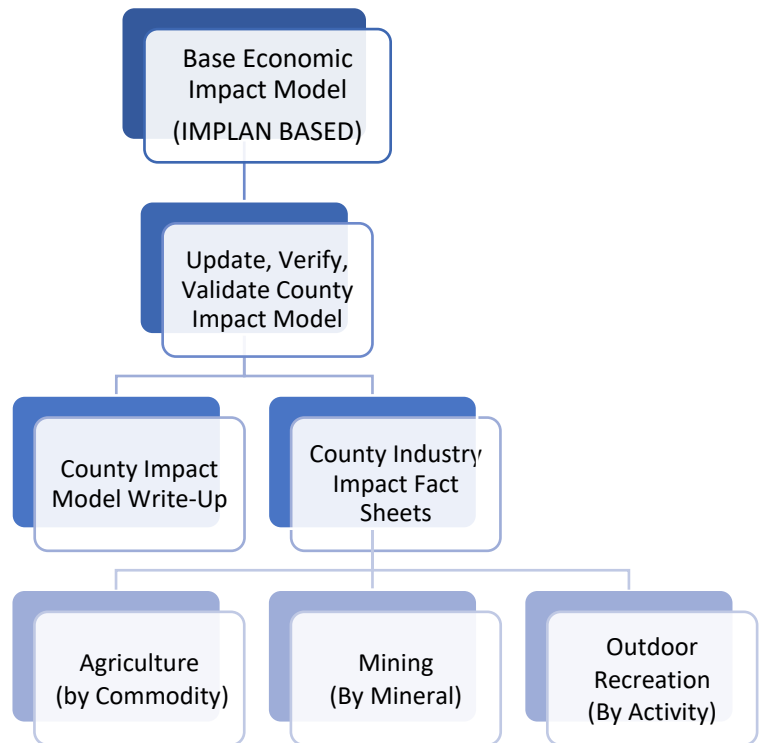
Each of the six characteristic sections are present in the NEAP Socioeconomic Baseline Report and are also summarized in two-page infographic fact sheets for each of Nevada’s 17 counties.



Economic Impact Models:

- **County Economic Impact Model:** The full county economic impact model and write-up (report) detailing individual sector economic controls (sales, purchases, employment, and household earnings)
- **County Industry Economic Impact Assessment:** Preliminary county impact analyses are performed to estimate the economic contributions by commodity for primary industries including:
 - Agriculture
 - Mining
 - Outdoor Recreation

Technical reports and fact sheets are available for these industry impacts for each of Nevada’s 17 counties.



NEAP Impacts

NEAP has been implemented in all 17 Nevada counties, generating the following deliverables:

- 22 Technical Reports (Baseline & Specialized Industry Impact Assessments)
- Over 80 Infographic Fact Sheets
- 13 Asset Mapping Community Surveys
- 17 Cultural Overviews

All deliverables can be found at www.extension.unr.edu/NEAP Here, each county has its own landing page with detailed information on NEAP outreach and outputs for the community.

NEAP outputs have been used for land use planning, policy assessment, economic impact analyses, and federal grant applications (NIFA, NEPA, etc.). Along these lines, NEAP has contributed to other existing programs like CEDS. The data repository is designed to be updated and re-implemented into community projections, so that community planning is made easier.

Each county has their own landing page for citizens and county leaders to access NEAP deliverables or to check in on any updates, such as new reports, fact sheets, and surveys. All counties are active with full NEAP reports and fact sheets.



Timeline

- 2018:** Initiated data gathering and layout design for the socioeconomic baseline report
- 2019:** Began community asset mapping and finalized report templates, delivering first stages of NEAP to first three counties
- 2020:** Focused on data compiling; finalized virtual asset mapping session; met virtually with county commissions and business networks; incorporated the NEAP into an outdoor recreation data gathering plan; delivered first stages of NEAP to next five counties
- 2021:** Finalized data gathering, conducted remaining asset sessions, and delivered the initial stages of NEAP to the nine remaining counties
Started additional projects with State agencies using NEAP data and expertise for surveying and analysis
- 2022:** Updating all data repository templates, fact sheets, and technical reports to newest available years and added new characteristics;
Continuing new projects regarding surveying and analysis



Extension NEAP Personnel

Personnel	Duties	Email
Buddy Borden	Program Lead; Impact Analyses	bordenb@unr.edu
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Mike Taylor	Survey and Analysis Support and Review	taylor@unr.edu

“The information NEAP is providing will be a valuable tool for our counties. Our decision makers need reliable, researched information presented in an understandable way.”

- Dagny Stapleton, Former Executive Director of the Nevada Association of Counties

“My expectations of this were really low coming in...I was blown away and I was thrilled. This is such a great baseline for us.”

- Jan Morrison, Economic Development Officer for the Northeastern Nevada Regional Development Authority

Partners

These organizations partnered together to make the NEAP a reality.

