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## Nevada Interagency Volunteer Program: Helping Hands Across Public Lands – Phase II: Quarterly Progress Report, Period Covering July 1, 2009 to September 30, 2009

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## QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas  
Period Covering July 1, 2009 to September 30, 2009

Cooperative Agreement Number H8R07060001  
Task Agreement Number J8R07070001

Nevada Interagency Volunteer Program: Helping Hands Across Public Lands – Phase II

### Executive Summary

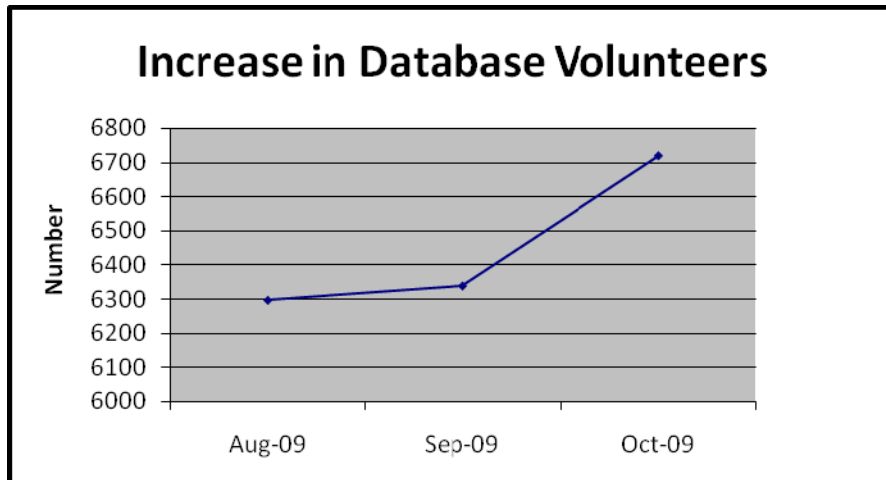
- The number of records in the volunteer database increased by 494, a 6% increase over last quarter. The database currently contains 6,720 records.
- Website activity increased, recording an average of 108,627 hits per month, an increase of 32% from last quarter, with an average of 12,415 pages viewed per month.
- Two corporations (Whole Foods and The Mirage) were contacted as part of the corporate mobile open house.
- National Public Lands Day was advertised through a daily memo to all 3000+ staff members of The Mirage.
- Preparations for the volunteer recognition banquet continued.

### Summary of Attachments

- IVP team meeting agendas

#### **Task 1. Refine and maintain a quality Web-based volunteer database.**

The Volgistics volunteer database is now populated with 6,720 records. (*See Figure 1 on next page*). The number of volunteers in the database increased 6% over the quarter.

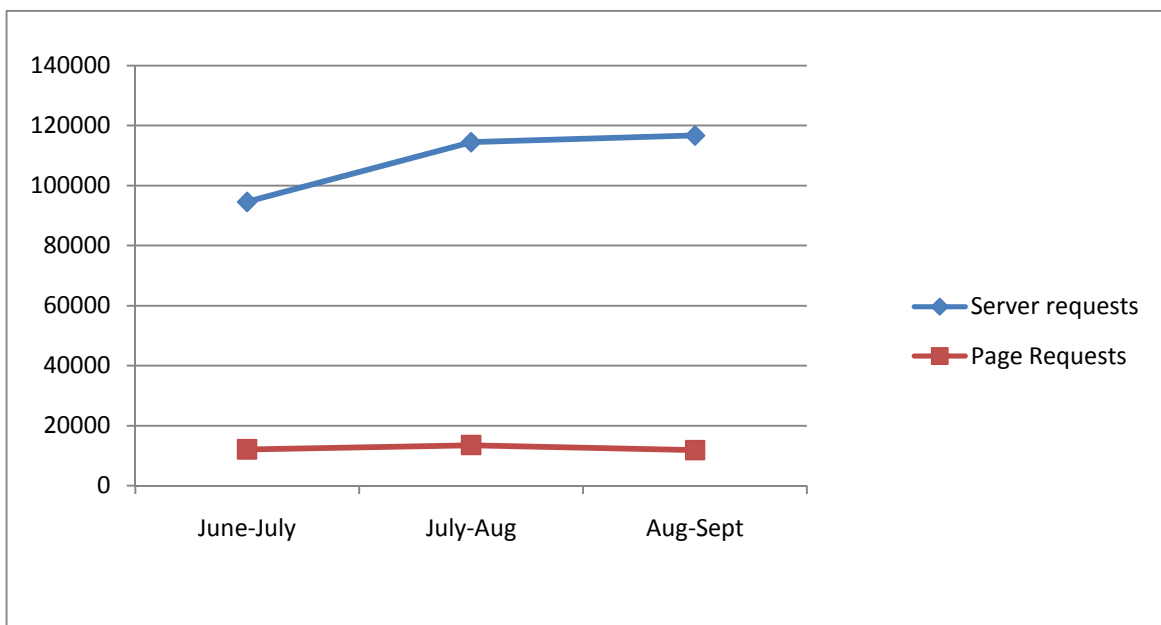


**Fig. 1** above shows increase in number of records in the database of volunteers.

**Task 2. Manage, update, and administer an IVP Website.**

Average website activity increased; results are as follows:

- An average of 108,627 hits per month, an increase of 32% over the average for last quarter.
- An average of 12,415 pages viewed per month, an increase of 113% over the average for the previous quarter. (See Fig. 2 below.)



**Fig. 2** Get Outdoors Nevada Website Activity

**Task 3. Evaluate and revise, as appropriate, Standard Operating Procedures (SOPs) for all areas of interagency volunteer management.**

In addition to three regularly scheduled meetings, the Interagency Volunteer Team (IVP) met throughout the quarter to further develop the trainings and events scheduled for the quarter, to prepare for the SNAP board assessment and to begin planning for the recognition banquet. Agendas for the regularly scheduled meetings are located in the appendix.

The IVP team reported their successes, lessons learned, and plans for the future during their assessment by the SNAP board. Preparation for this assessment provided the team with an opportunity to reflect upon what has worked well and how the IVP team can continue to expand their effectiveness. The information provided to the SNAP board during the assessment is located in the appendix.

**Task 4. Evaluate and update strategies and tools for volunteer recruitment.**

As the need for operational volunteers increases the IVP team has re-examined their recruiting strategies which largely focused on attracting attendance to one-time volunteer events. The team decided to target their messaging campaign at recruiting volunteers to fill on-going positions. To ensure the messaging reached the appropriate audiences the team distributed an online survey to individuals in their agencies, gathering information about specific agency operational volunteer needs. The appendix contains a copy of the survey. Results were analyzed by the team and shared with Aztec Communications and Brown and Partners to facilitate the development of marketing materials and media buys that would reach the appropriate audience. The operational volunteer recruitment will begin in the fourth quarter of fiscal year 2009 to prepare for the fall volunteer season.

In addition, 2 community outreach events were attended. Staffed by the Public Lands Institute, these events are an opportunity to personally meet and recruit new people to volunteering with Get Outdoors Nevada. Table 1 contains a summary of the contacts made.

**Table 1. Community Outreach Attendance –July - September**

Date	Fair Name	Total Signed up
09/03/09	Rebel Service Gives Back	15
09/07/09	New UNLV Staff/Faculty Fair	20
Total	Total event: 2	Total: 35

Table 1 shows the number of contacts made at community outreach events and the mailing list sign ups that resulted from these contacts.

**Task 5. Support Agency Departments and SNAP Teams with conservation projects that require volunteer workforce on the public lands.**

The IVP team continues to work with other SNAP teams to provide logistical support for volunteer events. The Public Lands Institute provided support for the following events which are summarized in Table 2 below.

**Spring Mountain Sweep the Peak Monthly Event**

July 11, 2009 - Spring Mountains - USFS

32 volunteers helped the USFS remove 63 bags of trash from a fuel reduction area in Lee Canyon.

**Spring Mountain Sweep the Peak Monthly Event**

August 8, 2009 - Spring Mountains – USFS

21 volunteers removed 150 pounds of trash from the Hilltop Road area in the Spring Mountains National Recreation Area

**Spring Mountain Sweep the Peak Monthly Event**

September 12, 2009 - Spring Mountains – USFS

19 volunteers removed 800 pounds of trash from the Harris Springs Road area in the Spring Mountains National Recreation Area

**National Public Lands Day**

September 12, 2009 - Spring Mountains National Recreation Area - USFS

The United States Forest Service celebrated National Public Lands Day a few days early. 28 volunteers collected six lbs. of wax currant seeds and 1.5 lbs of nodding brome seed heads

**Conservation Transfer Area (CTA) Clean-Up**

September 19, 2009 - Conservation Transfer Area (CTA) – North End of Decatur Rd. Las Vegas - BLM

Bureau of Land Management continued their clean-up efforts at the Conservation Transfer Area (CTA) located on the north end of Decatur Rd. in Las Vegas where 23 volunteers cleaned up 85 cubic yards of household as well as construction debris.

**National Public Lands Day - Boulder Harbor**

September 26, 2009 - Lake Mead National Recreation Area - NPS

As a part of National Public Lands Day, 94 volunteers picked up 18 cubic yards of trash and debris from the area, plus 1200 lbs of glass in three hours.

**National Public Lands Day - Gold Butte**

September 26, 2009 - Gold Butte -Falling Man - BLM

BLM held an event in partnership with the Friends of Gold Butte in the Gold Butte Area of Critical Environmental Concern (ACEC). There were 40 volunteers whom split into 3 groups. Within 4 hours, one group had planted approximately 50 Creosote and Mormon Tea seedlings and transplanted 30 Barrel Cacti and Beavertail Cacti. Another group had built a 300 foot hiking trail that leads into a popular hiking area. The last group had installed 300 feet of split rail fence around a new parking area at the trail head.

### **National Public Lands Day – Red Rock Canyon**

September 26, 2009 - Red Rock Canyon - BLM

In partnership, BLM and Friends of Red Rock, completed a goal of eradicating unauthorized OHV trails. 10 routes were visibly eliminated. The eradication efforts covered approximately 1.5 miles and consisted of vertical mulching, installing Carsonite signage as well as installing physical barriers. Two youth groups and several adult groups collected trash from multiple areas – these efforts filled a large Republic Services dumpster with building refuse, what appeared to be parts of a boat, bedsprings, computer components and a great deal of trash

### **National Public Lands Day – Ash Meadows**

September 26, 2009 - Ash Meadows - USFWS

In celebration of National Public Lands Day the US Fish and Wildlife Service conduct a planting at Ash Meadows. 24 volunteers planted approximately 500 Alkali sacaton plants.

### **National Public Lands Day – Jean Dry Lake Area**

September 26, 2009 - Jean Dry Lake Area - BLM

In recognition and celebration of National Public Lands Day the Bureau of Land Management worked with Boy Scout Troop 949 and the Nevada Rangers Shooting Club and conducted a large scale clean-up at the Jean Dry Lake Area. This area is riddled with spent shotgun casings and shot up debris (i.e., Jacuzzi tub, wood, household items). They were able to clean three shoot sites and removed 80 cubic yards of debris.

### **National Public Lands Day – Alan Bible Visitor Center**

September 26, 2009 - Alan Bible Visitor Center (ABVC), Lake Mead National Recreation Area - NPS

With the help of 6 volunteers, the group began by removing rocks and vegetation. Once that was complete the 15 year old liner was removed. Once everything was removed from the 19 x 15 foot pond, the volunteers laid the new liner down and began filling the pond. The line held the water. Plants were replaced and then the rocks rolled back into to their new home. Volunteers successfully completed the project in 4 hours.

**Table 2. 2009 IVP Volunteer Events –July - September**

Date	Agency	Location	Nature of Work	Number of Volunteers	Accomplishments	Total Volunteer Hours
7/11/2009	USFS	Spring Mountain	Clean Up	33	63 bags of trash removed.	66
8/8/2009	USFS	Spring Mountain	Clean Up	29	150 pounds of trash removed.	58
9/12/09	USFS	Spring Mountain	Clean Up	19	800 pounds of trash removed.	38
9/12/2009	USFS	Spring Mountain	Seed Collection	28	Collected six lbs. of wax currant seeds and 1.5 lbs of nodding brome seed heads	112
9/19/2009	BLM	Conservation Transfer Area (CTA) – North End of Decatur Rd. Las Vegas	CTA Desert Clean up	23	Cleaned up 85 cubic yards of household as well as construction debris	103
9/26/2009	BLM	Jean Dry Lake Clean up	Clean Up	43	Cleaned three shoot sites and removed 80 cubic yards of debris.	193
9/26/2009	BLM	Red Rock Canyon	Clean Up	67	Eradicated 10 unauthorized OHV trails and filled a 35 cubic yd dumpster.	350
9/26/2009	USFWS	Ash Meadows	Native Seed Planting	24	500 Alkali sacaton plants planted.	72
9/26/2009	NPS	Lake Mead National Recreation Area	Litter Clean Up	94	Picked up 18 cubic yards of trash and debris, and 1200 lbs of glass	282
9/26/2009	NPS	Alan Bible Center Restoration	Restoration	6	Removed old 19 x 15 ft. pond liner and replaced with a new liner	24
9/26/2009	BLM	NPLD Golden Butte	Site restoration & trail maintenance	40	Planted 50 seedlings and transplanted 30 Cacti, built 300 ft. of fence, and 300 ft. of trail	160
Totals			# of events 11	406		1458

**Table 2 shows the details of the types of events that were conducted with the assistance of the IVP team from July to September, 2009**

**Task 6. Evaluate, refine, enhance, and deliver interagency volunteer orientation and training program.**

Two trainings were held this quarter. Table 3 summarizes the trainings offered.

- 3 volunteers attended the GPS training on September 8<sup>th</sup> event
- 4 volunteers attended the tortoise information session on September 16<sup>th</sup> event

**Table 3. April – June 2009 Trainings**

<u>Date/ Time</u>	<u>Event Name</u>	<u>Location</u>	<u>Description</u>
<b>Tuesday, September 8 7:00 PM</b>	GPS 101	REI Boca Park Community Room	Volunteer enrichment
<b>Wednesday, September 16 7:00 PM</b>	Desert Tortoises	REI Henderson	Volunteer enrichment

**Table 3 shows the details of the types of trainings that were scheduled by agencies in April - June of 2009.**

**Task 7. Identify possible grant and donation opportunities to help support and sustain the program.**

Public relations and outreach activities, as well as opportunities to develop new collaborative community partnerships and relationships included the following:

- Approved purchase of backdrop and tablecloths to be used at outreach events. Approved copy for radio ads to be run on public radio stations and select country radio stations. Approved design for black and white ads to be run in local newspapers. All ads are designed to recruit volunteers to apply for volunteer positions.
- Development of a portfolio of materials that served as a mobile open house to provide information about volunteering through Get Outdoors Nevada to local businesses and corporations. Information about sponsoring events will be included in the materials.
- Reached out to several for-profit businesses. Met with two (Whole Foods & The Mirage) to discuss opportunities for volunteer promotions as part of the mobile open house.
- National Public Lands Day was advertised through a daily memo to all 3000+ staff members of The Mirage. This encouraged individuals to visit [getoutdoorsnevada.org](http://getoutdoorsnevada.org) for more information. This was published for 7 consecutive days the week leading to National Public Lands Day (September 26).
- Researched various leads on possible grant opportunities based on innovative environmental programs and neighborhood builders.

**Task 8. Plan and implement volunteer recognition initiatives and events.**



Preparations for the volunteer banquet continued. Dancers and a storyteller from the Paiute nation were contracted to perform. Invitations were sent out and nominations for volunteer awards were collected.

Submitted by:

Margaret N. Rees, Principal Investigator

Date: September 30, 2009

## **Attachments**

# IVP Meeting Agenda

**Date:** July 10, 2009

**Location:** NPS HQ Conference Room

**Meeting Called By:** Nancy Bernard (NPS) & Dan Chase (PLI), Beth Barrie (PLI – by phone)

**Attendees:** Mark Tanaka-Sanders/ Jim Cribbs (BLM), Jim Hurja (USFS), Angelina Yost (USF&WS)

**Guests:** LaNelda Rolley; Aztec Communications

<b>9:00 – 10:00</b>	<b>Marketing</b> Nancy/LaNelda/Aztec Team to review and decide on how to proceed with marketing direction for IVP & Display ideas for review
<b>10:00– 10:15</b>	<b>Break</b>
<b>10:15 – 10:45</b>	<b>Banquet</b> Tammy Discuss and agree on invitations, centerpieces, program review, give aways
<b>10:45 – 12:00</b>	<b>IVP Events for FY 2010</b> Nancy IVP to bring list of events they would like to hold on their agency land. Team will have a solid calendar of fall events with a tentative list of Spring events.
<b>12:00 – 12:30</b>	<b>Lunch (please bring or go get something you can bring back to eat while we are still planning events)</b>
<b>12:30 – 1:30</b>	<b>IVP Events for FY 2010 Continued</b>
<b>1:30 – 2:00</b>	<b>SNAP.gov and IVP Website</b> Nancy Team to review SNAP.gov & need team member to take on the task of writing text of IVP section to make it more personal

## Action Items

**Please bring your 2009 and 2010 calendar for planning purposes. I will have a few if you don't have one.**

# IVP Meeting Agenda

**Date:** August 13, 2009  
**Location:** NPS HQ Conference Room  
**Meeting Called By:** Nancy Bernard (NPS) & Dan Chase (PLI), Beth Barrie (PLI – by phone)  
**Attendees:** Mark Tanaka-Sanders (BLM), Jim Hurja (USFS), Angelina Yost (USF&WS)  
**Guests:** LaNelda Rolley; Aztec Communications

<b>9:00 – 9:30</b>	<b>Marketing</b> Nancy/LaNelda/Aztec Team to review and decide on how to proceed with marketing direction for IVP & Display ideas for review
<b>9:30 – 10:00</b>	<b>Banquet</b> Beth Discuss and agree on entertainment (Elvis has left the building), Centerpieces (round two of ideas), and update on the days happenings
<b>10:00– 10:15</b>	<b>Break</b>
<b>10:15 – 10:45</b>	<b>Corporate Outreach Portfolio</b> Beth Review portfolio and discussion of sponsors for water, etc
<b>10:45 – 11:05</b>	<b>Annual Survey</b> Beth Review and comment on Annual Survey text that will be sent out to volunteers
<b>11:05 – 11:25</b>	<b>Event Feedback</b> Beth Review and comment on Event Feedback text that will be given and/or sent out to volunteers after an event for feedback of their experience
<b>11:25 -11:45</b>	<b>SNAP.Gov write-up</b> Beth Review and comment on the draft text for SNAP.gov IVP area
<b>11:45 – 12:00</b>	<b>Group Agreement Form</b> Beth and Nancy Discuss and come to a consensus on how to use the group agreement forms
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 1:30</b>	<b>SNPLMA - Round 11</b> Nancy and Beth Discuss and agree if team should move forward with applying for Round 11
<b>1:30 – 2:00</b>	<b>Fall Training</b> Beth Brainstorm ideas for volunteer training in the fall

2:00 – 2:15	<b>Website</b> Beth Review website event pages and comment
2:15 – 2:30	<b>Volunteer Center of Southern Nevada</b> Beth Should we post on the Volunteer Center of Southern Nevada website too?
2:30 – 2:35	<b>Food for November 14<sup>th</sup> FWS event</b> Beth Team to discuss and come to an agreement on whether IVP provides food to the November 14 <sup>th</sup> event
2:35 – 3:00	<b>Event Assistants/Leader Handbook and training</b> Beth/Dan Review draft training agenda and handbook. Come to an agreement on what the next steps are...possible review of materials and bring/send comments to Beth/Dan or discuss at our next meeting

**Action Items:**

# IVP Meeting Agenda

**Date:** August 27, 2009  
**Location:** RedB Rock - Conference Room  
**Meeting Called By:** Nancy Bernard (NPS) & Dan Chase (PLI), Beth Barrie (PLI – by phone)  
**Attendees:** Mark Tanaka-Sanders & Jim Cribbs (BLM), Jim Hurja (USFS), Angelina Yost (USF&WS)  
**Guests:** LaNelda Rolley; Aztec Communications

<b>9:00 – 9:30</b>	<b>Corporate Outreach</b> Heather Update team on the corporate outreach folder. Team provide feedback on the changes Heather made.
<b>9:30 – 10:00</b>	<b>Banquet</b> Beth Update team on the banquet
<b>10:00– 10:15</b>	<b>Break</b>
<b>10:15 – 10:20</b>	<b>Federal Managers and Round 11</b> Nancy Update team on meeting with Federal Managers
<b>10:20 – 11:00</b>	<b>Group Agreement Form</b> Dan Team to agree on how the form should be filled out
<b>11:00 – 11:15</b>	<b>Event Assistant Training</b> Dan Set date for event assistant training in November – Four volunteer coordinators need to attend
<b>11:15 – 11:30</b>	<b>Wilderness Meeting Update</b> Beth Update the team what happened at the Wilderness/Recreation Mtg
<b>11:30 - Noon</b>	<b>September Event Calendar</b> Beth/Dan Review what is happening in September regarding events
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 2:00</b>	<b>IVP Newsletter</b> Beth Team provides information for the September newsletter
<b>2:00 – 2:30</b>	<b>Volunteer Center of Southern Nevada</b> Beth Should we post on the Volunteer Center of Southern Nevada website too?
<b>2:30 – 3:00</b>	<b>Fall Training</b> Beth Brainstorm ideas for volunteer training in the fall

**Action Items:**

## IVP Meeting Agenda

**Date:** September 10, 2009  
**Location:** National Park Service - Conference Room  
**Meeting Called By:** Nancy Bernard (NPS), Dan Chase (PLI), & Beth Barrie (PLI)  
**Attendees:** Mark Tanaka-Sanders & Jim Cribbs (BLM), Jim Hurja (USFS), Angelina Yost (USF&WS)

9:00 – 9:30	<b>Round Table</b> All What is new with your volunteer program?
9:30 – 10:00	<b>Banquet</b> Beth Update team on what is happening with the banquet? Also, hours for 20-99 categories and 100+ category.
10:00– 10:15	<b>Break</b>
10:15 – 11:00	<b>Website &amp; Newsletter</b> Beth View other examples of website calendars so to improve GON website
11:00 – 11:30	<b>Review Training and Events</b> Beth Check to see that we are all in agreement with training and event calendar
11:30 – 11:45	<b>Update on M Peterson and C Ronning</b> Jim Cribbs
11:45 – 12:00	<b>Update on J Holland</b> Nancy
12:00 – 1:00	<b>Lunch</b>
1:00 – 3:00	<b>Round 11 – Discussion/ Core Ops</b> Nancy Where do we go from here?

**Action Items:**

# IVP Meeting Agenda

**Date:** September 24, 2009  
**Location:** Interagency Building -  
**Meeting Called By:** Nancy Bernard (NPS), Dan Chase (PLI), & Beth Barrie (PLI)  
**Attendees:** Mark Tanaka-Sanders & Jim Cribbs (BLM), Jim Hurja & AmyNichols (USFS), Angelina Yost (USF&WS)

<b>9:00 – 9:30</b>	<b>Round Table</b> All What is happening with your agency volunteer program?
<b>9:30 – 10:15</b>	<b>Banquet</b> Beth/Nancy <ul style="list-style-type: none"> <li>• Update team on what is happening with the banquet?</li> <li>• Invitations/save the date cards status?</li> <li>• Team reviews and approves timeline for banquet?</li> <li>• Stats for banquet script</li> <li>• Award nominations - status</li> </ul>
<b>10:15– 10:30</b>	<b>Break</b>
<b>10:30 – 10:40</b>	<b>Display</b> Beth Get feedback from the team on the proposed exhibit display.
<b>10:40 – 11:15</b>	<b>Staffing at Events</b> Beth At what level do you need help from PLI to execute the event?
<b>11:15 -11:30</b>	<b>Review Training and Events</b> Beth Check to see that we are all in agreement with training and event calendar
<b>11:30 -12:00</b>	<b>Newsletter</b> Dan Get feedback from team
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 3:00</b>	<b>Core Ops – Strategic Planning</b> Nancy Where do we go from here? The next steps...

## Action Items: