



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: February 4, 2021

Staff Contact: Nancy Paulson, City Manager and Lisa Taylor, Cooperative Extension

Agenda Title: For Discussion Only: Discussion and presentation on the "UNR Extension, Carson City Needs Assessment Results" by Lisa Taylor, Carson City Extension Educator, relating to the University of Nevada, Reno ("UNR") Cooperative Extension and its provision of 4-H, STEM, youth development programs and other programs and activities. (Nancy Paulson, npaulson@carson.org)

Staff Summary: The UNR Cooperative Extension is dedicated to providing family-friendly 4-H, STEM and youth development programs, along with adult offerings that address important issues, including water quality, sustainable food availability, health and wellness and vocationally relevant training. A Carson City Extension Needs Assessment was completed in July of 2020. A summary of results identified through the Extension's online survey and 28 leader interviews will be highlighted during this presentation.

Agenda Action: Other / Presentation

Time Requested: 30 mins

Proposed Motion

N/A

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

Periodic needs assessments such as that to be reported guide development and delivery of programs and activities by local Extension staff members to meet citizen priorities provided through citizen input and written responses.

Carson City Supervisors, staff members and citizens promoted and participated in interviews and completed online surveys as the foundation for the report to be provided.

Applicable Statute, Code, Policy, Rule or Regulation

NRS 549.010

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

N/A

Attachments:

[Carson City Extension Needs Assessment PP.pdf](#)

Board Action Taken:

Motion: _____
1) _____
2) _____

Aye/Nay

(Vote Recorded By)



UNR Extension, Carson City Needs Assessment Results

Lisa K. Taylor, Ph.D.

Assistant Professor and Extension Educator
Carson City, Nevada

Photo Courtesy of Carson City 4-H Program



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Purpose



Engage with Community Residents and Stakeholders

Gain Data Driven Direction for Programs and Activities

Guide Priorities for Extension Educator and Staff Members

Photo Courtesy of Carson City



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Mixed Method Design



Photo Courtesy of VisitCarson

- Study questionnaire used for Carson City, Storey and Douglas Counties
- Convergent Parallel Design
- Survey completion promoted through
 - Person-to-Person
 - Newspapers
 - Online media sources
 - Listservs
 - Key Stakeholder Links
- 28 interviews with stakeholders using Strengths, Weaknesses, Opportunities and Threats (SWOT) Method



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Survey Details

- Participant Average Age: 51
- 150 Participants
 - Females (65%) Males (33%) N/A (2%)
 - Race & Ethnicity
 - White/Caucasian (82%)
 - Two or More Races (7%)
 - Hispanic (3%)
 - Other (4%)
 - Asian (2%)
 - American Indian (2%)
 - African American (0%)
 - Native Hawaiian or Pacific Islander (0%)
- Population Average: 43
- Gender and Race of City Population
 - Females (49%) Males (51%)
 - Race & Ethnicity
 - White/Caucasian (88.7%)
 - Two or More Races (3.2%)
 - Other (0%)
 - Asian (2.8%)
 - American Indian (2.9%)
 - African American (2.4%)
 - Native Hawaiian or Pacific Islander (0%)



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NRS Statute 549.010 Specific to Extension

- Agriculture
- Community Development
- Health and Nutrition
- Horticulture
- Natural Resources
- Personal and Family Development

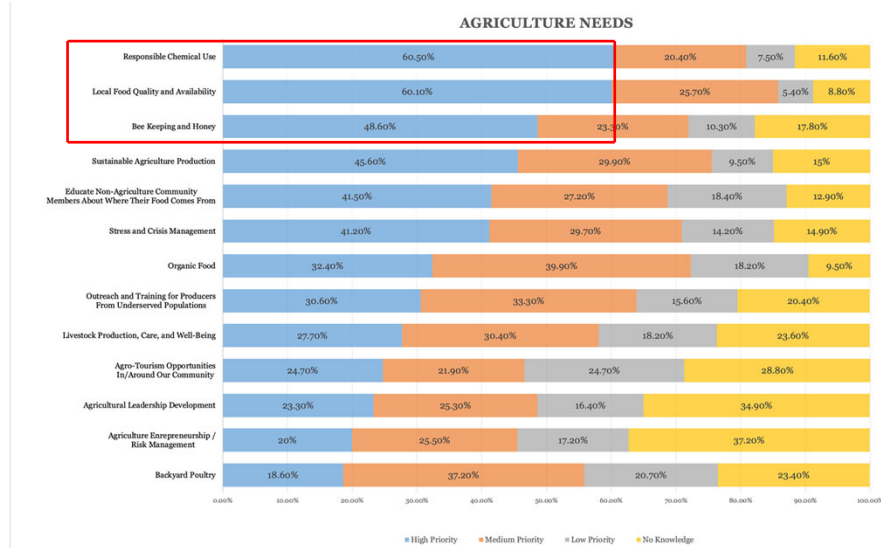


Photo Courtesy of VisitCarson



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Top Three Agriculture Needs

- 1. Responsible chemical use (60.50%)**
- 2. Local food quality and availability (60.10%)**
- 3. Beekeeping and honey (48.60%)**

Examples of topics offered by respondents:

Continue technical assistance for management reflecting

- *safe, sustainable food, fiber and livestock production practices*

for both

- *traditional farmers and ranchers &*
 - *urban gardeners*
- efficiently and safe environmentally*



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Top Three Community Development Needs

- 1. Increasing community involvement (55.10%)**
- 2. Building community collaborations (49.00%)**
- 3. Managing community growth (48.60%)**

Examples of topics offered by respondents:

- To increase quality of life, educate about
 - community service &
 - civic involvement, especially for
- Youth, such as 4-H and FFA along with other students as well as citizens to assist a variety of marginalized groups



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Top Three Health and Nutrition Needs

- 1. Access to nutritious foods (71.80%)**
- 2. Food on a budget (66.90%)**
- 3. Fitness and exercise (61.70%)**

Examples of topics offered by respondents:

-  healthful food availability for seniors & indigent people
-  health, weight management & nutrition education
- Education about
 -  food waste
 - preserving water quality.



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Top Three Horticulture Needs

- 1. Drought tolerant and low water use landscaping (58.50%)**
- 2. Plant selecting in the high desert (52.40%)**
- 3. Pollinator gardens and habitats (50.70%)**

Select topics offered by respondents included:

- Education about the Genetically Modified Organism (GMO) issue;
- Fire safe landscaping; and
- Best water conservation measures.



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Top Three Natural Resources Needs

1. Wildfire prevention education (68.30%)
2. Maintaining water quality/pollution prevention (60.70%)
3. Preservation of green, open, and/or agriculture spaces (60.00%)

Examples of topics offered by respondents:

- Education about best practices in coexisting with wildlife,
 - native birds, and
 - equines in urban settings;
- Conservation of open space; and
- STEM education for youth in natural and formal camp environments.



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Top Three Personal and Family Development Needs

1. STEM (science, technology, engineering, and math) education (59.00%)
2. Affordable youth activities (58.30%)
3. Workforce skills training (54.50%)

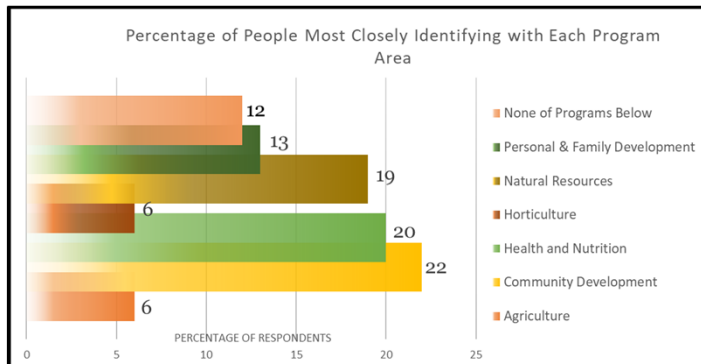
Examples of topics offered by respondents:

- Relevant career awareness, vocational training offering
 - certifications,
 - shadowing experiences and
 - apprenticeships;
- Financial management programs; and
- Alignment of K-college curriculum.



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What Issue Area(s) Do Participants Identify With Most Closely



Respondents (n=147) indicated they identified most closely with:

- Community Development (22%)
- Health & Nutrition (20%)
- Natural Resources (19%)



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Results of 28 Stakeholder Interviews

- Community assets
- Residents as positive community attributes
- Citizens as consumers requiring services



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Results of 28 Stakeholder Interviews (Continued)

- Implications of population and workforce growth on community resources
- Infrastructure requirements
- Implications of offering a breadth of educational opportunities to enhance quality of life



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Quotes



Photo Courtesy of Leticia Servin, 2020

"We are open to nutrition programs providing fresh fruits and vegetables such as afterschool and inschool if it supports educational standards."

"Education and drought tolerant plants, trees and living in a desert environment is a key issue for us – choosing low water landscaping that will grow here and not be eaten."

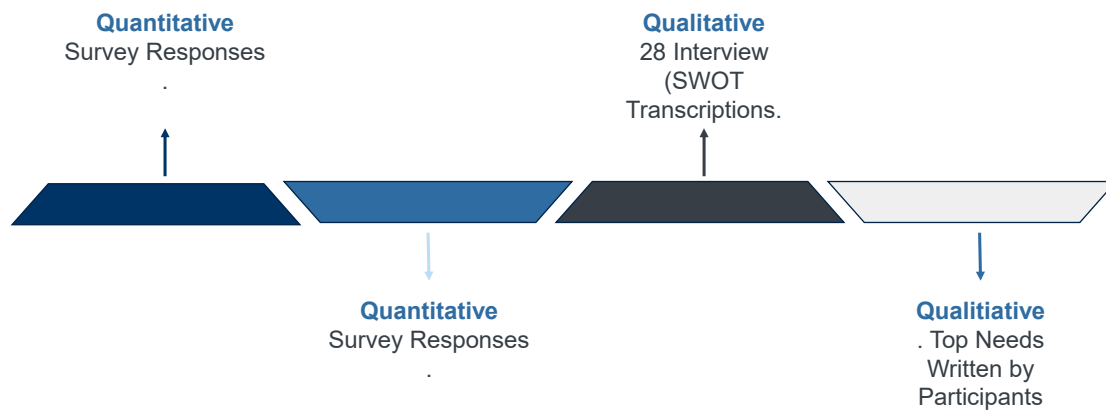
"You'll find our community a challenge. They will let you do whatever you want but you may not find the citizen and community involvement like other places."



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Data Analysis Using SPSS & NVivo



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Priorities Based on All Findings

- ***4-H, Youth Programming, Afterschool Education, Traditional Clubs focusing on a variety of projects; Family and Parenting Education***
- ***Gardening, Master Gardeners, Growing Education, Natural Resources Preservation***
- ***Food Preparation, Nutrition, Food Availability, Exercise and Wellness, Urban Food Production***
- ***Community Collaborations, Community Involvement and Community Relations***
- ***Water, Water Quality, Water Conservation, Water Pollution Prevention***

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Process



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Putting Results to Work

Collaborations and Volunteer Recruitment

Schools, Food Banks, RSVP, Senior Centers, Civic Organizations, Chamber of Commerce Tree Planting, Arts Institutions, Conservation Districts, CC Fair Board

Educational and Service Programs

4-H Youth Development, Juntos, 21st Century Learning Centers STEM and SNAP-Ed, Community Garden Virtual Tuesday Chats, Food, Nutrition, Go4Life, Strength & Conditioning Senior Programs

Local Services and Support

Community Produce Donation, Radon Test Kit Distribution, Horticulture Issue Consultation, Grow Your Own Virtual Classes, IPM Virtual Training, Wildfire Prevention Education, Capitol City Farm Days



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Thank You

Community Residents and Leaders
Survey Participants
Stakeholders
Business Leaders
Civic and Non-Profit Group Members
Resource Managers
Grant Funders



Photo Courtesy of VisitCarson

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