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## Cooperative Conservation: Increasing Capacity through Community Partnerships – Interagency Volunteer Program & Cooperative Conservation Program: Quarterly Progress Report, Period Ending September 30, 2005

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## **QUARTERLY PROGRESS REPORT**

University of Nevada, Las Vegas  
Period Ending September 30, 2005

Cooperative Agreement Number H8R07010001

Task Agreement Number J8R07040006

Cooperative Conservation: Increasing Capacity through Community Partnerships -- Interagency Volunteer Program & Cooperative Conservation Program

### **Executive Summary**

- 1,573 total volunteer records now loaded into database
- 230 new volunteers recruited through website: [www.getoutdoorsnevada.org](http://www.getoutdoorsnevada.org)
- Website recorded an average of 35,000 hits per month for the quarter, with an average of 3,350 pages viewed per month
- Three major interagency volunteer events completed this quarter, at which more than 300 volunteers picked up a total of 128 cubic yards of litter at three separate National Public Lands Day clean-up events:
  - September 17, 2005 - Sloan Canyon National Conservation Area
  - September 24, 2005 - Red Rock National Conservation Area
  - September 24, 2005 - Lake Mead National Recreation Area
- Interagency Volunteer Team selected to receive national Take Pride in America award in the Federal Volunteer Program Category
- Inaugural volunteer recognition luncheon planned and invitations mailed for October 28, 2005 event
- Alternative Workforce Survey completed

### **Collaboration with Interagency Team**

Project manager Donna Grady and the Interagency Volunteer Team (IVP) met several times during the quarter (*see attached meeting notes*). To facilitate event planning, numerous individual meetings were held as well. Agenda items and topics of discussion included volunteer event planning, volunteer recognition luncheon, and planning for a trip to Washington D.C. to meet with members of the federal volunteer team.

The IVP team continues to work effectively to plan and implement joint volunteer programs. That success the team has enjoyed is evidenced through both the implementation of three successful and well attended National Public Lands Day volunteer events held within a 7-day period in September, and through the selection of the Interagency Volunteer Program as a Take Pride in America awardee.

### **Volunteer Database**

The Interagency Volunteer Program (IVP) Volgistics database is now populated with 1,573 records, an increase of 314 over last quarter. The growth is a result of community outreach and IVP website recruitment efforts. Volgistics data was used to e-mail volunteer event information to more than 600 volunteers and to print demographic data needed to pre-register volunteers for events. This capability provides accurate, legible data and continues to facilitate and expedite event registration.

IVP database manager Chuck Williams continues to update the team on Volgistics enhancements as they become available. We are now able to export data from Volgistics into Excel, allowing for ease in manipulating and sorting data as needed. Chuck also received e-mails from volunteers registering for events and entered them into Volgistics, eliminating that step subsequent to the event and providing the capability of capturing event results in 24-48 hours following an event.

### **Public Relations and Outreach**

Public relations and outreach activities for the quarter include the following:

- Project Manager Donna Grady worked with Public Lands Institute Marketing Specialist LaNelda Rolley to coordinate public relations initiatives, including press releases, PSAs, flyers, and print ads (*see attached*).
- The interagency volunteer program was promoted at several community events in August/September including UNLV new student orientation, Joshua Jubilee at Red Rock Canyon NCA, the City of Henderson Open Space community meeting, and UNLV's Fall Connection Carnival. More than 60 volunteers signed up for events or requested notification of volunteer opportunities.
- Mass e-mails were used to reach the UNLV campus community and other interested organizations and individuals.
- Volgistics database was used to send e-mails promoting National Public Lands Day events to over 600 volunteers.
- The *Get Outdoors Nevada* website includes an ongoing listing of upcoming events along with a summary of completed events. It also includes photo galleries from each event, thereby visually highlighting volunteer participation.
- Interagency events were registered on the Take Pride in America website.
- Brochures and flyers promoting upcoming volunteer opportunities were distributed at community events and meetings.

- A press release promoting the Interagency Volunteer Program's *Take Pride in America* national award was distributed (*see attached*).

### *Event Publicity*

Volunteer events were promoted in several ways, including display advertising in local newspapers, mass e-mails, television PSAs, press releases, and distribution of flyers.

- Display ads promoting events ran in the *Review-Journal's* Nevada section, Neon section, and Boulder City View. (*see attached*).
- Articles publicizing National Public Lands Day Events ran in the *Henderson Home News*, the Valley News section of the *Las Vegas Sun*, and "Out There" column in the *Las Vegas Review-Journal* (*see attached*).
- Events were posted on the Take Pride in America website.
- Take Pride in America television PSA's promoted local National Public Lands Day events.
- Individual event flyers were distributed by e-mail and posted throughout the community.

### **Website**

More than 150 volunteers have registered for events through the website this quarter, and another 8 volunteers have expressed interest in regular volunteer positions. The interagency website, [www.getoutdoorsnevada.org](http://www.getoutdoorsnevada.org), launched in February 2005 continues to be highly successful in recruiting and registering community volunteers. The website promotes upcoming events, automates the registration process, and posts event results along with photographs. It also allows volunteers to join the mailing list and update their contact information.

We have been very successful with on-line recruiting. Public relations initiatives and word-of-mouth networking are driving prospective volunteers to the website to learn more about volunteer opportunities, and website statistics continue to reflect high activity levels. A statistical program used by PLI to measure website activity recorded an average of 35,000 hits per month for the quarter. A more realistic measurement, though, is the number of pages viewed and that averaged 3,350 per month for the quarter.

### **Volunteer Recruitment, Recognition and Training**

#### *Recruitment*

IVP Project Manager Donna Grady, Cultural Site Stewardship Project Manager George Phillips, and Take Pride Project Manager Doug Joslin met August 30, 2005 with representatives of the Southern Nevada Volunteer Program to discuss opportunities to

work together in volunteer outreach and recruiting. Interagency volunteer events and opportunities will be posted on their website, and we will continue to look for opportunities to collaborate.

Public relations and outreach efforts, combined with website on-line registration, have been highly effective in recruiting the numbers of community volunteers needed to implement interagency conservation initiatives (i.e., volunteer events). The Bureau of Land Management, U.S. Fish & Wildlife Service, and U.S. Forest Service post their regular (non-event) volunteer opportunities on [volunteer.gov](http://volunteer.gov) and this is an effective method for reaching a national audience. The National Park Service continues to draw a surplus of qualified non-event volunteers without advertising.

Agency volunteer positions are posted on the Get Outdoors Nevada website along with the volunteer application (available for download and faxing or mailing). The Interagency Volunteer Team has developed interagency forms, including an interagency application that is more suitable for gathering volunteer information to assist agency coordinators in identifying qualified individuals, but has not yet obtained government approval to use these forms. The IVP team will continue its efforts to obtain approval for this and other IVP-developed forms that better meet the need of the interagency partnership. To this end, the team met on September 28, 2005, with the federal Interagency Volunteer Team in Washington, D.C., to discuss mutual goals and to investigate ways in which localized forms might be adapted. The federal team agreed to consult with the Southern Nevada team as it works on the national level to develop interagency forms and agreements.

### *Training*

Training topics have been identified and the team will be meeting and discussing the how's, what's, where's and when's of delivering these programs. The training program is under continuous development. Our plan is to deliver the program in three phases, beginning with Phase I in the Spring 2006, which would focus on Mandatory Training for all volunteers – a 5 hour program as follows.

#### Mandatory for all – Orientation (5 hours)

- Ethics (30 mins)
- Volunteer Role (45 mins) (i.e. how they represent govt., how they wear the uniform, know position description)
- Harassment Policy (30 mins)
- Customer Service – (30 mins)
- History/mission of interagency and each agency (90 mins) – All (include conservation initiative – how funding fits in – partnership)
- Safety – (30 mins)

## *Recognition*

The team devoted considerable time this quarter to planning the inaugural Volunteer Recognition Luncheon, to be held on October 28, 2005, at the Tuscan Suites Hotel. Invitations have been mailed or hand-delivered to volunteers with 15 hours or more during this last fiscal year. The schedule of events includes a history of the interagency program, a video presentation of volunteers in action, and presentation of special awards.

## **Conservation Initiative Events**

The following interagency volunteer events were successfully planned and implemented during the quarter in conjunction with National Public Lands Day. All three NPLD events were highly successful and met or exceeded the number of volunteers needed to clean-up the areas.

### Sloan Canyon NCA – 9/17/05

Fifty-seven volunteers contributed 256 hours and cleared an area in the northeast corner of Sloan Canyon NCA littered with shotgun shells, bullet casings, broken glass, building and car parts, and other large objects, including an old golf cart. In just 4 hours volunteers collected enough debris to fill more than three 20-yard dumpsters – or 70 cubic yards of litter. Community sponsors included the Southern Nevada Interpretive Association, Starbucks Coffee Company, and Republic Services of Southern Nevada.

### Lake Mead NRA– Hemenway Harbor - 9/24/05

A total of 114 volunteers contributed 456 hours to clear a one square mile area of litter and debris, filling a 20-yard roll-off dumpster. Additional trash was placed in existing area dumpsters. An estimated 500 pounds of broken glass was removed from the beach and desert areas. Several large groups including Albertson's, Bank of America, and Las Vegas Boat Harbor participated in this event. Community sponsors included Southern Nevada Interpretive Association, Albertson's, Las Vegas Boat Harbor, the Desert Princess, and Boulder City Disposal.

### Red Rock Canyon NCA – Cottonwood Valley - 9/24/05

A total of 160 volunteers contributed 720 hours to collect litter, debris, refuse, electrical wire, cable reels, car parts, and tires – filling a 38-yard dumpster. In Cottonwood Valley, volunteers cleared 1.5 miles of road and trail; in Bird Springs Valley volunteers cleared another 1.0 mile of trail. Several groups participated including Las Vegas Metropolitan Police Department, HSBC, several area Girl Scout troops, and UNLV's Labor of Love Community sponsors included Friends of Red Rock Canyon, Starbucks Coffee Company, and Republic Services of Southern Nevada.

**Events planned for 2005-2006 – (through June)**

*Revised 9/30/05*

**Shaded areas identify the 8 events designated “Interagency”**

| <b>Date</b> | <b>Agency</b> | <b>Event Name</b>             | <b>Location</b>      | <b>Purpose</b>                        |
|-------------|---------------|-------------------------------|----------------------|---------------------------------------|
| <b>2005</b> |               |                               |                      |                                       |
| 10/15       | USFS          | National Wildlife Refuge Week | Pahranagat NWR       | Special Celebratory Event             |
| 10/15       | USFS          | National Wildlife Refuge Week | Ash Meadows NWR      | Cattail Cutting                       |
| 10/29       | BLM           | Make a Difference Day         | Sloan Canyon NCA     | Litter Clean-Up                       |
| 11/12       | NPS           | National Parks America Tour   | Lake Mead NRA        | Trimming vegetation, raking, clean-up |
| 1/21        | BLM           | Sloan Canyon Stewardship      | Sloan Canyon NCA     | Litter Clean-Up                       |
| 1/21        | USFWS         | Stewardship Saturday          | Ash Meadows NWR      | Cattail Cutting                       |
| <b>2006</b> |               |                               |                      |                                       |
| Jan./Feb.   | USFS/BLM      | Cold Creek                    | Cold Creek area      | Litter Clean-Up                       |
| 2/18        | BLM           | Sloan Canyon Stewardship      | Sloan Canyon NCA     | Clean-Up                              |
| 3/18        | BLM           | Earth Day                     | Sloan Canyon NCA     | Clean-Up                              |
| 3/20        | USFS          | Earth Day                     | Spring Mountains NRA | TBD                                   |
| 3/25        | NPS           | Great American Clean-up       | Lake Mead NRA        | Clean-Up                              |
| 4/8         | IA            | Stewardship Saturday          | Moapa Valley NWR     | Cattail Cutting                       |
| Spring      | USFS          | Supper Club Restoration       | Spring Mountains NRA | Planting shrubs                       |
| Spring      | USFS          | Sweat Lodge Clean-Up          | Spring Mountains NRA | Hauling out rocks                     |
| 4/29        | BLM           | Sloan Canyon Stewardship      | Sloan Canyon NCA     | Clean-Up                              |
| 5/13        | BLM           | Sloan Canyon Stewardship      | Sloan Canyon NCA     | Clean-Up                              |
| 6/3         | IA            | National Trails Day           | Spring Mountains NRA | Trail Restoration                     |
| 6/10        | BLM           | Sloan Canyon Stewardship      | Sloan Canyon NCA     | Clean-Up                              |

## **Program Funding and In-Kind Support**

Community sponsorship of interagency events continues to grow. During the past quarter, the Southern Nevada Interpretive Association provided \$250 in funding to support food purchases for the National Public Lands Day events at Sloan Canyon NCA and Lake Mead NRA. Friends of Red Rock Canyon provided \$700 to purchase box lunches for the Red Rock Canyon NCA event, and Starbucks Coffee Company sponsored breakfast coffee and pastry for that event. The Las Vegas Boat Harbor and the Desert Princess sponsored lunch at the Lake Mead NRA event, and Albertson's of Boulder City provided fruit, pastries, and other food for volunteers.

We continue to identify community organizations that will partner with the program and provide an ongoing commitment to donating cash funds or in-kind contributions to support interagency volunteer events. Southern Nevada Interpretive Association requested a listing of upcoming events and funding needs to determine how they might support the program.

## **Alternative Workforce Survey**

The task agreement called for the completion of a survey of area-wide workforce suppliers that would assist the federal land agencies in meeting their ongoing employment needs through the hiring of temporary or term employees.

The survey was initiated in December 2004 by the UNLV Center for Urban Partnerships in collaboration with the UNLV Center for Evaluation and Assessment. A draft final report was submitted to the UNLV Public Lands Institute on September 26, 2005, and will now be shared with the land managers.

The study included a needs assessment of the four land management agencies, a survey and follow-up interviews with 41 agencies in Southern Nevada, a table matching agency needs to workforce suppliers, and five recommendations for action. A copy of the draft executive summary is attached. The complete study includes a 51-page report, a 3-inch binder with compiled survey data from each supplier, and a compact disc containing the data.

## **Summary**

IVP recruitment, recognition, and training program development and implementation are underway and the team will continue to develop, evaluate, and modify these programs as needed.

An additional 150 volunteers were recruited through the interagency website, and we successfully recruited the numbers of volunteers needed for the last two IVP events. It is apparent that on-line posting of events and ongoing volunteer positions is proving to be a valuable recruiting tool.

The volunteer database has increased by nearly 314 records during the last quarter and continues to reflect significant community interest in the IVP program. Volunteer-staffed conservation initiatives have been successfully implemented and in line with the program's original goals. We have two volunteers who have participated in every one of the last six interagency volunteer events.

We return to many of the same organizations to support events, and they continue to rise to the occasion. Spring Mountains Volunteer Association, the Southern Nevada Regional Trails Partnership, Starbucks Coffee Company, Friends of Red Rock Canyon, and the Southern Nevada Interpretive Association, Boulder Disposal, and Republic Services have supported our public lands. The program has developed recent support from Starbucks Coffee Company. They have provided staff, coffee, and pastries for several of events.

The Interagency Volunteer Team continues to work together toward common goals, compromising when necessary, and developing outcomes that meet the expectations of all four volunteer managers.

Submitted by: \_\_\_\_\_  
Margaret N. Rees, Principal Investigator

Date: September 30, 2005