

Douglas County Community Assessment - 2009

Preliminary Report
Carson Valley Segment
May 11 - 14

Agenda for the Evening

- Welcome & Introductions: Clint Koble
- Opening Remarks: Michael Brown
- Nevada State Bank Presentation: Janet Andraski
- Thanks to Sponsors: USDA Rural Development, Cooperative Extension, NSB, & Douglas County
- Review the Process:
- “What was Said”:
- “What was Heard: Major Themes”
- Next Steps:
- Next Stops: TRE/South County; Tahoe, Priority Setting - July 30, 2009
- Amazing Masie
- Closing Remarks

A community assessment is the first part of a strategic plan. It is:

A community based planning and assessment process consisting of interviewing a large group of people in the community, recording their comments and having a team of experts write up implementation plans for community use.

Benefits to Your Community

- Opens communication in a non-threatening way
- Provides citizen views on critical issues to community leaders
- Allows the community to get a mirror-look at itself: where is it and where is it going
- Brings outside ideas into your community
- Can validate leadership actions
- Support your Master or Strategic Plan

Benefits continued

- Engage your citizens
- Identify opportunities
- Identify met and unmet needs
- Bring people and organizations together
- Bring new resources
- Stirs thoughts and ideas
- Increase volunteerism
- Assistance in grant applications
- Enhance community pride

Who Made this Happen?

- The Nevada Rural Development Council presented the community assessment process to the D.C. County Commissioners on February 5, 2009
- The D.C. County Commissioners unanimously approved the proposal
- Many Volunteers: Steering Committee, Team Captains, other volunteers.

Area Tour

- Gardnerville
- Washoe Tribe of NV & CA
- North County
- Genoa
- Minden
- Businesses and Area Attractions
- Facilitated by Michael Brown

Tour Guide



Tipping the driver!

Steve Lewis



Listening Sessions

22 one-hour sessions

Healthcare/Social Services/Non-Profits

Real Estate/Building & Construction

North County/Indian Hills General Public

Washoe Tribe of CA & NV

Parks & Rec/Trails Association

Gardnerville General Public

Minden General Public

Genoa General Public

Gardnerville Ranchos General Public

Financial Institutions

Business/Retail/Chamber/Tourism/Hospitality

Educators

High School – 2

Seniors

Religious

Manufacturing

Arts & Culture

Agriculture

Econ. Develop.

Public Safety

Government

Community Assessment Stats

- Interviewed 438 citizens in 22 listening sessions
- Received over 2340 comments from those citizens
- Received several dozen written comments
- The comments came from the 3 questions we asked: Challenges or Problems, Assets & Resources, Projects & Accomplishments in the short and long term
- Took what we heard and developed major themes

Comments: Problems and Challenges

- Don't Destroy the beauty of the area.
- The County is not easy to do business with. It's not good for business.
- There is a clash of wills between the tourism destination faction and the bedroom community faction.
- We need affordable housing opportunities, especially for single parent families.

Comments: Problems and Challenges

- We need to leverage our natural resources to attract people to the area.
- Bring in commercial development consistent with the beauty of the area.
- We need a clear vision of what we want to be.
- How do we get the word out?
- The challenge is creating excitement in the community to get involved.
- There is not enough revenue to support government in its current form.

Comments: Problems and Challenges

- There are no transportation alternatives – including a shuttle to the Airport.
- There is a lack of broad spectrum vocational training.
- It doesn't feel like we work together – at the Commission meetings we're always fighting about something.
- People don't feel like what they have to say is important any more.
- We have lots of human capital if we can find a way to bring that together with our opportunities.

Comments: Assets & Resources

- Rural Character
- People – Generous & Care About Each Other
- Access To & Beauty of Natural Resources
- Cultural Heritage
- Volunteerism
- Quality of Life
- Forward Thinking Community
- Water
- Safe Community
- Tourism Potential

Comments: Short Term Projects and Accomplishments

- Music Venues for Youth for Performances
- Hiking/Biking Paths
- Waste Water Improvements throughout the County
- Potable Water Projects throughout the County
- Complete the Next Generation 911 Project
- Review County Code & How the Code Impacts Ag Operations
- Create an Atmosphere for Creating a Diversified Economy
- Local Funding Plans for Projects

Comments: Long Term Projects and Accomplishments

- Multiuse Facility for Youth, Seniors and General Public
- Complete the Copeland Cultural Center
- Reroute Traffic on 395 from downtowns
- Nature Preserve at Genoa
- Wellhead Protection Program for all GIDs
- Use Purple Water for golf courses and common areas
- Maintain Historic Integrity
- Reauthorize Conservation Bond Act for Ag & River Protection
- Expanding Physical Plant at WNC
- Environmental Education to Teach our Citizens to be Responsible Stewards when they are Outdoors and Indoors

What was heard: Major Themes

MAJOR THEME

Business

Opportunities

SUB-THEMES

- Airport Utilization
- Arts & Culture
- Barriers to Business
- Business Incubator
- County Promotion
- Living Wage Jobs
- Small Business/Clean Industries
- Tourism Destination



Major Themes continued

MAJOR THEME

Communication



SUB-THEMES

- Cross Cultural
- Decision Making & Prioritization
- Education of Citizens & Leaders
- Regional Cooperation
- Town Hall Meetings
- Virtual Community Concierge

Major Themes continues

MAJOR THEME

Community Participation

SUB-THEMES

- Cross Promotions
- Invest in the community
- Underutilized Human Resources
- Volunteerism – Community Resource Directory



Major Themes continued

MAJOR THEME

Essential Services

SUB-THEMES

- Education
- Health
- Public Safety



Major Themes continued

MAJOR THEME

Infrastructure



SUB-THEMES

- Affordable Housing
- Bike Paths & Trails
- Coordinate Utility Services
- Multigenerational Complex
- Public Transportation
- Public Lands & River Access
- Roads-Traffic-Parking
- Water
- Floodplain

Major Themes continued

MAJOR THEME

Rural Character



SUB-THEMES

- Natural Beauty & Resources
- People – Farmers/Ranchers, Native Americans
- Small Town Atmosphere

Major Themes continued

MAJOR THEME

Seniors

SUB-THEMES

- Affordable Activities
- Senior Center
- Loss of Services – DMV & Medical
- Resource Bank
- Transportation



Major Themes continued

MAJOR THEME

Youth

SUB-THEMES

- Affordable Activities
- Employment Opportunities
- Financial Literacy
- Places to Hang Out
- Prevention Programs – alcohol, drugs, teen pregnancy, suicide
- Vocational Educational Opportunities



Next Steps

- We will return on July 30, 2009 to present our Final Report and facilitate Priority Setting.
- The Report will identify the major issues and our recommendations on how to address those issues
- We will include a list of resources available
- We will ask you to prioritize those issues into your top 3 or 4 issues as a place to start
- We will ask citizens to prioritize the number 1 issue that they would like to get involved with

Priority Setting & Follow Up

- This will be your opportunity to set direction for your community
- Also be an opportunity for citizens to volunteer to work towards their number 1 priority
- Develop advisory committee and action plans to address the major issues
- Keep your dreams alive
- Work together as a community

Next Locations

- Tahoe on May 27, 2009
- Listening Sessions @ the Lake Tahoe South Shore Chamber of Commerce
- Hispanic Listening Session to be announced
- Topaz Ranch Estates (TRE) on June 3, 2009
- 5 Listening Sessions @ the TRE Community Center

Amazing Maisie Video

- True story of a 30 year commitment by one individual for a community project.
- Imagine what your community could do working together on community projects!

Further Assistance

- Once priorities are set by the community, assistance will be offered by the Nevada Rural Development Council and your Resource Team.

Resource Team

- Robin Hodgkin: Nevada Arts Council
- Catherine Cole-Ferandelli: Winnemucca Work Force & Affordable Housing
- Rod Jorgensen: Nevada Small Business Development Center
- Bill Brewer: USDA Rural Development
- Des Craig: Nevada Commission on Economic Development/CDBG
- Ron Radil: Western Nevada Develop. Dist.
- Clint Koble: Nevada Rural Develop. Council

Resource Team



Left to right: Clint Koble, Robin Hodgkin, Catherine Cole-Ferandelli, Bill Brewer, Des Craig, Rod Jorgensen, and Ron Radil

Steering Committee

- Kathy Halbardier: Nevada Small Business Development Center
- Carole Thompson: Douglas County Business Industry Association
- Carl Dahlen: University of Nevada Cooperative Extension
- Steve Lewis: University of Nevada Cooperative Extension

They worked tirelessly for months on this project!

Steering Committee



Kathy, Carole, Steve and Carl

We'll be back Soon!

- Thank you Douglas County!
- Thank you Carson Valley folks

“Nothing speaks better of a community than a community that speaks of itself!”