

City of Fernley, Nevada Community Assessment

January 2011
Final Report



Presented by

Nevada Rural Development Council

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Collaborating Partners

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City of Fernley, Nevada

The People of Fernley



City of Fernley Community Assessment 2011

City of Fernley Community Assessment

January 2011

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Executive Summary

The City of Fernley requested the Nevada Rural Development Council (NRDC) to complete a Community Assessment for the city. Funding was secured through the Community Development Block Grant Program and local city resources. The NRDC assembled a trained and certified resource team to assist in evaluating community challenges, assets and hopes. The four-day assessment began Monday, January 24, 2011 and concluded with a Town Hall Meeting in the City Council Chamber on Thursday, January 27, 2011.

A word heard many times during listening sessions regarding Fernley was “potential.” Even under current hard economic conditions, many residents saw the great “potential” for the future of the city. The location of Fernley on three major highways, the accessibility for rail service, the availability of affordable housing, and the capacity of the city’s water and waste water systems are just some of the basis for this “potential.” Fernley has the potential for growth in its industrial, commercial and residential sectors. Fernley has the potential to become one of Nevada’s foremost cities.

Over the four days the team was in Fernley, they toured the city, participated in 19 listening sessions and received hundreds of citizen comments. Those comments led to the formulation of the eight major themes identified in this report. At the end of each day, the resource team met to review the comments collected and to assemble the major themes. After the last listening session the team compiled a Preliminary Report which included the identified themes and presented it to the community at the Town Hall Meeting. The eight themes identified by the team are in alphabetical order: Communication, Community Amenities, Economic Development, Image, Infrastructure, Moving Around, Water, and Youth.

There is considerable information in this report ranging from citizen comments to write-ups from the resource team which include potential resources to help community members carry out suggested recommendations. It is through the efforts of those who participated in the process and their desire to build a better tomorrow for the City of Fernley that this assessment has any validity. Please take the time to read this report. If nothing else it should stimulate action and hopefully engagement by community members.

The key to the success of this planning process will be its implementation. The assessment identifies the needs of the community as presented by its citizens. Only as citizens become engaged in the process of carrying out the actions identified through this process will these efforts have a lasting impact on the community. Anyone reading this document is encouraged to become part of the solutions to the problems and challenges identified within it.

The Nevada Rural Development Council (NRDC) is a 501(c) 3 non-profit organization dedicated to the enhancement of rural communities in Nevada. Its mission is to “raise the capacity of rural communities.” For questions or comments regarding this report, contact the NRDC.

Introduction

A word heard many times during listening sessions regarding Fernley was “potential.” Even under current hard economic conditions, many residents saw the great “potential” for the future of the city. The location of Fernley on three major highways, the accessibility for rail service, the availability of affordable housing, and the capacity of the city’s water and waste water systems are just some of the basis for this “potential.” Fernley has the potential for growth in its industrial, commercial and residential sectors. Fernley has the potential to become one of Nevada’s foremost cities.

It was with this understanding for its “potential” that the City of Fernley approached the Nevada Rural Development Council to arrange a Resource Team Visit. The team consisted of five individuals who live and/or work in Rural Nevada and who are certified to be team members. The resource team spent four days in the city where they learned a great deal of new information as they listened to residents share their thoughts and feelings about their city. The team felt a genuine sense of commitment to this grass roots process from those who participated. The team was pleased and honored to be invited into your community, your businesses, and your friendship.

Funding for this project came from two sources. One source was the Community Development Block Grant Program through the Nevada Commission on Economic Development. The other source was through the City of Fernley.

There is considerable information in this report ranging from citizen comments to write-ups from the resource team which include potential resources to help community members carry out suggested recommendations. This assessment could not have been possible without the great turnout by local residents and their willingness to share their thoughts about their community. It is through the efforts of those who participated in the process and their desire to build a better tomorrow for the City of Fernley that this assessment has any validity. Please take the time to read this report. If nothing else it should stimulate action and hopefully engagement by each of you in your community.

Acknowledgements

For a Community Assessment to be successful many people need to be involved in the process to create that success. First is the willingness of Mayor LeRoy Goodman and the Fernley City Council to seek input from residents as to their thoughts about the future of the city. Second is the work by Fred Turnier and the staff of the Community and Economic Development Department in pre-planning efforts and logistical support for the resource team. Special acknowledgement goes to Shannon Weltzin and Leslieann Hayden without whose help this assessment could not have taken place. Third are the many groups and individuals who helped bring together people for the listening sessions. These include the Lyon County School District and the schools in Fernley as well as the Lyon County Sherriff's Department, the North Lyon County Fire District, the Fernley PTA, the churches of Fernley and the Fernley Rotary Club. Finally, participation by the citizens of the City of Fernley was essential to the success of this process. Not only did many of you participate, you also made the team feel warmly welcomed in your community.

Members of the team spent four days listening to and evaluating the many comments they heard from those of you who participated in the 19 listening sessions held during their visit. Each member of the team volunteered his or her time to be in your community and additional time to write up what was heard, make recommendations to address the themes that arose from the listening sessions and identify potential resources that may be used to carry out those recommendations. Each member brought his or her unique expertise and background to the process which gives this report a broad perspective.

Other generous contributions came from the Western Nevada Development District, the Nevada Rural Housing Authority, and the Nevada Small Business Development Center by providing staff to be team members. Additionally, support for the community assessment process came through the University of Nevada Cooperative Extension. Extension's role in the success of this process is a testimonial to their commitment to rural Nevada. Finally by providing funding for this assessment, the Nevada Commission on Economic Development's Community Development Block Grant Program showed their commitment to assisting rural Nevada communities to become better places to live, work and raise families.

The Nevada Rural Development Council

The Nevada Rural Development Council (NRDC) is a 501(c) 3 non-profit organization dedicated to the enhancement of rural communities in Nevada. It is a collaborative public/private partnership comprised of federal, state, local, tribal, university, non-profit organizations and private sector individuals dedicated to collaboration and partnership.

The NRDC mission is to “raise the capacity of rural communities.” The NRDC seeks to carry out its mission by:

- Providing rural communities with strategic planning assistance, including community assessments, asset mapping, and plan implementation.
- Providing leadership development as a foundation of every community.
- Providing access to resources.
- Serving as a networking link between resources and needs.
- Promoting the quality of life in the values, needs, and contributions of rural communities.

The NRDC is governed by a board of directors and supervised by its executive committee. Through their determination and tenacity, the NRDC has continued its presence in rural Nevada through growth and challenging times.

For more information on the Nevada Rural Development Council, please contact:

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Strategic Planning & Community Assessments

Strategic planning is essential for every community to reach its goals and objectives. Without a plan, there is no roadmap to success. Residents of a community will follow community and elected leaders down any path if they believe in the plan presented to them. Community master plans may be the basis for strategic planning in rural communities; but often these plans are primarily land and water use plans. A “community plan” is an important compliment to a master plan; it does not replace it, rather it reinforces it.

Community assessments provide the first step, the visioning step, in the strategic planning process. It 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 implementation plans for community use. This is a very neutral, non-threatening process where citizens can give input without criticism or debate. Because it is citizen-based, it adds tremendous validation to master plans, strategic plans, community development plans, and the elected officials that use these plans for implementing strategies.

The benefits of a Community Assessment include providing an opportunity to hear from community members, offering an affordable process, opening of communication between citizens and government, bringing “outside ideas” into the community, identifying new resources for communities to use, and providing a source of in-kind contributions for grants. Additional results include leadership development, an increase in volunteerism, and also an increase in civic engagement.

The key to the success of this planning process will be its implementation. The assessment identifies the needs of the community as presented by its citizens. Only as those citizens become engaged in the process of carrying out the actions resulting from this process will this plan or any plan have a lasting impact on the community. Each of you reading this document is encouraged to become part of the solutions to the problems and challenges identified in this document.

The resource team and the Nevada Rural Development Council are honored to bring this great engagement process to your community. It is our hope that it will provide benefits short-term and long-term for the residents of the City of Fernley.

Process for the Development of this Report

The Fernley City Council requested the Nevada Rural Development Council (NRDC) to complete a Community Assessment for the City of Fernley. Funding was secured through the Community Development Block Grant Program and local county resources. The NRDC assembled a trained and certified resource team to assist in evaluating community challenges, assets and hopes. The team then developed suggestions for improving the quality of life, social and economic future in Fernley. The four-day assessment began Monday, January 24, 2011 and concluded with a Town Hall Meeting in the City Council Chambers on Thursday, January 27, 2011.

Before the resource team started the assessment they received an orientation to Fernley and given the listening session schedule and toured the community. They then participated in 19 listening sessions and received hundreds of citizen comments. Those comments led to the formulation of the eight major themes identified in this report. Participants in the listening sessions were asked to respond to three questions. Their responses served as the basis for developing the final report and the ensuing action plan. The three questions were:

- **What are the major challenges or problems in your community?**
- **What are the major assets or strengths in your community?**
- **What projects or initiatives would you like to see completed in the short term (24 months) or in the long term (5, 10, or 50 years from now) in your community?**

At the end of each day, the resource team met to review the comments collected and to assemble the major themes. After the last listening session the resource team compiled a Preliminary Report which included the identified themes and presented it to the community at the Town Hall Meeting. The eight themes identified by the team are in alphabetical order: Communication, Community Amenities, Economic Development, Image, Infrastructure, Moving Around, Water and Youth.

On Tuesday, March 29, 2011 citizens of Fernley came together in a Priority Setting Meeting. At that meeting those present prioritized the eight themes as follows:

Economic Development
Water
Youth
Image
Communication
Moving Around
Community Amenities
Infrastructure

People then volunteered to address issues of Economic Development, Youth, a No-Kill Animal Shelter, Communication, Hiking and Biking Trails, Desert Cleanup and Water.

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Schedule of Listening Sessions

Monday – Thursday, January 24 – 27, 2011

Monday, January 24	Activity	Location
10:00-11:30 AM	Team Orientation	Council Chambers
11:30-1:30 PM	Lunch with Team Captains	Council Chambers
1:30-5:00 PM	Tour of Fernley	City Van
Tuesday, January 25	Activity	Location
7:45-8:45 AM	Educators	Cottonwood Elementary School
9:30-11:45 AM	High School Students	Fernley High School
1:15-2:40 PM	Middle School Students	Silverland Middle School
3:15-4:20 PM	Educators	Silverland Middle School
4:30-5:35 PM	Financial	Council Chambers
6:30-8:00 PM	Dinner with PTA	Council Chambers
Wednesday, January 26	Activity	Location
8:00-9:05 AM	Business Community	Council Chambers
9:10-10:15 AM	Public Safety	Council Chambers
10:20-11:25 AM	Industry Group	Council Chambers
11:45-1:15 PM	Lunch with Seniors	Senior Citizen Center
2:05-3:10 PM	Faith Based Sector	Council Chambers
3:15-4:20 PM	Civic & Social Services	Council Chambers
5:00-6:05 PM	Agricultural Community	Council Chambers
7:00-8:30 PM	Faith Based Sector	Crosswinds Assembly of God
Thursday, January 27	Activity	Location
8:00-9:05 AM	County Representatives	Council Chambers
9:10-10:15 AM	Retirees	Council Chambers
10:30-11:35 AM	City Staff	Council Chambers
2:00-3:00 PM	City Staff	Council Chambers
7:00-8:30 PM	Preliminary Report	Council Chambers

On Thursday, January 20, two team members held a listening session with the Fernley Rotary Club from Noon to 1:30 PM at the Round Table Pizza Parlor.

Major Themes

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
- 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

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- 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

Priority Setting Results

A Town Hall Meeting was held **Tuesday, March 29, 2011 from 6:00 to 8:00 PM in the Fernley City Council Chamber**. At that time, members of the Resource Team presented the Draft Report for the City of Fernley Community Assessment. Residents then prioritized the eight themes identified through the listening sessions and begin to develop action plans to address them. The prioritized themes are:

- Economic Development
- Water
- Youth
- Image
- Communication
- Moving Around
- Community Amenities
- Infrastructure

People then volunteered to address issues of Economic Development, Youth, a No-Kill Animal Shelter, Communication, Hiking and Biking Trails, Desert Cleanup and Water.

Team Member Recommendations and Resources

Theme: Communication: Carl Dahlen

Issues:

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

Communication is an issue in any community. But in a community like Fernley, it can become critical. Without adequate forms of communication, citizens and particularly those who commute elsewhere to work become disengaged with their community and the activities that take place there. Another factor that creates a challenge to communication is the rapid growth that has taken place in Fernley the past several years. One commenter put it this way, “Maintaining the sense of a small community in a flash grown community is very difficult. At one time, everybody knew everybody inside of a restaurant. We have become an area where nobody knows anybody. We need better events and communication.” Another noted, “We have an informal network, informal communication that is within the entire city. We don't have a daily newspaper or radio stations and the gap is being filled through electronic media or word of mouth.” One of the problems of this type of informal communication is that it is not always accurate. Rumors can spread that are not based on facts but rather on misinformation. Also, communication is a two way street. One person commented, “We need communication here in Fernley from the City down, and from up to the City and such. We can't blame just the city because obviously the community doesn't always communicate to city.” As a result of this lack of two way communication, decision makers may find themselves at odds with the citizenry because people are not expressing their needs and desires. When identifying challenges, another person said, “Communication is a problem. I have been into another listening session and heard people who spend so much time bashing the city. They need to come to the city council and start working with city staff. They're not the bad guys and we're in an economic crunch too.” It was also noted that, “There is good communication between county and city employees. There is good communication as far as services that are offered. There is accessibility in getting names and phone numbers.” City staff and elected officials are not removed from the community but are ready, willing and able to communicate with their constituency. Residents need to be informed that this is the case and they need to learn how they can interact in a positive manner to help the city move forward.

Recommendations:

When it comes to improving communication, there is no one magic answer. Communication is an ongoing process and necessitates using all methods available. Suggestions were made to use the local newspaper, put flyers in water and other utility bills, install reader boards at various locations in town, post notices in prominent places like the post office, make use of email and

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other electronic means, etc. However even with the use of all these avenues to reach out to members of the community, until residents become engaged in their community they will be little inclined to pay attention to the information they are given. Engagement is a key. Getting residents to become a part of the community and its activities will lead them to seek out information. One commenter said, “The people that are here genuinely care about what happens in the city.” The reality of this comment was particularly evident during the flood of 2008 when people jumped at the chance to help others.

One way to improve communication is to encourage and enhance local events and activities. As people become involved in these activities, they may develop a greater commitment to the community. There are already a number of youth sports activities, school based opportunities and community events in which residents can find a place to be involved. However some people need to be invited to participate in these activities or they feel they need get permission to play a role. It is important that people know that there is not an exclusive club of volunteers and they can find a place for themselves. There are organizations like Nevada Volunteers that can help match people to volunteer opportunities. It is also possible for a local organization like the Fernley Chamber of Commerce to act as a volunteer clearing house. But a simple invitation may be all that it takes to encourage someone to become involved in their community.

Another recommendation is for groups and individuals to build close working relationships with the few media outlets that are available in Fernley. These include the Fernley Leader and its parent the Reno Gazette-Journal, a couple of on-line businesses like Fernley News, and the three television stations in Reno. Most media outlets are looking for news worthy stories. By taking the time to provide story opportunities, it helps them to fill time and space. Also, consider the radio stations that cover the local area such as KSVL in Yerington, KVLV and KHVG in Fallon. These smaller market stations are able to focus on local issues and events. Another possibility is to encourage someone to start a radio station in Fernley. In Gerlach, there are two local entrepreneurs who are each starting small low power FM radio stations for the Black Rock area. A local radio station can promote events in Fernley, broadcast high school sports, and inform people of local items of interest. With a population base of 18-20,000 there may be sufficient support to make such a venture possible. There are several websites that provide information on starting a small radio station. It is also possible that there may be a media company that would consider expanding to a community like Fernley. Once media outlets are identified, people need to be informed that those outlets will provide information specific to Fernley and they need to be encouraged to support media that supports Fernley.

Resources:

Fernley Chamber of Commerce: <http://fernleychamber.org>

Nevada Volunteers: www.nevadavolunteers.org

Fernley Leader: www.rgj.com/section/FERNLEY/fernleyleader

Fernley News: www.fernleynews.com

Local Radio Stations: www.ksvl92.com; www.kvlv.com, & www.khwgclassiccountry.com

Radio Startup Assistance: www.ehow.com/how_2164371_start-radio-station.html,
<http://themulcher.com>, plus other sites

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Theme: Communication: Rod Jorgensen

Issues:

- Citizen Input and Town Hall Meetings
- Sharing Local Information
- Educating Citizens and Leaders
- Community Cooperation and Involvement

During our listening sessions, there was a great variety of complaints dealing with communication within the community. Many citizens were concerned with the level of apathy present in the community—few people volunteer or frequently participate in local events. There were also concerns voiced regarding the ability of the city representatives and leaders to hear the opinions of the citizens and relay information back to them in an effective manner. Many of the people attending the listening sessions also voiced their belief that Fernley needs a unified goal and direction to move toward.

Recommendations:

Expand and Simplify Attempts to Gain Citizen Input

From the comments at the meetings we held, it was evident that town hall meetings frequently have limited citizen attendance and participation. Instead of hosting these meetings, city staff can attend the monthly functions of the major service organizations from around the area. These organizations can include the Kiwanis, Rotary Club, Elk Foundation, regional churches, Boy Scouts, etc. Having the city staff go to the meetings that community members already attend should be far easier than attempting to get citizens to attend infrequent town hall meetings and should ensure maximum citizen input into city affairs. Oftentimes, the only reason people do not get involved is because they were never asked in the first place. By making the effort to go into these community organizations, the city should be able to secure a host of new volunteers as well.

Furthermore, Fernley has a very strong faith-based community; however, its various churches are often overlooked as a potential resource to the community for the dissemination of information. The type of members that churches attract tend to be community-minded and therefore are perfect candidates to aid the city in gaining input on—and distributing information about—city events and other happenings.

Reader Board

While it is easy for someone to create and post a notice, it is quite difficult to ensure that other people will actually see or read it. Fernley stands to distinctly benefit from some form of centralized communication. This is especially true due to the fact that the population of the city lives in moderately close quarters to each other (especially when compared to some of the other sprawling rural counties of Nevada). While there are many possibilities for centralized communication, the best alternative based on Fernley's structure and population distribution is the construction of a centralized reader-board.

Through our meetings with the citizens of Fernley, we learned that the city had a reader-board in the past which was highly utilized for disseminating important information. The new,

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renovated reader-board could take advantage of technological innovations and cycle between many different announcements each day. This would help alleviate some of the excess waiting times and demand that plagued the old reader-board. However, in other rural communities around the nation, there has been significant resistance to the implementation of electronic reader-boards, as they can disrupt the “rural character” of the community. Citizen input needs to be taken into account when making the decision between a traditional or electronic board. Regardless of the type of reader board, it needs to be noted that the board should not replace the existing websites and informational sources of the city, but rather it should supplement them, informing Fernley citizens where they can go to get further information.

City Board Training/Leadership Training

There were mixed reviews of the city officials, as can be expected with most governing bodies. Regardless of the level of popularity of the city board members, it is still strongly recommended that they attend leadership training and city board training programs. While it is sometimes difficult to persuade elected officials that they stand to benefit from leadership training, I believe the community-centered Fernley city representatives would welcome such an opportunity. The Rural Economic Development section of the Nevada Commission on Economic Development features a praised city board and leadership training module that should be used by all current and future city officials in Fernley.^{1 2}

Increased Local Coverage in Newspaper

During the listening sessions, it was noted that the content and size of the Fernley print newspaper had been declining in recent years. The recent economic recession has hit the print media industry especially hard, and while there are limited options for concerned citizens of Fernley to increase the size of the print edition, there is huge potential for them to increase the local content that can be found online. www.FernleyNews.com has a good deal of local community content. They have a “Who Does It?” business directory for local businesses to register their specific areas of expertise, an online blog system, and thorough coverage of community events with an event calendar.³ The online blogs commenting on community events used to be much more active than they appear to be now. The citizens of Fernley should play an active role in the media coverage of their own community and should encourage others to go online and participate in the blog discussions. In order to increase the awareness of the online version of the newspaper, messages should be developed and displayed on the new reader-board which direct citizens to the website. An expanding local community on the website could also give the owners of the newspaper incentive to increase the community coverage in the print edition as well.

¹ *Leadership Training*: Nevada Rural Development Council. Contact Clint Koble, Phone: (775) 546-3298

² *City Board Training*: Nevada Commission on Economic Development. Contact Joe Locurto, Rural Economic Development, Carson City. Phone: (775) 687-4325. www.diversifynevada.com.

³ Fernley News Website. <www.fernleynews.com>

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Fernley Asset Map

The citizens of the City of Fernley represent a broad and diverse range of skills and experience; however, many members of the community are not aware of what areas their fellow citizens excel in. In order to better understand the collective skills of the community, Fernley should create an “Asset Map” that would provide the citizens with a database of talents and resources. Dr. Tom Harris at the University of Nevada, Reno has worked in the asset mapping field before, and the Nevada Rural Development Council has some templates that other communities have used in the process.⁴ For other regions that attempted asset mapping, it was recommended that the leadership class at the local high school take on the project and do the required interviews of community individuals. With the strong students that Fernley high school produces, it would be well within their capabilities to do the same. Through the process, the students would learn the importance of civic engagement and help Fernley develop its own unique identity.

AM Radio Station

In my research, I considered that an AM Radio Station could be used to expand communication regarding the decisions of the city council and local community events. The student government at the University of Nevada, Reno (ASUN) recently implemented an AM station, which serves as a useful case-study to analyze.

In 2002, the student government successfully launched an AM radio station, 1700 AM. In 2007, the radio station was moved to the recently constructed Joe Crowley Student Union and it was expanded to include an on-air studio, production room, manager office and space for DJ’s. By the estimate of an administrative faculty advisor to ASUN, the student government has purchased close to \$400,000 worth of equipment, work by engineers, and capital improvements to the station location. According to the most recent version of the ASUN budget, Wolf Pack Radio’s annual budget was just over \$37,000, including wages, travel, and operating expenses. Wages was the highest of any category, at \$20,000.⁵

A representative from ASUN that I discussed Wolf Pack Radio with expressed his belief that the station was a good service to students but questioned whether that service was worth the large initial price tag. He also said he believed that the online component of Wolf Pack Radio (an online streaming radio component) was more useful than the AM component.

An AM station could be a great way for Fernley to disseminate community information, but it does come with a higher price tag than many of the other options discussed in these recommendations. An internet component could be a less-expensive alternative to a complete AM station, but the internet radio may not be as widely used with the Fernley community as it is on the UNR campus.

⁴ Dr. Thomas Harris, Department of Resource Economics, University of Nevada, Reno, Mailstop 0204. Phone: (775) 784-1342. Email: harris@cabnr.unr.edu.

⁵ ASUN Budget, accessed on the ASUN Website on 3/11/2011. <<https://asun.unr.edu/government/investments.aspx>>

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Resources:

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- *City Board Training*: Nevada Commission on Economic Development. Rural Economic Development, Carson City. Phone: (775) 687-4325. www.diversifynevada.com.
- Dr. Thomas Harris, Department of Resource Economics, University of Nevada, Reno, Mailstop 0204. Phone: (775) 784-1342. Email: harris@cabnr.unr.edu.
- ASUN Budget, accessed on the ASUN Website on 3/11/2011 <<https://asun.unr.edu/government/investments.aspx>>
- Fernley News website. www.fernleynews.com

City of Fernley Community Assessment 2011

Theme: Community Amenities: Lisa Dayton

I want to thank the citizens of Fernley for welcoming our team into your community and your active participation in the various listening sessions. Throughout the assessment process, it became evident that members of the community value the rural atmosphere and family values that attracted them to this small community in the first place. But the majority of citizens recognize that for the community to continue to appeal to current and future residents, services such as emergency medical, recreation, arts and entertainment, dining and shopping need to continue to be cultivated. Not only will the added amenities attract new business, new residents and overall economic development, but also provide more opportunities for residents to “live, work and play” in Fernley as well as “keep local dollars local”.

There were several examples of Fernley features that citizens felt Fernley had done right. The local Swimming Pool was a popular example of a recreational amenity that citizens were proud of. Residents were grateful that shopping needs were being met by the local Wal-Mart and Lowe’s stores and future Walgreens eliminating the need for last minute trips to Reno/Sparks for basic necessities. The abundance of churches and civic organizations being supported by a relatively small city was identified as solid evidence that Fernley citizens were motivated by family values and civic pride. But citizens were also grasping for more; more shopping, more entertainment, more reasons and events to get out and connect within the community. The following wish list represents those desired community amenities that our listening group heard over and over again.

Expanded Medical Services

The lack of 24/7 medical services in Fernley was a minor frustration for some and a major concern for those citizens who deal with a chronic medical condition or lack transportation to Reno. Perhaps Fernley’s supply of vacant and below market valued homes could be used as a means of attracting qualified medical professionals to your community. My recommendation would be to explore the option of collaborating with a local civic organization to purchase homes which are then made available to medical professionals who are willing to live and work in your community. This incentive could be used to offset salaries and lower the overall cost of expanding the operating times at the current urgent care facility.

Arts, Music, Theater, Community Center & Local Restaurants

After mulling over the expressed desire for (1) more opportunities and events that cater to the arts, (2) local restaurants that are not linked to casinos, and (3) a community center that functions as a gathering place and social event venue; it occurred to me that a community the size of Fernley might be best served by combining amenities into an Art Community Collaborative.

Our team was very interested in the vacant Ace Hardware building and speculated if it might be large enough to house a multi-use community center. Based on what I heard from Fernley locals, I would urge you to explore this space for use as a Community Theatre that could also be leased out for social functions. The facility could house a commercial kitchen and small bistro as well as a separate art studio and music studio.

City of Fernley Community Assessment 2011

The commercial kitchen would be available to support social functions, dinner theater, leased out for culinary arts classes, leased to small entrepreneurs looking to produce local foods, local catering professionals, bakers and street vendors. There are many examples on the internet of rural communities providing commercial kitchen space to encourage small business development and promote local foods. I would encourage you to read about “Maine’s Shared Use Kitchen Coalition” at www.thresholdtomaine.org . According to Mark Hews, RC&D Coordinator for Threshold To Maine RC&D Area, these projects are typically funded by combining USDA and CDBG funds with community fundraising efforts.

Recycling

So many of you cringe at the thought of throwing recyclables into the trash and Fernley, you are not alone. Many of Nevada’s rural communities are not yet able to support their own recycling program. The good news is that there may be one more reason to love your local Wal-Mart store. The Wal-Mart in Lawrence, Kansas collaborates with local government to provide a full recycling center. Wal-Mart owns the “Eco Center” and the facility is operated by a local community organization. For more information see www.lawrenceks.org/wrr/walmartcenter. The facility not only generates revenue from local users, but also draws shoppers and recyclers from other rural communities.

Resources

Mark Hews, RC&D Coordinator, Threshold To Maine RC&D Area, (207) 743-5789 x113, (207) 217-1014 Mobile, mark.hews@me.usda.gov

City of Fernley Community Assessment 2011

Theme: Community Amenities: Michael Guss

Issues:

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

Residents who participated in the listening sessions appreciated the amenities Fernley had to offer, but at the same time also had suggestions for increasing services available to residents.

Parents, students, and teachers felt that the Fernley school system was a quality school system. Participants in the listening sessions were especially proud of the new middle school building, though some high school students thought that the middle school building should be the high school building.

Residents were proud of the swimming pool, which is available year round and is highly utilized. Residents liked the parks they had, but many residents wanted more bicycle and walking paths throughout the city.

Residents felt that there was a strong, and growing, faith-based community that is a positive force in the community.

Residents felt that there are many civic and arts oriented organizations in Fernley that do positive work in the community.

Residents appreciated the volunteerism that there was in the community, but they also felt that there could be more volunteers. Generally we heard that there are about 1,000 active volunteers out of 18,000 residents.

Residents would like to see improved access to, and maintenance of, public lands within the City's limits. Specifically, there were complaints about trash strewn roads on federal land within the City's limits.

City of Fernley Community Assessment 2011

Many residents would like to see the growth of the arts community, including public art displays and festivals and a community center which had a stage for community theater events.

Residents were thankful for the retail shopping opportunities they had, especially the Wal Mart and new Walgreens, but they also felt that too many residents shopped in Reno on their way home from work. Residents would like to see some of the bigger chain stores in Reno locate in Fernley.

Residents were complimentary of the restaurants located within the Casinos, but many families would like to see a restaurant not attached to a Casino.

There was a strong desire for a 24/7 urgent care clinic or a full service hospital within Fernley. Residents were worried about the transit times to Reno for injuries such as broken bones, cuts, etc, at night and on the weekends.

There was a large feral cat problem in the City of Fernley. Many residents lamented the lack of a no-kill animal shelter in the area, and said this caused many people to take cats into their homes rather than take them to the shelter in Silver Springs, where the cats could be euthanized. Residents would like to see a no-kill animal shelter that operates within the City of Fernley.

Residents were disappointed that the current trash contract does not allow for recycling; many residents would like to see a recycling program within the City of Fernley.

Residents appreciated the Fernley library and had positive things to say about the library's staff, but felt it had inadequate shelf space, and an inadequate number of computer stations, for the City's population.

People were tired of traveling 56 miles round trip into Sparks to go see a movie, and would like a movie theater in the City of Fernley.

Recommendations:

Hospital:

A hospital in Fernley will only happen if it can be shown to be a profitable investment. Generally speaking, rural hospitals with higher than average labor costs are at risk of failure.⁶ Higher patient volume also tends to make rural hospitals profitable.⁷ For a hospital to be profitable in a rural area in 2002, it needed to have greater than 2,500 annual admissions.⁸

One of Fernley's biggest challenges—the high foreclosure rate—can be turned into an asset when recruiting a hospital. We heard that the mean home price in Fernley is now \$114,000 a

⁶ Stensland, Jeffrey and Milet, Meredith. *Variance in the Profitability of Small Town Rural Hospitals*. Office of Rural Health Policy, Health Resources and Services Administration 2002. P. 4

⁷ Id. P. 9.

⁸ Id. P. i.

City of Fernley Community Assessment 2011

year; this makes for a substantially lower cost than in Northern or Southern California, and could potentially enable a hospital to recruit high quality doctors at a reasonable cost.

However, Fernley needs to be able to document the number of Fernley citizens who are admitted into Reno hospitals every year. If that number is greater than 2,500, the City will have the data it needs to recruit a hospital to the area. If that number is less than 2,500, there may not be a sufficient market to support a profitable hospital within the City of Fernley.

Even if the market does not support a hospital at this time, the City could engage in a long-range planning effort that includes a hospital. Long range strategic planning make help a Fernley hospital into a reality.

Walking Trails:

Residents were appreciative of the parks that they had, but many residents would like to see walking trails throughout the community—especially by the Truckee Canal. Pedestrian recreation—especially for people who wished to walk their dogs—was lacking in Fernley.

Storey County recently financed the construction of a walking trail in Lockwood with a \$25,000 grant from the State Land and Water Conservation Fund and \$25,000 of in-kind donations. If such funding is available in the future, the City could take the same approach to construct pedestrian and biking paths within Fernley's City limits.

Any trail will need to be treated with care by its users, and kept clean. We heard that roads on Bureau of Land Management Land within the City limits are frequently strewn with large trash, such as mattresses and televisions. Addressing this issue will require sustained community involvement.

The community should consider holding a clean up day that includes all of the civic and faith-based organizations we heard positive things about plus any interested citizen volunteers. After that, a public awareness campaign could be started to inform people about the negative consequences of dumping on public lands.

Library:

Residents were complimentary of the Fernley Library's Staff, but there were complaints about the library's small size—specifically the lack of shelf space and the lack of computing stations.

The Lyon County School District is currently working with the City on a project that could place a computing center within City Hall. This would add to the City Hall/Library complex's computing capacity and address the long lines for computing terminals issue.

The Fernley Library is part of the Lyon County library system. Constructing a new library, with expanded shelf space, is probably cost prohibitive. But the Lyon County Library System could use technology to reduce the amount of shelf space needed, while expanding its offerings.

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Some libraries have recently begun lending out e-readers that come preloaded with books purchased by the library. The Fernley Library could explore a possible partnership with Amazon, one of the City's largest employers, to provide preloaded Kindles to interested readers.

Some libraries have started to lend out Kindle ereaders, loaded with book purchased by the library. The Ephrata Public Library in Pennsylvania recently started lending out 15 Kindles, all preloaded with books that the library could not store on its limited shelf space.⁹ Adopting this approach, could expand the library's offerings without the high cost of constructing additional shelf space.

It is important to note that you cannot borrow an ebook from a library to a privately owned Kindle. All libraries using Kindles are lending out the actual device, preloaded with books ordered by the library.¹⁰

There are potential complications with this approach. Kindle's are relatively expensive devices. If the Lyon County Public Library System chooses to lend out Kindles, or other ereaders, it should develop a clear system that causes the borrower to be liable for the Kindle in the case that it is lost, stolen, or damaged while checked out.

Community and Arts Center:

There was widespread agreement that Fernley needed a multipurpose Community Center which could serve citizens of all ages—and host community arts and culture events, such as art exhibitions by local artists and community plays.

The financing of Community and Arts Centers is generally difficult, and must involve a public private partnership to be successful. The National Endowment for the Humanities has a Challenge Grant program, which can fund the construction and renovation of facilities.¹¹

This grant requires three *private, nongovernmental* dollars to be raised for every federal dollar granted to the community. Communities have four to five years to raise the matching funds through private donations and grants from private nonprofit organizations.¹² No government money can be used as matching funds for this grant; all matching funds must be *private donations*.¹³

While this approach is difficult, it could be achievable for the City of Fernley. If residents choose to go down this path, they need to be cognizant of the following restrictions on Centers for the Arts and the Performing Arts under this grant application:

⁹ Greene, Jo Anne. "The Kindles Are Coming." *Lancaster Online*. January 28, 2010. Accessed February 22, 2011 online at: <http://articles.lancasteronline.com/local/4/344214>

¹⁰ River Forest Public Library. Accessed February 22, 2011 at: <http://www.rflib.org/books-and-media/kindles>

¹¹ National Endowment for the Humanities, Challenge Grant Program. Accessed February 22, 2011 At: <http://www.neh.gov/grants/guidelines/challenge.html>

¹² Id.

¹³ Id.

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“A proposal for a “Center for the Arts,” for example, must clearly demonstrate how the facility serves the humanities Components of projects that deal with the visual or performing arts are eligible for NEH challenge grant funding only if they enhance the interpretation or analysis of the artistic form in question, using critical, historical, theoretical, or other humanities-oriented perspectives.”¹⁴

Animal Shelter:

We consistently heard that there was a large feral cat problem within the City of Fernley. There was widespread agreement among residents who participated in listening sessions that this problem should be addressed with the opening of a no-kill animal shelter which serves Fernley.

Currently, the animal shelter that serves Fernley is located in Silver Springs. This shelter euthanizes stray animals after a certain amount of time.

Some residents would refuse to take feral cats to the animal shelter because of the possibility that the cat could be euthanized. Some city residents said they took feral cats into their homes rather than deliver them to an animal shelter which euthanizes animals.

No kill animal shelters are generally funded with private donations and loans¹⁵. The Safe Haven Animal Sanctuary in Delaware had its constructed funded by a United States Department of Agriculture loan.¹⁶ Even if residents can raise sufficient capital to construct a no kill animal shelter, serious thought should be given to operation and maintenance expenses, and how a no kill animal shelter in Fernley could be fiscally sustainable.

Other areas with no kill animal shelters have addressed this problem through a combination of private donations and volunteer work.¹⁷ For a no kill animal shelter that is sustainable over the long-term, it is important to have multiple funding and volunteer streams. This insulates an organization from the ebb and flow of funds within one funding source.

Shopping and Restaurants:

We heard compliments about the quality of the food served in Fernley’s restaurants. However, some families desired a restaurant that was not attached to a Casino.

As with all economic development projects, the potential market needs to be carefully studied. A restaurant interested in opening in Fernley without slot machines, or other gambling located

¹⁴ Id.

¹⁵ “No Kill Shelter’s Construction Starts.” *Delmarva Now*. February 1, 2011. Accessed February 22, 2011 At: <http://www.delmarvanow.com/article/20110201/NEWS01/102010369/No-kill-shelter-s-construction-starts>

¹⁶ Safe Haven Animal Sanctuary of Sussex County. Accessed February 22, 2011 At: <http://www.safehavensanctuary.com/>

¹⁷ Medendorp, Lisa. “Noah Project, No Kill Animal Shelter, Gets More Room After 10 Years.” *MLive.com* May 23, 2010. Accessed February 22, 2011 At: http://www.mlive.com/news/muskegon/index.ssf/2010/05/noah_project_a_no-kill_animal.html

City of Fernley Community Assessment 2011

within it, will want to know how many patrons it can expect on a day, and if that number is sufficient for it to turn a profit.

We heard similar things about retail shopping in Fernley. People were appreciative of the retail shopping opportunities they had—especially the Wal Mart and Lowe’s. But people felt that too many residents did the majority of their shopping in Reno or Sparks. Residents felt that this caused Fernley to lose out on much needed revenue and jobs.

A retail leakage study would show just how widespread Fernley residents doing the majority of their shopping outside of Fernley is. Further, retail leakage studies can show the demand for retail shopping in Fernley, and whether there is room for additional retail shopping outlets.

The same principles apply to the possible location of a movie theater in Fernley. However, when studying the market for a movie theater, planners should be careful to include residents of towns outside of Fernley’s movie-going patterns. If a movie theater located in Fernley is closer to another town than a movie theater located in Reno, residents of that town may go to the movies in Fernley instead of driving all the way to Reno to see a movie.

Resources:

Jenny Scanland - Nevada Division of State Parks, Email: jscanland@parks.nv.gov Phone: (775)-684-2770.

Kay Vernatter - USDA Rural Development, Email: kay.vernatter@nv.usda.gov Phone: 775-887-1222

Ron Radil - Western Nevada Development District, Email: rjradil@wndd.org. Phone: (775)-883-7333.

Chuck Alvey - Economic Development Authority of Western Nevada. Email: alvey@edawn.org Phone: (800)-256-9761.

Rob Hooper - Northern Nevada Development Authority. Email: rhooper@nnda.org. Phone: (775)-883-4413.

City of Fernley Community Assessment 2011

Theme: Economic Development: Michael Guss

Issues:

- Location
- Ready, Willing and Able Workforce
 - Workforce Development
 - Vocational Education
 - Expand WNC Offerings
- Available spaces for development
- Available, affordable housing
- Industrial Parks
- Keep Fernley dollars in Fernley.

Fernley's location was praised as a strength to be built upon in economic development efforts. Residents who attended the session praised Fernley's proximity to Reno, Carson City, and Fallon, the national and interstate highways that have a junction in Fernley, the availability of rail, and proximity to the Reno-Tahoe International Airport.

Some residents who were currently unemployed came to listening sessions; they were ready, able, and willing to work. Residents of Fernley and Nevadans in general, have a strong work ethic.

High school students felt that there was a need for vocational and home economics courses in the high school.

High school students would like to see expanded course offerings at the Western Nevada College branch campus in Fernley.

Many workers, business owners, and residents expressed a desire for increased workforce development in the city of Fernley. Residents who attended the listening session were particularly interested in job retraining programs.

Residents who attended the listening sessions felt that Fernley—with 168 square miles of land—had plenty of space available to be developed.

Fernley's housing market is commonly perceived to be its biggest weakness, but many residents who attended listening sessions felt that the opposite was true: with the median home price at \$114,000, it was suddenly becoming affordable for people to move to Fernley again.

The Crossroads Industrial Park in Fernley was praised as an asset to the economy by residents who attended the listening sessions; residents also praised the Tahoe Reno Industrial Center in Storey County; attendee believed that the Tahoe-Reno Industrial Center provided many quality jobs to Fernley residents.

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There was a desire for more retail development, residents felt that too many people were shopping in Reno, and that if more shopping opportunities were available in Fernley that more money would stay within the city's economy.

Recommendations:

Fernley is certainly struggling in the current economic environment. It can be difficult for communities to take stock of what they do have in hard economic times, but assessing Fernley's assets is the first step towards sustain, long-term economic growth. After evaluating its strengths, the City could create a long-term economic development plan that builds upon those strengths.

Evaluating Fernley's Strengths:

By developing a workforce development plan and focusing on place-based economic development, Fernley can achieve an economically prosperous future.

The first step in a workforce development strategy should be to take an inventory of the skills of the current Fernley workforce. Past skill, knowledge, and expertise can be applied into to current processes to make them more efficient. Vocational education, which provides students with hands-on training and marketable skills that can lead to employment, is also critical to workforce development. According to a recent report for the California Labor and Workforce Development Agency:

“It is the know-how gained by personal experience and learning by doing that leads to innovation.”¹⁸

The door to innovative economic development would be opened by strengthening the skills of the work force. A more highly skilled workforce would be able to meet the demands of companies with high-paying jobs that may be looking to locate in a place like Fernley.

Fernley's location is also a critical asset in economic development. Fernley is at the junction of major north-south and east-west highways. The entire West Coast of the United States of America—from the Canadian border to the Mexican Border—can be reached from Fernley in a day's drive. This can be a key factor in attracting companies with time-sensitive shipping requirements.

The quality of life in Fernley is also an asset in economic development. We heard complimentary things about the quality of the local schools from parents and students. The new middle school is a state of the art building which improves the educational environment for children. We also heard from many people who loved living in Fernley because of the wide open skies, the outdoor recreational opportunities, and the spectacular scenery.

These assets form the foundation on which all economic development projects should be built.

¹⁸ The Bay Area Council Economic Institute. *Innovation Driven Economic Development Model: A Practical Guide for the Regional Innovation Broker*. September 2008. P. 14

City of Fernley Community Assessment 2011

Building Upon Fernley's Strengths

Many residents stated that they thought that the City needed to develop an economic development plan. Any economic development plan should build upon the community's strengths. The following does not substitute for an economic development plan, but are friendly suggestions as to potential areas an economic development plan could focus on.

Place is still an important factor in successful economic development projects. A National Bureau of Economic Research Report said:

“...increasingly the economy is dependent on the transmission of complex, uncodifiable messages, which required understanding and trust that historically have come from face-to-face contact.”¹⁹

Fernley's location has allowed factories and shipping facilities to develop a strong presence in the community. This should be protected as part of any economic development plan.

The same qualities can also be used to support other industries, such as the Engineering and Research and Design. Because Fernley is a short drive or flight away from all major Western cities, corporate executives could still regularly meet with their engineers and researchers based in Fernley. And because Fernley has expansive wide open spaces, and is close to a major test range in Churchill County, and a major automotive test facility in Silver Springs, engineers could watch their products being tested in the field. That professionals could do this while enjoying a very high quality of life is why Fernley has a bright future.

These kind of high paying jobs come to regions, and provide a large benefit to the regional economy. A PEW Center report for the National Governor's Association phrased it this way,

“Companies jockeying for advantage are likely to be attracted to places that offer critical ingredients for innovation—smart people, research institutions, professional networks, favorable intellectual property agreements, and so on. This stands in stark contrast to companies that compete on price, which are known to move great distances in search of lower costs, leading them to China and other developing countries.”²⁰

In this respect, it is important to remember that Fallon's and Reno's assets are Fernley's assets in economic development. The University of Nevada, Reno and its graduates are an asset that companies with high-paying jobs are likely to look at. Western Nevada College and Truckee Meadow Community College are assets that companies which need a skilled workforce are likely to look at. The Fallon Naval Air Station is an asset that companies which need a workforce with specific knowledge of military operations are likely to value.

Any economic development plan, and subsequent projects, should be built upon the strong foundation for success Fernley already has.

¹⁹ Id. P. 18

²⁰ Pew Center on the States. *Investing in Innovation*. National Governor's Association 2008. P. 31

City of Fernley Community Assessment 2011

Funding of Economic Development Plan

In an era of budget cuts, and general tightening of the fiscal belts, it may be difficult to find funding for a Fernley economic development plan. Successfully funding a City of Fernley Economic Development Plan requires researching multiple funding streams and evaluating which one or ones would best fit Fernley.

Nevada Governor Brian Sandoval has proposed the creation of a \$10 million Economic Development Fund for the State.²¹ The Nevada Legislature still must pass this plan, and until the legislature takes action on this issue, the final rules on how the funding may and may not be used are not readily available. Still, the City should carefully watch this legislation, and if possible, position itself to receive funding from this fund.

The United States Department of Commerce, Economic Development Administration has an Economic Adjustment Assistance grant. However, this funding is currently on hold pending a federal budget resolution. Whether and in what form this funding stream, survives the federal budget process, is still an open question.

The United States Small Business Administration (SBA) has launched a Regional Cluster Initiative. A regional cluster is a geographic concentration of like businesses. The SBA hopes that their initiative will promote collaborative economic growth:

“In each case, these regions have learned that collaboration and planning can lead to growth that benefits everyone. Key stakeholders in this process are research organizations, businesses, and groups dedicated to workforce, education and economic development.”²²

Again, whether any funding will be attached to this initiative; and if so, what type of funding will be attached to this initiative is still uncertain due to the federal budget process. But the City should watch this initiative carefully, and position itself for any funding by maintaining and strengthening its positive relationships with its neighbors. Any successful collaboration will involve Reno, Fallon, Carson City, Lyon County, and Fernley at a minimum.

Resources:

Nevada Commission on Economic Development. 775-687-9900

Ron Radil, Western Nevada Development District. 775-883-7333. rjradil@wndd.org

David Leonard, United States Small Business Administration. 775-827-4923

David.leonard@sba.gov

²¹ Silavent, Joshua. “Sandoval Promises Economic Development.” Daily Sparks Tribune. February 3, 2011. Accessed February 28, 2011 at: http://www.dailysparktribune.com/view/full_story/11252243/article-Sandoval-promises-economic-development

²² United States Small Business Administration *Regional Cluster Initiative*. Accessed February 28, 2011 at: <http://www.sba.gov/about-sba-info/regional-cluster-initiative>

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Chuck Alvey, Economic Development Authority of Western Nevada. 775-829-3727
alvey@edawn.org

Rob Hooper, Northern Nevada Development Authority. 775-883-4413. rhooper@nnda.org

Winnie Dowling, Nevada Small Business Development Center 775-784-1717
wdowling@unr.edu.

City of Fernley Community Assessment 2011

Theme: Economic Development: Ron Radil

Issues:

Economic Development, one of the eight themes developed through the City of Fernley Community Assessment, contains a number of sub-themes.

These sub-themes are:

1. Location, Location, Location
2. Ready, willing and able work force
 - a. Workforce Development
 - b. Vocational Education
 - c. Expand Western Nevada College offerings
3. Available space for development
4. Available, affordable housing
5. Industrial parks
6. Keep Fernley \$ in Fernley
7. Tourism attraction
8. Fernley Raceway
9. Depot/Museum
10. Develop signature event
11. Finish truck stop
12. Streamline regulations
13. Lack of economic development plan

Location, Location, Location –

Many attendees at the listening sessions referred to Fernley’s excellent geographic location. Comments regarding Fernley’s location were positive.

Attendees referred to the following positives regarding Fernley’s location:

- Car and truck highway access to Interstate 80 via Exit 46, Exit 48 and Exit 50.
- Car and truck highway access to U.S. 50A and U.S. 95 A with access to Las Vegas, Utah, California and Idaho.
- Rail service to the Crossroads Industrial Park.
- Access to AmTrack in Reno for rail passenger service.
- 20 minute commutes to the Tahoe-Reno Industrial Park in Storey County.
- 30 minute commutes to the Reno-Sparks metropolitan area.
- 30 minute commutes to the Reno-Tahoe International Airport.
- 60 minute commutes to Lake Tahoe
- Four hour commutes to San Francisco

In comparison with other Nevada communities, Fernley’s location is a positive for: work; play; and future economic development.

Ready, willing and able work force -
Workforce Development

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Vocational Education

Expand Western Nevada College offerings

In many of the listening sessions attendees expressed their evaluation of Fernley having an available work force. Data provided by the City during the City briefing revealed the following support for an available work force. This data reports:

- Fernley is the largest rural city in Nevada
- Fernley is 35% of the current population in Lyon County
- Fernley's Median Age is 34.8, reflecting a younger work force in comparison with other Nevada cities
- One estimate is 33% of Fernley's population is under age 18
- 25% of the work force is employed in manufacturing, compared with a national average of 12%
- 24% of the work force is employed in trade and transportation
- There are 254 licensed home based businesses comprising 25% of Fernley's economy
- City staff stated the City is more flexible and liberal in grant home based business licenses. There are three issues that will not result in the granting of a home based business license: these are traffic and parking issues and the use of hazardous materials in a home based business

Available space for development –

The incorporated boundaries of the City comprise 165 square miles. According to the 2000 U.S. Census, only Boulder City exceeds the square miles in Fernley, at 203 square miles for an incorporated place in Nevada.

Future growth may occur adjacent to the present City development. The extension of City utilities to the outlying areas south of the City will be costly. There are areas within the current physical areas of the City to be developed, such as the former ranch west of the current downtown and south of Main Street.

Available, affordable housing –

City staff stated the median price of a home in Fernley is now \$114,900, compared with \$156,200 in Carson City, \$125,200 in Las Vegas, \$167,600 in Reno and \$130,500 Statewide (Zillo.com), February 2010.

Realtors stated in some Fernley locations there is not enough housing available for sale.

A widespread data belief is that one in five homes in Fernley is in some stage of foreclosure. However, a City elected official, based upon his extensive walking of his City district states the percentage of homes in some form of foreclosure is about seven percent.

Based upon this data and anecdotal data, it appears housing in Fernley is affordable and available.

Industrial parks –

Many attendees at various listening sessions stated the availability of the industrial parks in Fernley is a major asset for the community.

Crossroads industrial park in northeast Fernley is the major industrial park. The formal name is the Crossroads Commerce Center. The industrial park is within a 600-mile, one-day

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service radius of major western cities such as Los Angeles, San Francisco, Portland, and Las Vegas. Major employers are Amazon, Trex, Honeywell, MSC, Quebecor World Printing, and Sherwin-Williams.

There is also available space for further expansion.

Fernley's location in proximity to Interstate 80, rail service, U.S. 50A, U.S. 95A and the Reno-Tahoe International Airport are all positives for further industrial park development.

Keep Fernley \$ in Fernley –

One of the concerns expressed in the listening sessions was the desire of attendees to keep retail and service expenditure dollars in Fernley. This was a real issue in Fernley until the recent retail and service development occurring in the City.

Attendees recognize the necessity of keeping dollars circulating within the City rather than having disposable income being spent in Reno and other areas.

Tourism attraction –

Attendees expressed two positive tourist attractions. These were the Fernley Raceway and the railroad depot/museum.

We were told the Fernley Raceway will become a junior circuit for NASCAR in the spring of 2011. This designation will provide a tourist draw as the only other NASCAR facility in Nevada is in Las Vegas. While there were no projected number of attendees for the Raceway and there were no projected numbers regarding expenditures by attendees, the NASCAR designation will surely be a positive for the City.

Some comments were made by attendees regarding the need to develop a signature event for Fernley. Even though there are a number of events conducted throughout the year in Fernley, attendees felt there should be an event that was notably “Fernley” and would provide a draw for the City.

Finish truck stop –

We heard a number of comments regarding the need to re-vitalize and re-open the truck stop at Exit 48. The re-opening of this truck stop would provide an additional parking location for trucks outside Reno when winter closures of I-80 occur. In addition, there would be additional jobs created and additional tax revenue for the City.

The re-opening is dependent upon private sector investment(s) in this project.

Streamline regulations –

Comments regarding the streamlining of regulations were in reference to the City's business permitting process. Some attendees stated the City's business permitting process was cumbersome and not business friendly.

City staff state they have made improvements in their permitting process. The City Administrator stated the City approved a building permit for Southwest Gas Corporation in 17 days.

There may always be room for improvement in the permitting process and the City will need to periodically review its permitting process to be consistent and fair to those seeking a permit, without being detrimental to the public and the business sector.

Lack of economic development plan –

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A number of the attendees expressed their concerns about the City not having an economic development plan.

This concern may arise from the very rapid growth the City experienced between 1999 and 2009. The population increased 124%. The Town of Fernley was incorporated as the City of Fernley in 2001. Subdivisions were platted, approved and residential construction rapidly increased. Retail development greatly expanded, but not in the core downtown area on Main Street, but between I-80 and U.S. 50A near the industrial park. Long time residents experienced this rapid change and wonder “who is guiding this development”?

City Council and City staff were under constant pressure to cope with the rapid development.

City staff are currently developing proposals to fund an economic development plan for Fernley.

Recommendations:

The economic downturn experienced in Fernley and the rest of Nevada, may provide a bit of breathing space and the opportunity for Fernley to “catch up”. The City experienced very rapid growth from 1999 through 2009.

Fernley’s location is a definite plus for economic development. Access to California markets, access to land, air and rail transportation all add up to real advantages for economic development in Fernley.

The space available for development and its industrial park (with space to expand) are all positives for economic development.

The City, the City’s various economic development partners all need to work together to develop an economic development acceptable to all. This process may take some time, but should be completed with all partnerships in mind. Public participation in an economic development is important so people understand why the plan is needed, how it is developed and how it will be implemented.

The City, its residents and Western Nevada College need to work together to meet the post-high school needs of the community. The continuation and possible expansion of WNC offerings will aid the educational improvement of the available and future work force in Fernley. An adequate, educated, trained work force is necessary for continued economic development.

Fernley has the following attractions that can bring people to Fernley not only to bring revenue into the private sector but also for the City to use as a show case for Fernley. These attractions include the Fernley Raceway (about to be associated with NASCAR), the Depot/Museum and other annual events. The City and its residents may want to explore the development of a “signature event”. The signature event will result from the public and private sector collaboration of all concerned.

The City is continuing to work on its business permitting process. City staff stated they are “business friendly” to home based businesses. This process should continue. There is always the possibility a home based business can expand, relocate to a commercial site in Fernley and hire employees.

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All in all, the assets for favorable economic development exist in Fernley. The residents, local government and the private sector will work together for future economic development in Fernley.

Resources:

The City of Fernley, Mayor, City Council and City Staff, 595 Silver Lace Boulevard, Fernley, Nevada 89408, Phone: 775-784-9800

The residents of Fernley

Fernley Chamber of Commerce, 70 N West Street, Fernley, Nevada (775) 575-4459

Western Nevada College, 1360 US Highway 95A, Fernley, Nevada 89408, (775) 575-3348

Nevada Small Cities Community Development Block Grant Program (CDBG), Nevada Commission on Economic Development, (775) 687-9918, dcraig@diversifynevada.com

Procurement Outreach Program (POP), source for small businesses for government contracting, (775) 687-9900 (Carson City)

USDA Rural Development, Nevada State Office, 1390 South Curry Street, Carson City, Nevada, 89703, (775) 887-1222

Rural Nevada Development Corporation (RNDC), small business loans, 1320 East Aultman, Ely, Nevada 89301 (775) 289-8519 or RNDC, Western Region Office, 704 West Nye Lane, Suite 201, Carson City, Nevada 89703, (775) 883-4413

Nevada Microenterprise Initiative, small business loans, 1301 Cordone Avenue, suite 100, Reno, Nevada 89502, (775) 324-1812, info@4microbiz.org

Nevada Small Business Development Center (NSBDC), business plans/training, College of Business, Business Building, Room 411, Reno, Nevada 89557-0032, (775) 784-1717, University of Nevada, Reno, www.nsbdc.org

Economic Development Authority of Western Nevada (EDAWN), 5190 Neil Road, Suite 110, Reno, Nevada 89502, (775) 829-3700, www.edawn.org

Northern Nevada Development Authority (NNDA), 704 West Nye Lane, Suite 201, Carson City, Nevada 89703, (775) 883-4413, www.nda.org

U.S. Small Business Administration, Section 504 Loan Program, (fixed asset and equipment financing) Nevada State Development Corporation, 6572 South McCarran Boulevard, Reno, Nevada 89509, (775) 826-6172, www.nsdcl-loans.com

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Theme: Image: Rod Jorgensen

Issues:

Positive

- Nature Paths
- Affordable Housing
- School System
- Employable Bodies
- Room to Grow

Negative

- Appearance and Scenery
- Downtown
- Need Unified Brand
- Commuter City
- Recycling

Community members who participated in the sessions agreed they can do better regarding the general appearance of the downtown area. The general perception of the city is of a commuter city, a city in transition between Reno and Fallon. The housing boom market was posited as- come out, buy a house, do business elsewhere. Many citizens have a strong desire to draw people to Fernley for other purposes such as tourism. The members would like to see people live, work and play in Fernley.

Community members feel there is a lack of brand, city image or identity for Fernley. There is no unified vision of what Fernley should be. There is not enough marketing to highlight that Fernley is an ideal western location with a potential for great business opportunities.

Community members would like to hear and read positive things instead of being considered second class citizens or classified under the moniker of “Ferntucky.”

Community members would appreciate scenery improvements similar to Reno. The community members are disappointed with animals and the variety of “stuff” on the roads and highways. Also, there was agreement that Fernley could have more eye catching views - things that you want to look at, like a giant tree.

Community members would like to see the “Down Town” of Main Street redeveloped; currently it is dirty and does not look appealing. Most of the store fronts are in need of major makeovers or clean up. Also some roads are in very bad shape.

Recommendations:

Downtown

Amongst the community members there is widespread agreement regarding the need to develop downtown. The community understands the importance downtown centers play in cities in the 21st century and that the revitalization of the downtown Fernley is a must. The health of a

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downtown area is often viewed as a reflection of the health of the city. Fernley's downtown can reflect the ideology of the city by providing a community focus.

The following excerpt from an article in the *Journal of the American Planning Association* highlights the importance of downtown city centers: "If new businesses, innovative businesses and creative businesses, are going to be fostered and encouraged, a community will need a downtown where that can take place. If we are to have buildings with meanings and building with values they will be downtown. If we are to have public places of public expressions we need a downtown. In order to have an effective environmental policy, transportation, meaning historic preservation downtowns are important. If we want Smart Growth, downtowns are not only important but also irreplaceable. If a local official wants to claim the treasured mantle of fiscal responsibility, downtown revitalization is imperative. If we want to avoid unfavorable (negative) destination, downtown is essential to establish differentiation."²³

Action Steps:

- Streetscape improvements to downtown
- Placement of informational kiosks
- Formal banner poles for Main Street
- Downtown streetlight retrofits and/or replacement
- Enhancement and access for pedestrian use
- Replace downtown benches and trash receptacles
- Identify potential facilities to improve for the purpose of hosting special events, regional events, cultural events and exhibits
- Unified designs for the storefronts which reflects the role of downtown
- Increase downtown parking and policing
- Market the downtown as the Heart of the City so it becomes a "people-place"

City Image/Brand/Identity

A city's image has been defined as "The total perception of the destination that is formed by processing information from various sources over time."²⁴ The city's image of Fernley provides a distinct image that currently is not very positive. It is important that the city appears vibrant in order to attract new businesses and people into the area.

The "health" and image of a city has an impact on economic development, being one of the criteria used by many new companies and businesses to select new locations or a place for relocations. Often large firms providing investment into an area rely on the image of a city to represent the image of their own company. Company brochures and city publications, showing photographs of cityscape and the downtown, attest to the importance of "image factor." Without

²³ *The Importance of Downtown in the 21st Century*, Journal of the American Planning Association, Winter 2003, page 14, Donovan Rypkema

²⁴ *Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley*. Journal of Travel Research, 30(2), 10- 16. Fakeye, P. C. & Crompton, J. L. (1991).

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a brand a city would be less able to shape its own image. The local government must ensure that the citizens are satisfied and that expectations are met. If residents are proud, visitors are encouraged to find out more and tell others.

Action Steps:

- Revive and promote the expression “A blend of the old and the new” as it still identifies Fernley.
- Work with special local event coordinators (Chamber, City etc.) to assist in funding events that appear to have community and visitor appeal as well as having the potential to become an annual event.
- Learn about on-going events by evaluating attendance, budget and event models.
- Promote local special events through advertising and web site management.
- Use the Fernley Chamber of Commerce web site to promote outdoor recreational opportunities and community events.
- Fund solely or in partnership advertising that promotes Fernley as a tourist and recreational destination. Advertising may include TV, radio, magazine, newspaper, and web.
- Make maps available in a tablet form that can be obtained by travelers. Maps will direct tourists to places of interest.
- Promote to the local residents the amenities that are available and close to home.
- Educate the city’s residents and encourage them to be brand ambassadors.
- Develop a working relationship with the local media outlets as well as the regional media outlets in order to promote the good things that are happening within their boundaries.

Drawing people to Fernley/Tourism:

The average traveler visits environments with a high quality of life. Tourists are not drawn to a specific resource or attraction, but to the entire “experience” of a city or town, to the distinctive and attractive places of rural communities and surrounding areas. Image (total perception of the destination) is critically important because it is likely to detract from, or contribute to, the success of a tourism destination.²⁵

Image attributes of a rural area include but are not limited to items like “fresh air”, “quiet”, and “peaceful/tranquil.” Other attributes that highlight the image of a rural city include: “good shopping centers/facilities,” “good nightlife possibilities,” and “a variety of good bars.” Tourists who intend to travel to rural areas are attracted by the tourism infrastructure and natural amenity dimensions. The tourism infrastructure can be defined by the following attribute statements: good local infrastructure, a wide variety of restaurants, lots of things to do in the evening, a wide variety of accommodations, good local transportation, very accessible, good service, quality service, good shopping centers/facilities, a wide variety of types of foods, good night possibilities, easy to communicate, a wide variety of recreation activities, high standard of living, good climate/weather, technologically advanced, ample local information, good opportunity for local tours, plentiful cultural and historical sites. The natural amenities can be defined by the following attribute statements: attractive scenery, beautiful parks, plentiful wilderness

²⁵ *Image as a Factor in Tourism Development*, Journal of Travel Research, 1975 13: 1, John D. Hunt

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activities/parks, beautiful greenery, good opportunity to adventure, a wide variety of outdoors activities and many places of interest to visit.²⁶

Action Steps:

- Showcase Fernley's history and culture through folk art projects, historic museums and festivals.
- Get help from the National Trust's Heritage Tourism Initiative.
- Highlight local arts and crafts.
- Invite travel writers.
- Advertise tourism attraction on billboards along the side of highways and roadways.
- An ethnic community in Fernley may become a tourist attraction.
- Advocate for the protection of cultural resources.
- Educate and encourage the community to develop and share the forgotten stories about Fernley that highlights the history of the community.

The National Trust for Historic Preservation believes that the strength of America's historic and older neighborhoods is critical to the future of our communities. Preservation is about having a sense of place. It's not about being stuck in the past, but about caring for the future. The former mayor of Missoula, Montana, Daniel Kemmis, (1995) writes, "A good city... depends not only on imaginative people taking risks in pursuit of opportunities they see in particular locations, but also on those risk takers being widely diverse in their dreams and their manner of pursuing them."

References:

- The Importance of Downtown in the 21st Century*, Journal of the American Planning Association, Winter 2003, page 14, Donovan Rypkema
- Image of Rural Pennsylvania as a Travel Destination*, Po-Ju Chen, Deborah L. Kerstetter
- Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley*. Journal of Travel Research, 30(2), 10- 16. Fakeye, P. C. & Crompton, J. L. (1991).
- Image as a Factor in Tourism Development*, Journal of Travel Research, 1975 13: 1, John D. Hunt
- Rural communities showcase history, heritage to attract tourists*, USA Today, Hook, Sandy
- Books, Branding and Boundary Objects: On the Use of Image in Rural Development*, European Society for Rural Sociology, Vik Jostein & Villa Mariann

²⁶ *Image of Rural Pennsylvania as a Travel Destination*, Po-Ju Chen, Deborah L. Kerstetter

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Theme: Image: Michael Guss

Issues:

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

Every listening group we spoke with seemed to know, and respect each other. More than that, they valued the “great bunch of people” which makes up Fernley.

Attendees valued the small town atmosphere of Fernley.

Residents felt that the City of Fernley had excellent community spirit in times of crisis, but would like to see that community spirit be more consistent.

Many residents commented on the friendliness of the community; one person’s visiting relatives noted that “Fernley is the friendliest place I’ve ever been to.”

Residents were tired of being called “Ferntucky” by outsiders, and felt that this was a misleading, derogatory term for their community.

Residents thought that there was a lack of a unified vision for the community.

Residents would like to see Downtown redeveloped, portals of entry be neatened, and clutter be picked up from the streets.

Many residents felt that vacant lots and incomplete subdivisions contributed to overgrown weeds, the presence of feral animals, and vandalism.

Recommendations:

The simplest, cheapest, and most affordable thing which can be done to improve Fernley’s image is for Fernley residents to speak positively about the community when they visit neighboring cities. People remember face-to-face interaction far more than they remember negative press stories. Practicing what makes Fernley special in Reno could build a positive image of the City in the minds of Fernley’s regional neighbors.

Government is not always the solution to a community’s problems. While government can promote Community Clean Up efforts, successful Community Clean Ups are dependent on

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volunteer labor, word of mouth, and donations of supplies (garbage bags, vests, etc) from local businesses. The Keep America

Beautiful Campaign can provide a framework for Fernley's businesses, nonprofit organizations, and concerned volunteers to organize a clean up effort around.

The Keep America Beautiful Campaign also sponsors private grant opportunities which can cover a **small portion of** the costs of litter clean up, recycling awareness campaigns, or renewal of a downtown business area.²⁷ Eligibility would require forming, and maintaining, a Keep America Beautiful affiliate in Fernley, which would cost \$2,000 to start up and another \$150 a year to maintain. The funding to establish a Keep America Beautiful affiliate in Fernley need not come from the government, and could come from private donations.

Cleaning up vacant lots with weeds may require some action by the City on a weed abatement program. Care should be taken to make sure that the ill and elderly are not negatively impacted by an City weed abatement program.

The completion of the Nevada Pacific Parkway (see Infrastructure Theme) will add an additional portal of entry into Fernley. However, there is concern about the entry off Exit 46. The underpass is narrow, and had limited pedestrian access. Truck traffic from the interstate and the gas station creates congestion and some dangerous driving conditions.

The first step towards cleaning up the underpass could be to get permission from the Union Pacific Railroad to paint the bridge, and engage with local teen artists to create a mural. While this would not completely solve the problem, it could give a better first impression of Fernley to out of town visitors.

The second step would be to address the issue of pedestrian access through the underpass. This could potentially be done by developing the side tunnel into a pedestrian walkway. This is a longer term project that may take several years to fund and complete.

The finishing of incomplete subdivisions is dependent on the housing market. If the housing market in Fernley does not fully recover, the City could consider approaching land owners who might be willing to deed their land for recreational usage. The land could then be used as matching contributions for the construction of parks and walking trails.

Resources:

Keep America Beautiful <http://www.kab.org>

Nevada Rural Development Council <http://www.nrdc.org>

Western Nevada Development District <http://www.wnnd.org>

²⁷ Keep American Beautiful. "2011 KAB/Waste Management Think Green Grants." Accessed March 2, 2011 at: http://www.kab.org/site/PageServer?pagename=Waste_Management_Think_Green_Grants

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Theme: Infrastructure: Carl Dahlen

Issues:

- 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

Many of the issues identified in this section on Infrastructure stand as positive attributes for the City of Fernley. The new Middle School is a strong asset to the community. Fernley has well developed industrial areas that are prepared for additional economic activity. The water and wastewater capacity in the city are able to handle approximately twice the load they currently serve. The two main parks are well used by residents.

However as with most communities, there are needs for infrastructure improvements. Students at the high school, though pleased with the new middle school, felt that the physical needs of the high school were not being adequately met. In addition the industrial areas need better access. The Nevada Pacific Parkway needs to be completed from Interstate 80 to Highway 50 to reduce truck traffic in town and provide an addition rail crossing point. Even as residents use the city parks, they recognized a need for improvements to the existing parks as well as the need for new parks. Another concern expressed was that the current parks have been vandalized and there was a call for additional patrols by the Sherriff's Department.

Other infrastructure issues include road maintenance and repair. Many streets have pot holes and broken pavement. Sidewalks that exist are not connected to one another. Pedestrians and particularly school kids are at risk when they are forced to walk in the road way. Also, there was concern expressed about the speed limit on Highway 95A at the entrance to the high school. In addition there are only limited crossing points for the railroad and the canal. Many residents find themselves trespassing on railroad property as they take short cuts across the tracks. Access for emergency vehicles is limited by the lack of crossing points. Particularly when it comes to crossing the canal many residents find themselves with only one access to their homes. In the event of an emergency they could find themselves cut off from a safe exit. Then there was also a call for additional medical facilities including a possible hospital. But even with all the concern for improved infrastructure needs, there was the recognition that the city is strapped financially and a question of how the costs will be paid.

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Recommendations:

One of the first steps to addressing infrastructure needs is for the city to have a capital improvement plan that includes road maintenance and repair priorities, sidewalk extensions, park improvements, and other identified needs. All of these needs should be prioritized so that as resources become available the highest priority needs are met. For such a plan to be successful, citizen input needs to be part of the planning process. However, not all infrastructure needs are the responsibility of the city. Concerns that were expressed about pedestrian access and other issues along Farm District Road should be addressed to the Nevada Department of Transportation since it is a state highway. NDOT is also the primary contact for the extension of the Nevada Pacific Parkway along with the industrial park developers. To address the issue of the speed limit by the high school, NDOT will need to be involved in any decision to change it.

Since local hospitals are in private hands, discussion of the need for a hospital should be addressed to them. A citizen advisory group could be established as a lead entity to talk with local hospitals about expanding services to Fernley. Renown and St. Mary's out of Reno and Banner out of Fallon present opportunities to develop a discussion of alternatives. Also, Nevada Rural Hospital Partners may be able to help determine a direction for the city to take.

In regard to the needs for upgrades to any of the schools, the responsibility is with the Lyon County School District. Again it is important for the needs of the schools to be clearly identified and prioritized so that as resources become available they can be targeted to the greatest needs. A group that includes parents, teachers, administrators, students and citizens at large can be set up to inventory school needs and help set priorities. Since the district encompasses the whole county, a local group will be able to look only to the needs of Fernley's schools. While those needs would become part of the district's overall capital improvement plan, a local group would become the advocate for local needs.

Parks were another infrastructure need identified in the listening sessions. Again, a local parks advisory committee could be established to help the city address issues surrounding current and future parks. There could also be the formation of a group such as Friends of Fernley Parks. If such a group was set up as a 501(c)(3) non-profit, it could raise funds specifically for park improvements or expansions. It would also serve as a base for people who might be willing to help with voluntary clean up and fix up projects in the city parks. In cooperation with the Sheriff's Department, this group could also form a Citizen's Patrol to provide additional oversight to curb vandalism.

Citizen involvement in solving the various needs in a community is one way to address those needs without expending a large amount of public funds. This type of citizen action is particularly important in times of fiscal shortages. However it is important even in times when money is not a problem because such involvement requires personal investment in one's community. There is nothing like a sense of ownership to create civic pride and engagement. Parks become "our parks" and not just city parks. Schools become "our schools" and not just district schools. With this engagement Fernley will become "our home" and not just a place where people reside. One program that can help people learn how to become actively involved in their community is Engaged Leadership in Nevada, a program offered through Cooperative

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Extension. Currently a pilot of that program is being completed in White Pine County, but by next fall, it will be available for other Nevada communities.

Resources:

Nevada Department of Transportation: www.nevadadot.com

Nevada Rural Hospital Partners: www.nrhp.org

Renown Health Care: www.renown.org

St. Mary's Regional Medical Center: www.staintmarysreno.org

Banner Health: www.bannerhealth.com

Lyon County School District: www.lyon.k12.nv.us

Engaged Leadership in Nevada, Dr. Marlene Rebori: reborim@unce.unr.edu

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Theme: Infrastructure: Ron Radil

Issue:

Infrastructure is defined as:

1. **public services or systems:** the large-scale public systems, services, and facilities of a country or region that are necessary for economic activity, including power and water supplies, public transportation, telecommunications, roads, and schools
2. The basic facilities, services, and installations needed for the functioning of a community or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices, and prisons.

Infrastructure is one of the eight themes coming from the listening sessions conducted in Fernley as part of the Community Assessment process.

There were 12 sub-themes identified during the listening session regarding Infrastructure

These sub-themes are:

1. New school
2. Industrial areas
3. Water/waste water capacity
4. Parks
5. Nevada Pacific Parkway
6. Road repair/maintenance
7. Sidewalks near schools
8. High School speed zones
9. Rail crossing
10. Canal crossing
11. Hospital
12. Fiscal issues

New school –

Many of the attendees all spoke positively about the recently opened Middle School. Educators all stated the school was a state of the art school regarding the use of renewable/alternative energy. Students at the Middle School were proud of their new school and looked forward to attending classes in the new facility.

Attendees at other listening sessions all spoke positively about the new Middle school and what an asset the new school is for Fernley.

The only negative comments regarding the new Middle School came from the High School listening sessions. The negative comments from High School students were in the form of being envious of the Middle School students being able to attend school in a building that is new and energy efficient. High School students would like to see more resources directed to the High School facility, newer text books, arts programs and vocational education programs.

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Industrial areas –

Attendees at the various listening sessions all spoke positively about the available industrial park areas between I-80 and US 50A in the northeast part of Fernley. The addition of the third I-80 interchange was seen as a positive.

Nevada Pacific Parkway –

The City envisions the Nevada Pacific Parkway as the connector between I-80 Exit 50 and US 50A. This connector would provide additional egress to the industrial park and alleviate truck traffic on Main Street. Various attendees expressed their desire to see the Nevada Pacific Parkway completed mainly for safety and traffic concerns.

Rail crossing(s) –

There were two concerns expressed by attendees at the listening sessions regarding railroad crossings.

First was the need to widen the tunnel underneath the Union Pacific Railroad track on the west side of Fernley. This tunnel was completed in the late 1930's when traffic was less and trucks were not as wide as they are now. This tunnel is a safety issue due to the fact it can become blocked during an emergency situation and the only other way over the railroad is near the roundabout which is two miles east.

Second is the desire of the City to construct a crossing of the Union Pacific Railroad tracks. This crossing would run north from the current Silver Lace Boulevard. The crossing is needed because children residing north of the railroad track cross the tracks at their own risk to go to and from school. The senior citizen center is also north of the tracks and the only access is from the connector street between Exit 48 and the roundabout. Emergency response to this area of Fernley is exacerbated because of the lack of a railroad crossing.

Canal crossing –

A number of attendees expressed a need for crossings over the Truckee Carson Irrigation District canal on the south side of Fernley. There are a number of homes on the south side of the TCID canal. The issue is that canal crossing(s) would provide residents with better access to the City and would provide emergency response vehicles better access to those residents in need.

Water/waste water capacity –

There were two issues expressed water in Fernley. The first expressed concern was the overall cost of the City's recently completed arsenic water treatment facility. Some attendees stated the system was over built. It is true the City designed the arsenic water treatment facility to have the capacity to provide arsenic treatment for a population exceeding the City's current population. The facility does have excess capacity, at present, but is able to accommodate future residential and business growth.

Some attendees stated the arsenic water treatment facility is not reducing arsenic levels. Attendees stated the City must include a statement regarding arsenic levels in their monthly water billings to businesses and residents. The arsenic level statement states the allowable level of arsenic in domestic use water should be no greater than 10 parts per billion (10ppb). The arsenic level statement also contains the most recent month's arsenic levels. There seems to be some confusion regarding the purpose and wording of the arsenic level statement.

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Only one attendee at one of the listening sessions correctly interpreted the City's arsenic level statement and stated the City is meeting their goals of reducing arsenic levels in the City's water. The Community Assessment Team was given a tour of the arsenic water treatment plant as part of the Community Assessment. The supervisor stated the arsenic water levels most recently tested in January 2011 showed three parts per billion, 70% less than the allowable levels.

The second expressed concern from a number of listening session attendees was the overall cost of the arsenic water treatment plant and the corresponding effect upon monthly water billings. The plant was funded through bonds issued by the City. Consequently, water bills will reflect the repayment of the bonds, operations, maintenance and set asides for future improvements. Therefore, the water bills may seem high, but we do not know how the water billings in Fernley compare with other localities in the region.

Parks –

The City of Fernley has a number of parks located throughout the City. The major park facility is the Out Of Town Park, with another well used facility at the In Town Park.

Attendees of the listening sessions, regardless of demographic, all stated the parks were a major asset. Attendees were aware of the need to maintain and improve the parks.

Recent park improvements have been funded through the City applying for Land and Water Conservation grants with a 50% match. There were two park improvements funded at the Out Of Town Park, one at Autumn Winds Park and one at the In Town Park.

Road repair/maintenance –

A number of attendees expressed their concerns regarding street and road maintenance in parts of Fernley. There are always going to be questions regarding responsibility for streets and roads when determining who is responsible for maintenance. Who owns the particular street, is it the City, County, or the State?

The other question regarding street/roads is how to pay for repair and maintenance.

Determination of ownership and who is responsible will be a collaborative effort between the three levels of government.

In an era of reduced, strapped government budgets, who will want to pay for the street/road repairs? How will the repairs be financed? Will they be financed through bonds, fuel taxes?

Sidewalks near schools –

Attendees, regardless of demographic, all stated there is a need to provide sidewalks near the High School and the elementary schools.

Educators, parents, and students particularly referred to the need for sidewalks along Hardie Lane.

Sidewalks are needed from the High School leading into Fernley.

Sidewalks are needed on 95A and Cottonwood.

In these cases, students going to and from school are forced to walk in the street, thus greatly increasing the potential for pedestrian/vehicle accidents.

High School speed zones –

Educators, parents and particularly High School Students all stated the speed zone near the entrance to the High School was too high. This is an obvious safety issue for both students walking to and from school and vehicular traffic entering and leaving the school entrance.

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Hospital –

Attendees expressed the need for a hospital to be constructed in Fernley.

At the present time, there is an urgent care facility with limited hours. The other alternative is to use hospital services in Fallon and Reno.

Many people stated accidents and medical emergencies do not recognize the need to occur before five o'clock pm and not to occur on weekends.

Attendees also stated the local emergency response times and care was excellent.

Attendees stated the City's population was getting to the point where a hospital facility in Fernley is justified.

Fiscal issues –

Fiscal issues are concerns for both the public and private sectors.

The economic downturn occurring in late 2008 has affected everyone. Businesses have closed, jobs have been eliminated, home foreclosures are on the rise, public sector resources at the federal, state and local level have been severely impacted, subdivisions are not being completed, construction (a major employer in Fernley and northern Nevada) has collapsed and the "growth mode" mindset has been negatively impacted.

One group of attendees stated the largest obstacle for this city is the city has gone from a primarily agricultural based community to more of municipal focus. Trying to balance the agricultural interests and the change to a municipality is a struggle for all concerned.

An attendee stated Fernley is a "flash" community due to its rapid growth since 1999.

The rapid growth and change to a municipality in 2001 have triggered some of the fiscal issues.

The primary focus on fiscal issues revolves around the recently completed City state of the art arsenic water treatment plant. The plant was designed with the most recent methods for treating water with arsenic. The plant was also designed to meet the continued anticipated growth the City was undergoing at the time the plant was designed and completed.

The City financed the plant through bonds. The City is required to have water rate(s) that will: pay off the bonded indebtedness; provide funds for operations; provide funds for maintenance; and provide funds for eventual replacement (although replacement is in the future).

One other fiscal issue is the fact the City is not currently receiving the funds the City should, based upon its size, from the Consolidated Tax. City officials are working to correct this situation.

Recommendations:

There are no recommendations regarding the new Middle School and the school district and community should be lauded for their efforts regarding construction of this school.

The City should continue working in conjunction with the owners of the industrial park, the Nevada Department of Transportation (NDOT) and the Union Pacific Railroad to complete the Nevada Pacific Parkway. Completion of the Parkway is necessary for economic development (better access for truck transportation) and public safety (better access for emergency response vehicles and evacuation of the industrial park, should evacuation be necessary). Completion of the Parkway will necessitate a public/private partnership.

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The City's water/wastewater capacity is adequate to accommodate future growth. The main issue is the fiscal issue as to how to pay the bonding for the arsenic water treatment plant. The City should (and is probably doing so) evaluate the entire bonding needs to pay for the plant and should explore other possibilities for debt reduction.

The City should conduct a Nevada Small Cities Community Development Block Grant (CDBG) Program income survey. The survey should be completed with the focus of using the data to designate target areas for future projects. One such potential target area could be those areas along Cottonwood and Hardie Lane to address the sidewalk issue around the schools.

The City and School District should work with NDOT to address the speed zone issues at the High School.

The City will need to work with Union Pacific Railroad regarding the tunnel and some type of crossing over the tracks in the vicinity of Silver Lace Boulevard. This crossing may be one of just having a pedestrian walkway over the tracks to reduce the hazard of children going to and from school.

The City should continue to evaluate the submittal of grant applications to the Land and Water Conservation Fund program to fund park improvements.

The City will need to work with the Tahoe Carson Irrigation District (TCID) regarding any crossings over the TCID Canal in Fernley. Costs and cost share issues will need to be addressed.

Someone will need to do an analysis regarding the need to construct a hospital in Fernley. The City would be the logical entity to complete such an analysis. The City will need to evaluate other partners who can provide assistance in this analysis.

Fiscal issues are always a major issue in troubled economic times and particularly in such economic times currently experienced by the residents, businesses and government in Fernley.

The City will need to work with the Department of Taxation and the Legislature regarding a more equitable distribution of the Consolidated Tax for Fernley. This may take time to be resolved.

The City has taken measures, such as a four-day work week, in an effort to reduce daily operational costs. City staff numbers have been reduced in an effort to control costs.

Resources:

The City's Master Plan is useful in charting the way forward. The contact would be Fred Turnier, Community Development Director, Fernley. Tel 1-775-784-9902

The Nevada Association of Counties may also be able to assist regarding county-wide planning processes. Contact Jeff Fontaine, Carson City. Tel 1-775-883-7863

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Likewise, the Nevada League of Cities and Municipalities may also be able to assist regarding master planning processes. Contact David Fraser, Carson City. Tel. 1-775-882-2813

USDA-RD: for assistance with infrastructural planning and projects, especially water and waste water. Contact Kay Vernatter, Carson City. Tel. 1-775-887-1222

State and Small Cities Community Development Block Grant (CDBG) Program: for assistance with infrastructural planning and projects, including streets, curbs, gutters etc. Contact Des Craig, Carson City. Tel. 1-775-687-1812

Nevada Department of Environmental Protection (NDEP): for assistance with water and waste water projects and handling waste in general. Contact Adele Basham, Carson City. Tel. 1-775-687-9488

Nevada Department of Transportation (NDOT), for information on grant financing for street improvements etc. Contact Carson City. Tel. 1-775-888-7000

Nevada State Office of Energy: Renewable Energy & Energy Conservation Task Force: <http://energy.state.nv.us/taskforce/default.htm> and www.nevadarenewables.org

Senator H. Reid for assistance in promoting rural alternative energy initiatives: <http://reid.senate.gov>; Carson City, Tel. 1-775-882-7343 ; Washington, DC, Tel. 1-202-224-3542; Toll Free for Nevadans: 1-866-SEN-REID (736-7343)

Public Utilities Commission of Nevada: for assistance on broadband stimulus funding, contact Nancy Wenzel, Utilities Hearings Officer, Carson City. Tel. 1-775-684-6180

Public Technology Institute webinars on broadband stimulus funding: <http://www.pti.org/index.php/ptiee1/more/466/>

State Offices of Rural Health Grant Program (SORH) Nevada Office of Rural Health, School of Medicine, Univ. of Nevada, Reno, Caroline Ford, Director, cford@med.unr.edu or Keith Clark, Coordinator, clarkk@med.unr.edu, 775-784-4841
<http://www.ruralhealth.hrsa.gov/funding/50sorh.htm#additional>

Nevada Rural Hospital Partners - RHP Loan Pool - Low Cost Loan Program, Reno. Steve Boline, Chief Financial Officer, 775-827-4770

University of Nevada-Reno, Department of Resource Economics, Tom Harris, Chair, (775) 784-1681, harris@cabnr.unr.edu

The department assists rural communities with strategic planning, regional economics, impact modeling, rural development and operations research analysis.

Nevada Department of Transportation, Sandy Stanio, Manager, Local Government Programs, 901 So Stewart St. Suite 4001, Carson City, NV, (775) 888-7122

City of Fernley Community Assessment 2011

Theme: Movin' Around: Lisa Dayton

Love it or hate it, Fernley has a roundabout and people are still buzzing about it. Overwhelmingly, citizens thought their roundabout was the best thing since sliced bread. There were a few who wished the truck drivers could figure it out. And yes, it can be a little tense watching a big rig negotiate its way around. But, in a town divided by a canal and a railroad track, the roundabout was seen as a giant leap in the right direction for drivers who are just trying to get from point A to point B.

Grateful as citizens were for progress, they were unified in their desire for more options to get around town and beyond. The mode-of-transportation wish list ranges from a high speed rail to Reno/Sparks to a peaceful stroll along the canal. Along the way, citizens would like the option of a bus or taxi to take them across town or even out of town.

Biking & Hiking Trails

Many of you asked for more biking and hiking trails along the canal. I would recommend that you follow the example set by the organizers of the Tahoe Pyramid Bikeway. This organization has assembled an impressive group of founding members and donors at many levels and their efforts have improved trails reaching from Verdi to Wadsworth. You can view their website at <http://www.tpbikeway.org/>.

Public Bus

Many citizens were looking for public transportation either across town or into Reno/Sparks. The bulk of funding for public transportation comes from the Federal Transit Administration. While researching Carson City's public transit system, "Jump Around Carson", I came across their current financial plan posted on their website at <http://www.carson.org/index.aspx?page=1436>. I would encourage you to view this document to see how their system is funded. Services to outlying areas are developed through inter-local agreements and this might be an option for Fernley to explore.

Private Taxi

Residents wanted to know what happened to the private taxi service that was once available in Fernley. Some rumored that the service had been "temporarily" interrupted and would hopefully return. This does seem like a viable business for an entrepreneur/professional driver that has access to some startup money. Small business loans are hard to come by, but there might be local, private money that could be assembled and invested into a taxi service. Seems like a win/win for all involved.

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Train to Reno

I find it very exciting that I participated in two Community Assessments, Fernley & Churchill County, and both communities wished for a passenger train to Reno. The Western High Speed Rail Alliance indicates that rail ridership has been on the increase since 2008 mostly due to increased fuel prices, airport security line hassles, highway congestion and on-time performance issues of alternative modes. The current administration has made the connecting of cities by high speed rail with links to other modes of public transportation a high priority and supports this endeavor by allocating federal grant funds. The first step would be to commission a feasibility study and I would point you to two organizations, the American Public Transportation Association at www.apta.com, and the Western High Speed Rail Alliance at www.whsra.com.

Resources:

Tahoe-Pyramid Bikeway, <http://www.tpbikeway.org/>

Jump Around Carson, <http://www.carson.org/index.aspx?page=1436>

American Public Transportation Association, www.apta.com

Western High Speed Rail Alliance, www.whsra.com

City of Fernley Community Assessment 2011

Theme: Movin' Around: Ron Radil

Issues:

Movin' Around refers to the concern expressed by a number of attendees about traversing Fernley on the existing streets and highways.

There were 11 sub-themes identified during the listening session regarding Movin' Around.

These sub-themes are:

1. Lack of public transportation – local and intercity
2. Loss of taxi service
3. Physically divided community
4. Sidewalks, bike and hike paths
5. Connecting subdivisions
6. Close to Interstate 80 and airport
7. Single egress
8. Roundabout
9. Traffic congestion
10. Nevada Pacific Parkway
11. Train to Reno

Lack of public transportation – local and intercity –

Attendees referred to the fact there is a lack of public transportation within Fernley and also going to other places such as Reno or Fallon. The majority of residents must rely upon private transportation.

Public transportation is an issue facing many communities, particularly the size of Fernley.

There have been efforts within the region to establish forms of public transportation. Funding was secured and operations would begin. The major issue has always been of how to fund the ongoing operation, maintenance and replacement of the busses.

Ticket prices have not been sufficient to maintain long term public transportation in the region. Existing systems end up being subsidized by the local jurisdiction.

Loss of taxi service –

The recent loss of Fernley's only taxi service was cited as a problem in the community. Speculation abounded the taxi service would resume operations.

The taxi service is privately operated and funded and most likely would continue to do so.

Physically divided community –

Fernley is a physically divided community due to its historical development as a town and later as a City.

The real divider in Fernley is the Union Pacific Railroad. Interstate 80 may be another division line should the City expand with residential, commercial or industrial sites on the north side of I-80.

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US 50A from Fernley to Fallon is another dividing highway due to its four lane configuration and higher speed limits going east from the roundabout.

Sidewalks, bike and hike paths –

Educators, parents and students all mentioned the fact the City was lacking in sidewalks, bike paths and hiking paths.

Sidewalks are needed on Hardie Lane for school children, from the High School to Fernley along US 95A and in most other places in Fernley.

The lack of sidewalks is a consequence of the change from a rural community to a municipality.

Connecting subdivisions –

A number of attendees addressed the need to connect subdivisions throughout the City. During the growth mode, subdivisions were planned and started apparently without giving thought as to how the subdivisions would connect with other areas in Fernley.

Close to Interstate 80 and airport –

Access to I-80 and the Reno-Tahoe International Airport were not presented as issues, but were always addressed by attendees as being a positive for Fernley, particularly in regards to economic development. This access is looked upon as being an asset.

Single egress –

Several attendees addressed the need to provide additional egress in the industrial park. The only egress at the present time is from Newlands Drive to the west to I-80 and the roundabout. Attendees expressing this concern were addressing the need to have other access points to the industrial park for emergency response and evacuation, should evacuation be necessary, from the industrial park.

Roundabout –

Attendees expressed their opinions the roundabout was a success, aided traffic flow and is an asset to the community.

Traffic congestion –

A number of attendees spoke about traffic congestion in the following areas: the stop light at Main and US 95A; the roundabout; and the stop light at Newlands Drive feeding into I-80 and the roundabout of workers leaving their shift at the industrial park.

Nevada Pacific Parkway –

A number of attendees expressed their desire for completion of the Nevada Pacific Parkway from the I-80 Exit 50 and US 50A.

The Parkway would allow greater traffic flow, reduce truck traffic on Main Street and provide additional egress for the industrial park area.

Train to Reno –

Several attendees expressed their desire for rail passenger service from Fernley to Reno and to Fallon. Public transportation is needed and this would provide a partial answer to this need.

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Recommendations:

Lack of public transportation – local and intercity –

While the lack of public transportation is an issue, everyone should be concerned with the operations, maintenance and replacement costs. Until these issues can be addressed there will most likely continue to be a lack of public transportation.

One possible way to address public transportation is to do so via a regional basis when a significant number of local governments work in concert to address this issue.

Loss of taxi service –

This issue will be addressed by the taxi service that ceased operations or by another private entity or there will be no more taxi service in Fernley.

Physically divided community –

The historical development of Fernley from a town to a City, topography and the Union Pacific Railroad all contribute to a physically divided community.

Planning and investment will be required to partially address this issue. The physically divided community may be partially addressed through passenger walkways of the railroad or another railroad overpass.

The City will need to plan for any efforts to alleviate this issue. Collaboration will be necessary between the City, NDOT and the Union Pacific Railroad.

Sidewalks, bike and hike paths –

All demographics at the listening sessions expressed the need for sidewalks, bike paths and hiking paths.

Sidewalks are a need, particularly around the schools along Cottonwood, Hardie Lane and US 95A to and from the High School.

The City should develop a plan to address each of these issues. This will need to be done in consultation with the school district, NDOT, Lyon County and the affected residences and businesses.

Funding most likely would be a partnership between all concerned.

Connecting subdivisions –

The lack of subdivisions not being connected is a hold-over from the growth patterns resulting from the change from a town to a City.

Here again, the economic down turn may provide the City an opportunity to “catch up”. This issue needs to be reviewed by City staff to determine the need to connect subdivision. Plans and design to link subdivisions may most likely occur over time, when fiscal resources permit.

Close to Interstate 80 and airport –

Access to I-80 and Reno-Tahoe International Airport were not viewed by attendees as being an issue. Attendees stated both were a great asset for Fernley.

The only recommendation would be to recognize these two assets and how they can be used as economic tools.

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Single egress –

The single egress issue is directly related to an additional egress for the industrial park on Newlands Drive.

This issue is most likely directly a responsibility of the City, as well as the Nevada Pacific Parkway, also presented by attendees as a project needing to be completed. Completion of the Nevada Pacific Parkway would address the single egress issue.

The City will need to plan and design the Parkway. Collaboration will be required between the City, NDOT and the Union Pacific Railroad.

Roundabout –

There are no recommendations regarding the Roundabout as attendees stated the roundabout was an asset and did help with traffic flows.

Traffic congestion –

Traffic congestion most likely occurs approximately the times school starts and people go to work as well as when the school and work days end.

The City will need to review plans and design in consultation with NDOT regarding the best method(s) to alleviate traffic congestion.

Nevada Pacific Parkway –

Attendees spoke about the need to complete the Nevada Pacific Parkway for traffic flow and another egress to the industrial park.

See the Recommendation for Single Egress.

Train to Reno –

Several attendees stated their desire to see passenger rail service from Fernley to Reno and Fallon.

Once again, the cost issues will be a determining factor. The Union Pacific Railroad is the main issue, particularly in allowing passenger service over their existing rail, devoted to freight.

The community may explore the possibility of a short line passenger rail company and this should be explored by representatives from Fernley, Fallon, and Reno.

Resources:

Nevada Commission on Economic Development, Community Development Block Grant (CDBG) program. Des Craig, Carson City, Director, (775) 687-4325, dcraig@bizopp.state.nv.us

University of Nevada-Reno, Department of Resource Economics, Tom Harris, Chair, (775) 784-1681, harris@cabnr.unr.edu

The department assists rural communities with strategic planning, regional economics, impact modeling, rural development and operations research analysis.

Nevada Department of Transportation (NDOT), Contact Carson City, Tel. 1-775-888-7000

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Nevada State Office of Energy: Renewable Energy & Energy Conservation Task Force:
<http://energy.state.nv.us/taskforce/default.htm> and www.nevadarenewables.org

Senator H. Reid for assistance in promoting rural alternative energy initiatives:
<http://reid.senate.gov>; Carson City, Tel. 1-775-882-7343; Washington, DC, Tel. 1-202-224-3542; Toll Free for Nevadans: 1-866-SEN-REID (736-7343)

Public Utilities Commission of Nevada:
<http://pucweb1.state.nv.us/pucn/PUCHome.aspx?AspxAutoDetectCookieSupport=1>

Information on Public Transportation development: American Public Transportation Association: http://www.apta.com/media/releases/2004_poll.cfm

United State Department of Agriculture (USDA) Rural Development. Kay Vernatter, Community Programs Director, Nevada State Office, 775-887-1222x28,

Economic Development Administration – EDA (Roads, Sidewalks, Curbs, Gutters, Water, Wastewater, Solid Waste, Rail) (job creation a key criteria) – Western Nevada Development District, (775) 883-7333

Western Nevada Development District (Roads, Sidewalks, Curbs, Gutters, Water, Wastewater, Solid Waste, Rail), Ron Radil

Nevada Department of Transportation, Sandy Stanio, Manager, Local Government Programs, 901 So Stewart St. Suite 4001, Carson City, NV, (775) 888-7122; sstanio@dot.state.nv.us

Tracy Larkin-Thomason, Nevada Department of Transportation, Assistant Director – Planning, 1263 South Stewart Street, Carson City, NV., 775-888-7240; tlarkin@dot.state.nv.us

City of Fernley Community Assessment 2011

Theme: Water: Carl Dahlen

Issues:

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

As most of us are aware, water is the lifeblood of any community in Nevada. Without it a community will literally dry up and blow away. In Fernley issues around the theme of water came up over and over in the listening sessions. The concerns fell into two related categories, the water treatment facility and the Truckee Carson Irrigation District (TCID) Canal.

In regard to the water treatment facility, the Resource Team heard some positive comments. “Our water treatment plant is state of the art.” “One asset is having water and waste water capacity to be able to continue to grow in the future.” “We did put in very good infrastructure here already. We have an expensive but very good water plant. The assets are available to take advantage of in our community.” The problem is this “state-of-the-art” facility has come with an extremely high price tag. And there is a perception it is not doing the job was intended to do. Several comments were heard along these lines. “The water treatment plant is an asset; but it came at a lot of heartache, political grief and it left us in debt. It needs to be paying for itself and we are still getting arsenic warnings in the bill.” One commenter questioned, “How are we going to pay for the water treatment plant without raising taxes and slamming the citizens of Fernley?” Another said, “Citizens should not be held hostage for the water treatment plant.”

The other water issue is the canal. Many of those commenting saw the canal as a major asset to the community both from the standpoint as a contributor to the water table and its esthetic value. One commenter noted, “The most important problem here in Fernley is water, particularly as it pertains to the canal. The Desert Research Institute did a report on their ideas on what recharges the aquifer here in Fernley. According to the report, 75% of the recharge comes from the canal via seepage.” Water availability in Fernley is directly tied to the canal both for municipal supplies and private wells. Another commenter said, “It is absolute necessity to retain all water rights possible not only to recharge both municipal and private wells but also to retain a part of this once green lush valley.” There were also concerns expressed about the danger of the canal flooding and the necessity to fix the canal. As one person put it, “There is uncertainty over our lovely canal; people are working on it for a fix, but it ain't fixed.” Another person said, “A major challenge is the future of the TCID canal and how the fix will affect agriculture what little there is left. Not knowing what the future will bring is the challenge.” Ideas were also presented to make for recreational use of the canal. One thought was, “We should be doing something with the canal like where they put in bicycling trails or hiking or horseback riding. I would compare it with what they did with that pond and lake in Sparks, now it's a big lake with a walking path around it.”

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Recommendations:

In order to take pressure off the citizens of Fernley particularly in this time of economic downturn, the city should consider renegotiating the payment schedule for the bonds on the water treatment plant. The bonds were let in anticipation that growth both in the residential and industrial sectors would provide the revenue to make the payments. With the economic downturn, those revenues are not being realized. However, the economy should be making a recovery in the future. Fernley still has the potential for growth to occur in both sectors and should be able to make bond payments as planned once that growth is reinvigorated. However under the present circumstances, the city might be able to negotiate a lower payment with a balloon at the end of the term. If this renegotiation is successful, the pressure for making the higher payment in the short term might be eliminated. However for this to work, the city will need to continue its aggressive marketing for new business and industry.

The other problem with the water treatment plant is the perception that it is not performing as necessary to make the water safe to drink. It is our understanding that the levels of arsenic must be below the minimum standard for at least one year before a warning on the water bills can be removed. Even though the year wait is almost up, bills still carry the warning. Since the treatment process is working and the arsenic content of the treated water is well within the required limits, the city should promote this success through a publicity campaign to assure citizens that the water is safe for consumption. There is also a concern that the water smells and tastes of chlorine. The city should review the amount of chlorine used in the treatment process to be sure it is at the minimum level to ensure the safety of the water without over chlorination. Another suggestion from a commenter was to tie the TCID canal directly to the water treatment plant to not only make use of the surface water availability but also to reduce the cost of pumping water to the plant. This also means that the ground and surface water could potentially be mixed to further reduce the arsenic levels.

In regard to the canal, there is a different challenge in that the city is not the entity responsible for its maintenance and use. That responsibility resides with the TCID. David Stix, as the representative on the TCID Board from Fernley, is an appropriate contact for discussions with the district. However, the matter is further complicated through the role of the US Bureau of Reclamation and challenges to water use outside the Truckee River watershed. In all these matters, the city should have a unified voice. In studies of water availability in Fernley, the Desert Research Institute found that the majority of the ground water in the basin comes through seepage from the canal as it passes through the city and from fields irrigated by the canal. So, the city's water supply may be dependent on the canal being operational. In addition some farmers and ranchers in Fernley depend on the canal for irrigation of their crops. On the other hand some residents believe the canal should be closed because of a fear of another flood event such as occurred in 2008. Also some residents are concerned that the canal limits access in case of an emergency because there are so few crossing points.

The city may want to consider establishing a citizen's panel to examine issues surrounding the canal and its impacts on Fernley's future. Such a panel should include proponents and opponents to the continued use of the canal. The panel could also examine the impacts of the canal on neighboring communities in Churchill and Washoe Counties as well as in Lyon County. Using a

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process like this, the city will be able to determine whether or not the long-term interests of Fernley are in concert with its neighbors. The panel would then help develop strategies to address those long-term interests. Strategies developed may include recreational uses of the canal as suggested by some of the comments heard at the listening sessions. At least one commenter suggested using water from the canal to create a lake for boating and fishing. Others suggested hiking and biking paths along the canal route. In addition, the panel could keep citizens informed of their work and other issues around the canal. This process may necessitate additional studies by DRI and the US Geological Survey. It is essential that local residents understand the role of the canal in regard to the future of the City of Fernley.

Resources:

Truckee Carson Irrigation District: www.tcid.org

Desert Research Institute: www.dri.edu

US Geological Survey: www.usgs.gov

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Theme: Water: Michael Guss

Issues:

Bond debt on water treatment facility
State of the art water treatment facility
Communication on Water Quality
Capacity for Growth
Role of the Canal
Need for Accurate Information on the Canal
Trees and Greenery

Fernley has a state of the art water treatment facility. This facility can process water for roughly double Fernley's current population. This facility allows the City room to grow.

The Water treatment facility was financed exclusively with municipal bonds. The servicing on this bonded indebtedness takes up a larger percentage of the City's budget as revenues decline due to the economic downturn.

Though the water treatment plant more than meets national standards for safe drinking water, there is miscommunication on the quality of Fernley's drinking water due to federal regulations on arsenic notification.

The Truckee Canal provided the water that has made Fernley what it is. The canal supported Fernley's agricultural past and supports its mixed-use present.

The Truckee Canal can also flood. The canal is being repaired, and to prevent another flood, is running at below capacity. The canal is not only a direct water source to the community, seepage from the canal helps to build Fernley's water table. Over time, low flow or no flow in the canal will decrease the recharge of Fernley's water table.

People would like to be able to have trees, greenery, and flowers while being efficient with their uses of water.

Recommendations:

The long-term fiscal health of the City is dependent on successful economic development. By expanding the tax base, creating jobs, and maintaining the small-town feel that citizens of Fernley value, the water bond will become a smaller portion of the City's overall budget. (See Economic Development Theme).

It is also important for the City to clearly instruct its constituents on how to read the notices that are enclosed in the water bill. Federal regulations require that the City notify residents of arsenic in the water until there has been 12 consecutive months of testing where the level of arsenic is

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below 10 milligrams per liter.²⁸ Though the current arsenic level in the water is well below 10 milligrams per liter, until that level is maintained for a year, the City must continue to send out arsenic notices under federal law.

The City Engineer has published a letter instructing citizens on how to read the federal water notices on a quarterly basis. The City should consider monthly distribution of this information and a few public forums to explain how to read the water bill. Conducting public tours of, or having an open house at, the water treatment facility might also be a way of educating the public about how the treatment process works and about the safety of Fernley's water.

In 2008 the Truckee Canal flooded and many members of the community were severely affected by flood waters. As long as the canal is not fully repaired, fear of another flood—and the devastation it would cause—will be on the minds of the public.

The delay in repairing the canal has also negatively affected Fernley's ranching and agriculture community. In the not too-distant past, Fernley was an agricultural and ranching center. While many of these ranches have disappeared, there is still a small but significant agricultural community in Fernley. With the canal not running at full capacity, the water table is not being recharged by seepage as regularly as it once was; farmers and ranchers who are dependent on wells find that they have less water. This makes it difficult for farmers and ranchers to grow produce or keep animals.

Obviously, the repair of the canal is a critical issue to Fernley's long-term health. Citizens interested in repairing the canal should contact the Truckee Canal Irrigation District as well as their local, state, and federal representatives to make their concerns heard.

Until the canal can be repaired, Fernley's citizens can engage in water recycling. This would reduce citizen's water bills, enable greenery to be built, and pass on Fernley's agricultural heritage to a new generation.

Water recycling in an urban or suburban context is the capturing of runoff from residences and reusing it for non-potable uses (water the lawn, gardening, washing clothes, etc).²⁹ Reusing grey water can account for more than ½ of all residential water use.³⁰ By having gardens or plants filter the grey water, grey water use has the side-benefit of recharging the water table.

The use of grey water would also allow for local residents to start their own gardens and small urban farms. Urban farms can provide families with affordable, sustainable food while recharging the water table. There are several model urban farms in the City of Reno that could be

²⁸ Whalen, Sheri, P.E. "Arsenic Letter." *City of Fernley*. 2nd Quarter 2010. Accessed March 14, 2011 at: <http://www.cityoffernley.org/index.aspx?NID=298>

²⁹ Rosenbloom, Nate. "Urban Farming and Community Gardens" Presentation at Nevada Small Farm Conference March 13, 2011 Fallon, Nevada.

³⁰ Nevada Division of Water Planning. "Meeting Our Future Water Needs." P. 4 Accessed March 14, 2011 at: <http://water.nv.gov/WaterPlanning/wat-plan/PDFs/sum-sec6.pdf>

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used to guide Fernley residents interested in creating their own small urban farms.³¹ Farmers and Ranchers could instruct their fellow citizens on basic farming techniques—thereby passing on their knowledge to a new generation.

Resources:

Ann Louhela, Specialty Crop Institute and Nevada Grown, 775-351-2551
louhela.ann@gmail.com

Truckee Canal Irrigation District 775-423-2141

Bureau of Reclamation, Lahontan Basin Region, 775-882-3436

Hon. Dean Heller, United States Representative, 775-686-5760

Hon. Harry Reid, United States Senator, 775-686-5750

Hon. John Ensign, United States Senator, 775-686-5770

³¹ Vanderhaar, Jana. “Urban Farming and Community Gardens” Presentation at Nevada Small Farm Conference. March 13, 2011. Fallon, Nevada.

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Theme: Youth: Lisa Dayton

With a median age under 35 and approximately one third of the population 18 and under, Fernley is justifiably oriented to maintaining a positive youth culture. What our listening group heard was that the community provides good support for the school system and, in return, the school administration is dedicated to giving back to the community. We also heard that the community has rallied behind a very active youth sports league that, in some cases, exceeds the capacity of the public sports venues. We heard from your kids that they like their schools, parks, open areas, sports, swimming pool, bowling alley, fast food and Steve's Ice Cream. And, of course they asked for more to do, but so did the adults.

What we heard from kids is that they needed a universal place to hang out, a Rec Center. They also asked for safety when walking or biking across town and perhaps a better skateboard park. Parents mirrored this wish list but also chimed in with opportunities for kids to participate in dance, theater, music and art classes. The young adults at the high school would especially like to see more opportunities to work part time.

Recreation Center

Citizens either called it a Rec Center, Youth Center or Boys & Girls Club Facility, but the goal was always the same – create a place for kids to hang out. In researching grant opportunities from foundations that support youth facilities, several well known, local foundations came up; E. L. Cord Foundation, NV Energy Foundation, Reno Rodeo Foundation, Robert Z. Hawkins Foundation, Bretzlaff Foundation and the Charles N. Mathewson Foundation.

Safe Pedestrian & Bike Routes

Parents and kids expressed frustration in dealing with the hazards of trying to get across town or just to school by means other than automobile. The lack of designated bike lanes force cyclists to fight for turf alongside big rigs and pedestrians encounter sidewalks that abruptly end.

The Nevada Department of Transportation receives federal funding for their Safe Routes to School Program and this funding is then distributed to the states. The purpose of this program is as follows:

1. *to enable and encourage children, including those with disabilities, to walk and bicycle to school;*
2. *to make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age; and*
3. *to facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools*

The DOT recognizes there are additional benefits to implementing safe route projects and activities at the State and local level. Increased pedestrian and bike routes encourage healthy and active lifestyles, enhance community accessibility, increase community involvement and reduce childhood obesity.

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This program also funds a Nevada Safe Route to School Coordinator, Rebecca Kapuler. Rebecca's contact information is listed under resources and she looks forward to hearing from you.

Skateboard Park

Our listening group heard much about the existing skateboard park, good and not-so-good. The good news is that you have a skateboard park. The not-so-good news is that users see it as a baby skateboard park that needs to grow up and become a real skateboard park. There may be grant funds available to help fund an expansion. The most obvious source is the Tony Hawk Foundation which funds up to \$25,000 of construction costs. The competition for these funds is fierce, as the foundation typically receives up to 450 applications each year. Based on how often our listening group received comments about the skateboard park, there may exist enough local interest to justify a fundraising event.

Resources:

Tony Hawk Foundation, www.tonyhawkfoundation.org/skatepark-grants/apply

E. L. Cord Foundation, Joseph S. Bradley, Tr., 418 Flint Street, Reno, NV 89501

NV Energy Foundation, (775)834-5741

Reno Rodeo Foundation, Marie Baxter, (775)322-9875

Robert Z. Hawkins Foundation, William H. Wallace, 1 E. Liberty, Ste. 509, Reno, NV 89501

Bretzlaff Foundation, Michael J. Melarkey, (775)333-0300

Charles N. Mathewson Foundation, 4795 Caughlin Parkway, #100, Reno, NV 89519

Rebecca Kapuler, Safe Routes to School Coordinator, Nevada Department of Transportation, 1263 S. Stewart Street, Carson City, NV 89712-0002, Phone (775)888-7357, Fax (775)888-7207, Email rkapuler@dot.state.nv.us

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Theme: Youth: Rod Jorgensen

Issues:

- Recreation Center
- Skate Park
- Movie Theater
- Safe Pedestrian & Bike Routes

The overwhelming concern at almost all of the listening sessions we held was that the youth of Fernley have limited local activities to do for entertainment. The comments addressed youth of all ages, but heavily centered on the middle school and high school students. Although Fernley currently has a skate park, there were numerous requests to expand the small park and possibly move it away from residential areas. A community center and a movie theater were two of the most frequently requested venues for entertainment.

It was apparent through the listening sessions that the citizens of Fernley put a high level of importance on taking care of their youth. The community is an ardent supporter of the school system, and the school board is committed to reciprocating this support. Through the combined efforts of the Fernley school system and community at-large, the recommendations in this assessment should be easily accomplished.

Recommendations:

Community Center and Theater

At nearly every assessment group that we held with the Citizens of Fernley, we heard requests for both a community center and a movie theater. A community center facility would provide a centralized location for the performing arts, community meetings and other events. A movie theater would provide the youth of Fernley with an opportunity for inexpensive, healthy entertainment that is separate from the bowling alley. If you consider these projects separately, they are both ambitious projects for a rural community to take on. However, if you were to combine these two ideas in a single physical location, you could take advantage of decreased infrastructure costs and the increased likelihood of a successful capital and donations campaign. Some people in Fernley may be willing to volunteer time and resources for the construction of a community center but not for the construction of a movie theater and vice versa. By combining these projects under one roof, you double the amount of willing volunteers and interested donors.

Community Theater History

Fortunately for the City of Fernley, it would not be the first rural community to attempt to create a joint community center and movie theater. The small town of Lincoln, Kansas undertook an ambitious capital campaign in 1996 to raise money in order to construct the Bud Finch Memorial Community Theatre (known simply as the “Finch Theatre”). A non-profit corporation was established to be in charge of the fund raising, and by 1998 they had raised \$83,000—\$24,000 in corporate donations, \$14,000 in grants, and \$40,000 through the sale of

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400 “charter memberships” to community members.³² The most impressive part of this feat is that the town only has a population of 3,123.

The construction of the Finch Theatre began in 1998 and was completed before the turn of the century. Volunteers provided a great portion of the labor during the renovations of the facility. The Finch Theatre was constructed within a pre-existing building, and volunteers stepped up to gut the building, install a sloped floor, stage, projection area, and bathrooms. It currently stands as a “multipurpose facility for movies, performing arts, community meetings, and reunions that would serve the community.”³³ The venue features a full kitchen, community meeting room, concessions stand, and a full theater with a stage for performances and screen for movies. The theater has affordable pricing (\$4-\$5 for movies that are still in the larger theaters) and it features a well-designed and up-kept website. Most impressively, the residents of Lincoln recently undertook another capital campaign to raise \$93,000 to outfit the theater with digital projection equipment capable of displaying the highest quality 3D movies. According to their website, they have to-date raised \$64,000 and the theater borrowed \$30,000 to fund the rest of the project while they continue to earn donations through a variety of fundraising events.³⁴

Applying the Idea to Fernley

Such an ambitious project would be well within the means of the City of Fernley. It was evident through our meetings with the citizens that the necessary passion exists to successfully complete this project. There was overwhelming support for a community center and movie theater separately, and I do not expect that support to erode if the two ideas were combined under one roof. Furthermore, while Lincoln only had a humble population of 3,123, Fernley boasts a population of nearly 13,000. The closest movie theater outside the town of Lincoln is close to 30 miles away, the same distance the Century 14 Sparks Theater is from Fernley.

A community center/theater can be implemented in a cost-effective way by renovating one of the larger buildings that currently sits empty within the Fernley city walls. Other communities have been able to run such facilities by employing high school students and taking volunteers to perform repairs and maintenance. In a 1998 study into rural movie theaters, Roy Christman found no rural theater that had to employ more than one full-time employee. In addition to cost-effective implementation, the project would have a large and diverse revenue base. The theater could be used for movies and performances, as well as any special slideshows for private events such as birthdays and family gatherings. The community room could be used for any personal, business, or community event. The entire facility could also be used jointly for events. For example, Fernley High School could host a safe Grad Night party at the facility which utilizes the kitchen, concessions, movie theater and meeting room space.

³² Christman, R. (1998). Movie Theaters in the Maintenance of Rural Communities in Kansas. *Great Plains Research*, 299-313, page 305.

³³ Christman, R. (1998). Movie Theaters in the Maintenance of Rural Communities in Kansas. *Great Plains Research*, 299-313, page 308.

³⁴ Website for Finch Theatre, Lincoln, Kansas. www.FinchTheatre.com

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Bicycle Paths

A group named the Nevada Bicycle Advisory Board (NBAB) runs the website Bicyclenevada.com. The website provides information and resources to promote the safe use of bicycles within the state of Nevada. In addition to the great information the site features, the NBAB also runs a mini-grant program. Through funds provided from *BicycleNevada* fundraising activities and apparel sales, the NBAB distributes \$1,000 grants to projects promoting safe and effective bicycle use within Nevada. This is a great resource that Fernley can utilize to develop its biking routes and provide its youth with a healthy outdoor activity as well as an alternative method to get to school. The grants are awarded during the March and September meetings of the NBAB, and according to the website, there is preference for “projects that involve collaboration with other agencies/groups and that other funding sources have been pursued for the project.”

Safe Walking Routes to School

In 2005, the “Safe, Accountable, Flexible, Efficient Transportation Equity Act” (SAFETEA) allocated \$612 million to establish Safe Routes to Schools. The funds are intended to help K-8 schools in all states create walking and bicycling routes to school to promote a safe alternative to being driven by parents or riding the bus. These alternative routes can help build the healthy habit of walking and bicycling.

An excerpt from the Walknevada.com website describes the process of creating of these safe routes:

“Safe Routes programs are almost always implemented by volunteers, generally those that participated in the planning process. Reimbursable federal monies are available via a competitive process through the Nevada Safe Routes to School program. No matching funds are required.”

More information regarding the use of federal money to develop these safe walking routes is available by contacting the Nevada Safe Routes to School Coordinator Rebecca Kapuler at (775) 888-7357 or rkapuler@dot.state.nv.us.

Resources:

- Christman, R. (1998). Movie Theaters in the Maintenance of Rural Communities in Kansas. *Great Plains Research*, 299-313.
- Website for Finch Theatre, Lincoln, Kansas. www.FinchTheatre.com.
- Nevada Bicycle Advisory Board Website. www.bicyclenevada.com
- Nevada Department of Transportation Walk Nevada Website. www.walknevada.com
- Nevada Safe Routes to School Coordinator, Rebecca Kapuler, (775) 888-7357, rkapuler@dot.state.nv.us.

Comments

Fernley Rotary Club

Problems and Challenges

- People call 911 a lot.
- Lack of the city government taking care of streets, new street sweeper might help and weeds.
- Negative business environment.
- Communication.
- City council--new street sweeper.
- City's lack of working with businesses that want to come in.
- City council not speaking as a whole.
- No there, there; no center, no community center or town center.
- Need respect and understanding for education level in the community.
- Ditto.
- Community involvement--1,000 out of 18,000 involved.
- Barricade attitude at City all, don't work well with community.
- Lack of vision.
- Inability to provide service--lack of funding from consolidated tax.
- Old refrigerators, town can't spend a day cleaning up the clutter.
- No youth activities or facilities.
- Ditto all.
- Lack of public transportation, no cab company.
- No public or private transit eliminates some companies from moving in.
- Job creation, low economic skill levels, political factions fighting change, drugs.
- Police not as involved in suicide prevention as they could be.
- Lack of a City Police force.
- Lack of public safety funding.
- Lack of medical services--nothing after 8.
- Communication.
- Lots of talk, years into processes and nothing happens.
- People don't see nice buildings getting nicer.

Strengths and Assets

- Personalities of people in the community--fills voids in times of needs. Community answered call in the flood.
- Public together in times of crisis.
- Ditto.
- Ditto--those who do, do a lot.
- Relative had a wedding in May and relatives from Florida said this was the friendliest town they've ever been too.
- People.
- People--good core group.
- Community made up of a variety of people from different places.
- Parks, weather, views.
- Volunteerism when we have a disaster is amazing.
- Location--crossroads of North South and East-West highways. Opportunity to be a hub. Railroad, proximity to RNO Airport
- People make Fernley what Fernley is.
- Few of the people--20% attend 80% of the functions, same people.

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- Location and wide open spaces.
- Sufficient retail.
- Location. Faith based community.
- Outdoor recreation activities.
- Restaurants.

Projects and Initiatives

- Establish a GID that encompasses golf course, workout facilities and tennis courts. City needs to make a commitment others closed.
- Community calendar for events.
- Business improvement in downtown--build a downtown.
- Ditto redevelopment of downtown.
- Skate park for kids--bigger skate park.
- Golf course is a draw that brings businesses here. Downtown is just sorry; Fix it up.
- Community calendar--sign board to see events, reader board for parks.
- Go forward with a community center.
- Movie Theater.
- More family oriented activities.
- New downtown and skate park.
- Public transit to link to Reno and Carson City.
- Transportation--we have none.
- Main Street, skid row, in 12-24 months trees should be planed and Main Street should be fixed up.
- The Boys & Girls Club is great, but it's difficult to communicate with families as to what's available.
- Decent newspaper--nobody buys the newspaper, maybe we need online paper.
- Skill development for workers.
- Research how to address low skill levels, lack of recreational opportunities, etc.
- A new downtown to expand the tax base.
- Increasing the community spirit--nobody goes to ballgames, we just had a big basketball game and few people went.
- Different government agencies working together on Main Street--NDOT, City, etc.
- Better or more ball fields for kids.
- Two churches on route 400, we need more churches to keep people from traveling to Reno.
- Addressing the adversarial nature of the city in a positive way. The new City Manager and Community Development Director are helping, but there is still room for improvement.
- Walgreens was ridiculous.
- Other: that was NDOT.
- Parks need to be kept up better, especially Out-of-Town Park.

Agricultural Sector

Problems and Challenges

- Most important problem here in Fernley is water--pertains to canal, and to the DRI's report, their ideas on what recharges the aquifer here in Fernley. 75% of recharge comes from canal via seepage.
- Some water that has been dedicated in that canal may be leaving the project. 500 wells between Hazen and Canal; all impacted if canal is impacted. 1,500-2,000 rely on those wells.
- Ditto.
- Ditto. Water is one of the main issues.

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- The city not really behind us on the canal at all, important for the city to find a way to get water out of the canal into the treatment plant. Going another way to put water into treatment plant.
- Businesses in Fernley must compete with businesses in Reno or in Truckee Meadows, Fernley residents working in Reno, hard for Fernley businesses to thrive.
- Easier to shop in Reno, and price issue.
- We're running out of water, and do need it.
- We're all redundant--people selling water rights off the land to other entities. Fernley needs to keep our water.
- All fields that developers bought and sold water rights off to somebody shouldn't have been allowed.
- Get the people that think the canal needs to go away because they think it is going to flood to understand if you shut the water off it turns back into desert and reduces property values.
- Water is a big problem, if the City of Fernley keeps charging the rates they're charging on meters, can't even water our lawn.
- Reason we live here is because we like it the way it was, if we keep messing around with that canal, our well will go dry.
- Few people up closer to canal that their wells are starting to drop because the canal has been off all winter.
- Water, 500-600 wells...thousands of people, city maintained population. If wells dry up, people have to pay thousands and thousands to plumb into the city. Poor for economic development.
- Ditto water. The city itself is getting millions of federal dollars annually and spending that money on attorneys for themselves and for the Pyramid Lake Tribe that do no good for anybody.
- Working to get money from Reid's office, his job is to satisfy the tribe and turn off the canal as part of the overall goal.
- We need water in that canal, no city water, if I don't have water in the canal, well goes dry, closest line is a mile away from us, would be pretty expensive.
- Pumping on the reservation, royalties that they would love to tack on up there. The construction it would take to hook everybody up that is on the well. No hearings.
- City water system--where they're planning to get their water. 105 to 125 feet of elevation change to get up to water treatment plant. More economical to bring it out of existing canal.
- Doing business with the tribe--they're a separate government, separate nation, hate to see Fernley give another government the right to control part of the water.
- Business. Water.
- Lying within the geopolitical issue in Fernley, and outside influences which leave doubt as to what the future means.
- Downtown corridor--drive through Fernley, on Main Street, has all the appearances of blight. Virtually no appeal for moving here or wanting to open business here due to dilapidated buildings.
- Water treatment plant, ditch that runs right there, possible way they could help them get that moved off the reservation and pipe it to them where they could tie it to them.
- Wife and I tried to start our own business, state, county, city level, drained every last dime I had saved trying to open up an office in Reno, business license, fee for every county you did business in.
- State took six months to get licensed--one person who works in licensing office and she services the whole state. Nevada not business friendly.
- Business owners are so taxed for every piece of equipment, quarterly taxes on it. Once paid to be here, wouldn't have to be taxed quarterly over and over.
- Need to get more water--BOR keeping it at a certain amount of water, part of that is the people in the city want it to not be too high.

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- We need to have more, half to time you go to irrigate, you can't irrigate because 6 or 7 people are irrigating.
- Everybody works in Reno but they live out here because they love it out here, that shouldn't be destroyed.
- Fernley doesn't have a big community center--groups like the Elk Foundation can't meet.
- Flows--2009 irrigation season, 50 feet of water in the canal by June. 25 feet transferred that year. If they transfer all the surface water they have. Many years, the canal will have nothing in it.
- Times in Nevada, 5 or 6 or 7 years of drought straight, going to be really ugly.
- Community believes that the ditch is harmful, has to do with the flood we had 3 years ago, knowledge level that it is a bad thing to have that ditch.
- This community does not exist without that ditch. Need to convince city to pull wells out of the ditch, and replenish the wells.
- When we did have the break in the canal, a lot of drainages filled up with growth.
- City of Fernley should be required to inform the citizens on wells what's going to happen if the canal is reduced in its flow and if it goes away.
- Cat population--we have a lot of feral cats, and our county and the city not required to do anything about that problem. Shelter or the animal control.
- We have vandalism, we catch the people doing the vandalism, filmed the people doing the vandalism and sheriff's say we can't do anything about that.
- Metal theft, stealing scrap metal.
- Several homes that have been burned down by vandals, TCID ditch house was burned to the ground, no one was every caught.
- Post office causes the biggest traffic jam because people go to the post office when they pick up the kids, trying to get out of the post office or into the post office.

Strengths and Assets

- Good people in the City of Fernley. Raised 4 kids here, all went to school here, really enjoyed the community, agree it could be cleaned up.
- Location--railroad, interstate, us highways, state highways. Available land for businesses, but challenge with workforce.
- Truckee canal as well. Possibilities for business growth. Whole city other than the farm should've been north.
- Canal water--water that supplies the whole town.
- Everybody likes this town because it is a nice small town, work in Reno, they live here. Room for more businesses to move out here.
- We have a lot of churches in all different types, restaurants, plenty of room for sports activities, shopping goes, you could live here without going to Reno, autos, groceries, clothes.
- Our canal could provide recreation--kayaking, canoeing, walking dog, etc.
- Gateway to areas, hub of the North and South of Nevada.
- Energetic and intelligent staff at City Hall to turn Fernley into a first class community. Agriculture property would be worthless without the canal.
- Ditto.
- Lahontan is an important asset to this community. Recreational side of Lahontan is something that helps Fernley--people who live here that spend time out there.
- Fernley has a great diversity in land choices with commercial and industrial coupled with the transportation here. Industry.
- Residential, we have a huge selection of residential lots and sizes. South and the highlands, no paved road, into town, post stamp style, go out to medium to large agriculture area. Irrigate have animals.

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- Sense of community spirit, really exemplified when we had the flood because people really do come together and help. Great groups and organizations in this town, Boy Scouts, Compass, 4H, Boys & Girls Club
- Fernley's biggest asset is the canal. Lifeblood came to town alive. Wouldn't have anybody here. Once that tap dries up, that's it.
- Ability to move goods here is definitely a plus.
- Development won't be here if they don't have a source of water.
- Ballparks and parks and playgrounds, variety of activities for youth and sports.
- Come here, go to dinner, breakfasts and lunches, helps our community.
- What a great bunch of people live here and they are so focused on community, VFW to Arts and Culture Commission. People want this town to amount to something some day.
- Dust. Transporting good soils back onto the properties.
- Hotels--we get the overflow out of Reno, not only bedroom community for residents, bedroom community for events in Reno.
- Schools for people who have kids--variety of schools, quality education for our children.
- Outdoor activities more go camping, rural city every now and then.

Projects and Initiatives

- Community Center, really important to have a community center with multipurpose availability, flexible seating, kitchen facility, weddings, Elk Foundation Dinner, 4H meetings.
- Ditto.
- Ditto.
- I think with the water issue they should develop a plan to use the head pressure on the canal to push through the water treatment system so they can reduce their pumping costs.
- Some kind of shelter for families, transient shelter, since we have three highways that pass by.
- Condense the city; pull the water out of the canal.
- Convince the city to get the water out of the canal.
- Ditto on canal, caveat that is that we start figuring out that we have to survive alone and gain an ally with other agencies that have our same common interest of having the water keep flowing.
- Downtown redevelopment for us to thrive, we have to get folks off the freeway downtown.
- Need to get everybody pulling in the same direction, whether it is education, get everybody pulling in the same direction, one way then the other, ain't gonna get nothing done.
- City of Fernley work together with others better chance of surviving.
- City of Fernley should hire people to work for the city of Fernley from Fernley. Once someone came to do something and he lived in Fallon. Work in the community.
- More attractive entrance to Fernley. Unwisely on the underpass when we get off the freeway.
- Long-term need to spruce up the entire town.
- Dittos with the canal.
- Ditto on canal.
- Water tied to recreation at Lake Lahontan, tied to our wells tied to recreation corridor within the City of Fernley, we could enhance and work off of, and it takes agreement from government at all levels.
- City town hall: that the city puts on that educates people about the canal. 24 month deadline for getting them convinced that is what we need to do on the canal.
- Ditch runs right past the plant--have people be aware of issues on water.
- Plant set up to run surface water, got to get the filters, put the money into the plant to get the filters.
- Be fiscally responsible and invest in the plant.
- Lots are empty growing tumble weeds. City leasing them back to people interested in putting them back to agriculture.

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- They need to look at getting work done on the roads that are heavily traveled--Vine Street, Hardy Lane, and Freemont. Vine and Freemont take people to cemetery. Hardy Lane, swimming pool and school.
- We do not want to be involved with the Dodge flat project, keep independency, and divert water from the canal to the water treatment plant.
- Cost us money to get water we need here.
- Doing something with the canal, where they put in bicycling trails or hiking or horseback riding. Compare it with what they did with that pond and lake, now big lake and walking path around it.
- Took something the community thinks is bad, and made it

Questions and Answers

- Thinking about drilling over to Wells over there,
- Want to pump the water over to the treatment plant.
- Wadsworth, off the hill pumping water up the hill.
- Dodge flat, when they built the canal, you can see a strict structure that was milled to pump water under the river into Dodge Flat.
- I moved to Fernley in 1959 when Dad bought an 80 acre ranch and had a dairy on it.
- Moved here with my family in 61, and we were a family of 7, and my Dad just wanted to get out of Reno, so we moved to Reno.
- Commuted to Reno for work.
- My family lived here 65 years ago, run a little bar here in town, and run a little bar here in town. Bought them and sold them in town.
- Moved in 95 from Sparks, get family out of Reno, smaller schools, get them into rural live.
- Moved from Fallon moved up stream on water.
- My family came here because California gave my Dad asthma, we had to sell ranch over in California. Bought ranch here in 1948, been here a while.
- My husband is a 4th generation Nevadan, grew up in Paradise Valley, Great Grandmother in 1862.
- How do you identify your downtown?
- From Hardy to Miller, Just before the curve.
- Could expand it out to the roundabout. Lifers know where downtown was. Fields was nothing but fields and pastures where we're sitting right now.
- 40-50 irrigators. Spread out into a bunch of subdivision. One irrigator does 4 or 5 lots in a subdivision.
- TCID delivers more water to properties with less than 10 acres than we do more.
- 59 water users, when I retired, had over 400. 1955 to 1986. Just through Fernley.

Business, Industry and Finance

Problems and Challenges

- No entertainment besides the casinos.
- Transportation--public transportation--lack of.
- Lack of doctors and medical facilities.
- Entertainment for kids.
- Communication--events, communication of community involvement.
- General appearance of the community, the downtown area.
- Communication with all the folks here in town.
- Employment, lack of.
- Our business, biggest challenge we've seen for the last two years is finding decent employees--can't find qualified people or people who are willing to stick around.
- Growing the job base locally, we're a bedroom community, grow job base locally.

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- Lack of local jobs.
- Ditto jobs.
- Ditto jobs.
- Lack of a brand or identity for our city so we're recognizable to outside communities as a legitimate type services.
- Lack of services for the size of this community, grow the buy locally brand.
- Lack of local services.
- Find a way to draw people here for other purposes, like for tourism--living here, working here, and playing here. Draw people coming here for the tourism. Create an event or attraction.
- Communication--Fernley could capitalize on the fact that we're the only city of its name in the country.
- Home foreclosures.
- Home price deterioration and deterioration in general is a concern.
- Transportation--if we had some kind of shuttle or rail or something back and forth to Reno just for work hours that would be good.
- Construction back going, projects going out here would be a benefit.
- Growing the jobs locally in order to do all these things.
- Easier local financing for businesses.
- Lack of community involvement--18,000 plus people here and there are only maybe 1,000 people who are involved.
- Our image, when people come from the Chamber's Point of view, we get questions about our image because they've heard and read negative things about us.
- Seniors are considered 55 at Casinos, Senior Center considered at 60. Disabled at 55 want to use senior center, not allowed to.
- Uncertainty over our lovely canal, people are working on it for a fix, but it ain't fixed.
- New businesses coming in, and the struggle that they have being able to deal with city, City not as user friendly as USA Parkway over in Storey County, a little easier to get into.
- Biggest challenge is providing jobs for people who live here and to attract people to buy the homes who are vacant here. Solve the housing issue.
- We have quite a few problems--appearance of our community, doesn't say to other people come here, doesn't look good. Unkempt. Ozarks.
- We have a problem with feral animals in our community, we don't really have anywhere to take them, but if you take the animal there, good chance it'll die, it'll be put down.
- County animal shelter is based in Silver Springs, we have nothing in the City of Fernley, except down in Yerington. Citizens dealing with feral animals forced to take them to other counties and lie.
- SPCA will not take them to other counties.
- 2.6 million a year shortfall for the water treatment
- infrastructure and amenities not meeting the citizenry need
- need something done about the weeds
- we need to fix the housing market
- sprawled growth
- make Hutch's Surplus clean up his business
- kids wandering--need something else to do besides walk streets
- weed abatement
- unemployment rate is an issue
- need road improvement on hardy and Newlands

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Strengths and Assets

- People.
- Location, easy access to other areas.
- History, it's been here for a long time, community been here for quite a while.
- Location--people who want to live somewhere in a suburb so to speak but they don't want to be far away from city life.
- Water and waste water in the city, infrastructure and what we can do in the facility is good. Flexibility and capacity.
- Small rural community with wide open spaces.
- Potential for growth for businesses as well as residents lots of land that can be built on and developed.
- Last two years of the housing market resetting as created a super strong base of ownership in the community, stability and affordability of everybody who has lived here.
- Foundation of home owners who aren't going to get foreclosed on because they have payments less than you can rent.
- Potential for growth and community as far as the age of the people who live here, lot of potential to grow up.
- People, even though only a small group that participates in everything people who do are really good volunteers.
- Potential--lot of room to grow.
- Location--ideal spot for where we're sitting just outside of California and Oregon, highway structure we have in place is a central hub, helps the industrial park quite a bit.
- New resident--been here almost a year, daughter and grandchildren followed me. We do have things for kids to do, and I see that expanding.
- Geographic location--within a 50 mile radius, in California, one of the biggest economies in the world that is a significant asset.
- Education arena has improved immensely, seeing churches, a lot of positive growth.
- Community in disasters, in the flood knows how to come together and work together.
- We have a good growing base of churches in this town.
- Low crime.
- People watch everybody else.
- We are keeping the good part of the small town while we're growing.
- More activity, riding trails for the older land.
- Finally got shopping. We got a Wal-Mart. Need more.
- Ditto.
- City staff has evolved and is very strong right now and credit the city as qualified.
- Good civic organizations that are really concerned about the community.
- We need to build on the things we have--we have a library, community resources here that are not being used or built to their full potential looking to things that are less expensive or free.
- Swimming pool, local programs that are not being used to their full capacity. More support from the community to the city in those areas.
- I live in a wonderful neighborhood, we all know everybody, great support system in that community.
- Appearance, jobs, rest of community is falling short.
- I do love living here, but I think it can be improved.
- I moved here in 77, I am a native Nevadan, second generation, kids went to kindergarten here, graduated here, grown extensively; do enjoy raising kids in a small town.

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- Industrial thing--company I work for been here since 1986, we have the space, we have the tax base to encourage new business to come to Fernley that would provide jobs to fix housing situation.
- I believe that you can be involved with the community. People that say there is no things to do in the community. Rural feel of the area, capacity to growth.
- Been in many communities--Fallon and Yerington, smaller population that Fernley but they look more cohesive community than ours, they developed as a whole. Fernley scattered.
- Fallon looks like a real town, as opposed to Fernley, it just looks odd.
- industrial park the railroad and the interstates
- rural community environment
- size and easy accessibility to local government
- like the people here
- very community oriented on a daily basis
- community spirit (two)
- residents-a good community of people
- churches and volunteer groups
- located on I-80, alt 50, and 50

Projects and Initiatives

- Transportation--representative for RSVP, drive seniors back and forth, appointments, shopping, whatever, and something started with the city of Fernley as far as public transit.
- Movie Theater.
- Revitalization of our downtown area, client walks in our office one day, this is Fernley, I'm Going to Fallon.
- Discount on fees and streamlined process on getting through planning commission--getting businesses up and running.
- Operating, come to Fernley, advertising the special. Streamlined process. Get businesses here to take care of the issues that we do have.
- Short time because you can't run the city off of discounts. Will pay off in the end when we get more businesses than we have right now.
- Knowing financial situation not much short term, exit 50 connected to highway 50, really well done, huge master plan.
- We need to promote Fernley to businesses to come here, entice businesses to come here, so it will create jobs.
- Major tax breaks to businesses that are willing to come to the city, something to entice them to come and take advantage of the park.
- Nevada Pacific Parkway to Highway 50.
- Dedicated position for a job developer to do some of these things that these people are talking about. Formulize plans and get a business, and uncover more markets.
- Transportation is a good one; I still think that maybe partnering with Reno/Sparks to do some type of a commuter line would offer more opportunities for both ends.
- Jobs--we need growth--seeing so many vacant buildings, so many buildings that got started and are sitting vacant now.
- Extend to highway 50 from the exit, which is very vital for many, many reasons. We need more medical services, we're a young community but there is a base of seniors here as well.
- Highway Getting to the Industrial Area, and making it more user friendly for the community--for people commuting from Reno to get to our industrial area out here.
- We need more medical services, because the seniors out here in Fernley could not get a supplemental for the Medicare.
- Hospital, Movie Theater. Reader board.

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- Completion of City Community Center, would also like to see us develop performing arts--have a Fernley Symphony, Community Playhouse, Drama.
- Communication--been into another listening session--spend so much time bashing the city, come to the city council, working with city staff, they're not the bad guys, in economic crunch too.
- Communication--back and forth information, civic engagement?
- Both.
- Exit 46 to the City, Exit 48 looking pretty good, and Exit 46 doesn't look good, keep plugging forward trying to get that visual a little better.
- Making the city pretty--having a neat little downtown, and let people kind of walk outside and have little shops and trees and stuff.
- Green industry is a big plus, geothermal plant outside of town--Pretest Company located here because Fernley had the smallest rainfall in the place. Solar benefit from lack of rain.
- We do have to spruce up the downtown area--we do have to "polish the turd", it's important, not only new people moving here but people living here.
- One lady commutes to Reno; lived here two years, never driven down Main Street.
- Community Civic Center would bring a lot to our community.
- Hubs are all part of NDOT, 95A, Exit 48, 46 are all state controlled roads, would like to see more intergovernmental communication.
- Short term would be--people come off of exit 46, Main Road, Quick Glance, can actually see, this is Fernley. Chamber 1st stop coming to Fernley, looking for things because they can't find anything.
- Even our newspaper is shrinking--went from 24 pages two weeks ago, 14 pages this week. Paper getting thinner and do what it's doing, we need a better form of communication.
- Is paper locally owned?
- No, it's owned by Gannet, Reno based.
- Maybe one day we can get one of the big stores here, like Penny's or Sears.
- Supporting events in this community, senior rodeo, raceway, things like that.
- Community college, support its growth.
- Promote Fernley—"Come to Fernley Because"--what we offer, what activities and stuff. Organizations all communicating our events and stuff. Free ad in magazine help advertise each other's events.
- Having a signature event--may already have the event because of the senior rodeo--look what Elko has done with their cowboy poetry event, huge for them. Nationally known.
- Fernley needs to present itself better, down the Main Street in Fernley--appearance is a lot. First impressions are a lot. Fernley doesn't sell itself when you drive through. Needs beautification.
- Need weed abatement, along the side of the roads in Fernley, nothing but weeds all over the place.
- Looks like nobody cares.
- All sorts of trucks parked all over the place, using the side of road as parking lots. Looks like somebody lives here and using it as a parking lot.
- Junk vehicles, police department and the city is afraid of it--city little more bite in code writing and or in enforcement.
- I would like to see between 1 and 5 year mark, in the industrial area, off Newlands drive, only one access in and out of that area. If there is a major emergency of some sort, you're beyond where the emergency is, there is no escape route.
- Limits emergency access getting to you and also prevents people evacuating through another route.
- Chemical company, steam one time, city panicked thought it was chemicals, evacuated industrial area and put everybody through the steam, had that been chemical, that's ridiculous.

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- Could've jeopardized a lot of people. Can't run people through a fire because that is the only escape; that makes no sense. Going to attract more people out there.
- 5-10 year, one egress in and out off of Sage Valley Road, no light or anything that was planned as a very, very large housing development. If there is an emergency if you have to evacuate the area.
- I would like to see a community center in Fernley--as opposed to a little tiny building we have on Main Street, something available for our kids.
- What would activities and groups encompass?
- Elderly, youth, some place for scouts to meet, maybe some gym facilities, something that was offered to the kids for indoor activities.
- Depot was actually supposed to be that. Depot is huge in there.
- More things for our youth to do--large park, Out-of-Town Park needs a lot of help, baseball and softball being so popular. Large tournaments for the kids. Athletic tournaments.
- Nice complex could attract people in and have tournaments.
- need a convention center within 5-10
- civic center for both youth and citizenry
- need to get weed abatement
- need animal shelter, a no-kill shelter
- like to see a walking path, sitting area
- see downtown redevelopment
- helping the community with walking distance to shopping
- walking paths
- hiking trails to connect the trails and promote health
- medical facility is a must
- Movie Theatre
- equestrian facilities

Questions and Answers

- New churches are formed, temporarily rented facilities before they can build their own building, are there?
- Grace Baptist is in a retail space.
- Journey rents behind Quickstop.
- One in the community center--Lutheran church is in the community center.
- Another one on Main Street by Silver Spur. Not there anymore.
- New Catholic Church being built, Calvary Chapel.
- Q: Depot, Museum, Community Center, Building for Square Footage Inside?
- Move it from where it was by the railroad tracks, had to be cut in three places and then reassemble it where the county had donated the land for it.
- What made you move here?
- Grown in a smaller town, had to move into the big area, couldn't stand the rat race anymore, and wanted a nice small community and very quiet.
- Do you feel safe and secure?
- In my area yes, other areas.
- What makes you stay here?
- 4th Grade, Gerlach, Gabbs to Fernley. 900 people here; biggest town I've ever been in. Bigger now.
- Recently moved to Verdi because we own a retail store in Reno.
- I would like to see Fernley lose the name "Ferntucky".
- 45 minutes from Verdi.
- what is the downtown-Main Street from roundabout to the rail underpass

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Civic and Service Groups

Problems and Challenges

- Pet peeves is that I spend a lot of time out in the desert, large sized trash items out there, simple inexpensive solutions to that, where the providers dumped, keep it out of the deserts.
- Trash pros contract, something in the contract, help beautify the community if you would.
- Infrastructure around the industrial park over there: lack of maintenance on the roads,--roads are separating, big gaps in there.
- Fernley needs something like a YWCA, something like that for youth, future leaders of our community, need to get something to steer those kids into something to keep them off the streets.
- American Legion--has Boy Scouts, Baseball team here in Fernley, need something year round.
- Increased need for food assistance--one major partnership in Fernley, supporting entire food assistance need of this community, additional resources.
- Jobs--unemployment rate just keeps rising, many of these folks their unemployment has completely ran out, more job creation out here.
- Somebody did say there is part of the class, the water treatment plant, how we are hostage to it, if our water bills collect anymore, how we can pay it.
- Lack of employment, lack of ability to earn a living wage.
- Lack of medical services, two medical providers, doctors' offices, can't afford it. Payment plans if they don't have insurance, providers who would accept things.
- Not enough programs here for children, head start would be here for children, first come first served, always waiting lists.
- Lack of living wage jobs, difficult for people to share information in community, stronger emphasis on education for our kids, education and skills for our workforces.
- Difficult the way the community is set up with all the business on the side of the bridge, difficulty for people traveling to their homes or across town.
- System of the delivery for services, only two doctors, don't have primary care screening going on and we need to put some emphasis on that.
- 133 million Americans that have a chronic health condition, people who need to see someone on a regular basis. Screening needs to take place. Access for primary care and integrated with substance abuse and the mental health.
- Comes back to jobs, foreclosures, unemployment coming out, all of those came from jobs that have been lost. Lost our businesses as well. Lead to foreclosures, businesses walking away.
- Today food bank served 255 families, problem of affordable housing, after people pay rent they have a hard time paying utilities or buying food.
- More things for the kids, I live across the street from the skate park, and it could be improved.
- Like to see the Hardy in front of Fernley Elementary taken care of.
- Getting parents more of a choice of schools besides just a public school, maybe a private school or a charter school.
- Educated workforce--in this community we have the potential for trucking services.

Strengths and Assets

- Fernley really works together, when things happen, the community pulls together.
- Fernley is still a small town, safe place, industrial park is an asset, and location is an asset.
- Housing better compared to Washoe County, environment is better than in Reno. Good basic services here, mental health reopened because of the flood money.
- Good social services.
- Ditto.
- Programs we do have here in Fernley are very well, no problem with referring citizens to other services in Fernley.

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- Good communication between county and city employees. Good communication as far as services that are offered, accessible in getting names and phone numbers.
- Fernley has some of the most affordable housing anywhere; and it's nice housing. Potential for growth for the industrial park.
- Fernley has the potential to become a really nice, versatile city, grow to be responsible and do it.
- We have the Boys and Girls Club which started this year. Swimming pool, little satellite western Nevada College.
- We do have a lot here.
- Community really cares about one another.
- Lyon County Human Services is definitely a strength for the community, variety of basic services here that they offer.
- Reiterate on the industrial park over there, our bread and butter, provides jobs and donations to different organizations.
- Fernley is a great place for a small business to start up.
- We're set up for a lot already--traffic circle was an outstanding thing for Fernley.
- Industrial Park is one of our greatest strength for Fernley.
- I don't like politicians, but I think the Mayor is an asset to this town. I've never seen more done by a City Council than the one he's taken over.

Projects and Initiatives

- Would be nice to see an actual physical location for the Boys & Girls Club facility here.
- Dental clinic that is based on community service, within the clinic certain days she would go into clean, that type of payment.
- Town had a community center where they offered classes like ceramics, art, guitar, we do have those classes, but they are not all in one place. Center would make them all in one place.
- Nice to have a catalog of all the different activities.
- Vocational certification training, grant funding to set something up like that. Really like to see an apprenticeship type operation going.
- Great opportunity coming with Sandoval's push to move responsibilities to counties and cities to de-silo operations and integrate data and communication and medical records.
- Care center done under one roof, each agency, whatever one you go to, not filling out 27 times. Electronic medical records.
- Exit 50--finishing that is critical for Fernley, taking away some of the congestion over there.
- Family restaurants, can go sit in a casino, cannot take children to restaurant and have a nice sit down diner.
- Beautification of downtown Fernley. When I first moved a few years ago, doesn't look like we have pride in our community. Junk in roundabout. Reflects on us.
- Medical clinic care, giving back to our community for medical clinic care.
- Welcoming--really nothing that says welcome to Fernley, walking path, bike path, peaceful place.
- Signs that say you can't walk along the canal.
- Hard to sleep at night noises--need a bigger skate park, needs to be outside of a residential area.
- See if the city of Fernley, help expedite or facilitate quickly the property back to the Veteran's that Lyon County has--Veteran's Used to have 40 acres where cemetery is right now.
- Sooner it can transact sooner we can hit onto our goal which is to build a VFW, American Legion, be able to rent it out to community at a minimal rate.
- Beautify downtown--like to see Main Street going through town widened from a two lane to a four lane.
- Fix the canal, lot of people depend on it, revenue generated by it. It can't take that long.
- Job training--maybe some vocational job training, not a lot of these folks are able to go to UNR, maybe a year type training programs.

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- Nutrition education program, doing best to keep the families, not always making the best decisions on their own sometimes. Schools and parents. Budget and how to work off budget.
- Try to do something about tourism in Fernley because it is a drive through town, try to do something that will welcome people.
- We need more stores, because don't like the prices and don't like Wal-Mart, need to have something to bring people and keep people here.
- Public transportation of some sort. Wal-Mart still there over by the bridge. Don't have vehicles, walking to the store holding shopping bags. Public transit has to happen.
- When the taxi was here, it was used a lot.
- There is the canal, but it is completely dirt, but it is great to have a bike path or a walking path, get some of that all in one spot would be great too.
- Code enforcement, a lot of people's homes that they are not keeping up, lot of trash accumulation--can't force you to clean up your yard. Authority and power to clean up city a little better.
- Technological revolution--internet and access to that--people are left behind and expected to access information by the internet, people lack the skills. Have a cadre of volunteers.
- Making computers accessible for others. That is aspirations for Fernley.
- Movie Theater coming to Fernley because kids cannot go to movies in Reno.

Questions and Answers

- Where is downtown?
- There is two--congestion over by the circle, and Main Street, which looks deserted.
- Ripped flags all over our community that come to our housing community that never got picked up. Fernley does not look so great anymore.
- We don't have sidewalks, street runs into dirt; dirt runs into a building, falls apart quickly.
- Taxi service, was here, how long did it stop running?
- About a month ago they shut down the taxi because they didn't pay taxes. One day, had vehicles, then they were gone. Literally a one day, we're shut down. Not like they had time to prepare.
- Code enforcement on yards, not in code, or is that they are not or don't have capacity to enforce?
- Sherriff doesn't back up code enforcement, and code enforcement doesn't have the power to enforce it.
- Main Street from the circle to the Bowling Alley, to the freeway.
- Moved because of housing costs, dramatically lower, much lower, that is how you got the bedroom community, housing over the past five years, easier to buy a house.
- Is it still a bedroom community?
- I don't think live, work and play is a reality in Fernley.
- We don't have as many people driving in because of the unemployment here.
- In my personal circle of friends, almost all of them have moved away because they've lost positions in Reno and Sparks, and there is no reason to stay here.

County Representatives

Problems and Challenges

- There is only one entrance and exit to the Newlands Industrial Park, finish the overpass to 50. Got it off of 80, need to finish it.
- Have to evacuate industrial park, no but one exit. Nevada Pacific Parkway.
- Foreclosures, and it's hard to get a job right now, daily basis we have 300 applicants trying to get a job and we're not hiring.
- Trying to get people to move back in because a lot of people moved out. Biggest challenges that I see.
- Stop light by Starbucks, where the new Walgreens, biggest challenge is finishing the overpass, finishing other projects in a timely manner so it is easier to get around town because of traffic.

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- A lot of people out there that need a job just to provide their basic living expenses to their families.
- Some businesses in housing industry are picking up.
- We bought a house here five years ago, had to sell it because we bought another home, we bought the house for \$200,000 and it was valued at \$150,000 when it sold.
- Ditto on the housing.
- Future of the TCID canal and how the fix will affect agriculture what little there is left. Not knowing what the future.
- How are we going to pay for the water treatment plant without raising taxes and slamming the citizens of Fernley?
- Railroad tracks through Fernley due to the increased population, more trespassers on the tracks and somebody is going to get killed. Railroad track safety.
- Staked out twice a day, report was incredible on how many people were trespassing on railroad property because the town is cut in half.
- People don't know they're breaking the law.
- Behind the businesses behind the railroad tracks, lot of people who are homeless that stay there.
- Health care, a 24 hour ER because you don't dare get sick on the weekends or after 5. Either going to Reno or Fallon.
- The county animal shelter, why won't they accept cats, and it's a kill shelter, if they don't get rid of the dogs or whoever, then they immediately kill them. Counties around won't accept Lyon County.
- Senior Center weeds next to the senior center.
- Apartments next door, did not allow for playgrounds, no place for kids to play.
- What more can businesses do to help the community with the problems and challenges in the community--can businesses donate trees, help build it.
- 18 wheelers parking all over the place, since the Truck In shut down, they don't have a lot of places to park, using Main Street, overnighing there.
- Nothing off of exit 48, really exit 46.
- What happened to that beautiful truck stop that they were going to build?

Strengths and Assets

- It's almost still small enough that you get a lot of community support, you know your neighbors.
- I remember when the Fernley flood happened, most amazing thing was the morning that it happened, and going down to the high school that morning, stores donated supplies for residents affected.
- Community coming together in the flood was the most amazing thing I've ever seen--blankets, supplies, and pack with supplies.
- The Little Leagues, and all the things that are out there for the kids to do that keeps them busy, whenever there is a Little League or Football, or Sports, involvement that parents have with it.
- Boys & Girls Club here is just amazing--a long time coming.
- We could do more for the teens.
- We have the space in this city to accommodate the future to bring in--more businesses, more jobs, and so forth. Capacity of city's infrastructure and capabilities is up to growth.
- Having water and waste water capacity to be able to continue to grow in the future.
- Our volunteer firemen are a big asset in this community, very dedicated people.
- Response time--we're in better shape than many other towns and cities.
- Depot museum, once it is up and running will be about the only tourist attraction in the city. Federal grant for 9 years, now renovation been done, need the depot back.
- We need a management agreement--Fernley preservation society. A nonprofit.

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- Race track getting NASCAR is going to help community a lot, attract a lot of tourists. Bring a lot of business into Fernley, and a lot of tourists and a lot of racers, different type of clientele in Fernley.
- Business growth out there by the race track will increase. Track going to hold 10,000 people, going to be amazing for our community.
- Not the main major league, but still there are a lot of them. Big enough crowd that will be here in town, spending their money.
- The dedicated people at the food bank because the lines are very long. They are so dedicated and so thankful for any help they get.

Projects and Initiatives

- Get the overpass finished on 50 off of Newlands.
- Ditto.
- At Christmas time, Amazon hires on about 2,500 people and industrial parkway goes crazy. Very congested, to have that overpass done as alternative exit or entrance would reduce traffic.
- Shut industrial park because of a panic attack, bad.
- Ditto on Nevada Pacific Parkway.
- Railroad safety--three entities, UP, railroad, and city.
- Community Center, something that is being worked on, money going in that direction, we will see it.
- We really need a truck route around Fernley, may be impossible, and got to get the big trucks off of Main Street.
- USA Parkway was supposed to go all the way through to 50 and that would alleviate a lot of truck traffic.
- When they designed the roundabout, it fit the population--roundabout should've been bigger, double lane, not big enough.
- Backed up clear to 7-11, even with the roundabout. Around 5 pm at night.
- People go the wrong way on the roundabout.
- Emergency personnel trying to get that thing, truly scary, called the substation to have somebody that has a problem with the senior center.

Educators

Problems and Challenges

- Water is a huge issue.
- Safety for our children. Sidewalks, lack of.
- Pass. Don't live in Fernley, live in Kindred Rock.
- Water.
- Water.
- Should be more things in Fernley that will draw people to our area, so that our population will grow.
- Safety on the streets, street lighting and water.
- A place for the children like a Boys and Girls Club, but with a facility that goes with it.
- Pass. Not from Fernley.
- Foreclosure crisis.
- Ditto all.
- A Boys and Girls Club Facility.
- In front of the high school not a school zone, cars whipping at 65 mph past the high school. Not safe.
- 95A where all the junk is, that is right where people drive into our city, not going to draw people if you see all that junk.

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- Students need a place to be able to get together.
- School zone by the high school, sidewalks, no crosswalks by cottonwood.
- Child safety and child activity center.
- Moved back to Sparks because there is nothing to do as a family. There is a bowling center and nothing to do as a family.
- Lack of sidewalks.
- Lack of traffic signals, 95 and Cottonwood, need improvement for young drivers.
- Lack of opportunities for our children, not enough to keep them busy.
- Safety issues by the high school.
- Lack of variety in medical professionals--want my kids to see a pediatrician, have to go to Reno.
- Drinking water we're expecting children to drink at school. Students don't have a lot to do.
- Water issue--not having enough for children to do.
- Water and water rights, rec center for our kids, do go to Reno for activities.
- See rec center expand so that seniors can use it, library needs to be expanded, too small.
- Kids here and the town, not having anything to do, any place to go to hangout, workout, need some kind of facility.
- Drugs are a huge problem in our community and don't feel that Sheriff's office is attacking that as well as it could be.
- Not a lot of activities or businesses--doctors, new businesses, etc, will bring more activities.
- Lack of a sense of community.
- Ditto all. Particularly with activities.
- Lack of jobs--having the benefits of actually wanting a business in community. Jobs would solve transient populations.
- Rec center for adults, seniors and kids. Community rec center, bike paths, hiking paths.
- Go down one road--we have a Cadillac road where you can drive BMW down it, 50 yards potholes, doesn't match, infrastructure, roads, sidewalks, total infrastructure plan.
- Medical issues--lack of medical services is a big thing. Always have to go to Reno. Son got injured, couldn't run him to a doctor when he is in school. Had to take him into Reno.
- Roundabout--maybe another way through so it won't be so crowded right there.
- More and more gangs coming to our area--don't know if it is true gangs or wannabe gangs, but still concerned.
- Movie Theater.
- Applause.
- More jobs, but not just service jobs, more jobs where families can actually buy homes.
- Football game--JV player got injured, bracing neck, had to wait for over 20 minutes because ambulance had to come from Reno.
- Transportation, big issue, around town, or out. Public transit. To get to the center and to get home, after school activities and get home, public transit would be incredibly helpful.
- Lack of health services and availability, overwhelming number of people who need services here, and need health services here.
- Local business. Very few local retail outlets or local business.
- Lack of small businesses. What encourages people to come here and open a business, larger commercial chain?
- General image of the city--people still think that this is a commuter city. Housing boom market, come out to buy a house, do all of the other business elsewhere. Go into Reno for everything.
- Treatment of the public works, discussion that goes on about city officials, lack of city image.
- Echo that one.

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- Still feel like they're second class citizens to everybody in Nevada. We're just hicks—all a list of negatives. Don't do enough to highlight what is truly successful to highlight what is successful in the community.
- Another challenge is I see alternative education--with the way our society is trending--we can't catch everybody, we lag way behind as far as the middle of the road. Top end, up the age.
- In between age, we don't have anything for programs for them. Small little groundwork going on within schools within a school barely, credit recovery, no alternative education.
- Families move out of this area so their child can go to an alternative school. Vocational, charter, don't have that in this community. Options are not there. Something for kids not college bound.
- Lack of support for education in the community, support for what teachers are doing, phone calls home often result in it's your fault, you're not doing your job.
- Middle ground not good.
- Every county in Oregon has some type of a community college that focuses on vocational and extension of learning to that level. There is no jump in the local area.
- We don't have something to meet those people that don't go to college. You have to go to four year university. Talk to students; have them do types of career, so many other opportunities.
- I like welding, I like this, they have to go outside of the county to get that. They don't have a job, just dropped out, have no transportation.
- Something in vocational routes--community welding program at the high school, can't get certified.
- Very limited issue--basics offered, none of the vocational is offered here. Can get English, Government, and Yoga. Do sometimes do vocational using high school facilities.
- Come up with something that makes Fernley a destination--something that makes people want to come here and stay, not just pass through.
- There is no reason for anybody to come to Fernley unless you live or work here.
- Come up with a reason to come to Fernley.
- Hold a fairly popular, fairly good purse rodeo for seniors. Doesn't get posted, published, community doesn't know.
- Improving education level of our adults--improve our kids learning, improving opportunities for our kids to learn.
- Not as much non-English speaking households.
- Three four years ago, it got high--15%, dropped under 10. Lost ESL programs at the adult center for adults.

Strengths and Assets

- Community does pull together pretty well when there is a concern or flooding, some sense of community, need to look out for, do that pretty well.
- Ditto. Drive down town on Wednesdays, watch the food bank, got a line 10 blocks long, people handing out food. Come together only on the big issues. No infrastructure to bring people together.
- Ditto.
- Our youth sport leagues are really growing and good.
- Not a lot of traffic. In town, went to Reno there is more traffic.
- City pool, open all year round.
- Close to Tahoe, close to Reno, still have small city, small town feel. Need to be made over to really push that aspect.
- Can be improved, but our schools are pretty good.
- Good that they asked opinions throughout the community. They've tried to improve things, fixed up Main Street. Slow process, but they're trying.
- Sports activities for the kids, from little to high school kids.

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- Personnel at our schools--principals, teachers, schools pulling together for the children. Not just for the children but for the parents. That involvement on their time.
- Wal-Mart.
- Businesses that are coming in, like Wal-Mart, also our schools.
- Walgreens coming in--more selection, nice to have a break from Scolari's.
- Roundabout that is the best thing that has ever happened to Fernley.
- Schools. We do a lot for the community--rather than just teach children are involved.
- Customer service here is incredible compared to east coast.
- Our schools. Very hospitable.
- Getting new businesses.
- Schools also, a little less traffic is a good plus for me. Sick of the traffic in Reno.
- Want to live in a pretty place. New construction well designed and pretty, nice place to walk around with your family.
- Wild horses.
- Pool, open year round. Ambulance service, call one a couple years ago, got there in three minutes.
- Traffic is a breath of fresh air here. People let people in, people are polite.
- Wal-Mart, Lowes and new businesses.
- Schools support their families as a whole.
- Reaching out to the whole as a family--schools are great teachers and administration.
- Businesses and also the schools, all the schools come together, trying to do their best to improve education for the kids. Outreach from administrators, staff, and counselors.
- Small community, raise kids, like the fact that there isn't major casinos here because bad kids tend to hangout at those places.
- Roundabout best thing could've done for Fernley.
- Do have a strong community here.
- All the things so that businesses can come here--rail, interstate, water treatment facility that is killing us on water, but good water, close to airports, tax cuts for businesses.
- County library has a summer program for kids.
- Traffic here is not as busy as it is in Reno. Love the roundabout--it was an awesome idea.
- Boys and Girls Club.
- Ditto on the schools thing. We live next door to our kids. We want those families to grow and prosper.
- Work ethic among most of the people here is good, willing to work at something if they give you a clear goal.
- Strength that has built since I've been here, thing I've seen grown to our benefit is our youth athletic programs, something taken hold and is quit popular. A lot of kids and boys play in football league.
- Soccer league took a big boom. Girls' softball taking a blast. Availability of the youth being able to be physically active has definitely helped out to a degree. No major tournaments here.
- Don't see a lot of tournaments being held here, see a lot of practices, was one major district little league being held here, wasn't enough housing for them, maybe might be now.
- Lovely pool. Indoor facility that is very now. Just indoor, and it is a good facility.
- Real estate basis--has location, location, location, I-80 runs by us, gateway to Fallon and Gateway to Las Vegas. At the crossroads and that is a very big asset we should look into developing.
- Education system is an asset we have--start and finish in our system are national merit scholars.
- Last time somebody looked into it at the high school level, k-12 kids are in the 78th percentile of SATs and ACTs, nice to hear.

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- Education--as a teacher and now a parent, if we look into the education system as my daughter grows up, talked to a lot of people. 6 8th Graders chose to go into private schools in Reno-Sparks.
- Don't get pictures in the paper, no recognition.
- Even for top athletes, it's not noticed.
- Housing--we have a lot of available, cheap housing. When the market comes back around and people are ready to buy again. See another boom. Knowing that we have that attraction for housing asset.
- Vacant houses.
- Population is standing still or maybe even growing. Projecting much lower at the school level; looked at numbers, major significant drop at the beginning of the year. More kids come in to classes than leave.
- Our business park with its accessibility, with the new exit that exits into there.

Projects and Initiatives

- Community Center, YMCA, or Al Sorensen's, pool, gym, fitness, racquetball, large room where you can have community events. Largest event is firemen's ball.
- Sidewalks--would like to be able to walk to work, drive to work, and not have to stop in the middle of the road because somebody is riding a bike.
- Community Center too long in coming.
- Hospital.
- More walking paths because there is so much land and rural areas just to be outdoors.
- Boys and Girls Club facility and a community center.
- Ditto community center.
- Facelift idea--maybe zoning would help pull that up.
- People pick up garbage, also have recycling.
- See something done with Main Street. Try to make our community look homey instead of four car dealership on Main Street. Renovations.
- Sit down restaurants that are not attached to a casino.
- Medical center and community center.
- Hospital and community center.
- More doctors, great one here told that someone would build her a building and she never left.
- Keep up with the fire services and stuff like that, maybe more paid positions.
- Hospital, go down to sparks marina once or twice a week, love to have something where dog can play in the water, walk around.
- Restaurants, maybe a Costco. Running into Reno all the time for major services.
- Sidewalks and bike paths. Have parks, but in certain areas it is hard for kids to get there safely without walking on the shoulders of major streets.
- Sidewalks.
- All great ideas--recycling super idea.
- Movie Theaters, mini-golf, real batting cages, family type stuff that can be done with kids.
- Bike paths definitely important. Golf brings people in. Neglecting golf course; keep it and maintain it, make building a sit down restaurant.
- Community center and more activities for families.
- Nice parks with bike paths and ponds and stuff. There is a lot of land around town--subdivisions built, dedicated land for park never been developed.
- Family oriented community center where kids can play and adults can go, hospital, not just urgent care.
- Even urgent care right now, not open very extended hours--call at 8 at night and it's closed.
- No clothing stores other than Wal-Mart, needs items like that got to go to Reno.

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- Agree with the hospital, bike paths, walk paths, Movie Theater.
- Community activities and adult sports league.
- More businesses in--such as more choices for shopping grocery and clothing would really help alleviate everybody also going to Reno and spending weekends there.
- Work on water system, ditches, have TCID open up access to our ditches, can't get across canal, make walking space.
- Movie Theater.
- It's all been said.
- Sidewalks walk paths, bike paths, and recycling. Community and medical center.
- See a wave of doing surveys--want follow through--we could all get together; how are we going to pay for it, are we looking for grants so we can get some things accomplished?
- Already have parks, but think they are really good--super hot because structures are not covered. Community center good, needs to be a place where kids can work out.
- Recycling, make it accessible; make it easier to do, have to track down where do I take this?
- Stand where I could go and get fresh eggs--farmer's market could be better. Go buy fresh chicken, etc.
- Agree that there has been no follow through with a lot of what some of the meetings and sit downs has been--gets discouraging attending meetings. Main topics don't show up anywhere.
- Want to see a change in community, want to enrich what we have and make it better, need to find more money as opposed to more follow through.
- Reading about the new trail from Pyramid Lake to Tahoe--only 5 miles from Wadsworth--like to see a cultural and economic connection between Pyramid Lake Reservation and Fernley.
- No resorts in Pyramid Lake--lot more of ecotourism coming to the area. Some type of a connection with that and say, hey, we have partnership, enjoy the lake. Tension between two communities.
- Ecotourism is the fastest growing industry in the west. So close to that. Big venture you should look into.
- This school--put in solar panels, wind turbines, geothermal developed in this area. Asset we have that is completely unused.
- Being a victim of the flood, I'd like to see that canal fixed.
- Would benefit the community and the security of that canal. Dredging and doing some stuff right now, but with some of the different planning aspects in the city, people lost out from lack of knowledge.
- Third time that it broke--one in 1997 and one in 2005. In two years, there should be another one.
- Planning decisions that were just ludicrous--culverts that were sent down to 33 inch culverts. Debris not pass through that stuff. Two overflow flood control ditches, couldn't get there. Not enough channel.
- Reoccurring issue will make community be a place not to live--high speed internet connection throughout the city.
- Businesses we need to be attracting require data, data, data, can't handle the data we put out. Is it finals week? You're down. Did it rain? You're down.
- Cell phone towers, not consistent. Not good cell connection throughout the city.
- Relay for NPR radio station very inconsistent.
- Green technology--everybody trying to do that between Boise, Denver, and Portland Oregon. Cost of infrastructure is big thing. Mountain full of solar panels, but who is going to pay for that.
- Need to get businesses here, need to advertise ourselves, put ads in papers, cities like Phoenix has done. Advertising what here--building infrastructure here. Expect things happen.
- Political side of it is people want action now. Not going to see goal 50 years from now. Can't be cosmetic. Can't be cosmetic, Fernley focused on Cosmetic.

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- Going to have to bite the bullet and change Main Street; Main Street basically needs to be bulldozed and rebuilt.
- Fernley central to where it's at now--have to change Main Street. Otherwise Main Street going to die, and be rebuilt with Fernley being built up here.
- Public transportation coming through town--bus depot, train service. Have something coming through town. More so for seniors.
- Why don't we have a high speed train going Fallon, Fernley, Reno, or Circle, Fallon, Fernley, Silver Springs, Reno, Carson City?
- Just an Amtrak stop would be nice in the next 24 months.
- Kids don't have anything to do here, if they're not in school and not at the pool or the bowling alley, we need family oriented businesses. Need a modern skate park.
- Exercise station you see in a lot of parks promoting just healthiness. Allowing home ec room. Don't have home ec room--community kitchens, cooking classes.
- Volunteers, utilize the schools right now, and encourage that. Movie screen when the weather gets better.

Questions and Answers

- Less gas, cheaper, smaller community, less traffic.
- Closer to work.
- Started career here, married and moved to Reno, I got a much better deal here in Reno, moved back out. Positive plus. With our homes, live behind subdivision that is totally vandalized.
- Initially moved out here, chose Fernley because we did like a slightly more rural area that is close to the city.
- Son starting kindergarten in 1995; looking into all the schools, schools in Fernley were the small community type schools, things that I found out were the best for my son.
- Sometimes go to Fallon. Used to for Wal-Mart. Really no difference -- 30 miles to Reno, pretty much a toss up, Reno has more a selection than Fallon, draws more than Fallon.
- What is the water?
- TCID brought a bunch of people that have water rights together. Bill going before Congress that is going to stop Newlands wetlands project in 1903, city well and everybody going to dry up.
- No water, no community. Impression that I have, idea is Senator Reid is trying to convince to buy water rights from City of Fernley--transfer water rights to Vegas.
- New water treatment plant--more chlorine in the water, still get the letter saying that our arsenic water is too high. Still don't drink it.
- Higher water bill.
- We have surprisingly fewer than we should--minimum of 5, maximum of 10.
- Prior to them opening that road up somewhat, there was a lot more than that.
- More accidents where you turn out of the community to go on the road.
- Dodge on the lanes, bridge does not line up with the lines on the other side.
- Listening student listening session, lack of arts program in high school, also talked about lack of home ec program in high school.
- Proficiency exams--talking to pass tests, not teach kids how to have life skills. Have to be able to pass a proficiency exam. Huge issue.
- Four, three years ago, pretty good creative arts program, life skills, and art, and health. Kids had opportunities for elective classes--technology, art class, band and choir, PE, life skills went away.
- Specialized population--if we have a group of students graduating high school don't know how to balance checkbook, cook mac and cheese, can't sew a seam or button, then we're doing a huge disservice.
- Home ec disappeared at high school. Most have been closed throughout the nation. Can't get certified teachers to teach those programs.

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- Arts, we have photography, still doing pottery, basic painting, drawing classes. Filled so much of their time with the required core courses, not time to develop art for four years.
- Drama program that expanded. Stage production, drama 1 and drama 2.
- Art, just art 1 and art 2.
- Would think more around 5,000. See a lot of kids.
- Nothing for them to do except wander.
- Task force for community, looked into teen pregnancies, we rank 1 or 2 in the state in teen pregnancies. Storey County went to 1 and we went to 2. Amazing, being so close to a larger county in Washoe.
- Look at Lyon County, our health and community services, they're overwhelmed, we don't have that educational support. To get baby immunized in Lyon County, miss that Wednesday, too bad.
- Same with driver's license.

Faith Based Community

Problems and Challenges

- no cooperation between the city, schools, the community, the county, the churches
- the community does not work together to solve its own problems
- not showing that we care about our teenagers and we need to invest in them more
- there is not a lot for teenagers to do
- we need a rec center that would structure something for youth to do that is positive
- in it we should have bball, volleyball, and other basic stuff
- we are not paying enough attention to the youth-need a theatre and other activities
- we need a rec center for after school and other times
- a lack of vision, Fernley does not have an identity that is positive
- the teens are looking to get out as soon as they can because we have little to offer teens
- we are battling the change that has come to Fernley-what we were vs. what we are now
- it is a friendly community
- Fernley was the last frontier of the housing boom, and now we have people here from many different areas, and they all have different ideas of what Fernley should be
- How do we bring these people together to establish a community that can serve the needs of the people
- we are a city in transition, we are between Fallon and Reno, and thus are trying to find our identity-a lack of vision of what we are
- There are no facilities for youth and adults. We have the desire and programs, but no location out of which to provide them
- geothermal is a major resource and is not being marketed
- with the government money coming from federal grants, we should be pursuing geothermal projects
- we have not paid attention to the canal-it has not been fixed
- Communication about the things that are happening and are starting up. Is it the paper, or whatever means we can make people aware
- we need a skate park
- There is so many.
- Activities for kids, not younger kids, but for junior high, high school kids.
- Not just for the children, nice to have some non gambling function for those of us who would like to be active. Community center, theater, symphony.
- Communication here in Fernley from the City down, and from up to the City and such, can't blame just the city because obviously the community doesn't always communicate to city.

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- Negative voices get very, very loud, sane people are out working so everything is going fine, and city council only hears the negative.
- Better health care services, lack of hospital, lack of something open on the weekends and the evening.
- We don't have a united group of leadership in the city. Factions just fighting all the time, not conducive to moving forward.
- I hear people saying there is nothing for the kids so they're moving out, so they're going to other communities like Reno. Lose a whole family because the kids don't have anything to do.
- Communication thing, what I see in terms of communication--hear about meetings the day after they happened. Have meetings the community should be involved with, but 2 pm and I work in Reno.
- City should be more oriented towards the working sector of the community.
- Need to also encourage the city to have their council meetings not on Wednesdays when most of faith based churches have events and activities. Removing portion of population.
- Been after the city for three and a half years on that.
- I know of one service organization that meets on Wednesday nights.
- Unified vision--Fernley doesn't have a unified vision, still trying to find it.
- Excellent officials, but no unified vision.
- Dirty Main Street, doesn't look appealing.
- Lack of funding for water treatment plant.
- Lack of going after grant money by federal money to build the plant. Stuck with this, lay this on the citizens' backs.
- I am fairly new, only been here three and half years. Heard history about how city government works, group ran city, got challenged and taken out, now group back in business again.
- Old regime not in anymore.
- Need to get people in the city government who want to move it forward and not stagnate.
- Develop a reason for people to come to Fernley and communicate that out. We need an attraction. Northern Nevada doesn't even have an amusement park. We need something out here that draws them.
- The city needs to put pressure on federal government and TCID to resolve this canal issue. Flood terrible thing. Since then, done temporary repair, arguing over permanent repair. Feds own the thing.
- Jobs--we need to get jobs. One out of every five homes is in foreclosure out here, height of unemployment here.
- City needs to streamline how we get people out here; it is ridiculous that if you want to build something out here it takes you a year and half to be able to break ground because of the mess.
- Dog leash laws, I really think there should be containment law or leash law on residential property. Somebody has five acres, different. Less than some amount of ground, don't let them run wild.
- Going to hurt the dog, one.
- Beneficial to the population as well--issue in our neighborhood, dogs running loose, dog drives 7 year old girl riding two wheeler into the ditch.

Strengths and Assets

- the character of the community
- there is a large talent base in the community
- there is a large stock of housing at low prices
- a strength is being close to Reno, but living in a smaller community (twice)
- all the infrastructure is in place to allow Fernley to grow significantly without the huge expenditure of additional dollars

City of Fernley Community Assessment 2011

- the average age is young
- we are a very friendly town and have lots of potential
- it is a friendly town
- small town American-we don't want to be in a big city, it is fun to have a sense of community
- there is a peace in this community and a friendliness-people are connected and really care for each other
- Fernley is the friendliest place on earth
- the average age is very young and we need to focus their efforts
- a community that is proud of what they have
- Real sense of community in Fernley, been here 8 years and the flood in particular stands out where people just jumped at the chance to help others that were needed.
- What they're bringing into the community--Lowe's, Wal-Mart, important, nice job making them look nice, at least it looks good. Walgreens coming in.
- Major assets--golf course, excellent golf course.
- Fernley does have a fairly strong faith based community for Nevada--Nevada is still the Wild West. EMF, Pastors get together, Rootedness within our faith community.
- People--our businesses, not just the Lowe's and all that, some that are starting up, bringing new business, continue to build that, it'll be really healthy. Strong business community. Built upon.
- I come from that foreign country to the West, the thing I keyed in on when I came up here was I could sit on my front porch and hear the wind and the trees. Lack of having to be some place 5 minutes ago.
- Community--drive down the street and they wave back.
- And they wave with all their fingers, in the Bay Area they don't always waive with all their fingers.
- Responsive and caring law enforcement, Sheriff's Department, contract with them. Display, long conversation with them. Discussing things with them and talking with them was a pleasure.
- Land that we have to be able to build things on, freeways, railroad, river; all makes it good for people to be able to come in and build things.
- Government is getting better--Mayor is a very big strength for this city. Management and Staff very good. Good officials.
- Raceway is open, NASCAR coming in and partnering with our raceway, 2011 great season to draw in as tourism and people who live here.
- The people that are here genuinely care about what happens in the city.
- Wonderful senior center that provides wonderful services to our seniors.
- Excellent service clubs here--Rotary Club, Lions Club.
- Moose Lodge and Elk lodge.
- We have more two parks--both parks are nice parks, autumn winds parks.
- For a town this size, they parks are just outstanding.
- Good swimming pool. Just put in the kids splash thing in there.

Projects and Initiatives

- resolve the issue with the canal
- we need the golf course to stay open-it has a junior golf program which is great for youth
- we are getting national support out at Fernley raceway
- over the next 50 years get the county seat out of Yerington and into Fernley
- stuff for the teenagers to do-community center, Movie Theatre, underage venue where they can dance
- Build our youth up through programs to build their self esteem-thus creating a reduction in alcoholism, drug use, etc.

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- money is available for faith based initiatives and we need to grab it
- we need a better in town and out of town parks
- need the exercise apparatus' along with running paths
- we need something that brings tourism here -national drag strip, anything to promote tourism
- we need development in our public schools-new athletic equipment is great
- we need more focus on academics
- we need to build a skate park
- we need long-term a rec/community center
- Something for the youth. When we do, they will see we value them and they will value us
- the entrance to our city at exit 46
- the beautification process of our city, especially downtown on main
- skate park
- canal
- water-get the water so that we can drink it
- get sidewalks between Farm District and Cottonwood including East Valley
- skate park
- community center-where extension classes can be offered, along with parenting classes
- become more aggressive in our economic development-tax breaks or whatever
- a redevelopment of our downtown
- medical services-more along the lines of expansion of the operating hours of the urgent care facility
- Transportation: take some of the fed money and use it to create transportation routes from Reno to the rural areas.
- we need a better library
- lack of medical care for the uninsured and for those with mental health issues
- more offerings from western Nevada community college
- Make sure something happens with this assessment *****
- expand the offerings of Western Nevada Community college-along the lines of electrical related
- there are grants available from the library of congress and we need to pursue that for the local library
- we need recycling
- We need to draw people and businesses into the community but what kind of project or initiative has that. Need to make it attractive for them to come in.
- Building attractions to bring people and businesses in.
- Better signage in our community--come off exit 46, never been to our community, want to turn around and leave. No signage golf course, downtown, raceway, how to get to them.
- Fill the lakes at the golf course.
- Downtown development, that is very important, community center, we desperately need it.
- Downtown development should include a community center.
- Better or bigger library, very nice, very helpful, very small, old and outdated, we should have a fine library like we have a fine city hall.
- Development of downtown, very important, need to have some sort of consistent development guidelines as to how downtown should appear. No consistency whatsoever.
- I would like to see us have a theater here in town, not just a movie theater, Community Theater, long term project. Community productions, kids and adults in theater setting, have own shows.
- Fernley needs some sort of hospital or medical facility, dying of a heart attack, shouldn't have to drive to Reno. Place where you can see a doctor in Fernley.
- Ditto hospital.

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- Better animal services--we have Silver Springs, never really toured the services. There are so many abandoned and stray animals. Cats and dogs, and cows.
- Some bike paths. Recreation trails. Special preservation district--kicked around city level installing bike paths up and down farm district road. Hook up to trail that is supposed to go from Tahoe to Pyramid Lake.
- Repeal of the Farm District setback laws--100 foot setback laws. Can't do anything with front 100 feet of property.
- Something for children, Boys & Girls, club, maybe need actual building.
- As we grow, developing airport that we have out there, expanding it so that can have freight, add that as an asset we have could have.
- Silver Springs Airport can land anything.
- Past Tiger Fields, Past Raceway, looking at putting in reservoir, making it into an attraction, creating an amusement of water sport out there. Would like to see that.
- Next to Truckee River, service it through Truckee River.
- Lahontan, just because it's been so low?
- Water level, no trees for camping and stuff.
- Have to go real early and four days early to get a tree if you're going to camp out there.
- History of dead body found out there not appealing.
- Can't eat fish out of Lahontan, comes out of Carson River, Mercury in Carson River.
- I personally like Lahontan, it's a great place to go walk around. Will go in water, will not step foot in Pyramid Lake, probably the alkali in Pyramid. Reminds me of beach miss the beach.
- Is there any effort to get all churches involved in some kind of organization--started organization, get pastors together, 1st and 3rd Wednesday, 4-6 churches represented.
- EMF concert in the park back in September, open to the public, band made up of the pastors and whatever, not a competition.
- EMF Christmas concert at Calvary. Two of those every year. Want to get more of the pastors involved in that so that the people in the community see a unity within faith community.
- More comradely here than a lot of cities that I've been in.
- Communication thing--pastors need to communicate that to the community.
- 100 ft setback only place in city?
- Not entire corridor, some houses that are being grandfathered in. At least encompasses a large portion of the road.
- Rentals versus people who lease their building. 5 Churches paying a mortgage for their property all others leasing.
- Space at library, are computers, full every time I go in there, people always waiting to use the computers.
- What is downtown?
- Main Street, Coffee Express that is out of businesses all the way to building alley.

High School Students

Problems and Challenges

- Teenagers and drugs is an issue.
- Not a lot here, problems with drugs and stuff, making things that aren't useful--making Walgreens but we have three other drug stores, destroy smaller businesses. No 4 stores. Use out of what we build.
- Welfare system--work at Papa Murphy's, accept food stamps. Looking at people who haven't been trying to take care of themselves using government's money to buy our pizza.
- Ditto. My brother one of those people--live, gets a job, gets fired, get unemployment for as long as he possibly could.

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- Opening more things to do, for young people. Swimming pool no one goes to. Other businesses. People don't always have to go to Reno, keep the money in town.
- Ditto.
- Our pool gets more money than our fire department does as far as taxing goes and that is a pretty big problem.
- Buildings and building stuff that is kind of useless.
- Stuff already been said.
- Not only building more places to be able to do things, little more community outreach from City Hall and people who run our organization up to the community, some type of rec center would help.
- Boys & Girls Club wouldn't cost money kind of thing.
- More community involvement, have people come together and work on a project. Put it onto individual groups to do it. Community come forth and get better.
- Empty buildings--no businesses are buying into leasing buildings, lot of empty houses and centers that stuff could be done.
- We don't need five Pizza Factories; we need another family fun center. We have six pizzas.
- Some bike paths or sidewalks on Farm District because you cannot bike or run on it.
- Need a mall. Big mall.
- Things for people to do.
- Movie Theater.
- Rec center.
- Something for kids to do.
- More things for our age kids to do, more jobs for kids, I am looking for job and it is the hardest thing I've ever done in my life to find a job.
- More jobs--be nice if more of the products in Fernley if products we had here came from the local region.
- Highest foreclosure in Nevada in Lyon County. Hard for businesses. City Council itself--stopping bigger business from coming in. Prevented Bully's from producing pizza of their own.
- Keeping it locally grown, focusing more on jobs and businesses.
- Basically involvement.
- Nobody is proud to be from Fernley.
- Bad reputation of community.
- More job opportunities.
- More industrial places, more industry jobs.
- A lot more jobs for teenagers like us to work at and a Movie Theater. I hate driving all the way to Reno just so I can watch movies.
- We need a DMV.
- We need an under-18 nightclub so we could just dance. I don't want to drive all the way to Reno.
- Parks where I came from the parks were really nice and barely anybody comes to the parks.
- Teen club thing--most people just have parties where there is alcohol and drugs and stuff, place to go where there is no alcohol and drugs.
- More opportunities for jobs.
- Agree with everything I said. .
- Rec center idea.
- City is really ridiculous--pastor of church--ditch next to it that they don't use, but they won't sell it even though it has been for sale for 14 years.
- Going out and helping people, community not really together.
- 10 have part time job.

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- 25 looked and cannot find one.
- Recently got back a couple months ago, still working on reflecting on that.
- Traffic and the schools in the mornings out front and off cottonwood.
- One of the tiny problems I see when you get into the high school is there is not school zone, and some of the housing too, ponderosa, and other places, crosswalks.
- Agree.
- Nothing to do. Not much to do.
- Fun things to do, going to movie theaters.
- It is a very small town, plan on getting out of here as soon as I can.
- Traffic issues at the roundabout, a lot of traffic around 5 o'clock from Amazon need new highway.
- Too much traffic on 95A when we're coming to school.
- Agree.
- Not anything fun to do here in town--have to travel to Reno to go to the Mall.
- Nothing fun to do.
- Highway on Cottonwood.
- There were 31 hands raised.
- Not too much to do for the younger kids to do.
- Left into the Scolari's hard.
- Some of the streets are in a bad condition.
- Shadow and Hardy--don't fix the ones that are messed up.
- Need more to do, after school.
- Nothing to do.
- Nothing to do.
- Traffic for the highways.
- I agree with the traffic. Not really sure what else there is, never paid attention to Fernley.
- Roundabout--coming from Amazon is just a mess.
- Lack of Movie Theater.
- There were 33 hands for Movie Theater.
- Friend got pulled over--didn't have seat belt on, had one on, and still got a ticket.
- Roads. Hardy, horrible road. That is right outside of the school zone, bumpy.
- Street condition or in the traffic:
- Shadow, Hardy and Cottonwood in the morning.
- Shadow and Hardy and Farm District need to be repaved and repaired.
- A lot of empty space here, and fill it up with thing to do--take little restaurants that aren't casinos and put actual restaurants.
- High school needs to be rebuilt and bigger and get rid of the modulars. Whole new school off Farm District, only two grades in it. Issue with capacity.
- Dirt roads, Fernley owns the dirt roads, and they don't do anything. We try to pull money together, but nothing ever happens. My little truck going to get beat to crap.
- Hard to get a job around here once you graduate from high school.
- New school should be the new high school and this should be the new middle school.
- Not too much money gets poured into the high school here--see brand new school built for just 7th and 9th graders, those resources could be better used for seniors with AP classes headed to college.
- More older kids' entertainment--older kids.
- Why not have something like a YMCA or something to have children like elementary schoolers to go to.

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- Daycare programs.
- Need more books so there are not enough books to take home to do homework--we need new books.
- Hard to find something to do if you don't have much money--something cheaper than the bowling alley. Recreational things to do.
- Technology here--why are we still sticking to text books.

Strengths and Assets

- Wal-Mart.
- That is the only strength we have.
- Dirt bike track.
- Wal-Mart.
- Nothing.
- Education system. I like the education system.
- I don't think there is any strengths. The middle school should've been for the high school.
- I don't think we have any strengths.
- Cops are cool.
- I don't think we have any strengths.
- Wal-Mart.
- Our city is behind the athletic teams and stuff; they show up to events and stuff.
- I don't think the community tries hard enough.
- We don't have any strengths.
- Sports for kids are a strength.
- I don't think we have any strengths.
- Youth athletics.
- Decently tight knit community, a couple years ago, response to flood that hit Fernley, pretty incredible how many people went and helped.
- Parades and stuff: don't have that kind of thing in other communities where we have so much involvement. Can go see Santa Clause at the railroad depot.
- We have such a huge space and high winds here, contribute to renewable resources. Huge geothermal, just not being tapped. We need some bounce back for long term. Wind and solar, need engineers.
- Incorporate that.
- When flood happened, wasn't the city that happened--it was people from disaster relief.
- MSC and Amazon, they provide 70% of the jobs here.
- What they said is a strength for the community. Nobody really knows, not that much advertising. Some, but it is not really out there that much.
- I like living in a small town and just knowing everybody.
- We have a lot of natural resources that can be looked at as negatives if they aren't used, but they can be an asset.
- Close knit community, like with the flood.
- Community thing, community participation.
- Locally owned businesses--businesses that help out the community in other ways.
- City wide recycling, university campuses, trash bins, also have recycling.
- Leadership actually trying to get a community garden to happen but not really happening.
- We have one at a house.
- Really find not strengths what so ever
- Not a lot of strengths in this community.
- Wal-Mart.

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- Not very much violence, low crime rate.
- Small town, so you can really communicate more and do something together to help out, small community.
- Such a small town, always room to make it bigger--so much space.
- Ditto.
- There is a ton of space.
- We're not really small, not big, everyone knows everyone--we're big compared to Hazen.
- Too much space around here.
- Lot of space, we're very small community, very spread out, lot of space to do things. Golf course is so far out of town. So much space; could do something with that space.
- Small town, so there is more space. Wal-Mart.
- I don't think there are any.
- Room to grow.
- Parks we have and the basketball court.
- Kind of small but kind of big at the same time; can get around easily.
- A lot of potential--small that we don't have a lot of people, but that means we can actually do something about it.
- People share ideals that could improve the city--a lot more room of improvement.
- Small community but we could do something.
- Space.
- I don't think Fernley has any strengths.
- Space.
- 22 said there are no strengths or assets.
- Why you do not see major strengths:
- Not anything that catches anyone's attention. Just average.
- I can remember when I was younger--driving down Farm District, trees and green fields, got ready to build all houses and got rid of trees and nothing happened.
- Little kids would be a huge strength--parks. Nothing here.
- Because of lack of job opportunity?
- Yes.
- It's like a retirement center.
- Turning into a retirement community.
- Golf course is like 80% old people.
- Fun we've had here in Fernley we've had to create ourselves because there is not much opportunities for us to go do something that is cheaper. Good time spend money or do something stupid.
- Come up with our own sort of plans.

Projects and Initiatives

- Bigger businesses things that we could actually use in the community; make it more industrialized overall, make a lot more things that people can go to, more places to work at.
- Business opportunities, jobs opportunities, place for kids to go like a boys and girls club.
- City recycling, also think city should offer bigger tax breaks for companies that go green or help the school out doing that.
- Need to start recycling more.
- Community involved, word needs to get out about different stuff. City needs to stop being so competitive. Industries competing against each other.
- Movie Theater.
- More stuff to go out and enjoy the town more rather than just stay home.

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- Built a new middle school, really like to see that the high school should be more developed than the middle school. High school should be better.
- They're going to think they got demoted, it's just terrible.
- Rec center, just going and hang out. Somewhere where you're required to go after school. Rec center and play ping pong or something. Long term work on movie theater,
- Add to community, bring in revenue, open up jobs for people who are our age.
- We could just use a community center for a major recreational center. Or if it was a different one.
- Leaving.
- Movie Theater and mall.
- Rec center.
- Rec center for people who are upper ages in high schools. Larger facility.
- Movie Theater.
- Pave the highland roads.
- New high school for the kids behind us.
- Less casinos here, adds to the welfare issue, alcoholism, gambling addiction is a problem around here. Restaurants not connect to Casinos. No smoking casinos.
- Asthma issues like that, stuck at home because restaurants all attached to casinos.
- Community garden.
- Three elementary schools, two middle schools and one high school. New middle school is nice. They have 10 basketball courts there, they have a theater in there; it's ridiculous.
- This school is smaller than that school. They didn't push for a new high school because we just got a track. All high school students just funnel into that middle school. Build around the track.
- World peace.
- Love to have a Movie Theater here, short term thing--expand the high school and get bigger desks, they desks are small, I can barely fit in them.
- Spray paint roads when they have pot holes.
- Skating rink.
- Indoor rink.
- Putting all the high schoolers into the middle school and adding on to this one.
- They're bigger there than here.
- It is bigger, just holds less.
- We should have mandatory recycling.
- Water Park.
- Middle schools, elementary schools, what's going to happen when they get to the high school.
- Paintball or something like that.
- Go kart track or something for teenagers to do.
- 1 maybe wants to continue to live here.
- 15 would live here with job opportunities.
- Come and visit them but not going
- Only one wants to stay here.
- Half going in state.
- Would like to see most of the homes and empty lots, see those filled, now nothing but tumble weeds, more improvements for roads and school, and young education and better economy.
- Street improvements.
- Rodeo grounds improvements.
- More restaurants.
- Higher education. Fernley does not have high levels of education. More WNC questions.
- More places to be able to hangout.

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- I would like to see a new high school--built a middle school because there is a lot more kids, but what is going to happen.
- Average graduating class is 200, ours is 250, and last year was 330.
- Projects that are actually started get done instead of not finishing them.
- Truck Inn on the way to the flats, built a new one, not finished, IHOP, don't know if they're still trying to build the Walgreens.
- Parking lot on Ponderosa, nothing every gone up.
- Drive-In Movie Theater and a hangout place.
- Summit Sierra Mall like here, not as big but kind of like smaller. Have to go to Reno and get clothes and supplies in Reno.
- Projects that haven't been finished--could open up more job opportunities, fixing one problem fixes another problem, more jobs, more money, more things to do, more things to go.
- More classes like Home Ec to get you prepared for adult life.
- Finishing projects around town, Farm District.
- Housing development--all stuff by Roundtable Pizza. All supposed to be stores there and nothing happened.
- Streets need to get fixed as soon as possible.
- More things to do.
- More services. Auto shop would be nice to have.
- Ditto.
- Projects started by roundtable finished--nothing has been put up but roundtable.
- All projects we started just ridiculous to see it all just sitting there.
- Something to do.
- After the movie theater we should have a water park.
- Something recreational for people who aren't into sports and stuff, something arts and stuff that isn't very expensive. I go to the skate park because I like people to hang out there. Bad influences.
- Widespread concurrence.
- More of a variety and get things done. Retail services.
- We need to clean up the city--there are tumble weeds everywhere.
- Pop everyone tires on their bicycles.
- I have had cars driven damaged by tumble weeds on highway.
- Entrepreneur--wants to start his own business in Fernley in 10 years.
- Movie Theater or by going down by the railroad tracks--where the storage center, right by the highway. No trespassing all over that place.
- More improvement in the schools--more classes, should have home ec class and should have shop. Race track trying for years to get a shop classes.
- Stop the needless building. We have random stuff that has been built and nothing has been happened with it. Plowed land, built land, area for house, just big machine should be here.
- Building three elementary schools, intermediate, intermediate school, and intermediate school. Where are they going to go? What is going to happen when they all get here? Larger classes--lower success rate. Looking at failure. Less kids you're putting out from your community to make the economy better.
- No home ec and auto shop class. We're going to go out graduate and don't know what to do with ourselves.
- 18 want a home ec class.
- 18 want an auto shop.
- Different types of foreign language classes, for elementary schools and intermediate schools. Starting in 1st grade in languages like Chinese.

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- Scientifically proven, mind ready to absorb language, brain develops past the ability past the ability to learn new languages. Better to start young.
- 5 have part-time job. 20 looked and couldn't find one.
- 15 could envision moving back.
- 15 four year college.
- Trade school about 10.

Middle School Students

Problems and Challenges

- Fernley more of an industrial town, more factories and stuff instead of a kid friendly environment, less places for kids to hang out and recreational centers.
- All the parks we have are very vandalized, every slide and bench are very vandalized.
- Lack of entertainment for teens.
- Empty buildings and empty lots, doesn't look too nice in Fernley.
- Scenery in Fernley is not very pleasant, other towns like Reno.
- A lot of unemployment, people who are being laid off.
- Not a lot of entertainment for kids.
- Most of are parks are just mostly slides or baseball parks, only have one skate park--in town park skate park. Vandalized too. Concrete park. People want to ride bikes have to go somewhere else.
- We have too much casinos and not enough family restaurants or family fun places to go to.
- Have to be with someone 18 and older now to go in.
- We do have some buildings, but they're so old that it is not safe to be here. Most of the things are very old. In the school.
- There are a lot of unfinished lots in Fernley that should be Fernley so it looks better and more scenic.
- Landscape on the highways when we're driving, it's not that pretty, it's bland and dirt. In California, they have grass on the sides of the highway.
- Not many teenager entertainment places like other people have said.
- A lot of graffiti everywhere, every time we put up something nice, they have graffiti.
- Vandalizing. We need more places for teens, getting in trouble because there is no place to go for them. After a while.
- Pool is a good place.
- Education--number 7 in the state, some way to make it better.
- Nothing really about Fernley and how it became Fernley and all that stuff. One's a bar and one's some story.
- Some parts of Fernley don't feel very safe. Going around have a bad feeling.
- People shouldn't be allowed out past a certain time; 10 o'clock curfew for 18 and under. Friday Saturday and Sunday 5:30 to 12:00 and every other day 5:30 to 10:00.
- Not enough family restaurants to go to.
- Maybe we could get some community clean up because there is trash everywhere that just stays there.
- I walk to school in the mornings and see a lot of broken glass bottles, can have tire blow out and cause injury on bike.
- Lack of sports programs for the little kids. We have not basketball intramurals.
- Side of the road is full of trash and it doesn't look very good.
- Some of the older elementary schools aren't safe. I was hearing that their fire system barely works, so they might have to replace it.
- Fernley we have no art around town--no statues or any art about how Fernley was made or what it represents.

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- There is a statute in the middle of the roundabout.
- Nothing outside.
- Some pictures of old Fernley.
- Fernley should have a museum that talks about Fernley being when it just started out throughout the years.
- Go to Virginia City, you can see all their past history, it's cool.
- Be nice if we had more entertaining--more landscaped areas, cleaned up, trees planted somewhere.
- Only two trees.
- Fernley could have some more eye catching views, things that you want to look at, like a giant tree.
- There should be just one place near Wal-Mart where they'll take place lots of pets. Find cats, dogs, collars.
- No animal shelter--vet, they take in dogs, after a while they put them down, or they ship them somewhere else, go to Reno.
- The sides of the roads when you're driving on the highway--tumble weeds and trash and everything. Make it more appealing to people.
- We need a Movie Theater; it would pay for itself in the summer.
- We should make a type of a fence for the junk yard south of Fernley. See all the broken down cars and trash, fence to block it out so it doesn't look so bad.
- We have a lot of hotels, and no one really uses them. Nobody really comes to Fernley.
- Being on the highway and stuff, dead animals on the road, just not good. Put scenery up would make it a lot better.
- They start building, but they never finish. Hotel by Chucker's or whatever.
- We need to have a place where you can go--there is a dump but people don't use it.
- There needs to be a place to put big things.
- Go quadding and there are mattresses and TVs, it's crazy, there is a lot of trash.
- We stopped doing recycling--really don't like it.
- My family would recycle if they had somebody to pick it up. Have to take it to Reno.
- They go to the can man.
- My family would recycle but we're always busy and we don't have time to run in.
- Baseball fields are a problem. Don't know how much hours we've put into it. All wrecks. Big dents in the fields. Lots of injuries--sprained ankles.
- Metal detecting before I started school here out by the mountains--piles of empty shotgun shells, something should be done about that. Picking them up or stricter gun laws.
- Soccer field is pretty bad; people could trip on all the holes that are in it.
- All go motorcycle riding, find old mattresses. Step dad went riding, hit one and broke ankle.
- Lack of volunteers to fix stuff up to create gardens.
- Lack of recreational center.
- 30 minutes to get to hospital, brother had some problems, took a little while for ambulance to bring him back to Reno. Takes a little while for him to come to Reno.
- 30 minute drive or care flight, could not be able to make the 30 minute drive.
- We don't have enough parks--always have to go to in town or out of town parks, not a lot of stuff to do there.
- I think I would like to see more places for the teenagers to hang out. Only have the parks geared more towards the little kids. Maybe another skate park or something.
- Not enough things to do there, so a mall or something like that so we're not stuck at our house all day.

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- Not really much to do.
- Attention is based on more of the bad kids or bad people, and better kids or people don't get as much attention that the bad kids do.
- Drive to Reno just to work, better made a tow company here, so it would be easier to go around and help people.
- Things kids do, not in school grounds, but stuff to do. Kids do bad things outside of school because there is nothing to do.
- Hospital is a really big problem because we have two cemeteries--two cemeteries and no hospital says a lot. Urgent care is small, concussion; have to go 30-45 minutes to Fallon or Reno.
- Need change the hours on the urgent care--fractured my leg to get it all the way into Reno to get it looked at because urgent care wasn't open on Friday.
- Don't get hurt between 5 am and 8 at night; sorry you're out of luck.
- More small businesses because that would give back to the community and stimulate the economy.

Strengths and Assets

- We have plenty outside activities to do, baseball, basketball courts, fields to go out and play sports.
- Pizza places. Five places.
- We have really nice people. Some people are pretty nice.
- If you're an adult, 18 or 21 years old, there are lots of casinos and stuff.
- Stores--Wal-Mart in, raised the economy in a little bit.
- Strengths of Fernley--very good schools out here, three elementary schools, 5-6, 7-8th middle school.
- New middle school. It's very nice.
- Fernley has really good sports teams, and the coaches are really good. They care.
- We do have good teachers, but the students don't really want to study. Students don't study.
- Outdoor activities like golf, golf course, football, softball, tracks, etc.
- We have many different companies out here--MSC, Amazon, Wal-Mart, Lowes, they really help shape Fernley into what it is.
- Good buildings like new school, Wal-Mart, and the Lowes.
- Fernley has low crime rates, as compared to Reno. Always hear about shootings and things like that. Not as much shootings.
- Lot more jobs with a lot more companies around here, more houses to rent and provide. More friendly neighborhoods.
- Police force is working very well, leaders
- Running trails--nice neighborhoods, not really trails but there are sidewalks. But in good neighborhoods.
- How the stores are good, don't have to drive all the way to Reno, save money on gas.
- Canal is a big asset to Fernley. That is the reason we have the big memorial in the roundabout due to irrigation.
- New school.
- Fast food place is a big asset because we have lots of them.
- There are some more downfalls, open fields and develop the properties, can walk around, play in those, find rocks, collecting rocks.
- Wal-Mart.
- Lots of parks--two big ones, rest are neighborhood parks that are very small.
- Workout stations that are on the trails--in grass, and kind of nice would be better.
- Merry Go Rounds are Fun.

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- No teeter totters, but we have swings.
- Tire swing at Green Valley Park. But there is a huge line of kids.
- 21 or older, gambling.
- Major asset to community is our multiple banks--we have Nevada State Bank, Wells Fargo and Bank of America, and National Bank.
- Bank and ATM and what not, we don't have one of those; have to get it through driving to Reno or Fallon.
- We have a lot of community neighborhoods.
- Train station, not really a station, factory down by the train exports and imports a lot of things.
- Pretty good restaurants, Pioneer Crossing, Blackbear, Silverado, pretty good food.
- Starbucks because without it I would die every morning.
- Wal-Mart. Saved a lot of gas helps with reducing pollution too.
- Intersections and how we put in that roundabout--before the roundabout, it was an intersection, it was always backed up. It would go into other intersections. That was an amazing new thing we got.
- Wal-Mart, without it, not a lot of kids would be able to buy cool stuff.
- We do have a few small businesses, like Steve's Ice Cream. People realized they want small businesses here, have to go to them, put their money into them.
- Associations, soccer football, baseball, that helps us stay active, and not get stressed all over school. Great.
- Good thing is the school that is about it. School is nice.
- We just got--putting up street lights right next to the bank.
- Getting a new Walgreens.
- Major asset to our community would probably be the highway going through us. If we had something, like an amusement park on the highway, bring more people here to Fernley.
- Kids like the idea of Burning Man Art project.
- Our produce we have at Scolari's is the bomb-- Scolari's has really good produce--looks fresh and clean.
- Asset to our community, multiple places where we can have our prescriptions filled. It really sucks if you have to wait 45 minutes to get your medicine.
- Gas stations. We have a few of them, Food not gambling oriented restaurants, like fast food places.
- I like the canal, kind of adds to what little scenery we have. If nothing else, it's fun to play in.
- I think we have a lot of basketball courts and all of that. Take and opportunity, just have to take advantage of it.
- Location--all Burning Man people come here to get our water and food because if they leave they have to repay another ticket.
- Wal-Mart brings a lot of money to Fernley. People from smaller towns--Lovelock, Silver Springs, and Yerington come here to get food.
- Fast food places, without them people wouldn't be spending a lot of money on the on the food.

Projects and Initiatives

- Better library--we only have one, and it is really, really small, couldn't find any of the books. Only four computer stations.
- Movie Theater would not require parents to drive to Reno to drop kids off to watch 2 hour movie. Kids wouldn't hang out in Wal-Mart Parking lot.
- Recreational center, workout station, basketball courts, maybe a running track inside of it.
- More entertainment stuff.
- Love a nicer pet place--like a Petco, because what we have doesn't have much of anything here.
- Dog food, better for your dogs.

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- Amusement park or a water park. Roller coasters, etc.
- Skate Park or something, a bigger state park in town. Vandalized. Smaller than this classroom. Made out of concrete and wood. Chipped out and not good.
- 1/5th of class skate parks.
- More places for teens to hangout, like Movie Theater or a mall or something. That way we don't wander on the streets and stuff. There is nothing to do.
- Food courts.
- Sports outlet like a Big 5, so we don't have to go to Reno to get a small thing.
- More Department stores, clothing stores, or a mini-mall for city profit.
- We shop for sports gear at Wal-Mart, or Reno to Scheels.
- Always painted the wrong color--painted purple or something.
- Kids programs--maybe like an arcade or laser tag. Arcade at the bowling center is small, and expensive.
- We don't have anywhere to buy clothing; we don't have any of the other gas that we shop at. Community activities, out of the house just sitting there. Nothing big, just cheap.
- In 24 months, I would like to see the library improved with more books and more computers.
- 5-10 years would like to see a movie theater. Old town had a drive in, that would be awesome--benches and a food court.
- Have a screen, intention to have movies in schools; outdoor classroom--one just for the community not inside the school--cannot get it without going through the school which is locked.
- Short term and long term would be a "community clean up crew"--under the bridges and on the train. All the signs and graffiti.
- I agree about the pet stuff. Don't like driving to Reno just to get dog stuff.
- Reservoir like Lahontan, lake and stuff instead of driving to Silver Springs--gives people so many things to do.
- See a library--friends enjoy reading--library or Barnes and Noble that they sell books would be useful for college and high school stuff.
- I would like to see a hospital built here.
- More houses, stores, and population go up.
- Better restaurants for families, bigger restaurants for families, maybe an olive garden or something like that.
- Indoor roller rink, and maybe a movie theater, things to do.
- Something I would like to see in the Roundabout that is a better sign that says Fallon is that way because truck drivers go down Farm District, park on side of the road, scene one get stuck in the middle of the highway.
- Want a mall, outdoor mall in San Francisco--fountain area and it is shaded, be very useful because it is hot here.
- Solve CJ's problem with shotgun shells, put in a shooting range out in the flats.
- More family fun oriented places. Instead of just a bowling alley.
- More family places.
- Like to see where the old movie dollar was--another Blockbuster movies here.
- Red Box, just Red Box. We have six Red Boxes.
- Something we need to see in Fernley is more things for people to do together. Strip Mall, nothing in it besides roundtable.
- More clean energy stuff, like the wind turbines. Fernley get pretty windy sometimes, more solar panels. We get a lot of stuff. Hydroelectricity.
- Outdoor mall would be so cool, solar panels to make it better.
- Movie Theater, cause I am sure that every single teenager in town would go to the movie theater. Would pay back--go to Reno or Fallon to see a movie.

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- We definitely need some more kid friendly activities than just the bowling alley and the pool.
- Everybody been saying stuff for us to do. Adults go over to Reno and gamble at tables, more than slot machines, black jack and poker tables for adults.
- Adults need a place to go out.
- Semis and stuff, they turn into the neighborhoods, quiet neighborhoods, those neighborhoods. Kids think semis really big.
- Roundabout, see them start to slow just tip over, sitting there waiting for it to happen.
- Have a trash free range out in the flats.
- We could use more buildings to bring jobs--malls bring in more jobs, lot of businesses in the mall.
- Bigger library because our library is really small doesn't have a lot of stuff for us to do. Or a book store like Borders.
- Snow plows that do work--pretty bad snow storms, none of our streets were plowed, hard to get around.
- There are snow plows here; they just don't put them into use.
- Laser tag--family and friend thing that we can do.
- More family restaurants. My Dad doesn't like to cook every night--other choices are fast food.
- Not really many places--couple years getting part time jobs--no places other than Wal-Mart or Fast Food places. Nice to get better small jobs.
- Green solar panels--with amusement park, give people jobs, won't waste energy, place for teens to hangout.
- Want to see a bunch of small business owned by people who live in Fernley.
- Teachers here and hair stylists live in Fallon and come here for jobs. Takes away from jobs that people who live in Fernley could be doing.

PTA

Problems and Challenges

- Our routes to school for our school children to get to school. Sidewalk safety, lack of crossing lights, crossing guards.
- Ditto routes to school. Hot topic right now in our community.
- Not enough for our kids to do in Fernley.
- What sort of response programs and procedures in place to take care of another break in the canal, how can it be fixed, what procedures put in place?
- Vast number of empty homes and lawns are in disrepair, property values are plummeting, very upsetting to see what happened to these lovely starter homes. Mess looks awful.
- Residents who don't care or participate more.
- Not enough street lighting--all of our streets are really dark, kids really dark, really hard to see. All dark in all neighborhoods. In town neighborhoods.
- Our lack of proper signals, so our traffic does not flow in this town.
- Apathy--people can't contribute. People contribute in negative manners--1,000 people invited tonight and there are 8 of us here.
- Community center for our kids. Community center where all sports youth organizations can use. Lack of.
- Finding the resources that the community or the city has to offer. We're all great at networking, and knowing where to go and who to ask and find things.
- Growth in our community is a big challenge on so many different levels--new people came here, hard time getting connected, infrastructure couldn't keep up with growth, financial and social consequences with change in that.

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- The planning doesn't seem to make a lot of sense to me. The community growing, where they're putting their efforts.
- flow of traffic, left onto 95, right onto Cottonwood, high school kids, people flying down there, and most beautiful children, going to have an accident, it's going to happen.
- Lack of employment all over, son is really struggling to find a job and make ends meet here. Lack of employment here in Fernley.
- I would like to see some recycling program to help keep up our neighborhoods. Charging to take recycling out to the dump.
- I would like to see nice trails like they have in Sparks to walk or ride your bike.
- Traffic situation on Main Street, now take 10 minutes to get out on Main Street. People taking chances because they get sick of sitting there.
- Healthy things for our kids to do--some of those things can be cost prohibitive, we have good youth sports programs and they're growing. Struggling with arts and culture. Kids not a jock struggle to find thing.
- Alternative sports like skateboarding.
- Too many of certain businesses and not enough diversity in others, and the big guys came in and shut down Mom and Pop places.
- You want a hair cut or pizza in this town, you're in business.
- Large kid population here and there is not enough for them to do. Older kids don't have anywhere to go if you don't use the Boys & Girls Club. Each individual school. Not a community center.
- Movie theater here, help the adults and the children--long way to drive into Reno, what it costs for a movie plus gas expensive.
- Really need to be more proactive about recycling.
- Costs \$16 to recycle.
- Apathy--130 responses, happy about that, 20,000 people. Same people in this room are volunteering for 10 different things. Lots of people don't volunteer at all.
- Old Fernley people and new Fernley people. Rest of us had to learn a sense of community. New people don't think they're talking about them.
- More consistency with our City Council--there has been a lot of flip flopping in the last 5 years, hard to get a picture of where we're going.
- Lack of sidewalks--roads, Cottonwood and Sage Drive. Have Lakes on them. Putting a sign that says water on the roadway.
- Old versus new, and the expectations when we're talking about sidewalks, low volume, all residential, wasn't anything out there, walk down the middle of the road.
- Maybe they come from the bigger cities--they have a different culture. Melding the new people with people who have been here.
- Our desire to be a city, when we incorporated, visual curb appeal--western town, but patchworks quilt visual when you drive through town.
- We don't have a downtown.
- Vandalism is a huge problem, houses empty, even before empty, street signs, vandalized. Burger King, they sprayed the whole Burger King.
- Widespread agreement on vandalism.
- Getting consistent answers sometimes from the city--I run my own business, doing the same thing for many years, we've been told, have to do it this way, this, this, too bad.
- And state to cities to us.
- Inconsistency. Development community gets frustrated because the rules keep changing.

Strengths and Assets

- Shows in the people in this room, community that participates, here, present, and passionate about it. Those who participate, participate.

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- Ditto.
- When the canal broke, a lot of people and businesses came together. Proud to be in Fernley at the time--everyone refers to Fernley as "Ferntucky", proved them wrong.
- Our history--I was really proud to see how much our celebrations of our 100th birthday. Community with a history. Fun to share and proud to know it.
- Quiet and safe--unfortunate that the trees are gone, makes it harder each time they go. Rural Nevadans--from Round Mountain and Winnemucca so this is the big city for us.
- People and there are a few places in Fernley still that have the rural feel and that is awesome. Raising my kids in same sort of environment that I was raised is awesome.
- Biggest relay for life they have in the state--do come out and do support them.
- I am thankful that we have parks--great parks in my neighborhood we're able to walk down. Soccer, football, and baseball, there are parks we can go to.
- Our crime rate is going, but I still don't know where the key to my house is, haven't locked my house in 18 years. Live in quiet neighborhood and everybody watches out for each other.
- We're basically a pretty close knit community from kids starting in grammar school through high school, know most of the kids.
- City puts on some nice events for people. Like the walk to school thing that police put on.
- Library also is another strong area that we can push.
- Very good industrial area right now. Strong foundational businesses that are still with us.
- Couple places to grocery shop--have a choice.
- Pharmacies.
- Fernley's geographical location has great potential. Already started a development base. Highway systems, rail, canal, close to Reno, has potential.
- Love, love, love my school, kids go to FES, teacher, all faculty are awesome, is an awesome school.
- Very caring school.
- Been there since 1955.
- Ditto my kids go there too.
- Our community with the brand new school that just opened up--everybody has room for growth--parents, volunteers, trying to make a better difference.
- More options for our students for life skills, take what we can get right now.
- Proud of the fact that we are a fire protection district. Big chunk of volunteers. Nasty job to volunteer for in an age of litigation and liability. Somebody there is volunteering.
- There are a lot of places to be heard in our town--event is proof of a willingness to be heard.
- Boy Scouts in our community really do some great projects.

Projects and Initiatives

- Fernley is still here in 50 year life.
- Really like to see a bike path that went out to the high school, kids walking, biking, that is doable.
- Downtown be fixed up like Yerington or Fallon--not super fancy, have copy and sit on the bench. Have a bookstore, place you want to go hangout.
- I would like to see more roads that go over the canal to get to the high school. There is currently two or three.
- Alternate way to get from one side of town to the other--car broke down on the overpass--backed up traffic for 45 minutes.
- See the recycling--get a recycling program done. Trash contract--city already voted, so they stay, they're not willing to work with you.
- Just want that movie theater.
- Not just the aesthetics of a downtown area. From 7-11 to the Baptist Church, horrible lighting along Main Street. Almost hit somebody because there was no reflective clothing.

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- All the various subdivisions and various homes we have in this town where the boom is now bust. Parks--open areas, something to fill in the gaps.
- Sage Valley Estates--one access in and out--times when they're working on bridge and we're stuck--lots of elderly people. Spoke to a council member say they'll call care flight right away.
- Community Center building--banquets and weddings; bring the community together. Gather to be.
- There are a lot of places in town that have little or no access except one. Secondary from a long drive from another direction.
- Increase the number of actual baseball or soccer fields, all planned, but dumped on the back burner. See that actually take place. New park actually see that come about would be nice.
- Community center--son's fifth grade project--had that in my brain ever since. Upgrade the high school if possible.
- I agree on the more parks, more stuff for the kids to do.
- When contractors build the fences, then they sell a few houses and they leave, broken down fences, swamp holes that are not fenced properly anymore. Fences still down from the flood.
- I want us to purchase the Wallace Ace Hardware Building and turn it into a community center.
- My son's project was to take the field across from the bowling alley--all fields and big community center there.
- Water treatment plant is an asset--heartache, political grief, left us in debt, needs to be paying for itself or something doing right. Still getting arsenic warnings in the bill.
- I would love to see a way for people to get across the railroad tracks safely.
- A mile down, over the overpass, and a mile back just to get back. Railroad is a really bad area.
- To get the road built that is going to come down behind Sherman Williams Built. Nevada City Parkway.
- Something with our completely unfinished truck stop. That could be a community center too.
- Sharing information--I came here as a Mom, PTA Member, and Community Member. Working on, not getting things out to community. Rumors going around.
- Not everybody has email.
- Communication problem, doing something to do communication.
- Get fliers inside city water, and throw everything else away. Want to get it, might get it and still don't get. Some way to get a better communication process with other people.
- Loss of that was the reader board that we used to have.
- Had to book it six months out in advance that you had to book it.
- By a convention center. Really easy project. Get the county--built onto health end. Didn't paint the existing building. Buy paint to match two existing stucco things.
- Would like to see Fallon has a fire whistle if there is an emergency, do we have anything in our town to alert the community. Fallon blows it everyday and noon.
- Revisit mandatory waste pick up.

Questions and Answers

- I moved here because it was affordable at the time.
- We had a choice to move to Reno or Sparks and made it feel rural.
- We moved here because of the rural feel.
- Even commute--husband lives in Reno and I live in Fallon.
- Better community to raise son as a single Mom.
- Mandatory waste pickup?
- There is mandatory waste pick up.
- Company is horrible, nothing you can do. Billing you wrong, sent last bills, sent them out, late due on Christmas, Merry Christmas, price increase.

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- Recycle 90% of trash--haul it into Reno on my own time and gas. I can go two to two and half months without needing it.
- Drag heavy metal out. Stupidest thing.
- Vandalism, graffiti, really a problem here?
- We have gang issues here.
- Not just gang issues either. Tag on the walls and stop signs. Parks vandalism is so secure. Can't have stick built bathrooms because they'll set them on fire.
- Try to set the fences on fire. Gone out and chased kids down, stop doing this. Nothing matters.
- Both my sons tried to organize and try to create an organized graffiti thing for youth. Shot down with city. Told to get out of here in 5 minutes.
- We see vandalism in the school. Young 3rd and 4th grade kids tearing things up. Real problem starting very young.
- My daughter was saying Mommy what is this word after coming home from the park after reading the four letter word that started with F.
- There is a want to be gang issue in Fernley. Emulate gang behavior, but not organized gang population.
- We have a sizeable Hispanic community.
- Is there a drug problem here?
- Hello, not about kids. Walk down Fernley and see the meth population.
- There is a meth lab on my street.
- I have never been impressed by our Sherriff's. If you know that there is vandalism at all these parks, why aren't you cursing them? Break in on the truck.
- 3 hour wait for deputy on truck.
- Desert dumping problem--we have beautiful open space, ride quad on off road trails, dumping refrigerator and couch.
- Then they blow it full of holes.
- Gotten worse since the mandatory garbage.
- Washoe County just had a free community dump day.
- TVs or refrigerators or something like that.
- Every third house is just a disaster.
- People from California buy houses, don't repair them.
- Where is downtown?
- That is a big question.
- Where Wig Wam was--used to be Howard's Café; that was downtown, 95A and Main Street. Where the chains restaurant is, used to be an old café.
- Entrance--underpass over here, rail thing fixed up, is that something that is in the works?
- Good one.
- Creepy drug people hang out at the underpass.

Public Safety

Problems and Challenges

- Challenge for us, we have an outdated tax rate, so to support the size of the city that Fernley has grown to become, still using a 20 year old tax rate, adequate staffing, and equipment
- Maintaining NFPA standards, have engines that are up to date. Financial woes of every community you go to. Legitimate issue that tax rate has not changed even though the size has grown.
- Ditto taxes.
- Ditto taxes.
- Ditto taxes--biggest issue for us s our funding.

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- Instances where there is no fire personnel available for hours because they're going to other calls, what happens then. Which one lives, who makes that decision. Challenge.
- Downtown truck traffic--truck route, big trucks at the stop light is bad.
- Empty houses coupled with code enforcement, huge number of empty houses in this town coupled with code enforcement. Four families in one home, tough for law enforcement.
- Ditto empty houses.
- Code enforcement not having any teeth to be able to issue citations.
- Growth has been pushed, but there has been no process to keep other services to keep up with that. Community that has emergency services. Fire protection across the board. 3,000 people.
- Address those things, might be able to promote even more growth.
- 50 Alternate, cow crashes, inability to enforce cow law.
- Truck traffic.
- Like to see the issue of sidewalks on Main Street and on 50A addressed.
- With the population increasing need to take the opportunity to let public safety services catch up while there is a lull in the growth.
- Challenge we've been going through since Fernley became a City, City and County can't agree on the taxes that are collected and are shared, two entities decide is Fernley paying fair share or more than fair share.
- There is a lot of criticism of our ability to get and retain volunteers, but nobody seems to have an answer, those that are most critical aren't willing to step up either.
- Lack of quality paying jobs in the area--Fernley is a bedroom community.
- Challenge educating the citizens of Fernley on how understaffed public services are.
- Lack of high paying jobs, lack of quality jobs. More time running off potential businesses than making it a place where they want to be, Storey County seems to make it a place where they want to be.
- Running multiple calls all day long, back to back calls; sometimes aren't able to help people, hard to be in two places at once.
- Beautification of the city--there is a lot of way things look to people, growth, more houses more development, not visually appealing coming in. Mandatory trash, enforcing codes to clean up properties.
- Addition of sidewalks, maintaining city, draw back to the city.
- I agree about the understaffing, that is a huge deal for us.
- Animal control. We need a shelter, a no kill shelter in Fernley.
- Ditto animal control.
- Some neighbors of mine, asked to move out, left all their animals behind, no where to take cats, Lyon County, refused service to me, now have 4 additional cats because there are no kill shelters.
- I agree with animals.
- Town should come up with some kind of plan with what it wants in the future. Tried a Master Plan seven years ago, and the whole process failed.
- Terrible flood in this town four or five years ago, not enough has been done in my mind to answer questions for that area. That should be looked into.
- What to do with the large number of manufactured homes that are way out in the boondocks that are not going to be repaired--respect rights but address issue.
- Sidewalks: don't have enough disabled access to the city.
- Lack of networking between agencies, we're on the upward curve where this is improving but we're paying for the past sins.
- Ditto.
- Truck traffic--two areas that we have extreme problems with are the Pilot Truck Stop entrance and exit, main light on Main Street needs to be updated.

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- Two huge issues in town.
- Good core group of people in Fernley, also a big disconnect with the majority of the population because it's kind of a bedroom community.
- Attracting businesses in the community that will retain sales tax dollars in the community. Too much tax dollars go to Sparks and Reno because there is very little retail here.
- Number of foreclosed homes not collecting tax revenue on any of those.
- Education of the citizens.
- We need to attract businesses into the city.
- I lived here for 15 years up until a year ago, I thought everything was going fine, never knew that volunteer fire department was not fully staffed. Concerned just a few guys handling our population.
- Where Hwy 95 comes into Main Street should be widened--stop light backs up. Influx of traffic with development going on at the race track--alternative route or widen it or something.
- Some folks are used to a quality of life, and the community has changed and they're still entrenched in this community not changing--ignore traffic issues, dog issues.
- Way I've identified that, it's a community with an identity crisis. Who are we, and who are we really versus who we think we are?
- Lack of after hours resources--weekend resources, we end up taking people to Reno or other communities for services we can't provide here, mental health, displaced from a fire.
- Every time we take those people out, we're taking resources outside the community because we can't provide that service for them.
- Total budget, revenues are down, looking at losing personnel again, and just can't afford to do that.
- Lack of a hospital here--no hospital here, so if somebody is really sick then they have to call us.
- We're on an island--if your house catches fire and the neighbor's wife having a baby--30 40 minutes from any kind of help. Only two cops in town at any given time.

Strengths and Assets

- Tight knit community, and has the potential to grow in population.
- We have access to interstate 80 and the railroad.
- District being independent from the city, we have a good and very positive relationship with the city working towards planned growth and heading in the same direction.
- Dedicated people.
- People who are involved in the community are involved in everything.
- Fernley taking the ability to get more people involved in their community. People are talking about the same thing; want to know how do we get that information out there.
- Our ability to communicate with the other key leaders in our area, and that should grow.
- Agency leaders as well as staff all coming to same page and saying we have weaknesses and be real about it.
- Fernley is made up of a lot of self containing people. Have to be self containing to move out here. Self contained people less apt to participate in government.
- Dedicated people.
- The 1914 Fernley, Lassen Depot, museum.
- Don't live in Fernley, but looking to buy a house here, and have a lot of potential affordable homes. But now I'm worried about the ambulance.
- Being a city--clean palette--painted on, going to change it, haven't exactly found your niche yet. Potential for being a hub or destination point. Race track hooking up with NASCAR now. Can be a destination people thrive to get to.
- Need to circle the wagons, and figure out what it is we need to do to make Fernley a place we need to draw people to.

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- Ability even though we are short staffed on our side, been able to work really well with other outside agencies, been able to do what we have to do with our limited resources by working together.
- Union-Labor-Management Relationship, work together, have a pretty good relationship to solve problems.
- The location of Fernley, 80-50-95, can go anywhere in the country from this location. Attractive I think to distribution.
- Asset is the possibility for growth here, enough room for us to grow out. Good hydrants that we can see out in the middle of the fields.
- Having dedicated individuals, people been here for quite a while and looking to stay because this place has the potential for growth.
- There is a lot of potential.
- Open real estate north of 80. Lack of traffic compared to Reno. 80 doesn't get that clogged up.
- Cross roads to the West. 50, 95, I-80, any direction you want to go, it's coming through this town, going to Texas, going to go through Fernley if you're coming out of the Bay Area.
- Creativity from all the managers and department heads in providing services for the city.
- Visionary leadership in the city at this point that is caught a little bit in the struggle in the old and the new, seeing the future better than they may have in the past.
- Great location--that's an asset.
- Moving forward with education, new people coming in, and more room for children at the intermediate school. Children out there get real bored, real easy; more classrooms in town take care of less children instead of sticking them all in one class.
- With the new City Council Members, Fire Chief, City Manager, working real hard on disaster preparedness, looking at plans, planning ahead, any of that was not done before.
- Opportunities that have been presented by the new Boys and Girls club presence are very positive.
- The senior center.
- When we have fundraisers, I notice that we look at the people who donated. A lot of businesses donate for the Christmas for Kids, especially the smaller businesses.

Projects and Initiatives

- Transportation in this town, no bus or rail service here, don't have transportation, do not get to Reno or Fallon or any other points around here. No cab ride. Need bus or light rail between Fallon and Reno.
- Ditto on transportation--bus or light rail.
- We should have a safe social environment for kids--Movie Theater, rec center, skating rink.
- Well thought out master plan for growth and development. Trying to put together a jigsaw puzzle. Well thought out, well executed done by people who are trained for this purpose.
- Bicycle lane.
- Prioritize those items, and start addressing those, whether it is a master plan, target goals, and community education.
- One thing to sit and ask and get people's involvement, make sure that there is follow through.
- Ditto.
- Being able to get through this budget year and retain services and people that we already have without losing staff.
- Dedicated funding for all public safety so we're not fighting over scraps from the General Fund.
- Takes money to make money, city putting some funding forth to pursue more business opportunities in the city.
- We need dedicated funding for public safety.
- More advanced health care facility.

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- Short term educating the citizens of Fernley on how understaffed police and fire are.
- Keeping everybody employed.
- To be set up and have a plan--if and when we have another big disaster.
- Have a plan to evacuate--30 miles from anything.
- Funding issue--huge success in California with getting a paramedic tax passed, talk to leaders of some of those organizations. Keep less coverage here.
- Tried Fire-based tax increase this November--timing was off with what happened in Southern Nevada.
- Agree with Steve and the Chief.
- Lights on Main Street, three critical, people get hit by cars crossing in the dark.
- Satellite college for employment and training.
- Visibility is a huge issue.
- Not taking steps backwards--not losing what we have and move forward with having that plan. Everyone has ideas and not a way to put together.
- Retaining and keeping services, and growing them.
- Volunteer fire department retention--don't know if there is one, seems to me that there is enough people in this town, not working, could volunteer a few hours. Training that they go through.
- Public doesn't know. Getting the word out.
- Long-term for a hospital.
- Just the traffic situation and the roadways, not been planned very well--something on Main Street, everything stops. Having some alternate routes.
- Create an environment conducive to have businesses that want to come here and be part of this community.
- Rather than showing up with three sets of plans.
- Poor idea to run parade right in front of fire station without coordinating with us; can't get out. Coordination between parade committee, relocate just for an hour or something.

Questions and Answers

- Coordinate things together--working relationships--going on in Reno between Red and Blue, polar opposite of that, Good working relationship. Necessity because we don't have a lot of backup.
- Show up on a lot of the same calls, try to keep positive working relationship--don't want it to degrade into this is your job and this is our job. It's been great.
- No regulatory issues.
- Other issue with the parades is when they do the permitting for these particular days; need to look at the length as to how long they are taking up Main Street.
- Traffic off of interstate 80 to come to 427 and 50A, one light to go south. Have suggested is to where your starting points and ending points are going to be if you have to utilize Main Street.
- We understand parades take place also.
- And they're fun.

City Staff

Problems and Challenges

- Unemployment.
- Teenagers--they don't have a lot to do.
- Clean up the community.
- Organizational infrastructure. Policies and procedures, guidelines, institutional history, city doesn't have that much here.
- Fiscal and economic solvency on the part of the municipality but also carrying into the community. Reflecting foreclosures and employment rate.

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- We don't have developed parks or infrastructure, as a Mom it's hard to spend a weekend here with the kids, always have to drive somewhere.
- Animosity between the community between those who are not working and receiving assistance and those who are working. Feel animosity amongst people when I talk to them.
- Enhanced quality of life in the city--lack of parks, poor streets and roads, recreational opportunities.
- Public officials are less than anyone else in the community--viewed upon as incompetent, and viewed less of an employee as someone employed at Nevada Cement or Sherman Williams.
- Communicating the incremental progress that is occurring within the municipal government. Lack of TV, radio, one day a week newspaper, hard to get word out. Two way street.
- Foreclosures, distressed properties, eyesores.
- Ditto.
- Money leaves this area to go to movie theaters and go to recreation areas, as well as shopping.
- Maintaining a level of service with less resources.
- Unified leadership--political leadership, business community, do not speak with one voice. Need a direction that is accepted that we're all generally heading in that direction together.
- Lack of willingness to deal with mission critical issues--first how to resolve the issue of our ability to pay off \$79 million worth of long-term bonds.
- Age of the city, being the youngest city in Nevada, we don't have a lot of the institutional infrastructure in place that other jurisdictions do. Challenge growing from small town to largest city in rural NV.
- A lot of the previous appointed and elected officials may not be fully aware of what it costs to run a full service city.
- Low level of education that kids get here--schools rank so low, most of my friends drive their kids to Reno. High school is not challenging kids, school rated low.
- Largest obstacles for this city has gone from a primarily agricultural based community to more of a municipal focus and trying to balance both of those interests is a big struggle for the city.
- Maintaining the sense of a small community in a flash grown community--everybody knew everybody inside of a restaurant to an area where nobody know anybody. Need better events, communication.
- Frustrating to have three children under the age of 7, no access to health care, no pediatrician, difficult or impossible to get into doctors when children are sick. Care they need is extremely difficult.
- Three hours just to get an antibiotic.
- Water treatment plant, bond debt for the treatment plant.
- Communication--we have no good communication methods to get out to our citizens what's going on.
- I moved to Fernley, live on golf course, neighbors brought precious pets, nothing in Fernley to protect the animals. No shelter available. Situation gotten worse. Hundreds feral cats.
- Cats are abandoned when the people move out. Only pound we have in Silver Springs, euthanize cats, they just get put down.
- Ditto animal shelter. Need a no kill shelter for Fernley and surrounding communities.
- Empty commercial buildings, we need to somehow recruit and both resources and funding to help get new small businesses in here.
- Being able to continue our development as a new city, moving along well towards developing the infrastructure that was needed to serve the population. Economic slump hit us and interrupted community development.
- No more money coming in, houses being built, ground rules to build community.

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- Strong, unified, and well supported code enforcement for property maintenance, foreclosures; don't have the teeth to take care of the situation. Well supported from the top on down.
- Ditto all.
- Surviving the financial debt, financial situation that the whole area is in, and being able to maintain the workforce.
- Challenges for teenagers--things to do to keep them out of trouble and occupied.
- Bringing in development.
- Coming into Fernley on I-80 from the West, just before the first exit, it just looks bad. Once you get off of the freeway, it's just bad.
- The unfinished, unattended subdivisions that we have that are causing dust hazards, weed problems, or values.
- Ditto uncompleted development, everywhere you go, buy the first phase, house prices have halved.
- Fernley has a challenge to better present themselves to the outlying communities and to the major cities as an opportunity for increased industrial development. 3 major highways.
- Better situated than any other city to development than Reno and Las Vegas.
- Not enough to say that we have a need; we have some solutions that we'd like to present to the city, resolving the issues.
- Public transportation, lack of.
- Challenge for jobs, more work for the community that will bring in more people that will help us to accomplish the development of the community by selling off existing houses and building new ones.
- Attraction of small business and large industrial business providing the jobs, tax base, increase the shopping, facilities, circulation of money.
- More shopping. Lack of shopping--lack of higher end shopping.
- More stuff for the kids to do to keep them busy.
- City status within Lyon County--without being crude, we're treated as a step child more than an integral part of the county, 35% of the population and square acreage, division of funds, city services suffering because when it comes time to cut because we're not Yerington the county seat, we take a hit first.
- Information being disseminated by the county manager, significant services of population, cutting services even further here in regards to court and police protection.
- Traffic congestion off the industrial park area.
- Access to health care. Emergency rooms, doctors.
- Safe routes for schools, bike paths, sidewalks.
- Getting from this side of town to the north side of town, only through roundabout, or on other side of the freeway, access from this side of town over.
- Trail system--safe routes to schools, trail access, walking, biking.
- Medical--agree we need a hospital.
- Access across town could be a tremendous challenge in emergency or disaster.
- Making downtown look better, improving appearance of our downtown.
- Attracting some people on I-80 to come in and spend some time and money here. More welcoming.
- Ditto.

Strengths and Assets

- There is a certain element of self reliance that is out here because it had a certain element of isolation, we still have notion that if we work together in self reliant mode we can make progress.
- Informal network, informal communication that is within the entire city--don't have a daily newspaper or radio stations, gap being filled through electronic media or word of mouth.

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- Mom's group, Moose Lodge--people get the word out, know people to talk to.
- Water treatment plant is state of the art.
- People, when I moved here, it was really amazing how people were very friendly and welcoming, well developed volunteers group. How people can come up, no money for schools.
- Even with limited resources, staff here, as well as the fire really is dedicated and trying to do their best.
- Friendliness remembers and lost in Vegas. Love that when they come up here. Shift away from primary agriculture, still is some agriculture.
- We're all ready to start building again; we just need to make that happen.
- Geographic position, because of transportation network, three major highways and rail, flat land with infrastructure. Future in next three to ten years is very bright.
- If we build it, they will come, and I think that needs to be marketed and disseminated broader and in a more organized fashion.
- Positive side, we don't have a lot of institutional inertia that you find in other jurisdictions--opportunities to try something new and be able to pivot when we need to.
- Space. We have the space to put things.
- Medical care for animals--veterinary services which is beneficial, doesn't exist before. Minimal small animal before, now both small and large animal.
- Ready, willing, and able workforce.
- Confident in outstanding professionals at the city.
- Still small enough to make the changes we need to make.
- Centralized and good access on highways and railroads.
- Proud of our industrial area, it looks very nice and getting more in than there is room. Built the other access off the freeway because of that area.
- Rural community environment.
- Potential growth--professional staff aggressively pursuing development of the different areas and marketing the city as what it is. What amenities are available?
- Going forward instead of just blowing in the back.
- Location.
- We don't seem to have a lot of law enforcement, we don't really have gang shootings or identifiable gang problems, and I still leave doors unlocked.
- We have the land, space, people here at city hall, interconnected highways and assets, proximity to Reno and other features.
- Mayor presented at Chamber of Commerce Luncheon--we have a workforce here, age group represented by a 35 year old average, young workforce desirable for industry.
- We did put in very good infrastructure here already, expensive but very good water plant; assets are available to take advantage of in our community.
- We do have the industrial park; do have plenty of room for growth. We just need the jobs. We have access.
- Transportation--highways, railroads, availability of space to build in, abundant base of unemployed but skilled or substantially skilled people who could flock to jobs.
- Young population now--first came six years ago, Nevadans don't want to change. We don't care how you think California. Drove California license plate, and I get the finger.
- People move in with ideas, money, get council people others, and grow in a positive manner instead of having hatred for Californians.
- Wal-Mart and Lowes.
- Ditto most.
- Ditto most.
- Intelligent, talented, and active youth.

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- School system. We just built a new school. They're working to help the kids here.
- Ditto school.
- We have a strong and active artist community that we're not tapping into.
- Our own industrial area and access to public lands in every direction.
- I like the appearance of our community as far as being nestled with Desert Mountains all around us, clear air, bright sunshine.
- Community itself--we've proven in the past when there are problems like floods that this community really pulls together.
- Ditto appearance and community.
- Residents are our strength. Number of churches in this community--community with principles, for a town this size never seen so many churches.
- Landscape is beautiful, lakes, be it man made or not, clean, Lahontan. People come from California to camp on the lake because it is clean and it is safe.
- We have the most beautiful sunrises and sunsets.
- Emergency services as a whole.
- Ditto on ES, having airvac, neighbor was airvaced, went out of way to make sure that helicopter landed in back yard to take neighbor. We have wonderful doctors.

Projects and Initiatives

- Let's take advantage of all this public land access and create recreational opportunities and make Fernley a place to come to by developing an off highway trail system.
- Sports facilities. Additional sports facilities.
- Nevada Pacific tie in with highway 50 short term.
- Need to get typical, organized sports, tie into the off road recreational.
- Downtown development. Fancy street lights; just spice Main Street up somehow.
- Agree with Main Street.
- Bringing in more industrial manufacturing for jobs.
- Civic center, community center for multipurpose for youth, adults, bringing in tourism, community events.
- We don't have enough meeting rooms. Churches good enough to donate rooms, but they worry about insurance. Community hall so that people can come together and discuss things.
- Animal shelter constructed or acquired and Fernley to serve Fernley and immediate surrounding communities.
- Need a hospital in this community--two cemeteries and no hospitals, drive carefully.
- Hospital, access to health care company. Fallon ended up the first for them to go to help them provide health care for people because they have hospitals.
- Do all we can to let Fernley be known to possible industries that want to come here, businesses or commercial operations. We need to redouble that effort.
- Long term thing, idea of a good community center that includes a place that would be good for something like a little Theater. If we had a good location for that, it would be useful.
- Utilize some of this unused or underutilized space, would be a nice little theater, where people could meet.
- Fernley needs a movie theater.
- Amen.
- Ditto.
- Community garden.
- 24 hour services, transportation--urgent care, but no hospital, no taxi to and from if you want to go to an establishment.
- Facilities for kids, get a community center would be awesome.

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- Some restaurants, Applebee's, incentives for them to come here, variety instead of having to go to a Casino to eat.
- Marketing of our community to get the word out.
- First impression of the city or town is really important, sidewalk cafes, kids could get involved in art projects, who could make art projects.
- I think there should be public relations on a large scale, what is being done need to be redoubled or more. Fallon oasis of desert. Fernley strategically located in so many ways.
- Getting it out, get Fernley on the map, but get our Main Street welcoming, connected all the way with the sidewalks, make it more appealing for somebody to check it out. Clean up beginning so they want to stop.
- Continued development--big real truck stop 90% completed, will bring another restaurant on when it is completed, and help us to have another restaurant.
- Movie theater project was approved by our city, developer all set to do that, economy went into the dump and it's been stopped. Once economy turns around, development will be finished, hope to see rapid changes once that happens.
- Does have a number of parks in subdivisions, was an idea to have a real city park east of town, man made pond or lake for kids to fish--regular city park, family park.
- Topography in this town is a bicycle riders paradise, would be attractive to families with kids for families who like to ride bikes if developed.
- Interconnection between subdivisions--be able to get from once subdivision to the next between sidewalks.
- Healthy community with the trail system with access in between.
- 6 O'clock promotion for dog park in Dayton--invited residents to show up near the library--if we had a dog park, get to meet people healthy exercise, clean up, don't have community feeling yet.
- See the canals use be increased for recreational usage as well, trail, or something of that type.
- Really good anniversary celebration for the City--will be 10 years old July 1.
- Improve the city parks.
- Burning Man or Black Rock Art on a permanent exhibit on a permanent exhibit on part of a park that would be a tourism draw. Less than 24 months, doable, arts commission, test market the idea.
- Burning Man Art spectacular, catch people's eyes off the freeway.
- Downtown plan which has a significant component of beautification.
- Enhance some of its revenue possibilities.
- Get under way the civic center using the proceeds from the room tax funds.
- Brainstorm and develop a unique event that happens in Fernley--Sparks has Rib Cook-off, Elko has cowboy poetry. A one and only.
- Pay for the water bonds so they are not hanging there.
- 50 year water plan that maximizes the resource, underground water rights from surrounding areas that are adjoining us, successful for surface water treatment plant. Conveyed to the public.
- So much misinformation about the topic of water, need to be able to have people understand what is being done.
- Fernley Lands bill similar to the southern Nevada lands bill similar to the Southern Nevada Lands Bill so we can bring in revenue and ease tax burden of our citizens through lands bill.
- Intercity transportation--basically having Fernley hooked into employment centers in Truckee Meadows and Carson City.
- Comprehensive road improvement plan and be able to fund it.
- Fernley is the only community that has a rail between here and a major population center, if we could get some sort of a commuter train heading into Reno, could actually be a good commuting experience.
- Get Reno Residents here and our residents to Reno.

City of Fernley Community Assessment 2011

- Implementation and hopefully funding to be able to create the entry way signs--really mark us when going down I-80. So people would remember Fernley.
- Within 12 months to initiate and develop a redevelopment district within the city, identify some projects.
- Effectively working economic development--job creation, effective succinct, instead of talking about it, actually doing it, honing in economic development strategy to become more effective.
- Career College or some kind of higher education or trade school opportunity.
- Microloan program.

Questions and Answers

- Need for Movie Theater, one approved by the city to come in?
- Project at corner of Red Rock and 50A was set up with a 3 sided shopping center, anchor was a movie theater. Was approved by the city for development, funding became hard to come by.
- Hoping it may still happen.
- House prices.
- Away from congestion, which I saw in Northern California.
- I lived in a company town out by Gerlach, didn't want to go to Reno, did not want an urban environment, Fernley was just a nice to go from nothing to here.
- City park with the fishing pond, conceptual drawing, where was the proposed location for that?
- It was to be out on highway 50 across from the Out of Towne Park.
- Where is downtown?
- Exit 46 to the roundabout--from roundabout to first exit 46.
- Interesting thing there is you would have to ask--need to develop a community downtown.

Written Comments Including Email Responses and Senior Citizens' Comments

Problems and Initiatives

- Nothing for kids to do.
- No supervision for police support for violence.
- I think being a bedroom community the residents still go out of Fernley for shopping and recreation.
- Falling revenue.
- Need for expanded police.
- Fire and educational opportunities.
- Vacant homes.
- Jobs.
- City incorporated during growth period, from then the government has assumed that it leads or sets the tone for the town, this is a mistake.
- Fernley has not had a distinct personality since the advent to I-80.
- A dairy town, a farm town, and now a nothing but passing through place.
- All around there are vestiges of a growth spirit, empty houses, dead end roads many (too many) stop signs that are not needed.
- The community needs to step back and become what it is.
- Plus 50% decrease in housing values.
- Public safety.
- Water rights and our ability to get our water.
- Un- or under employer.
- Lack of affordable housing.
- Support for food bank and crisis pregnancy centers.
- Too many vacant homes.

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- Divided philosophies those oppose business growth and those who don't.
- Not enough inexpensive resources for our youth to pursue.
- Empty houses.
- Lack of revenue, poor services, very bad water, dirty streets, no recreational or entertainment opportunities for adults, lack of caring on the council's part and no job or business expansion.
- Minimal services for youth and families.
- Employment.
- Roadways, no throughway access. Unable to commute from one side of town to the other easily. Deterioration.
- Not pedestrian friendly, not footpaths, bicycle paths, unable to get to work without a car, schools and education, baby sitting structure and are not providing same as Washoe or home school.
- Retail shopping, employability, water expense.
- Lack of employment.
- We need to find incentives for employers to locate here.
- Lack of jobs.
- Lack of youth oriented entertainment. Failure to recognize the value of our current programs which need community support through city county assistance via government grants.
- Not enough cohesion between officials and officials/patrons.
- Lack of community youth programs, such as a park league.
- Some road are in disrepair and could use an upgrade, city does not have a strong sense of community, lack of shopping and medical options.
- Major problems would be nothing for kids to do.
- Lack of places to shop.
- High school was a terrible place to get an education.
- Too many empty homes, weed ridden yards, property values plummeting, shopping needs to be addressed, Wal-Mart great, need more Costco, Target, restaurants not in casinos.
- Flooding on roadways needs to be addressed.
- Work done on Sage Drive should have the contractor fix that mess, some lots have streams running through property when it rains.
- Groups of homeless people living on lots on Sage Drive.
- Need commercial and industrial businesses for jobs.
- Economic stability. Long lasting businesses that generate income, Lack of stable tax revenue.
- Lack of white collar influence.
- When there are projects for Fernley, City Should Be Using Fernley Vendors and Not Outsourcing to Reno or Sparks.
- Water still tastes awful. Lack of Dog Park.
- The canal being dangerous. No walk zone for the high school.
- We need a no kill animal shelter that also accepts cats; there is a huge feral cat problem in Fernley.
- Fernley has a capital NO recycling of any kind, responsibility of everyone to recycle.
- Unemployment, need more services.
- We have an awful lot of leadership with no ownership.
- Restructuring of departments supposed to save money, not cost more by hiring more people.
- Not only does this lead to overtime but strains those departments that pull more than their share of the workload.
- Lack of good jobs, slim prospects on economic development, foreclosures and housing abandonment, overpaid city staff, lack of proper city leadership, terrible curriculum in schools.

City of Fernley Community Assessment 2011

- Lack of activities for adults and youth. Good old boy network, lack of effective business network. No real focus on future.
- We badly need to attract employers to the area.
- Keeping large companies like Amazon, Sherman Williams, and others operating, supply jobs to those that live here and those that live here spend money on small business.
- Absolute necessity to retain all water rights possible; recharge both municipal and private wells and retain a part of this once green lush valley.
- Transportation.
- Things to do for teens.
- Empty buildings and loss of jobs.
- Crime increasing, foreclosures.
- Employment
- Business closures.
- Nothing for teens to do, ugly downtown (Main St.) no tourist draw, big rigs on roundabout.
- Dirty streets, too much smoking, I can't even go to the library without suffocating from the smoke. From the store to my house, to sop giving me traffic tickets.
- FINDING WORK!!!
- Some people don't know about the help or assistance that is offered in the community. More jobs lists in the paper, not just on the Fernley website.
- Prices of garbage, water, and groceries.
- Jobs.
- Lack of public transportation--help for children with special needs. Lack of medical resources lack of employment, drugs.
- Lack of employment.
- Lack of work.
- Too many people getting robbed or killed, people need to be safe
- Citizens should not be held hostage for the water treatment plan.
- Need a reason, sense of community.
- Many people who work in Reno shop after work in Reno.
- People need to support businesses in Fernley.
- We have too many displaced businesses.
- Lack if permanent employment
- Lack of employment (permanent). Lack of teen activities. Lack of community support. Improve taste of drinking water.
- Illegal drug use. Inadequate mental health services. Below average schools. Low motivation to attend college. Generational poverty, mandatory trash services.
- Employment.
- Fernley seems to be a commuter community; there should be more family oriented activities.
- One of the main problems is the lack of employment and services for the elderly. We have no activities for our young children. 25-30% of teenagers are pregnant.
- Unemployment is 18.7% they can't afford to go to Reno or Fallon. No money for gas. Illegal status for work.
- Jobs, no bus service or tax service no type of transportation for our seniors especially transportation for our daily commuters.
- No transportation and not enough activities for poor children to do (baseball is \$70+), and not enough jobs.
- Economic setback that all of Nevada is facing. Housing issue. Fernley not as gaming dependent as other communities, which may be to our advantage.

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- High unemployment, foreclosures, transient population.
- Not protecting the citizens' water rights. Unfocused goals for our community. Amenities for the community cannot keep up with larger population demands. Overwhelming debt for water treatment plant.
- Unemployment, crime (mostly graffiti), training teens, roaming streets drug use, etc.
- Lack of resources for homeless and displaced families.
- Very little shopping. Few restaurant choices, all of which are casinos, housing market, need more preschool/daycare centers.
- Enticing employers to make investments that will create jobs.
- We need a commuter train, maybe a movie theater. I would like to come into the city building and feel welcomed by ALL employees.
- Businesses need to spread out such as the grocery stores because they cause traffic congestion.
- Average level of education in workforce. Apathy.
- Isn't a medical facility; some roads are in very bad shape. The "Down Town" of Main Street looks like a dump. Most store fronts are in need of major makeovers, cleaned up, and Main Street Redevelopment.
- Make our community proud to live here. Also redo roundabout The Landscaping looks like a pile of weeds that's never been taken care of. It's embarrassing. No Semi truck parking on Main Street.
- Not enough affordable, constructive activities for youth to do/learn without people involved in sports.
- Unemployment, lack of private jobs, unskilled inferior job force.
- There really isn't a community here.
- Lack of young people to do and garbage everywhere--dumping needs to be better controlled.
- Building codes are too restrictive for economic social development. Requirements for development are designed for large cities demographics, which are not germane to Fernley demographics.
- Provisions should be made for changes in the building codes that for maximizing business and social impact tailored to Fernley demographics.
- Law enforcement--in order to have a strong force we need a force that is friendly, helpful, and out in the community as ambassadors. We don't have that. We have a group of officers that are unapproachable and a bit above the law at times. I do not say this to be critical then to give insight in to what I have observed.
- We have a big problem with weeds and the control of them. We need to allow clean-up or do it as a community. They make our community look awful.
- Too high of water bills--incompetent people sending those bills and not recording who and when customers call to connect/disconnect or none of the above--lack of business to shop empty building.
- Unemployment.
- Animal control needs a no-kill shelter. Roads are in bad shape. The junction in downtown Fernley needs attention--too many big trucks.
- No public transportation. Not enough city sidewalk or safe routes for the kids. Not enough facilities for the programs in the city. No downtown development.
- Employment, transportation (a shuttle to Reno could help).
- The removal of water from the Truckee canal.
- Water--maintaining services within budget restraints, providing sufficient police and fire protection without busting the budget.
- Water, the cost of.
- Water--canal uses. Major concern. Community and officials don't work very well together it seems.

City of Fernley Community Assessment 2011

- Education/employment resources, disconnect between leaders and citizens, seems like there is a division with the leaders wanting to grow and the citizens wanting to remain a small town.
- Lack of jobs based in Fernley.
- Business development. Unemployment, Education.
- Broken families, divorce, and hopelessness in our youth.
- Casinos which create money are built with ease. That cannot be the solution for the community.
- Major concerns are the jobs. We need something in this town for kids to do. Movie Theater, some kind of social place where they can interact with each other.
- Lack of water in the canal to nourish our land. Excessive water fees. Lawsuits to try and make some money from the local contractors who have done their job to all codes.
- Our public image, unemployment "down town" Hardy Lane around school.
- Even though the roundabout is viewed as a good thing I fail to see how it has improved things. It would be more efficient if it were not just 1 lane or had better traffic flow. Many people are still forced to treat that as a 4-way stop as the traffic coming over the bridge and into the roundabout dominates it. I would like to see a 3rd exit along I-80 as it would naturally detract heavy traffic in roundabout.
- Feral and abandoned cats and dogs that are starving, suffering and breeding--adding more starving, suffering animals to Fernley.
- Jobs, economy, services to the public.
- Gang related issues, drugs, dog fighting, the filth, animal control issues with no shelter or animal control officer should be the advocate for all animals.
- Pest & Weed control at public parks.
- Poor response to animal related issues particularly the lack of an ordinance authorizing or obligating animal control to deal humanely and on a no-kill fashion with cats.
- Road conditions are deplorable--Newlands, Hardy, etc.
- There are many, many stray cats. We need to support an ordinance to pick or catch the cats.
- Dealing with abandoned dogs and cat. Storm drains and gutters. Stop light north of roundabout--Dangerous traffic. Recycling program--glass and plastic by trash pro similar company.
- We have a great need for a no kill animal shelter. Spay and neuter facility, feral cat population is huge. We need a local recycling program--newspaper cans, plastic, etc--could be financially beneficial to community.
- Difficulty for new business coming in, not enough entertainment venues, aesthetics.
- Poverty--bad attitudes of residents, substance abuse by teenagers, business like Hutch's that are eyesores on Main Street.
- Not enough jobs, teenage or younger free activities to do, food bank needs more donations.
- They City should get along better with farmers on Water rights, planning.
- Employment, economic growth, unfair distribution of taxes to Fernley.
- Growth of commerce, jobs, and population.
- We need a no kill animal shelter that also accepts cats. Feral cats are a huge problem in Fernley. No recycling of any kind. In this day and age it is the responsibility of everyone to recycle.
- Not having a hospital other than service type businesses. People travel to Reno and if we had that, we wouldn't need to go to Reno.
- I think retraining jobs and people is a major challenge. I think the schools are in need of improvement.
- It would be great to have a bus service to and from Reno and also around Fernley. Also having a more friendly look to our community for travelers and all of us to enjoy.
- Appearance. No visible pride in our community. We're spending so much money paying off the treatment plant that our downtown area looks like it did in 1986. We can do better.

City of Fernley Community Assessment 2011

- The price of water. It has gone up so much in the 30 years I've lived here. I would like to keep my lawn, but as we reach retirement age. I don't know if we will be able to afford it.
- I read in the paper that the City is considering another increase of \$35.00. My bill in the summer is already averaging \$180 a month. OUTRAGOUS!!!!
- Safety. Lack of coverage. We have a large community and not enough law enforcement fire/ems.

Strengths and Assets

- We still are somewhat of a small community for hometown survey.
- Decent schools.
- Easy to get around.
- Available land.
- Small but growing.
- Small size.
- The government can provide water, sewer and police protection but ought to remain in the background and spend frugally.
- Sense of community among citizens.
- Youth.
- Nothing.
- Volunteer and use expertise.
- Food kitchen
- Support for food bank and crisis pregnancy center
- Small town
- Many young families and educated parents.
- Willingness to get involved if offered the opportunity.
- Schools provide many activities, pool good, few businesses offer youth activities.
- Sense of community, parks, pool and schools.
- I can think of none.
- Community comes together during disaster but does not seem to generate that same care for community otherwise.
- Location to Reno.
- Improved shopping although more needed so that community members will keep their dollars at home.
- Parks. Good location.
- Sense of community,
- Small town community unity.
- Current city staff has the potential to steer our community towards total economic recovery via industrial growth, commercial business expansion, providing the current businesses and citizens
- Can't think of any.
- Small town feel.
- Low crime.
- No congestion.
- Plenty of opportunity for expansion as economy picks up.
- Good community support, we do the most with what little we have. Friendly, quiet, rural.
- Easy access to highways, close to Reno.
- Nonprofit programs working together with community and government help others.
- Low violent crime rate, less gang tagging, youth involvement in sports.
- Small tightly knit community.
- Community support/involvement.
- Local accessibility to city council and resources within our community.

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- People are friendly, lots of park areas; people seem to volunteer a lot.
- County library located in Fernley, animal control responds when contacted. Industrial areas hire seasonally.
- Location to Reno/Sparks, rail, abundant land for development. Bedroom community with potential for growth. Some good outside citizens that have not yet been tapped for elected office.
- There is a strong sense of community, as exhibited by the response to the TCID canal disaster.
- I am not sure there are any major strengths that the community possesses as a whole our assets offer a good environment, low in crowding, noise, crime air pollution, suitable public schools.
- Overall we offer a great place raise a family.
- We have citizens who are concerned and only want their opinions and concerns to be heard to go into action and make it a great place to live
- Sports for children--special events--city library.
- size and location
- Central to highways/freeways and railroad.
- Small town atmosphere, caring community.
- The strength is the Truckee Canal for this community. This is what made this town possible. If we keep letting government drain off the water a little at a time there will be no town.
- No agriculture, no ground water, and no Growth. There will be no city to govern. I don't think the people that have moved into this town since I moved here in 1992 realize that this issue concerns them too! The wells will go dry, even the City Wells. The loss of jobs. The property values have dropped so badly with the state of the economy now. But if the Canal is removed there will be no value in our land and homes. There will be No Fernley, just empty homes.
- Location--close to bigger cities, small size, but not too small.
- Close knit, loyalty at the core. \
- Small town atmosphere--community that truly cares about each other.
- Jobs based in Fernley.
- Pride, Workforce (Population).
- Churches/organizations that do "good" in our community, Rotary, Boys& Girls Club, etc.
- We are still a small town. Most people know of the people. They come together and support one and other.
- The peaceful, wonderful people who reside in our area who care enough to encourage input so we may have a great life for our families in town.
- Pool, community center, parks.
- All our wonderful volunteers here in Fernley.
- Jobs, economy, services to the public.
- Our children are our greatest assets and we must implement safety for them.
- We also need a humane society as Fernley is getting quite large.
- Community spirit, willingness to "lend a hand"
- Police and fire department--great assets, accessibility to a few big stores--would like to see more. Renown health clinic & local doctors.
- Sense of community.
- It is a city that is centrally located and could be used as such.
- The library--pretty clean city.
- All shopping close by, not far from Reno, school spirit mostly in sports.
- Good place to live, open space, but only if we have WATER. Send it to Indians before or after growing season.
- We have the perfect location for industrial expansion due to the railroad and the intersecting of 3 major highways.

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- Rural setting, good schools.
- The senior center is the best.
- The community feeling, neighbors helping each other. Boys & Girls Club, Senior Center, Swimming Pool.
- Location to Reno and Carson City. Location to the Tahoe Reno Industrial Park.
- Sense of community (friendly Fernley!), more stores coming our way (Walgreens).
- Kids have no control in the classroom.
- That more businesses are coming to Fernley.
- Being the size we are and quiet East Fernley Bridge and Roundabout was an excellent asset.
- Not sure.
- Strong community when disaster happens--i.e. flood.
- Small town environment.
- Pool, WNC branch campus, both very good for seniors also have a good senior center and bowling alley, Boys & Girls Club is great, youth sports.
- Don't know how to answer that.
- There are resources. There is a clear separation of "old town Fernley" and "others." "Others" are not in the know.
- Manufacturing and industrial jobs, community-minded people, strong churches, proximity to McCarran, Sparks and Reno.
- Close knit, help each other.
- Small community.
- The only strength of this community was when we had the flood and everyone came together to help; other than that the people who have the money don't help and the people who
- Struggle help all the time.
- We are a caring community everyone who can give does so be it food, cash, or time.
- At this point, I am not sure.
- Low crime rate and small town friendliness.
- Schools, youth sports and organizations, neighborhoods.
- The major strengths are geographic location (crossroads, highways, and rail) proximity to Reno-Tahoe Industrial and our own industrial park with the potential to grow new good paying jobs.
- Great location, great freeway access; North-East Fernley area looks wonderful, i.e.: Silverado's façade, Scolari's Shopping Center, New Walgreens, what the rest of Fernley should look like.
- Availability too of water to maintain our existing lifestyle and continued growth. The availability of excellent transportation corridors--both rail and roads.
- Rural community setting. Citizens' community spirit and friendliness. Dedication to the community's youth.
- Great community involvement, now stronger city councils and staff. Good schools.
- The compassionate and supportive people of the community.
- Schools, extracurricular activities for kids.
- Over abundance of housing, links to transportation.
- Location at the hub of arterial transportation corridors. Available land for development.
- We have a swimming pool and a bowling alley.
- The people of this community that have always been involved, volunteering and throwing events that bring our community together.
- community really comes together when needed and still small enough to be called a "small town"
- People are willing to pull together for a cause.
- There really isn't a community here.
- Location close to major urban area, interstate, railway.

City of Fernley Community Assessment 2011

- I love the small town feel...neighbors stopping to talk in the store.
- When the community needs help as far as volunteering, people come out to support the community.
- Our Sherriff's department, fire department, and schools. Selfless citizens who ensure a solid future for our children--May god bless them and their sacrifice.
- We have a lot of nice businesses here, finally. We wanted a pool and a bowling alley for years and now we have both. It really helped me personally when Wal-Mart came in,
- We can get more things locally instead of running to Reno every weekend. I'm glad we have a few good restaurants too.
- We have amazing people who work and live here. The people make Fernley so amazing.

Projects and Initiatives

- We need a community center with a community gym and other community features with it.
- Ways to increase revenue, to provide needed services and add bicycle paths along Farm District Road.
- Get out of the national organization of cities and similar state organization. Save dues.
- Learn how to get along with citizens.
- Provide snow removal to all streets when needed.
- Residents to chickens.
- Review regulations and make them resident friendly.
- Not about real estate it is about people.
- Need to cut red tape and bring in business, no hidden cost for business, Fernley should be willing to give in order to get.
- Enhance number of firefighters and law enforcement personnel.
- City budget and city protecting citizens' rights to their water instead of giving the water away down the river.
- Youth, community facility with gym and stage, place for community events to be held. Better communication of city chamber events.
- We need a community center for teenagers and adults and senior citizen to remain active in the community.
- Don't let city hall get so big they don't care about the people.
- CLEAN UP THE WATER IT IS ATROCIOUS, go after businesses like it means something instead of driving every business away with high fees and taxes. Keep your promise of downtown renovation and stopping the truck traffic through town. Quit talking out of both sides mouth at the same time.
- More emphasis and participation and opportunities for specialized education in order to create more opportunities for citizens.
- Proactively seeking new businesses to move to Fernley.
- Revamp Hardy Lane.
- Add a fuel alternative solution for persons that work in the industrial area. Allowing safe walking or bicycling.
- Safe access over the railroad tracks.
- Commuter trains to Reno and Las Vegas.
- Recycling locations.
- Projects, I live in the Highland, basically receive no city services at all, but pay city taxes.
- More job and recruitment of business.
- General Master Plan needs to put out in public so that we can better educate the citizens ultimately gaining their input and support.

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- Sports facilities improved, and development of the Diamond F property for community activities such as Equestrian Events, Field Sports, Concerts, and Possibly Construction of Community Center.
- Complete Nevada Pacific parkway. \
- Would love to see a youth center, park sports league being developed, improve existing parks. More medical care options.
- Make it family friendly by having places for kids.
- Freeway I-80/50 Extension/Bypass/Cutoff whatever it is called, finish that.
- Stop the semi trucks from parking across from the Sheriff's Department on Main Street.
- Keep up the parks.
- Turn the ditch at the end of Silver Lace between Hardy and wherever into a walking path. It's really nice back there and it would be nicer for our community's health.
- Improvements on our parks.
- Community clean up, better shopping.
- More businesses brought into the area, more parks and recreation, and most of all a community center.
- Build and events center to hold tournaments and activities that will generate tax dollars, trade school as alternative to dropping out of high school.
- Sidewalks and trees on all of Main Street. A dog park with separate areas for small and big dogs.
- Traffic control by Scolari's west exit. Movie Theater!
- No kill animal shelter. Recycling center in Fernley for glass, metal and plastic.
- Bring more businesses here.
- More job, feral cat problem addressed.
- Business recruitment, more local activities to spur tourism and keep citizens local, old downtown redevelopment and clean up, new blood in city leadership and elected positions.
- Overhaul and beautify parks. Do things to help display and recognize Fernley's new diversity, not just the good old boys anymore.
- **FIX THE ROADS IN THE FERNLEY HIGHLANDS.**
- Movie Theater, small community hospital, campaign to bring in additional doctor's office/lab testing to reduce/eliminate to community to sparks/Reno, etc.
- City management/council/MAYOR DOUBGLING Fire/emergency staff etc due to geographic isolation increase call volume and liability issues.
- Overall, City Manger/Mayor/Council done a good job surviving
- Short-term clean up the town and keep it clean. Long term--bring in more major businesses.
- Acquire and develop the property commonly known as the Jackson property at the curve and provide more sports facilities and parking and/or staging areas for parades, car shows, etc.
- We know there are flood and fault zone concerns, but I believe these can be addressed and still allow for improvements. Also the property to the east and the south of the old train depot could be acquired and used for a community center and parking for downtown attraction.
- I'd like a main street that looks like a main street vs. a hodgepodge of buildings, lots, and run down areas. Wouldn't it be great to drive down a main street where it invited people to move here?
- Continuous sidewalks and green areas with buildings that are held together by a common purpose. Fallon's theater area is one example for a small town.
- Protection of private water rights and Fernley aquifer.
- I would like to see the city cleaned up, landscape installed and maintained along main street curbs, sidewalks, and buildings kept up.
- Beautification done to our community (lighting, welcoming signs, trees or plants along Main Street), involving schools to help with beautification and cleaning.

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- Finish the project that has been started: complete Nevada Pacific (exit 50 to Highway 50 and pave the out of town park's parking lots. Please do so without sacrificing funding for our schools, police, and fire. It amazed me to see the fire department having to put a measure on the ballot to get funding--these three felts should be the first to get funding--period.
- Redevelop downtown area (see what Fallon did with Maine Street?)
- It would be nice if we could fill up those empty buildings such as the Bully's and that thing they built next to the Truck Inn. And the Truck Inn should just be torn down if no one else is going to use it. What an eye sore right on the high way.
- More walking paths and clean up developed areas. Weed control etc. Mark Fernley the Beautiful City it Can Be.
- Road repair (Hardy Ln). More bite paths or safer routs for our kids to get safely to and from school. More things for residents and kids to do. We need to keep our kids occupied and out of trouble.
- A transitional or short-term shelter and a home for abused women and children.
- Let businesses com in, it takes forever for the city to approve anything. The city also needs to take care of the multiple families living in one home/property situations.
- Find cost-effective ways to maintain the infrastructure we have in place. Complete the purple pipe system to provide lower cost water for non-potable applications.
- Short term: Get started on reinventing downtown corridor. It is in large part a blight on the community.
- Long term: should follow with the fine tuning the downtown corridor WITH A CONSISTENT THEME involving the arts and culture and developing a special event platform on available federal land.
- More family oriented activities. Things that will bring people to Fernley other than for work.
- Bringing businesses other than fast food. Nice family oriented things; nice restaurants, movie theater, etc.
- I would like to be sure that Harry Reid does not close the Dirby Dam. What would happen if he does? All the ranchers would lose their livelihood!
- A major community center for large audiences or events--more activities and events and places that kids are "allowed" to hang out.
- Talk more with farmers on Water Rights & plan better, not late spring summer & early fall.
- In order to attract businesses and families to our community we need to beautify downtown, recruit family entertainment (as in a movie theater). City should se what needs to be done to acquire
- Swimming pool and/or influence the pool district to use some of its fund balance to build a community center for the citizens of Fernley.
- A bridge across the canal connecting Sage Valley as proposed two years ago. We are not in compliance with the city ordinance of having two exits for the number of houses that we have in that area. 40 years ago a hydroponics farm in Fallon grew the best tomatoes. It is my belief that as a community we can duplicate that program.
- Bring business back. Find incentives to create jobs. Find a way to bring some sort of transportation service (not taxi). Build larger skate park, Movie Theater, focus on creating jobs.
- More emphasis on recruiting businesses.
- Nevada Pacific cut over to I-80.
- Big shopping complex like in Sparks. (Best Buy, Old Navy, Ross, etc).
- Throw away all the tobacco products.
- EMPLOYMENT!
- To finish the light by Taco Bell/Jacksons.
- To extend Nevada Pacific Parkway from Freeway to Nevada Pacific Parkway.

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- More Jobs.
- Transportation system.
- Better fight against drugs, especially meth.
- More job opportunities.
- Abandoned properties need to be cleared of weeds. City does not do a good job of removing weeds from public property, could we organize community work parties and can banks clean up foreclosed homes?
- Expand Skate Park. Community center for kids.
- It would be cool or nice to have a movie theater out here for people who don't have transportation out to Sparks or Reno.
- Town center. Make small businesses and support businesses. Make community welcoming to all.
- Transportation to Reno/Sparks/McCarran. Incentives for higher education. An alternative (reasonable) to the roundabout. Local employers taking a special interest in Fernley workers.
- Boys & Girls club for teenagers and preteens. More businesses coming in most important. A NEW HIGH SCHOOL.
- It is really hard to answer this question because it seems that the county budget keeps cutting everything.
- We need industry to come to Fernley and put people to work. Basic general labor jobs.
- I would like to see more transportation--city bus service could help people get from place to place not to mention the need for some transportation to Reno, even only once a week.
- Transportation. Activities that don't cost money.
- Movie theater, fill up shopping areas with incentives to move businesses to Fernley, Clean up and decorate Main Street, more events, including more at the race track.
- I don't think Fernley as a community has capitalized on Tourism opportunities a gateway to the "Nevada Outback" and "Burning Man." We need to pursue a special event/attraction similar to Yerington's Night in the Country music festival. I think the events we have (SR Pro Rodeo for example) don't have wide enough appeal. And Fernley is in dire need of a community/ special events facility (indoor), like every other Nevada town has.
- Short term: a redevelopment of Main Street "Down Town"; Medical Center; have large welcoming signs at the entrance into Fernley.
- To see a concrete curtain--wall installed in north bank of the canal to prevent erosion and flooding.
- Enhance the use of the canal as a trail system for the community. Focus on building a multipurpose Civic Center in Fernley. Enhance and increase our recreation facilities.
- Weed clean up, activities for our teen population, services for our seniors. Community projects to bring us together as a community. Less Nay saying and more let's give it a try attitude from our leaders.
- Fix the major problems and concerns I mentioned.
- Short term: a reason for tourists to come to Fernley other than its nearness to Reno and Burning Man.
- No kill animal shelter, truck route around Fernley, the Fernley Senior Center, and undeveloped portion of the property was to be used as a Park. The apartments adjacent to the property do not provide a place for children to play, therefore they play in the street. The weed infested property is visible from Exit 48, truly an eyesore. A park would be a place for seniors to exercise, hold special events, and picnic.
- Clean up Main Street, Community Center.
- Bring industry to Fernley to create jobs for locals.
- Truckee Canal, The project with the treatment plant was to hook up to the Truckee Canal to supple it for water. And this was a good idea. This should insure that the Truckee Canal would

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remain and our town. But now the city has made a deal to lease or sell its water rights because they can make more money. This hurts everyone in the Truckee Carson Project in the long run and they were not to be able to hurt other water rights owners in this project.

- Becoming more self-sufficient and creating local jobs by attracting businesses.
- Bring more business and work down size water treatment plant.
- Short term get city hall organized, need a better plan, and cannot operate on "flavor of the Month" issues.
- Long term help local people who have remained loyal to the community and work with them to grow and accomplish goals.
- Community events center--water issues resolved for both win/win between users and city officials.
- More renewable energy, more small business.
- Motivate new businesses to move into the city and stimulate micro-local economy.
- Support for services that help the poor and disadvantaged: crisis pregnancy center, food pantry, after school programs for kids, alternative education, proven parenting programs.
- I would like to see a place in Fernley that we can have indoor graduations, plays, concerts, and even community dances and art shows.
- The abandoned lots could be farmed and help keep the dirt down while beautifying our community. Work with youth to teach them where their food source comes from, including milk meat & produce that comes from the land and not the grocery store. Also keep livestock owners able to enjoy their love and passion to take care of the animals.
- Short term: Hardy Lane. Long Term: Down Town image, get community assistance. We need to be proud of what we have.
- I would like to see some sort of medical facility that has more flexible hours. Yes, the urgent care is great but if one has an emergency in the middle of the night or on the weekends, they are forced to travel at least 30 minutes to seek medical treatment. There could be many pros of having a hospital. Not only would it provide jobs, but it would give peace of mind to a lot of people.
- Having a hospital would also possibly increase the quality of life here in Fernley.
- A no kill animal shelter in Fernley.
- A trap, neuter/spay release program. Low or no cost spay and neuter programs so we can control our pet population.
- Clean up the "truck parking" on Main Street.
- Pet education in the schools, children will teach and lead the adults. Clean up the town. It's disgusting. More trees, less weeds, businesses maintain landscapes.
- Better traffic control and "Children-SLOW" signs on Shadow Lane. Cut weeds--clean canal--Hardy Lane.
- No kill animal shelter. Hospital. Community clean-up/beautification program. Repair fences and areas damaged by flood, i.e. Farm District Rd.
- Community clean up and beautification, incentives for new businesses, easier permit process.
- Hospital and REC center for our students.
- Jobs to get people off of public assistance--facilities and activities geared towards teenagers that would give them something to do.
- The water park that was discussed a couple years back would be great, more stores for more jobs.

Additional Resources

Heartland Center for Leadership Development
650 "J" Street, Suite 305-C
Lincoln, Nebraska 68508
402/474-7667
www.heartlandcenter.info

Nevada Association of Counties
201 S. Roop Street, Ste. 101
Carson City, NV 89701
775/ 883-7863
www.nvnaco.org

Nevada Department of Conservation and
Natural Resources
901 S. Stewart St., Ste. 5001
Carson City, NV 89701
775/684-2700
www.dcnr.nv.gov

Nevada Department of Public Safety
555 Wright Way
Carson City, NV 89711
(775) 684-4808
www.dps.nv.gov

Nevada Fire Safe Council
440 West Spear Street
P.O. Box 2724
Carson City, Nevada 89702
Phone: (775) 884-4455
www.nvfsc.org

Nevada Microenterprise Initiative
113 W. Plumb Lane
Reno, NV 89509
775/ 324-1812
www.4microbiz.org

Nevada State Development Corporation
6572 South McCarran Boulevard
Reno, Nevada 89509
775/770-1240
800/726-2494
www.nsdclloans.com

Nevada Arts Council
716 N. Carson Street, Suite A
Carson City, NV 89701
775/687-6680
www.nevadaculture.org/nac

Nevada Commission on Economic
Development
808 West Nye Lane
Carson City, Nevada 89703
775/ 687-9918
www.diversifynevada.com

Nevada Department of Health and Human
Service
4126 Technology Way, Suite 100
Carson City, Nevada 89706-2009
775/684-4000
www.dhhs.nv.gov

Nevada Department of Transportation
1263 South Stewart Street
Carson City, Nevada 89712
775/888-7000
www.nevadadot.com

Nevada League of Cities and Municipalities
310 S. Curry Street
Carson City, NV 89703
775/882-2121
www.nvleague.org

Nevada Rural Development Council
PO Box 3926
Carson City, NV 89702
775/230-0075
www.nevrdc.org

Nevada System of Higher Education
Chancellor's Office
2601 Enterprise Rd.
Reno, NV 89512
(775) 784-4901
(775) 784-1127 fax
<http://system.nevada.edu>

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Nevadaworks
6490 S McCarran BLVD
Building A, Suite 1
Reno, Nevada 89509
775/377-8600
www.Nevadaworks.com

Public Utilities Commission of Nevada
1150 E. William Street
Carson City, NV 89701-3109
(775) 684-6101
[http://pucweb1.state.nv.us/PUCN/\(X\(1\)S\(pxtqp155jbsqcp55h0ly4o23\)\)/PUCHome.aspx](http://pucweb1.state.nv.us/PUCN/(X(1)S(pxtqp155jbsqcp55h0ly4o23))/PUCHome.aspx)

Rural Community Assistance Corporation
3120 Freeboard Dr, # 201 - 2nd Floor
West Sacramento, CA 95691
916/447-2854 or
775/323-8882 – Reno
www.rcac.org

Rural Nevada Development Corporation
1320 East Aultman Street
Ely, Nevada 89301
775/289-8519
www.rndcnv.org

University of Nevada Cooperative Extension
University of Nevada, Reno
Mail Stop 404
Reno, NV 89557-0404
775/784-7070
www.unce.unr.edu

USDA Rural Development
1390 South Curry Street
Carson City, Nevada 89703
775/887-1222
www.rurdev.usda.gov/nv

US Bureau of Land Management
Carson City District Office
5665 Morgan Mill Road
Carson City, NV, 89701
775/885-6000

US Forest Service
Humboldt-Toiyabe National Forest
1200 Franklin Way
Sparks, NV 89431
775/331-6444
www.fs.fed.us/r4/htnf/

US Small Business Administration
Nevada District Office
400 South 4th Street, Suite 250.
Las Vegas, NV 89101
702/388-6611
www.sba.gov

Western Nevada Development District
Western Nevada Development District
704 West Winnie Lane
Carson City, NV 89703
775/883-7333
www.wnidd.org

Western States Arts Federation
1743 Wazee Street, Suite 300
Denver, CO 80202
888/562-7232
303/629-1166
www.westaf.org

20 Clues to Rural Community Survival*

1. **Evidence of Community Pride:** Successful communities are often showplaces of care, attention, history and heritage.
2. **Emphasis on Quality in Business and Community Life:** People believe that something worth doing is worth doing right.
3. **Willingness to Invest in the Future:** In addition to the brick-and-mortar investments, all decisions are made with an outlook on the future.
4. **Participatory Approach to Community Decision Making:** Even the most powerful of opinion leaders seem to work toward building consensus.
5. **Cooperative Community Spirit:** The stress is on working together toward a common goal, and the focus is on positive results.
6. **Realistic Appraisal of Future Opportunities:** Successful communities have learned how to build on strengths and minimize weaknesses.
7. **Awareness of Competitive Positioning:** Local loyalty is emphasized, but thriving communities know who their competitors are and position themselves accordingly.
8. **Knowledge of the Physical Environment:** Relative location and available natural resources underscore decision making.
9. **Active Economic Development Program:** There is an organized, public/private approach to economic development.
10. **Deliberate Transition of Power to a Younger Generation of Leaders:** People under 40 regularly hold key positions in civic and business affairs.
11. **Acceptance of Women in Leadership Roles:** Women are elected officials, plant managers, and entrepreneurial developers.
12. **Strong belief in and Support for Education:** Good schools are the norm and centers of community activity.
13. **Problem-Solving Approach to Providing Health Care:** Health care is considered essential, and smart strategies are in place for diverse methods of delivery.
14. **Strong Multi-Generational Family Orientation:** The definition of family is broad, and activities include younger as well as older generations.
15. **Strong Presence of Traditional Institutions that are Integral to Community Life:** Churches, schools and service clubs are strong influences on community development and social activities.
16. **Sounds and Well-Maintained Infrastructure:** Leaders work hard to maintain and improve streets, sidewalks, water systems, and sewage facilities.
17. **Careful Use of Fiscal Resources:** Frugality is a way of life and expenditures are considered investments in the future.
18. **Sophisticated Use of Information Resources:** Leaders access the information that is beyond the knowledge base available in the community.
19. **Willingness to Seek Help from the Outside:** People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs.
20. **Conviction that, in the Long Run, You Have to Do It Yourself:** Thriving rural communities believe their destiny is in their own hands. Making their communities good places is a pro-active assignment, and they willingly accept it.

*Reprinted from Heartland Center Leadership Development, Spring 2002 *Visions Newsletter*

Traits of Good Governance

Governance is the process of making and carrying out decisions.

Effective governance incorporates a variety of decision-making and implementation practices by a wide range of people, organizations, and institutions beyond government. These include non-profit groups, faith-based organizations, community foundations, citizen alliances, community colleges, business associations, and others.

Effective governance incorporates community building: processes that develop leadership, enhance social capital and personal networks, and strengthen a community's capacity for improvement.

It is the hope of the resource team that the community assessment process has provided encouragement and support for your community's pursuit of effective governance.

Nevada Rural Development Council

