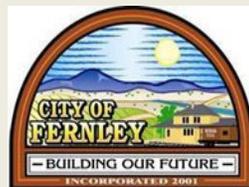


City of Fernley, Nevada Community Assessment

Preliminary Report January 27, 2011



Agenda for the Evening

- Welcome and Introductions
- Review the process
- Touring Your Communities
- What was said
- What was heard – Major Themes
- Next Steps
- The Power of One – “Amazing Masie”



A Community Assessment is:

A community based planning and assessment process consisting of interviewing a large number of people in the community, recording their suggestions and having a team of experts write up recommendations for community use.



Benefits to Your Community

- Locally- driven assessment process
- An opportunity to hear from community members
- Opens communication
- Brings “outside” ideas into your community
- In-kind contribution for grants
- New resources for you to use



City of Fernley Community Assessment

Hosted by the City of Fernley

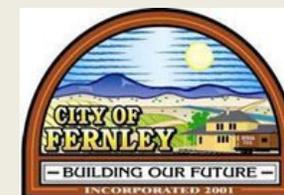
in cooperation with

Nevada Rural Development Council

University of Nevada Cooperative Extension

Made possible with financial assistance from

Nevada Community Development Block Grant Program



City of Fernley Community Assessment

Special THANKS to:

University of Nevada Cooperative Extension

Nevada Rural Housing Authority

Western Nevada Development District

Nevada Small Business Development Center



January 24 – 27, 2011

- Interviewed residents in **17** listening sessions from many different groups
- Three sessions with students
- Asked 3 questions (problems & challenges; strengths and assets; projects and initiatives)
- Took what we heard and developed major themes



Many THANKS!

Fernley City Council

Fernley High School

Silverland Middle School

Crosswinds Assembly of God

Local Team Captains

Fernley Senior Center

Pioneer Crossing

The People of Fernley



Touring Your Communities



Touring Your Communities



Touring Your Communities



What You Said

Quotable “Quotes”



Problems & Challenges

- Lack of 24/7 Medical Facility,
- “You Don’t Dare Get Sick after 5 or on the Weekends.”
- Lack of adequate public transit within Fernley and to other communities (Reno/Sparks, Carson, Fallon)
- “I am looking for a job and it is the hardest thing I've ever done in my life to find a job.”
- Lack of sidewalks, bike paths, walking paths
- Appearance
- Lack of activities for teens
- Communication within community, such as water



•Strengths & Assets

- Community pulls together in a crisis
- Community spirit
- Youth sports
- Swimming pool
- Shopping—WalMart, Lowe's, local small businesses, etc.
- Boys & Girls Club
- Small town atmosphere
- Good schools
- Rural feeling—quiet and safe



Strengths & Assets

- Volunteerism
- Race track
- Location-cross-roads of 50/80
- Potential for growth, lots of land
- Infrastructure
- Low crime
- Plenty of housing
- Canal
- Good parks



What We Heard – Major Themes

Communication

Community Amenities

Economic Development

Image

Infrastructure

Moving Around

Water

Youth



Communication

- Citizens to Government to Citizens Loop
 - Rumors
 - Informal Network
 - Difficulty in Informing Commuters
- Lack of Media Coverage
- Intergovernmental Communications
- Reader Board



Community Amenities

- Good Schools
- Swimming Pool
- Parks
- Churches
- Civic Groups
- Volunteerism
- Access to Public Lands
- Arts Community
- More Retail Shopping
- Family Friendly Restaurants
- Medical Services 24/7
- No Kill Animal Shelter
- Community Center
- Recycling
- Library
- **MOVIE THEATER**



Economic Development

- Location, Location, Location
- Ready, Willing and Able Workforce
 - Workforce Development
 - Vocational Education
 - Expand WNC Offerings
- Available Space for Development
- Available, Affordable Housing
- Industrial Parks
- Keep Fernley \$ in Fernley



Economic Development

- Tourism Attraction
 - Fernley Raceway
 - Depot/Museum
 - Develop Signature Event
- Downtown Redevelopment
- Finish Truck Stop
- Streamline Regulations
- Lack of Economic Development Plan



Image

- Great Bunch of People
- Small Town Atmosphere
- Community Spirit
- Quiet, Safe, Rural
- Friendliness
- No More “Ferntucky”
- Lack of Common Vision
- Beautification
 - Clean Up
 - Downtown
 - Portals of Entry
- Vacant Lots and Buildings
 - Weeds
 - Vandalism
 - Feral Animals



Infrastructure

- New School
- Industrial Areas
- Water/Waste Water Capacity
- Parks
- NV Pacific Parkway
- Road Repair/ Maintenance
- Sidewalks Near Schools
- High School Speed Zones
- Rail Crossing
- Canal Crossing
- Hospital
- Fiscal Issues



Moving Around

- Lack of Public Transportation – Local & Intercity
 - Loss of Taxi Service
 - Physically Divided Community
 - Sidewalks, Bike & Hike Paths
 - Connecting Subdivisions
 - Close to Interstate & Airport
 - Single Egress
 - Roundabout
 - Traffic Congestion
 - NV Pacific Parkway
 - Train To Reno



Water

- Bond Debt on the Water Treatment Facility
- State of the Art Treatment Facility
- Capacity for Growth
- Misperception on Water Quality
- Role of the Canal
- Trees and Greenery
- Need for Canal Repairs
- Communicate Accurate Information on Canal



Youth

- Lack of Things To Do
- Recreation Center
 - Pottery, Dance, Theater, Arts
- Boys & Girls Club Building
- Teen Center/Places to Hang Out
- Safe Travel for Kids
- Lack of Jobs for Youth
- Affordable Youth Sports
- Skateboard Park Improvements



Next Steps

We will be back in 8 weeks:

- Present Draft Report
- Analysis, recommendations, & resources
- You may get a copy at the Fernley City Hall
- Also on web site: www.cityoffernley.org



Next Steps

Your Mission:

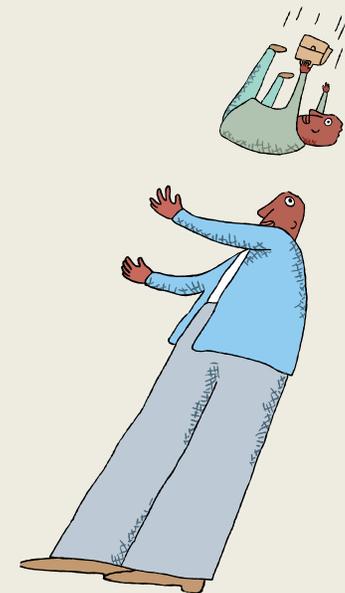
- Set Priorities
 - Form Action Groups
 - Develop Action Plans
 - Become Engaged



You are NOT on Your Own

Once priorities are set – assistance is available to help you accomplish your goals from:

- **Nevada Rural Development Council**
- **University of Nevada Cooperative Extension**
- **Your Resource Team**



The Power of One !

“Amazing Masie”

*What one person can do to
make a difference in your
community!*



THANK YOU from the team....



Carl

Michael

Lisa

Rod

Ron



See you in 2 months!!!

Nevada Rural Development Council

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